

Window Santa offers holiday cheer

Displays create public interest

In the display window at Sandy Country Florist, 39010 Pioneer Blvd., a Santa Claus is waving, one teddy bear is ice skating and another, who has taken a fall, is spinning in circles on his rear end.

The display window, a landmark for passing motorists, has featured at least 80 different scenes in the past eight years.

Meri Lang, owner of the business, credits her husband, Gary, for the movements of Santa and the two teddy bears.

Lang has operated a business in Sandy for 13 years, has been at her present location for 10 years and has decorated the window for eight. She said she changes the display 10 times a year.

She depends on her husband, family, employees and customers for help in coming up with ideas.

The window displays draw a variety of responses, and it seems that even people who do not necessarily like a display are moved to comment on it — and make a purchase.



Meri Lang is pictured with Santa Claus in her window.

One year Lang followed a South Seas Christmas theme, with a mermaid, sea shells decorating the tree and a treasure chest full of gifts.

One man came in and gruffly stated that everyone on the highway wanted to know what the display was about, Lang said. Then he made a purchase and left.

At times, people see in the display what they want to see. The year of Halley's comet, Bruce Parker, a friend, decorated the window with a Madonna and child. In the background there was a star with a strobe light behind it. Some people said they liked the traditional Christmas scene, and others thought it was clever to include Halley's comet in the display.

While some ideas win rave reviews, Lang admits that others flop. A Mother's Day display window featuring an exhausted mother — as exhausted as a mannequin can look — surrounded by household chores, was not popular.

Decorating the window takes up time and energy, and Lang doesn't even want to think about how much it costs to run the motors and lights 24 hours a day. But the effort is worth it.

"The window is a better sign than my sign," she said. "They come in out of sheer curiosity, if for no other reason."

Students earn credit with window

Attempt to boost business sales

For several years the display window next to the student store at Sandy High School featured sweat-shirts.

But the displays have been considerably more interesting since two marketing students began decorating the window as a class project.

Seniors Karla Foster and Dawn Canada first set up a display featuring items from The Flower Garden in Sandy.

Andy now they've set up a Christmas scene that is a "country wish window," complete with Christmas tree, wood train and stuffed animals. The items are from Something Blue, a Sandy business.

"I had a good time putting the display together," Canada said. Sauni Short, the owner of Something Blue, "let us pick out anything we wanted," he added.

The two students said both business owners were easy to work with, and they hope they generated some sales. Students regularly buy flowers and balloons from The



Karla Foster and Dawn Canada have been nominated as co-scholars of the month for designing display windows at the student store.

Flower Garden, and a stuffed moose in the Something Blue win-

dow has been spoken for, they said. The marketing class charged the

businesses \$20 to decorate the window. In the student store, next to the entrance at the school, students in the 28-member class sell pencils, hats, T-shirts and popcorn.

Len Eaton, department coordinator for business and home management study, said it is difficult to make a profit in the student store, but that is what they are striving for.

Eaton said he encourages the students to gain experience with Sandy merchants, and he credited Foster and Canada with contacting the businesses, selling them on the idea and carrying through.

He said they would be nominated as co-scholars of the month at the school.

Eaton said he also has marketing students who are conducting a survey of where downtown business owners eat lunch. The survey has been commissioned by a local restaurant.

Foster and Canada will not get to decorate any more windows. Eaton told them it is time to move on to other projects.

But it probably will not be the last time the two work together. Both have been accepted to Brooks College in Long Beach, Calif., where they plan to study interior design.

Local nurserymen honored at meeting

New officers were sworn in and several nurserymen were honored at the Oregon Association of Nurserymen's convention in Bend.

J. Frank Schmidt Jr. of Boring was selected for the Pacific Coast Nurseryman magazine's "Special Service Award." Schmidt, a second generation nurseryman, is a "nursery legend" in the west, a spokesman for the OAN said.

Schmidt is president of Oregon's largest nursery, J. Frank Schmidt & Son Co. of Boring, which was founded in 1946. The company, which holds 16 plant patents, reported more than \$10 million in annual sales.

