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20th ANNUAL SCOTTISH GATHERING

celebrating

Centennial
Anniversary

of the

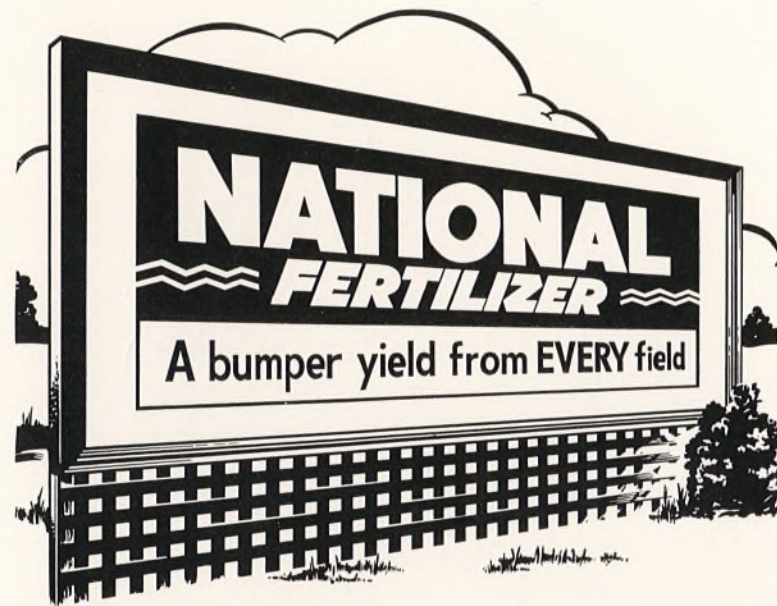
Zorra
Caledonian
Society



S O U V E N I R
P R O G R A M M E
twenty-five cents

EMBRO, ONTARIO
July 1 and 2, 1956

**THE SIGN
OF SATISFACTION...**



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WILLIAM STONE SONS LIMITED

Zorra Caledonian Society

welcomes all visitors

to their

Highland Games

Zorra Caledonian Society Executive

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PRESIDENT	ROBERT BLAIR
1st VICE-PRESIDENT	GEORGE GLENDINNING
2nd VICE-PRESIDENT	ROBERT C. MATHESON
3rd VICE-PRESIDENT	RUSSELL G. INNES
SECRETARY	ALVIN McKAY
TREASURER	A. W. BROWN

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JAMES J. McKAY	*CHARLES NICHOLS
WALLACE McKENZIE	*W. L. SUTHERLAND
WILLIAM M. SUTHERLAND	ALVIN McKAY
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JAMES D. HOSSACK	JAMES A. MURRAY
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*W. M. CAMPBELL	C. E. SUTHERLAND
BURNS McCORQUODALE	W. G. FORBES
*JOHN A. McDONALD	*Deceased

EVERY SUCCESS . . .

TO THE ZORRA CALEDONIAN SOCIETY

on their

CENTENNIAL CELEBRATIONS



**THE BRITISH MORTGAGE AND TRUST CORPORATION
OF ONTARIO**

Incorporated 1877

HEAD OFFICE: STRATFORD



MANAGING DIRECTOR AND PRESIDENT, W. H. GREGORY



ROBERT DUNCAN BLAIR
President

Robert Duncan Blair, President of 1956 Zorra Caledonian Society, was born on the family farm, Lot 8, Con. 1, West Zorra in October, 1925.

He is the son of Margaret Green and John C. Blair.

Married to Jean Matheson, of West Zorra, they have two sons, Glen and Bruce.

Bob is a member of Knox United Church, Embro, and a Past Grand of Embro Star Lodge, No. 229, I.O.O.F.

He has the distinction of being Zorra Caledonian Society's youngest President.

*It's guid to be merry and wise
It's guid to be honest and true
It's guid to support Caledonia's cause
And bide by the Buff and the Blue.*

Burns

BEST WISHES

ON YOUR CENTENNIAL

JACK TANNER

SAND AND GRAVEL
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STRATFORD, ONTARIO

TELEPHONE 19

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STRATFORD, ONTARIO

—4—



ZORRA CALEDONIAN SOCIETY EXECUTIVE — 1956

Back row, left to right — EVERETT BAILEY, WALLACE McKENZIE, JAMES J. McKAY, RUSSELL INNES, GEORGE GLENDINNING, ROBERT BLAIR, ROBERT C. MATHESON, CLARK MURRAY, WM. M. SUTHERLAND.
Front row, left to right — ALVIN McKAY, JAMES D. HOSSACK, CHARLES A. MATHESON, ALEX CAMPBELL, COLIN SUTHERLAND, WM. G. FORBES, ALEX McCORQUODALE, BURNS McCORQUODALE, JAMES A. MURRAY, ALEX SUTHERLAND.

