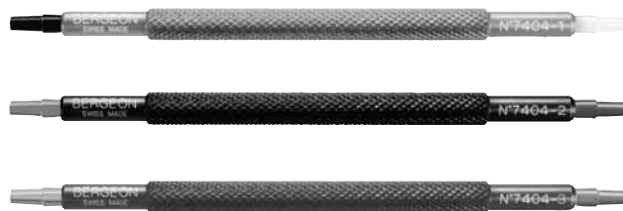


April, 2005

# Tick Tock Talk

Product news for the professional Jeweler and Watchmaker

*Bergeon Hand  
Fitting Tools*



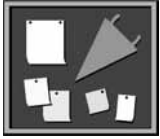
Apply gentle, even pressure to successfully install watch hands without bending or marring. Knurled handles with *replaceable* friction fit end-pieces are color-coded for easy identification. Overall length of each tool is 4.5 inches. By Bergeon of Switzerland.

## Set of all 3 sizes

**BG7404      \$ 37.70**

### Individual Sizes - \$ 13.20 each

- BG7404-1**    Gray - endpiece holes sizes .50 & 1.00mm
- BG7404-2**    Black - endpiece holes sizes .80, & 1.50mm
- BG7404-3**    Red - flat brass & centering plastic end pcs



## Tick Tock Talk Message Center

*Keeping You In The Loupe*



### Are you ready for the Spring Selling Season?

With all those lovely spring and early summer gift giving occasions coming up, Jules Borel & Co. would like to help you be ready for your increased store traffic.

In addition to ideas featured in this month's Tick Tock Talk, we have assembled a check list of gift ideas from our comprehensive stock of jeweler's and watchmaker's supplies. For details, call us, visit [www.julesborel.com](http://www.julesborel.com) or check your Jules Borel & Co. Resale Jewelry Catalog.

### Check List - Spring Gift Ideas

- |   |  |
|---|--|
| <input type="checkbox"/> Mallard Watches        | <input type="checkbox"/> Batteries of all types            |
| <input type="checkbox"/> Pocket Knives & tools  | <input type="checkbox"/> Butane Lighter for the chef       |
| <input type="checkbox"/> Nike Sports Watches    | <input type="checkbox"/> Gift Boxes, Wrap, Bags, Bows      |
| <input type="checkbox"/> Pendants and Earrings  | <input type="checkbox"/> Jewelry Cleaner & Cloths          |
| <input type="checkbox"/> Harley Davidson Items  | <input type="checkbox"/> Spring Bars, Gaskets, Cotter Pins |
| <input type="checkbox"/> Watch Winders          | <input type="checkbox"/> Flag Charms, Pens & Lighters      |
| <input type="checkbox"/> Pewter Gift Sets       | <input type="checkbox"/> Personal Ultra Sonic Cleaner      |
| <input type="checkbox"/> Zippo lighters         | <input type="checkbox"/> Jewelry Boxes, travel bags        |
| <input type="checkbox"/> Cameo Locketts, Charms | <input type="checkbox"/> Watchmaker's Knife                |
| <input type="checkbox"/> Money Clips            | <input type="checkbox"/> Watch Domes                       |
| <input type="checkbox"/> Silver Picture Frames  | <input type="checkbox"/> Neck Chains & Bracelets           |

## New Oil Cups

**Special 10% off  
for 3 or more  
assorted colors**



Replaces Bergeon #  
4009, 30101 which  
are discontinued.

! Overall diameter of 34mm, w/ 17mm tinted glass oil cups.

! Oil cup cavities of 6, 8, 10, & 12mm diameter.

! Six different colors to match available oilers # BG30102.

