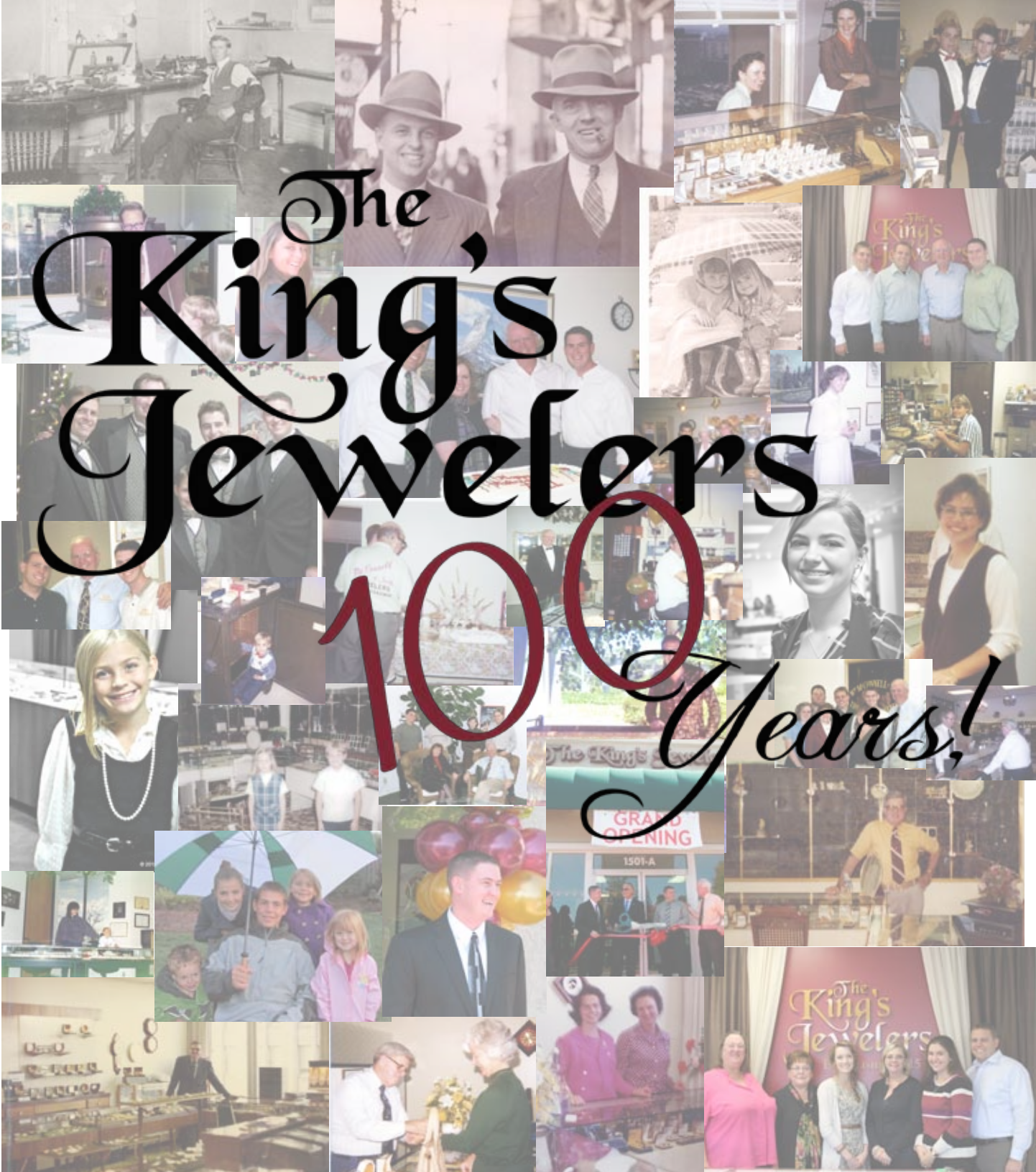


# The King's Journal

January - February 2015 Issue

A Publication of The King's Jewelers  
thekingsjewelers.com

100 Years!



# The King's Jewelers

100 Years!

## Notes from Dave...

*Valentine gift ideas inspired by my family!*



One of my wife's favorite designers.  
14k .16ct pendant. \$975

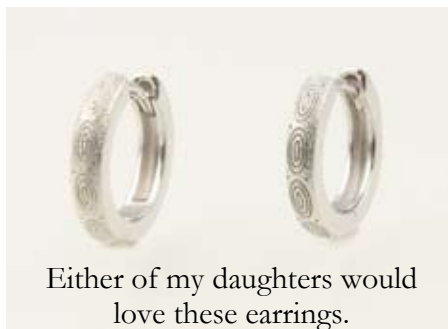


Stacked bands are a new twist on a classic style that great-grandpa would have chosen.

