

LOOKING BACK OVER THE CENTURY

During a visit to No. 1 West Gwillimbury school, a few weeks ago, two of the Grade VIII girls asked us if we would assist them, by supplying information, with a story of the newspapers which have been published in Bradford. They were invited to visit this office, where all available information would be given to them. Last week, a note from one of the girls stated that she couldn't get in, and suggested that information be sent to her.

We too are busy, and though we are pleased to oblige, when possible, there are limitations, however, since we are looking back over the century in this centennial year, this week may as well be the newspapers, and in this way oblige the enquirers. We might also suggest that those who may wish to make use, later, of any of this historical material clip it and put it away for future reference. This is a busy office and it requires time to search for certain material among papers.

And now about the newspapers of Bradford!

The newspaper business in Bradford dates back to the year before the settlement was incorporated as a village, when a Mr. Goldie introduced a newspaper called The Chronicle in 1856. The Chronicle lasted only a few years. Mr. Goldie appears to have been a "starter" of newspapers, because it was the same man who went on to introduce a newspaper in Bruce county, the newspaper published by your present editor's father for more than half a century.

Mr. Goldie sold his Chronicle to a Wm. B. Donaldson, who changed the name to The South Simcoe Times.

The rapid changes in ownership would not assist in the building of the newspaper business, as a result neither the name Chronicle nor Times made much impression on the newspaper development here, therefore when Messrs. Broughton and

Porter purchased the business they gave it a fresh start, with a new name — The South Simcoe News.

Newspapers were very definitely political during the nineteenth century, and by 1878 The South Simcoe News had opposition here, when another political voice was introduced by Mr. E. Garrett, who named his paper, The Bradford Witness.

From 1878 until 1892 Bradford had two newspapers, The
(Continued on Page 4)

LOOKING BACK OVER THE CENTURY

(Continued from Page 1)

Bradford Witness and The South Simcoe News, and when, in 1892, Mr. Garrett purchased the South Simcoe News, he amalgamated the two, naming his paper, Bradford Witness and South Simcoe News.

Mr. Garrett sold his newspaper in 1910, when he moved to western Canada, and for about four years ownership and publishers of the newspaper appear somewhat uncertain, however, during that period, the late Mr. T. A. Pratt is known to have been its editor.

In 1916 the late Mr. O. M. Seim purchased the paper, and he continued to be its owner and publisher until it was purchased by the present owners.

During the more than a century the newspaper has had several homes, with its present site appearing to be the most likely to be permanent. Centrally located, the property provides space for considerable expansion.

The circulation of the newspaper is many times what it was when purchased by the

present owners in 1931, and new and modern equipment has replaced all of that which was purchased with the business in 1931. Possibly the only relic of some thirty-five years ago is an old roll-top desk, which has been used in the back office throughout the years and which was dingy and dark. Presently

was dingy and dark. Presently the office building is being renovated. The old roll-top had to be moved, and finding it to be in good shape, except for its aged appearance, it was put in the care of one of the De Peuter "boys," who made a fine job in cleaning and restoring the old wood, and the old back office desk has found a place in our newly arranged front office. Those solid old woods stand up to the years remarkably well.

At the present time this business is arranging an expansion program, as the old name of South Simcoe News is being given a just place. The Bradford Witness, of course, continues but the newspaper will give service to the residents of Tecumseth township under the South Simcoe News name, which more closely relates to the identity of that area. An office is being opened in Beeton, where our energetic correspondent, Mrs. Geneva Urbanski, will be in charge. The new arrangement will give residents of Tecumseth a newspaper service which is a personal service for them, and will also extend very greatly the service to our advertisers.

In conjunction with the newspaper service of the Bradford Witness and the South Simcoe

News, the business has an extensive printing service in every line of printing. The staff is capable in every line of the printing trade, and to speed up production, another automatic press is being added to the equipment this week, as well as some other speed producing machinery.

A newspaper is customarily regarded as a show window for a town and this management is doing its utmost to present good publicity for this entire area. The practice is to boost for the district, and if this reads as a boost for ourselves, please remember that such occasion is rare.