CONGRATULATIONS TO

THE ZORRA CALEDONIAN SOCIETY

JAMES T. OMAND

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◆◆◆

26 George St.

STRATFORD, ONTARIO

Phone 1986

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STRATFORD, ONTARIO

— 6 —

Early Days In Zorra

A little over a century and a half ago, the smooth green hills of Zorra, now dotted with comfortable and attractive farm homes and well cultivated fields, were a dense forest. Blazed trails connected the few pioneer settlements, whose buildings were hewn from logs, and many wild animals lurked in the woods.

Among the earliest settlers of West Zorra, of which Embro is the chief village, was a colony from the New England States of United Empire Loyalist stock, who made their way into Canada after the American Revolution desirous of living under the British flag. They settled along the Fourth Concession which runs north and south through Embro. The next settlers were the McKays, sturdy Highlanders from Sutherlandshire, who settled on the ninth line. The McKays were shortly followed by many of the forefathers of this community, who for the most part were men who had become dissatisfied with the oppression of the landlords in Scotland, and desired a land of greater freedom.

Upon their arrival here, their first objective was to clear some land, erect log buildings and build for themselves and their families a new home in this vast, new country.

When they had their homes established they turned, less than three years after the arrival of the first shipload of settlers from Sutherlandshire in 1832, to build a church. This was called the Old Log Church on the seventh line of Zorra. Rev. Donald McKenzie was the first minister and his congregation extended over a square of twenty-five miles. Many are the tales told of those early services, when whole families walked many miles in order to listen to the service in Gaelic and also in English. The season of Sacrament was celebrated quarterly, and service was held on the three preparatory days as well as Sunday.

When these rugged Highland folk had established a Home, a Church, and a School, they turned to things of lighter vein

On March 18, ¹⁸⁵⁶1856, the Embro Highland Society was organized for the purpose of preserving the language, martial spirit, dress, music, literature, antiquities and games of the ancient Caledonians. The first President was John McKay and the first Secretary was James S. Munro. On September 1, 1856, a charter was transferred from London Society of England and the Hamilton Society, C.W.

Meetings were held quarterly and the Directors met on the first Monday of each month. The Annual Meeting was held each year on the second Monday in February at which the officers, numbering fourteen, were elected for the ensuing year. Five of these officers, at least, were to have a conversational knowledge of the Gaelic language.

The Annual Gathering of the Society took place each year at Embro. Then, as now, great crowds gathered to see the games, the dancing and hear the music. In those days John Tait, tinsmith of Embro, was one of the best Highland dancers. George Forbes, Angus Kerr, William McLeod and Donald Bain McKay were some of the greatest athletes. They had a very beautiful and costly banner, on it was the motto:

“Clan Nau Gaidheal Au Guailibh A Cheile.”

— 7 —

Congratulations to

THE ZORRA CALEDONIAN SOCIETY

From

JOHN

GAFFNEY CONSTRUCTION COMPANY
LIMITED

GENERAL ENGINEERING CONTRACTORS

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STRATFORD, ONTARIO

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BRENNEMAN GARAGE

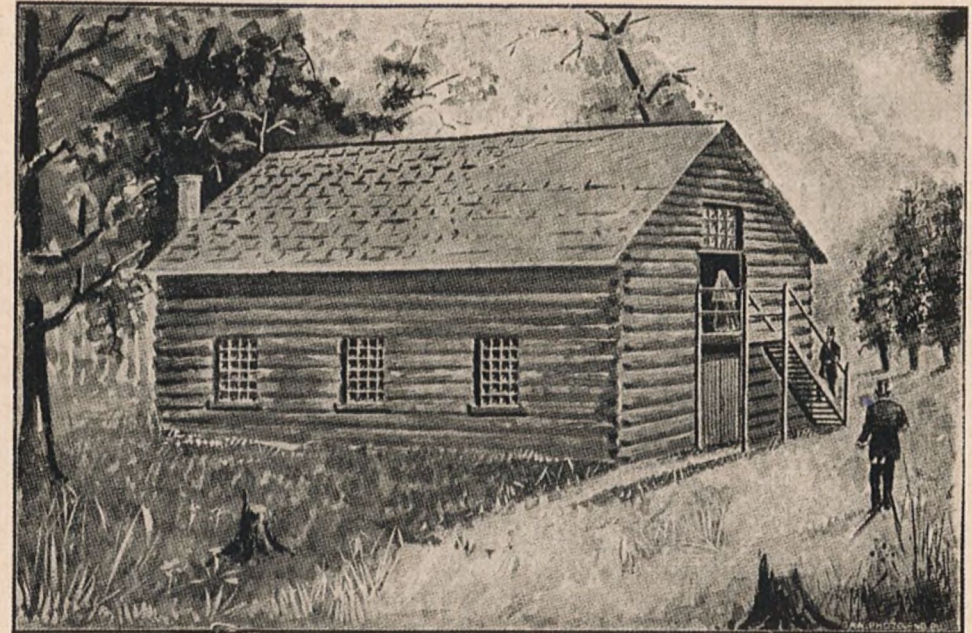
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MASSEY-HARRIS-FERGUSON

