

Sandy sign code changes timely

Sandy's municipal sign review committee has recommended some sign code changes that should help business here.

The biannual 14-member committee of business persons, council appointees and city staff this year wants to permit more temporary signs. The code changes would provide permanent provisions for temporary signs for business.

Businesses would be permitted one temporary two-sided sign to advertise sale items or prices. A temporary sign may be placed on each street frontage by businesses that front more than one street.

Standard size would be 12 square feet per side with dimension of 4 feet tall by 3 feet wide. Maximum sign size of 20 square feet would be permitted, when an applicant shows special circumstances.

Also, all city-approved signs in Sandy must be neat and of professional quality as before, and new temporary signs would not be allowed to impede vision, pedestrians, traffic or other signs.

The sign review committee also proposes council allow temporary

signs to direct agricultural workers to berry farms that require seasonal labor.

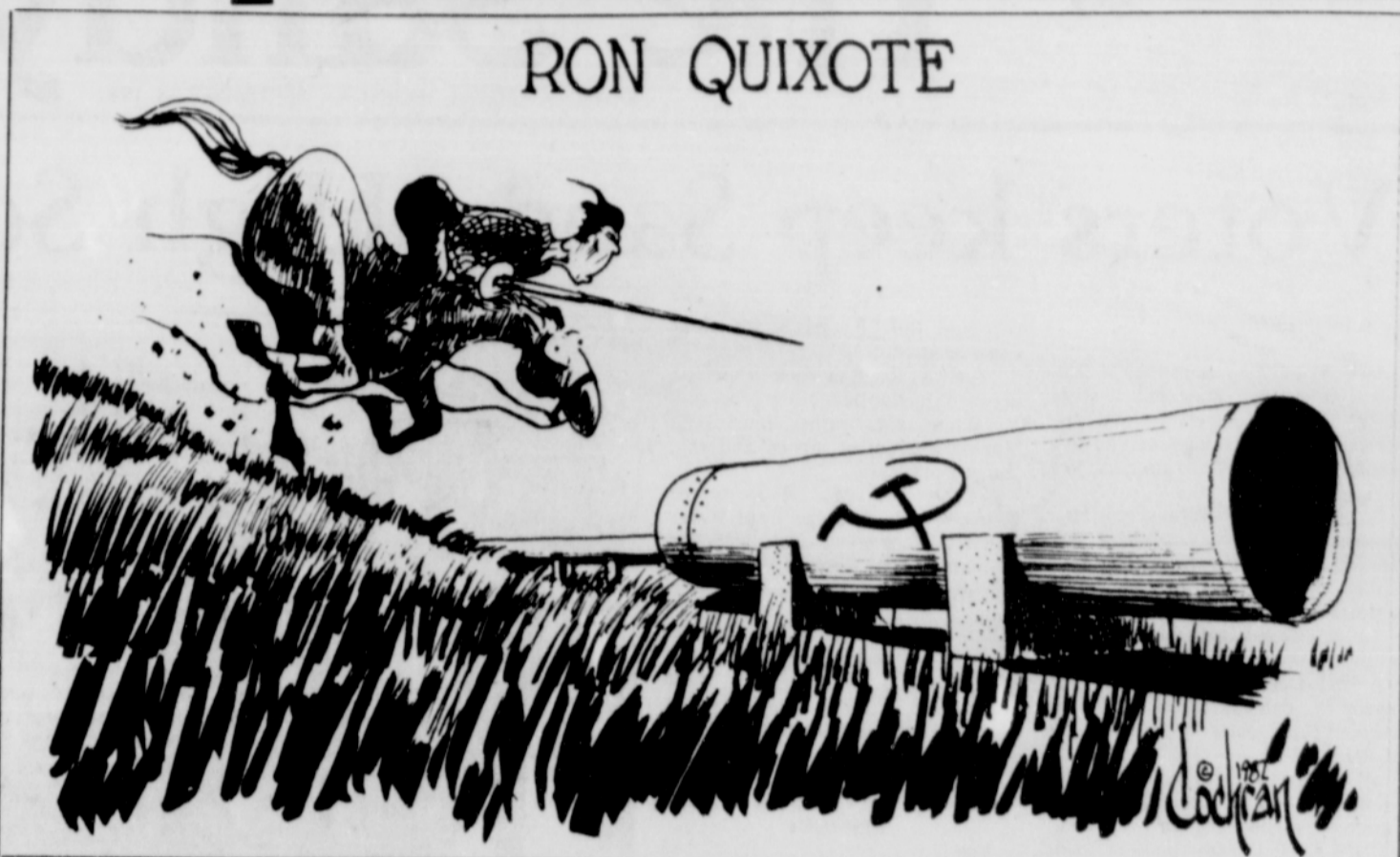
They also want to exempt customary seasonal decorations for times like Christmas. Furthermore, they seek to extend time limit on placement of streamers and banners for grand openings from seven to 30 days.

