

Perusal of old newspaper reveals folkways of the day

Stouffville's Gene Paisley called me up the other week to tell me he had come across a section of the June 2, 1943 edition of the Toronto Daily Star.

The frayed and very yellowed eight page remnant was found by his son Grant while renovating a rental property in Toronto recently. It contained items of both international and local interest, not to mention an assortment of ads which would leave today's enlightened females choking on their corporate lunches.

Of interest to Gene and to all area residents whose memories go beyond the construction of the subdivisions which brought disillusioned suburbanites flocking this way in the past few decades, was an obituary on Stouffville "pioneer" Joseph McMullen.

At the age of 92, McMullen was the town's oldest citizen at that time.

It was noted how he represented the third of seven



From Where I Live

Bruce Stapley

generations of his family living in the community. A thresher and farmer most of his life, McMullen had maintained his own garden until two years before his death and loved to recall how he had viewed the first train steam into Stouffville back in 1873.

Gene told me there are several McMullens still in the area who can trace their lineage back to Joseph and that they might be interested in the discovery of the patriarch's death notice in the '52

year old Star.

While the paper noted the death of the resilient senior, it also contained a report of the turning of the tide in the Allied war effort against Nazi Germany. War correspondent W.R. Plewman wrote that "it can be said confidently and reasonably for the first time that the Allies are winning."

He pointed to the containment of the dreaded German U-boat as the deciding factor, stating that the Allied forces were knocking them out faster than they could be replaced. The Axis was running out of steam, reported Plewman, and he predicted somewhat optimistically that Germany would be fortunate to prolong the war until the end of 1944.

While this printed relic is noteworthy for its treatment of the subjects of great significance to the general public and select individuals from this area, it is the ads which so graphically illustrate the mores and folkways of the day.

No Happiness In The Home When Mother is Sick is the heading over a three paragraph advertorial for Milburn's Health and Nerve Pills. "The tired and worn out mother cannot make a happy home if she is sick and worried by the never ending household duties," it begins, suggesting that their magic remedy will immediately restore her to a natural state of maternal bliss.

An ad for Maxwell House Coffee reminds us of not only how coffee was rationed during the war and available by the redemption of coupons only, but the old image of wives as domestic maintenance engineers disguised as sultry seductresses.

Beside the ad heading Clever Wives Know Its Worth, which explains how clever wives know the wisdom of serving Maxwell House, there is a drawing which would cause today's liberated woman to go ballistic. In it, a robust clad hubby in a suit vest and tie looks on approvingly as his smiling blond haired wife in slimming knee length dress, fancy bow tied apron and four inch heels carries a steaming hot cup of coffee to the table.

Perusing the names of the products of the day is enough to make a modern day marketing expert shiver with fear. Bile Beans, "The British remedy for billiousness," Idaphos nerve tonic, Horlicks malted milk mix for sound restoring sleep, to mention a few.

But sitting there like a diamond in the rough was a display ad for the new Heintzman Model K Louis XV Deluxe grand piano that would make today's music aficionado drool. Its "flowing lines and finely moulded curves" would be as enticing now as then. And with a price tag of \$1,355, all I could do was gasp. I wonder if they might have any old unsold stock lying around in the back of the warehouse.

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ORIGINAL NEW ORLEANS FLAVOUR FRESH & HOT POPYES FRIED CHICKEN HAS A UNIQUE TASTE YOU WILL LOVE TO HAVE.

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Visit us and enjoy a unique food. We are located at: 4987 Highway 7 East (Between McCowan and Kennedy Road) Markham News Plaza (opp. Markville Mall)

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(905) 513-7558

MARKHAM NEWS PLAZA

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FLICK PICK

January 20 - 26	CRITICS' AVERAGE	MPAA RATING	THEME	VIOLENCE	COARSE LANG.	SEX & NUDDITY
1. Legends of the Fall (new)	★★★	R	Drama	Lots	Much	Some
2. Higher Learning (new)	★★★	R	Drama	Lots	Lots	Lots
3. Damon Night (new)	★★	R	Horror	Lots	Lots	Lots
4. Dumb and Dumber	★★★	PG-13	Comedy	Some	Some	Some
5. Nobody's Fool (new)	★★★	R	Drama	Mild	Lots	Some
6. Houseguest	★★★	PG	Comedy	Some	Some	None
7. Disclosure	★★★	R	Drama	Some	Lots	Much
8. Little Women	★★★★	PG	Drama	None	None	None
9. The Jungle Book	★★★	PG	Adventure	Some	Mild	Mild
10. Far From Home (new)	★★	PG	Adventure	Mild	Mild	None

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Great fun for Families!

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