

Frenchie's Chevrolet Makes A Smart Move

1986 was a year of expansion for "Frenchie's Chevrolet"—having outgrown the facilities at 84-86 Center Street, Frenchie and his staff moved to their new location—255 East Orvis Street.

Real "Frenchie" Coupal purchased the former J & R Dodge location in the fall of 1985. Throughout the winter of 1985 and the spring of 1986 renovations and

an expanded service area were added to the East Orvis Street location. On March 25, 1986, Frenchie and his staff of 25 employees eagerly moved their belongings.

The sales staff, headed by manager Bob Fenton, relocated itself to their new, spacious, and bright three car showroom. Dennis Donnelly, Greg Walsh, Bill LaShomb and Grant Badger each

set up "shop" in their sales section of the show room.

Harold "Butch" Goodnow, with his highly efficient assistant, Bill Kearns, moved his GM Parts Inventory to an area at least six times its former size. "Butch", with over 40 years experience with Chevrolet, carries a complete parts inventory and offers a fast parts ordering service by computer.

Harold Eastwood, service manager is aided by Tim Alguire in the newly expanded mechanical area. Each of the mechanics, Ed Smith, Dick Delsie, Don Rolland, Allan Stevens, Trent Emery, Don LaShomb and Scott Henry are able to service your car, truck van or medium duty truck. With the acquisition of the new service shop each mechanic is able to perform

more efficiently, which relates to customer savings.

Eric Smith, located in his new office between the Parts & Service Departments, ably handles all warranty claims and customer relations.

The office staff under the direction of Thelma Coupal, was delighted to relocate to an expanded office area, which includes a cashier window and computer room. The paper flow of the dealership is handled by Lois Badger, Shirley Beshaw, Heidi Bintz and Doreen Johnson.

The Body Shop is conveniently

located at 84-86 Center Street, look for little Frenchie on the face of the building. Bruce LaShomb and Tim Kearns under the capable direction of Gary Wright can handle full glass replacement, collision repairs and painting.

Frenchie's Chevrolet offers easy accessibility to each of its departments, with ample parking facilities, and we take pride in our friendly service.

"Frenchie" welcomes you to come in, have a cup of coffee, meet the staff, ask questions and see for yourself how Frenchie's Chevrolet operates!

Keeps Eyecare Up To Date

Dr. Lenex Focuses On Technology

The health field of eye care has advanced rapidly in just the last few years. There are new techniques, instruments and devices now available to make both the detection of eye disease and the correction of visual problems both easier and more accurate. Dr. David Lenex of Ogdensburg utilizes these up to date methods for the benefit of his patients. Proper use of new advanced instruments and diagnostic medication now allows earlier detection of eye disorders.

problems such as diabetes or high blood pressure.

In the area of vision problems Dr. Lenex, with the aid of newly designed soft contact lenses is now able to bring excellent vision to many people who previously were unable to achieve quality vision due to astigmatism or other visual disorders. Dr. Lenex has also been achieving great success for his patients with the utilization of the newly developed soft contact lens that actually changes eye color. For the first time his brown eyed patients can actually change their eye color to a color desired without

blue. Of course color change with these lenses can be made in any direction.

For those individuals whose visual needs fall in the area of spectacle correction Dr. Lenex now has available the newest and most recent developments in lenses that are both thinner and lighter and therefore more comfortable and cosmetically more pleasing. He also has hundreds of high fashion and quality frames available to satisfy even the most discriminating of his patients.

his office this year has been the installation of a complete and comprehensive computer system by the experts of McLen Computers, Inc. of Potsdam. This computer system will completely organize and streamline all patient record management and communication. All services to his patients will be made easier and faster, and the computer will be an eventual

source for publishing a newsletter that will be sent to all his patients keeping them up to date and informed on the latest developments in the eye care field.

Jefferson National Bank Expects Growth

Progress and expansion are included in plans being formulated for 1987 by officials of the Jefferson National Bank.

The bank, which now maintains eight offices in locations throughout St. Lawrence, Jefferson and Lewis Counties, today has assets in excess of \$100 million.

When it was formed in June 1972, with the merger of the First National Bank of Philadelphia and the Waddington Bank, assets were listed at \$7.3 million.

In 1972, the main office was

established in LaFargeville, and 14 employees were employed throughout the system. Today, in addition to the original operations, there are offices in the township of Watertown, Lowville, Antwerp, Clayton and Massena and now have approximately 130 persons employed by the bank.

