

## The Office Window

Last week the Bradford newspaper held a position of almost solitary isolation and aloofness to sensational Bradford news, when it ignored the goings-on outside Bradford vegetable processing plants. On the previous Sunday this newspaper was called and requested to go to the scene of the strike because they wanted publicity, but it did not go, and by press time on Wednesday the publicity being given was sufficient to satisfy even the most rabid publicity seeker. . . . Out of town reporters came here for a good story. That is their job. Whether or not the story they write is good publicity for Bradford is not their concern. They've been getting abundance of story material here and much of it, in so far as publicity for Bradford is concerned, is tragic. We're hearing of people and behaviour never before associated with the town, and both are making headlines, coupled with the name of Bradford, in daily newspapers. Right or wrong, this has been widely circulated. . . . The description in daily newspapers of the behaviour of women in one incident at Federal Farms and in another at United Farms, plus the curious crowd of onlookers at the latter, would be read with disgust by many who would gain from the stories a very wrong impression of the people of this town and community. Already annoyed and dismayed people are inclined to speak unfairly. During the past quarter century many fine people have come from Europe to this town and to the Holland Marsh which borders on the town and have prospered and become wonderfully fine citizens. They became

Canadians just as soon as the required residence period permitted them to obtain the necessary papers and they have been warmly welcomed into the community where now their children are intermarrying. This is being stated to remind that words and terms must not be used loosely. We have been very proud of our new citizens and have always considered them to be quite law abiding. Reports in last week's dailies therefore should not be associated with our new Canadian citizens. . . . According to newspaper reports, the claim was made that Bradford is as expensive as Metro. Surely food, transportation, etc., are cheaper here than in Metro and, if these immigrants are being charged high rents, it would seem that some landlords and their rentals should be investigated. Why should Bradford be publicized as so expensive, if it is only to pay a greedy landlord? . . . Publicity during the past week has made Bradford read like a pretty rough, and one might say, "hick" town. No one mentioned that plant management has behaved with dignity, while enduring much provocation and financial loss, and also that Bradford business places, staffed and geared to serve these plants, are also undemonstrative. If the strike continues a real pinch is coming and there is a lot of feeling and emotion here, but the major portion of the town's population, including plant management, is very law-abiding and Bradford and its plants will weather this turmoil and probably be a stronger and more united population than ever before as a result of it. . . . Last week we read a very excellent editorial on the subject of "automation", and it being timely, cut it for publication. It went missing in this office, therefore the best we can do is tell a little of its ideas.

According to the article, automation has struck a cold chill into the heart of the American labour force, and, of course, anything that chills the American labour force might well chill the Canadian one. Mechanical devices and machinery of all kinds are being designed and invented so that the need and demand for human labour is becoming more and more unnecessary for any work of a mechanical nature. In brief, those who don't work with their heads are likely to find themselves without a job. The days of the non student being threatened with having to earn his living "digging ditches" are over—he won't even have the chance to do that. Better keep studying, youngsters. . . . Hear that our story of last week left a question in Mike Kilkenny's mind. He asked his mother how late was "late" for her and his father to be out, before they were married. She said "9.30". We don't like to contradict a nice mother, but confidentially Mike, times haven't changed much in the past twenty, or thirty, or forty years, in so far as "late" hours are concerned. . . . According to the Commercial News, June 26, the lowest tender for the Bradford Public Building (post office) was from Kennedy Construction, Barrie, for \$99,861.