

# Heritage Happenings

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## September's Monthly Meeting

*The Flamborough Heritage Society will feature a presentation on Three Loyalist Heroes by Ruth Nicholson, Sept. 30th at 8:00PM, in person at the Waterdown Legion.*

Ruth is past president of the Hamilton Branch of the United Empire Loyalists Association of Canada, and is currently Dominion Chair, giving talks across the province about life in early Upper Canada.

Ruth is going to share her research on 3 Loyalists: Robert

Land served the Crown and had a troubled and eventful life; Isaac Ferriss was only 17 when he took on an act of bravery for General Brock and Chief Tecumseh; John Cornwall was a learned man and developed law and order in this new land.

### Heritage Paper #305

We finish 'The Canadian Homefront' series with a piece on propaganda during World War II. Our summer student Tess Moffat explored wartime in Flamborough as seen through the contents of the local newspaper.

### Found in the Fonds

Some pretty amazing stuff is unearthed in the Archives during research projects or when cataloguing items.

What's in the spotlight this month?

### New year, fresh look

After years of the same formatting, our newsletter had a redesign for the new membership year. The newsletter still has all the great content you're used to. Discover what the society is up to inside, and how you can help.

EXPLORE FROM PAGE 2 >>

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# HERITAGE PAPER

## Guilt and Patriotism in Propaganda: Pride in World War II

*Tess Moffat, Archives Summer Student*

*This paper is the conclusion of 'The Canadian Homefront' series, researched and written by our 2020-21 summer student.*

Propaganda preys on the population's emotions be it pride or fear to list a few. It would then inspire an individual to support a cause or an issue, such as enlisting in the army or donating supplies to the Red Cross. Propaganda operates on federal, provincial, and municipal levels, each latching onto a part of the human psyche and exploiting it. In the Second World War, propaganda inspired many to sacrifice for the war effort, utilizing local and national pride and guilt to push mobilization along.

War calls for the surrender of one's resources and valuables, including their lives, for King and Country. Across the world, families everywhere were torn apart as men and women enlisted to go overseas. These individuals had the support of the government, war service organizations, and local communities. Those who could not fight or chose to stay within the country for home defense were subject to scrutiny and fre-



*Final Design for War Poster "Men of Valor. They Fight for You".  
Library and Archives Canada, The Hubert Rogers Collection.*

quently guilty. Men who were in the home defense were labelled 'zombies' as they were neither fighting directly overseas nor staying home for production like a regular citizen and so they were neither 'alive' nor 'dead'. Those who had their sons, spouses, parents, or siblings overseas wanted everyone to do their part so the war would not drag on and their loved ones could return soon.

Propaganda preyed on these feelings of inadequacy for not doing their part and the fear for their loved ones. Ads approached these emotions either calculated or head-on. The Red Cross published an advertisement in December 1944 in *The Waterdown Review* showing a fallen soldier with the caption "will he live or die? The answer is up to you." The Red Cross was calling for blood donors

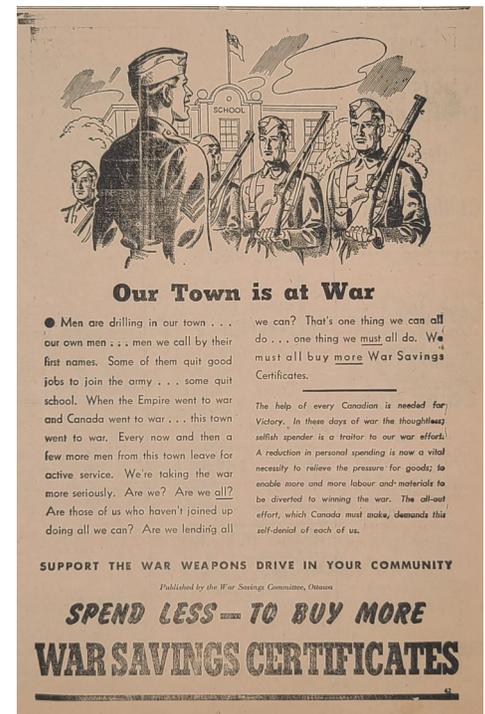
and their advertising would have gained anyone's attention. Another ad tackled the topic of lending with ferocity; published in the October 1st, 1942 edition of *The Waterdown Review*, the picture is labelled "you slept well that night, didn't you? But George was at Dieppe." The information below details all the comforts one has at home compared to poor George. Other ads demonstrate parents purchasing victory bonds since their son is overseas or another showing the happy reunion of the family with the thought "this moment is worth far more than everything we've sacrificed or denied ourselves."

