

OUTLOOK - FEB 9 - 1967

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TUESDAY
FEB. 14

Beautiful Blouses

She'll love one of our completely feminine blouses . . . and we have the largest selection ever from which to choose. Let us help you choose just the right one . . . they make a perfect Valentine.

from **\$4⁹⁵**



The Perfect Gift FOR HIM (and you)

Choose the "Sta-Prest" shirt . . . the one you'll never have to iron . . . We have a beautiful collection of long sleeve shirts in white, and short sleeve in white and colors.

from **\$5⁰⁰**



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Gordon Stone, Clothier

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GRESHAM

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Good thru Oct. 4



Gordon Stone's Key to Fashion

Gresham 665-2015 Sandy 668-8258

OUT. 18. SEPT. 1980

GOODBYE, *June 30, 1995* Gordon Stone

Changing economic times is cited as just one factor in the decision

By JACKIE SCOTT
of The Oregonian staff

GRESHAM — Stones, a clothing store in downtown Gresham since the early 1960s, is going out of business so that Gordon and Dorothy Stone, who are both 70, can retire and their sons, Martin and Randy Stone, can explore different careers.

"I would prefer our going out of business be viewed as a wake, not a funeral," said Martin Stone, 45, president of the family-owned store and past president of the Gresham Downtown Development Association. "It's time to look for new horizons and do something different."

Stone said he and his family decided several months ago to close the store. The doors will be locked Saturday and signs posted in the windows advertising a total clearance sale. The store will reopen for the sale at noon July 13 and will continue selling until all merchandise and store fixtures are gone.

"Eight thousand pairs of shoes are going on the racks, and we're tearing up the whole inside of the store," Stone said. He estimated the clearance would take until September.

"He said changing economic

STONES

■ **OWNERS:** Gordon, Dorothy, Martin and Randy Stone.

■ **LOCATION:** 40 N.E. Second St., Gresham.

■ **MERCHANDISE:** Upscale clothing and shoes.

■ **ESTABLISHED:** Early 1960s.

■ **CLOSING:** Saturday.

■ **SPACE AVAILABLE:** 7,200 square feet.

■ **WHAT'S NEXT:** The store will reopen at noon July 13 for a going-out-of-business sale.

times and the effort it takes to make a living in the clothing business were factors contributing to the decision. However, he and his brother also want to spend more time with their families. Another brother, Rick, is no longer in business with the family.

Their father, Gordon Stone, was 16 when he started working in Ray Martin's clothing store on Powell Boulevard in downtown Gresham. After serving in World War II, he came back to work at the store and eventually became a partner with a



ROGER JENSEN/The Oregonian

Martin Stone, president of Stones, a longtime Gresham clothing store, prepares to close his family's store this weekend. The store will reopen July 13 for a going-out-of-business sale that will end after everything is sold.

man named Ralph Quicksall.

He bought Quicksall out in the early 1960s and renamed the store Gordon Stone Clothier. The store was still on Powell where the Rex-all Drug Store is today.

In the mid-1960s, Gordon Stone moved across the parking lot to his current location at 40 N.E. Second St.

The store next was called Gordon Stone's Key to Fashion, but as his sons grew up, he wanted the name to be more inclusive and also appeal to women customers. Martin Stone said "Stones" was the latest name change.

Jerry Gillham, executive director of the Gresham Chamber of Commerce, said the closure will mean much more than the loss of an upscale retail clothing store in downtown Gresham.

"You are not only dealing with fine people in the purchase of clothing," he said. "It's the place to go to get a taste of what the com-

munity is all about."

Personal service from the Stone family impressed Gillham, who moved to Gresham in 1981. He compared the store to a Nordstrom's, only more personal.

"Every suit and shirt and most of the ties in my closet are from that store," he said.

He will miss dropping in to chat with Gordon Stone. "I just love them all and will miss them," he said. He plans to help by looking for a new tenant for their building.

"I am always talking to retail people from all over the country," Gillham said. "My antennae will be up and actively aware of the gap created by the loss of Stones."

Ideally, he said the space could be leased to a retailer selling men's and women's business clothing, plus upscale casual wear and sportswear, like Pacific Crest used to offer on North Main Avenue.

Sue O'Halloran, president of the

Downtown Gresham Development Association, praised the Stone family for its consistent interest and leadership in the downtown business community.

The Stones have helped shape Gresham's future as well as its past, she said.

She said the store achieved a good reputation and long track record as a business because Gordon and Dorothy Stone and their sons were always personally involved in running the business.

"They were an integral part of making it happen," O'Halloran said. "They will be sorely missed."

