

ELEMENTS OF SUCCESSFUL SPEAKING FOR THE CAMPAIGN

THERE was so much speaking on matters of national interest during the war that the speaker must have to-day a fresh, strong message in order to get a hearing.

He must appreciate the mental attitude of his audience, whether it be hostile, friendly, or indifferent.

He must create expectation and satisfy desire.

He must realize that only that speech which convinces is a success.

The approach to different elements of our population must be distinctive. Broadly speaking, the students in schools, the workers in industrial plants, the employees of mercantile groups, farmers, professional people, members of social organizations, must be considered as distinct units. While the principles underlying the Victory Loan Campaign are the same for all, the peculiar situation of each must be carefully considered in framing the appeal.