A loose lobby of concerned shopkeepers in Sandy approached the city this summer for some leniency to permit temporary signs—simple things like gas price signs. The shops proved the city right in its tolerance by not abusing the privilege.

Citizen input now is sought on the proposals at a public hearing 8 p.m. Oct. 4 in council chambers.

Businesses in Sandy also are being asked by city council to comment individually on the proposals.

Should little criticism surface in the review period, Sandy City Council would be wise to grant the proposed sign code changes. After all, Sandy as a service center and shopping hub has a lot worth boasting. It's just a matter of communicating what Sandy has to offer. (VB)



Letters to the editor:

Mountain teachers, strife spur mail

Support teachers

I would like to make a few responses to Vicki Kramers' letter to the editor in the Post Sept. 16.

How soon we forget. Was it not two or three years ago that grocery clerks at Thriftway stores were about to strike (needless to say over salary and benefits)? My, how times have changed.

Unemployment is up, indeed, but what percentage of those people are really beating the pavement looking for work? A select few.

Teaching would be ideal, if we could leave work at 4 p.m. and not have to think about work until the next day.

But after 4 p.m. is when the papers are graded, practices are planned and plays are rehearsed. This is when assessments of students needs and progress are thoroughly checked in order to get ready for the next school day.

How sweet it would be, if teachers were paid time and a half after their eight-hour day or double for the holidays.

As I understand, you were once a full-time grocery clerk who elected to quit her job. So fortunate to be working again, at least part-time.

As far as teacher salaries are concerned, money is in the budget for salary increases in which are asking. This would mean no increase on your tax dollars.

Maybe you should keep up with the Joneses and

Secure homes

The Christmas and new year season is nearly here. We also are faced with related increase in burglaries that always precede the holiday seasons. We can expect an increase in these crimes due to unemployment.

How can we protect ourselves and our property? In addition to lights, an effective and relatively inexpensive method is subscribing to the services of a reputable and bonded security service. This is especially helpful to those individuals who cannot reside full-time on their properties.

A community with a high degree of freedom from burglaries and vandalism will be a calm, cohesive community and a wonderful place to live and raise your children.

Arthur Cansler is opening a branch office of Cansler Security Service, Inc. in Zigzag. Mr. Cansler has more than 16 years of experience in security with service in both city police and The Clackamas County Sheriff Dept. He is civic-minded and insists on a high degree of training and discipline in his security officers.

He is prepared to furnish a much needed service to you and your community, and I do not hesitate to recommend his service. We need this service.

A security service will

also generate new jobs that are badly needed. Let's help him stay on the mountain.

Albert H. Green
Mountainair Park

Likes reports

I am writing to express support for one of your major contributing reporters, Michael Jones. Michael has contributed his time and talent to vastly enriching the readers of the Sandy Post in several matters of interest on the mountain.

Some of the more important topics exposed and illuminated by his pen include land-use planning in the Mt. Hood Corridor, news about Welches School and reports on water quality including hydroelectric projects and fish vitality. Also enjoyable are his articles on local history and weekly log of the fire department activities.

I look forward to reading more informative articles my Michael in the Post and hope to see an expanded paper once again with more local news articles.

Marjorie Wicks
Rhododendron

Death mourned

Life is nothing but a dangerous and painful test.

There are good times and bad times, both of which can be dealt with in a peaceful and heavenly way.

Your outlook on life can affect your attitude toward life.

There are people that say, "We take care of our families before we spend time with God." In my view that is wrong, because God put you on this earth with the ability to work and care for others. There is never not enough time to spend with God. But there is almost always two sides to a story. At this time that is my opinion.

As with Michael and every other living thing, God put them on this earth to give us joy and happiness, and we should be thankful to no end.

