

Please
take
one!

Reflections

Newsletter of the Marsh Historical Collection
Amherstburg, Ontario

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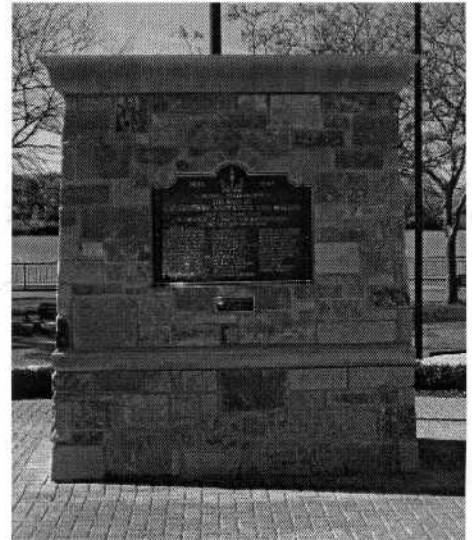
Lest We Forget

In 1981 the Town of Amherstburg created a unique way to recognize the local men who gave their lives in the First and Second World Wars and the Korean Conflict - they began to name new streets after the men on our cenotaph. Names were used in random order, and only four do not yet appear on an Amherstburg map. How many of you live on one of these streets and had no idea how it got its name?

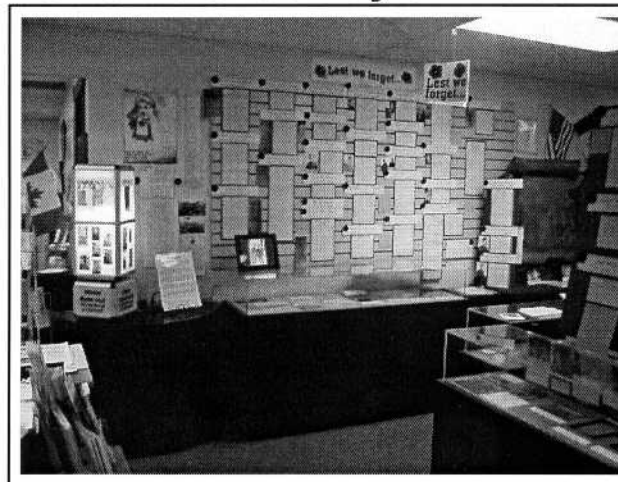
Adams, Charles P. 1908-42
 Allen, Ellis W. 1910-42
 Amlin, Edsal 1919-45
 Bastien, Ovide 1918-44
 Bratt, Donald 1914-44
 Brown, D.L. George 1922-43
 Brown, Ernest David 1896-1918
 Brush, Gordon R. 1922-44
 Eggleton, Cleveland John 1918-42
 Forhan, Wilfred 1898-1942
 Fox, Orville L. 1893-1917
 Fox, Russell 1893-1917
 Fryer, Robert I. 1894-1916
 Gibb, Marvin J. 1914-44
 Girard, James 1919-44
 Girard, Robert F. 1933-53
 Hainer, Lawrence 1916-45
 Hart, W. Ray 1924-44
 Heaton, Albert Kencil 1917-44
 Higgins, Frank 1922-43
 Hilton, Garnet 1925-45
 Jones, George Hayward 1920-44
 Lavers, W.H. 1919-1942
 Martin, Raymond 1924-43
 McLellan, Eugene 1923-44
 McLellan, Ross 1919-43
 Meloche, Stanley 1894-1917
 Pettypiece, William J. 1902-44
 Renaud, Ivan 1922-44
 Renaud, Leo A.J. 1924-44
 Reynolds, Arthur Mac 1919-1943
 Reynolds, Douglas 1923-44
 Reynolds, Hugh G. 1921-1943
 Shaw, M. Crimmins 1923-1943
 Sullivan, Desmond 1921-1942
 Thomas, Albert 1890-1915
 Thomas, John R. 1921-44
 Thrasher, John W. 1920-43
 Tofflemire, Roswell 1919-44

Welsh, Charles 1918-43
 White, James 1916-44
 Wigle, Roy 1920-42
 Williams, Arthur F. 1915-42
 Wilson, Harold -1943

A free pamphlet on the origins of street names in Amherstburg is available at the Marsh Collection.



