

**Russell Beare**

**Honest policy**

MARKHAM — Russell Beare, one of the most successful investment agents in this community and possibly all of York Region, has retired. At least that was his intention. March 31, when he ceased to be Wood Gundy's representative and Bud Patton took over the managerial duties of the Markham Office in the Royal Bank Block, Centre and Main Streets.

However, for one so active, retirement or "sitting on the shelf" hardly seemed appropriate. He sees it as "doing what one enjoys doing best". For Russ, that means continuing his association with friends in the business world. And that's exactly what he's doing, or planning to do. In recent weeks, he's received several attractive offers, all of which are "under consideration".

Russ Beare, a life-long resident of the area, is the son of the late John Beare, one-time operator of the general store and post office at Armadale. Mr Beare Sr., handled everything from binder twine to bugles, in fact, says Russ, "if my Dad was living today, he'd be selling tickets for trips to the moon".

Six years ago, when his business expanded beyond what he and wife Norma could handle, he sold out to Wood Gundy and a new office was opened at 3 Centre Street, Markham.

Looking back, Russ remembers the late Nick Schouten as his first client. Others soon followed—Carman Lewis, Frank Robb, the late John Robb, Howard Cosburn, the list goes on and on.

Russ made national news in the investment world through his handling of Canada Savings Bonds. For the majority of his 28

years, he led the entire country in sales.

Russ prides himself in the feeling of mutual trust he established with all clients. "All business was done by word of mouth," he said, "and never once did a client refuse to close a transaction".

"Tell it to them straight—head on, is the only way," he says.

Russ admits a great respect for the Mennonite people. "They're fantastic," he says. He's dealt with several families through three generations. And when it comes to wise investments, he considers women (on the average) just as capable as men.

When he sold his business to Wood Gundy back in 1977, Russ came close then to "putting his feet up" and taking things a little easier. However, the firm offered him a senior executive position and suggested he think it over. He decided in the affirmative, a decision he's never regretted.

In the past six years, he never lost a single day through sickness.

Russ's retirement from active involvement in the investment field, didn't go unrecognized. He was the guest of honor at a dinner tendered by Wood Gundy at the King Edward Hotel, Toronto. In addition, he enjoyed a luncheon will several of his early clients at the Markwood Restaurant, Markham. He was also the guest at a wine and cheese party hosted by close friends on his floor at work.

Russ admits he'll now have more time to spend with his wife; his three daughters and sons-in-law; his five grandchildren and his 150 plants. He also plans to get in a little gardening and some fishing.

But don't call him "retired". Less active is a much more appropriate word.



Markham's Russell Beare, an investment agent 28 years including six years with Wood Gundy, has decided to take things a little easier. Here he talks business with one of his first clients, Frank Robb, Dublin Apartments, Markham.

Economist and Sun  
The Tribune

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