She said vacant retail space would lend itself to a variety of uses and there should be no shortage of prospective tenants.

"It's a new opportunity to be downtown," she said. "Our guess is the building could be developed into two or three uses, rather than just one."

Small business, big impact

Life in clothing business sees changes with years

by SHARON NESBIT
of The Outlook staff

When Gordon Stone was growing up he decided he wanted a white-collar job. He wound up selling white collars instead.

Early Gresham residents bought their clothing from Ed Aylsworth. Aylsworth took on a partner named Ray Martin. Martin hired a struggling young fellow named Gordon Stone. Today Stone, his wife, Dorothy, and sons, Marty and Randy, are the operators of Stone's, a clothing and shoe store for men and women in downtown Gresham. A third son, Rick, is not far away in the Hallmark Store in Gresham Rexall.

The family stems from blue-collar beginnings. G.A. Stone, Gordon Stone's father, was the wood boss and high climber in the lumber mill at Palmer on Larch Mountain.

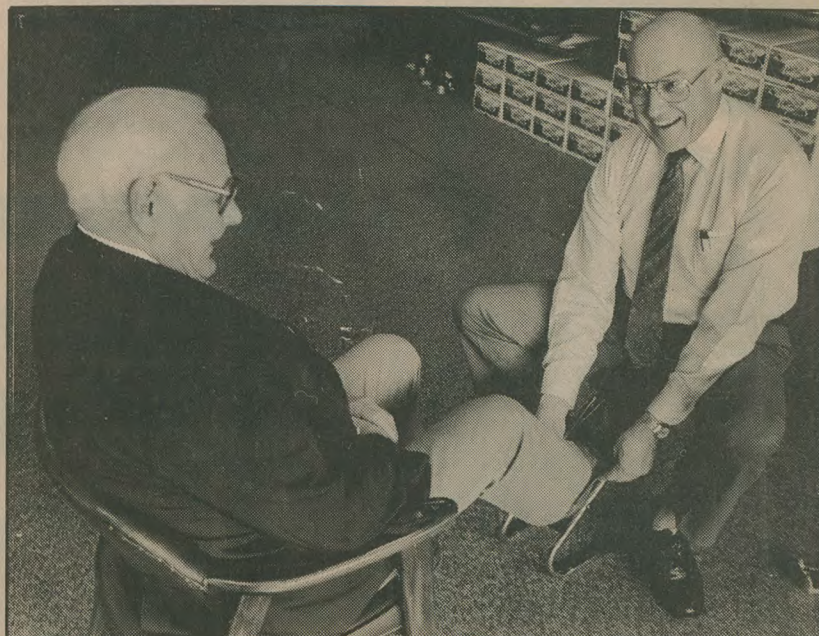
"It was kind of riches to rags story," quips Marty Stone. Sitting in for his father, who was waylaid by the flu, Marty tells how his grandfather and his wife, Martha, were the first ones in Palmer to get a gas-powered washing machine. On weekends, G.A. Stone loaded his wife and four children in the car and took them to Portland where he hired an airplane and pilot for excursions over the city.

But all that ended on Dec. 4, 1934, when G.A. Stone died in the woods in a logging accident. Martha Stone was left with small children to raise.

"The kids had to grow up pretty fast," Marty says of his father's childhood.

Gordon Stone found an after-school job and a father figure with Gresham clothier Ray Martin. After a hitch in the service, Stone came back to Gresham and joined the business. He bought into it in 1951 and in 1960 bought out his partner Ralph Quicksall. Today, in addition to the four family members, the store employs two full-time and about six part-time employees.

Gordon married his wife, Dorothy, a registered nurse, in 1946. She was the Gresham High School nurse for a number of years but gradually



Staff photo by Steve Gibbons

Gordon Stone checks the fit on a pair of shoes.

became part of the family business.

The couple's three sons also started at an early age.

"I remember when they worked late Friday nights, we kids would be upstairs in the office running amok and making goofy signs with the sign painting stuff," Marty says.

He also remembers driving out with his father on weekends to collect overdue accounts. "We were dumb little kids, and we thought it was exciting," he says with a grin. "But Dad never turned the bills over to a collector."

Gordon Stone peddled his wares by offering graduating seniors a certificate for \$7.50 off on a suit or sportcoat. "And those were the days when you could get a wool sportcoat for \$49.95," Marty says.

The struggle to survive in the retail clothing business has not changed over the years in Marty's opinion. "It's a capital-intensive business with the vast majority of the money going back into merchandise."

But buying habits have changed. Work clothes don't work anymore. People buy clothing for status, Marty says, and that forces the clothing retailer to compete in the market

with compact disc players, new cars and big screen televisions.

