



S O C I A L C R E D I T S C H O O L

Sponsored by

THE SOCIAL CREDIT ASSOCIATION OF CANADA

Supervised by

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As given in

REGINA, SASK.

January 21 to 25, 1947

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COURSES ON

1. Principles of Social Credit
2. Public Speaking
3. Educational campaign
4. Action organization

Price \$1.00

(These notes are a first draft subject to correction and revision.  
They are not a full text or an explanation.)

## INTRODUCTION

The purpose of this lecture is to set out a guide in dealing with the subject of Social Credit with the man on the street and in organization work so that we will all be using the same terms and the same approach.

In speaking on Social Credit try at all times to be definite.

Keep away from abstract statements. The public will more readily accept concrete proposals.

Make your presentation simple.

Use illustrations that are appropriate and to the point.

Do not try to cover too much ground at one time.

Be fair in your comparisons.

## RESULTS OF SOCIAL CREDIT WILL BE

1. A united Canada.
  2. Individual Sovereignty.
  3. Provincial Sovereignty.
  4. National Sovereignty.
- To give man the full fruits of his labor.

The first question that is usually asked is:  
WHAT IS SOCIAL CREDIT?

1. It is not just monetary reform.
2. It is not social security.
3. It is not another form of socialism.

IT IS a way of life or form of society which recognizes the supremacy of the individual.

As such he must be free.

His freedom is circumscribed today by:

- Economic conditions.
- Political dictatorship
- Economic dictatorship.

The problem is one of distribution.

1. Buying power today is put in from the top.
2. Purchasing power should be poured in from bottom.

Social Credit is different from all others in that it would remove the cause of man's economic problems.

## WHAT WILL IT DO FOR MANKIND?

A. Establish every man in his own right.

What are his rights?

1. Every man has a right to freedom of worship, freedom of speech, freedom of assembly, freedom from fear, and freedom of choice, as long as it does not interfere with the same rights of others.
2. Every man should be free to engage in the work of his choice which may be available.
3. Every citizen should be free to acquire and enjoy the use of his home and property without interference or molestation so long as he does not trespass on the personal rights of other citizens.

B. Economic Security with Individual Freedom.

We have already established the problem as one of

distribution or shortage of purchasing power. Purchasing power may be distributed through the following channels:

1. Dividends
  - a. National
  - b. Price discounts on goods and services.
2. Pensions
  - a. Soldiers and veterans
  - b. Widows allowances
  - c. Blind
  - d. Disabled
  - e. Unemployed
3. Government services
  - a. Health and sanitation
  - b. Public works
  - c. Education
  - d. Community grants
    1. Home and community improvements
    2. Swimming pools
    3. Recreation centres
    4. Parks and playgrounds
    5. Assistance in getting utilities to your neighbourhood: Light - Water - Sanitary disposal systems - fuel.

C. Bring to people, through the proper management of their affairs, the results they want.

1. Abolish a political patronage system:
  - a. Do away with politically packed bureaucratic boards of control.
2. Secure the services of experts who can efficiently and economically bring results.
  - a. The experts must serve the people; not the people serve the experts.
3. By encouraging development and research to bring into being a competent productive system.

How can the people get the results they want from their elected representatives

1. By an organized public opinion.
2. By people bringing pressure to bear upon the elected representatives
  - a. by petition
  - b. by pressure campaigns
    1. public meetings; 2. press releases;
  3. By gaining support of various organizations in your community:
    - service clubs
    - boards of trade
    - town council
    - churches
  4. By nominating another candidate pledged to support the will of the people to get the results they want.

D. Monetize the full amount of production and thus create the purchasing power necessary to distribute goods and services.

Two reasons for poverty or restriction of goods are:

1. Shortage of materials:
  - a. Canada is one of the richest nations in the world in natural wealth. forests - minerals - oils - fertile lands - fish, etc.

- b. Canada has available all the potential power necessary to produce in abundance.
2. Lack of manpower and ability to develop them:
  - a. No shortage of manpower
  - b. No shortage of ability.  
Canadians are in the forefront in science, medicine, etc.

#### E. Conclusion

Canada should have the highest standard of living of any nation in the world.

When you analyse the foregoing you must inevitably come to the conclusion that there are two definite and distinct concepts of life:

#### SOCIAL CREDIT

Acknowledging the rights  
of others in society

Individual Supremacy  
Giving the individual  
freedom of choice

Decentralization  
Giving power to the  
people

Democracy  
Government by the will  
of the people

Inducement

Christianity  
"Love thy neighbour  
as thyself"

There can be no freedom of rights without responsibility of citizenship.

Responsibility of Citizenship must express itself in three phases:

1. The Material Phase
2. The Cultural Phase
3. The Spiritual Phase

#### SOCIALISM

Recognizing only the  
survival of the fittest.  
That might is right.

Supreme State  
Making the individual  
the servant of the  
state

Centralization  
Puts power in the hands  
of the few.

Dictatorship

Government by absolute  
authority

Compulsion

Paganism  
A law unto itself



## EDUCATIONAL CAMPAIGN

The support of an electorate can never be stronger than its enlightenment. Get your information out to your electorate.

