

SIR ADAM'S DYING WISH SHALL NOT BE DENIED

SUBSCRIBE TO THE BECK MEMORIAL ENDOWMENT

enlist
BECK MEMORIAL
ENDOWMENT
\$500,000—NOV-20-28

Advt. Contributed by

Dowlers
R.H. & J. Dowler Limited
Limited

enlist
BECK MEMORIAL
ENDOWMENT
\$500,000—NOV-20-28
METROPOLITAN STORES, LTD.

enlist
BECK MEMORIAL
ENDOWMENT
\$500,000—NOV-20-28

Advt. Contributed by

**THE HOBBS HARDWARE
COMPANY, LIMITED**
Wholesale
335 RICHMOND STREET

enlist
BECK MEMORIAL
ENDOWMENT
\$500,000—NOV-20-28
E. LEONARD & SONS, Limited
ESTABLISHED 1834.
Manufacturers of Engines and Boilers. LONDON, CANADA.

WORK OF BYRON IS PROVINCE-WIDE

Many Patients From Counties
in Old and New
Ontario.

The work of the Queen Alexandra Sanatorium is province-wide. Its beneficent influence is felt in every county of Old Ontario and every district of Northern Ontario, from whence the 3,333 patients treated since inception, have come.

Of these patients one in every three has been unable to pay even the bare cost of maintenance. Yet every patient receives, without discrimination, the best that medical science of the world can offer, including X-ray work, lung collapsing and such other special treatments as involve additional expense.

The sanatorium draws no line in race, creed or social status. Even the doctors and nurses in attendance never know who pays or who is poor.

It is this fine diligence in the interests of suffering humanity that causes deficits of \$25,000 to \$35,000 a year. In humanitarian endeavor it is a privilege. As a matter of cold business it reduces the "disease tax" on the nation and helps to prevent the spread of the plague to healthy homes.

The Beck Memorial Endowment will not be spent to cover any accrued expense. The fund will be invested and thus in perpetuity its earnings will sustain the charity of all who now contribute.

Every third person between the ages of 15 and 60 dies of tuberculosis; every fourth person between the ages of 20 and 50.

It kills one in ten of all people who died at any age. Three cripples out of every four, apart from accident or war, are deformed from the ravages of this dread disease.

Through government, municipal and philanthropic aid tuberculosis costs the province of Ontario alone \$2,000,000 annually for the care of those widowed, orphaned and made poor by this disease.

While 50,000 Canadians were giving their lives for the empire on the battlefields of the great war, 50,000 Canadian men, women and children died, many of them needlessly at home, of tuberculosis.

Directors of Work At Byron

The directorate of the London Health association has from the beginning been honored with the services of many able men, as the following slate of present officers shows: Vice-presidents, Col. D. H. Leonard, D.S.O., and Major Gordon Ingram; honorary secretary-treasurer, G. F. Pearson; directors, Hon. C. S. Hyman, C. T. S. Hobbs, Col. W. M. Garsshore, H. E. Gates, Charles R. Hunt, A. M. Smart, A. M. Smith, F. E. Parrnell, Philip Pocock, George T. Brown, Thomas Storer, W. N. Manning, J. L. Johnson, F. Jewell, Thomas McFarland, Sherif D. M. Cameron, Dr. F. R. Eccles, Dr. W. J. Tillman, Major Hume Cronyn, A. E. Silverwood, C. R. Somerville, George Bolton, Arthur Little, J. E. Magee.

enlist
BECK MEMORIAL
ENDOWMENT
\$500,000—NOV-20-28
PATTERSON & STEWART

enlist
BECK MEMORIAL
ENDOWMENT
\$500,000—NOV-20-28

enlist
BECK MEMORIAL
ENDOWMENT
\$500,000—NOV-20-28
E. LEONARD & SONS, Limited
ESTABLISHED 1834.
Manufacturers of Engines and Boilers. LONDON, CANADA.

Large and Modern Infirmary At Byron



RECEPTION HOSPITAL AT QUEEN ALEXANDRA SANATORIUM.

HYDRO BECK'S BIGGEST WORK, BUT SANATORIUM HIS FINEST

Known as Tireless Leader in
Public Ownership, But He
Was Also Friend of
Afflicted.

WORK LEFT IN TRUST

Nearly 20 years of amazing activity, productive of results that find no parallel in Ontario's history, have left in the minds of the people of this province a picture of the late Sir Adam Beck as the incomparably resourceful and aggressive leader of a great, popular, though commercial, cause; a dynamic power whose last ounce of courage, enterprise and capacity were expended in the one great work of hydro.

With municipal ownership as his wand, he tapped the rock of fame, though not of self-aggrandizement; banded together in mighty strength the people of more than 300 communities, and created as servant of the people, and his own monument, the colossal electric generating and distributing systems of the hydro-electric power commission of Ontario, in which more than a quarter of a billion dollars have been so successfully invested.

To the public at large, to parliamentarians, leaders of industry, financiers, newspaper editors—in fact, to nearly all with whom he came in contact, he was distinguished as the founder of hydro, the "hydro knight."

