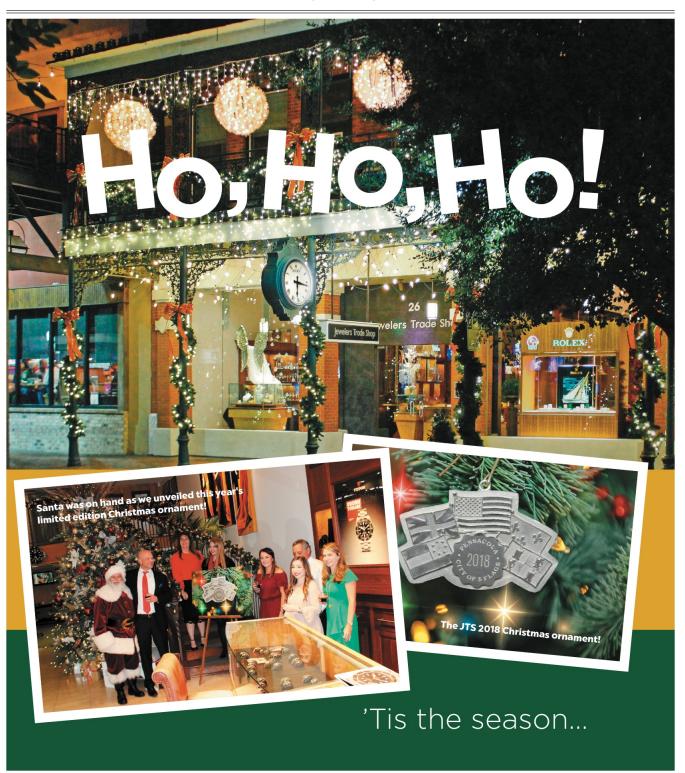


Jewelers TRADE SHOP 1956 GEMS, JEWELRY, FUN TIMES

AN OCCASIONAL NEWSLETTER OF GEMS, JEWELRY, AND FUN TIMES · CHRISTMAS 2018



Back in my day (when an

GOING STEADY

Today's high school dating scene consists of kids snapping each other before they actually Snapchat. Then, if things go well, they give each other a phone number to text. Then they actually call and talk. Wow, sounds complicated. I'm sure these kids think that "going steady" is as archaic as I must be to my grandkids. However, I have decided to single handedly bring back the once popular dating scene.

I don't expect high schoolers to trash their cell phones and Snapchat accounts and start hanging

out at the soda counter at Diary Queen, or go "necking" on Scenic Highway. But I do have some pointers for them.

Back in my day (when an occasional dinosaur would roam the Palafox area), a boy would give his girlfriend a special gift to show how much he liked her. If she

accepted the gift, they were ready to "go steady." My first attempt at this tradition was in the fifth grade at St. Johns elementary. I was in Sister Mary Agnes's class, was confirmed that year, and lettered on the football team. I was so proud to wear my blue sweater with the big gold J. And I knew exactly who I would offer my letter sweater and first love to. After a sleepless night, I jumped off the bus with excitement and finally had the nerve when I saw Michelle West. She was with a couple of girlfriends when I offered the new lettered sweater to her. She just said, "No" and walked away. I

was crushed when I saw her the next day wearing an identical sweater which belonged to the quarterback. I was a lowly guard. I can't even remember who I finally let wear my sweater, but I do remember who didn't. (My wife tells me now that I hold grudges.) She may be right; that was 57-years ago.

Okay, back to going steady—with a better outcome in today's high school environment. Besides "letters," it was customary for guys to give their girls their class rings, a "puppy love" anklet, or a friendship ring. Bam!

That's where I come in.

Before you paint your car with names, or carve your initials in the side of a tree, come visit us at JTS. Our new "going steady" ring is in 14k yellow or white gold and features a round brilliant cut diamond for \$150. Worn on the third

occasional dinosaur would roam the Palafox area) a boy would give his girlfriend a special gift to show how much he liked her. finger on her left hand, it

is a visible sign that you are going steady and publicly declares your exclusive relationship and commitment.

Now you have a guaranteed date for proms, sock hops, and special events. You're "going steady."

When you are ready to move to the next step of getting engaged and you need a bigger ring for the finger next door, we will give you a bottle of champagne, free ring mounting and discount on your bigger diamond.

And we'll resize your going steady ring for your right hand.