FRIGIDAIRE APPLIANCES

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PHONE IW, EMBRO



The Log Church



To anyone who has lived in Zorra nothing is more dear to their hearts than the story of the Old Log Church built by the forefathers of many of the men and women who still live in this district. The religious fervor of the Pioneers has lighted a torch in Canada which has spread from coast to coast. There are men and women in all walks of life who are proud to be sharers in the great heritage of Zorra.

The site selected was on Concession 7, lot 9 on the brow of a hill. The Church was of log structure, the best building in the township and the only church edifice in this part of the country at that time. Its dimensions were forty-eight by twenty feet and eighteen logs high. The logs were smoothly hewn inside and out and were chinked with plaster and lime. There was a gallery, access to which was by an outside stair. There was no tower and no spire and for almost two years, the building was without pulpit, pews or stove. The seating consisted of planks laid on blocks and no provision was made for heating consequently in cold weather, private dwellings were still the meeting place. It was capable of accommodating 400 persons.



ELSIE
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MUST BE GOOD—**
FOLKS BUY MORE
FOOD PACKAGES
CARRYING THE
BORDEN BRAND
NAME THAN ANY
OTHER IN THE WORLD!

Elsie



*If it's Borden's,
it's got to be good!*



World Champions — Zorra Tug-of-War Team, 1893

- | | | |
|---------------|---------------------------|----------------|
| ALEX CLARK | ROBERT McLEOD | IRA HUMMASON |
| WM. R. MUNROE | E. L. SUTHERLAND, Captain | ROBT. McINTOSH |

It was August 2nd, 1893 in Chicago which proved to be one of the Greatest History making events in the Life of Canada.

"The Zorra Tug-of-War Team enters the world contest at the World's Fair Chicago."

After preliminary arrangements for the Pull, Captain Sutherland made a compromise with the opposing team, that neither team should wear a belt. Then the struggle began. The Canadians took the strain on the great rope, with the signal they fell back, their boots sinking into the dirt as they pulled. A mighty heave gave them an inch, then another, they held it. For the next six minutes they gained inch by inch until they accomplished a gain of two feet necessary for the first win.

In the second Pull, luck was against the Zorra laddies and the Humbolt giants pulled them over the mark in two minutes.

The final Pull — VICTORY.

It was dusk when the teams met for the third and final test. Again the Zorra team flattened out on the signal, gaining inch by inch, until finally the stamina and muscle acquired in hard work in the woods and fields won for Zorra the World Championship.

On that day, Zorra won world fame and the memory of that great event will always be spoken of with pride of the famous Zorra Tug-of-War Team which met and defeated all comers and were the World's Champions.

Today the Caledonian Society, honour the memory of those Sons of Zorra who brought honour to their native County in the field of Sport.

Service of Worship

IN

Matheson Park, Sunday, July 1st, 1956

AT 3:00 P.M.

Introduction and Announcement by the President of the Society.

CALL TO WORSHIP

INVOCATION

HYMN — "O God Our Help In Ages Past"

PSALM 121 — In Unison

SCRIPTURE

CHOIR

PRAYER — Rev. R. A. Sinclair, B.A., B.D.

HYMN — "Faith of Our Fathers"

ADDRESS — Rev. A. J. MacQueen, B.A., B.D.

CHOIR

HYMN — "O God of Bethel"

BENEDICTION

Programme

♦♦♦

Monday, July 2nd, 1956

Matheson Park, Embro, Ont.

♦♦♦

9:30 a.m. — INDIVIDUAL COMPETITIONS

1. Dancing Competitions
2. Piping Competitions

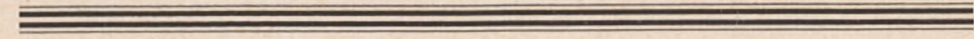
1:30 p.m. — OFFICIAL OPENING

Hon. Dr. D. M. Sutherland

2:00 p.m. — MASSED BAND PARADE

PIPE BAND COMPETITIONS

TUG-OF-WAR



♦♦♦

Congratulations to
THE ZORRA CALEDONIAN SOCIETY

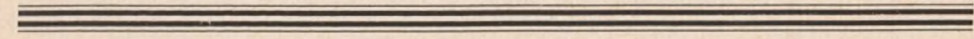
IN THEIR CENTENNIAL YEAR CELEBRATIONS

from

WALLACE BROS.
LUMBER LTD.

