

Tick Tock Talk



Simply the friendliest supplier on the planet!

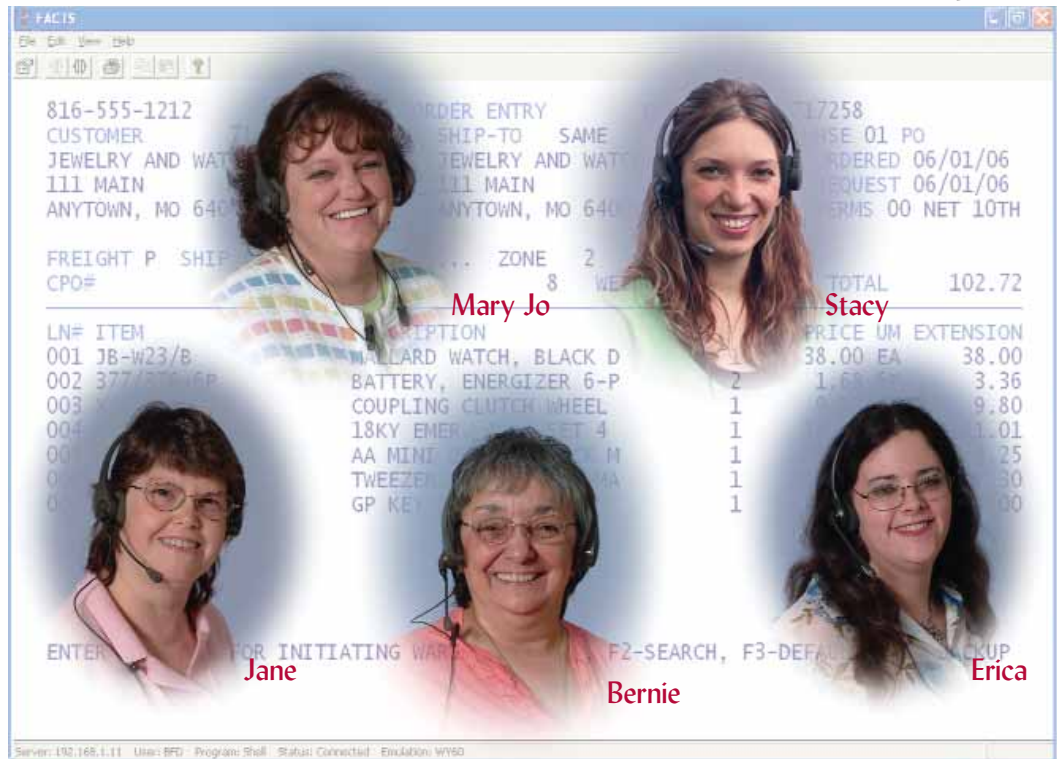
Summer 2006

JBC Friends

Hear the smiles from the Jules Borel & Co. Order Entry Team

Forget the hokey pokey... friendliness and fast service is what it's all about!

Welcome to the Summer 2006 issue of the Tick Tock Talk newsletter. This issue is chock-full of new items and specials, which we promise to deliver in our usual fine fashion of friendly and fast service.



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Visit julesborel.com for closeout specials



High Tech Carat Scale

Weigh stones using extreme 0.005ct.-1/2 point precision! This low -profile, high tech Pct-50 carat scale from GemOro has pushbutton digital calibration and can operate on battery or AC power.

SC9709 List \$199. **Our price \$149.99.**



Inventory Reduction

Purchase this set of 8 Swiss-made screwdrivers and stand for \$75.00 and **save \$32.00** while supplies last. Each size from .60 - 2.50mm has a different color head, containing ball bearings for smooth rotation.

SD189770 Reg. \$107. **Now \$75.**

We get lots of compliments from our customers about our friendly, helpful Order Entry Team members. We thought you might like to match faces to the friendly voices you hear when you call in your order. Each of these associates enjoys talking to customers and helping them get the parts, tools and supplies needed.

Jane is the team leader. She has been with JBC for 18 years. She likes the family-oriented atmosphere at JBC so much that except for the Borels, she has the most number of relatives working here.

