

The King's Journal

January - February 2014 Issue

A Publication of The King's Jewelers

www.thekingsjewelers.com

Countdown to 100 continues...

1950 - 1959

The
King's
Jewelers
100
Years!



To My
Valentine

Celebrating 99 years of
Spreading the Joy of Valentine's Day!



The King's Jewelers 1950-1959

Women's fashions in the 1950s were marked by conservativeness, in manner as well as in dress. Many young people, weary of the images of WWII, just wanted to settle down and start a family. The look of this decade is scaled-back, buttoned-down, and hemmed-in. Women's dresses were narrow and slimming. Of course, another popular style for women was the full, gathered skirt. Toned-down, solid colors were popular.



Dress styles of the 1950s were very much modeled after the New Look, with no shoulder pads, small waists, and gathered or full skirts. Daytime hems rose back to knee level, and evening hems hovered mid-calf. Blouses worn with circle skirts were popular in the 50s, especially among the younger crowd. Suits began to change from the closely-tailored look of the 40s into the boxy, Jackie Kennedy style of the late

50s. Cotton, wool, tweed, and rayon were common fabrics, as well as taffeta and netting for evening wear.

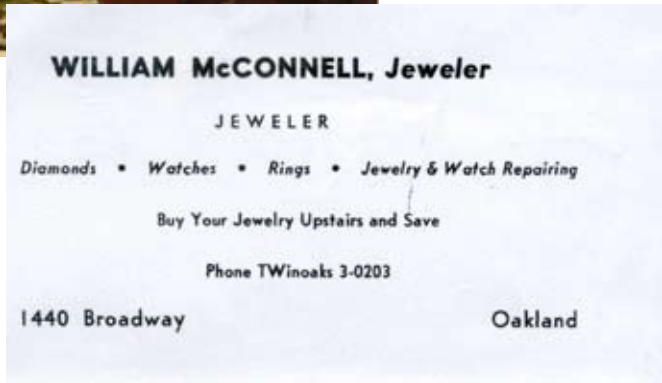


Bill Sr. at 1440 Broadway

The 50s woman wore toned-down, natural-looking makeup that accented the eyes. The 1950s saw the return of short hair, this time neck-length and with lots of wavy body. Longer hair remained popular among the younger crowd, with the ribbon-tied ponytail a mainstay.

(Source: justtheswing.com)

In the 1950's, William McConnell was quickly becoming a well-established jeweler at 1440 Broadway in Oakland with the slogan "Buy Your Jewelry Upstairs



Dorothy Cadere (l) and Merle McConnell (r)

and Save". William and Merle hired Dorothy Cadere to help run the store as they began to travel to Europe and Asia to find the finest quality gemstones and pearls for their clientele.

Bill Jr. continued to work part time at the store, learning about jewelry and how to provide excellent customer service from his dad. During the summer, the McConnell family would often go camping in Yosemite - and it was there that Bill Jr. met the love of his life, Lynn Caldwell.



Lynn with Bill Jr.

Valentine's Day was made for Sweethearts and Kisses!



Sweethearts "Be Mine"
Enamel Candy Heart sterling
silver necklace \$135



18" Hershey Kiss Diamond
Accented Flat-Back Necklace
\$149




18" 3D Hershey Kiss Necklace
\$195

18" Hershey
Kiss Diamond
Locket \$149

We're traveling the globe to find you the finest diamonds and gemstones!

It has always been our goal to provide you with the most brilliant diamonds and beautiful gemstones that burst with color and light. In addition to attending jewelry industry shows such as the AGTA Gemfair in Tucson, we ensure our clients are presented the world's finest diamonds and gemstones by going directly to the source ourselves. Even as you are reading this article, Dave has recently returned from a gem-buying excursion in East Africa, where he, along with gem-cutter Roger Dery, has personally gone to the mines to handpick truly unique and one-of-a-kind gemstones that have recently been unearthed. (Be sure to ask Dave about the newest gemstones that he has brought back for you to see!) And if diamonds are your passion, early this spring both Dave and Craig will return to Israel where some of the most magnificent diamonds are bought and sold. The King's Jewelers is passionate about finding you the perfect creation - if there is a gemstone on your wish list, let Dave or Craig know and they will search the globe to find it for you!

The King's Jewelers
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Valentine's Day is Friday
February 14th



Share your King's Jewelers'
memories with us!

As we get closer to our 100th
year celebration, we invite all our
friends and clients to share their
favorite King's Jewelers' stories
and pictures.

Please write us, email us, or post
on our Facebook page.

We want to include YOU in our
up-coming 100 year celebration!

The King's Journal

is a publication for the clients of

The King's Jewelers



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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.

President	Dave McConnell
Vice-president & Gemologist	Craig McConnell
Client Services	Diana Bentley
Client Services	Patty Hargreaves
Client Services	Becky Stewart

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