

# Hicks doors to close for last time

## 66-year-old store a victim of the times

by SHARON NESBIT  
of The Outlook staff

After 66 years of selling baby shoes, blue jeans and underwear to Gresham residents, the W.R. Hicks Co. department store is closing its doors and selling out to the walls.

Today is the last day of regular operation for the venerable store, a landmark in downtown Gresham since 1923. Owners Bob and Jim Bergeron, who are turning their attention to developing the second of their Pacific Crest stores, will close the doors and spend the next three days preparing for the going out of business sale that begins at 9:30 a.m. Wednesday.

"It is a good-bad feeling," Bob Bergeron, 45, said Friday as he gazed out on the department store's sales floor from his second floor office. The Bergeron brothers are sad that W.R. Hicks' "time has come." Independent department stores such as theirs are not the trend in merchandising and marketing for the 1990s. On the other hand, their upscale Pacific Crest store, which features Northwest-style clothing, is flourishing in the market niche reserved for specialty goods. The brothers have been invited to open a second store in Sunriver near Bend on Memorial Day weekend.

While the Bergerons scurry to stock the Sunriver store, they must sell the contents of the Hicks store, including furnishings. They anticipate closing in late April. And they must say goodbye to 18 full- and part-time employees.

"There have been lot of teary times around here," Bob Bergeron said, sprawling in a pink, gray and chrome chair that harks back to the opening of the new Hicks building in the late 1950s. The two grew up in the store under the tutelage of their father, Ray Bergeron.

"These people who work here are part of the family. I'm having trouble talking about it," Bob Bergeron said, reaching for a handy roll of toilet paper to catch surprise tears.

Jim Bergeron, 40, was in the second grade when the new store building opened at Northeast Second Street and Roberts Avenue on Feb. 20, 1958. He folded the bandannas given away on opening day and passed out handkerchiefs to the ladies.

Their father started Gresham's first sidewalk sale 28 years ago. "And I've worked every one of them," Jim Bergeron said.



Staff photo by Steve Gibbs

Brothers Bob and Jim Bergeron grew up with W.R. Hicks' department store, which will have its final sale beginning Wednesday.

Down on the floor, longtime clerks marked merchandise and mourned the passing of an age. "I saw them grow up," Donna Ryan said of the Bergeron brothers. She worked for the store on and off for more than 30 years.

"They seem like big brothers to me," said Betty Koskey, a veteran of 10 years at the store.

"It will be so hard to go by and see it empty," said Ruth Waddell, a five-year employee.

The building may not be empty long. Building owner Richard Hicks, son of the original W. Hicks, is negotiating for new tenants of the store.

Turn to HICKS, Page 2





# STURDY BUYS

*for the*

# WORKING MAN

**Everything for Indoors and Out !**

Stock up now for winter.  
Always quality merchandise  
at lowest prices. Expertly  
made, comfort assured --  
Come in and save . . .



Snug fit bottom, whipcord  
jacket, zipper front. . . **\$3.98**

Short sleeve union suits,  
fine ribbed cotton . . 36  
to 46. Random color.

**\$1.98**

**Men's Heavy Work Shoes . . \$6.90**

Heavy Uppers, Seamless Back Vul-Cork Sole

**Men's All Wool Work Socks . . 59c**

Dark Oxford Grey, 10 to 12

**Boys' Cotton Flannel Shirts . \$1.98**

Button or Zipper Style

**Men's Virgin Wool Coat Sweaters**

Coat Sleeve, Button Fronts

**\$5.88**

**U.S. Rubber Rain Clothing . . \$5.95**

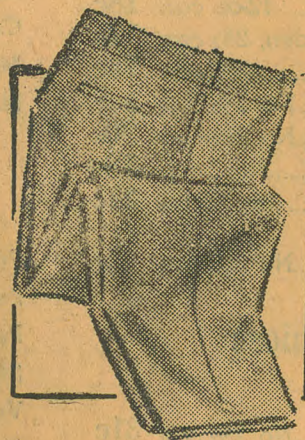
Pants and Jackets, Vulcanized

**Junior Boys' All Wool Jackets \$3.49**

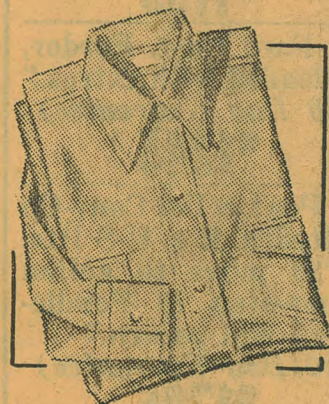
Button or Zipper Style, Plaids. 2 to 8.