Schmidt founded Northwest Shadetrees in 1971 so key employees could share ownership in the nursery. He also started a post-graduate intern program on his nursery.

Schmidt, who followed his father as OAN president in 1963, has served on various OAN committees, and has served as president of the National Association of Plant Patent Owners and American Nurserymen Credit Association. He helped found the Nursery Marketing Council in 1977.

Schmidt is a member of the Gresham Planning Commission, a Kiwanis Club president, a founder of Mount Hood Security Bank and a director of Rainier Bank Oregon.

Teri Dillard-Lund of Wm. Dillard Wholesale Nursery in Gresham was among the 1987-88 OAN officers inducted at the convention. She is

president-elect.

Dillard-Lund has helped run the family nursery in Gresham since 1981. She has held various positions in the Mount Hood chapter of the OAN, including president in 1986. She was named OAN vice president for 1985-86 and president-elect for 1986-87.

Dillard-Lund has served on the OAN pest regulation and legislative committees and the Oregon Nursery Political Action Committee.

Other awards went to five other OAN members, including Jerry Gross, manager and a partner in Drake's 7 D's Nursery in Portland. He was selected as the OAN's "Young Nursery Professional of the Year" for 1987.

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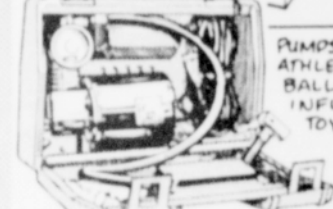


SUHS senior Cindy Hall is prep of the week.

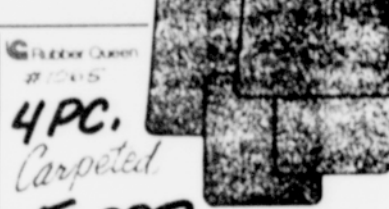
She was among the 228 high school students selected from among the 593 who submitted tapes to the Oregon Music Educators Association. The honors choir will perform at the OMEA convention in February.

Congratulations, Cindy!

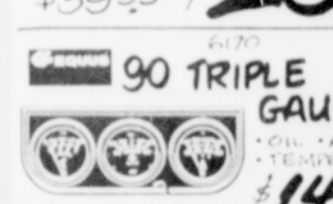
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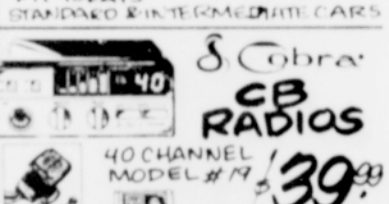
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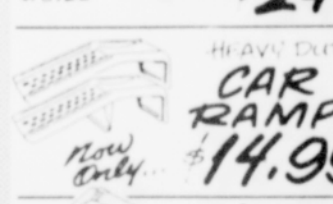
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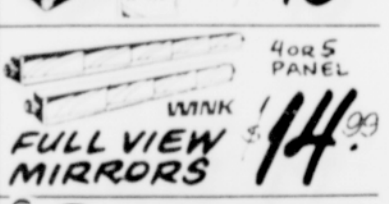
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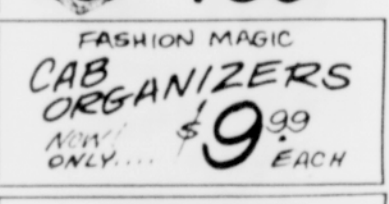
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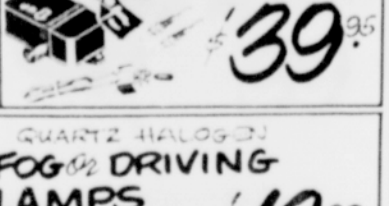
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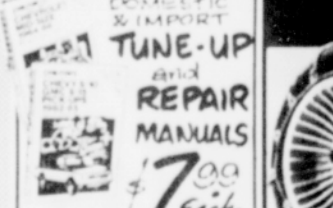
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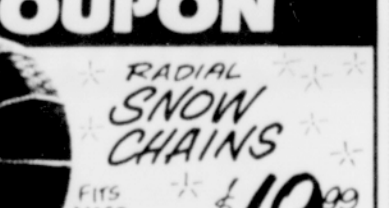
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