LOCATION

26 Palafox Place Pensacola, FL 32502

Founded in 1956 in Pensacola, Florida, by Corbett and Imogene Davis, Jewelers Trade Shop has been the jeweler that generations of Pensacola families have chosen to commemorate their lifetime memories. Today, the shop is renown throughout the South for it's exquisite collections and welcoming Southern hospitality.

CONTACT

Tel: 850.432.4433 Fax: 850.469.0477 Email: jts@Jewelerstradeshop.com Web: jewelerstradeshop.com

STORE HOURS

Monday-Saturday: 8 a.m.-5:30 p.m. Closed Sunday



JTS TRADE-UP CERTIFICATE

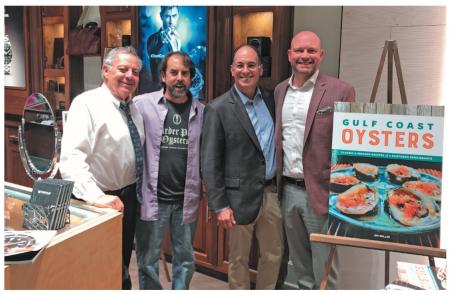
If you decide to trade in your "going steady ring" for an engagement ring later, you will receive a full credit of the original diamond price towards the purchase of a new one and a 20% discount.

Shape	Round	Polish	Good
Carats	.10 cts	Symmetry	Good
Color	Н	Cut	Very Good
Clarity	SI1		

Date of Purchase

Conflict-Free Guarantee: The diamonds herein supplied have been purchased from legitimate sources not involved in funding conflict and in compliance with the United Nations Resolutions. The seller hereby guarantees that these diamonds are conflict-free, based on personal knowledge and/or written guarantees provided by the supplier of these diamonds.

JTS BOOK SIGNING



Corbett jr., Chef Irv Miller, John Peacock, Corbett III

On Friday, November 9,
Jewelers Trade Shop and Edward
Jones (John Peacock) hosted
another great local author.
Pensacola celebrity chef Irv Miller, of
Jackson's Steakhouse, entertained
the crowd as he signed copes of

his second cookbook, "Gulf Coast Oysters". The enthusiastic group of party goers flipped through the colorful pages of Gulf Coast recipes and photos as they tasted fine wines and oyster dishes. Corbett's shrimp, crab and oyster gumbo and Ed Smith's culinary collection of oyster dishes were almost as big a hit as the cookbook.

Irv has been creating great recipes along the Florida panhandle and writhing about the local foods of our Gulf Coast for over three decades. His list of accolades and awards are a mile long but include:

- Six time performing chef for the James Beard Foundation
- Ten years as a founding member of The Pensacola Celebrity Chefs
- Has appeared on many television cooking shows with renowned celebrity chefs.
 But his most prized award

comes from his two most influential mentors and local chefs. On this evening Chef Irv Miller was awarded The Golden Oyster award from Corbett Jr. and Corbett III. And although he didn't come out and say it, we're sure this is his most treasured award ever received.

THE 4 Cs OF JEWELERS TRADE SHOP

I'm sure you have all heard about the four Cs of diamond quality. Let me introduce you to the 4 Cs of Jewelers Trade Shop. Before you purchase a rare and beautiful diamond, you need to understand the four Cs of carat, clarity, cut and color. And the best way to do that is to have trust in the past, present and future of the 4 Cs of Jewelers Trade Shop.



Corbett IV, Corbett III, Corbett Jr., Corbett Sr.

COLOR

The color evaluations of most gem-quality diamonds is based on the absence of color. The best (GIA) grades would be in the colorless (D, E, F) and near colorless range (G, H, I). Many of these color distinctions are so subtle that they are invisible to the untrained eye, however, these distinctions make a very big difference in diamond quality and price.

Corbett Sr.'s true "color" came out when he was only 25-years old. He took a risk, left his job, and founded and opened Jewelers Trade Shop on the fifthfloor of the Thiesen Building at Palafox and Romana Street. His hard work, many hours, and his commitment to being the best was the foundation that helped make Jewelers Trade Shop what it is today. Corbett Sr. retired forty-years ago at age 50. He walks

3 miles a day and still enjoys his family, friends and life on Pensacola Bay. As a great dad, grandfather and great grandfather, he has taught us all much about business, honesty, ethics and the focused drive to succeed. And the importance of enjoying life, family and friends along the way.

