

## SOME THINGS ARE TIMELESS

AT STRAUB JEWELERS IN ABINGTON, TIME IS LIKE A RIVER, AND THE STORE A COMMUNITY TOUCHSTONE FOR THREE GENERATIONS.

By Freda Savana / Photography by Andrew Wilkinson



**I**N A FAST-PACED WORLD where things change so quickly and businesses seem to come and go almost daily, it's nice to know there is one family owned store that is deeply rooted in its community and to its customers.

Fred H. Straub Jewelers, a landmark on Old York Road in Abington, is just such a longstanding business. Since 1894, it has offered the finest in jewelry and special occasion gifts to its loyal clientele across the suburban Philadelphia region.

Fred H. Straub III and his brother Bill are carrying on their grandfather's tradition, which began in a different era on a vibrant block of Germantown Avenue in North Philadelphia. The business relocated to Abington 50 years ago, within a block of Abington Memorial Hospital, bringing with it the iconic street clock that marked the city store.

With a third-generation commitment to the family's unparalleled standards of customer service and knowledgeable staff, the brothers have seamlessly transitioned the well-known store from the 19th century to the 21st.

Fred, 61, and Bill, 58, grew up under the tutelage of their grandfather, father and uncle; understanding the business from the ground up.

"We worked during our summer vacations," says Fred, "learning engraving and unpacking shipments of fine china and





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— Bill Straub



tion, drawn from the finest designers. Of course, more traditional items are always available too.

Both Fred and Bill understand the changing landscape in the world of jewelry and have adapted with unusual success. In their warm and friendly showroom, new and old customers will find a rarely seen blend of the best of the values of the past and the excitement of the latest styles and designs.

Lifestyles are more casual today, the brothers explain, with less elaborate tastes in jewelry. However, both men and women still desire beautiful pieces to wear.

"Sterling silver is much more popular today, where once people considered only gold or platinum, perhaps," says Fred.

And a younger generation of shoppers frequently come in, looking for their first-time purchases.

Whether it's to mark a birthday, celebrate an anniversary or other gift-giving occasion, the Straub family will assist every customer with making the best choice possible.

Even in challenging economic times, jewelry is an important part of people's lives, says Bill. "It may not be fancy or exotic but it can still be beautiful."

At Fred H. Straub Jewelers, in addition to an exceptionally experienced staff and a broad selection of all types of jewelry and gifts, customers also can find repair services, pearl re-stringing, restoration of family heirlooms and a level of service that is difficult to find in this ever-changing world.

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sterling silver" to meet the demands of an extensive bridal registry.

As adults, the brothers graduated from the Gemological Institute of America in California, gaining expert knowledge in all aspects of diamonds and other gems.

In a business where trust is essential, Fred Straub's offers customers guidance and a wealth of experience as they search for the perfect engagement ring, wedding band, string of pearls or Rolex watch.

"We can help the consumer make an educated purchase," notes Fred, who does much of the buying for the store. For instance, he explains, "The bigger diamond is not always the better one."

And you will consistently find "someone knowledgeable and trustworthy," he adds.

### Some things don't change over time

While the times have certainly changed in the jewelry business, as they have in all areas of life and commerce, Fred Straub Jewelers has remained true to its core values of providing the highest quality merchandise and personalized customer service.

"It's a much different marketplace," says Bill Straub, who oversees much of the day-to-day operations of the store. "But people still love jewelry." And he stresses that one of their ongoing strengths lies in the sale of engagement rings.

Today, with local suppliers and dozens of mountings in stock, and more that can be quickly ordered, Straub's can make an engagement ring in three to four days if necessary to meet a deadline.

"When someone wants to get engaged," says Bill, "they want it the next weekend. They don't want to wait."

As one of a limited number of Rolex watch retailers in the region, Straub's offers customers a diverse selection of the prestigious watches.

"It is a unique and desirable brand in a world that is crowded with other names," says Fred, of the well-respected Rolexes.

### Tradition and selection

Unlike other more volume-oriented jewelry stores, Straub's has an established reputation for its "diverse and unique" selec-

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