



NEW ADDITION — The new library addition at St. Lawrence University has more than doubled the usable space in the Owen D. Young Library. The open and closed stacks will eventually house some 600,000 volumes.

SLU Adds To Library, Meets Costs

CANTON — For the 34th consecutive year St. Lawrence University has operated without a deficit and met its financial goals for the fiscal period ending in mid-1979 in spite of rising costs in the current inflationary climate.

President Frank P. Piskor said in a message to parents that the primary goal of an independent liberal arts college such as St. Lawrence is to provide a quality education for its students. "We shall continue to manage our resources wisely and will strive to provide an even better academic experience for young people in the 1980's," he added.

Library Expansion
Contributing to the quality academic experience at St. Lawrence in the coming years will be the university's newly renovated and expanded Owen D. Young Library which opened in Decem-

ber. The \$4 million building project, which was begun in the spring of 1978, has more than doubled the library's usable space and provided open and closed stacks ultimately capable of handling over 600,000 volumes.

The university's long-range capital program, Enterprise St. Lawrence, this year will complete its first phase of raising \$30,000,000 by 1980 to increase the university's endowment, particularly as it relates to faculty support, scholarship aid, academic program, and library services, and to provide funds for facilities. In addition to new capital resources, Enterprise St. Lawrence involves the strengthening of the annual giving program in support of the current operating budget.

Continuing the university's commitment to serve the community in which it is situated, St. Lawrence has announced a new program for North Country residents to audit many of its courses at a low cost. The program will begin with the spring semester in the second week of February.

Economic Impact

St. Lawrence has an economic impact on the North Country community that exceeds \$14 million each year, according to a study made by the economics department faculty. The university employs 624 people and has an annual payroll of nearly \$8 million. Based on a 1.25 "multiplier effect" determined by the economics professors, the impact of the payroll, purchases of goods and services by the university and expenditures by students and visitors on the region's economy was \$14,303,350 for the

year ending June 30, 1979.

The university awarded 528 bachelor's degrees and 38 master's degrees at commencement exercises on May 27, 1979. About 525 seniors are expected to be candidates for graduation on June 1, 1980.

St. Lawrence opened the 1979-80 academic year with a student enrollment of 2,300, including 600 freshmen and 38 transfer students. The university continues to have a strong freshman application record in spite of the rising cost of education.

Brown's Dodge Is Again Honored By Chrysler Corp.

CANTON — Brown's Dodge, Inc. of Canton has once again earned Chrysler Corp.'s Award for Excellence. This year's presentation marked the third time Brown's has received the prestigious award, which is given to only the very best of the corporation's dealerships.

The Award for Excellence represents superiority in all phases of a dealership's facilities and operations. Customer servicing, salesmanship and personal attention given to every owner and prospect visiting the dealership are also included in the rigid criteria which must be met before the Award for Excellence is achieved by a qualifying dealership. The entire physical building and facilities also are given careful scrutiny.

A special plaque has been presented to Brown's Dodge and can now be seen on

display in their showroom. In addition to earning honors from Chrysler Corp., Brown's Dodge has continued to be a community leader through its support of a variety of local functions and activities.

As well as supporting the Dairy Princess Parade and Lions Club trade fair and auction, Brown's Dodge sponsors Pee Wee baseball, softball and hockey teams. The dealership also sponsors teams in the local men's softball and basketball leagues.

In another area of community services, three cars from Brown's Dodge are currently being used by the Canton Central School System's Driver Education program.

Owner William Perry attributes any success of Brown's Dodge to the dealership's dedication to good service and to the support and patronage of Brown's customers.

Canton Chamber: Business Flourishing

CANTON — Business here has flourished over the past year: nine new enterprises moved in, others changed hands, and the Canton Chamber of Commerce forged ahead with plans of its own to draw attention to the town.

Ames-Big N opened up where Britts Department Store was formerly located and the Farmer's National Bank replaced Marine Midland, both at the University Shopping Center. Buck Danber's Choice, the Canton Music Center, and the Frame Maker took up quarters on Main Street, and Doug's Pizza and Subs took up shop on Riverside Drive. Chim Chimney Chimney Sweeps and the Village Upholstery Shop also came to town, as well as the Little Country Mouse fabric shop near Eddy.

Meanwhile, Riverside Liquors changed hands, the Pear Tree replaced Dorothy's Gift Shop, and Ralph's became Morgan's restaurant.

'Big Year'
"This has been a big year for the chamber," noted Anne Ryan, executive secretary. While membership was fairly steady — 129 business and 40 associate members — the chamber itself took up a new, more active role in the community, she said. It organized and expanded festivities like the Lions' Trade Fair, the Summer Festival, and the Dairy Princess parade and festival. It also publicized traditional activities like the Rushton canoe races and the Rotary ice cream social. The farmer's market, previously open only on Tuesdays and Thursday, appeared on Saturdays as well.