"I don't gamble," Marty Stone says. "I gamble every day I'm at work. Every day you have a pair of dice in your hands trying to guess six to eight months from now what the consumer is going to want."

The Stone have had their failures. A store at Sandy was closed after 11 years, killed by the recession of the early 1980s.

"I can see that my Dad might be tempted to sell out and move to Palm Springs," Marty says. He and his brother bought into the store in the 1970s.

"When I think of the things he gave up to get the business up and going. A store like this becomes your family, your religion, your after-hours activity and your main hobby."

But there are good points to being in a small business, Marty adds. He relishes the challenges from the big retailers.

"We succeed because we know our market better. They are so big that that bigness creates inefficiency. But we can turn on a dime."

"And when the owners work in the store, a customer will never find anyone who cares anymore than we do."

outlook 7/12/1995

There's lots of history behind Stone's door



KRISTINE THOMAS/The Post

DJ, Randy, Gordon and Marty Stone stand behind a veritable "boot hill" as they clear out their store.

□ Gresham's oldest clothier having going-out-of-business sale

by SHARON NESBIT
of The Outlook staff

Barricaded behind windows covered in yellow and red sale signs, the Gordon Stone family and staff sort stacks of boxes, piles of boots and racks of shirts in preparation for the sale that will close Gresham's oldest clothing store.

A knock at the door, locked June 30 when the store announced the pending closure, sends Marty Stone in a hot pink T-shirt and shorts to peer around the edge of the yellow paper covering the windows.

"Shoes," he says, trying to identify the caller, "it helps to know what shoes people are wearing. It's all I can see."

The door is guarded zealously. If the Stones had a nickel for every person wanting into the sale early, they wouldn't need a sale.

The frantic activity to prepare for the July 13 sale muffles the sadness that will inevitably come. Gordon Stone Key to Fashion, 40 N.E. Second Ave., a specialty up-scale clothing shop with roots in a 1909 store founded by Ed Aylsworth, closes for good after the inventory is sold.

Mixed in among the tables full of trousers, the boxes of ties, shirts, boots, panty hose and handbags are the artifacts of an earlier age. One is a glass case, never opened, of detachable shirt collars.

"A doctor offered me \$5,000 for that once," says Gordon Stone. He laughs to think that the first dress shirts were sold with just a neck band. "You bought separate collars and you put on a fresh one each day and wore the same shirt for several days," he says with a grin. "Now neckband shirts are back and the kids think they are new."

Small specialty clothing stores are an endangered species in these days of mass marketing and major shopping malls. In 1963, the clothier says, there was three square feet of retail space for every person in the nation. Now there is 19 square feet per person. Stone's son, Randy, points out that the store's tie wholesaler who once had 162 accounts, now has 16.

"It's the changing times," says

Stone, 70.

"People seem to prefer shopping centers to small towns," adds his wife, DJ, who offered to help out temporarily 30 years ago and finally gave up her nursing career to do the office work.

Gordon Stone remarks that a fellow approached him since the store's closure was announced and asked where he would buy his clothes. "He wasn't wearing a single thing that he bought in our store and I hadn't seen him in three years," Stone says. That and the fact that the elder Stone announced he was moving into retirement five years ago and never quite got out the door are reasons to end what is almost an institution in Gresham.

It means that the store's eight employees, including sons Marty and Randy, will be looking for other jobs once the sale is over. Kristy Hicks has worked there since 1978. The walls of the office are covered with Outlook ads from the mid-1970s when Hicks and the Stone brothers (a third brother, Rick, left to start the Hallmark store in Gresham Rexall Drug) posed in polyester shirts with wide lapels for fashion pictures.

Randy Stone remembers the heat of competition when small retailers could successfully battle big stores. "I remember when Britannia was hot we would take the store van up to the warehouse in Seattle, load it up, bring it back, sell it all in a week and go up again for more. If you waited for a rep to come by, it took months," he says.

"Independents all gave quality and service. People have got used to not having service anymore," he notes.

Aylsworth operated the original business for more than a decade, taking in partner Ray Martin in 1923. Martin hired Gordon Stone to work for him at age 15, a couple years after selling the youth a bargain eighth-grade graduation suit. Stone, whose father was killed in a woods accident near the Larch Mountain mill town of Palmer in 1944, lived with his mother and brothers in Gresham.

After World War II, Stone and three partners bought the business. Eventually the partnership sorted itself out as Quicksall and Stone and when Ray Quicksall sold his share in 1960, it became a family business.

The Stones' sons were put to work at about age 10 cleaning the bathroom, brushing the felt hats that lined one wall and sweeping the sidewalk and

floors.

