

# Publishing of Natural Life magazine big accomplishment for young Jarvis resident

By Elsie Murphy

JARVIS — Rolf B. Priesnitz works from his modern townhouse in Jarvis. He will publish his "Natural Life" magazine the first week in November and it will be on sale at local outlets, here and across Canada.

Rolf, who admits to under 30 is a curly headed young man, with many ideas, and the self respect to try almost all of them. He is a master plumber who teaches night school in Hamilton, he is president of Priesnitz Ltd., a Cambridge Development and Construction company. He is treasurer of Rock Bottom, a group of craftsmen who invaded the Port Dover Harbour area most successfully this past summer, and, he is an air force reserve officer with seven years experience.

Right now he is putting the final touches to his "Natural Life" magazine. Rolf believes the time has come for people to move toward the type of life style they believe in, right here, right now.

He deviates from the Flower Children concept of a few years ago, "We mustn't run to, but stay with the ideas we believe in. Our approach must be sensible, not deciding to throw up our work and move into a log cabin and begin a primitive lifestyle. We have to prepare for it where we are."

He believes the first step is to educate oneself on a day to day plan. "We must learn to live with the environment, the energy, the food we have. But we must learn how to use these things our way."

One of his alternative life style stories concerns two Toronto teachers who have opened a natural food store cum restaurant called the Fork of the River, near Caledon. These people sell natural organic food as

well as serve up delicious soy bean hamburgs and fresh pressed cider. For dessert you may order ice cream as it was meant to be made of pure cream and honey.

"If this couple can make it go they'll retire to the life they have chosen, gradually. Through their efforts to educate their customers they will increase their business in a practical, sensible manner," he said.

The magazine will include natural food recipes yes, but it will show how food can be grown naturally and if you can't grow your own it will teach you to know where the product comes from and how it is prepared for market.

"Natural Life is a magazine which will be marketed across Canada. It is not freakish, it is sensible and responsible. It includes an account of the "Down to Earth" festival at Aberfoyle. There, in September, thousands of people of all ages and walks of life came to learn from the exhibits set up by Environment Canada, Solar Energy, Canadian report on both sides of the nuclear power controversy.

"There was a terrific exhibit on heating with wood, the technology of the best types of wood for the greatest heat. The Organic Gardens Association had a terrific display. There were some exhibits which were sort-of-out-of-date to my way of thinking. Canadians are concerned about energy and food and conserving our resources, but again, with a sane approach to them."

Wendy Priesnitz, Rolf's wife and partner, is an artist in her own right. She is

a delicate poetess, an imaginative welder of stained glass (which she teaches at Fanshawe College) and an article in the first issue on Rock Bottom, Port Dover, was written by her. The Priesnitz couple have two children, Heidi and Melanie who remain quite themselves amidst the books, stained glass equipment and a living room

hammock big enough when fully opened to hold 10 adults.

Rolf Priesnitz and his magazine are good for Jarvis. The town must wonder on a day-to-day basis just what Rolf will be up to next. And they must rejoice in the idea that again, good printing will come out of their town.



Rolf Priesnitz, Jarvis, will publish his "Natural Life" magazine early in November. (Times Staff Photo)