



### Camera department

Harry deRuiter is one of seven people who exchange shifts in the camera department at Bayweb Limited. In this department the newspaper layout sheets are photographed and the

negatives are then used to produce plates for the press. Shown here at the line up table, deRuiter is arranging and squaring each page before it is used for the printing plates. **Bayweb photo**

## Bayweb: where over 30 papers are printed weekly

This special progress edition was printed at Bayweb Limited, the web offset printing plant affiliated with Markle Community Newspapers in Simcoe County. Founded in 1968, Bayweb now prints more than 30 community newspapers each week from central Ontario and metro Toronto. The printing plant operates 24-hours a day to provide overnight service to its customers. The firm completed a \$200,000 expansion of its

press room in 1973 at its William Street location in Elmvalle. In 1974, a sister plant, Norweb Limited, was established in Timmins at a cost of nearly \$500,000. The Timmins plant is now operating two shifts and produces flyers and weekly newspapers for more than a dozen publishers in northern Ontario.

In total, Bayweb and Norweb deliver web offset products every week from metro Toronto to

points as far north as Hearst and Thunder Bay.

What's in store for the printing companies? Despite a total capacity of nearly 50,000 copies an hour, sales manager John Maxim feels the Elmvalle plant is working at near capacity. And, as freight costs and regional price changes become more important for major retailers who use flyers, Maxim sees expanded opportunities for added volume growth for both plants.



### Bayweb press

Bayweb Limited on William Street in Elmvalle prints more than 30 community newspapers from central Ontario on its six unit web offset newspaper press. This

press delivers up to 30,000 newspapers per hour in either one or two sections. **Bayweb photo**

## Copeland name still linked to lumbering

The Copeland name has long been associated with industry in the North Simcoe area.

Today it still comes to mind when speaking of lumbering as the Copeland Milling Company still operates two mills in this area until three years ago, one in Elmvalle and another near Craighurst on concession 3 of Medonte township just south of the highway 400 exchange. The Medonte mill was destroyed by fire in 1975, and the Elmvalle mill though still intact, is not running.

John Copeland of Elmvalle, owner of the mills, still carries on a logging operation in the area.

Mr. Copeland is known for his dedication to the area, and is a member of

the present Flos-Elmvalle joint planning board.

The Copeland name has been associated with milling and lumbering for many years.

In 1837, George Copeland Sr., arrived at Penetanguishene where he erected a small saw mill on Copeland's Creek in Tiny township.

He later owned and operated a grist mill at Coldwater, selling it midway through the nineteenth century. It was then that he constructed the Huron Roller Mill at Penetanguishene and the Flos Roller Mill at Elmvalle.

In 1880, the Copeland Flour Mill in Midland was started by George Copeland Jr., but it burned down in 1898.

Copeland Flour Mills of Midland, which even-

tually merged with Pillsbury Canada Limited, was started in 1921 by the late Albert Copeland. After the 1898 fire at the previous Copeland Flour Mill in Midland, Albert Copeland had operated a small chopping mill at his Midland home.