Remembrance Day exhibit



More information on Amherstburg's Honour Roll; local women who served in World Wars I and II; and war efforts on the homefront can be found in our annual Remembrance Day exhibit, on display from late October through November.

What's inside...

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Growing Up in the 'Burg

Taking a Flyer

About fifty years ago two popular mail-order offices existed in Amherstburg: Simpson Sears and Eaton's of Canada, both located on Dalhousie Street, in the present locations of Our Place and Caldwell's Grant, respectively. My mom worked part-time for Eaton's and later full-time for Simpson Sears. When I was old enough to run a paper route, I peddled 110 issues of the *Amherstburg Echo* from one end of town to the other in all kinds of weather every Thursday for a profit of 2 cents per issue. The *Windsor Star* carriers did the same thing six days a week for a tidier sum, but that was a tougher haul than I was willing to put up with. The bag of *Echoes* weighed more than I did and the high centre of gravity pulled me down more than once on ice, gravel, mud and dog droppings. The money was good enough for me at first. Then I began to realize what having money in your pocket could do and I became interested in making more.

Simpson's and Eaton's periodically had flyers that needed to be hand-delivered to the homes in town. These were ad papers of maybe 2 or 3 full sheets, a little smaller than the *Echo* in size. Mom brought this to my attention and I immediately thought that at 1 cent per unit profit, I could buy a lot of plastic race cars and airplane models and that nifty Zippo lighter at Beckett's Confectionery. These ad notices came in maybe once a week in bundles of 500 - a lot of peddling, so I made a partnership with a neighbourhood buddy to make deliveries. At least we didn't have to stop and knock on doors.

This work began in late fall. Soon Christmas was around the corner and the bundles were heavier and arriving more frequently, two thousand at a time. Even though we sat and wrap/folded them before starting out to make it easier to throw them on the doorsteps, we were falling behind in deliveries, sometimes finishing late at night on a two-day double delivery run, only to

have another thousand waiting for us. The money was good and Mr. Beckett had introduced us to something called the "layaway plan." I had a number of payments staring at me for various items he was holding. The Zippo was already paid for and in my pocket.

It was a cold, drizzly night and we were exhausted when we spied a large semi-circular sheet of steel in a field. It would make a great bonfire pit. Thanks to the Zippo we got rid of a load. We thought the still-burning sheets that rose fifty feet in the air were kind of neat. We did this a number of times before someone warned us to stop. The order offices were wondering why ad responses were dropping off.

Another bad night and more bundles waiting. We knew of an old vacant house with a wrap-around porch on our route. Late at night we stuffed our excess loads under the porch...there was room for more.

Finally the order offices had too many complaints from people not being aware of current ad sales because of non-delivery of the flyers, and we were fired.

Several years later, my dad decided to buy a rental property - a quaint old house with a wrap-around porch that needed fixing up. I was told to be there to help. When I arrived, my knees weakened and my stomach lurched. You can't imagine the look on dear old mom's face when she discovered what was holding up the porch. I was smacked with a soggy bundle of old flyers and ordered to clean out every damp, mouldy one of them.

- by an anonymous former paper boy who believes in poetic justice

Where to find us

The Marsh Collection is located at 235 Dalhousie Street on the upper floor.

We are open **Tuesday to Friday from 10am to 4pm.**

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If you enjoy Reflections, please let us know! We welcome your comments. Reflections is also available by e-mail - please contact us for details.

What is the Marsh Collection?

The Marsh Historical Collection is a local history/genealogy centre located in the heart of Amherstburg. Researchers, genealogists and history buffs utilize our information files, books, photographs, maps, genealogy files and other items. Even if you have no specific research purpose, come in to see our exhibits on Detroit River history and other aspects of Amherstburg's rich heritage. We also produce and sell a variety of local history publications and notecards.

The Marsh Collection takes its name from its founders, the Marsh family, who owned and operated the *Amherstburg Echo* for over 80 years.

Quiz

Can you name 12 things in Amherstburg that are named after Fort Malden?

Answers on page 6.

