

BROTHER DIES IN SCOTLAND

A younger brother of Hugh Dickie of town, Robert Dickie, 55, died suddenly on December 28th at his home in Rutherglen, Scotland. Mr. Dickie received the news in a letter from his sister on Monday, and recalls that on the day of his

death he received a New Year's card from his brother. Last time they met was when he visited the Old Country in 1935.

He is survived by his wife, three sons, Hugh, Bert and William, a brother Joseph and sister Mrs. Annie Heggie, all resident in Rutherglen.

Anyville Raises Her Sights

by Lillian Collier Gray
(First prize essay in contest sponsored by United Co-operatives of Ontario).

Anyville is an average farm community, such as you might find pretty close to home. Anyville has a farm co-operative, just an average co-operative, the kind that may go ahead or fold up. Around Anyville are a few Farm Forums, average forums like those in many Ontario counties.

Being so average, Anyville Co-op was somewhat dead. It had been a sort of half and half thing—half co-operative and half each man for himself. Actually no one had ever understood very much about what a co-operative really is. But, when Bill Atom began to waken up, an amemic organization got its first shot in the arm.

Now it doesn't matter whether Bill Atom was a board member, the manager, or just a member of Anyville Co-op. It just matters that here was one person, man or woman, who began to take his Co-op seriously—and co-operatively. Bill looked around for the implements needed to start on the job he suspected needed to be done. He found an excellent tool right under his nose. He found some Farm Forums.

Thinking about the Forums, Bill came to the conclusion—that if the Co-op could become more interested in building more and better Forums, and the Forums become interested in building a better Co-op, there was no limit to what Anyville might do toward building a better community.

Bill got the board of directors to call a special meeting to which the wives of the directors as well as the staff were invited. Bill started with and stuck to one problem—“What can we do to help develop more and better local Farm Forums?”

He employed the group discussion method used in the Forums to get everybody talking. Of course they ran into the usual number of obstacles. Some were not interested in Forums. “All they think about is cards.” Others thought it would be better to concentrate the effort into building up the Co-op, and let Forums shift for themselves. Bill hadn't taken any Dale Carnegie course in public relations, but he sort of understood human nature. The meeting broke up with everyone feeling satisfied about how much he or she had contributed to it.

A committee of five, consisting of three men and two women, and called the Co-op Farm Forum Committee, had been appointed, and with Bill serving as chairman. Everyone had promised to support the plans of this committee. These plans, designed to build more and better Forums, were not spectacular. For, as Ruth Green pointed out, “After all, we're only an average community, so the things we plan will have to be just the average things any Co-op anywhere could do to help their Forums.”

The first thing this committee did was to meet with the County Farm Forum officials. They felt it was important that the two committees work closely together in order to avoid misunderstanding, overlapping or confusion. This they did, throughout the season at joint planning sessions which were called monthly.

At the first such meeting, a blank map of the county was marked in blue ink with the names and locations of existing Forums (the weak ones being circled with yellow), while the places where it was felt a Forum might be started were marked with red. Plans were made for organizing, the technique being as follows: Each committee member would go to a particular locality, call on a family considered a good

prospect, ask them if they would agree to opening their home and inviting in their neighbours for the opening Farm Forum broadcast, and promise to be there that first evening to assist in explaining and organizing.

“And let us make certain,” Bill warned, “that we ourselves know all we should about Farm Forum and organizing technique before we go out. Forums have died from having been born pretty weak subjects. Give 'em the works!”

The committee knew they must continue to give help and encouragement to the new Forums if and when they were needed. They must help put some new life into the weak ones. Realizing that Forums sometimes die from lack of inspired leadership, and feeling that the secretary is the officer who can make or break the Forum, they cast about for a plan as to how to put the necessary zeal and zest (and, someone called it) into Mr. or Mrs. Secretary. They solved it with a week end Folk School for Farm Forum secretaries.

