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## For Russell Seniors

### Home gets "Go"

The delays seemed interminable, but the senior citizens apartments proposed for Russell Village are back on track.

A spring construction start is anticipated for the one-storey, 24-unit building, J. Albert Belanger, Conservative MLA for Prescott-Russell, confirmed to the Castor Review.

The delays included coming to terms with the owner of the site on Church Street East, getting clean title to the land and changing the zoning from agricultural to institutional.

Perhaps the lengthiest delay was caused by a dispute over whether the apartments should be designed to serve all of Russell Township and whether they should be located at Russell Village or Embrun, Mr. Belanger said.

It was finally decided that each village should have its own facilities. Embrun has also qualified for senior accommodation and several units will eventually be installed there.

"Embrun is all French and Russell is all English and it just wouldn't work out to have senior citizens from one community relocate to the other community," the MLA said.

A spokesman for the Ministry

of Housing in Toronto told this newspaper there had been some difficulty in getting clear title to the Church Street site. The spokesman was reluctant to discuss the problem, calling the Russell project "touchy."

The ministry official was hopeful, however, that tenders for the building would be called before the end of the year.

Georgie Gamble, who has been active for several years with other members of the Russell Women's Institute in trying to secure the apartments, said she has been assured that all complications have been ironed out.

Mrs. Gamble thought the complex might contain as many as 30 units. Mr. Belanger, however, said that many units would have been provided only had the building been intended to serve the whole township.

A survey conducted four years ago showed about 30 parties interested in acquiring the apartments, Mrs. Gamble said. She suspected the same interest still exists.

The site — chosen after several others in the village were considered — once belonged to Dr. Dougal S. McDougall and was

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## Beware of breakins

The Ontario Provincial Police at Casselman are warning Castor area residents to beware of daytime breakins which have resulted in thousands of dollars in stolen goods and property damage.

Residences in Russell, Embrun and Osgoode, one as far away as Rockland and Manotick, have been hit by the breakins which police suspect may be part of an organized theft ring.

Corporal Norm Duhamel said residents should ensure doors and windows are locked during the day if no one is home. More importantly, he said, neighbors should be on the lookout for any suspicious activities around each others' homes.

On Oct. 25, thieves trucked away more than \$10,000 in furniture and appliances from the home of Rogath Lanois, of lot

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THE LUCKY ONES

Russell's Rolly Staal and Bill Cherry display the head from a 1,300-pound beast bagged during the Larose Forest, lottery-style moose hunt. The head will be mounted and the meat has been readied for

the freezer. Since the hunt was controlled with only 20 animals to be taken, Rolly and Bill count themselves lucky. (Photo by Rowsell). See story page 7.



## Sidewalk Talk

By Mark Van Dusen

### Rockwell post-script

Norman Rockwell, dead. It seems incongruous, contradictory, to link that famous name with lifelessness.

There is no doubt that he is gone, that his heart stopped beating and that he was buried. But can a man whose presence has been felt in virtually every household in North America during more than half a century truly die?

Castor area residents, as millions of others who "knew" Rockwell, met him through his warm — yes, living — snapshots of middle-class America portrayed on the cover of *The Saturday Evening Post*.

The "Post," which boldly pretended on its masthead to have been founded by Benjamin Franklin in 1728 although its only connection with the former U.S. president was that it was originally published in the same printshop as his long-defunct *Pennsylvania Gazette*, was the brainchild and highly-successful showpiece of magazine mogul Seymour H. Kozzschmar Curtis. Rockwell figured largely in that success.

According to Joseph C. Goulden in his book *The Curtis Capers*, "Curtis' idea was to build a five-cent magazine that would meet newspapers financially without competing against them on news; a publication without class, clique or sectional editing, meant for every adult in the United States."

"Printers called the new magazine the 'singed cat' and suggested that it be chloroformed," Goulden says, but the public was not to be denied. In the following years, and for many years to come, readers flocked to the unpretentious style, the kitcheny, cracker-barrel vignettes, the zesty romance and adventure that they had grown up with — or yearned for — and that were to become the Post's trademark.