**"You slept well that night, didn't you? But George was at Dieppe."**



Propaganda frequently went for the jugular for guilt, fear, and longing, attempting to bring about the complete mobilization of resources and income. The local newspaper also acted as another method of propaganda with editorials frequently making statements. In the October 1st, 1942 edition, the editorial urges people to lend their money for the new war loan since the boys overseas are sacrificing far more to fight for freedom and justice. Propaganda aimed to inspire and fill the public with pride, but the quickest way to their hearts and wallets was often through guilt and fear for their loved ones and friends. By making someone feel inadequate in their effort, ads bring attention to this to more than the individual in question, making it the public's duty to urge their neighbours to lend to defend. Ads can also pull on heartstrings by showing soldiers struggling to encourage those who fear for their loved ones to do more for the war effort.

Guilt and patriotism tend to go hand in hand for propaganda; one of the most common phrases within advertisements is a "loyal Canadian citizen", which preys on pride. Loyal citizens take on new challenges and provide constructive criti-



*Waterdown Review - Oct. 30, 1941*

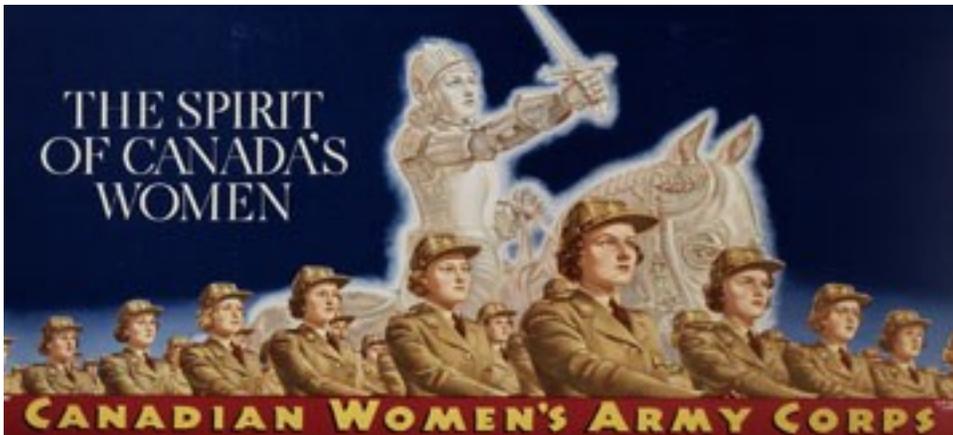
cism for the government; they do not impede the war effort or complain endlessly without providing solutions. In a 'Through the Open Door' in the February 18th, 1943 edition of the local paper, the author called on the community to stop complaining about food rationing and brought up how Adolph Hitler believed that Canadians are too weak to handle hardship. This targets the reader's pride, as it makes them question whether Hitler was right and what they can do to prevent that. Editorials within the paper also called on the public to do their part instead of nothing, such as encouraging teenagers to collect scrap instead of vandalizing the neighbourhood on

Halloween, telling everyone to pull their load, encouraging people to give solutions instead of complaining about a government they elected, and stressing how divides and movements against mobilization, such as the slow down production movement in Cape Briton, will lessen the chance of victory. Government ads continuously utilized the 'loyal citizen' shtick throughout the war. From "Loyal Citizens Do Not Hoard" to "This is Our War Too", Canada urged its citizens to continue to mobilize efficiently, sacrificing the unnecessary pleasures one might spend their money on. An ad stating "Hitler would just

questioning the government, often labelling people unpatriotic or disloyal to their country. Advertisements, as stated previously, were not for the inward reflection of an individual, but were also used to make sure one could hold other members in their community accountable for their effort or lack thereof. After all, any "loyal Canadian should bend every effort to keep united" to make a meaningful "contribution towards the war and national unity."