As chairman of the Co-op committee, Bill Atom never let the group forget their motive was really double-barrelled—to help the Forums help the Co-op. Probably the most important thing they did that first season was to persuade the Forums to give up recreation period on alternate Monday nights and devote that time to a study of co-operation. They began by reading and discussing Hamman's “The Plan for Tomorrow Which Works Today.”

A Co-op Lending Library was also set up, the books, which were circulated throughout the forums, being paid for from the proceeds of review night social evenings. Then the committee, noticing a bare corner in the Co-op, had a bulletin board installed there along with a literature table holding educational material covering the fields of Co-operation, Farm Forum and Federation of Agriculture. Up-to-date material was kept on display, and loaned, given and sold to readers. This display was changed from time to time. The bulletin board also posted news items and announcements on the activities of the various farm groups.

Working with the County Farm Forum Committee, the Co-op committee also helped plan events such as a bus tour which took in the central and some other Ontario Co-ops, an essay contest for (1) seniors, (2) juniors on “What is a co-operative?”, the showing on review nights of Co-op films; a debate by the juniors on, “Resolved that competition is better than co-operation” and the providing of speakers on co-operative topics for special programs and for the annual Folk School.

At the close of a busy season, one committee member said, “You can't measure this kind of job like you can wheat in the elevator. But the picture is brighter. More interest in Forums—more interest in Co-ops. Better Forums—better Co-ops. We're still pretty average of course. But Anyville is raising her sights. We're coming, boys, we're coming.”

The above story is merely an illustration to show what may be done in any locality where there is one person like Bill Atom, with the conviction and courage and purpose Bill showed. All that is needed is just one person who sees in Farm Forum a means of making rural life more satisfying and abundant. That person might be you.

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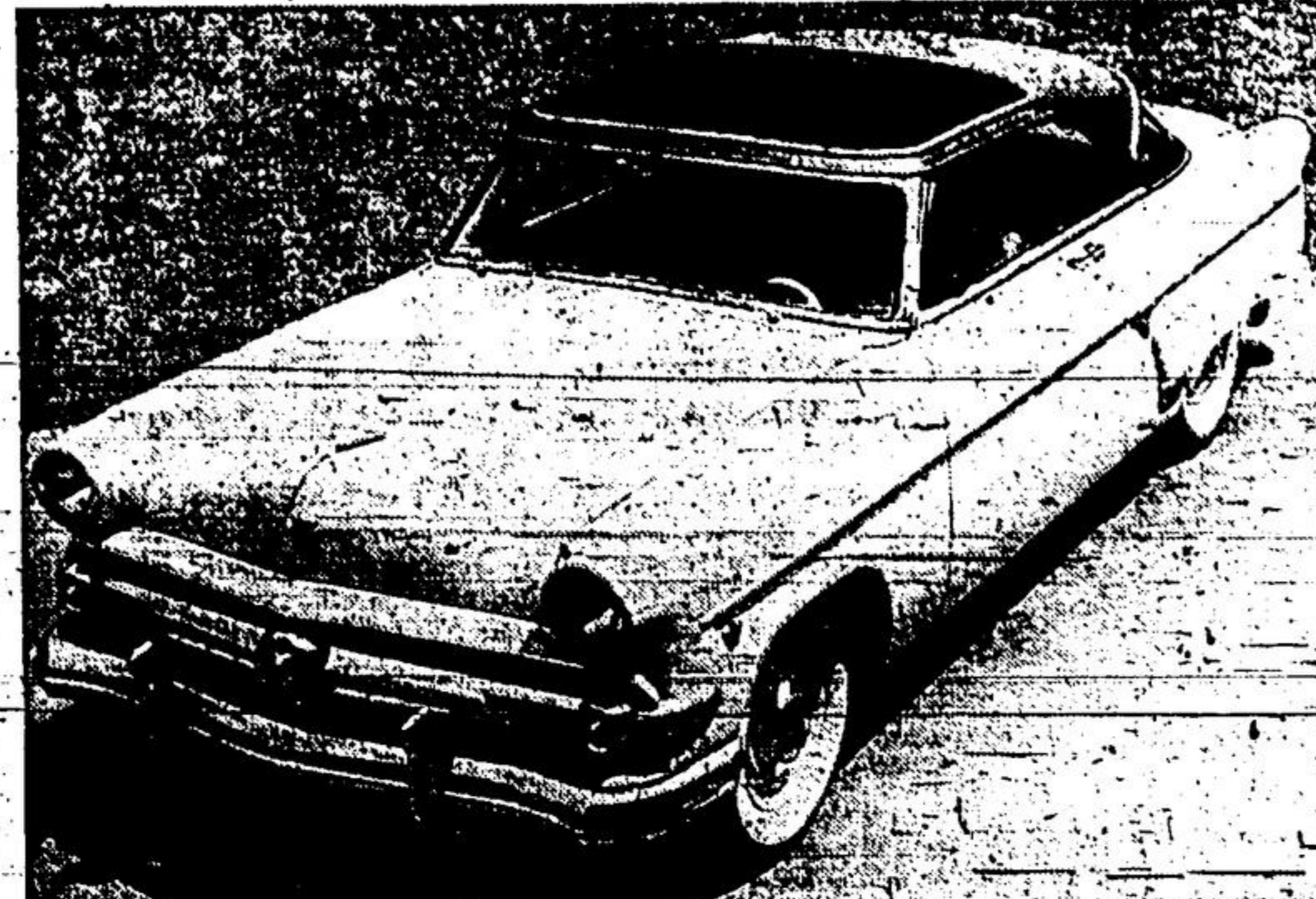
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STEWARTTOWN St. John's Guild Meets At Evalonne Smith's

