## EVENING PUBLIC LEDGER-PHILADELPHIA, FRIDAY, SEPTEMBER 2, 1921 BREVITY. IS CALLED BEST ernment by Washington has long been delayed because of the refusal of Presi-**OBREGON OPPOSES** dent Obregon to negotiate first a treaty of commerce and amity. WEAPON OF SPELLBINDER TREATY WITH U. S.

Dr. Cattell, Champion Long-Distance Orator of City, Gives His Views-Has Record of 20,000 Speeches

Philadelphia's champion long and short-distance orator leaned back in his office chair today and gazed out into the City Hall courtyard watching the treams of people flow through. And plane, and for you to be trivial would jar terribly. But above all is the ques-tion of closing. To close properly at streams of people flow through. And then swinging around in his chair he smiled a little, and told how those peothe proper time will save many a situaple might be swayed by an able speaker.

of your memory and your memory will

say, 'O, yes; he has a manuscript to

depend upon ; no use my trying to carry him through.' And it won't.

words that he is expecting them to

subject he may have studied for years Remember that no man can give

That is what makes a steady stream of

make that is remembered. Why, I met

a man in Seattle several weeks ago and

will never be remembered.

"Nine times out of ten if a man has

He talked as one who knew, for Dr. Edward James Cattell, City Statistician, has spoken at 20,000 or He talked as one who knew, for James Cattell, City Statistician, has spoken at 20,000 or meetings and banquets in forty-of the States of the Union, to memory to behave its best it is apt to four of the States of the Un more than 20,000,000 persons. behave its worst, and like a child, trust your memory and it will justify Depend upon your manuscript instead

"Yes," he said reflectively, "yes, it is a good thing to be able to make speech and a better thing to be able to stop. My own opinion is that thirty minutes is the outside limit for a speech. generally try to talk only twenty

minutes, and my personal opinion is that the most successful evening would f three snappy speeches, none if them longer than ten minutes. What Orator Shouldn't Do

his speech written out in his pocket so he can depend upon it if necessary he will be forced to read it before he is through. And if he reads a speech he is telling his audience as plainly as "Many a man, you know, comes out carry away with them more in their heads than he could carry to them in his—and he a master of his subject, a on the platform and uses up the first ten minutes of the time apologizing because he did not know he was ex-pected to speak; ten more minutes explaining that he is not prepared, and then spends the rest of the time feeling his audience more than he has got him-self. He is lucky if he can give them then spends the rest of the time feeling eround for a place to sit down, so to speak. He knows, and you know, he is talked out and doesn't know how to stop. Now, if he is limited to ten minutes at the beginning, he will say what he has to say and that is the end of stories. Unless a story illustrates a point it will never he remembered

never use notes. public speaker looks at his notes he loses the connection between himself and his audience. Then the people begin to wonder who wrote his speech

he told me he had just told a story to "It is, you see, more important for illustrate a point that he had heard me to illustrate a point that he had heard me toll in New York twelve years ago, also to illustrate a point. The life of a story, you see, depends upon the fact to which it is attached. a speaker to study his audience than it is for him to study his subject. There are three or four major things that appeal to all audiences; the job is to find the thing that will hold a ma-"Jokes and serious thought must alfority of the audience before you. ternate; you have got to get your con-trasts. And in this conne .ion, allow

Must Follow Moods

"Then you must sense the mood of particular moment. Perhaps a bright and witty speaker has preceded



## **Automobiles Run 15 Miles Without Oil**

The star

DR. E. J. CATTELL

are the most serious and sentimental in the entire world. I mean that! I seldom deliver an address that some one

in the audience does not thank me aft-erward for one of the serious thoughts

was invited to make an address not so

marks, could not stop and spoke for forty-five minutes. I found I had only

I had been glad to see them, had had a good time, and 'Good-night.' Then

**His Early Training** 

Then the doctor ceased describing the technique of the thing, and told of his first public speech. It was made just

speech was to thank them, say

half an hour to make my

I took the next train home.

The man ahead

train, and

"You get up against some f propositions," mused Dr. Cattell.

I have expressed.

jokes so tiresome. It is the story that illustrates the point you are trying to of me, who was to have made a few re-

to state that the American people

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