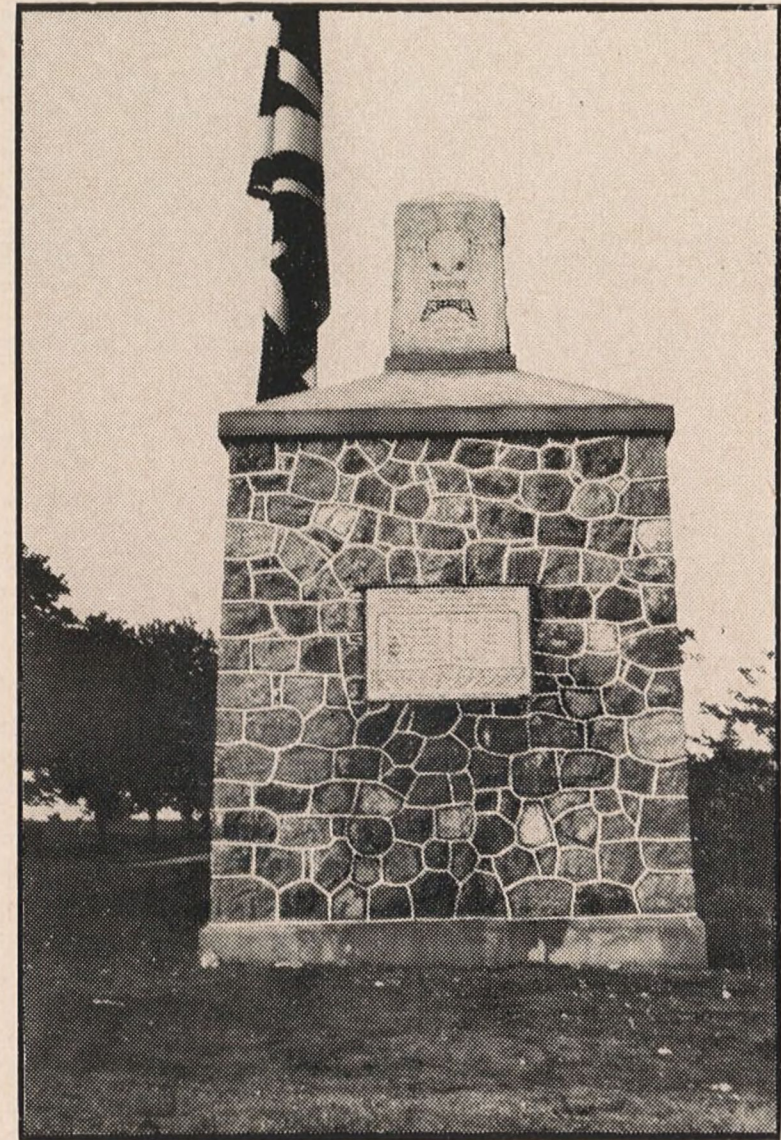
THAMESFORD & EMBRO

♦♦♦



Dedicated to the Honour and Memory of the
World Champion Zorra Jug-of-War Team
of 1893

Sunday, June 18th, 1939



"SIOL NA FEAR FEARAIL!"

BREED BETTER CATTLE FOR BIGGER PROFITS



OFFICE, LABORATORY AND BARN OF OXFORD & DISTRICT
CATTLE BREEDING ASSOCIATION, WOODSTOCK, ONTARIO

The purpose of this association is to make the service of outstanding sires available to the members at a very low cost.

The following breeds are obtainable at all times: Holstein, Jersey, Guernsey, Ayrshire, Dual Purpose and Beef Shorthorn, Horned and Polled Hereford and Aberdeen Angus.

For service or information make a collect call to Woodstock, LEnnox 7-6641.

- ★ THE COST IS VERY LOW
- ★ \$10.00 LIFETIME MEMBERSHIP
- ★ \$ 5.00 PER COW FOR MEMBERS
- ★ \$ 7.00 PER COW FOR NON-MEMBERS

