

# inside business

## Local Hallmark store triples size

by SCOTT NEWTON

The new Sandy's Hallmark store is about three times the size of the former. "It's got more space, but it's more than that," said Kate Cook, manager. "It's atmosphere, also."

"I couldn't stand the idea of it looking like every other Hallmark in Portland," said Rick Stone, one of the principals of Stone Incorporated.

Using smooth and roughed-out cedar, Stone did the carpentry work himself. The store also features wider-than-average aisles.

The space previously occupied by Sandy's Hallmark is being used by Gordon Stone Key to Fashion clothing for an expanded women's line. Sandy's moved south in the building, owned by Stone Inc., with its space expanded from 840 square feet to about 2500 square feet.

The two stores are still connected, with parts of the clothing store wallpapered to coordinate the looks of the two businesses. Both stores share a new ceiling. Stone said despite the economic times, business at both stores could be described as steady.

Before building the new Hallmark store the Stones figured out how much volume they would need to make the addition pay. "We made the right choice, very definitely," Stone said.

Cook said that people will buy a card for special occasions even when they can't afford a gift.

She said they now have a wider range of gifts, and want to be able to meet needs ranging from birthdays to weddings—"so people can shop in Sandy."

"Our potential to sell was completely outgrowing our space," she said of their previous location. "We used to think, 'We can't possibly put another thing on the shelves,' but we did."

Rick and Martin Stone went to a Hallmark seminar in Kansas City, the company's headquarters, in April, and just got back from another class in Long Beach, Calif.

In Kansas City they received the "nuts and bolts" on Hallmark, marketing experience that would take too long and be too costly to learn on one's own. Then the retailers "sat down and talked about the problems we've had," and took those complaints back to Hallmark.

"We have phone numbers and names and faces now. You don't have that if you don't go," Stone said.

Hallmark is not a franchise, but about 80 percent of the merchandise in most stores is Hallmark's. Hallmark considers its stores "social expression centers," and the goal is for greeting cards to be a need for every occasion.

Hallmark reportedly has more artists on staff than any other greeting card company, and they introduce 30,000 new designs (cards and products) a year, dropping 12,000 to 15,000 at the same time.

The increased size of the local store "gives us a little more clout" with the company, Stone said. Less than 20 percent of the owners attend the retailers school.

Hallmark doesn't allow stores to be named after the towns or cities they are in, but the name Sandy's Hallmark was approved.

The clothing store and Hallmark's recently celebrated five years in Sandy. Gordon Stone's has been in Gresham 43 years.

In those 40-plus years business has always increased, though some years they've had to add in inflation to figure it, Stone said.



Kate Cook

His father grew up in Corbett, and has always kept his eye on Sandy, Stone said.

"The city of Sandy probably has the best growth potential of any city in Oregon," Stone said.

"Sandy has its own personality and needs. I love it because I don't have to wear a tie in Sandy," he said.

He remembers wearing a three-piece suit to a business meeting in 1978. "A few of the business people wondered what funeral I missed. I learn quick."

In Sandy one runs the gamut, he said, from farmers who come in out of the fields needing jeans or boots to executives who live on Mt. Hood and need dress clothes, or jeans and

boots for the weekends. Merchants in Sandy have "perhaps been a little shortsighted" in the past, Stone said.

OSU Extension Service  
**FOOD PRESERVATION HOT LINE**  
238-9768 Mon-Fri  
8:30-12 a.m. 1-4:30 p.m.



Staff photo

Carol Kuzmesky is the new owner of Sandy Office Supply. She plans to get out on the road to supply businesses' needs.

## Sandy Office Supply sold

Carol Kuzmesky of Sandy has purchased Sandy Office Supply with plans to extend business hours and lower prices.

She purchased the shop from Cleo Hottman, who operated the business some 12 years here.

The new owner plans to

got out on the road to supply business needs in the fall.

Shop hours have been extended to 9 a.m. to 5 p.m. Mondays through Fridays, with plans to open half a day on Saturdays soon.

Kuzmesky will be assisted by Kathy Weid-

man, who will continue to work part-time at the shop.

Sandy Office Supply recently moved from Proctor Boulevard to 39090 Pioneer Blvd. in Sandy.

Kuzmesky worked at Griff's Longburger and Breakfast Country in Sandy as manager for the past seven years.

## Senior Center News:

### Seniors travel to Portland musical

Sandy-area seniors will head toward Washington Park tomorrow to view the popular musical production, "Carousel," sponsored by the Portland Park Bureau.

The performance will be held outdoors and travelers are advised to bring cushions or pads to make sitting on the ground more comfortable.

Next Wednesday, July 27, a trip is planned to Civic Stadium to watch the Pacific Coast League's first-place Portland

Beavers in action. The Sandy Senior Center van departs from the local center at 5:30 p.m. and there is still room available.

Two films will be shown in the coming week.

"Where the Cranberries Grow" will be shown tomorrow afternoon at 1 p.m. "Today's Vet" will be shown next Wednesday afternoon at 12:30 p.m.

This Monday, July 25, the center's hiking club hopes to enjoy some good weather and make a trip to

the outdoors.