Possibly because these great commercial activities dominated his career few, until his death, caught a glimpse of the other Beck. Still the human dynamo, still the tireless public servant, but in this different field a Beck of the tenderest and most compassionate character, the friend of the poor and afflicted, the leader of another great crusade—the war against tuberculosis.

Between 15 and 20 years ago, when Sir Adam, then London's representative in the legislative assembly, had struck his strenuous stride in the campaign for the establishment and development of the Niagara power system, his most intimate friends became aware that a great shadow had darkened his domestic life. Not long afterwards he and Lady Beck left with their little child for Europe, hoping that through the aid of eminent specialists and far-off sanatoria, the threatened health of their little child might be restored.

No Resources Spared.
Sir Adam spared no resources at his command to expel the grim invader from his own household, but scope and usefulness of the Queen's magnificent propensity to serve

Deaths From Tuberculosis 103,570 In 40 Years

Note the following figures showing the deaths from tuberculosis in this province. In 40 years 103,570. In one year there were 2,553 deaths out of a total of 35,550 from all causes, or one person out of every 13.9 who died from tuberculosis. As a proof that no age is immune from the deadly effects of tuberculosis, note the returns:

No. of deaths.	Age.
66 under	1 year
43	1 year
19	2 years
9	3 years
53	4 years
61	5 to 9 years
224	10 to 14 years
683	15 to 19 years
536	20 to 29 years
327	30 to 39 years
238	40 to 49 years
156	50 to 59 years
68	60 to 69 years
17	70 to 79 years
224	80 and over
2,553	Not stated
	All ages

his fellow man forbade him to stop when his own end had been achieved. Though burdened with the great public responsibilities which he had assumed in the establishment of the hydro-electric power system, he organized a group of associates in a new body to bring to the people of Ontario all that science has achieved in combating tuberculosis.

The strings of his own purse were generously unloosed and with contributions running high in the thousands of dollars both he and Lady Beck inaugurated the movement that has since spread its manifold benefits to the people of practically every county and every district of Old and New Ontario.

Therein was his genesis of Queen Alexandra sanatorium for the tuberculous, an institution serving the whole of the province, which today represents an investment of more than three-quarters of a million dollars, and an actual value far in excess of that amount.

Usefulness Expanded.
With the same capacity for swift achievement that marked his leadership of the hydro movement, Sir Adam, as president of the sanatorium, expanded its capacity and its usefulness.

New buildings sprung up as the victims of the dread disease flocked in increasing numbers to gain the benefits of this great institution. More new buildings enlarged the scope and usefulness of the Queen's Alexandra sanatorium during the

war, when hundreds of Canada's gassed and tuberculous soldiers turned to this institution for aid. Tens of thousands of dollars were raised with which to increase capacity and to lend an eager hand to suffering men, women and children.

First the administration buildings, and a series of "shacks" formally opened by Earl Grey, then governor-general of Canada, on April 5, 1910.

Next the preventorium, for children threatened with tuberculosis, opened on June 4, 1914, by Sir John S. Gibbons, then lieutenant-governor of Ontario.

Then the great model reception hospital, officially opened on Jan. 21, 1918, by the Duke of Devonshire, then governor-general of Canada, and the vocational training school and recreation auditorium opened in the following July by the late Sir James Lougheed, minister of the department of soldiers' civil-re-establishment.

For War Heroes.
Next a large capacity model pavilion provided especially to minister to tuberculous soldiers who returned to Canada in the final period of the war and in the post-war demobilization years.

But perhaps of greater interest than the rest was the Marion Beck Nurses' home, provided as the gift of Sir Adam and Lady Beck. Sir Adam's death recalled to many one of the incidents of the hydro knight's career which revealed in striking manner the tender and compassionate aspects of his dynamic nature.

enlist
BECK MEMORIAL
ENDOWMENT
\$500,000—NOV-20-28
MASON & RISCH, Limited
London's Largest and Leading Music House.
248 Dundas St. Phone 1268

enlist
BECK MEMORIAL
ENDOWMENT
\$500,000—NOV-20-28
CITY GAS CO. OF LONDON
Commercial Department
PHONE 835 215 DUNDAS ST.

**Silverwood's
BUTTER**
IS USED AT THE SANATORIUM
It could have no greater recommendation
enlist
BECK MEMORIAL
ENDOWMENT
\$500,000—NOV-20-28
SILVERWOODS
LIMITED
PHONE 6100.

enlist
BECK MEMORIAL
ENDOWMENT
\$500,000—NOV-20-28
CLUGSTON & MATTHEWS

enlist
BECK MEMORIAL
ENDOWMENT
\$500,000—NOV-20-28
FRENCH & CO.
192 DUNDAS STREET.

enlist
BECK MEMORIAL
ENDOWMENT
\$500,000—NOV-20-28
WATT & BLACKWELL
ARCHITECTS FOR QUEEN ALEXANDRA SANATORIUM
Bank of Toronto Bldg. Phone 3362

enlist
BECK MEMORIAL
ENDOWMENT
\$500,000—NOV-20-28

Advt. Contributed by

SMALLMAN & INGRAM
LIMITED