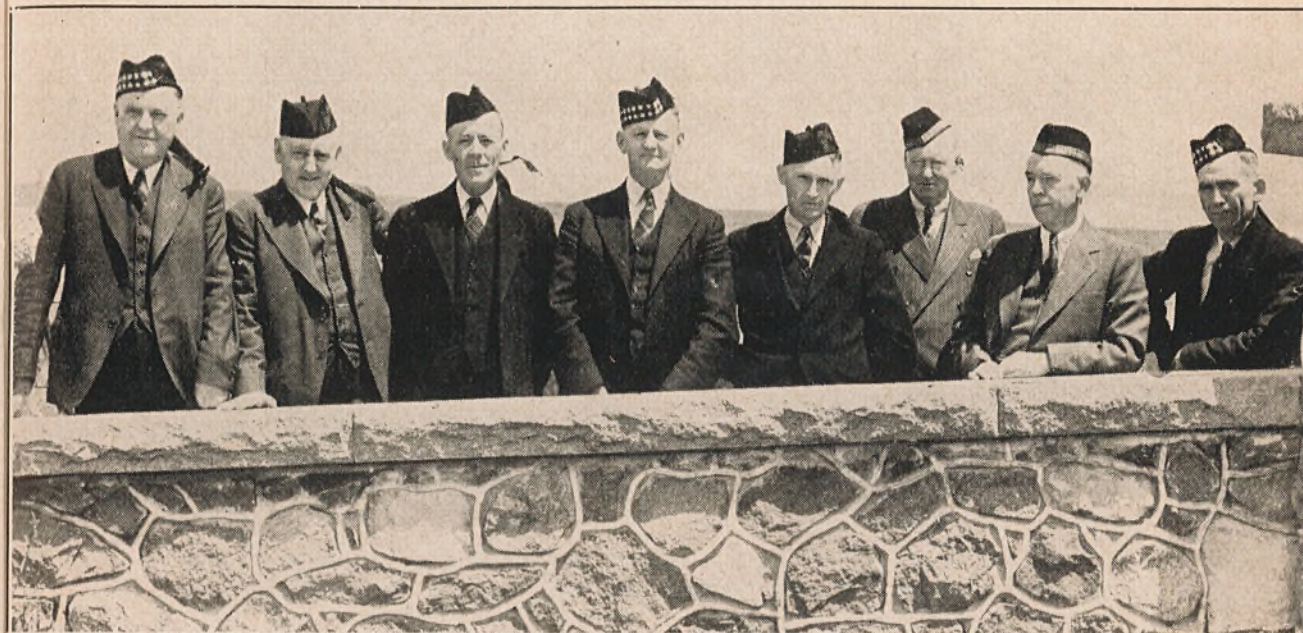
The growth of the organization over the past 10 years is an indication of the popularity of this method of cattle breeding.

◆◆◆

OXFORD & DISTRICT CATTLE BREEDING ASSOCIATION

BOX 57 — WOODSTOCK, ONTARIO

Reorganization



EXECUTIVE OF THE ZORRA CALEDONIAN SOCIETY

Left to right—COLIN E. SUTHERLAND, W. A. McPHERSON, ALEX CAMPBELL,
W. G. FORBES, JAMES A. MURRAY, B. C. PARKER, W. L. SIMPSON, ALEX
McCORQUODALE (absent when picture taken, H. W. SUTHERLAND).

On March 31, 1937, representatives of West Zorra, Embro and Woodstock, met in the Council Chamber at Embro and organized the Zorra Caledonian Society.

The aims and purposes of the Society were patterned on those of the early Highland organization, and plans were begun immediately to again hold Highland Games. July 1, Dominion Day, was chosen for the Gathering and Matheson Park, Embro was decided upon as the place of meeting with W. A. McPherson, of St. Thomas, as Director of Ceremonies.

W. G. Forbes was first President, with Colin E. Sutherland, and Alex D. McCorquodale as Vice-Presidents. H. W. Sutherland was secretary, W. L. Simpson, treasurer and B. C. Parker as chairman of the Executive.