Propaganda existed on multiple levels with a lot targeting community pride. Ads frequently fed into ideas of keeping everyone accountable for

freedom. As well as loyalty, freedom was frequently tossed about in advertisements, especially in editorials that encouraged those "who love freedom" and their community to do more for their country. While preying on emotions relating to guilt for not doing all one can do, propaganda targeted feelings of pride and patriotism concerning democracy and mobilization. Propaganda also wormed its way into businesses, such as Dofasco, and traditional community ideals. Advertisements for wartime lending featured stereotypes of the 'pioneer mother' or the raising of a barn during the early years of settlement in Canada, emphasizing ideals like strength, independence, and determination and a community coming together to support each other. Propaganda placed itself within the community's identity and exploited the unity often felt within a small town. The Waterdown Review frequently encouraged people to do more as the entire government and country were 'watching Flamborough.' Propaganda targeted specific communities and counties by naming them directly, making asking for their money or resources more personal. For example, for the 1941 War Weap-



love to see how smart you look" attacks the frivolous spending on new clothes and other objects that are not needed when one could easily use the money for war savings. Propaganda attacked anything that would impede the war effort, from wasting money to

the war effort, even if they did not directly say so themselves. An ad labelled "Our Town is at War" calls on the population to do more, such as lending money, especially since there are men conducting drills in town and nearby to be stationed in Canada or overseas to fight for

ons Drive , Waterdown was called on by a series of federal ads begging the people to not let the armed forces down by not buying enough war savings certificates. The National War Finance Committee in Hamilton published a letter in The Waterdown Review in November 1942 urging the people of Flamborough to contribute more for the victory loan as the area was not meeting their goals and were behind by a considerable sum. The letter stresses the fairness of the objectives and that to win the war, everyone must do their part, making raising more money vital. By going for the jugular and attempting to speak to the community directly instead of vague ads that can apply to an-

yone, those behind the propaganda ensure a different degree of effectiveness through local pride and identity. If everyone is watching, this makes people feel like their actions can make a more resounding impact to help their loved ones overseas and guarantee success for their country.

**“ANY LOYAL CANADIAN SHOULD BEND EVERY EFFORT TO KEEP UNITED”**

Propaganda preys on specific emotions, such as pride, through various methods, such as guilt or patriotism, to produce the desired effect. In the Second World War, propaganda was layered and had complicat-

ed impacts on the population within Canada and other communities. Advertisements might be seen as ‘useless’ to some degree as they are taken out of context and show a specific perspective; however, propaganda existed on multiple levels and utilized different mediums to reach more people and, through analysis, paints a picture of how important patriotism and unity were to keeping the Homefront from fracturing and the divisions that were forming within the country. Targeted ads demonstrate the emotions and beliefs of a lot of the population and, depending on what the propaganda was designed to combat, the issues wartime Canada faced.

## FOUND IN THE FONDS

Within a file storage box filled with yet-to-be-catalogued photographs was this image, labelled ‘E.D. Smith, Winona’.

Ernest D’Israeli Smith (1853-1948) decided to go into the jam making business in 1882, using his excess fruit to make sweet preserves. By 1904 the operation was a jam factory, which became

the food empire known as E.D. Smith.

As an aside, Ernest’s wife was the first president of Canada’s first Women’s Institute, founded in 1897 in Saltfleet (now Stoney Creek).

Ernest was elected as the Conservative MP for Wentworth South in 1900. Under redistribution, he was re-elected

for the combined constituency of Wentworth.

Ernest’s Liberal opponent was William Oscar Sealey (1859-1940), a name some of our members will be familiar with as he was born in Waterdown and the village remained an



important part of his life. Despite running unsuccessfully against his Conservative opponent for years, W.O. Sealey was elected in 1908.

# Current Projects

All of our work is accomplished through our volunteers. You may wonder what exactly volunteers are doing - we're glad you asked!

The Waterdown East-Flamborough Heritage Society was formed nearly 50 years ago by members of the community that hoped our history could be preserved for future generations.

