

HERITAGE HAPPENINGS



INSIDE THIS ISSUE:

<i>Our Heritage Society</i>	1
<i>Heritage Paper—Shaping identity and opinion</i>	2
<i>Treasures</i>	5
<i>Threads from the Past</i>	6
<i>Message from the President</i>	8
<i>Local Society Websites</i>	8
<i>Contact Information</i>	8

VOLUNTEERS URGENTLY NEEDED!!

Help keep your Society active

WEFHS Board 2020-2021

The positions of Treasurer, and Newsletter Editor are open

Please contact us if you are interested—or know of someone who is.

Phone
905-540-5161

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society@

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October Zoom Meeting

This month Sister Joan Helm of the School Sisters of Notre Dame is our speaker. The beautiful Motherhouse on Snake Road has been a Waterdown landmark for almost 100 years. Sister Joan will be giving us a brief history of

the Order, the building, and Notre Dame Academy, the school which operated from 1927 to 1983. She attended Hamilton Teacher's College and was Principal of Notre Dame Academy from 1973–1978. She has been the Archivist for the Canadian Province at Notre Dame Convent since 2003.



ZOOM MEETING

Wednesday October 27, 2021

8:00 p.m.

The Zoom link will be sent out closer to the date. Feel free to forward it on to friends.

100th Anniversary of the Poppy of Remembrance



The Flamborough Archives and Heritage Society, the Flamborough Museum, and The Royal Canadian Legion Branch 551—Waterdown, are joining forces to promote awareness of this emotional anniversary. Permission has been given by the City to have a 'blanket of poppies' and a poppy display in front of Memorial Hall.

The Archives also has a small display about this history. If anyone wishes to contribute a hand made poppy or a rock with a painted poppy on it, please drop it off at Memorial Hall during the first week of November. More information about the poppy can be

found on the Legion site, and on YouTube.

<https://www.youtube.com/watch?v=3riQYKMenUA>

<https://www.legion.ca/remembrance/poppy-100-anniversary>



Over the next several issues we will be publishing papers which focus on Flamborough during the Second World War, as seen through the contents of the local newspaper. These papers have been edited for space reasons but the entire article is available at the archives, along with two binders of ads and articles sources from the newspaper.

The Canadian Homefront: Waterdown

Part 1—Shaping Identity and Opinion: The Waterdown Review

Heritage Paper # 298

One of the first places to look when trying to gauge the spirit of a small community is the local newspaper. Within Flamborough, *The Review* has taken many forms throughout the years but has captured the soul of the area from its start in 1918. One of the most trying times in our modern history is the Second World War. *The Waterdown Review*, as it was called at the time, played an important role in promoting unity, attempting to redirect negativity and criticism into drive and loyalty. The local paper was a vital cog in the Total War machine and was a key player in developing a local identity and a unified community.

In wartime, everyone made sacrifices, including businesses like *The Waterdown Review*. Paper in the war had several uses, such as holding the charges of parachute flares in place and cardboard shipping containers, making it a valuable part of the war effort. Calling for waste paper to be collected and salvage collections were vital parts of total warfare and doing one's part for the war. In other advertisements, it was stated Canada needed about 20,000 tons of paper every month for the war. *The Review's* frequent advertising about waste paper and the salvage collections were an important part of the Flamborough war effort; by getting the word out and utilizing patriotic propaganda, the paper ensured support from the community. Paper also became rationed. Concern about rationing and rising prices started well in the early years of the war. In the June 6,



1940 edition of the paper, *The Waterdown Review* placed an ad about securing business forms, stating "with the prospect of definite increase in sales tax and paper costs, now is the opportune time to secure your stationery." In 1942, *The Review* placed another ad urging the community to do their printing soon due to increased rationing on commodities being rationed. Finally, at the start of 1943, an ad was placed by the paper stating that newsprint was now being rationed and all subscriptions must be paid-to-date or paid-in-advance as a result. Paper rationing and restrictions affected more than just the paper - in 1943, a new phone book was delivered that was shorter than its previous version with ads at the top and bottom of the

Change In Dress of Waterdown Review

Will Go All Home Print To Accomodate Features

Starting next week The Review will appear in a new dress in which more space will be given to local affairs. While there will be the four pages the inside section will also carry local news. As far as possible advertising on the front page will be eliminated.

We appeal to readers to co-operate with us by phoning, not latter than Wednesday noon, any items of news such as visitors at your home or of a social event. Being a new comer we must rely on the loyal support of the community spirited citizens.

Let us know first and we will tell your friend through the printed word.

As newspaper publisher we have from time to time urged people to support the war effort. At the outset of the war we communicated our desire to serve in the most effective manner, direct to a Minister a Ottawa which was appropriately replied to personally by the Minister. This paper is giving more and more space to war news and is cooperating with Ottawa in every way possible. The larger paper will make increased service towards Canada's war service and the district possible.

paper a year while the updated books also cut down on wrong numbers, since telephone usage was another rationed service. As well, old phone books were encouraged to be donated to the salvage collection, leading to more paper being used for the war effort.