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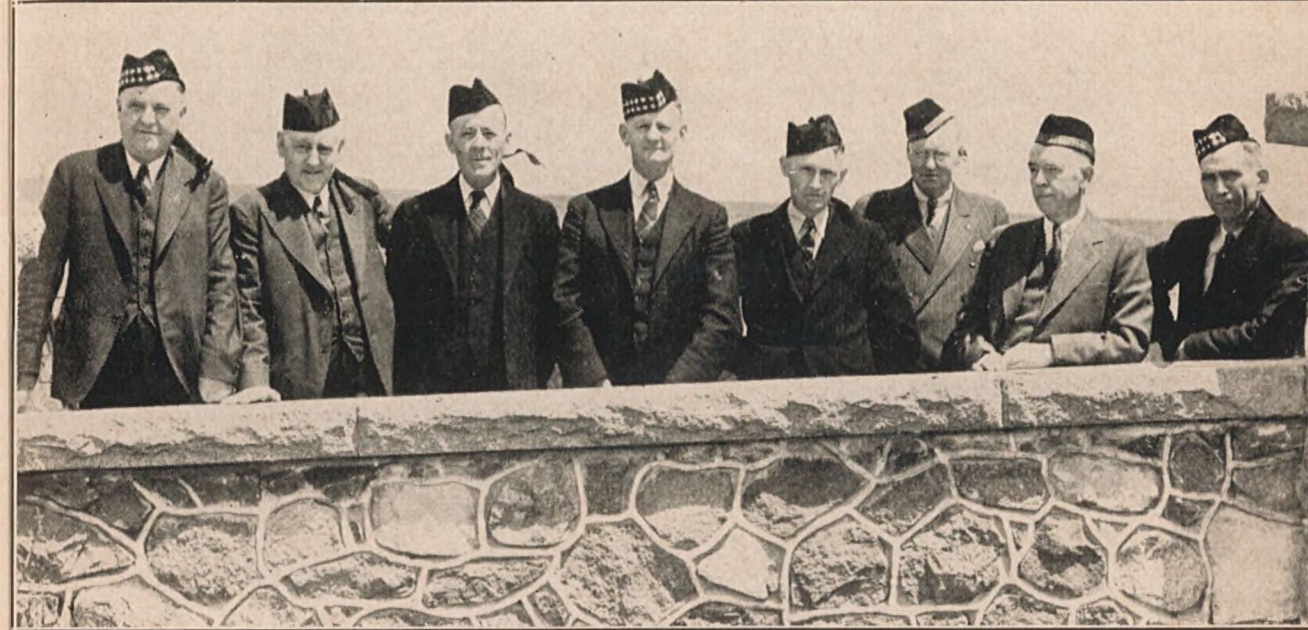
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OXFORD & DISTRICT CATTLE BREEDING ASSOCIATION

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THE TARTAN

Here's to it,
The fighting sheen of it,
The yellow, the green of it,
The white, the blue of it,
The dark, the red of it,
Every thread of it.

The fair have sighed for it,
The brave have died for it,
Foemen have fear of it;
Honour the name of it,
Drink to the fame of it—

The Tartan.

Compliments of a Friend

*Congratulations to the Scots of Zorra
on the Hundredth Anniversary
of their Caledonian Society*

♦♦♦

BRUCE M. McCALL

REPRESENTING

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Highlights from the Gathering of the Clans 1937 - 1956

Since the reorganization of the Zorra Caledonian Society in 1937, Embro has become the meeting ground for Scottish folk from all parts of Canada, the United States and the old land too. Each year the skirl of the pipes, the flash of the tartans and the contests and exhibitions of Scottish art and skill have continued to draw spectators by ever-increasing thousands to Embro on July 1st, Dominion Day.

The year of 1937 brought a ready response from competitors and spectators alike. Eighty-six individual dancers and pipers and four pipe bands competed as well as a fine group of young people taking part in the athletic program of track and field events.

The fine response encouraged the executive to further effort and in the ensuing years, the enthusiasm and attendance has far surpassed their most optimistic expectations.

By 1938, the number of individual competitors had risen to one hundred and five and ten bands marched abreast down the field. That magnificent company of kilted pipers in mass formation has never failed to be the thrill of the day as they played the perennial favourite "The Road to the Isles".

In 1938, traditional Scottish athletic contests of throwing the hammer, tossing the caber and weight throwing were introduced. We are indebted to the Toronto Police Athletic Team and the Detroit Police Athletic Team for their attendance year after year and for the exhibition of skill and friendly rivalry in these Scottish contests. In 1941, Fred Paveling, a member of the Toronto Police Team, set a new world record at Embro, for tossing the fifty-six pound weight over eighteen feet in the air.

The Tug-O'-War contest has been a feature each year. Some of the winners have been teams from Dutton, Fergus, Detroit, Toronto and Embro and West Zorra. It would be interesting to know how these teams would compare to the Zorra World Champions of 1893.



Thousands of farmers have come to recognize the SHUR-GAIN sign as their balanced feeding headquarters. Across Canada, more than 700 SHUR-GAIN feed mills bring to Canadian farmers, "the best possible feeds at the lowest cost".

SHUR-GAIN Feed Service supplies a complete service for feeders with or without home-grown grains and gives them the important advantages of:

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CANADA PACKERS LIMITED

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Manufacturers of SHUR-GAIN Fertilizers*

HIGHLIGHTS OF THE GATHERING OF THE CLAN — Cont'd.

By 1940, war had come to Canada and with it many changes. Those in kilts and khaki were admitted free but some of the bands had left for overseas duty. Recruiting agents came in their place to interview prospective volunteers in the crowd of ten thousand. The Hamilton Ladies' Drill Team gave an exhibition of precision drill and returned several times to the games. In October, 1940, a "Bigoxshunsale" was held when the community brought in a wide variety of articles which, on being auctioned off, brought in \$1750, with which was purchased an ambulance.