At one point, before a runaway society and glossy, throwaway publications left the Post in their wake in the 60's, it would have been no exaggeration to say that Curtis' idea as fulfilled, surpassed — virtually every adult in the U.S., and Canada, had flipped through the Post's pages.

The Post was as much a coffee table fixture as ashtrays and teacups. Readers would reach in droves over the years for the likes of Rudyard Kipling, Stephen Crane, Jack London, William Faulkner and F. Scott Fitzgerald, among others, to be found inside the Post but they would reach first for Norman Rockwell on the cover.

Rockwell sold his first two paintings for \$75 each to George Horace Lorimer, the "domineering, almost ruthless" editor picked by Curtis to mold the magazine, in 1916. The first Rockwell cover appeared the same year, on the May 20th issue.

I had the good luck a few years ago to have been given a copy of that issue, in excellent condition, by Alex Mullin, a reporter of long-standing at the *Cornwall Standard-Freeholder*. It was to have been a swap for an old camera I thought I had but was never able to find (sorry Alex, I owe you one).

The cover pictures two lads in baseball uniforms giving the raspberry to a miffed neighborhood rich kid pushing a wicker perambulator. The little touches are priceless: the baby bottle tucked embarrassingly in the breast pocket of a pin-stripe suit, the expressions of ruthless gloating, the booty dangling nonchalantly over the side of the carriage.

It is a scene marvellous for its simplicity and realism, a snippet of every day life and, as it turned out, typically Rockwell, who would often ruffle the rich with his brush but who could so easily stimulate laughter or tears in anyone. There, in the bottom left hand corner is his signature, unpretentious, as it would appear for almost three generations of Post readers to remind them weekly of their roots, of the humbler things in life.

The tall, pipe-puffing illustrator, satirist, historian and humanitarian may be gone in body but the legacy of his work — his spirit — remains and should be turned to occasionally lest their message be forgotten.

## At Continental

### It's Mushrooming

The sprawling Continental Mushrooms farm at Metcalfe has successfully completed a \$1 million expansion and is looking to growth of at least equal proportions starting next summer, Continental president Nick Pora said.

Additional expansion plans include construction of eight new growing houses and, possible, a cannery within two years. Eight houses, an office and service area, were added to the complex last summer, bringing the total number of houses to 24, an increase in growing capacity of 50 per cent, Mr. Pora said. The farm now produces 2 million pounds of mushrooms annually.

Mr. Pora, whose plans for the farm as outlined in the Castor Review last February have so far been smoothly completed, said the future of his business is so promising that he may eventually have to expand into a second labor market.

"I don't see us expanding beyond 32 growing houses at Metcalfe because we just won't be able to hire enough people to staff the farm unless the labor market here suddenly takes off," he said. He mentioned Cornwall and Perth as possible sites for affiliated operations.

Once it reaches maximum projected capacity, the Metcalfe plant could employ 300 people and produce seven crops or seven million pounds of mushrooms, a year. It now employs 90 and produces 4 to 5 crops a year, he said. Plans for a \$1 million cannery are not yet firm.

"We are selling all the mushrooms we can grow now, that's where our money is and as long as we can continue to do that, there won't be any need to build a cannery," he said.

The family-run farm was established five years ago at a cost of \$1.3 million on Regional Road 6, one mile east of Metcalfe.

## Santa's coming

Yes, it won't be long before Santa's here again and the Castor Review would like to remind advertisers that its next issue will be the last one before Christmas. Get your Christmas ads in before Dec. 9.

Readers who are already in the Holiday spirit can also use the Review to express their feelings. On page 2 of this issue, you will find a special subscription form. Send the Review to a friend for Christmas.

Or, take us up on this warm idea. For \$2, you can have a Christmas or New Year's wish to a friend reprinted in the Castor Review, that's if you can say it in 20 words or less, something like this:

MERRY CHRISTMAS AND HAPPY NEW YEAR'S, CASTOR REVIEW READERS.