

# The King's Journal

September - October 2015 Issue

A Publication of The King's Jewelers  
thekingsjewelers.com

100 Years!

## *The King's Jewelers Brings New 3D Technology to Custom Jewelry Design*

Everywhere you look today, 3D technology is starting to radically change the way we live from how everyday products are designed and manufactured to how we experience major motion pictures. And now, the innovative new custom design system at The King's Jewelers brings 3D technology to the ancient art of jewelry making. Part futuristic movie, part cool video game, the computer-aided method of making jewelry is becoming the hottest trend in custom jewelry.

Working with our trained staff, you first select a starting point design from thousands of options. Then using the 3D design software, you have creative control to customize every detail of the jewelry from stone size, shape, and color to extensive design changes. Once you are satisfied, we will precision build the jewelry just for you from the computer file. You then receive a totally unique, one-of-a-kind piece, that you helped create.



Prefer round cut gems and center ruby...

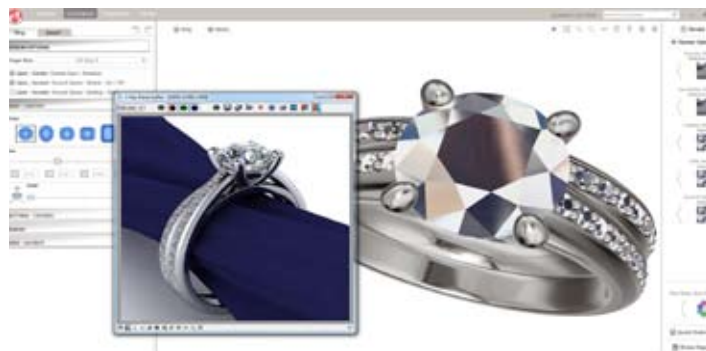
Round not euro

**OUR TALENTED NEW JEWELRY DESIGNER IS YOU.**

COUNTER SKETCH | studio

Dave says, "This new system represents our ongoing commitment to giving our clients the latest design and technology capabilities available. What better way to celebrate our 100th year than with 21st Century technology?"

Representing the most advanced and intuitive method for designing jewelry ever developed, the system has already become the hot new trend in custom jewelry.



*Design your masterpiece today!*

*Mark your calendars for everyone's favorite holiday event!  
The King's Jewelers' Ladies Night Out  
Returns Thursday, December 3rd!*

Which is older?  
The King's Jewelers (est. 1915) or...

- Yellow Cab Company?
- Nikon?
- San Diego Zoo Global?
- First Norman Rockwell on the cover of the Saturday Evening Post?
- National Park Service?
- Mothers' Cookies?
- Girl Scouts of America?
- First stone of Lincoln Memorial placed?
- National Hockey League?
- Mother's Day Presidential Proclamation?



**MILLIONS OBSERVE  
FIRST 'MOTHER'S DAY'**

Philadelphia Woman Overwhelmed  
by Response to Her Suggestion  
for National Celebration

Phenomenally successful was the splendid movement instituted by Miss Anna Jarvis, of this city, to have one day of the year set aside as Mother's Day, for observance by the entire country.

Between five and six million persons throughout the United States celebrated the festival on May 10, the second Sunday in May, which was selected as the annual date. A white carnation was worn in memory of "mother."

That the observance should have been

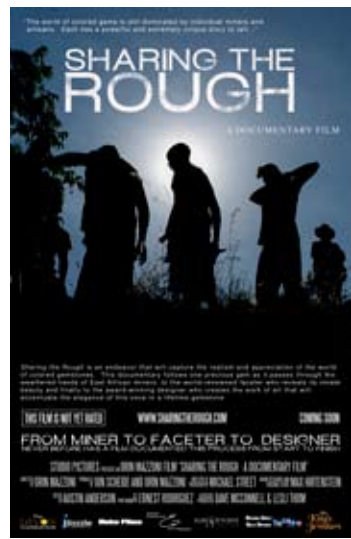
Check our Facebook Page for answers!



**Coming soon to a theater near you!**

As Associate Producer of Sharing The Rough, Dave is equally excited about his role in the movie itself. "I can't wait until my clients get to see me on the big screen. I'm so proud to be a part of this historic documentary - both on and off screen."

Dave and the filmmakers of Sharing The Rough are pleased to announce the 2015 Theatrical Release Schedule, with showings in the following states - CA, GA, MI, LA, PA, MN, FL, NC, IL and AR. You can order tickets online at [sharingtherough.com](http://sharingtherough.com)



**Congratulations, Diana!**

We'd like to offer a long overdue congratulations to our own Diana Bentley and her husband Eddie on the birth of their son, Daniel, who recently celebrated his first birthday. We're so glad to have Diana back at the store and can't wait for Daniel to become our top salesman of 2034!





# Fresh and Fun Looks!



Open Flower Necklace \$110.50

Diamond Ring \$1650



"Hope" Necklace \$325  
Hoop Earrings with Diamond \$1295



Amethyst & Iolite Necklace \$120



Celtic Knot Bangle \$95

Trendy, graceful design combines with silver and rose gold to create updated jewelry simple enough for school or work, but fashionable enough for any party.



It's hard to believe it's been 6 years since the grand opening of our "new" location! We felt it was time to give the store a fresh coat of paint and some new carpet. We invite you to drop by and tell us what you think of our new look.

## Thanks, Becky & Sarah!

We were so blessed to have two wonderful staff members who made our store such a fun place to work, and now that they are moving onto other adventures - Becky and her husband moving out of state, and Sarah returning to college - we want to thank both of them for their cheerful smiles, encouraging spirits and helpful attitudes!

The King's Jewelers  
Wm. McConnell & Son, Inc.  
1501A N. California Blvd.  
Walnut Creek, CA 94596

**Roger Dery returns for an  
exclusive 2 day engagement  
October 1 & 2!**

Make an appointment to see an incredible selection of loose colored gemstones, the majority having been faceted from rough by Roger himself, who works with small miners and families who find rough on their land so your purchase directly supports the local economy. With prices ranging from \$300 to \$30,000, you'll be sure to find a gemstone of beauty and rarity to treasure for a lifetime!



*Do You Love Gemstones?*



Do you love to hold loose gemstones and imagine the beautiful jewelry they could create and how they would look on you?

Ask about our Special Evening Event  
October 1 & 2 with Roger Dery.

Space is limited. RSVP required.

Call us at 925-938-1030  
or email: [info@thekingsjewelers.com](mailto:info@thekingsjewelers.com)

**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 & Gemologist  
Client Services & Gemologist  
Client Services  
Client Services  
Administrative Assistant  
Special Projects

Dave McConnell  
Patty Hargreaves  
Kathy Smith  
Diana Bentley  
Marielle Sarginson  
Laura McConnell