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## Personality Profile Of The Week

WEEKLY, MARCH 3, 1966  
Mrs. W. B. Bell

Jessie Bell, who keeps a firm and affectionate hand on the reins of the team of over 3,000 workers of South Peel Hospital Auxiliary, does this quite naturally, for she was introduced to the running of a business at the tender age of five. Even at that age, propped up on a stool, she was often pressed into service during her father's absence, taking and memorizing messages and relaying to the men of her father's cartage business. After her father's death, she, with her brothers continued to run the business.

The former Jessie Fraser was born in Toronto where she received her formal education. Her summers since the age of 12 were spent at the family summer home in Lakeview, at that time a lovely summer spot for Torontonians. It was her love of the country along the lakeshore and the Credit River, that prompted she and her husband, W. B. Bell, to build their present home on Cumberland Drive overlooking Lake Ontario. As young people both Mr. and Mrs. Bell were interested in the work of the church, and it was in this work that Jessie met and fell in love with the man who later became her husband.

They were married in 1929 in Knox Presbyterian Church in Toronto. They have no children of their own, but have been father and mother to Penny, the child of her sister who died when Penny was very young. For 25 years both Mr. and Mrs. Bell were members of Parkdale Presbyterian Church choir. And though both retired from

the choir a few years ago, her work with the Auxiliary, Mr. Bell went back and is which is very dear to her, still an active member of the she finds she cannot give her



Mrs. W. B. Bell

choir. As Mrs. Bell says, if you sing in a choir, you should be at every practice and at all services, but with

best to both.

Mrs. Bell grew up in a family of two brothers, who are now deceased, three sisters, two of whom still live in Toronto. As might be expected with a father whose business was horse drawn cartage, she had a great love of horses, which was later shared by her husband, both of them loved to ride along the country lanes.

Helping to run a business, horseback riding, and her work in the church, still left time for other forms of relaxation for this energetic young woman. During the war years she organized fashion shows for charity, and worked with the Sally Anns at the Exhibition. She also found time to take part in a Drama Group.

Now that she has retired from the business world, leaving the running of the firm to younger nephews, Mrs. Bell's main object in life beside keeping a happy home for her husband, is her Hospital Auxiliary. She has been a hard worker in the group since its inception 12 years ago, long before the hospital was built. She was among that first group of women who stood shoulder to shoulder