<u>Borel #</u>	<u>Color</u>	<u>Cavity dia.</u>	<u>Each</u>
<b>BG6885-R</b>	red	6mm	<b>\$ 14.20</b>
<b>BG6885-B</b>	blue	8mm	<b>14.20</b>
<b>BG6885-V</b>	green	10mm	<b>14.20</b>
<b>BG6885-J</b>	yellow	12mm	<b>14.20</b>
<b>BG6885-G</b>	gray	12mm	<b>15.20</b>
<b>BG6885-N</b>	black	12mm	<b>15.20</b>

*Just in time for Mother's Day —  
beautiful Potpourri Jar Gift Sets with a  
variety of embossed nature designs and  
engraved floral bracelets*



Each set contains an elegant glass potpourri jar with embossed pewter lid and aromatic potpourri sachet, beautifully boxed for the perfect gift. Choose from seven delightful designs.



### Potpourri Jar Gift Sets

**Only \$14.00 Jc**

<b>WEBCPPFR-GS</b>	Frog
<b>WEBCPPHB-GS</b>	Hummingbird
<b>WEBCPPCR-GS</b>	Crab
<b>WEBCPPDW-GS</b>	Bumblebee/Dogwood
<b>WEBCPPDF-GS</b>	Dragonfly
<b>WEBCPPROSE-GS</b>	Rose
<b>WEBCPPHOLLY-GS</b>	Holly

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Beautiful 1" solid pewter cuff bracelets with a variety of lovely flower designs to match each month of the year. Plain bracelets are also available in 3/4" & 1" widths.

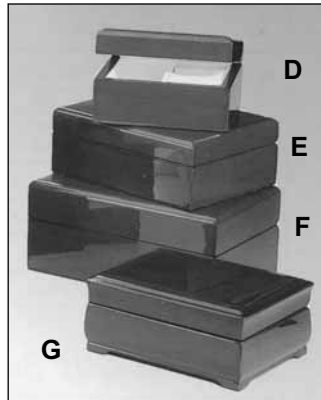
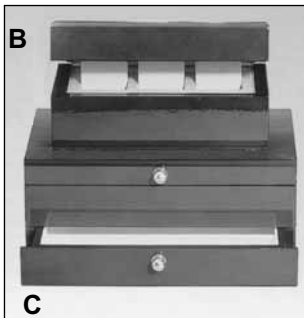
### **1" Pewter Cuff Bracelet with engraved flower Only \$ 7.50 Jc**

<b>WEBCFMB-01</b>	January	Carnation
<b>WEBCFMB-02</b>	February	Violet
<b>WEBCFMB-03</b>	March	Jonquil
<b>WEBCFMB-04</b>	April	Daisy
<b>WEBCFMB-05</b>	May	Lily of the Valley
<b>WEBCFMB-06</b>	June	Rose
<b>WEBCFMB-07</b>	July	Larkspur
<b>WEBCFMB-08</b>	August	Poppy
<b>WEBCFMB-09</b>	September	Aster
<b>WEBCFMB-10</b>	October	Cosmos
<b>WEBCFMB-11</b>	November	Chrysanthemum
<b>WEBCFMB-12</b>	December	Narcissus
<b>WEBPB1</b>	1" Plain pewter bracelet	<b>\$ 9.25 Jc</b>
<b>WEBSR-PB2</b>	3/4" Plain pewter bracelet	<b>\$ 7.75 Jc</b>

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## Beautifully Finished Wooden

