



Herald publisher  
**BILL EVDOKIMOFF**

## About The Herald's publisher

In his six years as publisher of The Herald, Bill Evdokimoff has seen the community grow and has guided the newspaper's corresponding growth to match.

The Thunder Bay native, now serving his 24th year in the Thomson Newspapers chain, took over the reins of the former Georgetown Herald at a time of declining sales and limited reader interest. Under his guidance, however, the rechristened Halton Hills Herald has expanded into Acton and other areas of Esqueping, boosting its circulation, its weekly size, its staff and now its headquarter size as well.

And, as Mr. Evdokimoff points out, the growing process is far from over.

"The future looks awfully bright," he commented this week. "The community is still growing and we're certainly going to grow with it."

Mr. Evdokimoff expressed pride in the Herald's heritage - more than 100 years of tradition founded in the former town of Georgetown and now, in its second century, providing even greater service to readers throughout Halton Hills. With the paper now relying upon "one of the most modern offset printing plants in Canada", he said, The Herald can anticipate a continued flow of awards and citations from both inside and outside the community, annually commemorating the paper's service to its readers.

Mr. Evdokimoff served as advertising manager of the Pembroke Thomson affiliate for eight years following a seven-year stint with his hometown newspaper. He then moved to Sarnia for two more years before accepting the position of publisher in Georgetown.

He and his family live on Ontario Street in Georgetown.