There are five main methods of getting information out:

1. Public meetings
2. Personal work
3. Study groups
4. Radio
5. Printed material

### 1. Public Meetings

Do not make your public meetings ordinary political meetings. Your meetings should be:

#### A. Brief, not too long

1. A long meeting no matter how good becomes tiresome.
2. If you have more than one speaker organize their time of speeches and insist that they adhere to the time allotted.

#### B. Educational

1. Set your purpose for the meeting
2. Pick good speakers who give facts
3. Make all parts of the program appropriate to the purpose of the meeting

#### C. Well organized

1. A good chairman is important.
2. A well balanced and diversified program is essential:
  - a. community singing
  - b. musical selections
  - c. appropriate beginning and end
  - d. question period (not always necessary or advisable) (Always at end of meeting)
  - e. Collection
3. If a large meeting ushers and doorman are necessary.

#### D. Well advertised

1. Posters
2. Handbills, programs or tickets
3. Newspaper (ads and writings)
4. Radio
  - a. spots
  - b. provincial hookup, if large.
5. Schoolroom announcements
6. P. A. systems (if permissible)
7. Personal contact
8. Telephone contact
9. Householders

#### E. Well housed

1. Choose good halls, centrally located.
2. See that your audience is comfortable
  - a. warm
  - b. good ventilation
  - c. properly seated
3. Be careful of platform arrangements.  
What the eye sees sometimes stays longer in your mind than what you hear.
4. Take good care of the property used.  
You may want to come back.

#### F. Entertaining (Continued on next page)

F. Entertaining

1. Do not permit your programs to become too dry.
2. Make and keep your audience happy.
3. Do not forget to shake hands and make friends.
4. If desirable hold a short social hour at close.

Meetings in Homes

2. PERSONAL WORK

- A. Talk to your neighbour about Social Credit.
  1. Don't argue
  2. Be sure of your facts
  3. Be a good listener - but drive home facts when your given an opportunity.
- B. Distribute literature
  1. Give out Social Credit pamphlets
  2. Help with advertising
    - a. put up meeting posters
    - b. deliver announcements in house to house distribution.
- C. Support your organization
  1. Solicit memberships and buttons - be proud of your organization.
    - a. Sell yourself then sell others
    - b. Wear your button and sell others
    - c. Greet those who wear buttons
    - d. Understand the meaning of the wheel cross
    - e. Talk about it to your neighbours
    - f. Always use wheel-cross on advertising.
  2. Sell subscriptions to your official organ  
(The Canadian Social Crediter)
    - a. Get posters advertising the paper
    - b. Hold house to house canvasses
    - c. Sell your merchants and businessmen on the idea that this is the voice that is endeavouring to keep their business in their own hands.
    - d. Sell the paper and the principles behind it.
      1. Urge people to examine all sides of the question
      2. If you get people to read our side of the story it is only a small step to win them over completely.
      3. If you have real enthusiasts get them to give you contacts - urge them to get contacts and sell.
      4. Some will buy an extra subscription to give away.
      5. Buy extra copies to take with you to leave with your prospect
      6. Become familiar with the issue that you are using so that you can point out good articles
      7. Last of all point out the very low price - 52 copies for \$2.00
  3. Attend meetings regularly:  
public - group - committee - executive.
- D. Assist at meetings. If requested be ready to:
  1. Usher
  2. Take up collection
  3. Sell literature, etc.
- E. Get others to work
  1. Become a key man yourself and get others around about you.
    - a. By pyramiding work no one will become over-worked.

- b. With responsibility comes interest and enthusiasm.
- c. Keep in constant touch with your workers and inspire them to keep on the job.

### 3. STUDY GROUPS

Study groups properly organized and conducted can become a mighty force in your district.

- A. They are of great importance because:
  - 1. They bring people together -
    - a. In association there is strength
    - b. United we stand, divided we fall
  - 2. They discuss the fundamental principles of Social Credit and their application to every day affairs.
  - 3. They create friendliness and cooperation by bringing people together in social hours.
- B. Your group can be:
  - 1. A centre of community interest
  - 2. A guard against an encroachment on your rights as a citizen (disallowance)
  - 3. The moulder of public opinion.
  - 4. A source of finance to your organization
    - a. by group collection;
    - b. by socials, entertainments, sales of cooking, etc.
    - c. by collections in community
    - d. by sale of membership, pins, subscriptions, literature.
- C. Your group should be:
  - 1. Conducted in a businesslike manner
  - 2. Bright and cheerful
  - 3. Educational
    - a. Keep away from becoming a place to air your problems (grief committee)
    - b. Be careful of your speakers and material used
    - c. If possible hold your meetings on the night of provincial broadcast and centre your discussion around broadcast.
- D. Your group should be organized within the boundaries of the framework of your organization if possible.
  - 1. A group in every poll
  - 2. Several groups within a constituency.

### 4. RADIO

Radio is one of the greatest means of education that we have. We should attempt to keep a regular broadcast on the air.

- A. Your radio talks should be positive in their approach.
  - 1. Only use negative arguments when you have a positive one to replace them
  - 2. Keep your broadcasts simple, plain and educational
  - 3. Use your broadcasts to announce your meetings.
  - 4. Keep them interesting and lively
  - 5. Make them chatty and personal to draw your people together
  - 6. It should boost your official organ
  - 7. It should recommend proper reading material to your people.