**Boys' 10-ounce Waist Overalls \$2.19**

Heavy Denim Jeans. Sanforized. 6 to 16

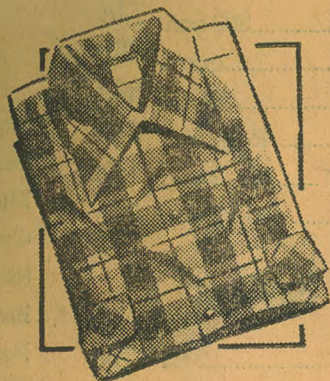


Forest green whip-  
cord or black jean  
pants. Sanforized  
shrunk, long wearing.  
**\$3.29**



Sanforized shrunk,  
blue chambray work  
shirts. . . . **\$1.39**





Men's cotton flannel  
shirts. Bright colorful  
plaids. . . . \$1.98

Here is Outstanding Value

## MEN'S SWEAT SHIRTS

Grey Color, Heavy  
Fleece Lining, Raglan  
Shoulder. S-M-L . . . .

**\$1.66**

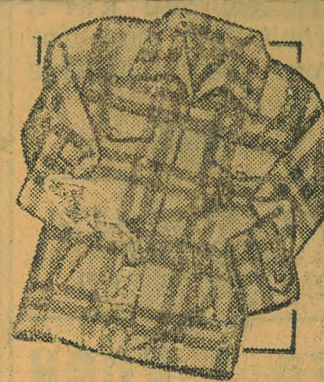
## W. R. HICKS CO.

SECOND AND MAIN

"Always Something New to Offer"

Telephone 296

Gresham



Here is value! Men's  
virgin wool chopper  
jackets. Zipper fronts.

**\$5.88**

OUTLOOK SEPT. 27, 1951



## Print DRESSES

A promotion of knits in  
Fashions newest colors  
and dashing prints.  
Cut in flattering full cut  
princess lines and  
classic shirtwaist styles.  
Made of machine  
washable polyester  
pique fabrics.

From

**\$17.99 -**

**\$24.99**

Regular & half sizes

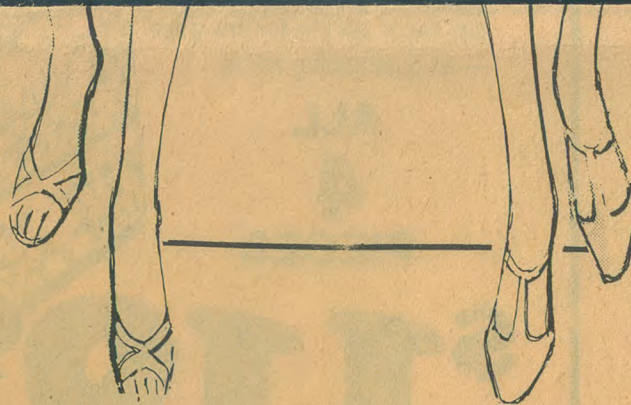


# CHANNNE



we have a second group,  
not pictured, of pantsuits in  
checks and solids. Priced  
this week at

**\$17.99**



# w.r. hicks co.

Second & Roberts • Gresham • 667-2701

Hours: Weekdays 9-6; Friday 9-9; Sat. 9-6



**Closed Sundays**





Entire Stock Women's  
**FAMOLARE SANDALS**  
**20% OFF**

All Girls  
**SUMMER DRESSES**  
 Size 2-14  
**20% OFF**

Special group  
**MEN'S SUMMER KNITS**  
**20% OFF**

Special group  
**BOY'S T-SHIRTS**  
 WITH SHORT SLEEVES and CREW NECKS, assorted  
 sports-oriented patterns & numbers.  
**20% OFF**



**w.r.hicks co.**



OPEN Monday - Thursday 9:30-6, Fridays 9:30-9, Saturday 9:30-6  
 Second & Roberts - DOWNTOWN GRESHAM



