



Joan Marshman sells classified and real estate ads in the Tribune. She began working there as a linotype operator before computer technology eliminated the need for the old machines. Joan remembers the days not too long ago when real estate ads ran on the front page of the newspaper.

Started 33 years ago

Joan Marshman has seen changes

Joan Marshman, a long-time employee of the Tribune, has seen considerable change over the years, much of it, of course, relating to advancing technology.

When Joan took her first job as a linotype operator in 1955, hand set type was still being used in the printing plant, just across the street from the Tribune's offices. Old fashioned methods did have some advantages however, as Joan recalls: The sheets of newspaper came off the presses individually for hand collating and folding. Sometimes a spelling error might be spotted during that operation, the presses were simply stopped and the error corrected.

Of course, this situation could produce momentary panic; without home delivery, customers often waited outside the plant for their papers, literally hot off the press.

Despite the many things that could go wrong and sometimes did, the paper always came out on time. Joan remembers the "great" fire in October 1971, Stouffville's most devastating,

which razed the entire block on the southeastern corner of Market and Main Streets. As all nearby buildings, including the Tribune's printing plant had to be hosed down, and this event occurred on the day before the Tribune was to be published, all printing was rushed to safety at the Era plant in Newmarket, where it was processed and returned for delivery at the usual time.

Another fire ordeal took place 10 years ago. A small blaze in the back of the Rennie's Transport truck, then used for distribution, singed a number of Tribunes on their way to dispersal points.

Joan will never forget one very cold Saturday morning about two years ago. With temperatures reaching below the 30 degree Fahrenheit mark, driver Russell Lee considered it expedient to leave his vehicle running while loading papers at the plant door. Imagine his surprise when he turned around to see his vehicle moving away without him. The truck filled with the "Weekender" edition was

being stolen by chilled joy riders. It was later found wrecked and abandoned.

Joan has not as yet experienced the desire to enter the journalistic arena, but she still gets a thrill out of seeing the news before it is printed.

During her 30 years with the Tribune she has worked on many of the operations involved in producing a community newspaper, from paste-ups to bookkeeping. All accounting related functions are now centralized at the Economist offices in Markham, and Joan herself is in charge of the classified/real estate section. This section, as we know, appears towards the back of most papers; she remembers seeing old editions of the Tribune in which the ads appeared on the front page.

Although the latest computer equipment is a very visible and vital part in the assembly of today's Tribune, it takes but a small backwards wander of the imagination to visualize Wilf Morden's old home, and earlier days at the Tribune office.

Cotter Ford new but growing fast

Though open for under three years, the Larry Cotter Ford Lincoln Mercury dealership has proven to be a very successful one.

A small to mid-sized franch-

ise, it handles almost 700 new automobiles and trucks per year and so has received Ford's Distinguished Achievement Award in both 1986 and 1987.

General Sales Manager Frank

Szbedinszky believes their success is due not only to exceptional service but also to the "personal touch".

"We take pride at our dealership with the service that we

provide," he said. Repair checks and pickups can be made until 9 p.m. and courtesy cars are provided free of charge to customers for one day.

"Another reason for the success" claims Szbedinszky "is that both Mr. Cotter and myself, and as a result our staff, believe that you can make a reasonable profit and give good service without overcharging or using gimmicks."

The logo is "the greatest little dealership on earth" and the people at Cotter Ford really believe it.

Owner Larry Cotter is a former president and chief executive officer of Revlon and before that president of Shulton Canada.

For the Stouffville businessman the switch from beauty products to automobiles is not such a strange one. His mother is a retired Ford Motor Company employee and as his Dad was in the automobile business for over 30 years he virtually grew up around cars.

