

Sandy city-wide sale March 12 - 17

Some 36 businesses are promoting St. Patrick's Day week in a Sandy Area Merchant effort to stimulate shopping.

Chairman Duane Youngbar hopes the city-wide sale with new shopper incentives marks the dawn of an aggressive new image for stores here.

"Savings-O-the-Green" is theme of Sandy Area Merchants' March 12-17 St. Patrick's Daze promotion.

Featured in the sales campaign are free store premiums to lucky shoppers and a new facelift for SAM—short for Sandy Area Merchants.

Sheriff SAM makes his debut as spokesman for Sandy Area Merchants in cartoons that depict a western frontiersman leaning forward in his saddle to make comments about Sandy shopping. Mount Hood is pictured in the background.

The cartoon character was drawn by Sandy High student Roman Scott, a national

award-winning cartoonist for the Sandy Post.

Sheriff SAM was created as spokesman to address area shoppers about Sandy store potential, according to SAM Chairman Duane Youngbar of Montgomery Ward.

"It's a pity to think someone doesn't know something they need is available in Sandy."

Youngbar said selection of merchandise actually available in Sandy presents a problem in shopper misconception SAM store members must combat.

Other image problems SAM stores hope to correct include shopper belief that goods cost more in Sandy and that service in Sandy stores is anything less than top rate.

Sheriff SAM says, "We're taking aim on high prices."

He also says, "No need to ride west, pardner!" and "We're ridin' 'gainst that out-a-town bunch of storekeep' cutthroats."

Sandy Area Merchants

also will give lucky St. Patrick's Daze shoppers gift certificates worth up to \$100 in participating stores.

There is no cost or obligation to enter SAM's giveaway drawing. (Details appear in the center section of the St. Patrick's Daze supplement in this issue of The Post.)

Customers may enter in any of the 36 local participating store, and winners will be notified by phone or postcard.

Unified strength of Sandy stores who promote together with a common theme can revitalize business in Sandy and pump new life in the city's economy, Youngbar feels.

A theme approach also could draw shoppers from outside town.

"It's such an easy thing to pick up on here," he said of the western approach with Sheriff SAM.

Now SAM's chairman would like to remodel Sandy storefronts with a common western look.

Unified Sandy stores could

rival outside shopping centers for attention, he said.

"Now is the time," he said. "Nothing could be more appropriate than building business. So many average citizens think something constructive should be done, and that's what we're going to be about," he said of SAM's aggressive new look.

"The object is to get unity and strength from numbers in these promotions. We want to show Sandy area residents the variety of goods and service right here."

Ultimately he hopes to organize SAM to provide merchandizing help for smaller shops in Sandy. Member stores then could obtain group promotion packets with banners, decals and point-of-purchase tags.

St. Patrick's Daze March 12-17 marks SAM's move toward that goal with group advertising, window banners, green tag price stickers and 36 participating stores.

"Green Tag" specials March 12-17

50% OFF

- All Wedding Bands!
- All Trifari Earrings!
- Birthstone Rings selection

Seiko Quartz Watch
 • Men's Reg. \$275 **\$150.00**
 • SAVE \$125.00...

\$50 OFF
 any diamond mounting job

EDGREN JEWELERS
 38776 Proctor SANDY 668-3555

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Wear green

and get a special **10% Discount**

On St. Patrick's Day, Wed. March 17

... but you **MUST BE WEARING GREEN** to get this discount!

DISCOUNT

good on anything in store if wearing green

SAVINGS in all Departments March 12-17 during SAM's St. Patrick's Daze sale.

668-4144

DECKER & SCALES STORE

Pioneer & Shelley in Sandy

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Sandy looks UP to

THE DRY DOCK

ACROSS FROM COAST TO COAST

...for the Finest Seafood & Fine Spaghetti!

DURING MARCH

Chicken Lovers' TWO-FER

Down-home **\$5.95** For two!

CHICKEN DINNERS

WITH honey-breaded deep-fried chicken, choice of salad or cole slaw, and bread . . . After 3 p.m. every day but Tuesday.

REMEMBER: Double Oysters every Tuesday!

Excellent Wine & Beer selection

Daily lunch SPECIALS..

Above Grockett Jewelry in Sandy's Wheatland Bldg.

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