

SUGGESTIONS FOR SPEAKERS

BEGIN with a strong, positive, concrete statement,—something that will immediately arrest the attention of your audience. Example—state at once Proceeds of Loan, 1918,—spent $\frac{3}{5}$ for war costs, $\frac{1}{3}$ for farm products—All spent in Canada.

Avoid oratory. Fine phrases will weaken rather than strengthen your speech.

Talk in plain, human manner. Use simple language. Avoid preaching and moralizing.

When you make a strong point, pause—let it sink in.

Use an anecdote or illustration only to drive home a thought.

Speak distinctly. Try to reach the person farthest from the platform.

Speak with authority. Remember that you represent Canada, and do not let your audience forget it.

Finally, finish strong. Beware of an anti-climax.