The games were held in 1941 with ninety per cent of the proceeds being donated to the British War Victims Fund. However, by 1942, conditions due to the war made it seem advisable to cancel the games although on Labour Day, 1943 they were held on a reduced scale.

Improving conditions by 1944 made it possible to resume the gathering which had a predominating military touch. The old spirit "They may take Canada but they'll no take Zorra" was evident everywhere. Military precision drills by the C.W.A.C. were a feature and the R.C.A.F. and C.W.A.C. Pipe Bands were in attendance. A \$50 War Bond was offered as a gate prize.

The post-war years brought almost unbelievable crowds to Embro and in 1948, the attendance estimate was sixteen thousand. Special attractions have included square dance exhibitions by the local Junior Farmer group, the Hamilton Country Dancers and solos by Miss Jean McLeod, of Toronto, and Mrs. Hugh McIntyre, St. Thomas. In 1953 the Winnipeg Girls' Pipe Band were a special attraction.

In 1948 Memorial Gates were erected at the entrance to Matheson Park.

In 1954, we were honoured by the presence of a very distinguished guest. The games were officially opened by the Rt. Hon. Douglas Stuart, United States Ambassador to Canada, whose ancestors had lived in Zorra some years ago.

The 1955 games were opened by one of Zorra's most famous sons—Dr. Gordon Murray, eminent surgeon and famous as the "Blue Baby Doctor". Born on the third line, Dr. Murray grew up in Zorra and is keenly interested in our efforts to perpetuate the Scottish traditions of our forefathers.

With this Twentieth Highland Gathering of the reorganized Zorra Caledonian Society it is our hope to continue to provide entertainment and a gathering place for many years to come for all those who love the land o' the heather.

♦♦♦
Our Tribute to St. Andrew

With the re-organization of the Zorra Caledonian Society in 1937, the custom of holding a St. Andrew's Banquet was also inaugurated. Held yearly in November, this has become one of the most eagerly anticipated events of the year.

From its inception, the Embro and West Zorra Women's Institute have catered to approximately three hundred guests and have provided a bountiful dinner with scones, oat cakes and the haggis in truly Scottish style.

We have been privileged to hear some of Canada's outstanding speakers at this banquet and have had fine addresses and toasts from our local people. On many occasions the Hon. Dr. D. M. Sutherland, a statesman and ardent historian, has brought us inspiring messages.

The music on these occasions has been no less appreciated than the addresses. Mr. Alex Collins, of Ingersoll, and Mr. Wm. Pearson have provided us with music of the pipes on almost every occasion.

The beloved songs of Scotland have been brought to us by some of Canada's outstanding vocalists and on several occasions by visitors from the old land. Mrs. Hugh McIntyre, of St. Thomas, has been a favourite who has returned several times to thrill us with her beautiful interpretation of the Scottish airs.

Together with the Highland Gathering, the St. Andrew's Banquets are contributing much to strengthen the bond between the present generation and those in the past whose customs and noble traditions we are determined to preserve.