We've come a long way from historical documents and photos being stored under a bed, and thousands of brochures being hand folded by members.

Some of our volunteers have been here since the beginning. Others are new to the Society, but find joy in discovering gems of our heritage either in the Flamborough Archives or out in the community at large.

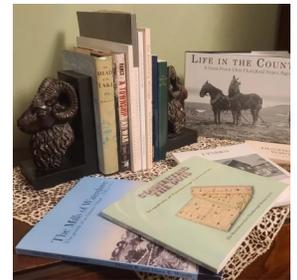
We are fortunate as a community to have a repository of our history, ever growing and used by both professionals and amateur researchers.

Where do we go from here? The future holds many options, and knowing the volunteers that support the Society we're sure it will be something to be proud of.



## VOLUNTEER SPOTLIGHT

*Our volunteer's love of local history, time spent and dedication to helping the Society is always appreciated. Here we highlight just a small sampling of their work.*



Compared to last year the Archives is buzzing with activity. Visitors are coming in to research, and inquiries come in every day. This is keeping our archivist quite busy!

As you can see from the image above, our shelves are crammed full with further donations coming in every week. We've applied for grants to help fund more shelving, and we hope that it can be installed in the near future.

Memorial Hall is celebrating it's 100th anniversary this year. Representatives of the Heritage Society are part of a committee of community partners formed to plan a celebration of the Hall.

The plan is for a week-end of Remembrance with displays, performances and events for the whole community. Planning is continuing behind the scenes, and information will be shared as plans progress.

Looking forward to celebrating with the whole community.

We've had several requests over the last while for a copy of our previous publication, 'from West Flamborough's storied past'. The book was transcribed in 2019, but it still needs to be formatted and all the images added.

Kim Hirst has volunteered to take on the project - we hope that it will be completed in time for our holiday publication campaign. Should you have any ideas for new and exciting Flamborough history publications be sure to let us know.



*"Alone we can do so little; together we can do so much."* – **Helen Keller**

## CONTRIBUTING TO OUR CAUSE

**MEMBERSHIP**

*It takes a lot to preserve history, and your membership is a big part of that. Thanks to all our members!*

It's that time of year again - have you renewed your membership with us? Membership runs from September to August annually, and helps support us by funding our operating costs.

Members receive this newsletter as well as priority at our monthly meetings, back live in person after being held by Zoom for the last few years.

We think society membership is pretty amazing - we encourage all our current members to recruit more people, whether you gift a membership to someone special or just let your friends, family, and colleagues know about us.



- 1 Members have priority, being sent the latest news first
- 2 Your membership helps support Heritage Society projects
- 3 Be part of one of the most active Heritage Societies in Ontario



We receive a lot of donations of heritage documents, photographs, and items throughout the year. If you have something you think we may like, please let us know! You don't have to permanently donate an item - pieces can be on loan to the Archives for as long as you feel comfortable or copied and returned to you.

To be able to properly catalogue and store all these treasures takes not only an investment of time but also money. Acid free envelopes and boxes, sleeves to store negatives,

**DONATIONS**

blank cards to use in the card catalogue are just a few of our expenses.

We're still raising funds for our shelf system update - space is currently at a premium in the Archives. While memberships, book sales and grants help us with our day-to-day expenditures, donations from members like you greatly support our mission.

Please help us preserve our local history by donating today. Tax receipts are issued for donations \$25 and up.

Thank you so much for your support.

# OUR PRESENCE ONLINE

*We encourage all of our members to follow, subscribe, share and overall enjoy our online activities. See you all online!*

## OUR FOLLOWERS

	<b>3,476</b>
	<b>497</b>
	<b>65</b>
	<b>19</b>

We're constantly posting new content - tap follow and drop a comment to say hi!



**The Crooker Building**, which stood at Main & Dundas, from our blog post 'Waterdown Fires'.

## E-Commerce

Have you seen what products are available on our website? Top seller continues to be the Platinum Jubilee edition of *'The Extraordinary History of Flamborough'*, which recently received a rave review in the OHS Bulletin, the official newsletter of the Ontario Historical Society.