"It's been said before, but Gresham was the first town in the state to have a sidewalk sale. As kids, our biggest thrill was being allowed to sell saw hats on the sidewalk," says Marty Stone.

DJ Stone, a native Gresham resident, keeps a photo record of the store's move in 1971 from Powell Boulevard to Second Street. The Stones combined their shoe and clothing operation into a single unit by knocking out the concrete walls that opened to stores on either side. Their former neighbors, Riegelmann's Appliance Store and Rollie and Bill's TV Repair, had just moved to a building on Powell, making the expansion possible. The Stones took a 1950s structure, added a facade and a new front, hired a store designer to do the interior and opened with a champagne party.

Later they built a store in Sandy, which closed in 1988.

In a tiny windowless back office of the store, its walls a nasty mustard color and the shelves lined with old Christmas gift wrap — "You don't

make any money in the back of the store," Gordon Stone quips — the couple lean over the photo album remembering those days.

DJ Stone took pictures of all the bouquets that lined the walls.

"That was a different Gresham," Gordon Stone muses. "It was a Gresham where people met and knew each other on the street. That was the old Gresham. Every business in town sent flowers."

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181st & Powell (Highland Plaza)

Longtime Gresham retail store, Stones, set to close

■ A downtown fixture since the early 1960s, the store held a going-out-of-business sale over the past five months

By DIONNE PEEPLES-SALAH

of The Oregonian staff

GRESHAM — The Stones store is the latest retail casualty in downtown.

The family-owned clothing store will close Saturday.

Company president Martin Stone, 46, said the store at 40 N.E. Second St. is forced to close because of lagging sales, increased competition and customers who are more loyal to a good deal rather than good service.

In addition, family-owned Port-

land Outdoor Store, 211 N.E. Roberts Ave., will close Christmas Day.

"It's a sign of the times," Stone said. "People vote with their dollars. If they don't buy, you don't make money, you can't pay bills and you close."

A fixture in Gresham's downtown since the early 1960s, the store held a five-month going-out-of-business sale.

The family also has sold the 7,200-square-foot building, although the buyer won't be announced until the paperwork is done, said Cliff Kohler of Kohler, Meyers, O'Halloran Inc. Kohler said the location would be "prime" for another retail business.

Retail consultant Burton Nudelman said there always will be a place for small, independent mer-

chants such as Stones. But the key to success will be to specialize and realize that customers have more choices and are in search of bargains — not necessarily a familiar, small-talk atmosphere.

"There was a time in the past when there was an adage, 'If you build, they will come,' and customers had great loyalty," Nudelman said. "There is virtually no loyalty anymore and if the store across the street has a sale, they go there."

"It's a sad phenomenon. It's nothing but price. How cheap they can get it," Stone said. "Standard knowledge, product expertise doesn't seem to matter."

Stone will take his years of retail expertise to the job market as he searches for other employment.

Shopper Delores Sturm of Troutdale said Stones was a tradition in

her family and expertise did matter to her. "It's been here so long that we trust them. . . . It's gone through generations," Sturm said.

Martin Stone's father, Gordon Stone, was 16 when he started working in Ray Martin's clothing store on Powell Boulevard in downtown Gresham. After serving in World War II, he returned to work at the store and became a partner with Ralph Quicksall.

He bought Quicksall out in the early '60s and renamed the store Gordon Stone Clothier. The store was still on Powell where the Rexall Drug Store is today.

In the mid-'60s, Gordon Stone moved across the parking lot to his current location at 40 N.E. Second St.

The store next was called Gordon Stone's Key to Fashion, but as his

sons grew up, he wanted the name to be more inclusive and also appeal to women customers. Martin Stone said "Stones" was the latest name change.

Shopper Dave Forsberg said he will miss the personal service at Stones. As Forsberg shopped for Christmas presents, he said: "It seems that everything has become mallized and Costco-ized."

As Forsberg shopped for presents and browsed through the sport coat section, he said he wished his good bargains were the result of circumstances besides the store's going-out-of-business sale.

All unsold items may be sold to other retailers or companies in the retail industry.

"It's a shame it has to be," Forsberg said. "It's like a piece of the past has been lost."

OREGONIAN 8 DEC. 1995

STONE'S

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**FINAL
DAYS**

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\$59⁸⁸
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\$9⁸⁸
& Up

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\$4⁸⁸
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**Men's
Suits**

- Christian Dior • Criketeer
- Christian Brooks and more...

\$79⁰⁰
Reg. to \$350.

**Men's
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- Christian Dior • Criketeer
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\$59⁰⁰
Reg. to \$195.