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to give your family sympathetic
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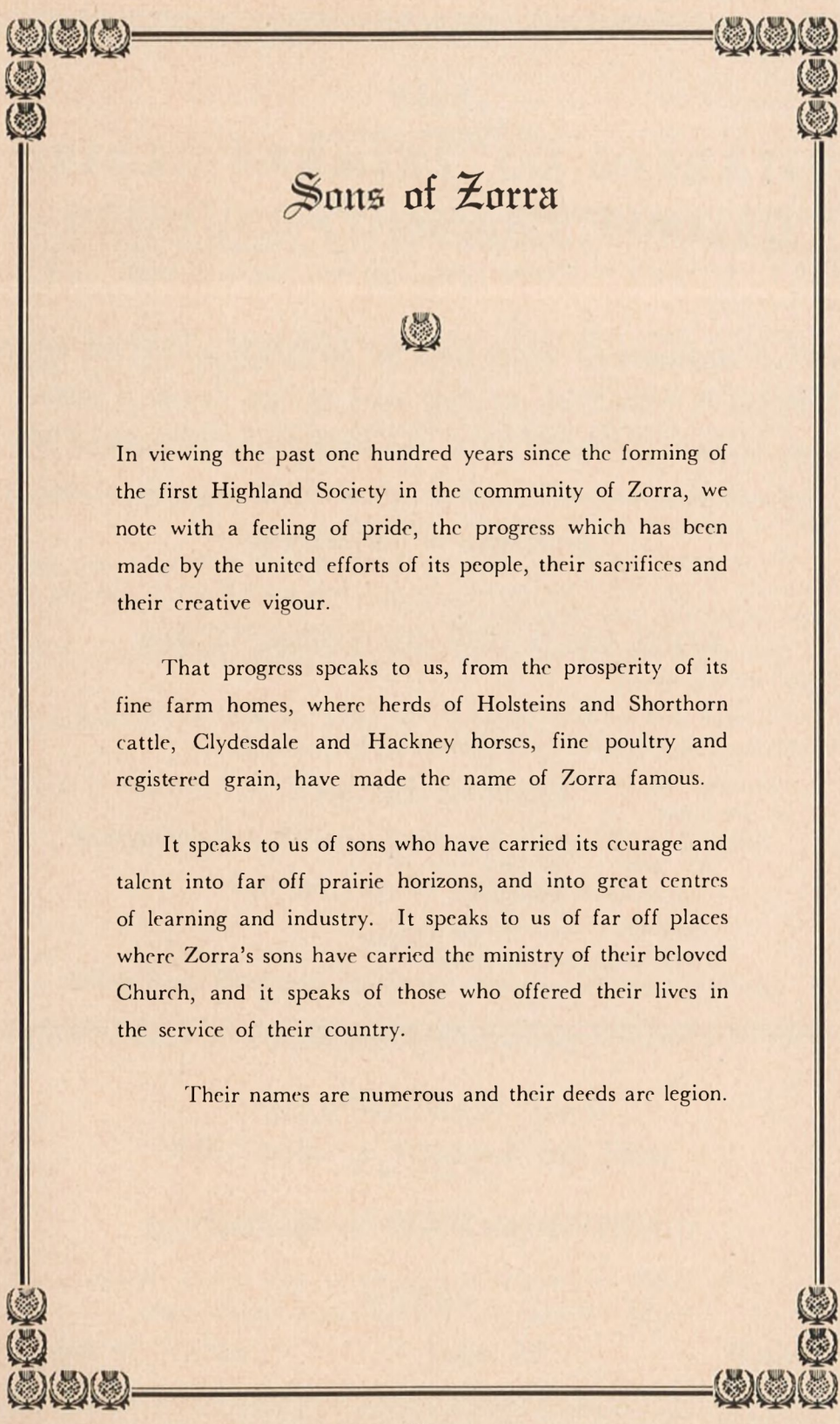


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Coast to Coast

THE **CANADA PERMANENT
TRUST COMPANY**

OXFORD COUNTY BRANCH
386 Dundas Street
Woodstock, Ontario

C. G. MITCHELL, Manager



Sons of Zorra



In viewing the past one hundred years since the forming of the first Highland Society in the community of Zorra, we note with a feeling of pride, the progress which has been made by the united efforts of its people, their sacrifices and their creative vigour.

That progress speaks to us, from the prosperity of its fine farm homes, where herds of Holsteins and Shorthorn cattle, Clydesdale and Hackney horses, fine poultry and registered grain, have made the name of Zorra famous.

It speaks to us of sons who have carried its courage and talent into far off prairie horizons, and into great centres of learning and industry. It speaks to us of far off places where Zorra's sons have carried the ministry of their beloved Church, and it speaks of those who offered their lives in the service of their country.

Their names are numerous and their deeds are legion.

Appreciation

The fame of Zorra's Highland Gathering, with its many years of successful Games, has spread in an ever widening circle. This is in no small part due to the continuing loyal support of dancers, pipers, musicians, judges and bands — they do make the day.

Over the years, many names could be mentioned, but not the least of these is our own Ingersoll Pipe Band, whose cheerful co-operation has been much appreciated over the years.

Individual competitions have returned again and again, and we have actually watched many "grow up".

W. A. McPherson, who has been Director of Ceremonies since 1937, has played a large part in the success of the Games.

No comment would be complete without special mention of our genial announcer, R. A. (Bob) McDonald. He has done a grand job of handling the crowd in his witty and jovial manner.

Since the re-organization, Jack Simpson has supplied us with a very efficient public address system.

No small part has been played by the ladies who have served meals to our visitors and the organizations in charge of refreshment booths.

Each year the members as a whole have worked whole heartedly to prepare for the great day.

So come ye one and come ye a'
In Zorra we'll forgether;
Canadian sons O'Scotia dear —
The maple fra the heather.

ZORRA CALEDONIAN SOCIETY

are grateful to

HIRAM WALKER AND SONS LIMITED

FOR THEIR COURTESY IN PROVIDING THE COVER DESIGN
WHICH APPEARS ON THIS SOUVENIR PROGRAMME

THE OXFORD FARMERS' CO-OPERATIVE PRODUCE COMPANY LIMITED

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after meeting all competitors.**

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