*Congratulations to Nathan!*

**W**e're often touted as one of the most active heritage societies in Ontario, and that certainly is evident from what we share online.

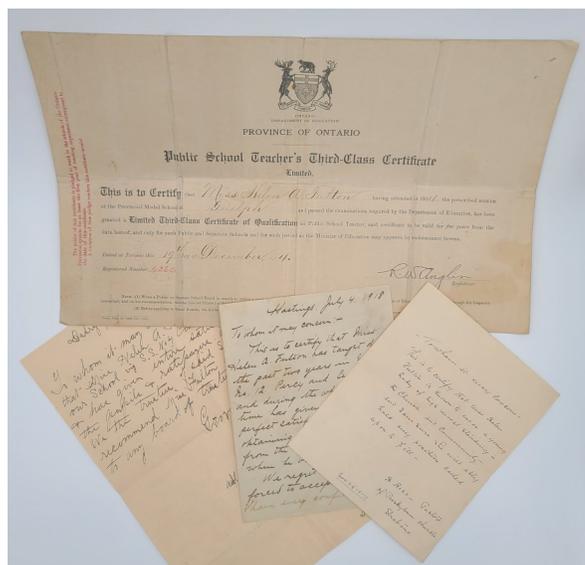
Our Facebook page consistently reaches a minimum of 30,000 people every month. Our webpage's visitors and views are always growing. We love to see local history shared and enjoyed.

Our recent popular posts included a long-searched for picture of Gypsy's Ice Cream Palace, an image and information related to the Carson family, a video of Waterdown's Fall Fair in the 1960s, and a photo of Brock School in 1951.

Don't be a stranger - be sure to share with us or our content wherever we are online.



# Treasures from the Archives



**Helen Fulton's teacher's certificate** and letters of recommendation.

excellent report from the Inspector when he visited the school.”

As with most early schoolmistresses, Miss Fulton's career ended after she was married. The newspaper clipping contained the engagement announcement of 'Miss Helen Fulton, daughter of Mr. James Fulton, Strabane, to Mr. Lloyd E. Allison, of Millgrove. The marriage will take place this month' (*July 6, 1921 - The Hamilton Spectator*).



## ARCHIVES ACTIVITY - SUMMER

	<b>VISITORS</b>	<b>65</b>
	<b>CALLS</b>	<b>21</b>
	<b>E-MESSAGES</b>	<b>154</b>
	<b>ACQUISITIONS</b>	<b>43</b>
	<b>VOLUNTEER HOURS</b>	<b>551</b>

As we enter September we're approaching not only a time of vibrant fall colours, but the beginning of a new school year. Many of the early rural schools in Flamborough were closed - some demolished, others transformed into private residences.

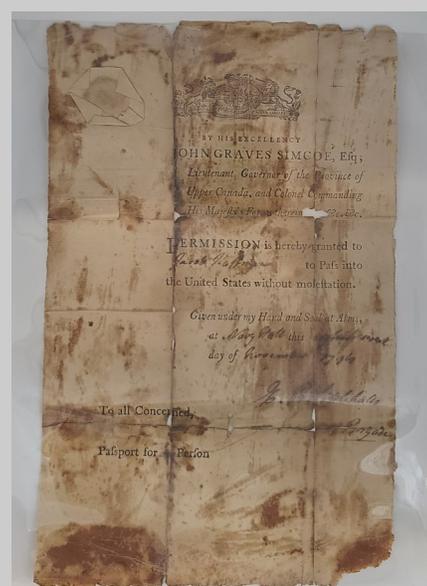
One recent donation was received containing letters, certificates, a newspaper and magazine clipping related to Helen Agnes Allison, née Fulton. Helen was a school teacher, achieving her Public School Teacher's Third-

class Certificate at the Provincial Model School in Guelph December of 1914.

Helen started her career at the Strabane School. Following along the letters of recommendation within the donation, Helen then taught for two years at S.S. No. 12 Percy and Seymour. Her final post was S.S. No. 4 Carden. Each of the three letters of recommendation spoke very highly of Miss Fulton and her skills, stating that she had "given the most perfect satisfaction, always obtaining an

**This well-weathered** document arrived in the Archives, and may be one of the earliest original records we have on our shelves. Dated the 27th of November 1794, it allows permission for the named person on the document to 'pass into the United States without molestation'.

