

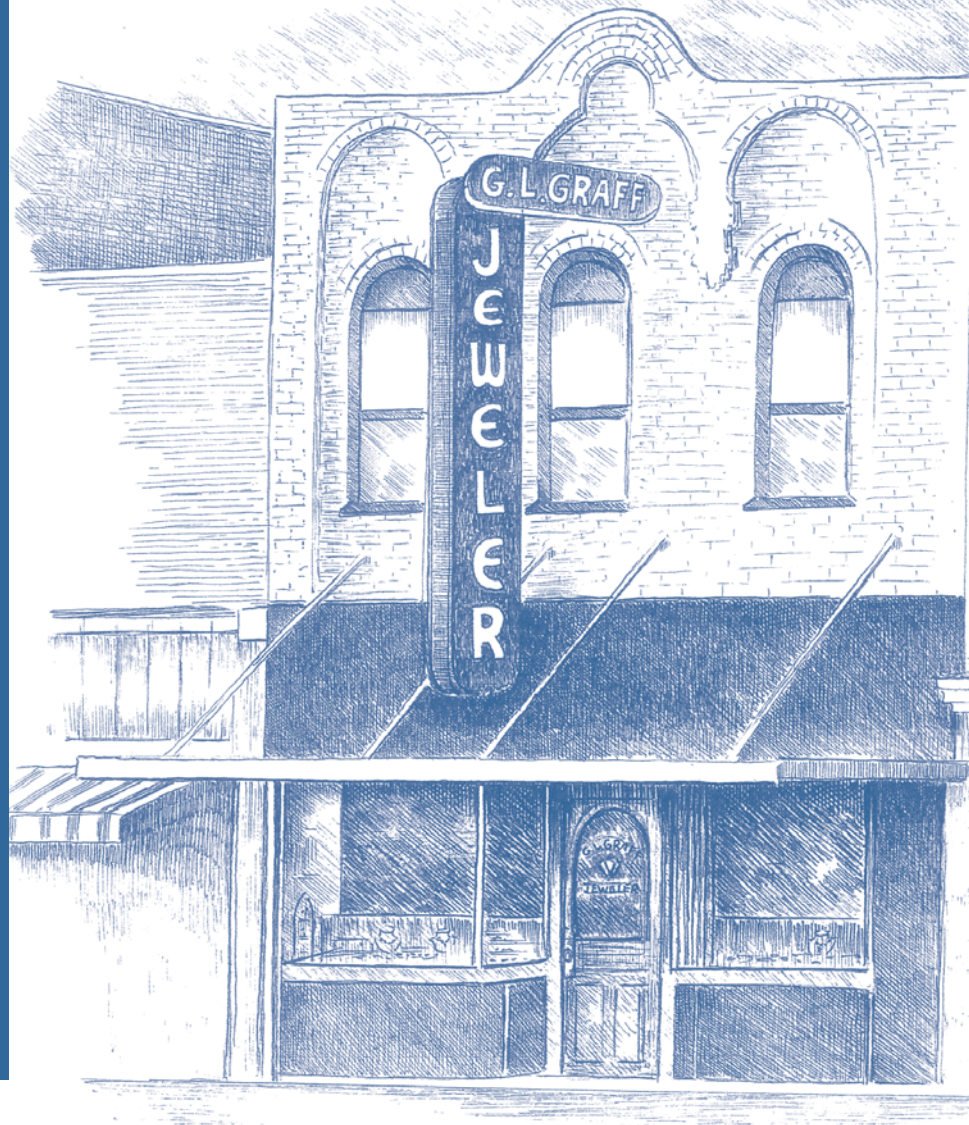
## After more than five decades a downtown fixture is closed



Dorothy and  
Gerald L. Graff, 1952



Vicky and  
Myron Graff



## G. L. GRAFF JEWELER...*The Store of Fine Diamonds*

In 1958, Gerald L. Graff established the jewelry store bearing his name in downtown Port Washington, Wisconsin. G.L. Graff Jeweler was known for integrity, quality, value and dignified service. Gerald's son, Myron, joined him in business in 1964 while still in high school and eventually purchased the family business with his wife, Vicky, in 1987. Other than a paper route, the only work Myron had ever known was the jewelry business and he and Vicky continued his father's legacy of excellence under their ownership.

Myron recalls dramatic changes in the landscape of downtown Port Washington since 1958. "In the early days, people came to Port Washington to do their shopping. Business was brisk. There used to be so many vehicles that a police officer would be on duty just to control the traffic." Now the closing of G.L. Graff Jeweler has left one more empty storefront in town.

It was simply time for the Graffs to retire, not the economy

that brought Myron and Vicky to their decision to close the store. "Since we bought the store, I've been coming in at 6:30 am and staying as late as 8:00 pm some days", Myron says. With all the hours they put into the business, though, the Graffs say they enjoyed every minute of being a part of their customers' lives. The relationships and memories they made through the years will stay with them forever.

The Graffs enlisted Wilkerson and Associates – the nation's leader in conducting transition events for retail jewelers – to help them say farewell to G. L. Graff Jeweler. Wilkerson and Associates evaluated their situation and developed a plan for a comprehensive going-out-of-business sale. The sale was a success and exceeded the projected goal set by Wilkerson. Bobby Wilkerson, president, added, "We are delighted when we can bring hard working people to the next stage of their lives...when they can see the rewards of a lifetime of work."