



'Make 'Em Feel You're One of Them'

Political Speakers Follow Unwritten Textbook's Rules

By DAN SELLARD
Of the Register-Guard

When a politician not so long ago told a loggers' union how he once fell trees with a crosscut saw, and another politician told the same group he had the habit of chewing snoose, both were consciously following Rule No. 1 in the as yet unwritten book on how to make political speeches.

A written textbook would say that a speaker should "attempt to establish an identity with his listeners, a rapport with the audience."

Translated into less academic language, the rule is: "Make them feel you're one of them—by any means you can devise."

This has led to some odd speech preambles. One candidate recently recalled the activities of his grandfather to make sure that a farmers' group knew he was "one of them." He and the crowd both forgot that nearly everyone's grandfather was a farmer.

Candidates have used their wives, their uncles, their college-day jobs, their automobiles and even their children to make the connection between the speakers' platform and the back row of chairs.

Children? That's easy. "I have six children" is a sure-fire pitch.

Rule No. 2 in the handbook says that next the speaker must convince the audience he knows quite a little about its problems. If it's farmers, then talk about the increasing price of food but the decreasing price paid to the farmer. . . if it's teachers, talk about the problems of communicating in a world that is growing more complex every day.

This is not difficult, if the speaker only wants to establish himself as being conversant with the problems. Giving a solution is a much greater task.

Rule No. 3 involves the "Big Switch."

The Big Switch is the knack of making a quick transfer in the speech from the area that everyone knows about to an area that hardly anyone knows much about.

The parentheses behind the Big Switch in the little book says: ("impress them that you know a lot about something they don't.")

This third step, of course, should come

earlier in the speech if the candidate is on unsure grounds in Step No. 2—if you don't know much about the timber industry, jump across the ocean to China and talk about the price of codfish or something.

The third step most often goes abroad because international relations, world peace and other such topics are fairly safe in most groups. Speaking on these is also impressive.

Rule No. 4 is the toughest. This is how to end. How does one sense that he's said enough or that he's made his points? The book fails on this one.

One ending technique "leaves 'em laughing." This means the speaker has saved a joke and works it in just before he sits down.

Another is "leave them impressed or inspired." This is difficult for all but the most practiced.

Still another is the "surprise ending," something like that employed by director Alfred Hitchcock in his television plays. This also should be reserved for the few good speakers.

But most candidates in the current campaign do none of these—rather, they wind up and then ask for questions from the audience. This most often denies them the reward of applause but it's a graceful way to stop.

But if you employ this system, how do you shut off the questions? One way is to signal the chairman to get up and thank you. This may take some whispering but it helps.

There are refinements to all these little rules, but in the main they suffice.

And lest it be said that this is a shameful bit of trickery, think of this—politics or at least the campaigning part of it, is salesmanship and these rules, though bent to the occasion, are rather universal.

Lord knows, it's hard for a candidate to get an audience these days. It's even harder to hold its attention.

And to use 15 or 20 minutes in such a way as to convince people to vote for you takes some technique.

Dale Carnegie might quaver and Emily Post might quake, but these are the rules.

Death Ray of Future?

Light Bounced From Moon

LEXINGTON, Mass. (AP)—Fantastic death rays of the future may have jumped part way from fiction to fact this past week as scientists successfully hit the Moon with ultra-powerful flashes of red light.

A series of 20 bursts were shot at the moon Thursday night repeating a Wednesday night success when 13 flashes were fired moonward and the reflection was caught back on Earth.

Massachusetts Institute of Technology scientists said it

was the first time man had hit another celestial body with a light ray. The beam was the most powerful ever developed.

The scientists said the new tool, a powerful ruby optical device, opened up a host of possibilities. It was built by Raytheon Co. for experimental purposes.

The device is known by its inventor, Charles H. Townes of M.I.T., as a Maser from the words "Molecular Amplification by Stimulated Emission of Radiation." The word Laser is used by some scientists, who substitute the first word "light."

The experiments this week consisted of firing flashes of light through a ruby crystal only about the size of a fat pencil. Chromium ions in the ruby are excited, build up a tremendous energy peak and then are discharged as red light

through a 12-inch telescope aimed at the Moon.

The light was confined and aimed so precisely it lit up a circle on the Moon about two miles in diameter.

Some sources say the ray may be developed into a reliable anti-missile weapon in 20 years or less.

Dreamy Man

TORONTO (AP)—The human being has to spend at least 20 per cent of his sleeping time in dreams. Dr. Charles Fisher of Mount Sinai Hospital, New York, told the American Psychiatric Assn. convention here. And, he added, if a sleeper is awakened in mid-dream he'll make up the lost sequences at the next opportunity.

Senators Spurn Probe Request

WASHINGTON (AP)—The Senate Foreign Relations Committee Thursday decided to take no action on a request by Sen. John G. Tower, R-Tex., to investigate the dismissal of a 65-year-old Texas woman from the Peace Corps.

Tower asked the committee to look into the case of Mrs. Janie F. Fletcher, who said she was dropped from the corps because she refused to undergo the rigorous physical training schedule. Peace Corps officials said she was dropped for other reasons.

Board Can't Prohibit Anchoring of Boats

SALEM (AP)—Atty. Gen. Robert Y. Thornton told the State Marine Board this week it can not prohibit anchoring of boats in navigable channels.

He said a federal law allows such anchoring.

The Marine Board was asked to prohibit boats from anchoring for the purpose of fishing at the Nehalem River entrance.

Thornton said the federal law requires anchored boats to leave room for passage of other boats.

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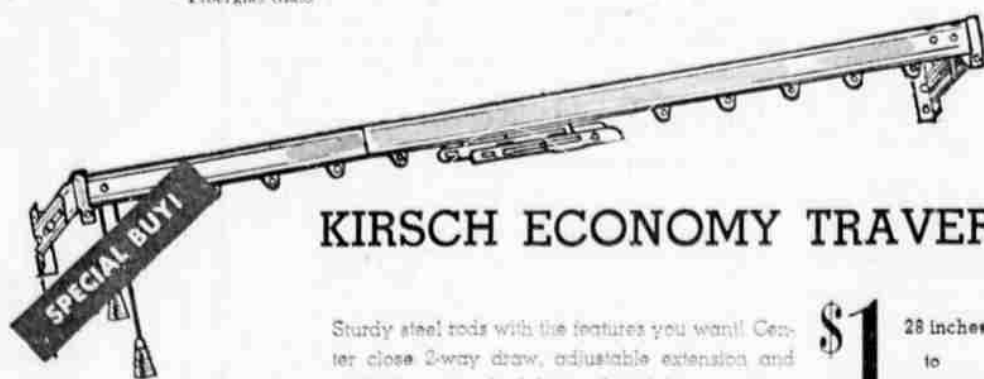
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