

# Wardell's Christmas Shoppe Stocks Traditional, Unusual Decor

**BY KAREN BERGER**  
MIRROR REPORTER

Regulars to Wardell's Farm Market were in for a big surprise last week: the spacious market usually filled with blooms and lawn and garden gear is now a full-blown Christmas shop.

Once the last Halloween decoration was put away, owner Tom Wardell and sales manager Kathleen Johnson quickly transformed the market into several miniature rooms, each filled with decorated mantels and Christmas trees.

"People come in and say 'Wow!' It's just so different," Wardell said.

For the past six years, the holiday business was limited to grave blankets, wreaths and roping. But as Johnson listened to customers, she made a mental note that Christmas décor was on their wish lists.

"We sold a few ornaments, but we didn't advertise it," Wardell said of previous years' holiday business. "And we figured if we're going to sell it, we couldn't just buy the stuff and put it on a shelf: we'd have to



**Tom Wardell and Kathleen Johnson prepared Wardell's Farm Market to look like individually decorated rooms for the holidays.**

MIRROR PHOTOS BY KAREN BERGER



**An owl ornament peeks out from a cupboard.**



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## Ft. Meigs Hosts Open House

Fort Meigs will host its Holiday Open House on Sunday, December 9 from 1:00 to 4:00 p.m., featuring shopping, food, demon-

demonstrate how to use it first."

The white room, as Johnson calls it, has a red wall accented with white, traditional cutout decorations above an antique sideboard. In sharp contrast is the whimsical room, with red and lime green

free. For further information, call the museum at (419) 874-4121 or visit [www.ohiohistory.org](http://www.ohiohistory.org).

cone trees, geometric-shaped ornaments and dogs wearing sunglasses.

Another room is packed with bird ornaments, stone eggs and a cupboard full of gift ideas for bird lovers. The ornaments are affordably priced, most around \$3.00.

Reaching younger generations of customers is vital to the industry, Wardell said. While traditional décor appeals to baby boomers, when younger generations deck the halls, they want every-

thing color-coordinated, right down to the poinsettias.

Shoppers can warm up next to the corn-burning fireplace, sip on some hot cider, and smell the candle of the month. Wardell's stocks Hyannis, Mass.-based Colonial Candles — stop in for a free sample to burn at home.

Wardell's Farm Market Christmas Shoppe, 7713 Dutch Rd. in Waterville, is open daily through December 24. For more information, call (419) 878-4195.