

Roethel's Auto Parts Says It Shows Fast Expansion

Roethel Auto Parts, your local Parts Plus Autostore, is the fastest expanding autostore in the area. The franchise is one of over 2,000 Parts Plus Autostores in the U.S., handling nationally advertised name-brand automotive products including: AC-Delco, ANCO wiper blades, ACME automotive paint, Beldin Wire & Cable products, Champion plugs, Fel-Pro gaskets, Hastings Rings & Filters, Gabriel Shocks & Struts, Gates belts & hoses, Ingersol-Rand tools, Maremont exhaust products, Makita power tools, TRW engine parts and automotive accessories, S & K tools, Valvoline — Castrol — Quaker State — Foxhead oils, Standard Ignition products, Wagner Brake & Lighting products. All those items as well as our own "TRUST" brand of automotive parts are available to the consumer.

Daily parts shipments keep the store well-stocked and make special order items a convenience rather than a nuisance. To make your work easier, we turn brake drums & rotors; make custom hydraulic hoses with a factory-like finish (remember, at Roethel Auto Parts, there's never a charge for assembly!); and we also mix automotive painting over 1,000 shades in pint, quart and gallon quantities in three types of finishes. Something new to the business is computerized billing. This system has been in service since August and Roethel Auto Parts foresees linking this system with inventory control and point-of-sale computer entry systems. The inventory should be on line by the end of February and the point-of-sale system by July.

Another addition to the Roethel Auto Parts building is the opening of Roethel Parcel Service. The service ships packages for the general public via Federal Express or United Parcel Service. There are daily pickups Monday through Friday. Parcel Service hours are 10 a.m.-noon and 1:30-4:30 p.m. The trucks usually makes pickup of packages by 3:30 p.m., so people should keep this in mind when sending parcels. In addition to regular ground service, Next Day Air and Second Day Air service are available. Many local businesses have been making good use of the next-day air letter-pak. During the Christmas rush, over 2,000 people shipped packages through Roethel Parcel Service.



NEWELL MANUFACTURING — The Newell Manufacturing Company expects to see some growth this year if company plans come to fruition. The firm has traditionally been part of the city of Ogdensburg's industrial base.

The firm was once locally owned and operated. While that is no longer the case, the firm continues to be a major employer.

Blevins Bros. Ends 2nd Year's Business

The year 1985 marked the second operation of Blevins Bros. Inc. at its Heuvelton Road site. Owned and operated by David and Lynn Blevins, this Chrysler-Dodge-Plymouth dealership has

transformed the former McAdam Garage into a bustling and growing enterprise.

This past year has given way to significant changes. Expansion of the lot area has made it easier to view both quality used vehicles and the wide selection of new cars and trucks.

Remodeling of the showroom now permits customers to relax in comfort both while they await delivery of their newly purchased vehicle or while their present vehicle is being serviced. The Service and Parts Departments have also undergone many changes that have been made with the customer in mind.

The Parts Department has been expanded so that a wider variety of parts can be stocked to adequately satisfy customer needs on the spot. The Service Department, with a staff of three line technicians and two reconditioning personnel, have also added new equipment to meet repair needs as they are necessary. The continuing education of technicians through Chrysler Training has helped provide expertise on the ever changing field of auto mechanics.

Both Dave and Lynn Blevins along with the sales staff and secretaries are there to serve your new vehicle needs. Blevins Bros. Inc. is interested in serving you, the customer, in the best way possible. They believe in the extra personal touch in Sales and of course — "Where Service Means Business" in the Service and Parts Department.

The large addition to the rear of the auto parts building is the new drive-through service bay for Roethel Coach Lines, Inc. The area will house a wash-bay/garage area alongside of the most modern service pit in Northern New York. This will accommodate the charter motorcoaches and school buses owned by Roethel Coach Lines. The office for Roethel Tours is still housed in the front of the auto parts building, and patrons may use the main entrance for convenience. Roethel Tours just accepted delivery of their new computer system. This will aid in tour planning, price quotes for charters, customer billing and will also serve as an information file. Roethel Tours is still the official ticket outlet for the Olympic Center in Lake Placid. You can obtain tickets to sporting events and other ORDA sponsored functions, one of the most popular being their excellent concert lineup. 1985 saw everybody from Tina Turner to Bryan Adams and Bill Cosby at Lake Placid; and 1986 should prove to be as exciting. Roethel Tours is also the official ticket outlet for the Ottawa Civic Center.

The staff at Roethel Tours has kept the charter motorcoach business very busy with ski trips and all sorts of winter-related activities; and reports that the tour schedule for the remainder of 1986 is falling into place nicely. February's tours include Florida fun-in-the-sun, from the 14th to the 22nd, and Atlantic City Escape weekend the 28th through March 2nd.

