

On Public Speaking

Governor's Book Reviewed By A Former Governor

THE ART OF ELOQUENCE. By Theodore R. McKeldin and John C. Krantz, Jr. Williams & Wilkins. Baltimore. \$3.

The progress of civilization is based upon man's ability to communicate with his fellow man intelligently and accurately.

Man differs from the animals because of his ability to speak and record his thoughts. Most animals can emit noises, cries characteristic of their species, but man alone speaks.

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Speech is the principal vehicle that man possesses for the transportation of his thoughts and ideas to others. The maintenance and progress of the collective intelligence of mankind is based on speech as a medium of communication, and yet our system of education has been woefully lacking in the teaching of the principles and techniques of accurate and efficient vocal expression.

Eve. Sun
"The Art of Eloquence," which

will be published next Wednesday, will be welcomed to this sparsely settled field. The authors, from their wealth of long experience, have lucidly explained the fundamental requirements for effective speech and they have dramatically portrayed the pitfalls that await the uninformed and inept speaker who desires to be sympathetically received and understood.

Governor McKeldin and Dr. Krantz have applied their text to the field of public speaking, but many of the fundamentals of more effective run-of-the-mine talk are necessarily and appropriately included.

The book covers the cause and cure of physical "butterflies" and violent heart pounding; the proper choice, meaning and effect of words; the use and care of the voice; plus an admonition against talking unless you have something to say.

Repeatedly throughout the text there is the forthright admonition to practice and practice, with the frank assertion that you can no more become an effective public speaker by reading a book than you can become a piano player by such a method of study. The authors have applied their text to instruction in public speaking, and have

therefore included instructions and warnings on platform appearance and behavior.

Certainly the application and continued practice of the lessons set forth in the volume will result in great improvement in speaking effectively in public. The rewards for this effort are stated in the opening paragraph of the first chapter.

It is almost impossible to overstress the satisfaction, the pleasure and the benefits you will derive from developing the ability to speak effectively. No other accomplishment will so quickly secure recognition. It adds social prestige and new friends, increases your income and gives you a sense of security, power and confidence.

To this the reader can subscribe, with the reservation that the greatest satisfaction comes from an im-

proved ability to express that which we have previously thought. Maintenance of the relation between thinking, as the primary essential, and speaking, as the secondary one, should have been more clearly and forcefully emphasized.

It follows that one is compelled to disagree genially with the highly regarded Lowell Thomas, when he states in the "Foreword" of this book "that if I were in charge of the schools of the world, I would put practice in public speaking first, followed by the three R's."

The importance of maintaining the right relation of, first, knowledge and, second, speech is appropriately illustrated by the occasion of Lincoln's Gettysburg Address. The main oration that day was delivered by a famous orator, Edward Everett, and its full text was printed in the New York newspapers. Today, no one recalls anything he said, but school children memorize and quote Lincoln's brief speech.

We must all applaud the effort to get more human beings to express their thoughts effectively, but we must shudder to think of living in a world in which there is more talk than thought.

WILLIAM PRESTON LANE, JR.