

Greeting card sideline blossoms into full scale business

Greeting cards have blossomed from a sideline of stationery into a full scale business of its own.

The card racks used to be hidden in an obscure corner of the 10-cent store and the only people who browsed through them were mothers and grandmothers. If two people chanced to meet, a conversation could always be started by commenting on the occasion for which the card was being picked.

Before greeting cards became such a lucrative affair, their selection was limited to Birthday, Get Well and Anniversary acknowledgements. There was also a discreet selection of sympathy cards — too many would have been in poor taste, showing a subtle disrespect for the feelings of those in mourning.

The proprietor and cashier of the small five and dime always felt duty-bound to offer the customer condolences when a sympathy card was among the items being checked.

Now the card racks have extended themselves down two aisles, forming an independent section in modern variety stores. The card section is staffed by two full-



Margaret Schmale's
*Bits
and pieces*

time cashiers and four part-time stock people who are kept busy refilling the racks and matching up loose envelopes. Mobiles flutter overhead and special lighting filters down over customers standing shoulder to shoulder as they ponder over hundreds of cards.

The simple birthday card has exploded into such a tremendous field that it had to be broken down into more precise categories. The racks now have little index tags confining greetings to Sister, Brother, Uncle, Niece and so forth, all the way down the line to Second Cousin Removed. Every conceivable relative — those adopted and court appointed — have an individual birthday card.

Anyone not covered by a title at least has an age. There's a card for baby's first birthday and for each one to follow. Not too many cards are sold for baby's 40th birthday.

The market is so keen and the space on the shelves so limited, that greeting companies have turned the plain salutation into a gimmick. Birthday cards unfold to become tablecloths, complete with pop-up centerpiece. Anniversary cards are grooved like a 45-rpm record and play "Those Were the Days My Friend."

Travel cards come with inflatable water wings for those going overseas, maps for those going cross country and downers for those traveling without a vehicle.

People have become card fanatics and send a card for,

occasions that have never before been occasions. When a person moves into a new apartment or house, they can send cards announcing the blessed event or receive congratulatory cards. When a person lands a new job, there is a card that offers good luck and success; for the man who has just been laid off, a new form of sympathy card.

The man who has just secured a loan can send happy notes to his creditors and the recently divorced can announce their liberty. If you look long enough, there is a card that covers every possible event.

Short of having a card for each day of the week, the calendar is pretty well covered by the card industry. Every major holiday, and some of the minor ones, have special sections devoted to their displays.

Pine-scented cards didn't catch on this year for Arbor Day, but next year there will be a seedling in every card. The Ground Hog Day card had to be opened with the sun at a person's back to cast a shadow. That one didn't catch on too well, either.

But generally speaking, it just isn't much of a day if it isn't in the cards.



Ventriloquist Jim Bisel and Tony Cares.

Ventriloquist show scheduled at Orient Baptist Church

Orient Drive Baptist Church will hold a special Kindergarten Graduation Program May 31 at 2 p.m. The church is located at 15150 SE Orient Drive in Boring.

Guest speaker for the program will be ventriloquist

Jim Bisel of Portland. Bisel will present his helper, Tony Cares.

The two will present a program of music and words. They have entertained many organizations as well as Hollywood stars, governors and the President.

Atiyeh proclaims May Blood Pressure Month

Gov. Vic Atiyeh has proclaimed May High Blood Pressure Month in Oregon.

Atiyeh cited the seriousness of high blood pressure as a medical condition, its lack of symptoms and the necessity of lifelong control as reasons for the proclamation.

Atiyeh called on all Oregonians to join him in "recognizing the importance of early detection, treatment and control... and to make a blood pressure check a regular habit."

Last week a blood pressure clinic for legislators and other state employees was held, staffed by the Marion County Health Department Hypertension Program.

The Oregon Heart Association is joining with other members of the health care community throughout Oregon in commemorating

May as High Blood Pressure Month. Local activities will be under the direction of various groups, including county health departments, American Red Cross and hospitals.

May is also fundraising month for the Oregon Chapter Arthritis Foundation.

With more than 250,000 men, women and children in Oregon and southwest Washington suffering from arthritis and more than 100 types of arthritis, money is needed to finance research and teaching fellowships.

Since 1966, the Foundation has given \$363,000 to the University of Oregon Health Sciences Center where a Department of Rheumatism has been established.

More than 200 volunteers have joined in the fundraising program to help find a cure for the disease.

Damascus youngsters face lengthy vacation

Sixth- and seventh-graders in the Damascus-Union School District could have a long summer vacation this year if the school board decides Tuesday to return the seventh and eighth grades to a nine-month school year.

The board is scheduled to make a decision about the proposed switch during its regular monthly meeting at 8 p.m. in the Deep Creek Elementary School library.

Other items to be discussed include the district's contract with School Bus Services, whether or not the number of second grade classes should be reduced next year and scheduling a

special board meeting to review Joby Bucher's performance as interim superintendent.

The district has proposed changing to a traditional school year for its two upper grades because of an unusually large sixth-grade class. While most grades are divided into four classes — one for each track — the sixth-grade's 128 students are divided into five classes.

That could pose problems when those students become part of the seventh-grade's "compartmentalized" curriculum, for which they have a variety of classes daily and throughout the year.

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