

# Old paper is source of record

The Roland News, a weekly newspaper, was the only source of accurate records of the founding of Canada's first 4-H Club at Roland, Manitoba, reports The Dufferin Leader, published in Carman, Man.

Mrs. R. G. Mullin of Myrtle, while searching through the old editions of The Roland News to find news items pertaining to the history of the Myrtle district, as part of a project carried on by the Myrtle WI group over the past 10 years, found news items in the paper pertaining to the original formation of the Roland Boys' and Girls' Club following an organizational meeting held in Roland on May 6, 1913.

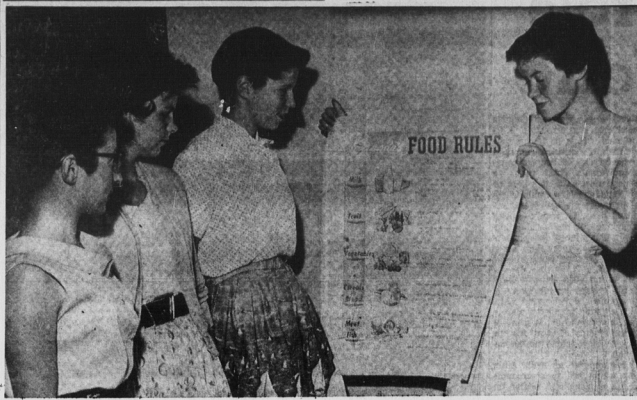
Mrs. Mullin and other residents of the Roland district have located most of the files of The Roland News, which ceased publication some 13 years ago. The files have been found stored in barns and garages in Roland. Unfortunately there is no record in the provincial library of the Roland News as no copies had been sent to be kept on file in the library.

The first organizational meeting reported in The Roland News of May 15, 1913, carried the report of the meeting of several school districts in the Roland district which was held in May 1913. The meeting was to consider the offer of the Extension Service of the Manitoba Agricultural College to organize a boys' and girls' club in the Roland district.

**EARLY ORGANIZATION**  
W. H. Sotham, clerk of Roland municipality at that time, was authorized to write the college officials asking for an early organization of the club. In response to his request, Mr. Sotham received word from the Extension Service they would send a man to Roland the latter part of the week who would organize a club and distribute the material promised by the agricultural college.

On June 5, 1913, The Roland News reported a farm boys' club had been organized by the Canadian Industrial Exhibition, the first of its kind in Canada, and the club was meeting with tremendous success.

This club was formed to en-



KNOWING THE FOOD RULES IS PART OF 4-H CLUB TRAINING

able the farm boys of Manitoba to see the great resources of this province and to receive a practical demonstration of the benefits derived by the use of modern farm equipment.

It was also reported there were 200 essays on "The Prairie Farm," the required subject in an essay contest sponsored by the extension Service, with 100 winners in the contest to be guests of the Winnipeg Exhibition Association from July 8 to July 16. The physical director of the Y.M.C.A. was in charge of the camp. Lectures and visits through the exhibits, stock barns and judging rings were made under the supervision of J. W. McMahon of Roland was one of five winners of an essay contest written on "What I Saw and Learned at the Exhibition."

**FIRST OFFICERS**  
The first officers of the Boys' and Girls' Club at Roland were George Ross, chairman; W. H. Sotham, secretary; treasurer; members of the Roland municipal council, teachers in the municipality and all school trustees.

The Roland Boys' and Girls' Club held their first successful fair, October 8, 1913. Professor M. C. Herner, the judge for the fair, was delighted with the exhibits and with the enthusiasm shown among the boys.

He made particular reference to the poultry exhibit and said that considering the short time the club had for preparation, the exhibitors made a splendid showing and he complimented the exhibitors. He was of the opinion that other fairs in the province would not in any way excel the Roland fair.

With the formation of the Roland Boys' and Girls' Club, the Manitoba Agricultural College agreed to participate in the free distribution of material for several contests to be held during the year and one of the principal benefits of the club was the start of the fall fairs.

The early news reports indicate there were 106 members in the Roland Boys' and Girls' Club. The prize list for the fairs show they had 57 winners and indicate there were actually 115 members in the club.

Projects set up for their first activities were poultry, potatoes

and corn. In the first fall fair there were two classes in each group with 12 prizes in each class.

The Myrtle W. I. group in their search for information on the early days were unable to obtain any information from records at the Roland municipal office. Fortunately they were willing to spend many hours over the past ten years gathering and compiling information which proved without a doubt that the Roland Boys' and Girls' Club was the first such club to be organized in the Dominion of Canada.

A special brochure will be printed containing the information found from news reports in the former Roland newspaper. This will be sold as a souvenir marking this historical occasion.

Charbonneau is first Bishop

HULL, Que. (CP) — Mgr. Paul - Emile Charbonneau, 41.

has become the first bishop of the new Roman Catholic diocese of Hull.

Msr. Charbonneau, auxiliary bishop of Ottawa for the last two years, said Thursday night after enthroning ceremonies in Hull's Tres Saint Redempteur Cathedral "the new diocese is born in a privileged era in the life of the universal church."

He told hundreds of guests at a dinner "the diocese is born at the time of the ecumenical council, in a period of great hope when the vigor of the church is striving to confront a new climate."

HAS MANY MEMBERS  
The Imperial Order Daughters of the Empire has 31,000 women in 979 chapters across Canada.

# COMMUNICATIONS

(Continued from page 7-A) is that we are not dealing with "Captive audiences." These are independent business men and will continue to attend training sessions only so long as they consider our programs interesting and rewarding. Our training programs with dealers and their employees is a continuous process. We have training teams in the field from the Atlantic to the Pacific from one year's end to the other, covering such a diverse list of subjects as salesmanship, parts control systems, product servicing, public relations and business management.

