



A Day at Hicks Jewelers

By Abigail Kulick, Main Street Manager

Monday, January 3, 2005 I was kindly invited to spend the day in Main Street's family owned jewelry store located at 513 North McEwan Street. Hicks Jewelers is a wonderfully quaint jewelry shop owned and operated by Roger and April Hicks since 1981. Prior to the Hicks name, the store belonged to the H.M. Everts family. Roger spent his early days as a working man learning the tricks of the trade in fine jewelry retail and the jewelry repair business. We are grateful to the Everts family for teaching Roger his exquisite craftsman skills as a young man.

Hicks' establishment on Main Street is a charming retail store filled with a variety of fine jewelry and accessories to be engraved. However, it is not the diamonds and gems that will dazzle you here. Rather, it is Roger's fine tuned clock and watch repair skills offered at Hicks Jewelers that will impress you the most. Clock and watch repair is a lost art in most jewelry stores today, yet Roger still understands how important the service is to his customers. People come from near and far to have their items repaired at Hicks Jewelers. I had the opportunity to watch over Roger's shoulder as he, with his magnified jeweler's lens attached to his glasses, perfectly repaired a broken watch and I can tell you first hand that watch repair is definitely a delicate talent that requires a steady hand and a lot of patience.

Roger has passed along his skills and gifts to his sons, just as his foster father had done for him. Although all three of the Hicks boys have inherited their father's ability to repair jewelry, it is David, the oldest of the three that has decided to follow in his father's footsteps and become the next *Hicks jeweler*. Daily, Roger and David work side by side on their work benches repairing jewelry for people like you and me. They enjoy the

father and son time they are able to share at work. While working together, David has learned a lot from his father as well as old friends of Roger who come into the store to chat, gossip and tell fabricated stories about “way back when.” The Hicks men and their circle of friends make the work day enjoyable and humorous.

As I spent the day with Roger and David I discovered something even more enjoyable than the words of wisdom and wives tales shared amongst friends. I witnessed a softer side of this twenty-four year old jewelry store. Let me paint you a little picture; it was mid afternoon and Roger had just finished teaching me the way to evaluate the weight of gold jewelry when a young man, about mid twenties walked through the door. Roger remembered him immediately and knew why he had come. As Roger located the small package this man came to claim I began to wonder what it could be. The customer carefully opened the envelope and gently poured its contents into his hand. Before I had a chance to see what was inside the envelope I could tell by the expression on the young man’s face that it was going to be something very special, and indeed it was; the customer lightly lifted the diamond engagement ring in the air for us to see, and him to examine. His excitement filled the room as he mentally anticipated the plan of his proposal. With a full smile the customer repeated over and over, “She’s going to love it!”

Once payment had been made Roger thanked his happy customer and I wished him luck with his proposal as we watched him leave the store with much more than a beautiful ring; this customer left Hicks Jewelers with a beautiful beginning to a new chapter in his life.

Roger and David both admit that their favorite part of the business is seeing the expressions on customers’ faces when they find the piece of jewelry that they believe is absolutely perfect. Roger told me he had helped that customer search for the engagement ring that would be perfect for the man’s bride-to-be. Once the eager customer had all of his questions answered and had sought advice and help from most of the Hicks sales team, David Hicks personally set the stone in the beautiful ring. Everyone at Hicks Jewelers was able to share in the exciting new beginning for this customer.

Shopping for jewelry, specifically an engagement ring is not an easy task, that’s why it is helpful to find a jeweler that you know and trust. Hicks’ family owned jewelry store not only offers expertise in fine jewelry and watch repair, but it also provides a comfortable environment to find that sparkling item of your dreams. Whether you are shopping for yourself, a loved one or someone you hardly know, at Hicks Jewelers you will be able to shop at your own pace and without pressure. Roger, David, Barb and Lisa will answer all your questions and assist you in any way possible. If you are looking for something that is not in the store they will do everything they can to track it down for you and make your dream come true.

Roger and April Hicks’ fine jewelry store has acquired a lot of character over the past two and a half decades. When you walk into Hicks Jewelers you will notice the enchanting antique clocks that border the ceiling of the shop. This charming collection belongs to Roger Hicks and if you have the time, he can offer you a story for each one. Those clocks are a part of Roger the same way his customers are a part of him, and I guarantee he can offer just as many stories about them!