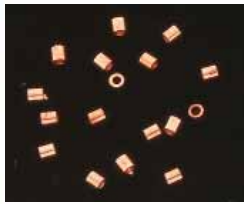
Mary Jo has worked here for three years. She loves it when we have items that the customer is sure we don't have. Because she works from home, customers always accuse her of being in her jammies.

Bernie came to Jules Borel & Co. after partnering in a watch and clock repair business for 16 years. A graduate of the Kansas City School of Watchmaking, she has enjoyed using her knowledge here for the past eight years.

Stacy worked in customer service at JBC for four years. She joined the Order Entry team two years ago. Stacy enjoys being part of the Jules Borel team, "a great bunch of people."

Erica is the newest member of our team. She joined us a few months ago after working for the Disney Call Center. She loves helping customers, and she has picked up the industry lingo quickly.

Start the school year and holiday season with lots of *New!* findings



Copper Crimps

New—crimping beads in copper.
78M-42 \$ 1.56 per doz.
Minimum one dozen.



Silver Ear Clips

Sterling clips have a 5mm cup with peg, and a loop for attachments.
Ea./1 /3 /10
264-40 \$ 4.92 4.16 3.66

Sterling Letters

Now in sterling as well as yellow and white gold, the most popular 5.3mm block letters.



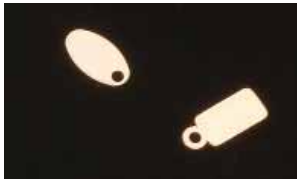
Price Range per letter

54-712/(letter)	Sterling	\$ 1.25 - \$ 1.38
51-712/(letter)	14KW	\$ 3.22 - \$ 6.11
50-712/(letter)	14KY	\$ 3.31 - \$ 6.15

Price breaks at 3 and 10

Chain Markers

Add a touch of prestige to chains, or engrave and dangle from ear threaders.



		Each	Ea/3	Ea./10
340-8	14KY Rectangle	\$ 8.58	\$ 8.14	\$ 7.81
342-8	YGF Rectangle	1.25	0.95	0.82
344-8	Sterling Rectangle	1.15	0.75	0.63
34C-8	18KY Rectangle	13.62	13.01	12.51
340-9	14KY Oval	8.22	7.79	7.47
342-9	YGF Oval	1.37	1.07	0.88
344-9	Sterling Oval	1.05	0.72	0.61

Pearl Pendant Mounts

New lightweight pendant mounts work well with smaller designs.



		Ea./1	/3	/10
92-920	YGF	\$ 1.33	\$ 1.00	\$ 0.82
94-920	STER	\$ 1.33	\$ 1.00	\$ 0.82

Pendant Loops

New lightweight pendant loops are ideal for coin mountings.



		Each	Ea/3	Ea./10
120-25	14KY	\$ 4.87	\$ 4.55	\$ 4.34
122-25	YGF	1.67	1.34	1.14
124-25	Sterling	1.22	0.89	0.72

Sterling Pendant Loops

Stock up on these solid sterling pendant loops in four sizes.



	H x W	Each	3 rate	10 rate
124-70	6x3mm	\$ 1.15	\$ 0.71	\$ 0.51
124-71	6.5x4.5mm	1.25	0.92	0.70
124-72	7.5x5mm	1.30	0.98	0.77
124-75	7x2mm	1.05	0.52	0.34

Birthstone Swarovski Crystal Beads

Available in the birthstone colors, these 6mm Bi-Cone crystal beads are the perfect size to dangle from ear threaders. They make wonderful accents on necklaces and bracelets, too.



		Ea/3	Ea./10
944-446	Crystal	\$ 0.41	\$ 0.26
944-446/1	Garnet	0.45	0.30
944-446/2	Amethyst	0.45	0.30
944-446/3	Aquamarine	0.45	0.30
944-446/5	Emerald	0.45	0.30
944-446/6	Lt. Amethyst	0.45	0.30
944-446/7	Ruby	0.45	0.30
944-446/8	Peridot	0.45	0.30
944-446/9	Sapphire	0.45	0.30
944-446/10	Rose	0.45	0.30
944-446/11	Topaz	0.45	0.30
944-446/12	Blue Zircon	0.45	0.30

Three piece minimum.

