

Dr. Gerald Alexander Morton

1898 - 1981

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*Morton, Dr.
Gerald
Alexander*

Dr. Gerald Alexander Morton, former publisher of The Intelligencer and president of Quinte Broadcasting Ltd. and Cablevue (Quinte) Ltd. died Wednesday, in Guelph.

Dr. Morton was born in Tweed Aug. 11, 1898. He was 82.

The son of the late W.H. Morton and Margaret Herity, Dr. Morton attended Farnsworth School near Tweed until his family moved to Belleville in 1910 when his father purchased The Ontario newspaper, having as his partner J. Owen Herity, his brother-in-law.

He attended the old Victoria School, located where Belleville Collegiate Institute now stands and also spent a year at Queen Alexandra School on Ann Street.

He spent three years in the Canadian Army Dental Corps from 1917. He was a sergeant.

In 1920 he graduated from the Royal College of Dental Surgeons and began practicing dentistry at 249 Front St. He remained in practice until 1929 when he was obliged to give up his professional work because of eye haemorrhages.

Dr. Morton then entered his father's newspaper business. The Ontario Intelligencer Publishing Co. His main area of interest was the news department. He became managing editor, a position he held until the death of his father in 1962, when he took over the business, becoming President and Publisher.

It was in 1965 that work was started on a combined newspaper and radio station building at the corner of Bridge Street East and Pinnacle Street. The property was formerly occupied by the Belleville Post Office until 1959.

He continued as President and Publisher until his retirement in 1977, when his son Myles took over the position.

Dr. Morton was a member of Bridge Street United Church.

His associations were numerous, including: director and past-president of the Belleville Club; member of the Bay of Quinte Country Club; member of Belleville Branch 99 of the Royal Canadian Legion; past-president of the Twenty-Second Club; past-president and director of Belleville Cemetery



Board; a member of Psi Omega Fraternity in Toronto during his college years; director and past vice president of Victoria and Grey Trust Co.; past chairman of the Belleville Advisory Board of Victoria and Grey Trust Co. Committee; past member of the Empire Press Union of London, England and member of the International Press Institute of Geneva, Switzerland.

He greatly enjoyed golf but had to give it up because of his eyesight. He then became a keen fisherman and spent much of his spare time at Salmon Lake where he maintained a summer cottage.

Dr. Morton was fond of travelling, having visited most countries in the world.

He is survived by his wife, the former Freeda E. Myles of Hamilton. They

were married Sept. 26, 1923.

He is also survived by a son and a daughter, Herbert Myles Morton, of Belleville and Joyce (Mrs. T. H. Mulock) of Newmarket, Ont. Also surviving are six grandchildren, Stephen Morton, Virginia (Mrs. John Porter), Cynthia Morton, William Morton, William Mulock and Deborah (Mrs. Edward Barbour) of Toronto. Three great-grandchildren, Justin Porter, Jenifer and Lindsay Mulock, also survive.

Visitation will be held today from 7 p.m. to 9 p.m. at his residence, RR 3, Belleville and from Bridge Street United Church from 11:00 a.m. Friday.

Funeral service will take place at Bridge Street United Church on Friday at 2 p.m.

*Intelligencer
May 14, 1981*