

Schermerhorns Note Growth

HAMMOND — Technology has made living complicated and pressured, and boating is a relief valve!

Bill Schermerhorn of Schermerhorn Boat Sales, Hammond feels that boating will continue to grow in the 1980s.

There will be changes and as in the automotive industry, trends will be towards smaller boats with lesser horsepower. He cautions, however, that consumers must be careful and not be led astray by companies featuring reduced horsepower without the expertise behind the engineering of hulls to complement the lesser h.p.'s.

As an example, Schermerhorn said that Cobia Boats, manufactured in Sanford, Fla. have been engineering their hulls to accommodate and perform with lesser horsepower since the 1973 oil crunch and with much success.

Schermerhorn reports that the 1970s were mainly growth years for his company. The company added two storage buildings for both winter and summer "in and out" service and storage. That compliments the two existing buildings, bringing the total to four. Additional dockage was added as well as a complete re-design of the company's marine store.

1976, with the devastating oil spill that occurred in June on the St. Lawrence River, was an economic setback for the Schermerhorns as they were the hardest hit marine facility in the 1000 Island region.

However, good planning and belt tightening brought the firm through to continue in the growth pattern started early in that decade, the Schermerhorns said.

The firm employs 10 persons in season, all of which are Hammond area residents with the exception of one Jefferson County resident. Our outlook for the 1980s is positive and we plan an orderly and continued growth, serving the people of northern New York with the most responsible sales and service, marine wise, in the area.

Dale
Among the boats offered at Schermerhorn's are the Dale Industries St. Lawrence skiffs. A report on that business, from Dale W. Stoughtenger, follows.
"My company is called 'Dale Industries' and I am located right on the shores of the mighty and beautiful St. Lawrence River. I am the present manufacturer of the fiberglass St. Lawrence Skiff. The firm that was producing them in Canada used them as a 'filler' in their business and since their interests expanded, there was not enough time for the manufacture of boats. So I bought the molds and am manufacturing them now on the American side of the St. Lawrence River.

"Our 16-foot, 6-inch fiberglass hull is a proven design because the molds were taken right off an original skiff. They row equally well as their cedar counterparts. Not only is rowing great family fun but it is good exercise as well. And

with the prices of gasoline today, our skiff can afford a family boating pleasure without one dime being spent on the liquid gold we call gasoline.

"As I stated above, she is 16 feet 6 inches in length, the beam is 41 inches, the depth is 22 inches and the weight is 135 pounds. The load capacity is 800 pounds. The hull is fiberglass and the

TI Bus Line Is On The Go

The year 1979 was an excellent business year," according to Christine Mee, an agent for the Thousands Islands Bus Lines.

Ms. Mee added that it appeared sales had increased substantially due to the price and shortage of gasoline.

In addition, Thousand Islands Bus Lines increased its already large fleet with the addition of two more charter buses. The firm now operates six charter buses.

Ms. Mee said it appears 1980 will be a good year adding, that the firm has

gunwales, seats and decks are of solid mahogany. That touch of wood lends authenticity to the craft and gives much eye appeal. Actually, it gives the best of two worlds: the beauty of little wood and the 'no-care' quality of a fiberglass hull.

"I sell factory direct and at this time the price is \$875. My phone is 315-324-5854 or 315-324-5966."

made arrangements with a travel bureau from Watertown to provide chartered trips to Lake Placid for the 1980 Winter Olympics.

Ms. Mee also noted that the Thousand Islands Bus Lines has revised its schedule to accommodate its customers.

Daily trips from Watertown to Ogdensburg begin with the bus leaving Watertown at 5:30 p.m. and arriving at Ogdensburg at 7 p.m.

Customers wishing to travel by bus to Watertown can obtain a ride daily at 8 a.m. from the firm's station at the intersection of Ford and Caroline Streets.

Chicago Market Expands

Chicago Market opened their first store in 1937 in downtown Utica. Today, it is the 14th largest grocery chain in Central New York. And why? Because of people who believed and had faith in us, our products and our service.

In 1967 Manny Cominsky opened the Chicago "meat market" on Columbia Street, Utica. He chose the name "Chicago" for he wanted his customers to know that he had the best "Western" beef possible.