### 5. PRINTED MATERIAL

- A. The power of the press and printed word can not be over estimated. There are two methods of getting



our philosophy in print:

1. The press - daily and weekly newspapers
2. Pamphlet

1. A. The press can be used:
  - a. by properly prepared press releases
  - b. by paid advertisements
  - c. by getting reports of meetings in the press
  - d. by doing things (with discretion) that attract the press and become news.
- B. Our own official organ can be used.
  - a. By sending in carefully prepared reports of meetings, etc.
  - b. By encouraging the publishing of **good**, positive, educational articles.
  - c. By keeping our people informed of our activities (Sask. is on the map because of this).

## 2. Pamphlets

- A.
  1. Carefully select pamphlets that are plain and understandable.
  2. Distribute them regularly
  3. Have pamphlets at your meetings
  4. Make house to house canvasses when possible.

Remember - The support of an electorate can never be stronger than its enlightenment.



## PUBLIC SPEAKING

(The following are notes taken during a lecture given by Solon E. Low, National Leader of the Social Credit Association of Canada at the Regim School on Tuesday, January 21st, 1947)

The true value on any speech is what an audience takes away.

Preparation and delivery of a speech is a four cylinder affair:

1. Voice
2. Action
3. Language
4. Thought

### A. Voice

Ask yourself two questions about your voice

- a. Is **it** easily heard?
- b. Is **it** pleasing to listen to?

There are eight things about your voice that must be given attention.

#### 1. Placement

- (a) Habit places the voice other than where it should be:
  1. Nasal
  2. Throat
- (b) It should be placed just behind the upper teeth and it will act as a megaphone.

#### 2. Breathing

- (a) Breathing is important in producing a good voice.
- (b) Breathe from the diaphragm.
- (c) Breathing produces quality.

#### 3. Pitch

- (a) Normal pitch is about middle "c"
- (b) To lower pitch start at "c" and sing down  
Read aloud poems of tragic type.
- (c) To raise pitch start at "c" and sing up.  
Read aloud lyric poems.

#### 4. Resonance

- (a) Full roundness and quality.
- (b) Keep proper position and stance

#### 5. Enunciation (Dealing with sounds and syllables)

- (a) Most people are lazy around the mouth.
- (b) Exaggerate everything you say.
  1. Make your tongue, teeth and lips work and you will get proper enunciation.
- (c) Practise saying
  1. mee, mo, mo-mee, mo-mee, mee-mo
  2. Ta, ta, ta. Na, na, na Re Re re
  3. Do-mā-mē-nē-pō too-la-tā-da  
pā-fā-tā lā kā dā

#### 6. Touch

Vary your touch.  
Heavy and light. This is done mainly with the tongue, the way you touch the syllables.

#### 7. Pronunciation

Deals with words.  
Use a good dictionary and check your pronunciation.  
Make a list of the words you habitually mispronounce.

#### 8. Volume

Must be adjusted to the size of your audience.  
Must be adjusted to the acoustics of your hall.  
Select some one in the back of the hall and speak to him. If he hears then the rest will hear.

B. Action

1. Posture
2. Gestures
3. Movement

1. Posture

Get rid of anything you can lean on.  
Stand erect, weight on both feet.  
Place one foot a little ahead of the other.  
Do not distract the audience from your message  
to yourself, by excessive movements.  
Give an appearance of confidence.

2. Gestures

Use few.

When you do, make them big.  
Gestures are only important when they supplement  
your address.

Subtle gestures are often far better. (face expression  
etc.)

3. Movement

Be a quaker. Move only when the spirit moves you.

Be careful your movements are small ones.

(Movements small, gestures big)

You talk with your whole body.

(Head, hands, eyes, shoulders, body)

C. Language

1. Words
2. Sentences

1. Words

(a) Do not lapse into use of words and terms that  
you know nothing about.

(b) Use picture words.

"Strode" instead of "went"

"Dash" instead of "run".

As you read, take the words that sound well,  
get pronunciation, and use frequently.

2. Sentences

(a) Use short ones.

(b) Do not become involved in long ones.

You will lose yourself and your audience also.

D. Thought.

Thought is the meat of your speech.

Thought has to be organized.

There are four things to watch in organizing a speech:

(1) Introduction

(2) Body

(3) Conclusion

(4) General effect.

1. Introduction

This is the part of your speech in which you  
introduce the subject and gain the attention  
of your audience.

Your introduction is always preceded by your  
salutation.

Keep your notes on small pieces of paper held  
in the palm of your hand.

Make your introduction short.

PUBLIC SPEAKING

Solon E. Low (3)

D. Thought (continued)

2. Body

- (a) Burden of message.
- (b) Organize well and logically.
- (c) An audience can never take home more than 3 or 4 points.
- (d) Choose illustrations that drive home points.
- (e) Arrange in climatic order.

3. Conclusion

- (a) Purpose is to bring people down from the climax.
- (b) To set people at rest.
- (c) To induce people to action.

In preparation — always make your conclusion first. ~~You never hit a target unless you have a target to shoot at.~~



# Voice Culture and Public Speaking

## Lecture I

by Mrs. J. N. Haldeman

Walking -- from heel to the toe. The Heels are for balance only.

