

The Office Window

Last week your editor received a letter, with brochure enclosed, from Mr. Robert Macaulay, Q.C., former Minister of Economics and Development in the Ontario Cabinet, announcing the establishment of a new firm, of which he is the head, the Centennial Celebration Consultation Limited. Directors in the firm are all well known Canadians, recognized as outstanding in their profession and art. The letter stated that a news story, to the effect that a couple of municipalities were engaging U.S. help to advise them regarding centennial celebrations, had roused these Canadians to action and the letter was sent to this newspaper to advise local municipalities of the firm's willingness to assist here, although, we would presume, local clerks' offices would receive the same communication. . . . It would appear that what has already been written in this column and reported in this newspaper in regard to preparations for celebration of our country's centennial year is correct thinking. The brochure suggests a study of the historic past of the community; its present, making use of anything out of the ordinary about its growth and economic life and its people; and some vision for the future. "What we hope to provide, basically, is imagination," Mr. Macaulay writes. "The last thing we want is a dull or conventional celebration in 1967. We really aren't in the bunting and firecracker business. We want something exciting and we also want to provide something permanent for the future." He reminds that 1967 is only thirty months distant. . . . Read that one Simcoe County small town has already sought the service of this new firm. . . . If any small town in Ontario has good material for the imaginative planning referred to in the letter, surely it is to be found in this district, as has been pointed out in this column before, with its rich historical past and its colorful economic present, with a Canadian international background more varied, according to population, than almost anywhere in Canada. As stated, the thinking of this professional

group regarding how the centennial should be celebrated is almost similar to that already expressed in this column, but no doubt professionals can carry the ideas to a perfection which cannot be accomplished by amateurs. Among the directors are such men as Pierre Burton, journalist; Jack McClelland, publisher; John C. Parkin, architect; F. R. Crawley, film producer; Jack Dennett, news broadcaster; Mervin G. Kaye, designer and advertising executive. . . . There are always those who misconstrue a news story, therefore it seems timely to remind that, while Bradford's Industrial Committee, appointed by the Mayor for 1964-65, and as reported in last week's issue of this newspaper, has a planned program and has made some encouraging contacts, the plans and work to secure industry for Bradford predated 1964 by a number of years, and the work accomplished by the councils during these years was a very necessary part of the planned program. Until a municipality has all necessary services to offer to industry, it has nothing to "sell", because every municipality is searching for industry and many have much to offer. During the past few years Bradford councils have been getting the town serviced, and on a limited budget, this could not be done in one year. Last year put services in pretty good shape, with the result that the town in 1964 can go in search of industry, unafraid of questions which will be asked about services avail-

able. Bradford is now ready to "sell". The town has water to supply industrial needs (the first question asked is always about water and it has been discovered that we have one of the best supplies outside the city); hydro; sanitary and storm sewers; drained industrial land; as well as zoning and all by-laws, etc., in readiness to hand to interested prospects. This tremendous amount of work, and many dollars, is underground and in records, books and maps, but it was all a necessary part of the preparedness for industry. The busy man who can get all of his information during one

call from a few pieces of literature is going to be favourably impressed with the town which renders him that service. Only those who watched the councils of the past few years at work with government representatives and with engineers can realize the preparatory program which has been carried through to make ready for what we are terming a "selling" program. The Mayor wisely uses the talents and training of members of council to advantage, and throughout this period, the legal man was the leader. Bradford in the years to come should have no headaches because of any carelessly worded by-laws or agreements—and there were so many of them—because each was checked, with exacting care before a signature was signed, and correspondence with government bodies was also given his careful attention, these pertaining to long-term financing and being very important. But last year the big water mains and sewer pipes all got hidden away under well paved streets and the finances of the town appear to have settled into a steady groove for one year, at least, so it would appear that the Mayor turned his eye toward other talents and went after the salesmen. He could have gotten none better for that purpose, himself included, than K. N. Tupling and Brad Walker. They ask townspeople's help, including criticism, if it is constructive. Councils past and present have, and are, working together for the town's good. It is for the benefit of every taxpayer if the town prospers, therefore if you can do anything to help or have an idea, that's what is wanted. Be a booster—not a knocker.

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