An application has been made to relocate the bank's main office to the city of Watertown, with a new office. A 15,000 square-foot building is now under construction adjacent to the town of Watertown location

on Route 11, south of the city.

The Waddington Bank serves northern and central St. Lawrence County. The Massena office is available to residents of St. Lawrence and Franklin counties.

The Massena financial establishment was opened in May 1986, in the brick building formerly occupied by Marine Midland Bank NA, corner of Main and Andrews Street. The building had been unoccupied for two years.

Staff in Waddington: Jackie Barkley, loan clerk; Sarah

Cameron, teller; Stephanie Field, teller PT; Dawn Hicks, teller; Eileen Murray, teller CD clerk; and Jackie Kirby, AVP br. manager.

Staff in Massena: Cathy Moffitt, teller; Marilyn Bain, secretary; Marcia Brownell, teller PT; Robin Deleel, administrative assistant; Charlene Hazelton, head teller; Blaine Oulmet, teller; Mary Jane White, proof; Frederick G. Dupee, SVP and regional administrator; Byron Short, VP PT; and Henk Enders, Asst. VPbr. manager.

McLen Computers To Expand

In March of 1986, McLen Computers, Inc. began servicing the computer needs of the North Country. McLen Computers, Inc. is owned and operated by Stephen McBeth, a local specialist in computer hardware and hardware system design and Anita Lenex whose software expertise encompasses custom microcomputer

software design, analyzing and determining clients' computer business needs and extensive and comprehensive software and training support.

Between them, Stephen and Anita bring over 30 years of in-depth experience devoted entirely to the computer field, to the clients of McLen Computers, Inc. Due to

the overwhelming demand from its clients in the North Country McLen Computers is now in the process of a major expansion in personnel in the areas of sales, management, and technical design and repairs, in order to meet these increased demands with the same superior service that has so quickly become the Firm's hallmark.

North Country Gamble Pays Off

We at Business Services Company can thank Roger Moyer for our expanding into the North Country. Roger, a long time employee and an outstanding salesman, began making sales further and further North of Lowville until he arrived at Watertown. This was in 1977, and because of Roger's confidence in the area, we established a small office, renting from Jerry Katzman and proceeded to grow.

In no time we ran out of space and made two moves, finally locating at 1555 State Street where Ed Petrilloise became our landlord.

Roger continued selling and extended into St. Lawrence County, Ogdensburg, Massena, Potsdam, Canton, Gouverneur, etc., and again he became very confident in the area and we established an office in Norfolk, in a pleasant location owned by Al Smith, who certainly became an excellent landlord and friend.

In a short time we outgrew those quarters and located a very desirable office in Potsdam on Market Street, The Industrial Plaza.

Our chairman, Arthur Schafer, needed but little urging to go into the North Country, as he used to travel it when he was a young man, representing Smith Gormly Company, a wholesale dry goods distributor out of Rochester. He always speaks fondly of the North Country, calling on Sol Kaplan, Gouverneur; Scander Maroun, Carthage; Toifok Tehan, Norwood; John Fitch, Mooers; and Bill Mace at Keeseville, as well as many other merchants.

An old time former resident of Potsdam, Geraldine Sissel Walden, now of Naples, FLA., is quick to relate the wonderful life she had while living in beautiful Potsdam.

As the result of our past experience and now our present, we like the North Country. It is beautiful, spacious, hospitable, and historic.

We like the people, the businesses, the institutions and professions. They are our kind of people, and we are prospering with them.

Our Watertown and Potsdam offices started with one salesman and one servicemen, and now we have eight or nine people in each location.

Business Services Company started business in Utica 30 years ago in Arthur Schafer's basement. He was sales and service, and his father kept the books, was shipping clerk, and gave good advice when needed.

In Utica the company has moved four times until eleven years ago when our present location was purchased at 133 North Genesee St.

The company now employs 79 people, and each year continues to expand.

The products we distribute are copiers, typewriters, facsimile machines, word processors, computers and dictation equipment.

All of our suppliers are outstanding and world famous: Xerox, IBM, Canon, Savin, Minolta, Norelco, CPT, Prototype, etc.

Service is what has built our company and it will always be the cornerstone of it.

We would be remiss if we didn't express our admiration for the educational institutions of the area,

and truly our amazement at the ample and outstanding selection of world class institutions of higher learning.

We are happy to be here, and with Roger Moyer's (now our general sales manager), infectious enthusiasm, we will continue to grow and prosper with you in the North Country for 1987 and beyond.

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