But when God takes them back, we tend to blame God or ourselves for our sorrows, but instead should be thanking God for the joy and heartaches we shared with his gift.

Everything on this earth God has put here for a purpose. But when man interferes with God's balance, he is not only endangering his soul, but the souls of others.

Michael gave us joy and peace. We shared his joy as well as his sufferings.

Michael was truly a prize in the eyes of God. One to be watched over and taken extreme care of. A carbon copy of his mother and father, he was loving and caring and always there when you needed help—no matter what the task could be.

Michael was one to look up to. I longed to be one of his character and talent.

He was more of a man at his age that I ever hope to be. A true image of his father, he held the finest

qualities, an excellent athlete, as well as an excellent student in all categories, an outgoing warmth and love for others that all of whom you came in contact with felt.

I and everyone else knew for a fact that you were going to make it big in life with your powerful drive to succeed above all others.

I think of the good times and bad times we shared together, as well as the fun times, but most of all I thank you for being what you were. A leader.

A day hardly ever went by that I haven't stopped to look at your picture and recall a good time we had together.

I thank God for putting you on this earth to give me joy.

I will miss you like none other, until I see you again in heaven. There we will enjoy abundance of good times together. I long for the day I will see you again. Until then I will continue to try and follow in your footsteps for a good education and healthy body, as well as a love for others.

I will miss you as I love you, my brother. A part of me is gone, but the memories no one can take away.

I know you will be with me in spirit for ever and ever. I love you.

Love,
Your cousin Tom

(EDIT NOTE: Michael Orr, 14, died at home near Sandy last week.)

Salem scene:

Cherish small-town doers

by JACK ZIMMERMAN
Associated Oregon Industries

This is when Oregonians honor their "mainstays of Main Street."

For more than a decade, Oregon's largest cities and smallest towns have paid tribute this time of year to individuals who play a special role in the welfare of their communities.

Target of this attention is one of the most familiar faces in town—a retail merchant, who in the process of serving customers, also manages to provide leadership, participation and wherewithal that makes a town or city a worthwhile place to live, work and raise a family.

The brainchild of a former chain store executive, the Oregon Retailer of the Year award was conceived to recognize the unsung merchant—first to be called upon for support of worthy projects and most susceptible to criticism if goods or services failed to satisfy purchasers.

"A unique product of the American marketing system," said founder Lawrence W. Winthrop, "the retail merchant is the final link in the chain of production and distribution of goods that have raised America's living standards to a level unsurpassed in human history."

"And the ultimate seller of goods in the marketplace is the most intimate acquaintance of the consuming public."

Customer complaints and praise seldom find their way to the manufacturer or distributor. They most often focus on the purveyor of goods, the readily accessible local merchant.

Likewise, the most readily available helping hand is that same merchant, with convenient doors open longest to accommodate the buying public.



The late Fred G. Meyer became the first statewide retailer of the year in 1972. Prineville's Les Schwab followed the next year. Succeeding years saw the roll extended to include John Ehrlich, Medford; Eric Blackledge, Corvallis; Don Boyd, Klamath Falls; Clifton Cutter, Brookings; Maurie Jacobs, Eugene; Robert Bergeron, Gresham; Dean Pape, Coburg and John Novak, Klamath Falls.

But most are little known outside their own communities—but well-known there, indeed.

An example is this year's Retailer of the Year, E.A. (Buck) Buchanan, variety store owner-operator in tiny Dallas (population 4,800) 16 miles west of Salem.

Unless you're one of the 27 Ben Franklin store owners in Oregon and Washington, you've probably never heard of him. But in Dallas, where he's been in business since 1958, Buck is former junior first citizen, first citizen nominee, president of Jaycees, Chamber of Commerce and Rotary, organizer of local industrial development efforts, booster of school budgets, tax bases and charitable fund-raisers.

As in many places, people in Dallas have a tendency to pass the buck when it comes to shouldering community responsibility.

"That buck stops with Buck in Dallas," according to one grateful admirer.

That's what it takes to become Oregon's retailer of the year.

Ask the superintendent:

Students score above norm

by DR. JOHN PETERS
Superintendent, Sandy High

QUESTION: Why isn't more emphasis placed on improving classes such as English and composition.