In 1939, the original meat market became a superette and in 1950 Chicago Market had expanded into a full supermarket and moved into what today is Chicago Market's new headquarters at 400 Columbia Street.

The company continued to grow, and expanded into New Hartford in 1956; and from there established two more stores in Utica and two in Syracuse.

In the mid 1960's another Utica store opened, followed by Whitestown, Oneida, Rome and Seneca Mall, New Hartford.

Since the beginning, and all through their growth, Chicago Market operated on the premise of quality, variety, customer service and response to the communities they serve.

They placed heavy emphasis on advertising and promotion and in the late 1970s, working with their advertising agency of Evans, Garber and Paige, developed their easily identifiable "Yellow Cart" and their "C" mon in and "Push me Around" slogan.

1979 was another year of expansion for Chicago Markets.

About the middle of 1979, Chicago Market acquired several former Acme locations throughout Central New York. And, by November, three of these

facilities were opened. They included a 20,000 square-foot supermarket in Massena's Harte Haven Shopping Plaza (Sept. 29), a second Ogdensburg location of a 28,000 square-foot facility in Park Plaza, Ogdensburg (Oct. 13) and a 21,000 square-foot facility in Rome's Westgate Plaza (Nov. 3).

Tuesday, (Election Day), Nov. 6, after more than a year in the building process, Chicago Market opened their newest ultra-modern supermarket on South Ave. in Syracuse.

Today, Chicago Market owns and operates 21 supermarkets throughout Central New York, from Syracuse to Amsterdam and including three in St. Lawrence County.

HAVE GAS PAINS?

Fear Not, We Have Instant Relief!!

NEW 1980 COBIA SPORTSTER 18'

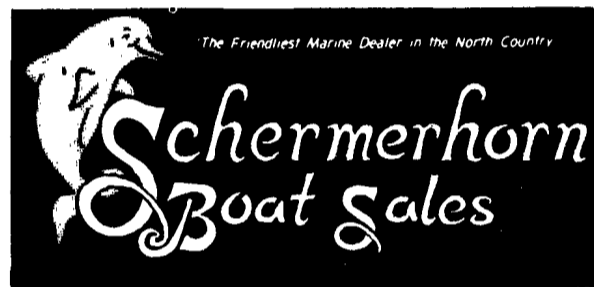
With 120 OMC I.O.

\$7695⁰⁰

INCLUDES:

Top-Toneau Cover-Top Boot-Full Instrumentation-Bilge Pump
Bilge Blower-Lines-Rumblers-Bow Rail-Fold Down Seats
Fenders-Fender Cleats-Heavy Duty Battery
Jump Seats-Full Carpet-Ski Rack In Floor
Glove Box-Deluxe Interior
Engine Cover

(We Don't Hurt Your Pocket Book Either)



MANY OTHER BOATS TO CHOOSE FROM!

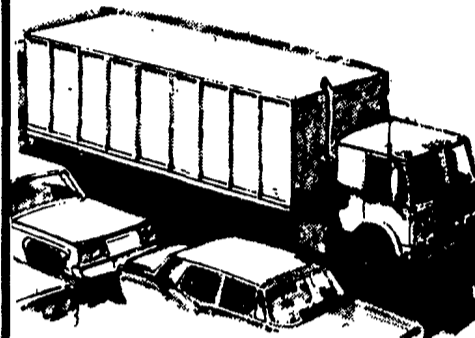
VISIT OUR BOOTH AT THE CENTRAL N.Y. BOAT SHOW FEB. 6-10 FAIRGROUNDS SYRACUSE

315-324-5966

On The St. Lawrence

Hammond, N.Y.

IF YOU CAN'T BEAT INFLATION RIDE IT OUT WITH US!



A More Profitable Operation For Our Customers

This Is Where We Come Into The Picture!

—For Fast And Efficient Transportation!—

SEAWAY MOTOR EXPRESS, INC.

Outer Coffeen St.-Watertown, N.Y.
-Area Code (315) 788-1500

ST. LAWRENCE PULP And PAPER CORPORATION



'Happy To Be Part Of The Community'