

# Sperlings Keeps Growing After 67 Years In Business

1986, Sperlings' 67th year in the home furnishings business, was a year of change and growth. The year started out with a bang, with new people joining the company — Rick Bell moved from the Ogdensburg warehouse to a full time sales position in the Ogdensburg store; Jack Denbleyker joined the staff of the Ogdensburg Appliance Center; Dawn Mills moved into Data Processing; and Donna Moquin, to the Ogdensburg Credit Office. Other additions to the Credit Staff were Belinda Barrett in Massena, Joanne Graham in Potsdam, and Janelle Longden in Watertown, all as credit managers who were later joined by Michelle Bariteau, credit manager in Ogdensburg. The Data Processing staff was later enhanced by the arrival of Corrine Moore and Patricia Baker, and during the year a new Administrative Manager, Mary Kay Scarlett, joined the company.

1986 saw a management transition occur in Sperlings Inc. Bernard Sperlings, who had been president since he succeeded his father Mayer Sperlings in that position, became chairman and chief executive officer of the company. Mark Sperlings, a third generation member of the Sperlings family, who had joined the company in 1978, became president and chief operating officer.

In 1986, Sperlings joined in the Potsdam Urban Renewal Program in a rehabilitation of their Raymond Street store. A new exterior facade, along with a new entrance facing the public parking lot, as well as a new loading area, were designed and built during the late summer and fall. A complete, new interior was designed by Brian Forney Associates of San Francisco, a leading furniture store designer. The design added a new Kincaid Solid Wood Furniture Gallery and a new SAC Video

Home Entertainment Gallery and Appliance Center.

Perhaps the single thing that represented the largest element of growth and the greatest departure from the traditional Sperlings operation was the development of a "new concept": the opening of a new store, Sperlings' Sit 'N Sleep Shop in the Salmon Run Mall in Watertown. Sperlings' Sit 'N Sleep Shop was developed to feature a broad selection of recliners, sleep sofas, mattresses, water beds, brass beds, tables, lamps and accessories. An all-new staff joined the company and were trained to be specialists in the departments that Sit 'N Sleep serves. They include John Schotell, manager; Christine LaFlair, assistant manager; Joanne Wilder, Catherine Towne, and Yvette Chamser. Sit 'N Sleep has proved to be a great addition to the fine family of Sperlings' stores operating in Northern New York.

During 1986, in order to facilitate new growth and development, Sperlings' concurrently enlarged their support staff. The growth in sales required new and improved delivery equipment as well as addi-

tional delivery and set-up staff. During 1986, in addition to the new people who joined the Data Processing Department, Sperlings' doubled the capacity of their Data Processing System. This increased

capacity was further enhanced by revisions in the software system to give them more complete data and even greater efficiency than had been previously experienced in the company.

## Travel Unlimited Awed By Response

Officials at Travel Unlimited in Canton are happy to say that one year after opening in its new location, the response from the public has been overwhelming.

Travel Unlimited's newest investment in the installation of a computer system in the travel industry. The local firm now has three computers so that fast service can be offered. The new system is able to make reservations for all major airlines, both domestic and foreign.

With the installation of the United Apollo Computer system, Travel Unlimited representatives can now reserve Amtrak and the Canadian via rail, European trains

and hotels all over the world, as well as car rentals. Travel Unlimited representatives can also check weather and airport conditions and much, much more.

In addition, the system will be able to order the rental of a car, a bus, and other travel necessities.

The staff at Travel Unlimited consists of five well-experienced agents. The owner, Debbie Christy, has been a North Country agent since 1978. Bonnie Ryan has an Associate's Degree in travel and tourism and has been in the industry since 1981. Rob Burnham has been working as an agent in Canton for four years.

The two newest additions, selling as outside agents, will work with their clients from their homes and make periodic visits to the office.

In Canton, Travel Unlimited has Billie Crowell, who has numerous years of selling travel services in the Canton area, and Natalie Spillman will represent the agency. Natalie also holds an Associate's Degree in travel and tourism.

"We think we have a great staff," said Christy. "We're sure you will too. We look forward to having you stop by our office and we're sure you'll like our new look—very new, very polished and very professional."

## Ogdensburg Savings And Loan Moving

1986 was a very good year for Ogdensburg Federal Savings and Loan Association. Lower interest rates, the results of continued low inflation, led to strong earnings at Ogdensburg Federal Savings and Loan Association, giving us the opportunity to continue to rebuild our net worth position.

Real estate lending, particularly home mortgages, remains the primary focus at Ogdensburg Federal Savings and Loan Association. We closed a record \$2,715,950 in mortgage loans in 1986, Robert Wilson, president stated. "We met the record demand for home mortgage loans and refinancing and demonstrated our commitment to the community," Wilson said.

During the year 1986, Ogdensburg Federal Savings and Loan purchased the property at 837

State Street, Ogdensburg and will be moving our banking office from the Mall, to this new location during September 1987.

Ogdensburg Federal Savings and Loan will continue to offer a broad variety of consumer loans to individuals, particularly home equity, automobile and home improvement loans, Wilson said.

"However, Ogdensburg Federal Savings and Loan will continue to concentrate our activities on those traditional home financing and related real estate lending activities we know best."


We're looking for another strong year in 1987. Much will depend upon the strength of our local economy, but with interest rates generally expected to remain low and loan demand therefore anticipated to be strong, we at Ogdensburg Federal Savings and


Loan are looking at 1987 with confidence; especially after we relocate to 837 State Street in September.

We very much appreciate the opportunity you have given us to serve your financial needs, and we look forward to continuing our relationship in 1987.

Also, Wilson stated that at the Annual Meeting held Jan. 20 two directors were reelected to three year terms, Paul A. Jones and Wesley L. Stitt. Carlton E. Bresett was reelected chairman of the Board, Paul A. Jones, vice chairman, Robert Wilson, president, Alanna J. Bloodough, treasurer and Sheila M. Shaver, secretary. Other directors are Fredrick J. Shurtleff, Johnson G. Moore, Charles T. Fox, and Robert E. Wilson.

## ONE HUNDRED TWENTY YEARS AND STILL GROWING






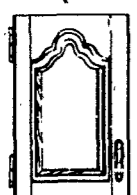
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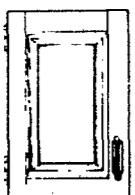
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