

The King's Journal

May - June 2014 Issue

A Publication of The King's Jewelers
thekingsjewelers.com

Family Matters! by Craig McConnell

Our family has come a long way in 100 years, and I am so proud of our families' accomplishments, and how The King's Jewelers has grown to be a reputable and highly regarded, family-owned jewelry store. I enjoy working with my brother Dave, and I feel blessed with how our relationship has grown the past few years as we took over for our dad after his retirement. We focus on family at The King's Jewelers and are thankful for each of you who are part of our extended King's Jewelers' family and who have supported us through many changes.

Another change is on the horizon and I am excited to share it with you! I am being given the unique opportunity to remain a part of The King's Jewelers while also being able to spend more time with my wife and children. I am moving to the state of Washington but Dave and his family will still be here at the store to continue our family tradition. But you can't get rid of me that easily! I will be back often to help - sometimes for special events like some of our 100 year anniversary plans and sometimes to give Dave time to focus on his family as well.

I am so happy for the opportunity in front of us and very grateful that I will still be a part of your lives. Now, who'd like to come celebrate?



**Join us Saturday,
May 31st,
from 11am-4pm
for our
"Family Matters"
party - as we give
Craig a
celebratory
send-off!**

The
King's
Jewelers
100 Years!

Countdown to 100 continues inside...
The King's Jewelers 1970 - 1979



The King's Jewelers 1970 - 1979

Platform shoes, bell-bottoms, polyester and bright colors created the iconic look of the 1970s. Tie-dye and flower motifs were also prevalent. In jewelry, yellow gold was very popular, along with cluster rings, textures, and antiquing.



Bill Jr., Nate Thurmond, Rick Berry, & Rick's two sons

The 1970s were a "sporty" time for McConnell & Son Jewelers as they were named Major League Baseball's Official Jeweler of the Oakland Athletics. In the early 70's, minor league second baseman Ernie Fazio was a frequent client of the store, and one day he brought in his friend Dave Duncan – World Series catcher for the Oakland A's. Mr. Duncan raved to his fellow baseball players about a certain jewelry store in downtown Oakland, and soon Bill Sr. & Bill Jr. found themselves waiting on Bay Area sports celebrities such as Joe Morgan, Rollie Fingers, Catfish Hunter, "The Voice of the A's" Ray Fosse, Vida Blue and Sal Bando. And it wasn't only baseball players – Golden State Warriors Rick Berry and Nate Thurmond became clients as well.



View from The King's Jewelers in 1975!

On January 14, 1975, McConnell & Son Jewelers opened their second location in the up-and-coming town of Walnut Creek, CA. Located at 1990 North California Blvd., the store was soon christened "The King's Jewelers", which was a proclamation of the family's faith – that Jesus Christ was their King and foundation for how



Craig at 4 months.

the McConnell family would treat their clients and conduct their business. To spend more time with his family, Bill Sr. decided to semi-retire from the jewelry store, so the Oakland store was closed in 1976. And in 1979, Bill Jr. and Lynn welcomed their third child, Craig Kennedy McConnell.



New WC store

William McConnell and Son recently opened a jewelry store in the Walnut Creek Plaza, 1990 N. California Blvd. The firm, as also known as The King's Jewelers, specializes in jewelry of quality at reasonable prices. Here looking over the new site are (from left) William McConnell Jr. and the senior McConnell.



Have you ever wondered where we got our iconic gold cart? One Sunday afternoon in 1975, Bill Jr. and his family were driving through Yountville, CA., where they came upon an antique store with a rustic mining cart out front. Legend has it that this cart was used in the Chico gold mines, near the Forks of Butte Recreation area, which offers low-impact gold panning. Bill Jr. brought the gold cart back to his new jewelry store in Walnut Creek, and it quickly became an easily identifiable symbol of The King's Jewelers and remains so to this very day. Many of our clients find it apropos that our gold cart is now on the corner of BONANZA Street!

The Adventure of Africa Captured in Gemstones that Mom will Love!

Zircon Rough from Tanzania

December's Birthstone - 5.76 Ct. Zircon \$1425

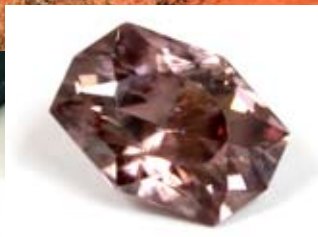
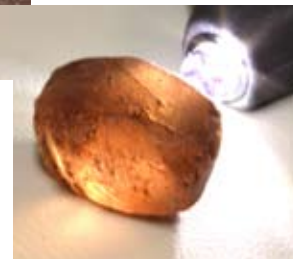
African Miners



Taking a break from the African heat

Chocolate Zircon Rough from Tanzania

What Mom doesn't love chocolate? 4.38 Ct. Chocolate Zircon \$895



Pink Zircon Rough from Tanzania

For Mom with Love - 5.14 Ct. Pink Zircon \$1650

Dave & Roger Dery at a mine in Africa



Dave with Okeno, discoverer of Okenoite

Okenoite Rough from Kenya

Delicate as a Mother's Touch - 2.24 Ct. Okenoite-Feldspar \$595

Meet Sarah & Mallory

We have had the blessing of best friends Sarah Kaplowitz and Mallory Ortmann working at our store for awhile now, so an official introduction in The King's Journal is long overdue. Sarah - a full time college student - is a middle school leader in her church, very passionate about social justice, and loves camping in the great outdoors. When asked about her favorite jewelry - "One of my favorites is our rose gold diamond halo pendant - it has a beautiful, yellowish-brown diamond in the center with a hint of green. I love rose gold because it goes nicely with pink-toned skin and the diamond looks wonderful on people with hazel eyes, like myself. Such a beautiful piece!" Like Sarah, Mallory is also a fan of the outdoors. "In my free time I love going on adventures with my friends and family. I play the piano, absolutely love to cook and I always have some sort of craft project that I am working on." Her favorite jewelry pieces at the store are the many beautiful pearl strands we have in our showcases. She is also a big fan of diamonds and deep blue sapphires.

Pictured: Mallory (L) and Sarah (R)



McCalendar
Mother's Day
May 11
"Family Matters" Party
May 31
Father's Day
June 15



**Some watches don't just tell time, they
make sure you get more out of it!**



**With it's 11 touch-activated functions,
the Tissot Racing-Touch guarantees
that Dad will make the most of his time!**
\$675

The King's Journal

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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.

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| Vice-president & Gemologist | Craig McConnell |
| Client Services & Gemologist | Patty Hargreaves |
| Client Services | Becky Stewart |
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