"Hold up thy head,  
Hold up thy chin,  
Thy chest out,  
Thy stomach in."

Do not throw back shoulders. Lift your chest.  
Posture -- Weight on balls of feet, heels touching floor, tuck in hips, flatten stomach, chest up and forward, shoulders down and relaxed, and pull away from your spine.

"Take off your mask"-- Smile. Don't be afraid to look pleasant.  
"Good humor is one of the best articles of dress one can wear in society." Thackeray  
You cannot look sour and have a pleasant voice.

Your streamlined body "If a man would stretch like a dog he would never grow old". Proverb  
To be a good speaker you must have a strong, healthy body.  
Exercise every muscle in the body and do it to rhythm.  
Avoid exercising haphazardly. Be consistent.  
Relaxation and muscle activity must alternate.

### Exercises for the body

1. Lie on back, arms at sides, palms down, then stretch right, arms over head and stretch whole body. Reverse.
  2. Lie on back and roll up to sitting position, then roll down.
  3. Lie on back, kick one leg up then the other.
  4. Revolve knee.
  5. Lie on back, two feet up and over to floor.
- Elbow -- Hands to arm pits, rotate elbows.  
Waist -- bend to right side then left side, then circle.  
Shoulders -- Rotate shoulders.  
Arms -- Rotate arms  
Hands -- Flop and stretch  
Feet -- rise on toes, circle ankles, shake feet.  
Eyes -- Exercise with pencil as given by A. J. Miller. Follow pencil to right, to left, and circle. Do not move head.

### THE SPEAKING VOICE

"Language is the dress of thought, every time you speak your mind is on parade".  
Know your defects and have a desire, and a strong one, to correct them.

Listen creatively -- Listen to your own voice and ask  
Is my pitch too high? Do I talk in my throat?  
Is my tone dead, flat, and uninteresting?  
Is my voice unbalanced, going off at random?  
Do I talk too fast or too slow? Is my speech clumsy?  
Can I be easily understood? Do I have a breathy tone?  
Does my voice sound dry and brittle? Is my voice pleasing?  
Does my voice have any life in it? Do I sound confident of myself?  
Is my voice a voice of distinction?  
Does my voice express my personality? Is mine THE FRIENDLY TONE?

### Attributes of a beautiful voice

Control -- wide breathing and diaphragm support.  
Resonance -- Tone placement.  
Purity -- Maintaining an open, relaxed throat.  
Plain speech -- Clean cut sounds from the articulatory organs.  
Melody -- The ups and down of a wide range.  
Tempo -- Not too fast or too slow.  
Vitality -- The life of the tone.



## Lecture I (2)

### Attributes of a beautiful voice (continued)

- Personality -- How much of you is in it.
- Friendliness -- Spirit behind the tone.

### Physiology of vocal organs

Lungs have no power of inhalation by themselves. Air inhaled and exhaled by action of the chest and rib muscles and the large flat muscle at the base of the lungs, the diaphragm.

Think of speech tools and bear in mind

1. An adequate column of air as the foundation of the tone.
2. The lungs.
3. The different sets of breathing muscles and the diaphragm.
4. The trachea, the tube in which the column of air is sustained.
5. The vocal cords, the stringed instrument upon which the tones are "played".
6. The throat, the open passage in which the tone is first amplified.
7. The mouth -- the mold, also the lips, teeth, tongue and jaws.
8. The resonating chambers which amplify and reinforce the sound vibrated by the vocal cords.

### Breath Control

A person speaks only as well as he breathes.

Stretch your belt every time you take a breath.

Do not take great volumes of breath as the big tones depend on the control of the breath.

Good breathing for voice control

- a. Unhindered, easy inhalation
- b. Sufficient amount of air without strain
- c. Surplus of air remaining when new breath is taken.
- d. All sound emission regulated by diaphragm control.
- e. An ever adequate column of air for tone support.

If you do not use the diaphragm to control the inflow and outflow of the air, the muscles of the throat will try to help, causing a tenseness which makes the voice harsh and thin. Never use all your reserve of air or you will become exhausted.

- Exercises
- a. Inhale to the count of five. Exhale to the count of 5.
  - b. Inhale for five, hold for five, exhale for five.
  - c. Panting
  - d. First speak short phrases in one breath, then extend the length of the phrase as the breath control develops.

Tone -- Flat voices are from tight throats and set jaws.  
Pure tones flow through a free and unobstructed passage.  
Yelling is dangerous.

### Exercises for throat release

- a. Sit on a chair, stretch arms above head, inhale as a yawn, bring arms forward and bend to floor and exhale.
- b. Sit in a chair -- drop head forward loosely.  
Turn head to right and pull then left and pull then backward and forward.

Open throat -- Take an imaginary drink of water and as throat opens wide say "Oh". Smother a yawn.

A good exercise to obtain pure vowel sounds is to take all the vowels out of the sentence to be spoken and enunciate them separately. This will clear up the blurred sounds.

## Plain speaking

The speaker's first duty to the audience is to be heard and understood.

INTEND TO BE HEARD

Do not worry about the volume.

Speak distinctly, paying attention to each individual sound, speaking with precision, and intending to be heard. Never yell.

Not to's

Not to speak too precisely, too perfectly. It is offensive.

