



Jayme Seward Gelfer

August 9, 2021

Jayme Gelfer passed away on August 9, 2021, at her home in Brownsville, TX. She was 86.

Jayme Cowan Seward was born April 29, 1935 in Gatesville, TX. Her family settled in McAllen, TX where she met the love of her life, Dave Gelfer. Jayme was preceded in death by her husband of almost 60 years, David August Gelfer, and her parents Maudie Maye and J.C. Seward.

Jayme is survived by her daughters, Robin (Mike) Pierce, Suzy (Tim) Beck and Diann (Larry) Gordon; her grandchildren, Nathan (Vanessa) Pierce, Marin Pierce, Sarah Beck, Matthew Gordon and Julia Gordon. She is also survived by her brother, John Douglas (Pat) Seward.

Jayme and Dave married July 3, 1956 in Tokyo, Japan in three ceremonies in one day (Dave always said that at least one of the three had to stick.) After living in Japan for two years, they returned to the Rio Grande Valley to live and work in McAllen, TX. Jayme began her undergraduate degree at Texas A & I but finished her degree in elementary education at Pan American College. After one year of teaching, Jayme joined the Gelfer family retail shoe business. The business expanded throughout deep South Texas. In 1959, Jayme and Dave chose Brownsville, TX to make their home, grow their business and raise their family. In 1967, Jayme and Dave opened Country Casuals. A few years later, The Corner shopping center was built attracting customers from northern Mexico and the entire state of Texas. By sharing her love of fashion and offering exceptional customer service, Country Casuals

and The Corner became a shopping destination.

Jayne was always active in the Brownsville community. While working full time and raising her three daughters, she made time to volunteer. She loved giving back to her community and supporting nonprofits, schools, and local organizations by volunteering her time, talents, and resources. On many occasions, she organized and narrated style shows for charity events across the Valley. Jayme never shied away from taking on leadership positions. She served as President of the Brownsville Junior Service League, President of the Lower Valley Cotillion Club and President of P.E.O. Chapter EV among others.

Jayne loved her ladies that worked at Country Casuals and considered them extended family. It is a testament to both her and Dave, that many of their employees worked for them for over 40 years.

Jayne loved traveling, entertaining in her home, relaxing at the beach, mariachi music, and being with her friends. Most of all, she loved Dave and her family.

The family would like to thank Dr. Todd Shenkenberg, Dr. Kalim Habet, their office staffs, and the wonderful ladies who served as her caregivers.

A private graveside service for her family was held at the Temple Emanuel Cemetery in McAllen, TX.

In lieu of flowers, please consider making a memorial donation to either:

Temple Beth-El, 24 Coveway Dr., Brownsville, TX 78521 or Summer Dreams, POBox 140, Hunt, TX 78024.

Tribute Wall



“ *Jayme Seward Gelfer*

October 08, 2023 at 09:43 PM



“ *Jayme Seward Gelfer*

November 29, 2022 at 06:40 AM