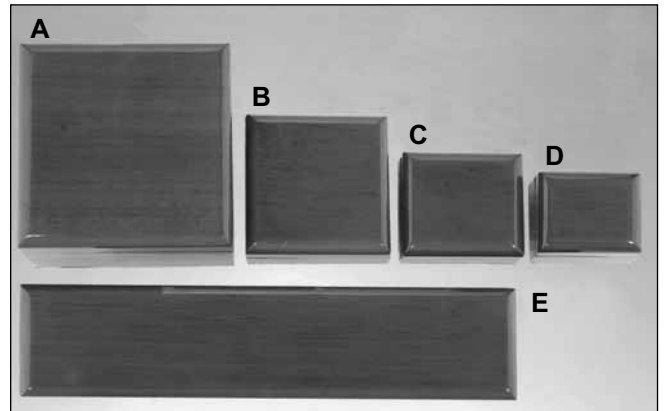
These make great graduation gifts



- A** Medium Brown Collector's Watch Box -  $12\frac{15}{16} \times 4\frac{3}{4} \times 2\frac{7}{8}$   
**WJB-52** Navy Suede Interior **\$ 119.00 Jc**
- B** Red Brown Grand Watch Box -  $8 \times 5 \times 3\frac{1}{2}$   
**WJB-53** Beige Leather Interior **\$ 28.00 Jc**
- C** Medium Brown Grand Jewelry Box w/ trays -  $9\frac{7}{8} \times 6\frac{3}{4} \times 4\frac{1}{8}$   
**WJB-54** Beige Suede Interior **\$ 42.00 Jc**
- D** Red Brown Small Jewelry Box -  $4\frac{7}{8} \times 4\frac{1}{4} \times 2\frac{1}{2}$   
**WJB-55** Beige Leather Interior **\$ 11.20 Jc**
- E** Red Brown Medium Jewelry Box -  $6\frac{3}{4} \times 5 \times 2\frac{1}{2}$   
**WJB-56** Beige Leather Interior **\$ 18.00 Jc**
- F** Red Brown Large Jewelry Box -  $8 \times 5 \times 3\frac{1}{2}$   
**WJB-57** Beige Leather Interior **\$ 28.00 Jc**
- G** Red Brown Music Jewelry Box -  $6\frac{1}{4} \times 4\frac{3}{4} \times 2\frac{5}{8}$   
**WJB-58** White Leather Interior **\$ 30.80 Jc**

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## Jewelry and Gift Boxes



On Sale Now —  
Prices good through

- A** Red Brown Watch Box -  $4 \times 4 \times 2\frac{5}{8}$   
**WGB-01** Leather Beige Interior **\$ 8.40 Jc**
- B** Red Brown Pendant Box -  $2\frac{7}{8} \times 2\frac{7}{8} \times 1\frac{3}{8}$   
**WGB-02** Leather Beige Interior **\$ 7.00 Jc**
- C** Red Brown Earring Box -  $2\frac{3}{8} \times 2\frac{1}{8} \times 1\frac{1}{8}$   
**WGB-03** Leather Beige Interior **\$ 5.60 Jc**
- D** Red Brown Ring Box -  $2 \times 1\frac{5}{8} \times 1\frac{1}{2}$   
**WGB-04** Leather Beige Interior **\$ 4.20 Jc**
- E** Red Brown Bracelet Box -  $9\frac{5}{8} \times 2\frac{1}{4} \times 1\frac{3}{8}$   
**WGB-05** Leather Beige Interior **\$ 7.00 Jc**

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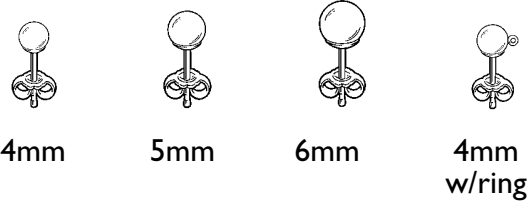
*New!*

**New Sizes and Qualities  
of Popular Ball Ear  
Posts with Nuts**

**We've expanded our line of ball ear posts -  
now including 14K Rose Gold, Stainless  
Steel, and smaller sizes in YGF & Sterling.**



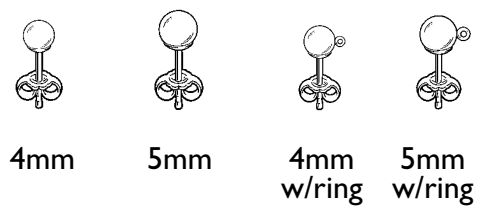
**14K Rose Gold  
Ball Ear Post**



Size	Stock #	One pc. rate
4mm	<b>200-813/ROSE</b>	<b>\$ 4.38</b>
5mm	<b>200-864/ROSE</b>	<b>5.32</b>
6mm	<b>200-812/ROSE</b>	<b>5.78</b>
4mm w/ring	<b>200-819/ROSE</b>	<b>4.83</b>