Not to use a long word when a short one will do.

Not to use technical terms. Plain, layman language is better.

Not only do people get tired when they cannot understand a speaker, they get provoked.

Be sound conscious. Develop a discriminating and fastidious ear.

When adding to your vocabulary, select new words that possess beauty of sound as well as those which are full of meaning, and that suit you.

Enemies of plain speaking are:

1. Mumbling -- caused by:
  - a. Carelessness, lack of attention.
  - b. Stiff upper lip or loose, uncontrolled lips.
  - c. Clamped jaws.
  - d. Thick, clumsy tongue.
2. Too rapid speech, giving the impression of hurrying and lack of poise.
3. Poor enunciation, the slurring, telescoping and omitting of sounds.
4. Incorrect pronunciation, omitting syllables or adding them; unpardonable in a public speaker. There is always a dictionary.
5. Limited vocabulary, causing hesitation and poor phraseology. No easy flow of words.

"Talking and eloquence are not the same:

To speak and to speak well are two things.

A fool may talk, but a wise man speaks." Ben Jonson.

### Exercises for plain speaking

Listen -- Listening to and diagnosing other voices will help you accurately to hear your own.

Mumbling 1. Stiff upper lip and loose lips: due to uncontrolled muscles of lips and jaw. Massage each lip from corners to center and back. Say the following slowly at first, then faster, keeping consonants crisp, and explode the p sounds.

- a. Pee, pee, pee                      pah, pah pah                      po po po  
Pick it up, pick it up, pick it up (pick up upper lip)  
Pit pat pet put                      pit pat pet put  
Make faces, stretching lips exaggerating every sound.
- b. Say Wi-i dropping lower jaw and making mouth long.  
Say Wee pinning corners of mouth back.  
Say Wah-ah open mouth  
Say Woo-oo protrude lips.
- c. Rapidly --              bah bah bah              fah fah fah              tah tah tah  
                                 pah pah pah              mah mah mah              vah vah vah  
                                 Dah dah dah              nah nah nah
- Repeat each rapidly, five times.  
Bee-boh, fee-foh, lee-loh, kwee-kwoh

2. Clamped jaw
  - a. Yawning exercise for vowel sounds as in Lesson 1. Open jaws wide and keep them apart, read or recite poems or prose aloud before a mirror.
  - b. Swing the lower jaw far to right. Hold it. Swing it to left. Drop it down, push it up and forward.
3. Thick clumsy tongue
  - a. Open mouth wide, point tongue, and stick it straight out. Turn tip up, down, to right, to left, without touching lips or teeth.
  - b. Repeat -- la bee da mee ni pō tōō. Flop the tongue.
4. Too Rapid Speech Listen to your own voice and try to hear every consonant and vowel that should be voiced. Speak deliberately and be understood. Read aloud each day.



## Lecture II (2)

5. Poor enunciation Caused by lazy lips, clumsy tongue, and stiff lower jaw. Result: blurring, hurdling over syllables, running one sound into the other, telescoping one syllable into the next, and omitting entirely sound or syllables.

E. G. "I'm gohn home." I am going home.  
 "Whadja say?" Waht did you say?  
 "Didja payut?" Did you pay it?  
 "Ut wuz govmt job" It was a government job.  
 "Howdja do!" How do you do!

Omitting syllables -- "proibly" probably  
 "gemmn" gentlemen  
 "genly" generally  
 "hi story" history  
 "jography" geography

6. Incorrect pronunciation  
 When in doubt, look it up in a dictionary.

7. Limited vocabulary  
 Add a new word each day and use it.

### Exercises for Consonants and vowels

#### Consonants

Bursting p (breath) b (voice)

Initial p	Medial p	Final p
pagan, pause pore	prepare, supper	tape sleep lope parsnip
ponder, pile pill	maple dapper	gulp croup slap trap

Picking up paw-paws, putting them in your pocket.  
 Practice paying particular attention to the p when you speak.  
 Polly pared the apples for the pie.

Initial b	Medial b	Final b
bait bad ball ban	bubble, trouble	blurb, robe, crib, mob
bore, bean, bash,	rabid morbid	drab probe rhubarb

Beside the bonnie brier-bush.  
 The better ball was bought by the bad boy.

Tossing t (breath) d (voice)

Initial t	Medial t	Final t
Tame, tan tar tease	city turtle	tempt, tolerate it light
tell tense time tickle better	writer	meditate root sit meat

Tit for tat, butter for fat.  
 Put three tiny tea-roses on the table.

Initial d	Medial d	Final d
date dally dare deer	meddle paddle	commode, parade
delve, dine dip	editor predicate	mode, amend, pride

Good deeds speak louder than words  
 Cover the doors and windows with broad boards.

#### Singing sounds M. N. Ng

Initial m	Medial m	Final m
made, man, make mere	Remember, ammunition	lamb drum limb
mean mile mill	summon hammer	frame beam

No mortal man can master it.  
 Remember the summons of the master.

Initial n	Medial n	Final n
nail, name near nest	maintain lantern	pippin down own
notice not nice negro	mantle amount	lane alone pine

Summon the medicine man immediately  
 The mounted men advanced slowly.  
 Never say no.