ANSWER: This is a paraphrased version of a concern raised in The Post recently by a Welches' parent. I feel it presents a question to which we must respond, since it underscores an issue that bothers many. I have requested that our assistant principal, Dennis Crow, address this matter in this column. His reply follows:

"Sandy High School requires four years of English instruction, which consists of a balance among English and American literature, expository and descriptive writing, language study and English grammar. During both freshman and sophomore years, students receive intensive review of the principles of sound English usage and their application to multi-paragraph composition.

"In our annual evaluation of performance, the California Achievement Test helps us measure 17 areas in spelling, language mechanics and language expression. Both ninth and eleventh grade students take the CAT every school year. Our results from the 1981-82 testing demonstrate that students possess a high degree of skill in these subjects.

"Whenever students fall below average in the item analysis, reinforcement is built into the regular English program. This next school year our areas of concentra-



tion will be pronoun usage, subject-verb agreement, spelling and capitalization.

"I would like to point out that Sandy High requires one more year of English instruction than is required by state standards. Students must complete four years of English. We also are one of the very few schools in the Mount Hood Community College District to offer Writing 121, 122 and 123 for college credit. Through an agreement with MHCC and the Oregon State System of Higher Education, Sandy High seniors may enroll in special writing programs here, for which they can earn up to nine quarter hours of college transfer credit."

(NOTE: Dr. Peters will answer questions directed in care of The Post, P.O. Box 68, Sandy, OR 97055.)

Personally speaking:

Aren't some roadside signs funny?

Aren't roadside signs funny?

I mean, it's one thing to paw through aisles and shelves of storegoods, trying to figure what's included in hasty "2 for 1" and "inventory reduckshun" sale signs. There, at least, you have time to ponder what the message is supposed to say and decide with careful deductive reasoning what's covered by the vague labels.

Screwy roadside signs that cross your path at 55 mph find little chance for interpretation.

The really funny ones are the marquee where light bulbs have burned out on letters in the sign, so that only half the sign is readable. You get wild store labels like "T r f way" (spotted in Gresham), "Quality used c rs" (in Portland) and "Good Foo" (near Rockwood). My favorite is one at Twelve Mile Corner that states, "Flower ill." With all the pollution in East County lately, I shouldn't wonder.

Luckily, Sandy's preference for permanent wood signs prevents such confusion here. For the rest of the area wizards of business, it's hard to understand how a store owner could spend good time and money putting up a brightly illuminated sign and



by VON BRASCHLER

then let it run down like that.

That especially goes for billboards like the ones near Sandy on Highway 26 that peel with wind, rain and neglect. Nothing's quite so distracting at 55 mph as a hot model with a coy smile, as she hints: "Find happiness under the sun in lovely nearby..." (peel, rip, tear.)

You wonder if that's any sillier, though, than the professional man who puts his name, address,

serial number and biographical file on display for cars zipping past his billboard at 55 mph. He communicates about as little.

Good billboards, like Berma Shave laughers and fruit stand teasers, are a comfort to the traveler who welcomes their presence on a long, dull trip. Do any Seattle transplants like me remember cranning a neck across the freeway bridge near university district to see an insurance building time readerboard's funny morning messages? So many commuters were sad, when the readerboard flashed its final "Goodbye" with removal of the sign, crowded from roadside view by towering new buildings.

Readerboards that require hired unskilled labor to change the message, however, are prone to unintentional humor. When they run out of certain letters, they improvise or leave things out. The same approach is taken, when they aren't certain how to spell or punctuate. So occasionally you'll see gems like "s kist tun \$79" and "10 Spuds \$109". A Safeway readerboard on Hawthorne in Portland notes, "Friendly people 8-10 p.m." (Guess it's best not to run into

any of them after hours.)

No matter. It all means the same thing, right?

Like those yard signs hand-crafted to sell houses, cars and garages.

My recent favorite is a sign on a Powell corner telephone pole. It simply says "For sale." Perhaps GT had too many poles in Gresham? Or perhaps the house nearest the pole was the item for sale? Well, the nearest building was a church.

The one roadside sign we all must heed religiously, of course, is the traffic sign. Even here, however, I encounter some confusion.

In Canada, official directional signs that tell you when to turn are explicit. If the sign points right at the corner, you'd better turn at that corner as close to the sign as you can cut it. In the good old USA, however, directional signs are far less precise. A sign might tell you to turn left for something, but the turn might come in half a block, two blocks or even half a mile.

How came this guys communicate like that, and except any one to understand them? We in the newspaper biz never have such problems. I hope.