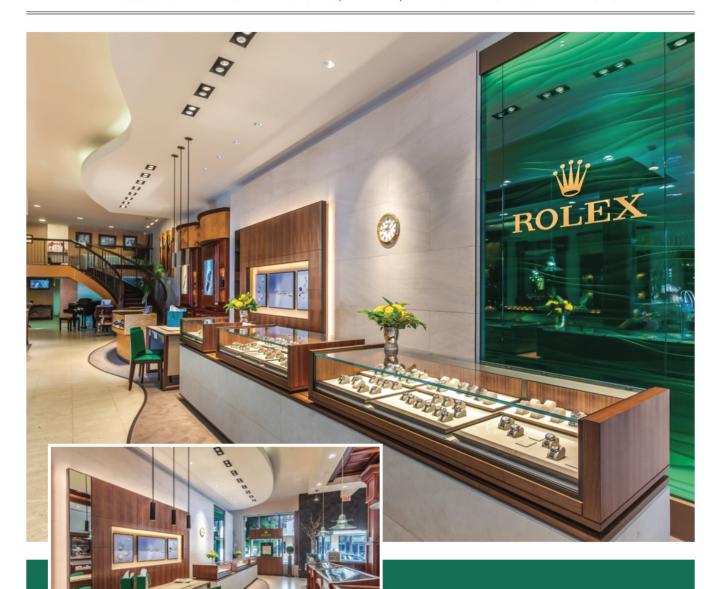


Jewelers GEMS, JEWELRY, FUN TIMES

an occasional newsletter of gems, jewelry, and fun times \cdot Summer 2018



ENJOY LIFE, HAVE FUN, WEAR ROLEX

Come see what's new at JTS. Just in time for the summer solstice, the first day of summer on June 21, our new beautiful Rolex Boutique corner is complete. The new big-city look not only includes recognizable Rolex branding, colors, and display cases, we now will be able to carry many more watches. Our new display will showcase 200 of the newest and most fashionable Rolex models.

THE PIONEERING VISION OF ROLEX'S HANS WILSDORF

Rolex watches are not just for men. In fact, let me tell you a little about that. Hans Wilsdorf, who founded Rolex in 1905, had a rare talent for starting modern trends. He considered the needs of both men and women in the brand's earliest watches. He even highlighted the accomplishments of formidable women pioneers and adventurers in Rolex advertising. And this was at a time when women were not even allowed to vote. Wow! Those were the good ole days. (Just kidding dear! A little jeweler humor.)

I do find it interesting that Hans recognized women as leaders of fashion in such early years. Mr. Wilsdorf created the Rolex Oyster, the word's first waterproof wristwatch in 1926. (Six years after someone came up with the bright idea to let women vote. A little more humor dear!)

To epitomize the importance of women to the brand, and mark its commitment to individual excellence, he chose a woman to demonstrate the quality of his wristwatch!

A young English endurance swimmer, Mercedes Gleitze, was equipped with a Rolex Oyster watch when she swam the English Channel. After ten hours in the water, Mercedes and the Rolex emerged in perfect working order. In honor of her courageous achievement, Gleitze became the public standard-bearer for the Oyster watch and the first in a long line of talented Rolex "testimonees" (wow, that's a great word) in sports, the arts, and exploration.





1927 A front-page advertisement heralds the cross-channel feat of celebrated swimmer Mercedes Gleitze, effectively Rolex's first testimonee.



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

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STORE HOURS

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

HERE ARE A FEW MORE WOMEN TESTIMONEES (I LOVE THAT WORD) THAT I WAS PRETTY IMPRESSED WITH:

1957 Show jumper **Pat Smythe** is the first equestrian testimonee.

1960 Sheila Scott relied on a GMT-Master during her record-breaking solo flight. She later was the first person to ever fly over the North Pole in a small aircraft.

1970s Nancy Lupez, golf champion who started off with a sawed off four wood at age eight.