(no initial ng)	Medial ng	Final ng
	bringing lingo finger	diphthong song thing
	mangle anger hangnail	spring long ding-dong

Singing alone is no fun.  
 Pain, in the main, is mostly mental.

## Lecture II (3)

The w (voice) and wh (breath) sounds

where white when whistle which while whether  
wind weal woe will weatherword wail  
Why, when, and where are you going?  
The wilted white flowers were without water.

The f (breath) v (voiced) sounds

fairy very fell vent follow volume  
fail veil fall velvet feel veal  
A fair woman without fortune is a fine house without furniture  
Full fathom five thy father lies.  
Vice makes virtue shine.

The l sound

	Initial l		Medial l		Final l
leaf	least	lane	shallow	lily truly	tell fall roll deal
lark	last	loam	mellow	dilly-dally	till tall mile
	I hear lake-water lapping with low sound by the shore.				
	A lonely lake, a lonely shore, a lone pine leaning on the moon.				

The s sound - just touch the sound and let loose.

	Initial s		Medial s		Final s
soft	slow	sweet	sad	missle morsel	press moss yes pace
sweet	sad	sole	sign	nesting passive	lace alas pass mice
	Sweet and low, Sweet and low, Wind of the western sea.				
	The swallows circle low				

When linking words, do not distort sounds:

Correct --	Let's	for	Let us
	I'm	"	I am
	You've	"	you have
Incorrect	Gonna	"	Going to
	Wanna	"	Want to
	Whadja	"	What did you
	Lemme	"	Let me

The z sound

zoo, zone zest zinc dogs rats carves prison dazzle

The th (breath) Th (voice)

Thank then thought those moth breathe  
sooth soothe

The wind bloweth where it listeth and thou hearest the sound  
thereof, but canst not tell whence it cometh or whither it  
goest.

The r sound

rue row rah roy rye hurry current serene grow  
Rarely, rarely comest thou  
Spirit of delight.

The sh (breath) and z (voice)

she shay show shoe pressure cushion shrill washed  
rouge garage vision intrusion azure pleasure

The ts and Dz

cats cads, clots clods, pots pods, cots cods, coats codes

The Tsh and Dzh

Rich ridge, chest jest, chokes jibes, chain Jane  
"Sleep in a reconciling  
A rest that peace begets,  
Shall not the sun rise smiling,  
When fair at even sets."

The y as in yes

ye, year you your lawyer actual furniture  
Better fifty years of Europ than a cycle of Cathay.

The H sound

Who hoe how ha wholly whose  
"O horror, horror, horror, tongue nor heart  
Cannot conceive nor name them.



Front -- "E" as in eat, she, mead, seen leaning  
 "My Mary's asleep by thy murmuring stream"  
 "I" as in it, bid, lip, tick, pity, pretty  
 The moving finger writes and having writ, moves on,  
 "e" as in get, met, bed, fed, treasure, energize  
 "Alad went piping through the Earth,  
 Gladly, madly, merrily."  
 "a" as in at, sad, marry, mandatory, cant  
 "A tap at the pane"  
 "i" as in ice, nice, bright, light  
 "A nice girl walked down the aisle."  
 "ah" only used when followed by ss, sk, st, sp, th, f, ft,  
 lf, gh, nce, nt.  
 ask, pass, claps, advancing, grant.

Back -- "u" as in pool, do, soup, blue, flew  
 She left the web, she left the loom,  
 She made three paces through the room."  
 "u" as in put, pull, good, wolf, could  
 "My only books were women's looks  
 And folly all they taught me."  
 "o" as in obey, soap, lope, cope, nitice  
 "Who would go call on father."  
 "A" as in all, fall, sauce, thought, thaw, short, broad  
 "Light your footsteps fall for me"  
 "o" as in hot, doll, watch, laurel, Lawrence  
 "The chops were hot"  
 "a" as in arm, far, laundry, hearth  
 "Press upon mine eyes thy fingers dropping balm"

Middle -- "i" as in bird, curd, referred, earnest, fern  
 "Sweet white lilac, With blooms that stir"  
 "a" as in alone, about, final, sofa, over, arbor  
 "Sing the National Anthem"  
 "u" as in much, come, trouble, flood, does  
 "Till my dull tears go dropping down  
 Like lead into the dust."

VOCABULARY

Words have dollar value. Salesmanship depends upon them. Through words we sell ourselves to the world.

Learn to say the same thing ten times in ten different ways in a fifty minute lecture.

Do not let extra words weaken the expression.

Some slang is acceptable because it better expresses the thought we wish to convey. It must never be tiresome or crude. Do not use it if it does not add to your speech or if you are not used to it.

Expressions commonly used

Fit to be tied	To go over with a bang
To get a kick out of	To be stuck with
To make a hit	To be tied up

Worn out and ugly words and phrases

You're telling me	Can you beat it
Yeah, lousy, got, mad, funny, cute, awful, nice, swell, okay	

Merely knowing pronunciation and meaning of a word does not make it yours. You must know its exact relation to other words.

Do not use a superlative unless necessary.

Be careful in the use of "I".

Use picturesque speech. "His hair was departed in the middle."

Become well acquainted with your dictionary.  
 Add new words to your stock daily.

