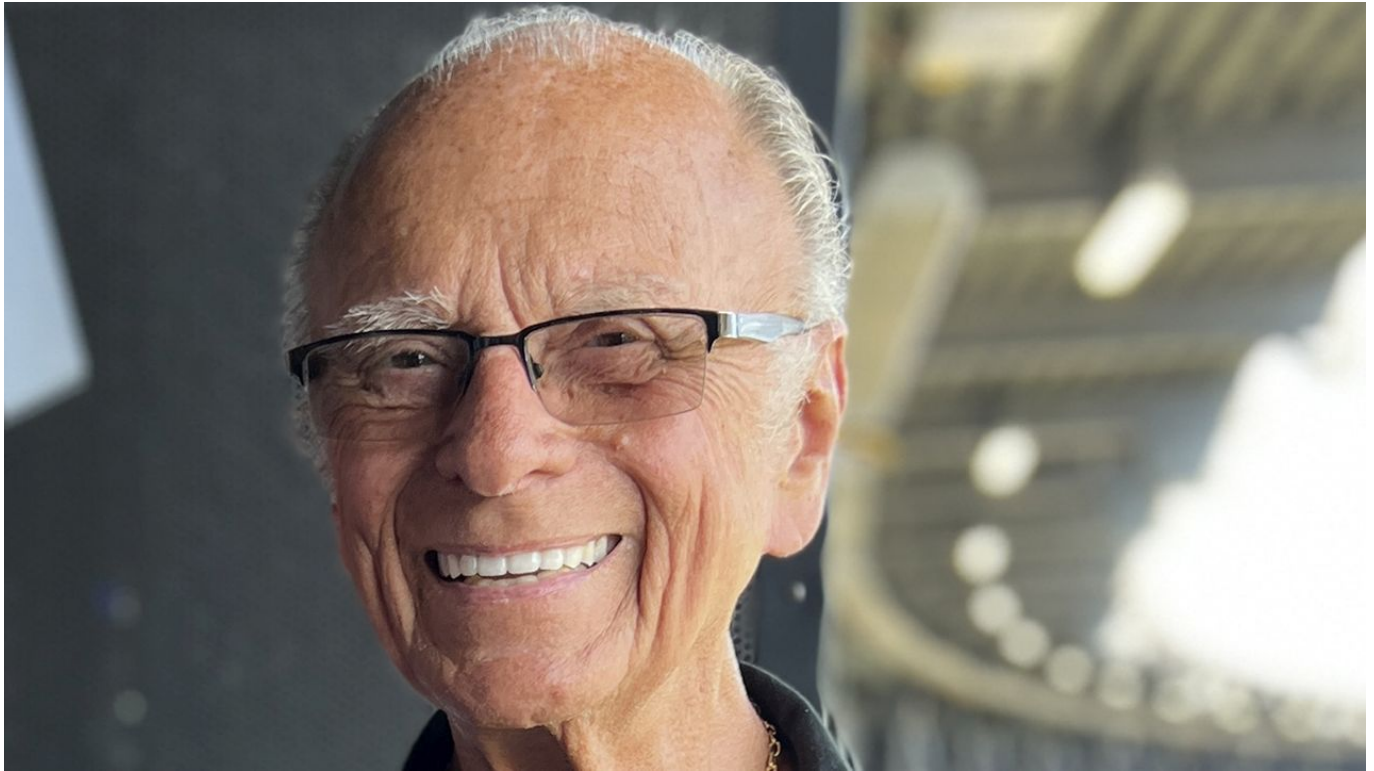


Arkansas Jeweler Loyd Charles Stanley Dies at 84



Second-generation Arkansas jeweler Loyd Stanley died earlier this month at the age of 84 following a six-year battle with metastatic cancer, according to an [obituary](#) on the Smith Family Funeral Homes website.

For more than 50 years, Stanley made his mark on the jewelry industry and his local community. In 1959, he joined the family business, Stanley Jewelers Gemologist, becoming the sole owner when his parents died. He ran it together with his children until its closing in 2017. In 1968, he became a graduate gemologist of the Gemological Institute of America (GIA) and a certified gemologist of the American Gem Society (AGS). He was the first graduate gemologist in central Arkansas, and in 1985 he became a certified gemologist appraiser.

Stanley helped De Beers and the Retail Jewelers of America develop a diamond sales training course, according to the obituary. He was president of the Arkansas Retail Jewelers in 1973, was voted Boss of the Year in 1975 by the American Business Women, and was listed in Who's Who in the Jewelry Industry in 1980. He served as a director of the American Gem Society from 1981 to 85, was Arkansas Jeweler of the Year in 1985, was president of the Southwest Guild of the AGS in 1986, and was often a guest lecturer in retail management and diamond appraising. He went on to develop and

market the Identi-Jewel and Identi-Gem camera that was used throughout the industry. In 2008, the Arkansas Jewelers Association awarded him the prestigious and seldom-given Lifetime Achievement Award. Stanley wrote and recorded his own radio advertisements, and his distinctive voice tagged many of them with “We know diamonds.”

Stanley grew up in North Little Rock, Arkansas, the only child of Sally (Loyd) and Charles. He was active in the church his parents help start, Park Hill Baptist Church, was a boy scout, and was an accomplished photographer.

Stanley and wife Kaye were married for 27 years. He is survived by his daughters, Caroline Stanley and Laura Stanley, who are well-known figures in the jewelry industry. His son, Stephen Loyd Stanley, is deceased.

He also is survived by his stepchildren, Todd King and Michelle Peebles (Damon), and was the proud grandparent of Gabriel King, Mira and Daniel Nakasone, and Kaden and Breanna Peebles. His grandson Andrew is deceased.

Image: Loyd Stanley. (Caroline Stanley)