Dame Kirl te Kanaua, unknown Maori soprano who stepped on to the stage of The Royal Opera House in London as the countess in "Le Nozze di Figaro" making her a star.

Other inspiring women testimonees (just can't say that word enough):

Lindsey Vonn, Ski Racer

Angelique Kerber, Tennis player

Chris Evert, Tennis player

Lydia Ko, Golfer

Annika Sorenstam, Golfer

Yuja Wang, Classical pianist

Sylvia Earle, Marine Biologist

Dee Dee Davis, Commercial Realtor

(Although there are times I wish this last testimonee still couldn't vote. She always cancels out my vote.)



1930 Rolex combines glamour and precision

1955 A chronometer for women

1957 Pat Smythe is the first equestrian testimonee

FISH THE MONTH

May must be the month of the mutton in the Bahamas. These snapper are native to the Atlantic coastal waters from Massachusetts to Southern Brazil, including the Caribbean Sea and Gulf of Mexico. And they are delicious!







Vinnie, Sarah and Joey LaSorsa all caught nice mutton snapper on Mother's Day!



Danny Alvare with a very nice hat and t-shirt. The flounder ain't bad either!



While fishing in the intracoastal off Jacksonville, **Justin and Heather Mease** caught a nice redfish (released) and plenty of sheepshead for fish tacos!

Oh Yeah! Snapper fried light.









ENGAGEMENTS & WEDDINGS



Wendy & Scott Bell



Ray Rodriguez & Katie Waddill



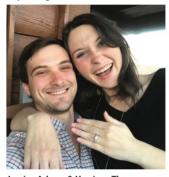
Jacob Creighton & Bree Lawlor



Victoria & Nicholas Franklin



Vientiane & Rai Libo-on Pajo



Jessica Adams & Harrison Thompson



Lance Gibson & Jessi Ward







Mike Brazwell & Chrisandra



Victoria & Nicholas Franklin



TRIVIA WORD SCRAMBLE

(Hint: Testimonees (I can't help it!)















Okay, could not be any easier if I tried. Write down your answers and call, fax, or e-mail Connie on Thursday, June 28, at 8 a.m. sharp. The first ten correct callers win their choice of our NEW JTS hat, t-shirt, or polo shirt. Good luck!

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

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LAST MONTH'S WINNERS

Congrats to Wadene Deason, CarolAnn Geresher, Romel Aragon, Sylvia Hernandez, Felix Clar, Bill Howell and Lee Murray who were the 1st correct callers to tell us:

1) KIPN = Pink

3) LEPAR = Pearl

5) TFRISRET = Fritters

2) HNCOC = Conch

4) RWHCODE = Chowder

6) DASLA = Salad

(Hint: Conch Pearl Section) Congratulations again and thanks for all the calls!

We hate to do it to you, but we're

AWAY ON VACAY

July 1-8. Regular store hours will resume on Monday, July 9, See you then!







To celebrate the beginning of summer, I thought you would enjoy this refreshing recipe that originated on our local beach!

THE ORIGINAL SANDSHAKER BUSHWACKER

½ shot of 151 rum
1 shot Kahlua
1 shot white crème de cocao
½ shot Coco Lopez crème de cocao
1 shot milk
12 ounces ice



In the bottom of a tall glass pour ½ shot of 151 rum. In a blender, mix all other ingredients. Pour in glass over rum. Enjoy. Make another!



JTS is extremely pleased to have partnered with Milton High School to sponsor a cooking class at SoGourmet in Downtown Pensacola. We hope to inspire a passion for learning and encourage students to live a healthy lifestyle.



FREE AND EASY PARKING FOR ALL DOWNTOWN VISITORS



We'd like to welcome everyone to downtown Pensacola with free and easy parking. There's no catch. It's our way of saying welcome and thanks. **Here's how:** Park in the Jefferson Street Parking Garage on Jefferson Street. Take a picture of your license tag, or write it down. Come into Jewelers Trade Shop we'll validate your parking all day for free, no matter where you're headed. That's it. No purchase is necessary. Enjoy!