This intensive program obviously involves an equally intensive program of training our trainers and the development of new materials and as you will readily understand, all of this takes a very substantial part of our overall budget.

Since people are people wherever you find them—it is obvious that most of the same obstacles to progress exist in the field of extension as in the business world. Irving Fisher, the great American economist and author, in his essay on "Learn to Learn," "To unlearn the taken for granted is harder than to learn the hitherto unsuspected." This quotation highlights another aspect which is of serious concern to the trainer and, consequently, there were other field workers who did not embrace the concept for various reasons. The nature of the agriculture in some areas did not appear to some of our men to lend itself to this approach.

"All of the men, were, of course, ready to engage in using other methods and it became obvious that some of the

world: our capacity to learn, to communicate, and to adapt. Man's ability to effectively communicate by verbal means has not kept pace with his efficiency in other areas. For example, it has been shown that a communication passed down through six levels of supervision will only be 25 per cent accurate and complete by the time it gets to the bottom.

Communication—in all its applications, I am sure is industry's number one problem today. Earl Kelly, professor at Wayne University in Detroit said, "Lack of communication is probably the most crucial problem of our time. The fact that we have learned to destroy each other before we have developed the tools to understand each other is an overwhelming burden which may lay heavy upon everyone."

In re-reading some of the reference material in my files, I was most interested in this rather eye-down-to-earth statement contained in the report of the extension council held in Winnipeg in May of 1938. Many of you here today will recall this and I quote directly from context: "Those who did use this method and who were capable in this field became enthusiastic. They visualized a challenge accompanied by results which they had not anticipated. Simultaneously, there were other field workers who did not embrace the concept for various reasons. The nature of the agriculture in some areas did not appear to some of our men to lend itself to this approach."

"All of the men, were, of course, ready to engage in using other methods and it became obvious that some of the

'older dogs' did not feel like learning new tricks. While for obvious reasons, none of the men advanced this reason, we think there is some reason to believe that some of them did not feel equal to the challenge. They felt that they were not sufficiently trained and were reluctant to take the responsibilities involved. One other possible point which appeared to headquarters to be a factor was that 4-H clubs, public meetings, demonstrations and other forms of mass approach had been used for some time and there was a fairly definite procedure connected with them. In 4-H, for example, if one followed the book not too much new thinking was required. As opposed to this, farm planning required the exercise of appreciable effort and study. And there was no book of rules to set out the sequence to be followed.

One can understand this thinking, but even with due regard to the men who held these positions, there was some evidence of mental laziness."

This extract from the minutes of the 1938 meeting is an arresting and thought-provoking documentation of the problems and frustrations experienced in this field of training—whether it be in industry or in the extension field. Yes And it also expresses the challenge that we must be prepared to take up if we are going to meet our respective responsibilities.

REASONS FOR CONFUSION  
There are many reasons for our communications process to be confusing one. As an illustration—let me tell you a story concerning a young woman who took a new job in a distant town and was busily searching for a room. After applying in answer to several ads she found that the rooms were filled. Then, on a

suburban street she saw a "Room For Rent" sign and dashed through the gate at the same time as a young man, obviously on the same mission. The landlady after answering their ring, looked at them. "We don't take married couples", and promptly closed the door. The young woman looked at the young man and smiled, and then again rang the doorbell. When the landlady appeared again, she said, "I'm afraid you don't understand—I'm not married to this young man." The landlady gave the girl a blank look and this time slammed the door in her face.

Our company in-job training activities are many and varied. We utilize most of the conventional programs which today are quite prevalent throughout industry and government services. These are such useful programs as employee tuition refund plan, regular management training sessions on such subjects as communications and finance and lectures by eminent educators from universities and industry. However, our training people are becoming more and more convinced that the fundamental basis of all types of training revolves around this matter of communications. I am sure the majority of people in this room subscribe to this point of view.

So, it is with this conviction, that I centre my part of this morning around this sometimes baffling, but always fascinating subject of communications. During the past several years our training department has conducted a series of courses on communications covering virtually one hundred per cent of our management and supervisory personnel. The major purpose of (Continued on page 11-A)

# SHUR-GAIN ... the Feed of CHAMPIONS

In celebrating the Golden Anniversary of 4-H Club work in Canada the Shur-Gain Manufacturers Association and its dealers would like to extend a special word of Congratulation to the Prince Edward Island movement

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## Find Your Opportunity in the 4-H Field

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- expert adult leadership in all phases
- Hundreds of young men and women to work and play together in clubs throughout Prince Edward Island

Many young Canadians have been given help through 4-H Club work over the last 50 years. 4-H Clubs have grown and aided those who had a desire to learn by doing... We urge every young person to look into the advantages of 4-H work.

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**50 YEARS OF 4-H WORK**

Pledge of the 4-H Club

<p><b>HEAD</b></p> <p>For clear thinking For better judgment of tomorrow.</p> <p><b>HANDS</b></p> <p>For the necessary skill to meet the tasks that are in the future.</p>	<p><b>HEART</b></p> <p>For greater loyalty to Canada and the Canadian way of life.</p> <p><b>HEALTH</b></p> <p>For better living and greater service.</p>
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-- 10 4-H Guideposts --

1. Developing talents for greater usefulness.
2. Creating better homes for better living.
3. Joining with friends for work, fun and fellowship.
4. Conserving nature's resources for security and happiness.
5. Learning to live in a changing world.
6. Building health for a strong Canada.
7. Choosing a way to earn a living.
8. Sharing responsibility for community improvement.
9. Producing food and fiber for home and market.
10. Serving as a citizen in maintaining world peace.

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