OUT JUN. 19, 80

# summer goodies to go, on sale.

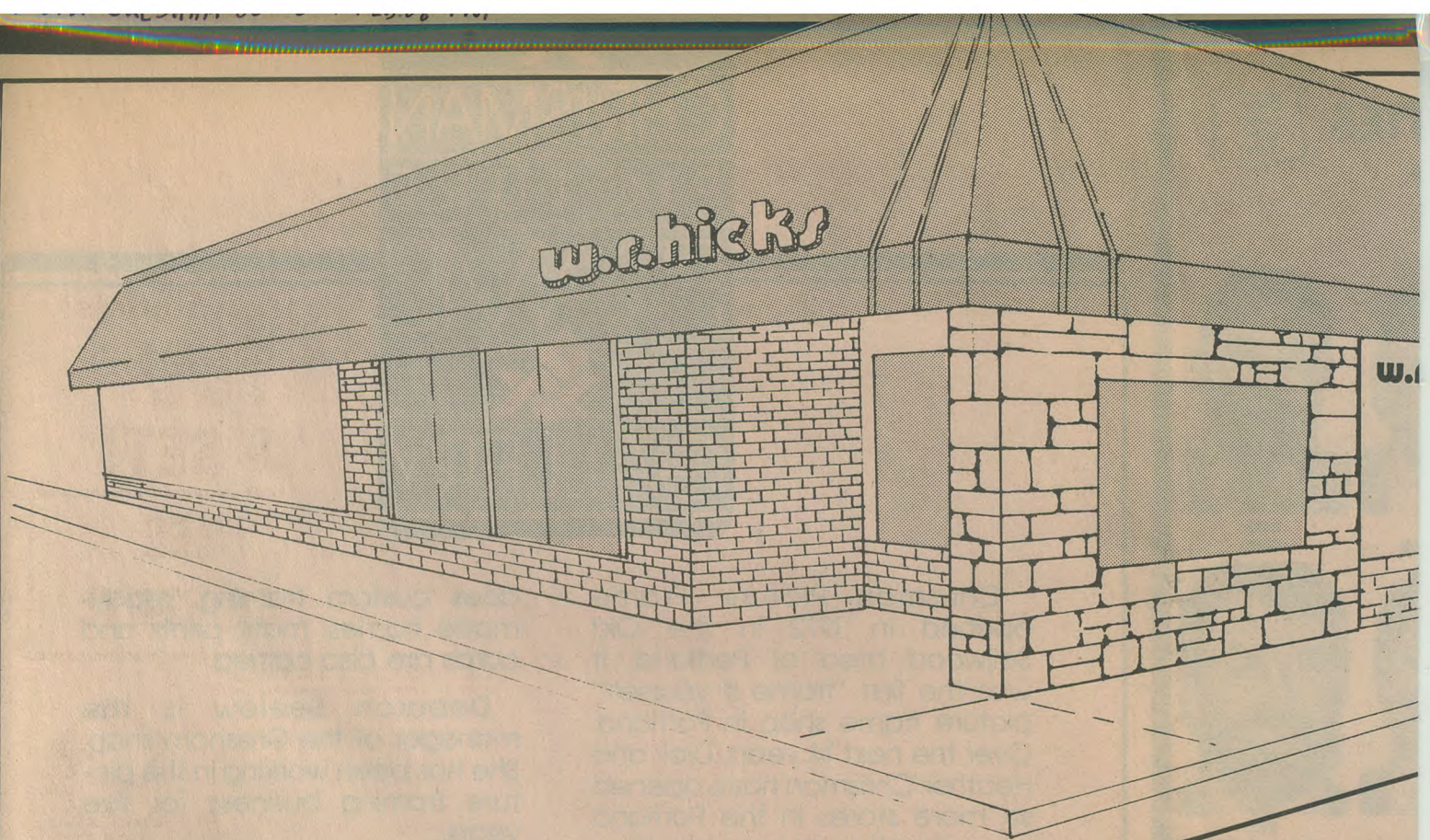
## Women's Sportswear & Dresses

First reduction of spring  
and summer styles.

Save from 20-50%  
off Reg. Prices







Specializing in quality  
family apparel at  
competitive prices  
for 65 years.

Our commitment is to  
provide personalized  
service and customer  
satisfaction in Downtown  
Gresham.

"Hick





hicks co.

"  
s of Course

**w.s. hicks**

Second & Roberts, Downtown Gresham, 667-2701  
Open Sundays 12 - 5



**Women's  
Smart-New  
Handbags**

All the Wanted Styles

**\$2<sup>98</sup> To \$14<sup>95</sup>**

**BEADED  
EVENING BAGS**

**\$2<sup>98</sup> - \$4<sup>98</sup>**

**Women's  
Sweaters**

**COAT  
OR SLIPOVERS**

**\$5<sup>95</sup> To \$14<sup>95</sup>**

You'll find just the sweater  
for her in our large  
assortment.

**Girls'  
Quilted  
Car Coats**

**\$7<sup>99</sup> To \$12<sup>95</sup>**

Attached Hoods  
Popular Ski Type

**Tiny Tot Sizes**

**\$3.99-\$4.99**

**Boys'  
Dacron Filled  
Ski**

**Jackets**

**\$8<sup>99</sup> And \$12<sup>95</sup>**

All Nylon Covering  
Quilted-Reversible  
Attached Collar Hood

**Mens'  
Washable  
Bath Robes**

**\$4<sup>98</sup> To \$8<sup>95</sup>**

Blanket Robes - Terry  
Robes, Flannel Robes.  
All washable.