**THURSDAY, JULY 21**  
9 a.m.: Exercise Class  
10 a.m.: Humanities Class  
Noon: Loaves and Fishes

**FRIDAY, JULY 22**  
Noon: Loaves and Fishes  
1 p.m.: Film—"Where the Cranberries Grow"  
4:30 p.m.: Depart for "Carousel" at Washington Park

**MONDAY, JULY 25**

9 a.m.: Exercise Class  
Noon: Loaves and Fishes  
12:45 p.m.: Hiking Club  
1 p.m.: Cards

**TUESDAY, JULY 26**  
9 a.m.: Medical Insurance Assistance  
9 a.m.: Foot Care Clinic  
Noon: Loaves and Fishes  
12:30 p.m.: Birthday Party

**WEDNESDAY, JULY 27**  
Noon: Loaves and Fishes  
12:30 p.m.: Film—"Today's Vet"

3 p.m.: Band Practice  
5:30 p.m.: Depart for Portland Beavers Baseball Game

**THURSDAY, JULY 28**  
9 a.m.: Exercise Class  
10 a.m.: Humanities Class  
Noon: Golden Age Club Potluck

## New Management

Please stop by and meet new owner Carol Kuzmesky

**New Hours: 9-5 p.m. Mon.-Fri.**

39090 Pioneer Blvd., Sandy. 668-5404

## Sandy Office Supply

## Travel Tips

by TOM WEST  
of Damascus Travel Service.

**STEAMBOATIN**  
Stand along the rail as your paddlewheeler churns its way through New Orleans International Harbor and salute passing ocean liners and commercial vessels gathered from around the world.

Sailing night, a sumptuous buffet awaits you against the backdrop of a brilliant Mississippi River sunset. Join fellow passengers for singing, dancing and a gala riverboat floor show afterwards.

The next day you'll stop at Houmas House, Louisiana. You might recognize this elegant antebellum mansion from the many Hollywood movies filmed there.

Baton Rouge, Louisiana, offers a glimpse into the other side of plantation life with its Louisiana Rural Life Museum. A reconstructed plantation settlement, workers' cabins, and sugarhouse recapture the lifestyle of the field hands, craftsmen and their families.

Continue upriver to St. Francisville. Nearly half the millionaires of 19th-century America once lived in this area.

Next stop, Natchez, Mississippi. There's not a more charming town in all the South. The smell of magnolia blossoms fills the air as you explore the town's many classic antebellum mansions. Here you will find the famous Hocoale, a lavish Georgian mansion. Its original, wide-plank floors still bear the scars of Union troops.

Travel upriver to the historic town of Vicksburg. The haunting battlefields and war memorials at the National Military Park are dedicated to the valiant efforts of the Confederate and Union troops.

**Damascus Travel Service**  
20418 S.E. Hwy. Phone 687-6930  
212, Damascus or 668-6333

**UNDER NEW MANAGEMENT**

**MT. VIEW GOLF COURSE**  
27195 SE Kelso Rd.  
Boring, OR.  
663-5350

**Baron of Beef Buffet**  
\$6.25 Adults 4.25 CHILDREN

**DINING ROOM CLOSED**  
Saturday, July 23  
Coffee Shop Open

**TU-FRI DINNERS, SATURDAY NITES**  
COFFEE SHOP HOURS:  
6 AM-9 PM, Open til 10 PM Weekends  
**DINE & DANCE WITH CASCADIE FREEDOM TRIO**

**Travel Tips**  
by TOM WEST  
of Damascus Travel Service.

**STEAMBOATIN**  
Stand along the rail as your paddlewheeler churns its way through New Orleans International Harbor and salute passing ocean liners and commercial vessels gathered from around the world.

Sailing night, a sumptuous buffet awaits you against the backdrop of a brilliant Mississippi River sunset. Join fellow passengers for singing, dancing and a gala riverboat floor show afterwards.

The next day you'll stop at Houmas House, Louisiana. You might recognize this elegant antebellum mansion from the many Hollywood movies filmed there.

Baton Rouge, Louisiana, offers a glimpse into the other side of plantation life with its Louisiana Rural Life Museum. A reconstructed plantation settlement, workers' cabins, and sugarhouse recapture the lifestyle of the field hands, craftsmen and their families.

Continue upriver to St. Francisville. Nearly half the millionaires of 19th-century America once lived in this area.

Next stop, Natchez, Mississippi. There's not a more charming town in all the South. The smell of magnolia blossoms fills the air as you explore the town's many classic antebellum mansions. Here you will find the famous Hocoale, a lavish Georgian mansion. Its original, wide-plank floors still bear the scars of Union troops.

Travel upriver to the historic town of Vicksburg. The haunting battlefields and war memorials at the National Military Park are dedicated to the valiant efforts of the Confederate and Union troops.

**Damascus Travel Service**  
20418 S.E. Hwy. Phone 687-6930  
212, Damascus or 668-6333

**3 BIG DAYS: Thurs., Fri. & Sat.**  
**July 21, 22 & 23rd**

# JCPenney

**IN GRESHAM ONLY!**  
Red Ticket Item Sale  
Hurry in and save

## SAVE AN EXTRA 30%

**ON ALL RED TAG SALE ITEMS**  
RED TAG VALUES CAN BE FOUND IN SHOES, MEN'S WEAR, WOMEN'S WEAR AND CHILDREN'S. SALE STARTS 9:30 A.M. THURSDAY. BE EARLY FOR BEST SELECTION!

Quantities limited to on hand stock. We may not have everything in every size and color. Sale includes merchandise identified by red tag. Does not include temporary reductions of regular price items.

# JCPenney

19 NE ROBERTS  
Downtown, Gresham

Store Phone 668-7156  
Catalog Phone 661-6121

Open Friday Night Til 9:00