

NY Telephone Plans Capital Improvements Dalton Pontiac-AMC

POTSDAM—New York Telephone will undertake a number of projects during the coming year to expand and improve communications services in the Potsdam, Ogdensburg and Massena areas. The local plans are part of a record \$1.2 billion statewide capital construction program designed to meet the growing needs of telephone customers throughout New York.

penditures will top \$1 billion. "This reflects the demand of our service area's steadily improving economy," said company manager Al Simpkins. "This growth must be assured by our continuing to have an excellent telecommunications system—a difficult task in light of inflation and the rising costs of doing business, but one we will accomplish."

pany growth, with most of the balance to cover costs associated with re-arranging service for more than two million customers expected to move their business or residence locations this year.

majority of our customers approving various Extended Area Service plans outlined in surveys taken early in 1978," he said. Affected customers will be advised of the details of the changes prior to the effective date.

A To Z In Photography At Potsdam's Focal Point

POTSDAM — Photography by the Focal Point was established in 1970 by Laird H. Chaffee, who saw need of a full-service, multi-faceted photography studio in Potsdam. And indeed, the Focal Point's areas of accomplishment sound a bit like a "What's Done in Photography": literally from Advertising and Aerial to Zoological with stopping points most everywhere along the photographic alphabet.

college yearbooks. Journalistic interests were also fulfilled by college and commercial radio broadcasting and while employed as a correspondent for the Watertown Daily Times. While at Potsdam State, Laird was elected to Phi Delta Epsilon, the National Collegiate Mass Communications Honorary Fraternity.

Construction
Several construction projects are scheduled for the region for 1980.

Last fall, a new and faster way to place operator-assisted long distance calls was introduced in the area. Customers can now dial their own person-to-person, credit card and collect calls as well as calls billed to a third party. The economies of the service, called TSPS, will help the Bell System to limit the impact of inflation on telephone service in the years ahead.

Laird, a graduate of Boonville Central School, entered the Crane School of Music in 1963 but later changed majors and received his bachelor's degree in liberal arts psychology in 1968. Having taught two years in the Malone school system, he returned to set up his studio in Potsdam.

Wedding and portrait photography comprise the lion's share of the studio's business but the many aspects of commercial work: advertising, aerial photography, public relations and legal, yearbook and school photography and sundry others also enter into the picture. Laird has been hired to photograph weddings as far away as Cincinnati, Ohio and Long Island. He prides himself most with being commissioned by the Crane School of Music for portraits of conductor Sarah Caldwell and composer-conductor Aaron Copland.

Exchanges Expanded
Simpkins also announced that local calling areas will be expanded in several of the region's exchanges next fall. "The changes being made are a result of a

New York Telephone employs about 160 men and women in the Potsdam-Canton-Ogdensburg-Massena area and its annual payroll last year amounted to more than \$3.8 million. In real property taxes, it paid over \$539,000 in the region.

Morgan's Liquors Has Full Line

NORFOLK — Located on Route 56 in Norfolk, Morgan's Liquor Store is owned and operated by Derek and Shirley Amo of Norfolk.

Laird has attended seminars on both the portrait and wedding aspects of photography, including those presented by Arthur C. Heitzman, of the Texas-based Gittings Studios, Rocky Gunn and Bill Stockwell, the wedding "Casual King." Laird is a member of both the Professional Photographers Society of New York and the Professional Photographers of America and feels strongly, particularly in the case of weddings, that "you shouldn't trust your once-in-a-lifetime moment to a once-in-a-while photographer. The professional is in the business of making memories—he has both the expertise and the equipment (plus back-up equipment, just in case) to handle any job thoroughly and professionally." His reputation and livelihood are built and depend upon excellence and professionalism.

Statewide, the company employs about 78,000 people and its annual payroll exceeded \$1.5 billion.

The company serves more than 6 1/2 million customers in New York State and over 30,000 in this region.

The store offers a full line of wines and liquors for all occasions. In addition, customers may special order a favorite product. The store is open from 9 a.m. to 9 p.m. Monday through Thursday and from 9 a.m. to 10 p.m. on Friday and Saturday.

Laird and his wife, Eileen, a Shared-Services Elementary Art Teacher employed by St. Lawrence County BOCES, live in West Stockholm with their 3 1/2 year-old daughter, Jana, and are expecting another family development in July.

Derek and Shirley are both North Country natives, who moved away several years ago. They returned to the area in July of 1979 when they purchased Morgan's. "The store gave us an opportunity to come back and get away from city life," Shirley Amo said, noting that she and her husband have been "pleased" with the business in 1979 and look forward to 1980.

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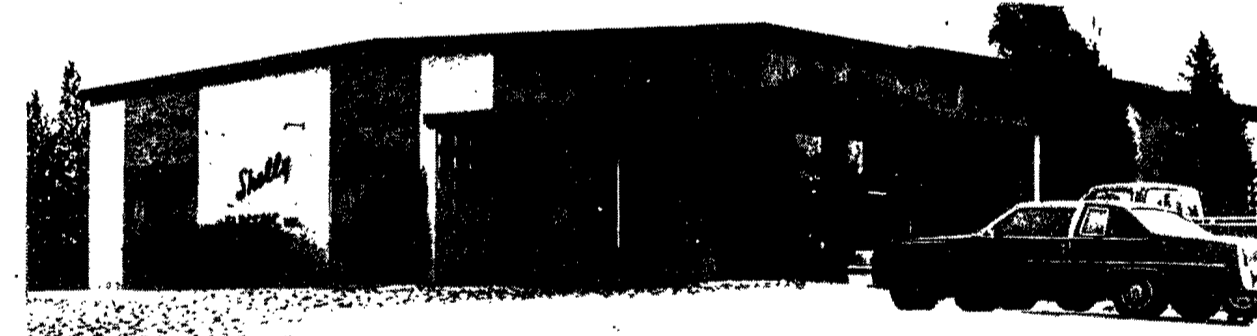
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