Also located at 1801 Ford St. is Jeff's Auto Repair. Jeff Fournier is a registered auto mechanic and you can find his shop on our Kiah Street side of the building. Call 393-7559 for an appointment.

People shouldn't overlook the lower end of Ford Street; there's a lot of activity going on down here. So, the next time your car needs some parts, or someone to fix it, or you have to ship a package, or you want to go to a concert or on a vacation... come on down. Remember, there's always something new at Roethel's.

Bev Brenno's Baby Barn Is Booming

What started with a love of babies and baby furniture has turned this one time LPN into a business woman.

Beverly Brenno opened the doors of the business — "Bev Brenno's Baby Barn" in May 1982. She carries a complete line of nursery furniture and also a very affordable line of accessories for the baby's room. Quilts, bumpers, sheets, etc. by "Lambs & Ivy" — cribs, strollers, play yards, high chairs, car seats by Evenflo, Cosmos, Hedstrom and others. Many items, too numerous to mention, have to be seen to be appreciated.

In 1983 Bev added a cake and candy supply room. The cake line includes wedding cake tops, serving knives, glasses, garters and many other things for the bride and bridegroom's reception. Bev also carries candy melts and all the necessary items used in making delicious homemade candies.

Please feel free to visit Bev at the Baby Barn to see her wonderful line of merchandise.

Not Just Jeans Sets Up Shop In Larger, Brighter Location

Setting up shop at their new location at 1101 Paterson Street, Not Just Jeans offers a larger store, brighter atmosphere, and better parking as they prepare for an excellent 1986 business season.

"We have enjoyed an increase in sales since moving to our new location on August 1, 1985," said store owner Cindy Lashomb.

Not Just Jeans are open Monday through Thursday from 10 a.m. to 5 p.m.; Fridays from 10 a.m. to 8 p.m. and Sundays (June to December) from noon to 4 p.m.

Lashomb pointed out that the store had added a new line of "trendy" merchandise such as stuffed

"plush" animals, cloth covered diaries and books, lap pads, musical clowns, fancy pencils, pot-pourri, scented soaps and other novelties.

Not Just Jeans has also expanded with new brand name items including Ocean Pacific, Gasoline, Jody, Palmettos, Lord Issacs, Jordache and Michel.

But Lashomb explained that they still offered regular name brands such as Bobbie Brooks, Pandora, Zena, Manisha, Gloria Vanderbilt, That's Me, Sergio Valente and You Babes.

The store also offers T-shirt and cap imprinting with group dis-

counts available. Any special logo may be imprinted on any T-shirt, she said.



After Christmas Sale

50% OFF

WINTER CLEARANCE

(Includes Lots of Jeans)

• ALL SALES FINAL

Closed Sundays Until Further Notice

NOT JUST JEANS

"Jr. Boutique & T-Shirt Shoppe"

1101 Paterson St., Ogd.

Across From KMart

NEW Choose From **BRAND NEW** **NEW**

1st QUALITY BABY FURNITURE AND TOYS FROM...

- Evenflo
- Fisher Price
- Hedstrom
- Pride Trimble
- Cosmo
- Grayco
- Lullabye
- Lambs & Ivy
- Tracers
- Kids Corps

What A Selection!

BEV BRENNO'S BABY BARN

393-5270

108 New York Ave. Ogdensburg, N.Y.

OVER 150 ROLLS OF CARPET IN STOCK

30 ROLLS OF VINYL

FACTORY DIRECT

PROFESSIONAL CRAFTSMANSHIP AVAILABLE

GARDNER'S CARPET

Factory & Remnant Outlet

700 Cedar St., Ogdensburg 315-393-6488

1983 **1985**

"EXPANDED & REMODELED"

- **SALES** - More sales staff to serve customers with the extra personal touch.
- **SERVICE** - Blevins Bros. believe in the saying "Where Service Means Business" and has added more service men to their staff.
- **SELECTION** - Bigger and Better with new and quality used cars & trucks.

Stop In Today And See Lynn & Dave:

BLEVINS BROS., INC.

"WHERE SERVICE MEANS BUSINESS"

Ogdensburg-Heuvelton Road

OGDENSBURG, N.Y.

393-7252

JUSTIN ROETHEL...

The youngest member of the Roethel Auto Parts family says he stands behind the Parts Plus Slogan...

"YOU CAN TRUST MY PARTS!"

Trust Is The Registered Trademark For Parts Plus' Own Line Of Parts.

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