



Jolly's

Jewelers and Silversmiths Since 1881

Celebrating five generations of Jolly's

"Helping preserve family history was very important to us."

In 1881, what would become North Carolina's oldest jewelry store opened its doors in downtown Raleigh. The store helped thousands of families celebrate milestone moments in their lives — from birthdays to anniversaries to engagements.

When Benjamin Rush Jolly opened Jolly's Jewelry and Silversmiths, bikes and carriages were popular forms of transportation. Over the years and through five generations of Jolly's, the store adapted and grew to reflect the changing times.

Restoring and maintaining silver heirlooms and collectible items remained an important part of the business, as the name indicated.

"Twice a year we would hold silver clinics," Frank said. They invited the public to come in and watch their silver return to its former beauty and luster. Customers came in with beloved family heirlooms, such as antique brushes, combs, mirrors, sterling flatware and serving dishes. The talented restoration experts at Jolly's also repaired pewter, copper, brass and bronze.

"Helping preserve family history was very important to us," he added.

In addition to the restoration experts, Jolly's maintained an AGS Certified Gemologist Appraiser and Certified Gemologists and a Graduate Gemologist. Having the most qualified staff was important to maintaining the philosophy started by "Grandpa Jolly."

Frank explained the philosophy as no-nonsense customer service. "Anyone who came through the door paid us a compliment by doing so. Our customers were always told the truth. If telling a customer the truth resulted in losing a sale, nothing but the sale was lost. They would return again, for their confidence would have been gained."

With a decision to retire, Frank Jolly Ragsdale, the fifth generation and current owner, opted to close the store. In doing so, he chose Wilkerson and Associates to handle the delicate business of successfully bringing an era to an end gracefully.

Wilkerson and Associates is a company solely focused on jewelry store liquidations, with industry experts who come along to help with a transition — whether retiring, going out of business or moving.

"We think like jewelers, I guess, because many of us have been jewelers," said Bobby Wilkerson. "And that means every customer is special. We know we're helping someone in a time of transition, and we always try to make that transition as easy as possible and as happy."



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