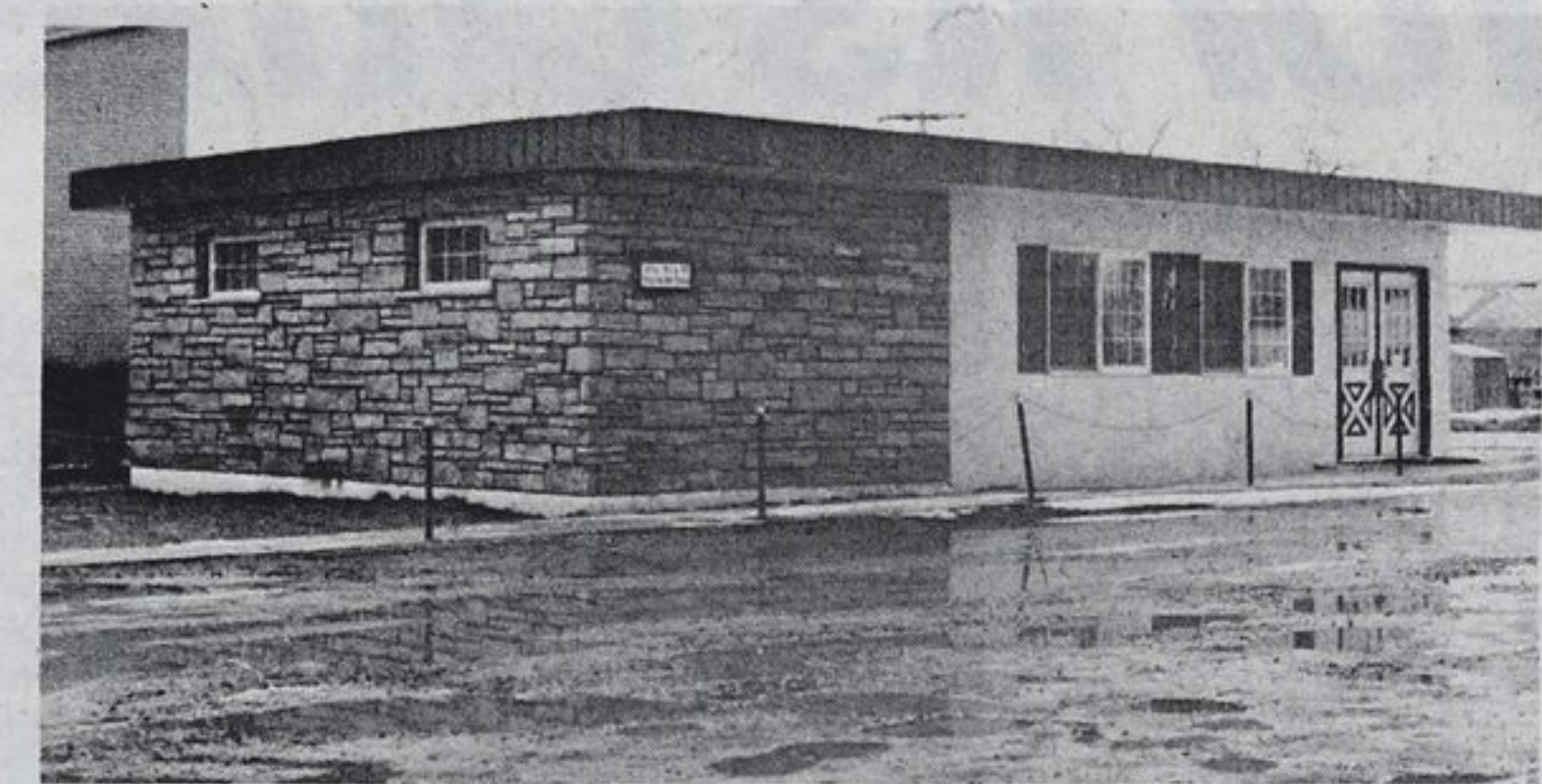
The Flos Roller Mill was owned at one time by three Copeland brothers, Arthur, Lloyd and Watson. It burned down in 1963.

The main Copeland business now is at the location of the last Copeland Mill on highway 92, west of Elmvalle.

From this location a logging operation is still going and John Copeland now deals in pre-dressed lumber, posts and fuel wood for both wholesale and retail sales.

Tennis courts for the residents of the village of Elmvalle have become a reality thanks to the Elmvalle and District Lions Club. Construction of the tennis courts began last fall, and they

will be ready to begin operation this summer. The Lions are now appealing to the residents of the village to form a tennis club to schedule the use of the courts. **Staff photo**



### New doctor's office

This building situated on a lot next to the village parking lot north of the post office on Stone Street, was built for Elmvalle's third doctor. Dr. James Young started his practice from this

office in June of last year. Dr. Young is affiliated with both Penetanguishene General Hospital, and with the new Huronia District Hospital in Midland. **Staff photo**

## Personal touch important at Shaw's

Customer satisfaction and personalized service are the hallmarks of Shaw's Interiors and Shaw's Carpet Warehouse.

Both businesses are located together on Elmvalle's main street, Queen Street west, and both offer complete customer satisfaction plus the "personal touch" that is so important in business today.

Both Shaw's Interiors and Shaw's Carpet Warehouse do a large amount of "referral" business in which satisfied customers have recommended the stores to their relatives and friends. This high percentage of referral business points out the high degree of customer satisfaction which both stores provide.

Mrs. Charlotte Shaw owns both Shaw's Interiors and Shaw's Carpet Warehouse.

Norm Crane is the manager of the Carpet

Warehouse, which has become one of the largest carpet dealers in North Simcoe.

Shaw's Carpet Warehouse has grown steadily in the past six years in which it has been operating, despite stiff competition in this market.

Both stores advertise they like their customers to look around at other stores before shopping at Shaw's because Shaw's Interiors and Shaw's Carpet Warehouse are confident they can offer top quality carpets at the lowest prices. In addition, Shaw's guarantee customer satisfaction and personalized service.

Shaw's Carpet Warehouse, like all successful carpet stores, has expert carpet installation sub-contractors with whom it works.