Miss Evalonne Smith was the hostess for the annual meeting of St. John's Church Guild. President Mrs. J. C. Murray presided and Mrs. C. Smith gave the financial report showing good work throughout the year. Rev. J. E. Maxwell presided for the election of officers for 1954 as follows: Past president, Mrs. J. C. Murray; president, Mrs. John Standish; vice-president, Mrs. C. Smith; secretary, Mrs. H. Briggs; flowers, Mrs. D. Barclay; publicity, Mrs. C. A. Grant; auditors, Mrs. Colin Blizard and Mrs. D. Barclay. Next regular meeting will be held at Mrs. Murray's home.

Congratulations and all good wishes to Mrs. W. D. Johnston for a happy birthday Monday, January 18th. Mrs. Johnston will be 93. Happy birthday to Kenneth Hodge who will be 8 years old Thursday of this week, January 14th.

St. John's Junior W.A. held their first meeting of the new year at Mrs. Bally's home. The opening hymn was “We have a King.” As with gladness men of old is the new hymn to be learned. The Sunday pledge was remembered—“The Sunday School—by—Post.” Busy work was sewing on baby's clothes.

The W.A. meeting was held at Mrs. Blizard's home. The meeting was opened by The Lord's Prayer, the member's prayer, prayer for another year's activities and scripture reading. Mrs. Blizard presided. Quitting was the afternoon's

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SCOUT NEWS
The Eagle Cub pack are progressing steadily towards their first star. Scouts! Don't forget that you must have your Tenderfoot by the last week in January. Most of the Scouts now have uniforms. Let's see everyone in uniform at the Father & Son ban-

The Little Beavers, for boys 8-9 meet Mondays from 6.50 to 7.00 and the Eagles, boys 9-10 from 7.00 to 8.00. Leaping Wolves, boys 10-11, meet Tuesday from 7.00 to 8.00. Scouts meet on Thursday from 7.30 to 9.00, for boys 12 and over.

Save your papers and magazines for the Boy Scouts!
The Ladies' Auxiliary is having a meeting next Monday.

Council Will Attend Sunday Church Service
Members of the Municipal Council and town officials will continue a yearly custom and attend divine worship on the Sunday following the inaugural meeting. Mayor Jack Armstrong has arranged for the group to attend the morning service at Knox Presbyterian Church this Sunday. Rev. Alex. Calder will have a pertinent message for the occasion. Herald Advertiser reports something to...