**Women's  
Dainty Trimmed  
Nylon  
Slips**

**\$2<sup>98</sup> \$5<sup>95</sup>**

White and Colors

**PAJAMAS \$3.98-to  
\$10.95**

**Women's  
Gift  
Slippers**

**\$2<sup>49</sup> To \$5<sup>95</sup>**

Plain and Lined

**Girls'  
HOUSE SLIPPERS  
\$2<sup>98</sup> - \$3<sup>98</sup>**

**Women's  
Stadium  
Coats**

Popular Hip Lengths

**\$17<sup>95</sup> To \$29<sup>95</sup>**

Wools-Corduroys  
Fluffy Pile-Tweed  
Newest Colors

**Boys'  
Coat Sweaters**

**\$5<sup>99</sup> And \$6<sup>99</sup>**

All Orlon in Zipper  
and Button styles.

**JR. SIZES \$3.98-\$4.98**

**Mens'  
House  
Slippers**

**\$2<sup>98</sup> To \$6<sup>95</sup>**

Allyl the wanted styles. Plain  
or with warm linings. Tan,  
Brown, Black.

**Women's  
Dainty  
Nylon  
Gowns**

**\$3<sup>98</sup> \$10<sup>95</sup>**

So lovely to give.  
So acceptable. A lovely  
gift.

**Women's  
Poplin  
Car Coats**

Quilted Lining

**\$6.99**

A pleasing popular gift for  
her on Christmas. 4  
Colors.

**Women's  
Hi-Color  
Long Length  
Oriental**

**Coolie Robes  
\$9.95**

Ankle length. Slit sides.  
Coolie collar, ¾ sleeve.

**Boys'  
Outing Flannel  
Pajamas**

**\$1<sup>98</sup> And \$2<sup>98</sup>**

Coat or middy style—  
Sanforized-shrunk for ease  
in washing.

**Mens'  
Heavy Weight  
Woven Flannel  
Shirts  
\$2.99**

Sanforized-shrunk. Long tuck-  
in length. Colorful plaids.

**Extra Szs. 18 to 19  
\$3.49**





**Beautiful  
Boxed  
Towel  
Sets**

**\$2<sup>98</sup> To \$10<sup>95</sup>**

A perfect gift these lovely boxed sets. 8 colors.

**Women's  
Wool  
Skirts**

**\$5<sup>95</sup> To \$10<sup>95</sup>**

Plains, mixtures, plaids in the new smart styles. A pleasing gift.

**Mens'  
Outing Flannel  
Pajamas**

**\$3.49**

Coat or Middy Style

**Mens'  
BROADCLOTH PAJAMAS  
\$2<sup>98</sup> And \$3<sup>98</sup>**

**Mens'  
All-Wool  
Outdoor  
Jackets**

**\$10<sup>95</sup> - \$12<sup>95</sup>**

SINGLE  
BACK

WITH  
CAPE  
BACK

**Mens'  
Woolen  
Sport  
Shirts**

**\$5<sup>99</sup> And \$7<sup>95</sup>**

Wool with Nylon  
Completely washable.

**Boys'  
Sport  
Shirts**

**\$1<sup>98</sup> - \$2<sup>98</sup>**

Long or  
short sleeves

**Luxurious  
"Homemaker"  
Dacron  
Filled**

**Comforters  
\$8<sup>95</sup> To \$10<sup>95</sup>**

Beautiful floral coverings.  
Moth and mildew proof.

**A Perfect Gift  
Dainty  
Waist Aprons**

**98c To \$1<sup>98</sup>**

Frilly Styles  
Sure to please.  
She never has too many.