Stephen Shaw completed an installation course at Humber College, and partner Jim Hales has retail experience as well

as several years experience as an installer.

Shaw's Carpet Warehouse handles commercial carpet sales as well as residential installations.

Both Charlotte and Norm Crane have a vast knowledge of the carpeting industry, of the various fibres that are best for particular circumstances, and of upcoming trends. This allows their customers the best possible service.

The new carpet showroom was opened in 1975 and is connected to Shaw's Interiors through a large archway. Having the two stores together, allows customers to completely co-ordinate their furniture selections with their floor covering for a more beautiful room.

Shaw's Interiors, which began in 1962, features all interior furnishings. Started with the idea of "selling good taste", Shaw's Interiors offers

quality furnishings and interior decorations. All these furnishings are properly colour coordinated and of top quality.

Shaw's Interiors began the tradition which the Carpet Warehouse is now continuing, namely customer satisfaction and personalized service. Shaw's Interiors draws customers from all around the area with many coming from as far away as Toronto.

In other words, there is right here in Elmvalle a store which offers such fine interior furnishings and such complete customer satisfaction that there is nothing in Toronto which can beat it. Elmvalle and area residents, of course, have long realized this and this is why Shaw's Interiors has a large local patronage. This patronage is also extended to Shaw's Carpet Warehouse.

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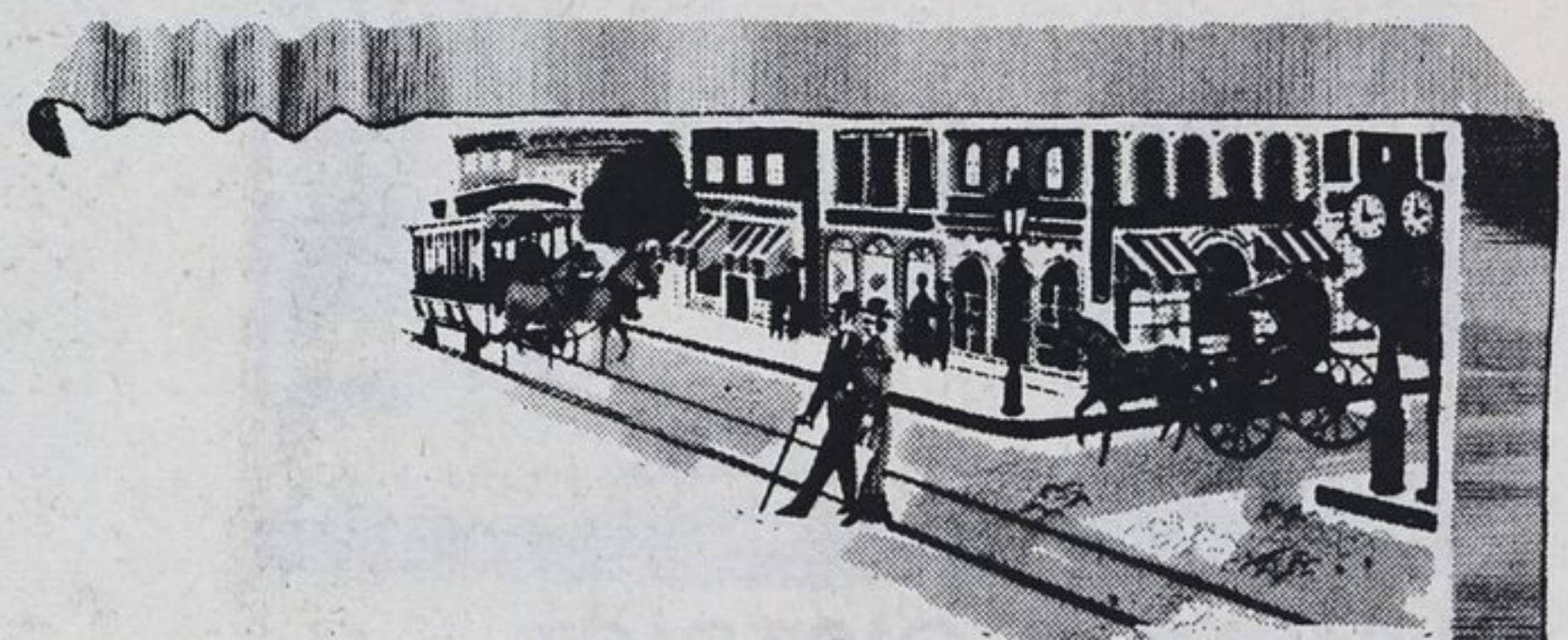
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