Cotter, whose lifelong ambition was to have his own dealership, is now doing something which is a real joy. "Business is business" said Cotter believing that there really is a tie between beauty products and cars. Just as with your make-up etc. you can project a particular image

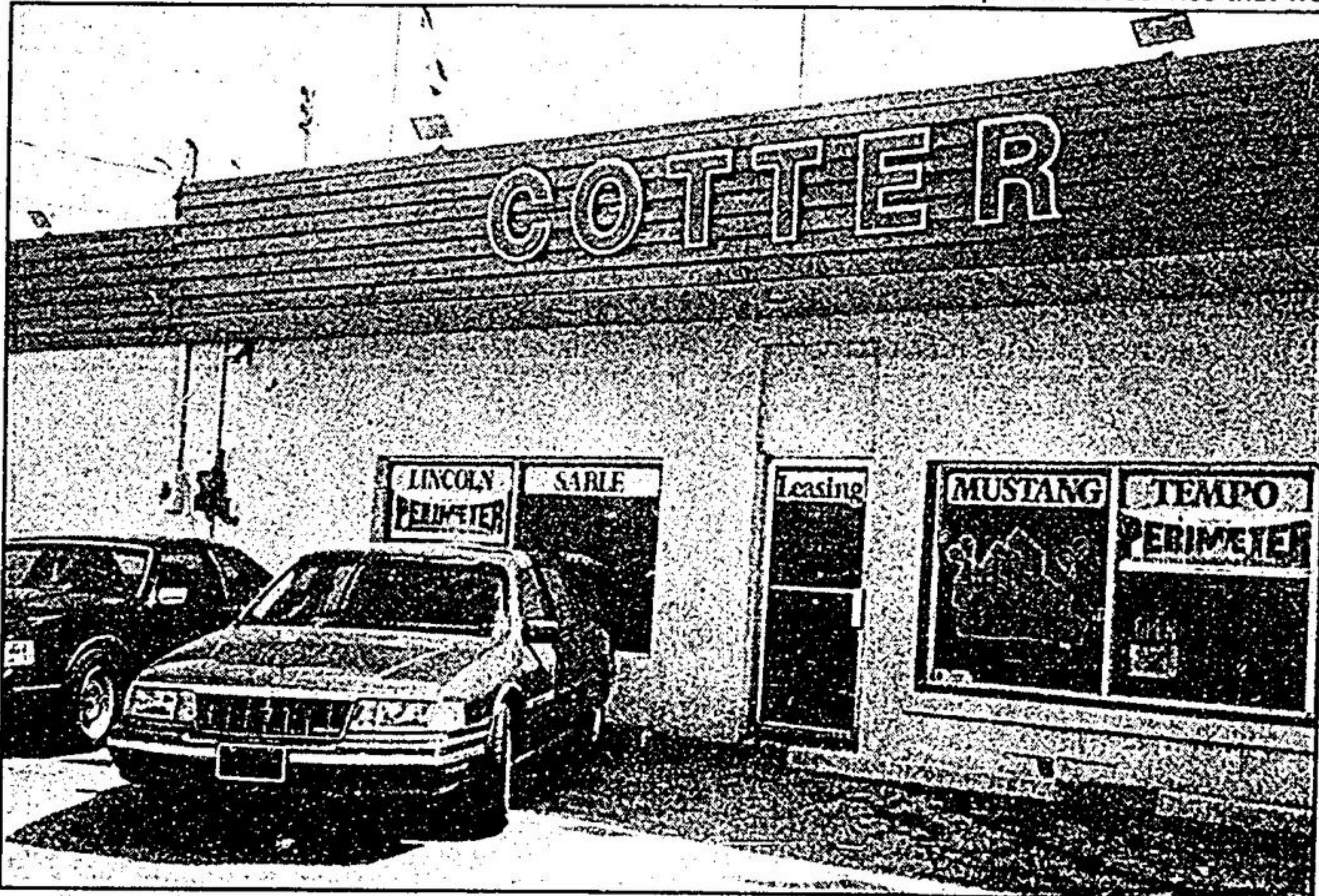


LARRY COTTER
Area Ford dealer

so "a car is an extension of yourself."

At Cotter Ford Lincoln Mercury there are no high pressure sales. "It's a very personalized type of place" said Mr. Cotter. He looks at everyone who comes in as someone to service and hopefully establish a "long term friendship."

It's located on Hwy 48 south of 19th Ave.



Although a relatively new dealership, Cotter Ford has won Ford dealership achievements awards in 1986 and 1987. The firm sells appro-

ximately 700 cars a year at its location on Hwy 48.