The chamber helped sponsor both an updated slide show on architect Roger Trank's plans to revitalize downtown Canton and the Heritage Stroll conducted by Town Historian Harriett Armstrong.

Suggestions from Church and Community Worker Mary Logan and the Rev. Richard Stone prompted the chamber to set up an information booth about the town manned by local young people who volunteered to serve as "ambassadors." Out of this first project unfolded the idea of helping students learn about work they might like to take up through "Cooperative Career Contacts," where they would be put in touch with local merchants, or branches of local governments. The project is likely to benefit the merchant, as well as the student, by generally improving relations between businesses and young people, Mrs. Ryan said. "A kid won't be as apt to throw a rock at some merchant's window if he realizes how hard the merchant has worked to build the business up."

At the same time, the chamber began to organize a Bureau of Retired Businesspersons to give tips to others who would like to start an enterprise in Canton.

Advertising Booklet
An advertising booklet was sent to students at Canton Agricultural and Technical College and St. Lawrence University, too — "a large section of the buying population," Mrs. Ryan noted.

Looking ahead, she said the chamber is working on plans for the Winter Weekend to be held Feb. 11-19. Donald

Dew of the Dew Travel Bureau was designated one out of only 34 tour operators for the Olympics, she added, which will "help put Canton on the map." So far, Dew has received requests for tickets from far-away places like Wyoming and Alaska.

"People in new businesses are enthusiastic," Mrs. Ryan remarked; "They're optimistic that they can do well." And the prospect of Chicago Markets filling in the vacant spot left when Acme left promises to be "just another good thing for Canton," she concluded.

Shelly Electric Notes 35 Years In Business

POTSDAM — Shelly Electric, Inc. of Potsdam marks its 35th year in business in 1980. Located approximately one mile south of the village on Route 11, the firm is a family corporation, with Felix Shelly as president, Peter Shelly as vice-president of operations and Robert Shelly as vice-president of construction.

The firm's 10,000-square-foot building houses the corporate headquarters as well as the wholesale-retail business and the construction operation. Over 1,000 lighting fixtures are displayed in the showroom at Shelly Electric; the firm sells all kinds of residential and commercial lighting fixtures, wiring devices and electrical supplies, built in vacuum systems and garage door openers.

Business was "extremely good" in 1979, according to Pete Shelly, who said that the firm is looking toward another

good year in 1980. "A lot of construction projects have been bid for 1980," Shelly said, noting that the predicted recession "just hasn't hit so far."

In the very near future, Shelly Electric plans a major expansion of its building. Plans call for a 120-by-70-foot addition plus an office addition, to add approximately 9,000 square feet to the present building, with completion of the addition expected in a year or two.

Also planned is an expansion in stock. The firm will offer a greater variety of electrical supplies "to meet the added demand of our customers," according to Shelly.

Since the firm's beginnings Shelly Electric has completed over 550 major projects throughout the county, including projects at Alcoa, Central Foundry, St. Lawrence Pulp and Paper and the Clarkson Resource Center.

'Framemaker' Filling Needs

CANTON — Since opening its doors in late November, one of this village's newest businesses, the Framemaker, has drawn a steady stream of customers around behind the Main Street building housing Park View Hairstylists, in a back door and up an angled flight of stairs to its second floor quarters.

There, Carol Musser Howe offers a full framing service, building new frames to order from a selection of about 90 molding styles, providing a wide range of mat colors and non-glare and regular glass, and cleaning and refurbishing favorite old frames. Oval and circular frames are available by special order, as well.

The sage old advice of "find a need and fill it" seems to apply neatly to The Framemaker. Ms. Howe said customers queued up at her door before the paint had dried on the workroom's walls. Half

thinking that the Christmas rush may have brought many of her customers in at first and that business might drop off in January, she sounded pleasantly surprised when she looked around at the clutter and the work waiting to be done and said, "It's been really steady, and it's still steady...but I can always use more business."

A 1975 graduate of St. Lawrence University, with a background in art, Ms. Howe said she eventually wants her business' light, airy quarters to function as a sort of gallery for local artists. Some work now hangs on the walls, a few pots are for sale on a side table and Ms. Howe's own drawings of area homes and buildings grace greeting cards. And, drawing on another local source she offers a selection of frame moldings made by Northern Woodwork a couple of blocks away on West Street.

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1899	114,375
1909	143,720
1919	710,057
1929	1,006,153
1939	1,651,435
1949	4,070,569
1959	12,567,125
1969	23,057,984
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