

# A Look At Business In Jarvis

## Norfolk Co-Op



Bill Cassidy (left) has been with the Co-op since 1942. Dave Wilson (right) is the manager. (Staff Photo)

Thousands of acres of farmland have been bought in the Jarvis area during the past six months for industrial development.

Despite the loss in the area's number of farmers, Jarvis' Norfolk Co-operative has not suffered. In fact, only last year it built a new store - expanding into the line of hardware, household goods and gas service. And, the mill has continued to service Hagersville-Jarvis area farmers.

While land for farm use was decreasing in the Nanticoke area, other local farmers were continuing to expand and the Co-op also picked up some new patrons, Dave Wilson, manager of the Jarvis branch explained.

When industry does finally settle in the area where land has already been purchased, it won't affect us, he continued. The loss has been compensated for by individual expansion. However, Mr. Wilson admits they were concerned at the time.

Now, if a massive tract of land optioned near Jarvis (Andrew Cherkas site) is purchased, then we'll just have to look at the situation and see what happens then, Mr. Wilson said.

There are other avenues which the Co-operative can develop, such as lumber, in store merchandise and the mill will still continue to carry on a viable operation.

There are going to be changes in the Jarvis area, but Mr. Wilson's philosophy is that the business will just have to grow with them and adapt to the future situation around here.

Mr. Wilson transferred to the Jarvis Co-op from the Waterford branch in 1964 when his predecessor, Art Blight, retired. Eight full-time and two part-time workers are presently employed here. This is quite a jump from 1946 when the Norfolk Co-operative

continued. In 1964, new mill facilities were built from the manufacturing of 15 tons a day to 60 in '73.

Then, in November '72, the gas bar and store were built. There had been a little store in the mill prior to this new undertaking, but it wasn't large enough. Some people think only rural people can shop at the Co-op, Mr. Wilson said. But, it's open for anyone's use.

The Norfolk Co-operative, which has four branches - Simcoe, Waterford - goes back to 1918 when it was first started in Simcoe.

In recent years, many Co-ops have amalgamated with UCO - United Co-operatives of Ontario. But, Norfolk Co-operative has remained independent - although they do purchase a great deal of merchandise through U.C.O. as a wholesaler, Mr. Wilson said.

Financial statements for the Norfolk Co-operative show a tremendous snowballing in the business' sales since its founding.

In the fiscal year ending 1918, the Co-op had sales of \$93,535.81. By 1964, it had jumped to \$6,525,111.75. And, their most recent financial statement shows a \$1,175,001 rise in sales from \$13,045,335 in 1971 to \$14,220,336 in '72.

This company, which deals in feed, fertilizer, farm supplies, seed,

chemicals, lumber and building supplies, farm machinery, wheat, corn, other grains and merchandise, is continuing to grow and Mr. Wilson hopes and expects the Jarvis branch to expand along with it.

## Births

SCARR - Little Craig is very excited and happy to announce the safe arrival of his new baby brother, Larry Troy, 8 lbs. 13 oz., at the West Haldimand General Hospital, Hagersville, Ontario on August 6, 1973. Very proud parents are Larry and Carleen of Jarvis, Ontario.

MILLER - Denton and Elizabeth (nee Dowsell) a son, Geoffrey Laird on August 4, 1973 in Toronto. First grandson for Mrs. A.L. Miller.

GENERY - Michael and Debra of Caledonia are happy to announce the arrival of their daughter, Rachael Melissa, 7 lbs. 11 oz., on August 3, 1973. A sister for Nathan and Rebecca.

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Children enjoyed stage coach rides on the Gunsmoke Express in Caledonia Sunday. (Staff Photo)

## LIFE'S HARVEST

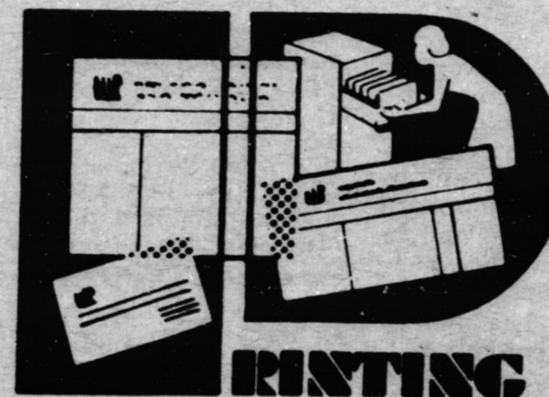
In cherished hoard of memory, Is life's rich harvest bound, Carefully stored so fondly, In time's great moments found.

Experience with yield in full, To fashion thoughts privilege view, Measured and weighed so careful, To offer courage, in challenge anew.

The love of time passing, In search of memory's gain, Is life's greatest yield filling, Through future's, uncertain plain.

By Roy Hagan

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