

The Office Window

'Tis an old saying that "familiarity breeds contempt," and this was brought to mind upon reading a front page news story in the Aurora newspaper last week. . . . A few months ago this column was reminding upon the advantages to a town like Bradford of having a river at its entrance and urging that advantage be taken of this natural asset. The idea gained some support, but for many the sluggish water of the Holland river had little or no appeal and produced only wrinkled noses and shrugs. During recent years the value of that quiet water, upstream from Lake Simcoe, has been becoming more and more esteemed among boat owners and this column's opinion was that Bradford had an opportunity for something rather spectacular down there, but, as stated before, the river is an old, and not particularly enticing, story, to date here. But, back to the Aurora news story! It informed that Aurora and Richmond Hill men have purchased some 480 feet of river front on the "Schomberg" river, four miles upstream from Cook's Bay, in East Gwillimbury township, and have already dredged a basin and are preparing to build a clubhouse this fall, where a Yacht Club will be established. The story tells with elation that this Yacht Club will place within eleven miles of Aurora, access to the river leading into Lake Simcoe and the Trent Valley system. Good publicity for Aurora and Richmond Hill! That same river is at Bradford's doorstep and do we ever mention it, and are we taking advantage of it and protecting a waterfront? . . . That we, who are now here, give our town

good publicity is important if others are to be attracted here. The town's abundant water supply is mineral, but it is pure, direct from deep wells, and does not have to be saturated with chlorine, as does the water in so many centres, where water in its natural state is loaded with impurities. Garbage is removed, to far from town, where it offends neither us nor our neighbours. And on we could go, with the many, many improvements and laudable assets of the town. . . . The cry in town is for industry. Every town wants more industry and so does Bradford, but if residents would inform themselves, Bradford really has a fair share of industry for a town of this size. The people in business realize this, because a few small new plants open up each year, and they go quietly to work and gradually grow bigger. Of course Bradford's big industry is Holland River Gardens Co. Limited, and it is big and, being known across this continent and overseas, is a wonderful advertisement for the town. Just how much this big plant contributes to the personal business and municipal business of the town cannot be estimated, but it, and the smaller ones, within the municipal boundaries, which employ a big labour force, pay high taxes and pay high hydro and water bills, really keeping the town rolling. Just outside the municipality's boundary, but having Bradford as their home address, are several flourishing industries, the largest of which is Federal Farms Limited. This too, as does Holland River Gardens, advertises the name of Bradford over the world with its produce and its produce labels bearing the name. These outside the municipality industries, though they do not contribute to taxes and utilities, do employ a big labour force and contribute much to business and

prosperity in town. Yes, Bradford has now a goodly share of prospering industry, and should not forget it nor fail to appreciate it, but, like every other municipality, we want more. . . . And back to the river! Understand that a new map of the county is being prepared and the question has arisen at county council regarding the correct name for the river — Holland or Schomberg. There is nothing wrong with the name Schomberg except that it was a name given the river a quarter of a century ago by some stranger, after that river had borne the name Holland, with north and east branches, from the time of the earliest records. The Selkirk settlers came up the Holland river, to settle in the Scotch Settlement. Several members of old West Gwillimbury families have books and maps proving this and other historical facts and it would seem that the representatives from Bradford and the township at county council could have the correct name on new maps. Probably some residents, who have old maps or books should contact their reeves or deputy-reeves on the subject. . . . October 15 of this year marks the tenth anniversary of Hurricane Hazel and the disastrous flood, which inundated the Marsh area, working inestimable destruction, and produced a cooperative effort on the part of Bradford, West Gwillimbury and Marsh people, together with Provincial Departments and organizations, and the building of a trailer town for the winter. Looking back, it is an inspiring story and one very much better than the material in the majority of stage plays. Where the trailer town stood ten years ago are the community centre and arena, the curling rink and the park today. Many good pictures of that flood time are available and it has been suggested that an anniversary evening could be arranged, which would be very interesting and enlightening.