## Lecture II (5)

Words seldom used -- Droll, winsome, adroit, manner, comely, gallant, merry, fetch.

Adopt the words whose meaning you know but never use.

Trade long words for short ones.

Picturesque speech may be used with effect.

Fashions in words change.

Originate new words and phrases.

Avoid (a) Coarse, clumsy or colorless words and expressions

(b) Worn out words and phrases.

Ten weary phrases

In a few well chosen words

The inner man

Dead as a doornail

Method in his madness

To all thinking people

A long-felt want

Fresh as a daisy

Clear as crystal

Cross as a bear

Too funny for words

(c) Talking much and saying little.

(d) Foreign phrases are to be used seldom

New words for old -- Got -- acquired, earned, wrought, assembled, gained, gathered, secured, succeeded, obtained, collected, recovered, left procured, found, arrive, grew.

So -- Therefore, similar, consequently, thus true, very well.

Swell -- fine, wonderful, great, best, all right, good, delicious, grand, perfect, excellent splendid, beautiful.

Glad -- happy, delighted, enjoyed, relished, pleased, satisfied, grateful.

Okay -- yes, all right, good, very well, surely, excellent.

Cute -- acute, shrewd, clever, able, sharp, crafty, adroit, inventive, cunning, ingenious, skilful, attractive, expert, gifted, keen.

Nice -- fastidious, cultured, subtle, kind, dainty discriminating, modest, fine, refined, reserved, pleasing.

Funny -- humorous, laughable, odd, singular, witty facetious, queer, irregular, comical, whimsical, peculiar, unnatural, amusing, farcical, unusual, droll, strange, wrong.

Mad -- angry, insane, furious, rash, vexed, violent, enraged, peeved.

Dumb -- dull, speechless, illiterate, imbecilic, stupid, ignorant, dense, lumpish, lacking, voiceless, simple.

### Making a speech

1. Select the subject, keeping in mind.

Time

Place

Occasion

Type of audience

2. Assemble the materials

3. Make the outline:

1. preliminary

a. -- address chairman, other guests, and audience.

b. -- acknowledge introductory remarks and express pleasure at being there (if you care to)



3. Make the outline (continued)

2. Introduction

- a. -- State purpose with important first sentence leading.
- b. -- State three main issues -- no comments.

3. Body

First statement discussed.  
Second statement discussed  
Third statement discussed.

4. Conclusion

Summary of talk. Emphasize the power of your purpose, main facts and bring preceding remarks to a focus. Conclusion must be brief and concise. Last sentence important. Never say "I thank you".

Things to remember

Importance of first and last sentences.  
Organization of material according to outline.  
Purpose.  
Desired response.  
Climax which will be recognized by the most indifferent listener.  
Strength of simple language.  
Phraseology, original, beautiful, and strong.  
Value of the understatement.  
Plain speaking -- easily understood.  
Illustrations which are apt.  
Quotations which strengthen your opinion.  
Pause, dramatic, with perfect timing.  
Audience participation, if you dare risk it.

Modulation -- Some voices are beautiful, but they tire the listener.

Range of voice must be cultivated.

Pitch -- start at middle -- go up and down from there.

Color and feeling or expression in voice.

Do not put expression in. Take the expression or meaning out of the words.

Tone color means to color the words. Get the full meaning of the word and use it expressively.

Resonance -- tones flow through an open throat into the head resonators, which respond actively to the vibration of the vocal cords.

Exercises to develop resonance:

1. M.N.Ng. -- singing sounds. Hang on to them.
2. eh-m-m-m Let it flow. Practice on different pitches.  
eh-n-n-n Mā, mē, mī, nō, nū, nā, mēal, māne  
Simmer, linger, wringer.  
"Many more men than women came home."  
"Rome! Rome! Rome!" "Ding-dong".

Grammar -- Refer to "A new self-teaching course in  
PRACTICAL ENGLISH AND EFFECTIVE SPEECH"  
The Better Speech Institute of America  
180 North Michigan Avenue, Chicago, U.S.A.

Learn to stand still -- sit still. No unnecessary gestures, make them definite.

Impromptu Speech -- Who, what, where, when, why, how? Ask these questions, and answer them.

Text books used. "So to Speak" Elisabeth Ferguson von Hesse  
Publishers J. B. Lippincott Co., Philadelphia.

"Public Speaking and Influencing Men in Business"  
Dale Carnegie. Publishers -- Association Press, New York.

"Instantaneous Personal Magnetism" Edmund Shaftesbury  
Publishers -- Galston University Press, Meriden, Conn.

## ORGANIZATION FOR POLITICAL ACTION

Note: Social Credit is not a political party. Social Credit is the efficiency of people in association to get the results they want measured in terms of their satisfaction. Social Credit is a Christian way of life. Through education and organized public pressure the electors must insist that the elected representatives of the people give them the results they want. Political parties and candidates are invited to accept and implement the principles of Social Credit that would give them the results they want. Failing to get the wholehearted endorsement for its principles and philosophy, organized Social Credit groups or Union of Electors then may take political action endorsing a dependable candidate. For this purpose the following section is devoted.