# My, how we've changed!

*A look back at 103 Main St.*



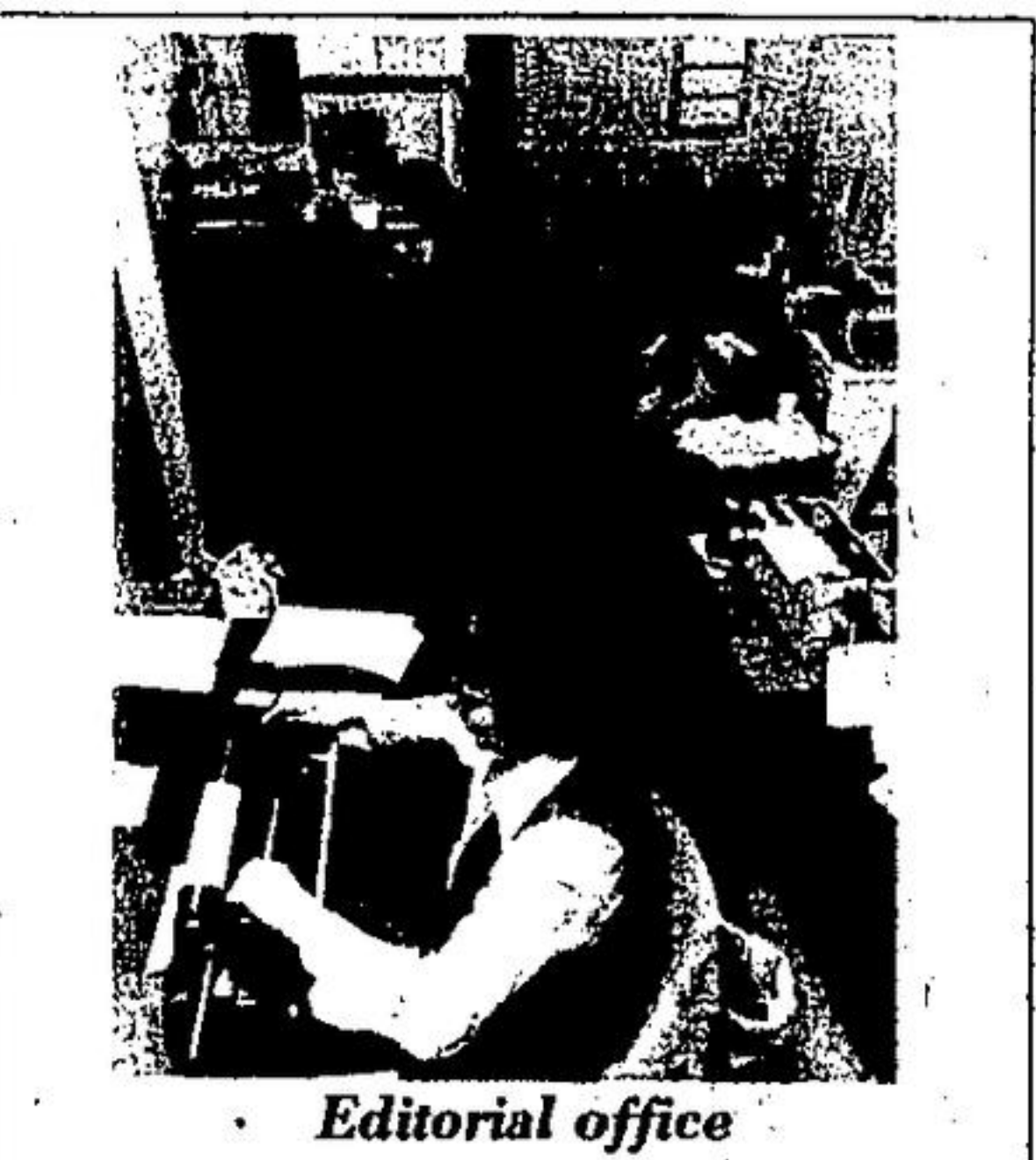
Business office



Composing room



Advertising office



Editorial office

Publisher's  
office



Herald editor  
**PAUL DORSEY**

## A message from the editor

Herald readers may recall at least two quite lengthy delays in the newspaper's long-anticipated move to new, bigger headquarters; property negotiations kept the paper "bottled up" in its small, Main Street offices for a couple of years while our administrators - particularly publisher Bill Evdokimoff - worked hard to find a new and suitable location.

Quite frankly, the Big Move became something of a staff joke during the two years I worked here (as reporter, then editor) prior to its final realization last March. Former editor Bob Rutter (now District Editor at the Guelph Daily Mercury) hired me in July, 1979, with the promise of "new quarters" in the "near future."

Bob was sincere, of course. Circumstances were such that the belief in the Herald's imminent move out of the cramped, deteriorating quarters at 103 Main St. was shared by all staff members. After all, how were we to know that so many obstacles would arise?

Shortly thereafter, Bob left the post, to be replaced by Michael Hollett, who was all too delighted to inherit the promise and privilege of being Herald Editor upon the historic occasion of the paper's move. Again, we looked forward to the imminent move as though it were just around the corner.

Alas, Michael accepted a position elsewhere after nearly a year here and, aware that I would be his replacement, disconsolately handed me the aforementioned "promise and privilege". As fate would have it, the promise became reality five months later, and the privilege, I am happy to say, is mine.

I hold no reservations about stressing the fact that being editor of the Herald at the time of its re-location is indeed a privilege. The newspaper's had several locations since its founding circa 1868; its first proprietor, Isaac Hunter, represented the first in a long line of editors and publishers who have guided The Herald through good times and bad.

I believe the move into a large facility this past March, highlighted by the installation of a self-sufficient press, is indeed an historic occasion, one which culminates the first phase of our current "good times"; there will be many more good times, given the consent of our increasing readership, whose approval and endorsement we plan to obtain and/or build upon through greater efforts on the part of staff members.

More and better news, lively features and exciting photographs are my department's responsibilities and we are committed to providing them; eye-catching ads outlining the best sale values from the town's leading merchants will continue to be provided by The Herald's advertising department.

And the paper's composing, production and circulation departments will be making similar efforts to round out a product we're all proud of. I hope you all have a chance to visit The Herald's new quarters during tomorrow's (Thursday's) open house; if not, give me a call and we'll arrange a special tour.

Community service is our mandate. Thank you all for giving us the opportunity to meet it.

Sincerely,  
Paul Dorsey



Herald  
pressman  
**Maurice Aube**  
(See page SE8)



*Ann's*  
**CARTAGE**  
  
**& PIANO MOVERS**  
warmly congratulates  
The Herald on its  
Grand Opening and  
wishes for continued  
success in the future.

★  
**Dave & Helen Humphreys**  
38 Prince Charles Dr.  
Georgetown 877-6183

## Congratulations

to the Herald on your Grand Opening. We hope you will continue to cater to the news needs of Halton Hills, while we continue to cater to weddings, social functions, parties, open houses, etc. . .



**The Kentners**  
CATERING  
62 Mill Street 877-1113  
"FAMOUS FOR OUR COFFEE"

# way to grow!

We've been in business in Halton Hills for over 50 years and we believe that our advertising with The Herald has helped us grow.

We offer our sincere congratulations on the occasion of the formal opening of their new building with our wishes for the continued success of the Halton Hills Herald in the years to come.

**SILVER'S**