The passport is for Jacob Huffman, who was born in Ireland in 1756. His parents Elias and Elizabeth settled in New York State c.1760, but the Revolutionary War broke out in 1775. The family became United Empire Loyalists and escaped to Canada, settling near the Bay of Quinte. Jacob would marry Margaret Embury and have ten children.



**Passport for Perfon, November 1794.**

The original wax seal remains, visible on the top left. The document also features several examples of the 'medial s', a character from antiquity that was the second form of the lowercase 's'.

# THREADS THROUGH THE PAST

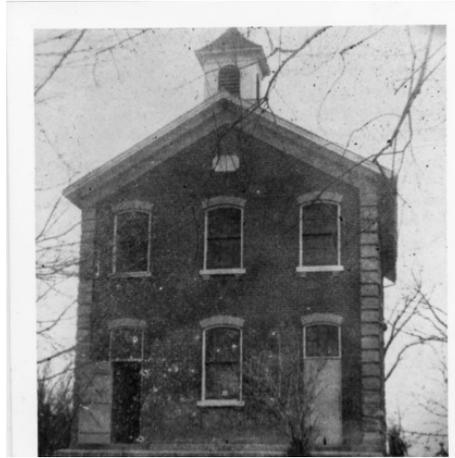
## One Room Schools—revisited

Lyn Lunsted, Archivist

After our last newsletter was published, long time Society member Len Snell reached out with his reminiscences about his school days. His father, Rev. G.H. Snell was the rector of Christ Church Anglican Church in Bull-ock's Corners from 1945—1950. He gave permission to have his story reprinted here.

### Memories of a One Room School in Flamborough

*In 1945/46 school year, I attended grade eight in S.S.4 in the village of West Flamboro, just under two kilometers from my home at Mid-dletown Road. I usually rode my new red bicycle from Canadian Tire, or walked in bad weather. The school was on the south side of number 8 highway, diagonally opposite the intersection with Crooks Hollow Road. The building was a high red brick structure, having a upper and lower floors. By the time I was there the upper floor was deemed unsafe, so all classes were held on the lower level.*



School Section No. 4, West Flamboro Village  
1950

*The teacher, Miss McVicker, had blackboard and desk at the front of the room, and lessons prepared for all the grades from 1 to 8. About 25 to 30 children were at desks, little ones on the left through to the grade 8 with 6 students in a row on the right. The back of the room had a cloak area, 2 chemical toilets, and a coal fired stove for heating. The hours were 9 to 4, with an hour for lunch, so many of the students went home for lunch. Like schools everywhere, recess was eagerly anticipated, but the teacher used it as a learning experience by asking mental*

*arithmetic questions, so the student with the first right answer got to recess first, and so on until she ran out of questions. The play area was a grassed area, about 40 x 40 metres, with a few trees for shade. Games were informal with often made-up rules. Occasionally when the weather was bad the grades 7 and 8 used a shed at the back of the school, formerly an outhouse, for 'spin the bottle'.*

*At that time the Province of Ontario had mandatory entrance exams for all grade 8 students to qualify to go to Grade 9 at high school. If you failed the exam, it meant a repeat year in grade 8. Our exam was on a hot summer day in the gym of Dundas High School. Late in the school year the teacher gave extra lessons at lunch hour and after school for the grade 8 class to help them pass the entrance exam.*

*Our class struggled with math, except me, and I soon became bored with the repetitive lessons in math. I grumbled at home and my understanding father suggested I take an afternoon off.*

*Foolishly I told my class mates and they decided they would all take the afternoon off. We spent a pleasant afternoon at the local swimming hole in the Spencer Creek just west of Middletown Road. [where Christie conservation area is today] I don't recall any punishment, perhaps because it had been suggested by the Minister.*