Stylish Ear Threaders now in YGF

We have three styles of the popular ear threaders, now in four different qualities. Attach your choice of beads for quick custom designs!

		Each	Ea/3	Ea./10
U-Threader Double Chain Drop				
220-170	14KY	\$ 9.18	\$ 8.72	\$ 8.37
221-170	14KW	9.56	9.09	8.73
222-170	YGF	2.77	2.44	2.15
224-170	Sterling	1.91	1.57	1.35
U-Threader				
220-171	14KY	\$ 7.68	\$ 7.28	\$ 6.98
221-171	14KW	8.07	7.65	7.33
222-171	YGF	2.26	1.93	1.68
224-171	Sterling	1.55	1.22	1.02
Chain Threader				
220-172	14KY	\$ 7.13	\$ 6.74	\$ 6.45
221-172	14KW	7.51	7.10	6.81
222-172	YGF	1.95	1.62	1.40
224-172	Sterling	1.40	1.07	0.89



Beads attached for illustration only. Shown smaller than actual size

Prices based on \$625 Gold and \$12.50 Silver Market

My name is Mark Borel. I'm a lucky guy, because I design, set specifications, and help you sell Mallard Watches. I love watches, and I refuse to waste my time building a line of ordinary watches.

Make excellent profits selling Mallard watches

- The retail prices range from \$95 to \$300 and *your cost is 60% off retail*
- Mallard watches are easy to sell at full suggested retail because of their built-in value and exclusivity. You won't find Mallard watches at discount or chain stores

Join other fine jewelers who are fiercely loyal to Mallard watches

- Because Mallard watches survive the toughest conditions, they build strong customer loyalty
- Save on shipping—combine Mallard watch orders with your other tools and supplies
- Receive fast service—provided from the Mallard Watch Three Year Guarantee

Mallard watches are built tough—like quality big-name watches—but priced much lower

- Their ETA movements are made in Switzerland
- Cases are all stainless steel
- Most feature a screw-down crown and back
- Sapphire crystals are standard on Dura-X and Extreme models and available on most other models at a small extra charge

Call me for more details. I'm here to serve you!

Mark Borel ■ ext. 399 ■ mark@julesborel.com



Just a few examples—aren't they wonderful?

<p>Dura X Ladies'</p> <p>JB-W18/4M \$64.00/\$160.00</p>	<p>Dura X Men's</p> <p>JB-W16/SM-BLUE \$60.00/\$150.00</p>	<p>Combat Men's</p> <p>JB-W23/GREEN \$39.00/\$97.50</p>	<p>JB Men's</p> <p>JB-W28F/Y2-MOP \$66.00/\$165.00</p>	<p>JB Ladies'</p> <p>JB-W29/YY3 \$60.00/\$150.00</p>	<p>Extreme Diver Men's only</p> <p>JB-W30-MAG \$96.00/\$240.00</p>	<p>Juliet Ladies' only</p> <p>JB-W40/S4-BND \$60.00/\$150.00</p>
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To see more styles, visit julesborel.com

Deluxe Automatic Watch Winders

Customers love these winders

Wind automatic watches without effort and attract attention to your fine time-pieces with these deluxe watch winders. These look wonderful in your showroom, AND they make ideal gifts for the person who owns self-winding watches.



Cylinder Watch Winders

Spring-loaded watch holders for men's and women's sizes are powered by two C-cells for 10 to 12 months battery life per set. These operate quietly under a fuzzy logic program which provides three directional winding modes. All models include complete instructions and a cloth storage bag. The square winder WTB1466 also has a protective window and optional AC power adapter.

		Price ea./1	/3	/10
WTB1360/SV	Cylinder Silver RD	\$ 85.00	\$77.00	\$ 70.00
WTB1360/BK	Cylinder Black RD	85.00	77.00	70.00
WTB1360GL/BK	Black Leather RD	99.00	90.00	80.00
WTB1360GL/BN	Brown Leather RD	99.00	90.00	80.00
WTB1466GL/BK	Black Leather SQ	110.00	100.00	89.00
WTB1466DC	AC Adapter for WTB1466GL/BK		\$ 13.95	

Stock up now for the holiday selling season!