### Three Types of Organization

1. Organization for information
2. Organization for results
3. Organization to sustain results
  1. Without complete knowledge of the details about your constituency any organization for political action is merely a shot in the dark.
  2. Before starting on any organization campaign you must set clearly before you the goal you wish to achieve or in other words the results you want.
  3. In planning your organization or campaign keep in mind the necessity of building a type of organization that you can sustain and one that will retain for you the results you have achieved.

#### A. ORGANIZATION FOR INFORMATION

There are three very important things that an organizer must know about a constituency before he can successfully begin an organization for political action or results:

1. Know your constituency
2. Know your people
3. Know your strength

1. Know your constituency
  - (a) Boundaries -
    1. Provincial
    2. Federal
  - (b) Number and boundaries of Polls
    1. Provincial
    2. Federal
  - (c) Geographical features of constituency
    1. Rivers
    2. Roads
    3. Main industries farming, fishing, lumbering, etc.
    4. Well populated and sparsely populated districts.
  - (d) Availability of halls, etc.
    1. Size
    2. Who to see
    3. Cost of rent

#### A2 Know your people

- (a) Nationality of people in constituency
  1. Nationality by districts or polls
  2. General occupation of nationalities
  3. Do they understand and talk the English language
- (b) Religious leanings by districts.
- (c) Activities of residents of districts
  1. Do they support community enterprises
  2. Do they enter into political activity
  3. Would they attend Social Credit meetings.



A3. Know your strength

- (a) Get voters lists of polls, mark
  - 1. "S" for known support
  - 2. "D" for doubtful support
  - 3. "O" for opposition
- (b) Mark constituency maps according to strength at last election
  - 1. Leave clear all polls won with over-all majority
  - 2. Color blue all polls where support led but did not attain over-all majority
  - 3. Color red all polls where opposition led.

B. With the foregoing information you are now ready to

ORGANIZE FOR RESULTS

What results do you want

- 1. If you are entering a political campaign to elect a candidate to any office,  
There are four important steps toward this goal.
  - (a) Nominating Convention.
    - (1) Advertise it well. Make sure it is known to all who are eligible to attend.
    - (2) Do not call a snap convention unless absolutely necessary.
    - (3) Be sure your platform and policy are well known to the delegates.
    - (4) Be certain that those nominated are wholeheartedly and sincerely in accord with your platform and policy.
    - (5) Be sure to have an unprejudiced and unbiased chairman who will see that all nominees get fair play.
    - (6) Do not permit packing or wire pulling at your convention. Bring them out into the open. You may have your whole constituency undermined and retarded for several years if you fail to be firm and fair at this point.
  - (b) Assist your candidate in becoming well known.  
This can be accomplished in several ways.
    - (1) By radio.
    - (2) By Public meetings.
    - (3) By picnics and social gatherings.
      - (a) Invite him to your district.
      - (b) Introduce him to them all.
      - (c) Take him on visits to the homes
      - (d) Talk about him favorably.
  - (c) Make your platform and Policy known.
    - (1) by public meetings.
    - (2) By printing attractive pamphlets in simple language.
    - (3) By personal contact and in friendly discussion.
    - (4) By use of Poll cards as a reminder on election day.
  - (d) Organize to give your voters every opportunity to vote.
    - (1) Pick a poll captain in every poll.
      - (a) Make sure he knows the political stripe of every voter.
        - 1. Use marked lists.
          - S support
          - O opposition
          - D Doubtful
        - 2. Get him to
          - (a) encourage support.
          - (b) Visit the doubtful to try to win them.
          - (c) be courteous to opposition as persons and leave them alone as long as they remain on opposition list.

- (b) Make sure he knows the layout of his poll
    - 1. All weather roads.
    - 2. Roads that could become impassable
  - (c) Make sure he knows the people that need help to get to vote.
    - (1) crippled.
    - (2) blind
    - (3) aged.
  - (d) Organize transportation for voters unable to get to vote.
    - (1) in the event of bad weather, etc.
2. Know your election act
- (a) Be sure you stay within the law but also insist that all others do so as well.
  - (b) Carefully select your poll officials, scrutineers, etc. Your vote is a precious inheritance see that the people have the opportunity to use it.
3. Beware of dirty political tactics and mud slinging.  
"You can't throw mud and keep your hands clean."
4. Watch your climax  
Build your whole campaign towards the climax. Be careful not to have it come too quickly. Beware of anti-climax
6. Organization to Sustain Results
- 1. ~~This is very important for if you let your organization fall away you may not be able to build it in time in the event of a snap election.~~
  - 2. Your organization should be able to inform your member and government at all times on questions of public opinion.
  - 3. It should be ready at all times to serve your community.
    - 1. Never let your election organization collapse.
      - (a) Relax its tension, but keep it alive.
      - (b) Your key men should be sympathetic and diplomatic.
      - (c) Your marked voters list should be kept up to date.
      - (d) Your educational work on doubtful electors should be continued.
    - 2. Carefully tabulate all results of last election. Analyse and study your results.
      - (a) Re-vamp your marked voters list.
      - (b) Re color your constituency map.
      - (c) Note recommendation for changes in poll boundaries.
      - (d) Re-check and revise your forms on Constituency information.
    - 3. Your organization should be on the alert for human needs within your constituency.
      - (a) Give a sympathetic ear to human need and assist wherever the case is just.
      - (b) Make the people know that your whole concern is human welfare.