**Mens'  
Dacron Filled  
Stretch  
Ski**

**Jackets**

**\$14<sup>95</sup> And \$16<sup>95</sup>**

THE No. 1 SKI JACKET

**Mens'  
Dacron Filled  
Ski  
Jackets**

**\$10<sup>99</sup> - \$14<sup>95</sup>**

All Nylon covering  
Reversible

**Mens'  
Wash-n-Wear  
Sport Shirts**

**\$2<sup>98</sup> To \$4<sup>95</sup>**

Smart new  
mannish styles

**Boys'  
Crew  
Socks**

**49c**

Plain white  
or  
colors

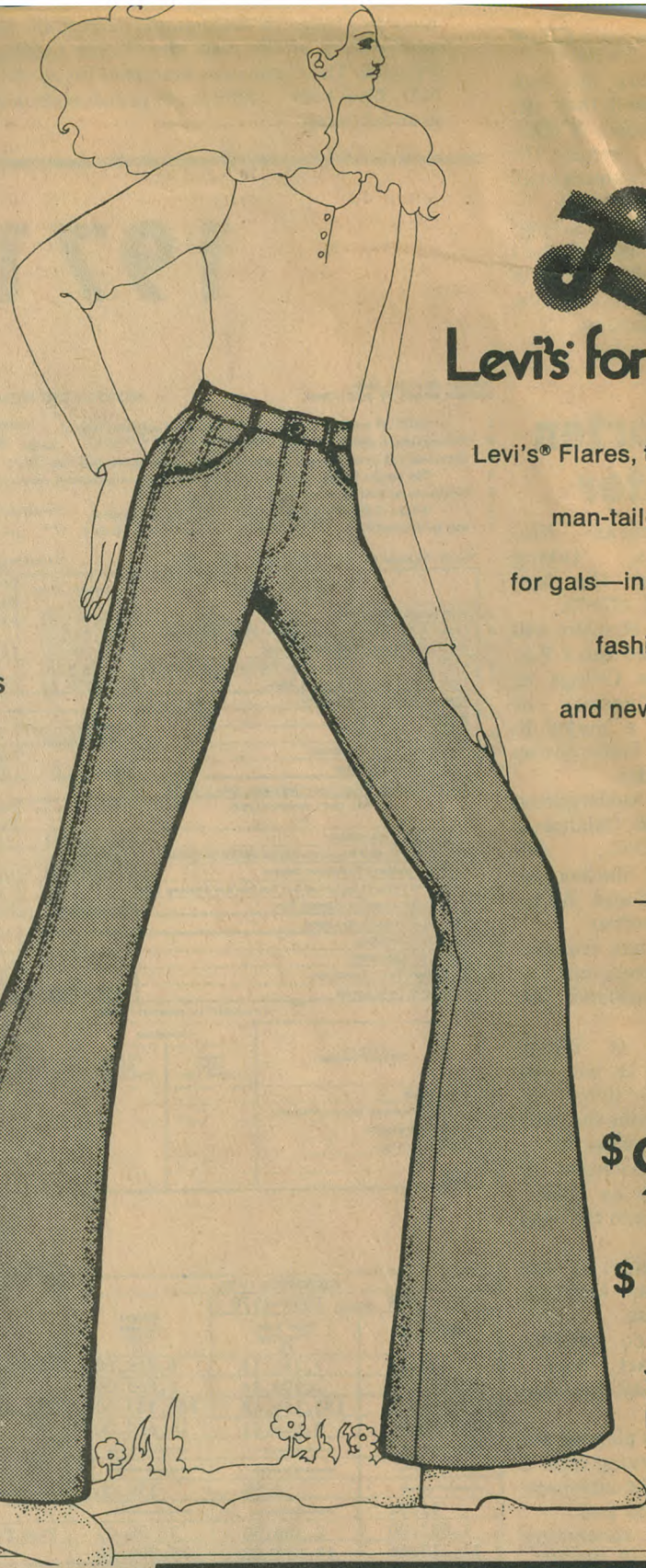
**W. R. HICKS  
COMPANY**  
Gresham's Family Department Store

**IS OPEN UNTIL 9**

**EVERY  
NIGHT 'til Dec. 23**

*Gresham Outlook, Dec. 17, 1964*  
**INCLUDING SATURDAY, DEC. 19TH CLOSE 6 P.M. DEC. 24TH**





## Levi's for Gals

Levi's® Flares, the classic  
man-tailored jeans  
for gals—in a batch of  
fashion fabrics  
and newsy colors.

Levi's for  
Gals  
—definitely  
with  
flare.

**Levi's**  
\$9<sup>00</sup>  
to  
\$14<sup>00</sup>

Join The  
Levi  
Parade

★ Stripes  
★ Plains

Your  
**BANKAMERICARD**  
welcome here

Lots of  
Free Parking  
at  
W.R. Hicks Co.