*My years prior to grade 8 had been in a larger school with multiple rooms in Stoney Creek, but it suffered from war time over crowding with 45 plus students to a class. I assumed I was a good student as I went directly into grade 1 [no kindergarten] and then skipped grade 4. Only years later, while researching at the Hamilton-Wentworth Education Archives, did I discover that the principal had moved the top 1/3 of the grade 3 class into the newly constructed room for grade 5 to balance class sizes. [this was before portables and school busses.]*

*My next school was Westdale Secondary School in Hamilton. At the time, it was said to be the largest secondary school in the British Empire. What a culture shock that was—especially for a student two years younger than the class average.*

The first school in that area was a small log school. It was replaced in 1844 by a wooden frame building on the south side of Highway 8, west of the brick building which in turn replaced the frame building in 1873. Mr. W.C. McCartney was the first teacher at the new school, and he also preached in the church which stood on the west side of the school grounds. This brick school house where Len attended school was two storeys to allow for two teachers. In 1885 the Board hired Miss Alice McCanty as the junior classroom teacher for \$200 a year. The caretaker received \$40 per year. By 1911 the salary for the teacher had increased to \$600 a year. A school nurse was hired in 1927 and electricity was installed in 1929. Len referred to the second storey as being unusable and in 1948 the Board decided to reinforce the second floor to relieve overcrowding.



School Section No. 4, West Flamboro Village  
1973

A new three roomed school was built in 1954, south of Hwy. 8 on Weir's Sideroad. The architect was Bruce Riddell and it was built by Turkstra Construction. The old school was put up for sale and was purchased in 1955 by Bert Crewson for \$2500.

As enrollment increased, there were plans to add two classrooms in 1963, and to transfer some students from Greensville but these never materialized. It was thought to be too dangerous for the students to walk along Hwy 8.

Instead, in 1964, students in grades 5-8 were transferred to Greensville School. By 1977 only grades 1-3 were in the school and it closed in June 1977.

A newspaper clipping of June 1 1979 provides the information that the vacant school was going to be turned into a meat processing plant and that a conditional sale for \$65,000 effective October 1, 1979 had been approved. However, that did not happen and the building was sold to the Ebenezer Free Reformed Church. The congregation met in the school until a major remodeling in 1996. The church was constructed around the old school building.

## MESSAGE FROM THE PRESIDENT...

After what seems like forever, we're back to seeing each other in person. This month's meeting will be held at a new location, the Waterdown Legion (Branch 551) - we hope to see all of our members there as well as a few newcomers. Be sure to tell everyone about our upcoming programmes, there's quite the variety this year and I'm sure Keri's work in booking the speakers will be well rewarded.



Although there aren't any display updates in this edition of Heritage Happenings, be sure to check in on our socials and website as the display elves have lots planned for the near future. We've also been invited to once again participate in the Waterdown BIA's Scarecrow Walk - I wonder what the display committee have planned for our scarecrow?

While autumn has just begun, we're planning ahead for the upcoming holiday season. Last year it seemed that local history books were the choice gift for friends and family, augmented in January by the pre-sale of Nathan's latest edition of his book. Republishing one of our books that has been out of stock for a while is in the works.

Hope to see you at the next meeting, and looking forward to sharing more history with our membership.

Chris Rivait, President

### AREA HERITAGE WEBSITES

The Ancaster Township Historical Society - [www.ancasterhistory.ca](http://www.ancasterhistory.ca)

The Burlington Historical Society - [www.burlingtonhistorical.ca](http://www.burlingtonhistorical.ca).

The Dundas Valley Historical Society - [www.dundashistory.ca](http://www.dundashistory.ca)

The Grimsby Historical Society - [Grimsby Historical Society](http://Grimsby Historical Society).

The Hamilton Mountain Heritage Society- [www.hamiltonheritage.ca](http://www.hamiltonheritage.ca)

The Head-of-the-Lake Historical Society -

[Head of the Lake Historical Society](http://Head of the Lake Historical Society)

The United Empire Loyalists' Association of  
Canada, Hamilton Branch - [www.uel.com](http://www.uel.com)

The West Lincoln Historical Society - [www.wlhs.info](http://www.wlhs.info)

Waterdown Mill Street Heritage -

[www.waterdownmillstreetheritage.ca](http://www.waterdownmillstreetheritage.ca)

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