

# St. Lawrence Seaway: Old Idea, New Success

MASSENA — The idea of a deep waterway connecting the Great Lakes with the Atlantic Ocean can be traced as far back as 1895, when the U.S. and Canadian governments appointed the Deep Waterways Commission to study the matter. And every president beginning with Woodrow Wilson advocated the passage of Seaway legislation. But this legislation did not become a reality until May 13, 1954,

when President Dwight D. Eisenhower signed the Wiley-Dondero Act (the Seaway Act) into law. The new law authorized U.S. participation in the Seaway navigation project, and established the St. Lawrence Seaway Development Corporation as the U.S. Agency to work with its Canadian counterpart (the St. Lawrence Seaway Authority) in the construction, operation, maintenance

and development of the waterway. Construction began in 1956 and was completed in early 1959; the project was termed one of the world's greatest engineering feats. Specifically, the Seaway extends from Montreal to Lake Erie. It includes seven locks in the St. Lawrence River (two U.S. and five Canadian) and the eight locks in the Canadian Welland Canal that link Lakes Erie and Ontario. The first Welland Canal was built in 1829 and the modern locks there now were completed in 1932. Broadly, the Seaway consists of a 2,342-mile system of waterway extending from the Atlantic Ocean up the St. Lawrence River to the headwaters of the Great Lakes.

When the Seaway was opened to deep draft ocean shipping on April 25, 1959, the inland harbors of many Great Lakes cities were transformed into international seaports which subsequently have experienced significant growth and prosperity. Seaway officials point out other successes: — The U.S. portion of the Seaway has been reported to be a sound investment for the American taxpayer. The U.S. Seaway navigation project's cost has amounted to \$133.5 million, which was borrowed from the U.S. Treasury. During the past 20 years, the self-sustaining Seaway Corporation, which operates solely on the revenues derived

from tolls charged to vessels and cargoes using its facilities, has paid back to the U.S. Treasury over \$67 million in principal and interest. Especially notable is the fact that the Seaway Corporation made these payments in addition to continuously paying for its own operating expenses and capital improvements. In 20 years, the U.S. Seaway Corporation has never had to request the Congress to appropriate additional funds from the Treasury. — The Combined U.S.-Canadian investment in the Seaway navigation project is \$470 million. Revenues collected by the U.S. and Canada from tolls on the Seaway's Montreal-Lake Ontario section over the past 20 years totals \$465 million — nearly equal to the investment of the two countries.

Although total net tonnage through the Montreal-Lake Ontario section of the Seaway proceeded at a much slower pace than originally anticipated, it has been advancing rapidly since 1970 — averaging over 54 million tons the past nine years. This average exceeds the high of 50 million tons capacity predicted by Seaway planners. In 1977 a record of 63.3 million tons moved through this section of the Seaway, and the total last year was 62.8 million. Over 873 million tons of cargo have moved through the section since 1959. — The first navigation season for the Montreal-Lake Ontario section of the Seaway lasted 233 days — slightly over seven months. From 1959 through 1970, the average season length was 245 days or about eight months. Since 1971, when work under the Great Lakes — St. Lawrence Seaway Navigation Season Extension Demonstration Program was begun, the season has averaged 264 days or about eight and one-half months — from early April through mid-December. The program also is responsible for 12-month navigation on the upper Great Lakes four out of the last five years.

## VW Way Sees Progress

MASSENA — The Volkswagen Way in Massena has seen progress in many forms over the past two years. New ownership, new personnel, new products, new service and sales concepts, and a new type of clientele.

Richard and Barbara Bubar assumed control of the V.W. Way Inc. in November of 1977 and initiated a program of rebuilding and rejuvenating Volkswagen's image in the North Country.

Many of their ideas were quite novel because Richard and Barb were new to the auto business and did not have the old fixed procedures ingrained. Richard based his Dealership Policy upon his own experiences as a consumer purchasing autos from various dealerships throughout the U.S.

"I remember the things that satisfied me and very definitely remember the things that angered me. I want to do our best to abolish those practices that anger or irritate the auto purchasing consumer," he said.

Two years later he feels he has come a long way towards the fulfillment of that goal. He shakes his head and gives a grin when he tells you "We still get some complaints but they are mostly items like 'My cigarette lighter takes too long to heat' or 'I'm only getting 34 MPG and think I should get 35 MPG'."

"We do take these complaints seriously, but when I hear complaints from other dealerships such as 'My transmission had to be replaced at 15,000 miles' and others of that magnitude, I feel that this dealership and V.W. in

general have reason to be proud," Bubar says.

The new ownership also involved a shuffling of personnel. The Bubars' policies resulted in an almost total change of personnel in an effort to find the type of person who could meet the standards required. The only original employee who remained is Areta Bishaw, the Office Manager, who has been with Volkswagen a number of years. Mr. Bubar maintains that she is the stabilizing factor among the new people. The use of the term "new" is misleading because several of them have experience with other V.W. dealers. In fact, there is a total of 65 years experience with Volkswagen.

Perhaps the most dramatic progress has been in the Volkswagen product itself. The new models being introduced exemplify V.W.'s tradition of designing and engineering for comfort, efficiency and longevity without obsolescence. The Rabbit convertible and Rabbit Pick-Up have already joined the V.W. line along with the Audi 4000 and the Audi 5000; also the V.W. Wagon and Porsche 924 Turbo. Soon to come is the V.W. Jetta. Rumors are heard of a Turbo Rabbit and a Turbo Audi 4000, also some type of vehicle being tested in the 100 MPG range and another about a new type of non-petroleum engine.

The Volkswagen Way Inc. has taken full advantage of all the training schools offered by World Wide Volkswagen for employees in all phases of Volkswagen dealerships from the owner himself right through office, sales, parts, and service personnel.

## Mayor Dedicates Park

MASSENA — Thomas Bushnell Park, located behind the Army Reserve Center, was dedicated at 10 a.m. Saturday, Oct. 6, 1979 by Mayor G. Laurence White, in a ceremony attended by Bushnell's widow, Emille Britton Bushnell, members of the village and town boards, recreation commission, and other community members.

White said that it was with the "fore-sight of Mayor Bushnell that the village acquired the property." The mayor said the village held the property for 20 years, and that there were strings attached with obligations that must be fulfilled.

"We didn't do much with it, and nearly lost it," he said, but with a lift from the Division of Youth, the Town of Massena and CETA "we have two beautiful

fields", White said. The park presently sports two baseball diamonds.

Town Supervisor Floyd Richey was introduced and spoke briefly.

Mrs. Bushnell said that her husband had always been interested in parks, and that the memorial park on Andrews Street stemmed from that interest.

She recalled that at his instigation the park was developed during the depression, funded with one cent from each child in the schools, and 10 cents from each home. "That was quite a lot", she observed.

The job was further carried by Bert Cummings, head of the Water Department at that time, and Orval T. McGuigan, village engineer.

That park today is the site of village ceremonies and a focal point of interest for visitors and community members.

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