

MARY WRIGHT DISCUSSES ORGANIZATION OF A SPEECH

"I am a real task master, Aunt Mary", was Donald's greeting as he flung open the door of Mary Wright's kitchen on a bright and shining Saturday morning.

"If you don't mind, let us discuss the organization of your speech as briefly as possible. Let's get down to business". As he said it, Donald looked toward the open country and half apologetically admitted he was going fishing in an hour's time.

"Last week", reminded Mary, "we discussed the importance of defining the aim of a speech, the use of accurate data, and the problem of analyzing the audience. After one has defined their aim, decided on the points to be emphasized and chosen the supporting illustrations and opinions, one must know how to put it together so that it will hold the listener's attention."

"Sounds awfully trite, but there are three main divisions of a speech", replied Donald, "the introduction, body, and conclusion. The proportion of time given to each division varies greatly. Sometimes practically no introduction is needed, while at other times the speech is more effective when it is largely introduction."

"When would that be?", asked Mary.

"Oh", replied Donald, "there might be a number of speakers on one subject and the first speaker would give more attention than the others to the background of the subject."

"I always think a good introduction means a great deal toward the success of the whole speech. I suppose its real purpose is to lead the listener into the subject about which you wish to tell him and make him like to have you tell him", Mary volunteered.

"Our instructor at college", said Donald, "told us that the introduction was responsible for securing and focusing the attention of the group. It should establish a feeling of friendliness and good will between the speaker and the listener. It should let the audience know what the speaker aimed to do. It should be successful in establishing an interest in the main ideas of the speech. And all this should be done as quickly as possible."

"How awful it is", commented Mary, "to have to listen to a speaker making personal apologies, or telling a stupid story which has no relation to the subject at hand. I don't like the exaggerated flattery which some speakers use to obtain good will and a too critical attitude makes everyone uneasy. Certainly if emotion has a part in a speech it belongs at the conclusion rather than the beginning."

"And another thing one should be careful about", counselled Donald, "is to use short simple sentences when you start speaking. It gives the audience time to get acquainted with your style."

"I guess I usually put all my time on preparing the body of the speech", admitted Mary. "In the future, I am going to try to do better work at the beginning. I always make an outline which shows the various parts of my speech at a glance. The major points stand out from the minor and supporting ones."

"Experienced speakers who know a great deal about their subject use a short form outline which merely names the important points to be covered", replied Donald. "But I think most of us should make a complete sentence outline. Doing that really makes us prepare a speech. It is a good plan to make notes in the margin to indicate the type of appeal one is making."

"I suppose much of the subject matter in our speeches is already familiar to our audience. If one uses material that does not fall in the past experience of the audience, I think we should be most careful to use illustrations of a familiar nature to explain the new information", said Mary.

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News Flashes From the Institutes

Churchill Senior, Simcoe Co.—Had a tonsil clinic when seven children had their tonsils removed by the M.O.H. and an assistant doctor. Three institute members, who are graduate nurses, assisted. The institute provided the hall, bedding and necessary equipment.

Gilford, Simcoe Co.—Commemorated the Coronation by planting an oak seedling from the Royal Forest in the community hall grounds.

Minden, Haliburton.—Donated \$25 to the Public Library and \$40 for electrical fixtures for the County Building. Donations were also sent to flood sufferers in Western Ontario.

Hillsburgh Junior, Wellington Co.—Has divers activities—gave a prize for the best quilt block and used the blocks to make a quilt; plans to give \$25 toward a proposed town swimming pool; entertained a neighbouring institute when the Home Economics Coach was the special speaker; and has successfully completed the project on Summer Clothes for Girls.

Royal, Wellington Co.—Celebrated its tenth anniversary by having a banquet which was attended by 65 guests. The history and work of Women's Institutes was reviewed by Mrs. J. G. Fletcher and Mrs. F. McWilliams. Mrs. J. W. Cunningham brought greetings from the Provincial Board.

Olinda, Essex Co.—Had a Family Night when the ministers, school teachers, and the members of two township councils were entertained. The guest speaker, Rev. Mr. Leslie of the United Church, gave an address on "Community Builders". He emphasized three essentials—racial unity, economic equality and the discipline of culture. Mr. J. Smith, reeve of Gosfield North, spoke on the history of the townships, going back over a hundred years to the very first organized effort by the people. Mr. R. Rogers, reeve, outlined the important historical events of Gosfield South.

Newburgh, Leeds Co.—Has a fund to supply milk to school children. The branch secured the necessary permission from the school board to deliver the milk on the school grounds. The board also co-operated by paying one-half the cost of the milk, which was contracted for through tender. Straws and sanitary cups were furnished by the institute. The delivery covers a period of twelve weeks. Funds were raised through house parties.

Richmond, Carleton Co.—Devoted one meeting to the study of birds. The roll call was answered by naming one's favourite bird. A paper on Canadian Birds was given which was followed by a contest—Recognition of Canadian Birds.

Quarries, Carleton Co.—Had an impromptu roll call conducted by having each member draw a subject. The topic for the meeting was the Demonstration House at the Kemptonville School of Agriculture. As a result, the members visited the Demonstration House.

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"I don't believe you need to change your ways in organizing the body of a speech, Aunt Mary. I shouldn't wonder but what you are pretty good", said Donald with a look of pride and affection.

"Sometimes I have trouble in making a proper exit", laughed Mary.

"The conclusion", replied Donald, "rounds out the thought of the whole speech. Usually a summary should be given at the conclusion of a speech. It is a repetition in the same or slightly different words of the main ideas and the exact purpose of the speech. It should leave the audience with a good impression of the speaker and the subject."