**Men's Famous Maker
Dress
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\$9⁸⁸
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All advertised items subject to stock on hand.
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Stone's

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HOURS: MON.-FRI. 9:30-6:00, SAT. 9:30-5:30, CLOSED SUNDAY

Stone's

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- Men's Clothing
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Dress & Casual

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\$1 ⁸⁸	1 ⁰⁰	1 ⁰⁰	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE
\$2 ⁸⁸	2 ⁰⁰	2 ⁰⁰	1 ⁰⁰	FREE	FREE	FREE	FREE	FREE	FREE	FREE
\$3 ⁸⁸	3 ⁰⁰	3 ⁰⁰	2 ⁰⁰	2 ⁰⁰	1 ⁰⁰	1 ⁰⁰	FREE	FREE	FREE	FREE
\$4 ⁸⁸	4 ⁰⁰	4 ⁰⁰	3 ⁰⁰	3 ⁰⁰	2 ⁰⁰	2 ⁰⁰	1 ⁰⁰	1 ⁰⁰	FREE	FREE
\$7 ⁸⁸	6 ⁰⁰	6 ⁰⁰	5 ⁰⁰	5 ⁰⁰	4 ⁰⁰	4 ⁰⁰	3 ⁰⁰	3 ⁰⁰	3 ⁰⁰	2 ⁰⁰
\$13 ⁸⁸	12 ⁰⁰	11 ⁰⁰	11 ⁰⁰	10 ⁰⁰	10 ⁰⁰	9 ⁰⁰	8 ⁰⁰	7 ⁰⁰	6 ⁰⁰	6 ⁰⁰
\$17 ⁸⁸	16 ⁰⁰	15 ⁰⁰	14 ⁰⁰	13 ⁰⁰	12 ⁰⁰	11 ⁰⁰	10 ⁰⁰	9 ⁰⁰	8 ⁰⁰	7 ⁰⁰
\$35 ⁸⁸	34 ⁰⁰	32 ⁰⁰	30 ⁰⁰	28 ⁰⁰	26 ⁰⁰	24 ⁰⁰	24 ⁰⁰	22 ⁰⁰	22 ⁰⁰	18 ⁰⁰
\$49 ⁸⁸	46 ⁰⁰	43 ⁰⁰	40 ⁰⁰	37 ⁰⁰	34 ⁰⁰	31 ⁰⁰	28 ⁰⁰	26 ⁰⁰	24 ⁰⁰	22 ⁰⁰
\$65 ⁸⁸	62 ⁰⁰	59 ⁰⁰	56 ⁰⁰	53 ⁰⁰	50 ⁰⁰	47 ⁰⁰	44 ⁰⁰	41 ⁰⁰	38 ⁰⁰	35 ⁰⁰
\$99 ⁸⁸	93 ⁰⁰	88 ⁰⁰	83 ⁰⁰	78 ⁰⁰	73 ⁰⁰	69 ⁰⁰	65 ⁰⁰	61 ⁰⁰	56 ⁰⁰	50 ⁰⁰
\$129 ⁸⁸	119 ⁰⁰	111 ⁰⁰	103 ⁰⁰	95 ⁰⁰	88 ⁰⁰	81 ⁰⁰	74 ⁰⁰	67 ⁰⁰	61 ⁰⁰	51 ⁰⁰
\$179 ⁸⁸	169 ⁰⁰	159 ⁰⁰	149 ⁰⁰	139 ⁰⁰	129 ⁰⁰	119 ⁰⁰	109 ⁰⁰	99 ⁰⁰	89 ⁰⁰	79 ⁰⁰
\$299 ⁸⁸	282 ⁰⁰	269 ⁰⁰	260 ⁰⁰	248 ⁰⁰	239 ⁰⁰	230 ⁰⁰	220 ⁰⁰	200 ⁰⁰	179 ⁰⁰	161 ⁰⁰

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 Doors will close forever on December 9.
 Limit of one free item per person per day.

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Sat: 9:30-5:30
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Stone's

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Friday Nights Til 9



3/10/2015

As per a conversation with Martin Stone, son of Gordon Stone, today, the following information is being added to the Gordon Stone Clothing Store business record:

The business was originally Aylsworth and Martin. Later, Quicksall took over Aylsworth's portion of the business and Gordon Stone went to work for the two men. The store later became known as Quicksall and Stone after Gordon Stone became a partner. The store's name then changed to Gordon Stone Clothier, and later to Gordon Stone's Key to Fashion, and finally to just Stone's.

Aylsworth & Martin

Quicksall & Stone

Gordon Stone Clothier

Gordon Stone's Key to Fashion

Stone's