**Open Fridays 'til 9:00 P.M.**

**W.R. HICKS  
COMPANY**

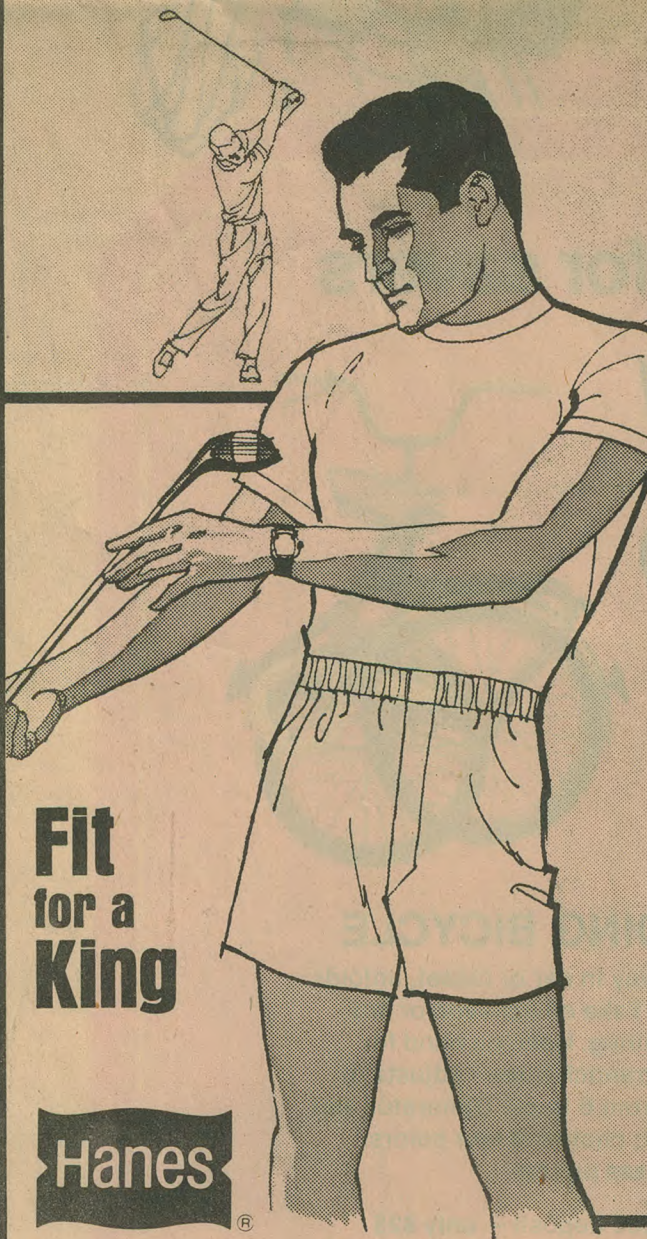
Gresham's Family Department Store

Phone 665-270

Second & Roberts

Gresham





**Fit  
for a  
King**



**For Father's Day, give him the best.  
Hanes T-shirts and Boxer Shorts.**

For the active man—give him HaneSet® T-shirts. This T-shirt has remarkable shrink-resistance, plus reinforced neckband. T-shirt keeps its fit . . . no sagging, no choking. Size-fast, highly absorbent. Long tail stays tucked in. Small, Medium, Large, Extra Large.

**3 for \$3.69**

Here's a boxer short that fits snug without binding . . . won't roll up at the waist; plenty of leg room. All'round heat-resistant elastic waistband; shrink resistant. Sizes 28-44.

**3 for \$3.69**

**OPEN FRI. NIGHTS 'TIL 9:00 P.M.**

**W.R. HICKS  
COMPANY**

GRESHAM'S FAMILY DEPARTMENT STORE

Second & Roberts

Gresham

665-2701



OUTLOOK APR. 15, 1976



famed western label  
leisure wear: get it  
together for the  
bicentennial at 19.76

reg. 12.00 pants

7.88

reg. 18.00 jacket

11.88

patriotic  
total

19.76

Doubleknit polyester pants and jackets.





looks, the solid comfort you expect from  
this famous western maker. Beige, navy,  
brown, green.



for the sporting life



**w r hicks co.**

**SECOND & ROBERTS • GRESHAM • 667-2701**

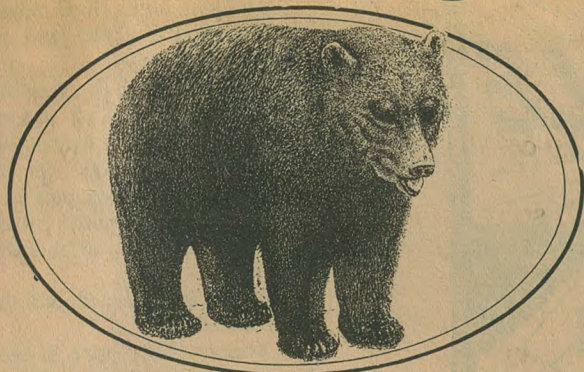
**HOURS:** Weekdays 9-6; Fridays 9-9; Saturdays 9-6; Closed Sundays