Genuine Leather Watch Winders

Gorgeous leather cases and curved-glass view windows make these the quietest, most attractive watch winders available. Operating under a fuzzy logic program, the winder performs the alternating direction every 2 minutes for 24 minutes and then goes to sleep mode for 3 or 4 hours. Winders have spring-loaded, self-adjusting watch holders for men's and women's sizes, a security lock and key, a cloth storage bag and complete instructions.

		Price ea./1	/3	/10
WTB1455GL/BK	Black Single	\$ 149.00	\$ 139.00	\$ 129.00
WTB1455GL/BN	Brown Single	149.00	139.00	129.00
WTB1488GL/BK	Black Double	210.00	199.00	184.00
WTB1488GL/BN	Brown Double	210.00	199.00	184.00
WTB1588GL/BK	Black Triple	295.00	240.00	221.00
WTB1588GL/BN	Brown Triple	295.00	240.00	221.00

Mix and match winder styles to get the 3 or 10 rate discount.

Witschi Cyclonic



You will wonder how you got along without the Swiss-made Cyclonic with its built-in battery tester.

- Frees stuck hands
- Tests the drive train of analog quartz watches
- Supplies pulse to stepping motor to check a stopped train
- Increases pulse power to restart hands stuck by particles or oil
- Speeds pulse to faster than normal to clean or clear train
- Jump starts unreparable Swatch watches

TS-Cyclonic \$385.00



Wood block not included

Vacuum Dust Extractor

Use this complete vacuum unit to remove minute impurities from difficult to reach areas in delicate quartz watch movements. Easy to operate and efficient, the pump is a Rietschie Thomas oilless vacuum/pressure pump with 3.6 amps, 60HZ and 115 volts. Made in the USA, with included accessories supplied by Bergeon of Switzerland.

- BG5504-VA03 hose support stand
- BG5504-VA01 vacuum hand-piece stylus
- BG5504-VA14 soft white suction brush
- In-line air filter
- 14' suction hose
- Motor muffler

Stock # AC6100V Vacuum Dust Extractor with Accessories \$739.95



Oil Cups

Lidded container measures 1 3/4" across, with 15, 13 and 11mm cups.

OLN273 \$ 3.50



Movement Rests

Hold movements from 4.5 lignes to 20.5 lignes or from 10mm to 46mm with this set of 12 round movement holders.

MH236 \$3.50

Improved!



The extra head stores in the handle

Multi-head Oscillating Weight Wrench

Lock and unlock oscillating weight retaining rings using this versatile tool. From Bergeon, the anodized aluminum handle has two quick change stainless steel heads sized for the following calibers.

- 10.3mm ETA 2892, 2893, 2894, 2895, 2896 and 2897
- 7mm Valjoux 7750 and 7770
Valgrange A07111, A07161, A077271

BG6923 Oscillating Weight Wrench \$79.50



Economy Snap-back Case Opener

Line up the case knife blade into the case slit, then easily lift the case back off. The rotating lever provides control over the knife blade and enhances the removal process.

CO-114E Snap-back case opener \$23.95

Very Cool Plating Tool

New!



Krohn MiKro-Rack Plating Rack

Reduce metal waste and increase the life of the plating solution by using this vinyl insulated titanium holding wire—the insulation prevents overplating the rack. Works in both 600ml and 1000ml beakers.

PM313 \$17.95

New!



Holding Blocks

Each block has eight slots to hold bands of various widths, and spaces to eject pins. While the gray blocks are rigid, the yellow blocks are flexible to avoid scratching precious metals.

BG6744P	For regular band thickness	\$ 7.80
BG6744PI	For heavy bands 3.5 - 7mm	12.40
BG6744PS	Flexible for regular bands	8.60
BG6744PIS	Flexible for heavy bands	13.20



Movement Trays

Set of six plastic trays with lids are designed with one large round partition to hold a movement, and four other sections to keep small parts sorted. 3" x .75".

