

Security Jewelers: Past, Present, and Future



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Security Jewelers has a rich history in the Northland. Jerome and Jack Seiler, immigrants from Poland, sold anything they could at the store, from luggage, to pocket watches, to musical instruments.

"They'd close up the shop on Saturday night, load up the instruments, and go door to door across the Iron Range," remembers Jack Seiler, Jerome's son. That means so many of the mining communities enjoyed entertainment, made possible by Security.

"The original store was where the Radisson is now," Seiler shared with us. He's been at the store for 44 years. "I'm feeling really good. It's been a great run, and I'm happy to move on to the next chapter."



A look at the past, present, and future of Security Jewelers. ▼

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Jack is retiring this year, and finishing up his responsibilities with a smile. "You get to see people celebrate happy occasions, engagements, anniversaries, weddings. These are milestones in people's lives that we've been a part of. And you can't help but feel the joy with them. It's fun to celebrate."

They have a strong connection to the Range, from those early days. "The Iron Range has been a big part of our history and big part of our success from the last 90 years," he added.

Fathers and sons have been running the business for decades. And now, with the new owners, it will remain a family affair. Andrew and Kyle Genereau are brothers, and two of the new owners. "I think one of the great parts for us, being brothers, is being able to work together," Andrew told us. "He's been here 15 years, I've been here 22. It's pretty special working with your brother."

Baird Montgomery and Brett Riddle are the other two new owners. Baird has been there for more than 30 years! "The reception has been wonderful. Customers have been congratulating not only us, but also Jack and Jay. The continuation of Security in downtown Duluth, it's wonderful for everybody."

Riddle is the newest partner, but his family has been in the jewelry business for decades in South Dakota. "When I first came to Duluth, I fell in love with it. People here have been awesome. To be part of this family, and for them to be part of our family, it's a great partnership," he said.

They plan on growing their existing brands, and adding new products. But you'll still see the same smiling faces, and find the same values.

"We're very excited to keep the tradition of Security Jewelers going, with the great history in this store. It's a staple in the community, and we want to keep it that way," Kyle Genereau added.