

## The Office Window

The eleven day strike at Bradford vegetable processing plants ended last Friday and strikers were back on their jobs last Saturday morning. According to report, those strikers were happy to be back at work. Did they win anything? They will know more about that, likely, after a few months have passed, if they can figure costs well. The plants, without doubt, lost on produce on hand going to waste. That was too bad and very unnecessary. The new immigrant and the town were given quantities of bad publicity, these being the damaging features of the strike, but there is always another side to the picture. . . . Despite the publicity to belittle Bradford, by press stories from nearby, this is a very prosperous small town, but many of its people, even its people in business, have not consciously assessed the source of their prosperity. If the shock of what the cessation of business at those plants would mean to Bradford, has jarred the tranquility of accepting that business will not always come without effort, the result should be good for the town. Contented satisfaction too often means no ambition and there always comes a time when ambition is needed. . . . Wonder how many people in business here know the management at the plants or have knowledge of the immensity of their operation. It is almost amusing to read the stories neighbouring newspapers write about these plants. They were built here to handle the vegetables produced on the Holland Marsh gardens but those plants, their equipment, staff and general overhead are much too expensive for seasonal work and for many years they have had a year-round operation, im-

porting and packing and processing in the off-season for marsh vegetables. And they have branched into so many lines of processing vegetables, which are sold under their brand names. Their scientific work and knowledge in this department is amazing. It is making money but it has cost money, and it is to the operation of these plants that a great deal of the prosperity here can be credited. Everyone has reason to be thankful that interruption in their operation was comparatively brief. . . . There is an old saying "a friend in time of need, is a friend —" and it is ever true. Most of our neighbour newspapers gave little or no publicity to the strike here, but The Post, that widely distributed, largely advertising media, of comparatively recent birth, under date of July 2, Newmarket, devoted the major portion of its front page to stories and pictures of the strike, very similar to some of those which appeared in the dailies, and, under a heading "Tension Goes Underground", it stated that with two of the three plants closed, Bradford resumed its "Sleepy Town" air over the weekend. Then we picked up the Barrie Examiner of July 3, and its article, "Vegetable Centre Centre of Strike" refers to Bradford as a "sleepy town" twice. Wonder, coincidence, or could the same reporter have put the label on the town? . . . We are publishing the Examiner story, which appeared on the day the strike was settled. The writer doesn't know conditions here nor understand marsh crops as well as he (or she) should, but calling this "sleepy town" and a marsh town makes one wonder if we are reaching out too far and have stepped on some big toes. This is a marsh garden town but it is also a highland farming town and that

highland farming area which enjoys doing business in Bradford is getting bigger every year. From the earliest settlers, Bradford was the home town to the marsh residents, and now we find the highland farmers coming here from farther and farther away. The name for Bradford is "friendly town" and the shoppers know it and like it. . . . Sometimes there has to be an upset to know how lucky we are. Hurricane Hazel was in 1954 and everything has gone along pretty smoothly since then. If it only happens once in ten years and is of as short a duration, guess this town will survive.

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