BX-NT765	\$ 9.70 ea.	\$ 9.25 ea./6	\$ 8.60 ea./50
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Visit julesborel.com
for closeout specials

Back in Stock!



7mm Crown and Tube Set

The replacement crown and tube for Rolex* 702/703 watches must be used together. Both the 7mm crown and case tube with 3mm opening are stainless steel.

JB24-702-0/SET	Rolex Tube & Crown Set	\$25.50 ea./1	\$20.00 ea./3
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Watch Hand Sets



ETA 7750
Chronograph



ETA 2824
Tudor Dress



ETA 2892
James Bond



ETA 2824
Tudor Diver



Accutron 214
Spaceview







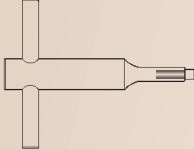

Enlarged

Replacements for damaged and missing watch hands are sold by the set.

Stock No.	Description	Color	Hole Size	Price ea./1	/3
HAND 7750.1W	ETA 7750 Chronograph	White	120/200/26/18	\$ 12.00	\$ 9.00
HAND 7750.1Y	ETA 7750 Chronograph	Yellow	120/200/26/18	12.00	9.00
HAND 2824.2W	ETA 2824 Tudor Dress	White	90/150/24	12.00	9.00
HAND 2824.2Y	ETA 2824 Tudor Dress	Yellow	90/150/24	12.00	9.00
HAND 2892.1W	ETA 2892 James Bond	White	90/150/25	12.00	9.00
HAND 2892.1Y	ETA 2892 James Bond	Yellow	90/150/25	12.00	9.00
HAND 2824.1W	ETA 2824 Tudor Diver	White	90/150/24	12.00	9.00
HAND 2824.1Y	ETA 2824 Tudor Diver	Yellow	90/150/24	12.00	9.00
I43C/ACC 214	Accutron 214 Spaceview	Wht paint	85/140/18	18.00	15.00

"Rolex* Style" Tool Kit

Save when you purchase the entire set of these specialty tools.

	Wrench		
	STK 1000	Regulating Wrench	\$ 24.95
	Taps		
	STK 250	Ladies' Tap	35.00
	STK 300	Men's Tap	35.00
	STK 2530 Set 2	\$49.00	
	Case Tube Wrenches		
	STK 1053	Ladies' New	35.00
	STK 1060	Men's New	35.00
	STK 5360 Set 2	\$60.00	
	STK 1053/OLD	Ladies' Old Style	28.00
	STK 1060/OLD	Men's Old Style	28.00
	STK 5360/OLD Set 2	\$48.00	
	Autoweight Stakes		
	STK 1530	1500 Calibers	29.00
	STK 2030	2030 Calibers	29.00
	STK 3035	3000 Calibers	29.00
	STK 152030 Set 3	\$66.00	
	Total if purchased separately		\$307.95
	STK4000 10 pc. Set	25% OFF	\$230.00

*Jules Borel & Co. is not authorized by, nor affiliated with Rolex Watch U.S.A., Inc.



Solutions for Safe Jewelry Cleaning

Since you want to assure your customers that the cleaning solutions you sell are safe, we now stock the Blitz line of cleaning products. These **nontoxic** jewelry cleaning solutions are sold with compact home cleaning machines and individually. Feature them in gift baskets and for add-on sales.

Counter-clockwise, from lower left

		Single	Multiples
BLITZ-6810	Silver Shine Silver Cleaner	\$ 3.50	\$ 3.00*
BLITZ-6510	Special Edition Jewelry Cleaner	1.95	1.65*
BLITZ-903	Battery Cleaning Machine	12.50	10.95**
BLITZ-906	Electric Cleaner plus solutions	17.50	16.50**
BLITZ-6920	Jewelry Care Kit-jar & Cloth	5.00	4.50*
BLITZ-6710	Delicate Gem/Jewelry Cleaner	1.95	1.65*
BLITZ-6510	8 oz. Gem/Jewelry Cleaner	1.95	1.65*
BLITZ-2000	Battery Cleaning Machine w/ jar	15.00	14.00**
BLITZ-6530	8 oz. Cleaner Conc. (not shown)	2.75	2.25*

* Price break of each for 12

**Price break for 6

Chunky Monkey Leather Bands

Heavy-duty leather bands for the young, bold and tough!

