



Rock Solid for 80 Years

*Family Reflections
during our 80th
Anniversary Year*



AS THE SECOND AND THIRD GENERATIONS OF THE SEILER FAMILY TO SERVE AT LEAST AS MANY GENERATIONS OF LOYAL CUSTOMERS, WE ARE PLEASED TO TAKE THIS TIME TO SHARE OUR 80th ANNIVERSARY CELEBRATION WITH

OUR EXTENDED SECURITY FAMILY. ✦ We'd like to share some of our family story with you. We have come to know the full meaning of the word "family." It applies, of course, to the strong family connections that have kept the Seiler name associated with Security Jewelers for 80 years. But it also extends to the wonderful employees who have been with us over the years, and especially to the valued customers we have been fortunate enough to befriend. ✦ We count you among our family as well. This is an exciting time for us as we look back on our heritage and ahead to our future.

Where it all began ... in 1924 at 519 West Superior Street. Photo above right: The Seiler brothers left to right, Bernard, Jerome and Jack, stand in their store which sold a great variety of items including musical instruments and luggage as well as jewelry and gifts.



Jerome Seiler attending to book work, after hours, of course.



As time went on, the brothers redefined their abilities and business focus. The luggage and the instruments – along with their musical inclinations – were discontinued in favor of jewelry, gifts, cameras and later, electronics. The Seiler reputation grew.

People came to Security because the Seiler brothers were known as honest men who gave people good deals. Word of mouth was so strong, the Seilers hardly advertised until late into the 1960s.

Jack Seiler died young, while still in his 40s, and his sons, Stuart and Michael, came into the store after college, Stuart in 1957 and Mike in 1962.

Due to his responsibilities at the store, Stuart sought and was granted permission to take his final exams from the University of Minnesota in the diamond selection room at Security, with a proctor looking over his shoulder. After his last exam, he went right back to work on the sales floor.

After Mike died unexpectedly, Jerome's son, Jack, came into the business. Jack had worked side-by-side with his founder-father as he was growing up.

Young Jack was called upon one day to make a delivery. Jerome handed the keys over to his 15-year-old son, forgetting that he didn't have a driver's license. Jack declined to enlighten his father and happily took off to make the delivery across town. All went well until Jack returned to parallel park in front of the store. He nudged the bumper of a Security customer's car and went in to confess, scared and shaking. The customer recognized him as "that little Seiler kid" and gave him a break.

Cousins Stuart and Jack were the principals of the store into the mid-1980s, after Jerome passed away in 1985. They continued to refocus the business on items the family liked best: jewelry and gifts. And they still deliver.

Stuart and Jack started to have fun with advertising that promoted the family's long-standing service and price philosophy. One billboard showed the two of them side-by-side with a headline reading, "Long on service, short on prices." The effect was striking, considering Stuart is 6-foot-4 and Jack is 5-foot-3.

We have BUILT SECURITY JEWELERS

on the simple goal our founders set in 1924: Do whatever it takes to make the business grow.

IN THOSE DAYS, before mission statements and business plans, Bernard, Jack and Jerome Seiler's philosophy was to give their customers the very best value possible.

They taught their children and grandchildren that the road to success was to give people the highest quality, the finest service and the lowest prices. In the early years, the road to success was also the rough surface of Highway 53 to the Iron Range. Back then, providing the best service meant bringing the product to the customer.

On Saturday nights after closing the store, the brothers would pack accordions and mandolins into the one vehicle they owned and head up to the Iron Range. They'd sell the instruments all day Sunday to ethnic families in Virginia, Hibbing and Eveleth. The brothers knew only one song, "Show Me the Way to Go Home," which they would demonstrate on each instrument. On Monday, they were back in the store.

Bernard Seiler eventually branched out on his own, leaving Jack and Jerome to handle the store. In addition to the fine jewelry that was to become a Security Jewelers trademark, they sold a wide variety of merchandise in those days.

The banjos, accordions and mandolins for the music-minded customers hung above the displays of suitcases and valises. Later, cameras and film were added to the lines of souvenirs and giftware. Brides-to-be came to Security to pick out flatware and china.



Young Jack joined his dad, Jerome (right), and his cousin Stuart in 1974. After Stuart's wife, Robin, saw this photo of Stuart, she became his fashion consultant.

In 1986, Stuart's son, Jay, joined the business. Like Jack, Jay had grown up in the business, but then got an outside perspective by becoming a representative for a large New York jewelry manufacturer. This experience served the store well. Jay also represents the third generation to be associated with Security.