The Waterdown Review, like many citizens and businesses within wartime Canada, changed and adapted to suit the need of the country and the war effort. To complete its multi-faceted role, the paper needed to adjust its appearance. In 1940, the paper placed a greater focus on local news and dedicated more space to nearby happenings. This provided a greater sense of community and unity within the war, allowing for a strong sense of identity. As well, in the same article, the paper had reached out to the government at the outset of the war to determine the most effective way it could serve the country. The editor of the paper, Gillivray S. McRae, visited Ottawa in 1941 to learn of Canada's war effort firsthand. The article detailing this visit was in the March 27th edition of that year and stressed the diligent nature of the government and how no stone was left unturned. The article stresses those who critique should learn the facts; therefore, making their comments helpful. Premier King sent a personal message thanking the press for the support of Canada's war effort and the various communities from coast to coast.

Newspapers were a source of information that was widely accessible across the country. *The Review* was vital in developing and shaping public opinion while also targeting and maintaining local identity and community using propaganda. Local newspapers also had a role to play overseas. Cigarettes and other objects were frequently sent to Europe and other theatres of war as presents to those from home as comfort or even to remind them of home. *The Review* advertised in 1941 the need for clean books that would be sent over to the soldiers in Europe and other continents. Entertainment and an 'escape' were greatly needed for those fighting for their lives.

Continued next page

pages being cut to save type metal. These changes were estimated to have saved about 360 tons of

One of the most popular choice of gifts was local papers. An ad from December 2, 1943 states newspapers placed first in the recommended gifts to servicemen. For a dollar and fifty cents a year, *The Waterdown Review* could be sent anywhere other than enemy territory. In July 1940, *The Review*

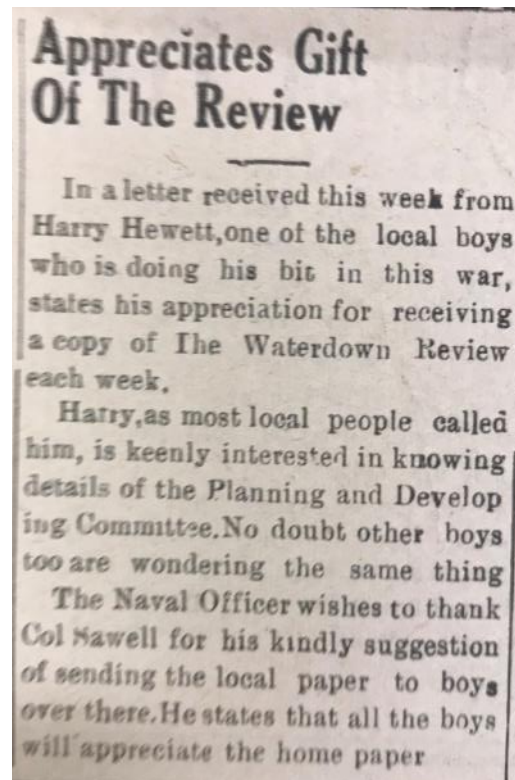


offered to send a copy of the paper each week free of charge to all local soldiers. In the same year, *The Review* received a letter from RJ Smith, the secretary of the YMCA hut in a camp in the Atlantic command, requesting copies of the paper, claiming at least one of the Canadian Active Service Force (CASF) members had made a request and others from the vicinity of Waterdown showed interest as well. Knowing what was happening at home provided an excellent source of comfort to many men and women. In 1944, at the joint meeting of the Council and the Business Men's Association, Col S Sawell suggested all persons serving overseas to be sent newspapers, which multiple soldiers, including Harry Hewett and HC Moon, wrote to the paper thanking the editor. This was a way of keeping everyone in touch by extending the reach of the community overseas, creating a stronger sense of local identity while providing comfort to those on the warfront.

Unfortunately, the situation became complicated once the war continued. To ration shipping space, complete newspapers and periodicals could not be sent by individuals with only clipping

beings accepted in 1942. Luckily, these restrictions did not affect publishers, who could still send papers to subscribers that were out of the country. Newspapers were important in maintaining connections between a soldier and his community, creating a sense of unity.

Maintaining public opinion whilst providing a sense of loyalty, unity, and identity to a community was a gigantic task. *The Waterdown Review* and other papers were a major player in the grand scheme of the Second World War. They encouraged rationing and restrictions, and helped keep the idea of community on a municipal, national, and international level. Even though public opinion crumbled at times during the war, *The Waterdown Review* helped to shape the Flamborough we see today and local newspapers across the country were vital to the Homefront.



TREASURES FROM THE ARCHIVES

When Memorial Hall was renovated in 2010, Village Theatre had to move out of the building and find storage for their costumes, props and files. They decided to turn over their earlier records to the Flamborough Archives. These contain administrative records and play information from 1972–1999: photos, slides, costume design, scripts and production notes, playbills and programs. While not fully catalogued, they are sorted and are in a format which can be accessed easily. They are fun to look at!