Outlook - July, 1976

# 2nd Big Week



## Moving Sale

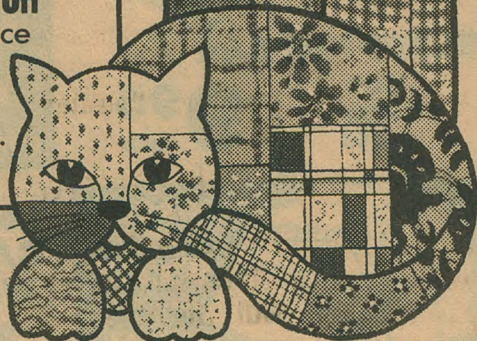
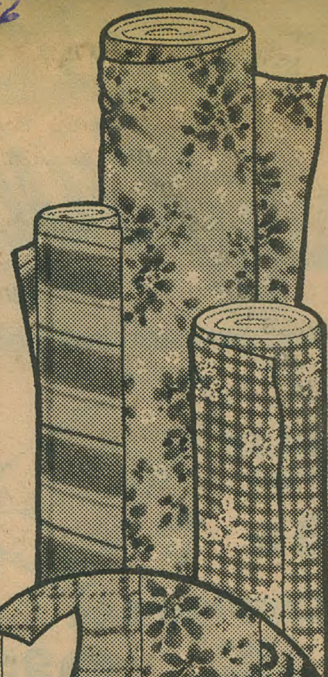
\*\*\*\*\*

Entire Stock  
of  
Fabrics, Wovens,  
Knits, Linings,  
Prints, Solids,  
etc.

**20% off**  
Regular Price

3 Days Only  
Thurs. - Fri. - Sat.

\*\*\*\*\*



at **W.R. Hicks Co.**  
Second & Roberts

Assorted  
**Fabrics**

**1/2 Price**

Assorted  
**Knits**  
**1/2 Price**

Large Assortment  
**Fabrics**  
**99¢ yd.**

**W.R. Hicks Co.**

its Fabric Department,  
Bedding Department  
and Bath Department  
are moving to new  
modern quarters

announces

Assorted  
**Bath Rugs**  
**1/2 Price**

**The Thread Bear**

**130 N. Main**

Entire Stock  
**Lansing Buttons**  
**1/2 Price**

# w. r hicks co

HOURS: Weekdays 9-6; Friday 9-9; Saturdays 9-6; Closed Sunday

**SECOND & ROBERTS • GRESHAM**  
**667-2701**





# NEW FROM THE THREAD BEAR

*Original, Sept 5, 1978*

Presenting the following  
selections from this  
fall's **THREAD BEAR** collection



## IN ADDITION TO

New Folkwear  
Patterns we  
carry

- Butterick
- Simplicity
- McCall's
- Very Easy
- Vogue

We have a WIDE  
selection of fall  
Cotton &  
Cotton blend  
prints 45" WIDE

\$2.50 to \$4.15

Rosewood Brigadoon Suede 60"	\$6.50
Coordinating wool Challis prints	\$6.98
Qiana plains	\$6.00
100% Polyester Crepe-de-Chine 45"	8.50
Challis Prints 45"	\$3.79-\$4.15
Crompton washable Velveteens 45"	\$9.00
Coordinating prints	\$10.00
Print corduroy 45"	\$4.98 & \$5.98
Plain corduroy	\$4.50
Wide Wale Corduroy	\$5.95
Brushed Corduroy	\$6.25
60" Wool Blend Plaids	\$6.98 & \$7.98
Matching Plains	\$6.98
Polyester Knit Prints 60"	\$4.89 to \$6.50
Wide selection of fall cotton & cotton blend prints 45"	\$2.50 to \$4.15



## w.r.hicks

## THE THREAD BEAR

2ND & MAIN • GRESHAM



OUTLOOK MAY. 27, 1976

# SPORTSWEAR.

## The Inside Story.

Maidenform's "Shape Me® Sweetly" Bra is made with cool, comfortable 100% cotton knit† that supports you beautifully during tennis, golf or any active sport. Only \$4.50. With fiberfill, \$5.50.

Maidenform's "Shape Me® Lively" Panty with Antron\* nylon and Lycra\* Spandex, has a special 100% cotton-lined front panel and crotch†. It helps you stay in shape comfortably—no matter how hot the action gets. \$6.

**Maidenform® Underthings with  
pur cotton knit for th active woman.**



# w. r. hicks co.



**SECOND & ROBERTS**

**GRESHAM 667-2701**

**HOURS: Weekdays 9-6; Fridays, 9-9; Saturdays, 9-6;  
Closed Sundays**

†Exclusive of decoration.

