

## The Office Window

During our eight-day holiday we have had sufficient leisure to take stock of our more than a quarter century in Bradford. For more than twenty-five years we have endeavoured to make Bradford and district's show window to the community and the outside world, the best possible publicity for Bradford and district. . . . The newspaper for any community is that community's publicity. Go to any town that has a credible newspaper, and then has had to do without one, and you'll find the town which is gradually sliding off the map. The small town weekly reaches interested readers near and far—in the home territory, across the length and breadth of this continent, in the reading rooms of our governments, in the country's advertising agency offices, and even in lands across the sea. The home newspaper is the town's show window. . . . Proportionately this newspaper has led the district in growth. The circulation and size of today's Witness, compared with twenty-five years ago, have both grown more rapidly than has the population of this district. These are facts which made us feel that our effort was worth while, and they gave a feeling of satisfaction. . . . Looking back over the years, our early days in Bradford were spent much as most women spend their time—home duties, some women's organization work, a few social events, with the reporting of weddings and the writing of obituaries being the office duties which from the first were ours. Then came the war years when man power shortage drove us to accept more and more responsibility in the office. . . . With the war over we had to make a decision—stay with the office or resume our previous manner of life. There were plenty of capable women to serve Bradford through organization work, and we decided that our best contribution to the com-

munity could be made through the additional effort which we, as an extra on the staff, might put into this newspaper. . . . Gradually we gained confidence and experience in the newspaper work, and we have written copy for the newspaper and for printed leaflets and letters thousands of times. Few bring copy ready for printing. They tell us their ideas and we do the writing. The customer pays for the printing but our writing has been a free service. . . . We drifted along in this manner and then came what we believed was an opportunity to make a big contribution to this district. The need for an ice arena gave rise to talk of a community centre. This office was approached on the subject and we gave assurance that we would give our best. . . . Publicity cannot be written until the writer receives the necessary information, and during canvassing for funds periods we seldom received complete returns much before midnight on Tuesday evening. These returns had to be listed for the linotype operator, and all publicity editorials had to be written after such information was received. About three o'clock Wednesday mornings we completed our task, left it on the linotype for early morning setting, had a few hours sleep, and rushed back to proof-read what we had written. In newspaper space, the free publicity given this project would have amounted to thousands of dollars had it been charged. Your editor attended all board meetings to give that body desirable publicity. Then our eyes gave out. Whether or not our publicity effort was of any value to the community centre cause, we have always felt that our eyes went into that building. . . . Then came the history for the centennial book. We shouldn't have undertaken it, but again it was our contribution to community service. . . . Believe that some do not consider these tasks as a service to the community, but rather as a part of our business. Advance publicity is advertising and advertising is our business. When we created advertising into publicity editorials so that they could be published free of

charge, they became a community service. . . . Publicity! What is its value? It is a value which cannot be estimated in the positive, but take it away and the negative results will show its worth. . . . Had we our years to live over again, which path would we choose? Don't be enticed into business and public life, girls. Baking pie and cake and cooking meals is much easier on the nerves than is public service. . . . And we would like to thank very sincerely the kind friends who have called and written us expressing appreciation for our work on the centennial history. Good, or otherwise, as the book may be, we gave our best, and your kind words and loyalty are certainly appreciated. . . . The view from our window is more pleasing than possibly it ever was before. Have you noticed the beautiful petunias which enclose the little lawn south of the postoffice? Our appreciation is extended to the gardener.

Bradford Witness

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Pg 1

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