"I guess I should put a little more thought on my introductions and conclusions", added Mary.

"And now I must conclude briefly and catch a fish instead of an audience", laughed Donald, as he prepared to leave.

AGRICULTURE AND INDUSTRIES A PART OF INSTITUTE PROGRAMME

"Take up at least one of the phases of the study of agriculture each year and be careful that the study results in action or some definite accomplishment", is the advice Mrs. A. Manley, Provincial Convener of Agriculture and Canadian Industries, gives to the institutes in Ontario.

The following is an excerpt from Mrs. Manley's suggested outline of activities.

"Secure the services of your local agricultural representative or prominent agriculturists to give talks, demonstrations or illustrated lectures on subjects of interest to your particular community. Make everyone in the community welcome at such meetings. The preparation of farm products for sale, soil analysis, plucking of fowl, poultry culling, culture of spring bulbs, mulching, seed treatment, weed control, fertilizers, pruning and spraying are a few of many subjects that might be reviewed.

Emphasize Gardens

Some one has said there are sermons in stones. How much more then, in a garden where you are co-worker with the creator.

Improved planning of home gardens is a matter of interest and benefit to all. The re-arrangement of a flower garden to enhance the beauty of all its plants, and a well planned vegetable garden with a succession of plantings are both worthwhile improvements.

There is no place, however unlovely the surroundings may be, that can not be benefited by a flower garden. Arrange for pictures to be taken before the garden has been laid out and again at the time of its completion. Keep the pictures to show accomplishment.

Children may be interested in gardening by giving them their own garden plot and beautification project—possibly a small rock garden or a lily pool. Include children's classes at flower and agricultural fairs. Each institute should have a flower seed, bulb and root exchange every year.

The study of reforestation should be continued where it is needed. Find out how windbreaks and shelter belts should be planted and try to influence the residents of your community to take up the matter.

Study Bird Life

The study of birds in relation to agriculture could be taken up with both profit and pleasure. Bird-houses and baths extend hospitality to bird friends. Every country-woman should be able to identify the birds and their songs of her own district. How much more interesting it would be to know their ways of living, too.

Each institute could very well spend the time of several meetings on the study of various birds. Such a study should be followed by an occasional report on the bird life of the district.

Canadian Industries

Each institute should try to know something about the new industries which are being developed, especially those in our own province. Each year institutes might take one industry and find out something about it,—for instance, the study of soap for the year 1938-39.

Programmes should feature at regular intervals the study of some industry. Many institutes prefer to devote one entire meeting a year to the subject, while others find a few short talks and discussions at several meetings more satisfactory.

Study, in a thorough and practical manner, the principal industries of your own neighbourhood.

Develop a deeper interest in industries by having roll calls and exhibits relating to industries, in addition to talks and lectures."

Osgoode, Carleton Co.—Had a practical and splendid paper on Window Boxes and many homes have since been made more attractive. This paper gave the correct size for the boxes, proper colour of paint to use, and the correct time and method of planting slips.

Holmes, Haldimand Co.—Observed their annual social event by a school reunion. A search of the school registers gave the names of ex-pupils and teachers. The invitations brought an attendance of over 500 guests, some of whom came from as far as California. Games followed the addresses and prizes were given to the oldest man and woman pupil. The history of the school grounds and buildings was given and will be preserved by the convener of Historical Research.

Renfrew District.—Had the honour of a visit from Her Excellency The Lady Tweedsmuir. The gathering was held at Westmeath, where the church was suitably decorated with flags and flowers. A pageant was presented of all the ladies in Government House since Confederation. Details of the costumes were furnished by Rideau Hall. Her Excellency spoke on research work, referring to the proposed County Museum. Her Excellency graciously autographed the place cards for those seated at the guest table.

Chatsworth, Grey Co.—Featured a discussion on the importance of health education. This resulted in the branch subscribing to the Health Magazine for use at each meeting during the ensuing year.

Grand River, Haldimand Co.—Gave prizes in three schools to the pupils making greatest advancement in penmanship during the year.

Harmony, Algoma East.—Has short talks on manners, health hints and good English. Quilt-tops are made for members at \$1.00, and for non-members at \$1.50 each.

Sunnyside, Algoma East.—Had a busy August meeting at which plans were completed for the community dental clinic and the annual dental clinic for the school; arranged for a travelling library; named a local leader to attend the training school in October and completed plans for a short course on meal planning.

Simcoe, Norfolk Co.—Celebrated the 35th anniversary of its organization on February 3. Of the 13 surviving presidents, eight were present and two others sent messages. Seven of the 12 secretaries surviving were in attendance and a letter of good wishes came from one other. An outline of the history and achievements of the institute was read by Miss Elsie Little. For several years the Simcoe Institute was the only one in the county and the officers were district officers also, and assisted in organizing new branches. The institute has co-operated with the Women's Institute Branch, Department of Agriculture, in holding many short courses in Home Nursing, Health Education, Foods and Cookery and Clothing. Daffodils and the birthday cake with 35 golden candles decorated the tea table. The institute colours were used for general decoration.

MRS. E. BAILEY PRICE GUEST AT KANSAS CITY, MAY 11-17

Mrs. Elizabeth Bailey Price, the publicity director for the Federated Women's Institutes of Canada since its inception in 1918, has received a special invitation to take a good will message to the biennial meeting of the Federation of American Women's Clubs to be held in Kansas City, May 11-17. Mrs. Price will give three talks while at Kansas City. She will speak on "Publicity—a Peacemaking Factor" in the press and publicity division and give an address, "The Common Touch", at the overseas dinner. She will also speak at the Junior Luncheon.