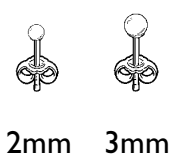
*210-400/ROSE ear nut is included.  
Price Breaks at 3 & 10 pieces.*

**Stainless Steel Ball Ear Posts**



Size	Stock #	Jeweler's Cost		
		3 rate	10 rate	50 rate
4mm	<b>205-813</b>	<b>\$ .34</b>	<b>\$ .23</b>	<b>\$ .18</b>
5mm	<b>205-864</b>	<b>.34</b>	<b>.23</b>	<b>.18</b>
4mm w/ring	<b>205-819</b>	<b>.58</b>	<b>.44</b>	<b>.34</b>
5mm	<b>205-860</b>	<b>.70</b>	<b>.55</b>	<b>.47</b>

*215-400 stainless steel ear nut is included.*



**2 and 3mm Ball  
Ear Posts in  
YGF & Sterling**

Size	YGF		Sterling	
	3-rate	3-rate	3-rate	3-rate
2mm	<b>202-895</b>	<b>\$ .99<sub>ea.</sub></b>	<b>204-895</b>	<b>\$ .84<sub>ea.</sub></b>
3mm	<b>202-811</b>	<b>.99<sub>ea.</sub></b>	<b>204-811</b>	<b>.73<sub>ea.</sub></b>
3mm w/ring	<b>202-818</b>	<b>1.17<sub>ea.</sub></b>	<b>204-818</b>	<b>.95<sub>ea.</sub></b>

*212-400 (YGF) or 214-400 (Sterling) ear nut is included.  
Price Breaks at 10 & 50 pieces. One-piece price is slightly higher.*

*New!*

**6, 7, 8mm Sterling Ball Clasps**



6mm

7mm

8mm

Size(mm)	Plain	Each	Corrugated	Each
6.0	364-11	\$ 3.64	364-18	\$ 4.00
7.0	364-12	3.94	364-19	4.26
8.0	364-13	4.70	364-128	5.16

Price breaks at 3 and 10 pieces.

**YGF Lever Back with Ring**

*New!*

**222-166**

\$ 1.99 each

3 @ \$ 1.71 ea.

10 @ \$ 1.55 ea.



shown actual size

**VLT silicone molding rubber cures in 1 to 2 hours!**

**VLT = Very Low Temperature!**



**Mold directly from wax or plastic prototypes**

- Vulcanize between 160° and 190 °F
- Easy to work with and cut
- Gives waxes a high-shine finish
- Ideal for CAD/CAM designers

**CA99489 5 pound carton VLT \$ 36.95**



## Watch Support



Handy case cushion holds watches and bands securely in place for better access and viewing. A soft foam rim prevents scratches while working on the watch. Available in three sizes — 24, 30, 40mm — with a 50 mm base. Swiss-made.

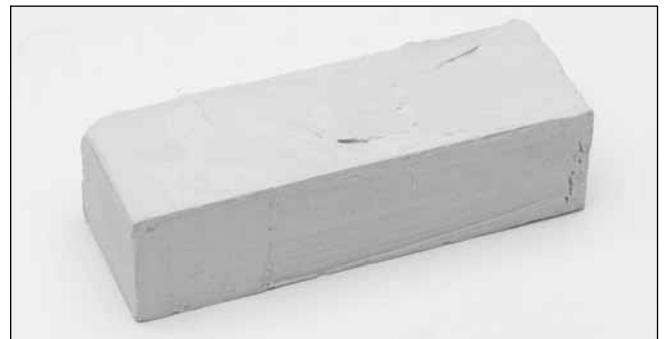
**\$ 24.95 each**

**CH167.650/24**            24mm

**CH167.650/30**            30mm

## Blue Magic Polishing Compound

This item has been tested by a professional watchmaker who found it to be the best case polishing compound available for high grade stainless steel watch cases, working faster than comparable products.