®DuPont registered trademark





# w.r hicks co

p.o. box 736 • gresham, oregon 97030 (503) 667-2701

The W. R. Hicks Co. was founded by Walter Hicks in May of 1923.<sup>1926</sup> The first meeting of the Gresham Chamber of Commerce was held in the shoe department of W. R. Hicks Co. at its original location, the building presently occupied by Amiton Furniture at the corner of second and Main.

Walter Hicks' son, Richard Hicks, joined the firm in 1945 when he returned from World War II.

In 1948, after 20 years with the J. C. Penney Co., Mr. Ray Bergeron joined the firm.

Mr. Bergeron and Richard Hicks, as partners, moved the store to its present location at 2nd and Roberts in Feb. of 1958. Walter Hicks remained as merchandising councillor until his death in 1967. At that time the company incorporated.

In late 1969 Richard Hicks sold his 50% of stock in the firm to Bob and Jim Bergeron who had just joined the firm after receiving their business degrees from the University of Oregon.

In July of 1976 the W. R. Hicks Co. expanded its operation to include the Thread Bear at the corner of Main and 2nd St. in Gresham.

In 1979 the Company was honored to receive from the Oregon Retail Council the Oregon Retailer of the Year Award.

The Company is presently operated by Bob and Jim Bergeron and employs 25 full and part-time employees.

In May of this year W. R. Hicks Co. will celebrate its 60th Anniversary.



## W. R. HICKS COMPANY

### THE BUILDING:

W. R. Hicks Company was established in the building now occupied by Amiton Furniture Company. The building was constructed in 1912 and was a dry goods company called "Lindsay's". In 1923 L. A. Waack and W. R. Hicks bought the store. Walter Hicks was a silent partner until 1927 when he assumed sole ownership of the business.

The lower floor was always a retail store. The upper floor was used variously by the Masons, the Eagles, a skating rink and other purposes. The skating rink had to go because it shook the entire building, and W. R. Hicks JCompany expanded, using the entire two floors. In 1958 the new W. R. Hicks building was constructed on property formerly operated as a Safeway Store

### PARTNERS OF THE BUSINESS

Walter Hicks was sole owner in 1927 until his son Walter Richard Hicks, Jr. became a partner in 1936. When Richard went into the service during World War II, Walter Hicks' son-in-law, Donald Ragen, became a partner. After Richard returned from the War, Ragen withdrew from the firm and Ray Bergeron became a partner with W. R. Hicks and son Richard. When Richard retired, Bob and Jiom Bergeron assumed ownership.

### Personal notes re: Walter R. Hicks

There were long difficult years for the store during the depression. And during the war and shortly thereafter it was impossible to acquire enough good merchandise to do the business that could have been a "boom" time. Even though he was struggling to stay in business himself, Walter Hicks was always willing to help the wholesale salesmen with temporary financing when they were short of funds. During the war, shoes were rationed, and they were of poor material. The store



always had a deficit of shoe stamps, because when the children came in with holes in their shoes, Walter Hicks could not turn them down and it was up to Don Ragen to satisfy the government agency for rationing. Walter Hicks treated his employees and customers equitably and kindly and W. R. Hicks Company still maintains his high standards. He was 84 years old when he built the new store and lived to the age of 94. He was active in the business until age 92.

Page 2B **Gresham Outlook**, Gresham, Ore; Wed. May 11, 1988



Photo courtesy of the Gresham Historical Society

The late W.R. Hicks, center, and his employees prepare to celebrate Hicks' birthday in this 1950 photo.

## Historians to honor business

W.R. Hicks Co., a Gresham department store that first opened its doors in May 1923, will receive the Gresham Historical Society's pioneer business award at the society's annual Pioneer Appreciation Banquet on Friday, May 13.

The late W.R. Hicks founded the store on the corner of Northeast Second Street and Main Avenue, now the site of Amiton Furniture. In 1932, a group of Gresham businesspeople met in Hicks' shoe department and founded the

In 1948, Walter Hicks' son Richard joined him in business and formed a partnership with Ray J. Bergeron. Ten years later the store was moved to a building three times larger at Southeast Second Street and Roberts Avenue.

Mr. Hicks stayed on as a merchandise counselor until his death in 1967. The store now is owned by the Bergeron family.

In addition to the pioneer business award, the historical society will present volunteer of

preservationist awards at the banquet. Guest speaker will be Dick Pintarich, historian and teacher at Mt. Hood Community College, who will talk about transportation in East Multnomah County and the history of street cars.

The banquet will begin at 6 p.m. Friday at the Gresham Elks Lodge, 355 N.W. Division St. Reservations at \$10 a person are due by Thursday, May 12, and may be made by calling Betty Peterson at 665-3225 or Vera