

W. H. Morton Laid to Rest, Many Pay Final Tribute

Mr. W. H. Morton, publisher of the Ontario Intelligencer, was laid to his rest in sun-swept Belleville cemetery Friday afternoon.

A sorrowing cross-section of the life of the city and many from outside its environs paused to pay final tribute to one of its outstanding citizens.

The funeral service was held in Bridge Street United Church with the minister, the Rev. H. M. Davis officiating. Mr. Davis also conducted the graveside ritual.

The hush of a filled church auditorium was in itself silent tribute. Tangible remembrance was noted in an array of floral beauty.

Business, industrial, professional, political and municipal life of the city honored the memory of Canada's oldest newspaper publisher.

MANY FROM OUTSIDE

Many personal friends and former business associates of Mr. Morton came from outside points. Members of the newspaper staff occupied a special section of the auditorium.

Active bearers were heads of the newspaper's departments. They were editor-in-chief Richard Payne, city editor Claude D. Tice, advertising manager Fred Barton, composing room head Cecil Ling, press room chief Larmer Mason and sports editor George H. Carver.

Honorary bearers were Stuart A. Flavelle, Court Miller, Dr. Van Blakslee, Lee Grills M.P., Elmer Sandercock M.L.A., Lincoln Elliott, Jack N. Yanover, W. S. Stone, Lieut.-Colonel J.

Vincent Doyle, Gordon H. Trill, Lieut.-Colonel P. H. Wills and Frank Murray.

In simple but impressive eulogy, Mr. Davis recalled the fact that almost three years ago Mr. Morton celebrated the 90th anniversary of his birth. "Many and sincere were the tributes paid to him on that happy occasion," Mr. Davis said.

"One of the expressions or designations used to describe his many achievements was 'Dean of Publishers.' To those who knew him this was not an empty title. It was the product of his wise, faithful and diligent application to industry."

"If, as someone has defined it," Mr. Davis said, "a citizen is one who puts more into the world than he takes out, then Herbert Morton has truly discharged and embellished the responsibility of citizenship. As the head of a widely-circulated medium of communication and information, he discharged his public trust with integrity, dignity and faithful service."

Mr. Davis pointed out that integrity was a natural quality of Mr. Morton as breathing. His signature on a document did not make his commitment any more binding within his own breast than said, "My word is as good as my bond."

The minister said many references to Mr. Morton's kindness were made in his 90th birthday tributes.

"Kindness and fairness are qualities that help grace a life that has been active in the keen competitive world of business. It is not always easy to be liberal in thought and deed in the exacting and demanding world of administration in this modern day. But this quality of kindness will be remembered long by those who were the recipients of his practical good will."

LIVED QUIET LIFE

"Mr. Morton lived a quiet life," Mr. Davis said. "Being the head of an organ of publicity, he himself shunned publicity. In the life of the community or the province his abilities of leadership might have been more widely recognized had he not deliberately recoiled from the limelight."

"I cannot help but think of Mr. Morton when I read the words attributed to Longfellow," the minister said. These were "The talent of success is nothing more than doing what you do well, and doing well whatever you can do without a thought of fame. If it comes at all it will come because it is deserved, not because it is sought after."

"So calmly and quietly in this simple service, we mark the home-going of one whom we have known and revered through the years; and with courage and determination we move away from this hour to accept once again the privileges and responsibilities of the un-lived days before us, with the full assurance that all is well with us and our loved ones when our lives are under the guidance of God in Whose likeness we have been fashioned."

A police motorcycle escort headed the lengthy funeral cortege as it proceeded slowly to the cemetery.

In simple tribute police officers stood at the salute as the funeral procession went by. Construction workers along the route paused and stood with bared heads.

At the graveside Mr. Davis said the simple committal prayers with a large gathering paying the last tribute.

The Intelligencer
May 19, 1962

TO THE