Jules Borel now offers a reasonably priced compound engineered especially for platinum. Tests by professional jewelers indicate that it leaves the best shine that they have ever seen. We call it Blue Magic and jewelers love it. Moreover, it's great for gold and excellent for high grade stainless steel watch cases.

**PS605.00**

List: \$ 8.95

**Only \$ 7.95**

**3 pcs. \$ 7.50 each**

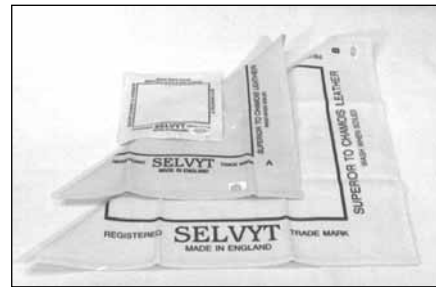
## Borel® Rougeless Polishing Cloth



This special cloth is impregnated with a highly effective compound that polishes silver or gold, but leaves behind no mess. Measures 10" x 12". Individually poly bagged.

Stock#	Price/1	/12	/72
<b>PS261</b>	<b>\$ 2.50</b>	<b>\$ 2.25</b>	<b>2.00</b>

## Selvyt™ Cloths



The famous English-made lint free cloth that retains its softness and durability even after repeated washings. Excellent quality.

Stock#	Size	Style	Price/1	/12	/72
<b>PS250/SR</b>	5" x 5"	O	<b>\$ 1.20</b>	<b>\$ 1.00</b>	<b>\$ .90</b>
<b>PS251/SR</b>	10" x 10"	A	<b>5.25</b>	<b>4.50</b>	<b>4.25</b>
<b>PS252/SR</b>	14" x 14"	B	<b>7.35</b>	<b>5.90</b>	<b>—</b>



## Borel® Polishing Cloth with Rouge

A 2-part cloth with the inner cloth impregnated with rouge, and the outer cloth as a final polishing cloth. Suitable for resale. Measures 9" x 11". Individually poly bagged.

Stock#	Price/1	/12	/72
<b>PS260</b>	<b>\$ 2.95</b>	<b>\$ 2.75</b>	<b>\$ 2.50</b>



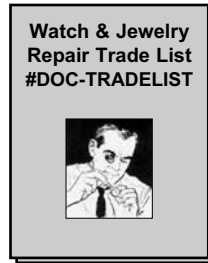
## Blue Diamond Cleaning Cloth

This lint-free diamond cleaning cloth has a revolutionary micro fiber that will not snag or shed. It is the optimal texture and softness for cleaning film from precious stones, especially diamonds. Untreated, a lovely powder blue color, packaged one to a hang-up bag for excellent counter display.

Stock#	Price/1	/12	/72
<b>PS805.00</b>	<b>\$ 3.80</b>	<b>\$ 3.20</b>	<b>\$ 2.85</b>



## Trade List Booklet



Are you looking for some help with your watch or jewelry repair work? A booklet is available with over 60 of our customers who do repair work for the trade - *primarily for watch repair but now including some for jewelry repair*. Available at No Charge as a service to our customers, **this is a valuable resource if you are looking for someone to do watch or jewelry repair work**. The booklet will be updated periodically as we receive new information. Please order using the stock # DOC-TRADELIST.

**DOC-TRADELIST**

**N/C**

Let us know if you would like  
to

since 1920



[www.julesborel.com](http://www.julesborel.com)

**Jules Borel & Co.**

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Kansas City, MO 64106-2348

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