THREADS THROUGH THE PAST

By Lyn Lunsted

Waterdown Post Office

A community comes of age when it is granted a post office. According to postal records at Library and Archives Canada, the post office in Waterdown was opened on August 6, 1840 with John Barnard as the postmaster. When sorting through material received from a local historian, we came across a letter from John Barnard's great grandson with some information about him.

John Barnard owned Village Lots 6 & 8 in Waterdown, which are between Mill Street and Main Street, on the south side of Dundas Street. However he didn't purchase these lots until 1842 which makes the post office date of 1840 somewhat suspect. According to an early newspaper article, John Barnard owned a grocery and liquor store, and it was right beside the American House hotel. In 1846 he sold that property to Robert Lottridge, and according to his great grandson, moved to Beverly Township. He died in 1848 leaving his widow with three small children and his property there was eventually sold to Robert Christie.

Presumably Robert Lottridge took over the postmaster duties when he purchased the property although the postal records are unclear on this, but the Canada Directory of 1851 lists him as 'general merchant and postmaster'. Up until 1883 when a federal postal system was established, most post offices were located within a general store and the location of this store on near the corner of Dundas St and Mill St. would have been a perfect location as it was on the stage coach route—and next to the bar!

Henry Edwards became postmaster in 1856 and the location of the post office is unknown., although he may have purchased the business from Robert Lottridge, as Henry was listed as a grocer, butcher and postmaster.

In 1862 James B. Thompson became the

postmaster and the post office moved to the building which is iconic in Waterdown—31 Main Street South.



31 Main Street South

This building remained as the general store and post office until James Thompson died in 1908, having been postmaster for over 45 years. The building remained in the Thompson family until 1945 and then had various owners until it was purchased by Jim and Margaret Robertson. The building had been vacant for a number of years but was lovingly restored by the Robertsons and became the Pause Awhile Tea Room and Gift Shop, opening in October 1978. After 36 years, the Waterdown landmark was sold in 2008.

F.W. Crooker was the next postmaster, from 1908 to 1927. Although some records indicate that he ran the post office from a small building next to the Kirk House (now the Royal Coachman), it is also possible that the post office was in his store, which was at the corner of Main Street and Dundas Street until it burned in the fire of 1915. Mr. Crooker rebuilt the corner but it again burned in the fire of 1922. Mr. Crooker turned from retail to politics and he resigned the post in 1927.

In 1927 Charles Burns built a small building at 9 Main Street North, which housed the post office and Bell Telephone for many years. We don't have any photographs of the exterior of the building during that phase but it has changed very little. After the post office and then Bell moved out, it became a the East Flamborough Police station, then a hairdresser, a coffee shop, a fish & chip restaurant and is now an Indian restaurant. Charles Burns remained as postmaster until his death in 1936.



9 Main Street North

Rose and Robert McNain built a building across the street from the old post office, specifically for a new post office. A newspaper article on March 1, 1951 revealed that 'The floor space of 1200 square feet allows ample room for increased local and rural deliveries. The interior plans were drawn up by the Post Office Department and built by the Department of Public Works and from what can be learned are the latest design for Postal Service.' The building opened on February 26, 1951.



34 Main Street North

Keith Harvey was postmaster from 1952–1977. The building later became Ray's Variety and is now Kamoosh Bistro.



17 Main Street North

Unfortunately, the 'ample room' of the post office did not last long and another move was necessary. The newest post office was opened on July 22, 1968. In 2013, 1,700 square feet was added to accommodate sorting and local delivery operations.

The 'Post Office' sign held in the Archives was donated by postmaster Keith Harvey in 1987 and had been placed on each successive post office building from the 1880's to 1968.

And now, Canada Post is proposing to move the post office again.

**The Flamborough
Heritage Society**

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MESSAGE FROM THE PRESIDENT

I hope that you were able to attend our first online public meeting in September. If not, we are offering more the next couple of months, and I hope you can join us. Thanks to Meghan and Kim for putting together our Scarecrow of Merren Grierson in front of the Library, for the Waterdown BIA's 5th Annual Scarecrow Walk. It looks fantastic! Make sure you vote for us when you participate in this great event!



As they say, many hands make light work. We are always looking for more help on the Board of Directors. We meet once a month to discuss how to best share our local history with the community, and how we can growth the Historical Society and Archives. If you think you might be interested in joining, please contact us to learn more.

Chris Rivait, President

AREA SOCIETY WEBSITES

The **Ancaster Township Historical Society** -
www.ancasterhistory.ca

The **Burlington Historical Society** -
www.burlingtonhistorical.ca.

The **Dundas Valley Historical Society** -
www.dundashistory.ca

The **Grimsby Historical Society** -
Grimsby Historical Society.

The **Hamilton Mountain Heritage Society**-
www.hamiltonheritage.ca

The **Head-of-the-Lake Historical Society** -
Head of the Lake Historical Society

The **United Empire Loyalists' Association of
Canada, Hamilton Branch** - www.uel.com