Prestigious names began appearing on Security shelves and jewelry cases in the 1970s and 80s. Names like DeBeers and Lazare for diamonds, Baccarat and Orrefors for crystal, Rolex, Omega and Tag Heuer for watches and Mikimoto for pearls. In 1996, Security was accepted into the American Gem Society, an exclusive organization that guarantees the ethics and knowledge of its members.



Our partners in business (and in life)...

Our 80th would not have been possible without the support of these wonderful women. Not only do they ride the business peaks and valleys with us, they work in the store, too, mostly helping out during the holiday season. They even appeared in a 1992 Mother's Day newspaper ad, which some have said has been the best looking ad we've ever run. From left, Sylvia, wife of co-founder Jerome; Robin, wife of Stuart; Cindy, wife of Jack; and Cara, wife of Jay.

Sylvia passed away in September of 1999. She was always close to the business and enjoyed being part of it, particularly during the holiday season – wrapping Christmas gifts and greeting her many friends. She was loved by all and is missed very much.



Also in 1996, Jay founded “securityjewelers.com” to introduce Security to the online world. The website now thrives, with customers in Europe, Asia, South America, Central America and across the United States. The site has truly made Security an “international” company.

Jay quickly realized that being on the World Wide Web increased the scope – and appeal – of the family's business. Inquiries come in daily and new items are continually being added to the site, which now includes a link to the eBay auction site. Like Security's founders, the Seilers recognize the value of bringing products to customers, without the need to go on the road with a trunk full of merchandise.

We owe a great deal to our family tree. We're grateful Security Jewelers was founded on strong family ideals. And that the philosophy of quality, service and price has served us – and our customers – so well over the past 80 years.



Jerome (seated), Jack, Stuart and Jay in the late 70s.

Like Jack, Jay grew up in the business and became a partner in 1986.



SECURITY JEWELERS *timeline*

1924-2004

1924-1935 Bernard Seiler

1930-1949 Jack Seiler

1930-1985 Jerome Seiler

1945-1973 George Bernstein *(married to a cousin of a Seiler)*

1962-1974 Mike Seiler

1957-present Stuart Seiler

1974-present Jack Seiler

1986-present Jay Seiler

We're serious about our business and taking care of our customers, but try not to take ourselves too seriously. Our outdoor advertising gets a lot of comments and we have a lot of fun working up the concepts.



1982



1997



1998



1998



2001



A close brush with disaster

We bought the building in which we are currently located in 1947. On June 3, 1948, a fire broke out in the Rudolph's Furniture store directly behind us. The fire was intense, ignited the roof of our building and totally burned out our neighbor and tenant, Daugherty Hardware. We suffered mostly smoke damage.

We were in a dilemma over whether or not to have a fire sale. First of all, the fire was devastating to our neighbors. Secondly, we have never cared much for sales; better to offer the best prices every day. However, the fire created so much attention we got the feeling a fire sale was expected, so we had one. Even though the fire sale brought in a lot of people, we hope we never have another one.



What was true in 1924 remains true today

WE DELIVER

Not only do we deliver your purchases locally and anywhere in the world, but we also deliver fashion as well. We shop the major markets so you'll have the best selection of the latest styles and looks.

WE BUY RIGHT

We buy directly from the manufacturer, not from wholesalers or brokers. We have built relationships with some of the key diamond houses in the world.

WE CARRY BRAND NAMES

We carry the best quality because you deserve the finest. Our brands are known the world over. Our expertise will help you make the right selection for yourself and your budget.

WE'RE DEDICATED TO HIGH ETHICS

We're certified by the American Gem Society as a company that's dedicated to ethics, knowledge and customer protection.

WE ALWAYS OFFER THE BEST PRICES

We don't need to plan sales, because we offer the best prices every day. We want you to come back again and again not just because there's a "sale."

YOUR JEWELRY NEVER LEAVES THE STORE

Our goldsmiths and watchmakers keep a close eye on your precious pieces. Their skills and attention to detail mean your valued items never leave the premises. Your new rings can be set and sized while you watch.

WE DON'T TAKE OURSELVES TOO SERIOUSLY

Your needs and satisfaction are paramount to our success, yet we like to have fun, too. Your shopping experience at Security is sure to be an enjoyable one. We're always happy to see you. We'll even pay for your parking in any downtown ramp.



Crowds formed the day after the fire to view the devastation.

Rock Solid for 80 Years

Thanks to you! Thank you for letting us help you celebrate life's most memorable occasions!



Security Jewelers



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