14k .24ct Pink Sapphire band. \$750  
14k .23ct Diamond band. \$1150



Dad says this gemstone smiles at you!  
14k .62ct Pink Sapphire ring with .08cts of diamonds. \$795



Either of my daughters would love these earrings.  
Sterling Silver Earrings \$125



My grandpa loved to use a heart shape in jewelry.  
14K Necklace with .16ct diamond. \$875

## We Are Family!

Thanks to all who responded to our request for letters and photos to help celebrate our 100th Anniversary. Here are a few of our favorites -

“Congratulations on your 100th Anniversary!! I have been a customer for about 80 years - when you were still in Oakland - I think on Franklin St. I am now 94 and minus my driver's license so I cannot drop in as much! You are still #1 with me though. Good luck forever!” - *Helen Deuser*

“My parents, Jim and Carrie May Bailey, celebrated their 60th anniversary by having a new wedding ring made for Mom by The King's Jewelers. It was also my 50th birthday. They surprised me by taking Mom's old diamonds and having them placed into a beautifully designed King's Jewelers' necklace. 10 years later, it is as precious to me as the first day they presented the necklace to me. And I continue to receive compliments on its design, which I'm proud to say 'It was created by The King's Jewelers!' Thank you for the memories.” - *Candy Kirkeeng, Carrie May and Jim Bailey*

“Bryan and I became college sweethearts in 1972. In 1975, we went to see William McConnell Sr. in his Oakland store and bounced around ideas for an engagement ring that would show Christ to be the focus of our marriage. The jeweler surprised us on our second visit by presenting a beautiful diamond cross he'd made and added to a wedding set. We loved the result! Mr. McConnell hand-engraved Bryan's name, my name, and our wedding date on the insides of our wedding rings.” - *S. Gail Fong*

**Do you have a favorite King's Jewelers' story you'd like to share? Email us at [info@thekingsjewelers.com](mailto:info@thekingsjewelers.com). We'd love to include it in a future King's Journal newsletter!**

*Something old, something new...*

For many years, we have been pleased to offer consignment jewelry. We find it to be a benefit for those wanting to sell their jewelry and for those looking for something unique. It's a great example of how "green" a product jewelry is - reusable and recyclable. Now we are mixing vintage with technology by making our consignment jewelry available to view online! Simply visit: [thekingsjewelers.smugmug.com](http://thekingsjewelers.smugmug.com) to peruse our fabulous selection of consignment jewelry. You'll find a detailed description and price of each item. When you find something you love, call or email us at the store. In addition to the amazing deals you can find in our consignment jewelry, we have recently come into possession of some gorgeous jewelry from an east-bay family jeweler who recently closed. I am excited to be able to pass on the exceptional value of this jewelry to you at below-market prices. Look for these new "Product Spotlight" items at [thekingsjewelers.smugmug.com](http://thekingsjewelers.smugmug.com) We're adding new items all the time, so be sure to "like" our Facebook page and sign up for our email at [info@thekingsjewelers.com](mailto:info@thekingsjewelers.com) for updates!



*How Time Flies!*

Back in 1988, we received a cute picture of Matthew Candau with our "I ♥ McConnell Jewelers" sticker. Fast forward to 2014, and we're proud to share this new picture of Matthew with his fiance, Emily. Congratulations to the newly engaged couple!

*We ♥ Your Referrals!*

*For 100 years,* our family business has relied on the wonderful referrals from our amazing clients. How do we continue to spread the joy of jewelry for another 100 years? Your referrals. You are critical to the success of our business. Each and every new client through the door provides us with an opportunity to joyfully share our amazing products. We feel strongly that if more people understood how we do business, the services we provide, the passion we bring to our jewelry and the quality and craftsmanship of our products, they would never go anywhere else.

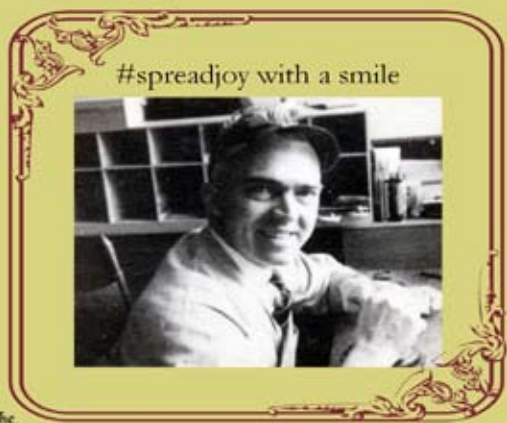


The King's Jewelers  
Wm. McConnell & Son, Inc.  
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**McCalendar**  
**Valentine's Day**  
**Saturday, 2/14/15**  
**King's Easter Egg Hunt**  
**March 31-April 4**

How do you spread joy?  
Help us come up with 100 different ways!



#spreadjoy with a smile

How do you #spreadjoy?

The King's Jewelers  
100 Years!

Share your ideas with us on  
Facebook, Twitter, Instagram or Pinterest  
with #spreadjoy

## The King's Journal

is a publication for the clients of

## The King's Jewelers



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thekingsjewelers.com



Store Hours: Tuesday - Friday 10am - 6pm  
Saturday 10am - 4pm Closed Sunday & Monday

Our Creed: As respected, innovative industry leaders, we take pride in our dedication to integrity, quality, value and personal service. Our profound commitment challenges us in our pursuit of excellence in each aspect of jewelry service. Using experience and technology we give our clients assurance of complete, accurate information. We fulfill dreams and aspirations with our unique variety of fine jewelry.

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Client Services & Gemologist  
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Client Services  
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