New!



Style	Color	Width	Size	J.C.	Retail
WBHQ01	Black	1.25"	18mm	\$ 4.00	\$ 11.95
WBHQ02	Brown	1.25"	18mm	4.00	11.95
WBHQ03	Black	2.5"	14-20mm	6.00	17.95

New! Per your request—10k Wedding bands

Now in stock, 10K yellow and white gold wedding bands, in sizes 6 and 10. Other sizes available by special order, allow 10 days for delivery.



Width	Sz. 6 10KY	J.C.	Sz. 10 10KY	J.C.
2mm	957-12	\$ 33.50	957-17	\$ 37.00
3mm	957-32	45.00	957-37	49.00
4mm	957-42	47.00	957-47	62.00
5mm	957-52	80.00	957-57	92.00
6mm	957-62	89.00	957-67	109.00
8mm	957-72	119.00	957-77	153.00

Based on a gold price of \$669/ounce. White gold slightly higher.

Extreme Closeouts!

Good Gucci



A shipping error left us with some 24" long, **3.8mm wide** sterling Gucci chains by mistake. Now you can purchase these for the same price as our 2mm wide Gucci chains, but only while supplies last.

GUCCI/SPEC-245 \$ 18.78

Bargains on Zippo & Anson

Further reductions on Zippo lighters.

		avail.	Retail	J.C.
ZIP626	Our Century	11	\$ 29.95	\$ 10.00
ZIP276	Santa with Reindeer	5	29.95	10.00
ZIP277	Santa in Chimney	4	27.95	9.00
ZIP278	Christmas Tree	4	29.95	10.00

Fine mechanical pencils (and a pen) at fine prices.

		avail.	Retail	J.C.
APC-3005	Black Satin Pencil	5	\$ 22.50	\$ 7.00
APC-4005	Gold plated Pencil	1	25.00	8.00
APN-970	Gold-plated golf pen	1	34.00	15.00



What a deal!

Watchbands at **25¢ each!** These water resistant bands are great for summer sports, and at this price, you can't lose! Minimum order, 1 dozen.

- WB-N20-BLK 20mm x 12" Nylon Black Strap
- WB-L/N18-BLK 18mm Leather/Nylon Black 2 pc. Strap
- WB-N/G18-GRY 18mm Men's Gray Grosgrain 2 pc. Strap
- WB-N/G14-GRY 14mm Ladies' Gray Grosgrain 2 pc. Strap

Specialy-priced set while supplies last
Save \$400.00



It really is true...

PUK welding improves repair efficiencies exponentially!

Wouldn't you rather spend less time on repairs, plus achieve stellar metal joining results every time? The PUK provides precision metal welding at a fraction of the price of laser welding. Our price includes **all** the accessories shown—just purchase a tank of argon gas and you are good to go for exacting, clean joins and tacks.

Purchase a PUK 111 for \$2895.00 and receive the PUK003 10x Microscope for only \$775.00, \$400 less than the usual price. The microscope gives you a precise clear look at the objects to be welded, ensuring a quality job every time. Order today, and enjoy the synergy of these two fine pieces of equipment plus save \$400.00

PUK111 COMBO	Regular Price \$4,070.00
Save \$400.00	Special Value \$3,670.00
PUK111 Welder	Regular Price \$2,895.00
PUK003 Microscope	Regular Price \$1,175.00

Call us if you have any questions about PUK welding and how it can save you time and money, or order the DOC-PUK111 free information packet with CD.

We supply Tool Kits

Setting up another bench or teaching a class? If we don't have the tool kits you need, we will custom make them! Schools and colleges love the convenience and savings of ordering these economical kits.

TK102W	Intro to Watchmaking Tool Set, in case	\$69.00
TK101J	Intro to Jewelry Tool Set, in carrier	\$149.00



Check julesborel.com regularly for new products and specials



Tick Tock Talk

Jules Borel & Co.

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