

MODERN ELOQUENCE

(Founded by THOMAS B. REED)

ASHLEY H. THORNDIKE
Columbia University
Managing Editor

BRANDER MATTHEWS
Columbia University
Chairman Advisory
Editorial Board

MODERN ELOQUENCE CORPORATION
200 FIFTH AVENUE
New York

Advisory Editorial Board

SIR ROBERT LAIRD BORDEN
NICHOLAS MURRAY BUTLER
JOHN W. DAVIS
HENRY VAN DYKE
HENRY CABOT LODGE
ELIHU ROOT
OSCAR STRAUS
AUGUSTUS THOMAS

May 28, 1923.

Sir Arthur Currie,
McGill University,
Montreal, Canada.

My dear Mr. Currie:-

As a public speaker or one sometimes called upon to address organizations, we believe you will be interested in what follows and will write us "Yes" or "No" -

Several months ago a group of secretaries of important organizations were discussing the difficulties they encounter to find worth-while speakers for their business and luncheon meetings and for their banquets.

They agreed that the greatest handicap has been that there is no central source of information to obtain dependable data on qualified speakers outside of the professional booking agents or lecture bureaus.

The secretaries said that the booking agents were prepared to furnish many excellent speakers, but they could supply only a limited number of names of men who, while not known as professional speakers or orators, nevertheless have delivered most interesting and instructive speeches before Chambers of Commerce, Trade associations, sectional, social, scientific and commercial clubs.

Knowing our desire to further the cause of public speaking and to co-operate in order to bring speaker and audience together, these men suggested that we establish a Speakers Clearance Bureau. To this bureau they could furnish information and from it they could secure, without cost or obligation, dependable data regarding worth-while speakers for their organization meetings and banquets.