CLARITY

Natural diamonds are the result of carbon exposed to tremendous heat and pressure deep in the earth. This process can result in a variety of internal characteristics called "inclusions" and external characteristics called "blemishes." Many inclusions and blemishes are too tiny to be seen by anyone other than a trained diamond grader. To the naked eye, a VS1 and an SI2 diamond may look exactly the same, but these diamonds are quite different in terms of overall quality. This is why

expert and accurate assessment of clarity is extremely important.

Corbett Jr. It was December of 1978 when Corbett Sr. officially retired at the age of 50, passing the JTS baton to his son, Corbett Jr. Along with his brother Brad, Corbett's "clarity" for the future was perfectly clear. At age 26, he wanted to bring JTS to the next level. Building on the foundation and hard work of his dad, his goals included adding certified (GIA) Gemologists, increasing business, and adding name brands like Rolex. Roberto Coin. and J.B. Star. He made sure to pursue these goals while keeping the business fundamentals, competitive prices, and strong work ethics he learned from the "old man." We now have four GIA certified Gemologists, six full time master jewelers, Rolex, J.B. Star, Roberto Coin and many more.

Jr.'s time off is spent with his family enjoying life, which includes

traveling, cooking, writing, flyfishing and spending adventure day Tuesdays with his grandkids.

CUT

Diamonds are renowned for their ability to transmit light and sparkle so intensely. We often think of a diamond's cut as shape (round, emerald, pear), but a diamond's cut grade is really about how well a diamond's

facets interact with light. The quality of cut is crucial to the diamond's final beauty and value. And of all the 4Cs, it is the most complex and technically difficult to analyze. The GIA cut grading system for the standard round brilliant diamond evaluates seven components. The first three. brightness, fire,

and scintillation, consider the diamond's overall face-up appearance. The remaining four, weight ratio, durability, polish and symmetry, assess a diamond's design and craftsmanship.

Corbett III. Knowing that Corbett III was a "cut" above, the JTS baton was passed on to him a couple years back. As new president and owner of Jewelers Trade Shop the thirst for knowledge, perfection, quality and customer service was added to his new future goals. Besides stepping it up a notch, he is responsible for getting the David Yurman line added to our great brands we

carry. He has also developed our great, friendly sales staff to be the best in the business. With each new generation, we have kept the principles and practices from our previous mentors and added our own twists and values to ensure total customer satisfaction. When #3 is not working, he is enjoying his time with his family at the soccer fields, tennis courts, or in the boat. He also enjoys reading,



The four GIA certified gemoligists of Jewelers Trade Shop

golf, fishing, and cooking. If you have any questions, or need any advice on gems, jewelry and fun times, Corbett is your guy! (corbett@jewelerstradeshop.com)

CARAT

Diamond carat weight is the measurement of how much a diamonds weighs. Each carat can be subdivided into 100 "points." We may describe the weight of a diamond below one carat by its "points" alone. For instance, we may refer to a diamond that weighs 0.25 carats as a "twenty-five pointer." Diamond weights greater than one carat

are expressed in carats and decimals. A 1.08 carat stone would be described as "one-point oheight carats." All else being equal, diamond price increases with carat weight, because larger diamonds are more rare and more desirable. But, two diamonds of equal carat weight can have very different values (and prices) depending on three other factors within the 4 Cs: clarity, color and cut. It's important

to remember that a diamond's value is determined using all of the 4 Cs, not just carat weight.

Corbett IV. The last of the 4 Cs is Corbett IV who just turned 14. And the 4th is quite the "carater." When asked if he wants to work a little on weekends at JTS his reply was, "how much?" I said, "How much what?" "How much do I make,"

he replied. When we told him, he informed us he could make more money as a referee at soccer games in 2 hours then he could all day at JTS. So, the successor and 4th generation of Jewelers Trade Shop is still in question. It may be C-4 or could be his sister Mia. Time will tell. For now the 4th C is busy with tennis, reading books (his real passion), tubing behind the boat, tuning into X-Box 1, learning to drive and fishing with Papa on Adventure Day. And refereeing soccer games for the big bucks.

So, that sums up the four Cs of diamond quality and the four Cs of Jewelers Trade Shop.

FISH THE MONTH







Samantha and Miranda Holt had a little Summer break in Costa Rica last month. While Miranda was catching waves at Ollie's Point, Samantha caught a huge 65-pound roosterfish off Papgayo Peninsula. Wow!

Bobby Pace III with a nice bass he caught recently with his old man on Lake in Seminole.

















