





#### Diamond Stud Earrings -**Classically Timeless and Elegantly Effortless**

Diamond Stud Earrings are your classic, everyday, go-to accessory that every girl should own. But you have choices! Choose a traditional four prong basket setting or the modern three prong "martini" style that sits deeper into the ear. Are you tired of the very secure yet time consuming screw back? Try a positive locking back instead. Once you get used to them, they are a breeze to use and you will be confident your earrings are safe.

Please let us clean those diamond earrings! We clean them for free, while you wait, and you will be astonished how they sparkle.

Do you already have diamond studs? Ask us about our Diamond Earring Trade Up Program - we make diamonds "grow"!

Mom

Mother's Day ~ May 14

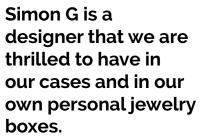


#### Spread the Joy of Diamonds with Simon G!

"When it comes to making beautiful jewelry, no detail is too small to be ignored." - Simon G



We take pride in our dedication to integrity, quality, value and personal service. It can be challenging to find jewelry suppliers that are as committed to these values as we are. That is a large reason we have few big brands in our store. As in any industry, when buying a big brand you usually pay more for the name.











That doesn't sit well with us and that is probably one of the reasons you fell in love with The King's Jewelers.

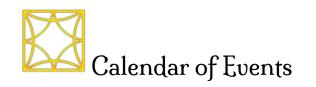


They have proven themselves to continually offer designs and quality at the right price. We love that

they are a family-owned California business. We admire their determination to use only conflict free, high quality diamonds in every piece they create. We enjoy the quality they insist on, which means secure settings and less repairs for us and most importantly, for you. Next time you visit us, make sure you try on a Simon G piece and enjoy their artistry.

The designs pictured are coming soon!

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



March Birthstone - Aquamarine April Birthstone - Diamond Spring Cleaning Clearance April 1-29 Easter Egg Hunt April 11-15 May Birthstone - Emerald Mother"s Day May 14





#### The King's Journal is a publication for the clients of The King's Jewelers 925-938-1030 AMERICAN info@thekingsjewelers.com

GEM SOCIETY 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.

President & Gemologist Client Services & Gemologist Client Services Administrative Assistant Special Projects Shop Assistant Newsletter

Dave McConnell Patty Hargreaves Kathy Smith Marielle Sarginson Laura McConnell Kathy Battaglia Good News, LLC



## thru April 15

#### 13th Annual King's Easter Egg Hunt

Beautiful gemstones are hidden inside Easter Eggs. Find an egg and the gemstone inside is yours to keep! Then have fun in our jewelry playground seeing how your new gemstone will look in a pendant or ring.

We're searching through the cupboards and turning out every drawer as good Scots do in Spring. As we find hidden treasures that have yet to find a home we are adding them to our \$100 gift certificate chance every day! Spring Cleaning Clearance, an unusual Check in on Facebook & receive a treat! opportunity for you to take advantage of our thrifty Scottish nature and find a deal of a lifetime!

10% off your mounting during Egg Hunt week! Restrictions apply. See store for details. One egg per person per day please.





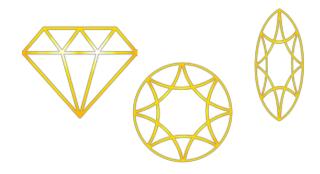
# The King's Journal

March - April 2017 A Publication of The King's Jewelers

### **Diamond Reflections**

A diamond's sparkle is a reflection of the light that shines into it and symbolizes the emotion and history behind each gem.

A diamond reflects your family. A diamond reflects your love. A diamond reflects your style.



#### Spring Cleaning Clearance April Only!

April 11