While fishing offshore south of Mobile, The LaCours had a couple of awesome trips last month. **Lucy, Mac and Clare** caught some great fish with their dad, **Capt. Jeff LaCour**.

Corbett IV and Miawith a fine catch in the
Mangroves off Cudjoe Key.

FISH THE MONTH



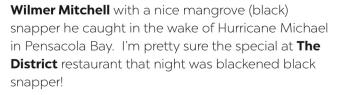






Rhonda and Falcon Sellars caught plenty of nice silver salmon on their annual fishing trip to Alaska. Looks like Rhonda had her hair "did" for the day on the river.







While fishing 50 miles southeast of Pensacola Pass aboard the Hammertime, with **Captain Wayne**O'Hara, Jason Ring (great last name) caught a beauty. Scott and Tobbe Byrd watched and egged him on as Jason landed the 44-pound wahoo!!

ENGAGEMENTS AND ANNIVERSARIES

Congratulations to all of our happy couples this month!



Paxton and Sabrina are engaged!



Jarrod Dawson and Kate Haynes are engaged!



Jay and Hannah are engaged!



Josh and Gabrielle are engaged!



Mike and Sherry celebrate their 45th!



George Sitton and Paige Rawson are engaged!

TRIVIA WORD SCRAMBLE

Hint: Going Steady















Play and win!

These keep getting easier and easier. Read the newsletter and you got this. The first 10 correct callers win their choice of a new design JTS t-shirt, hat, pair of wine glasses, or a copy of Corbett's latest novel "Dead Man's Fingers." Good Luck! Call, Fax or E-mail Connie on Thursday, December 6, at 8 a.m. sharp.

Phone: 850-432-4433 · E-mail: jts@jewelerstradeshop.com · Fax: 850-469-0477

LAST MONTH'S WINNERS

Congrats to Marsha Poppe, Joyce Lee, Michael Gerescher, Pris Liddle, Johnny Wise, Bev Good, and Jarrod Wright, who were the first correct callers to tell us:

1) OIMEOTN = Emotion

3) NISAPSP = Passion

5) IBIAOCACUNTLYT = Accountability

2) EWNKOLDEG = Knowledge

4) AOLCL = Local

6) VITEOCMPTIE = Competitive

(Hint: Why shop downtown?)

Congrats to the winners and thanks for all the calls. We appreciate you!

jewelerstradeshop.com

Since it's time to go now, I think it's only appropriate to feature a recipe from Chef Irv's new cookbook "Gulf Coast Oysters."

CHARGRILLED OYSTERS WITH BOUDIN & BOURBON BUTTER

by Irv

Chargrilling oysters with sensible and complementary bold-flavored components, such as a quality boudin, andouille, or chaurice sausage with a good-flavored butter, is not a new trend. Big-bellied, mild-flavored Gulf oysters are the perfect canvas for these flavor-packed ingredients when chargrilled. This is my take on a simple combination that is reminiscent of New Orleans, with a Louisiana-style preparation. It's simple, yet explosive in flavor, and uses a few of my favorite ingredients: spicy small-batch boudin sausage, bourbon, and hot chilies.

Makes about 1 dozen oysters

24 tablespoons (3 sticks) unsalted butter

20 garlic cloves, coarsely chopped

2 tablespoons freshly squeezed lemon juice

 $\frac{1}{2}$ teaspoon kosher salt

½ cup good bourbon

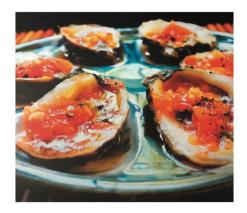
12 Gulf Coast oysters in their shells, scrubbed and shucked

½ pound (2 links) cooked hot boudin sausage, casing removed

1 jalapeño, thinly sliced into rings with seeds removed

1 teaspoon finely chopped parsley

2 lemons, cut into wedges



Combine butter, garlic, lemon juice, salt, and bourbon in a small sauce pot over medium heat until bubbling, about 15 minutes. Turn off and let stand until needed. Before using strain through cheesecloth or fine strainer to remove dark bits of milk solids. Keep warm until needed.

Shuck oysters, Remove oysters from shells, fill each shell with 1 to 2 full teaspoons of boudin sausage, depending on the size of the shells. Place a raw oyster over each sausage-filled shell and press down gently. Grill oysters 5-7 minutes, when cooked add a slice of jalapeño on top of each, sprinkle with chipped parsley and serve immediately with lemon wedges.





