

The Secret of Being a Convincing Talker

How I Learned It in One Evening

By GEORGE RAYMOND

"HAVE you heard the news about Frank Jordan?"

This question quickly brought me to the little group which had gathered in the center of the office. Jordan and I had started with the Great Eastern Machinery Co., within a month of each other, four years ago. A year ago, Jordan was taken into the accounting division and I was sent out as salesman. Neither of us was blessed with an unusual amount of brilliancy, but we "got by" in our new jobs well enough to hold them.

Imagine my amazement, then, when I heard:

"Jordan's just been made Treasurer of the Company!"

I could hardly believe my ears. But there was the "Notice to Employees" on the bulletin board, telling about Jordan's good fortune.

Now I knew that Jordan was a capable fellow, quiet and unassuming, but I never would have picked him for any such sudden rise. I knew, too, that the Treasurer of the Great Eastern had to be a big man, and I wondered how in the world Jordan landed the place.

The first chance I got, I walked into Jordan's new office and after congratulating him warmly, I asked him to let me "in" on the details of how he jumped ahead so quickly. His story is so intensely interesting that I am going to repeat it as closely as I remember.

"I'll tell you just how it happened,



FREDERICK HOUK LAW
As educator, lecturer, executive, traveler and author few men are so well equipped by experience and training as Dr. Law to teach the art of effective speaking. His "Mastery of Speech" is the fruit of 20 years' active lecturing and instruction in Eastern schools and colleges preceded by an education at Oxford Academy, Amherst College, Columbia University, The Teachers College, Brown University, and New York University. He holds the degrees of A. B., A. M. and Ph. D.
Dr. Law is the author of two novels, two books of poetry, and editor of six school text books. At present he is lecturer in English in New York University, Lecturer in Pedagogy in the Extension Work of the College of the City of New York, head of the Dept. of English in the Stuyvesant H. S. and writer of the Weekly Lesson Plans for the Independent.

George, because you may pick up a pointer or two that will help you.

"You remember how scared I used to be whenever I had to talk to the chief? You remember how you used to tell me that every time I opened my mouth I put my foot into it, meaning of course that every time I spoke I got into trouble? You remember when Ralph Sinton left to

take charge of the Western office and I was asked to present him with the loving cup the boys gave him, how flustered I was and how I couldn't say a word because there were people around? You remember how confused I used to be every time I met new people? I couldn't say what I wanted to say when I wanted to say it; and I determined that if there was any possible chance to learn how to talk I was going to do it.

"The first thing I did was to buy a number of books on public speaking, but they seemed to be meant for those who wanted to become orators, whereas what I wanted to learn was not only how to speak in public but how to speak to individuals under various conditions in business and social life.

"A few weeks later, just as I was about to give up hope of ever learning how to talk interestingly, I read an announcement stating that Dr. Frederick Houk Law of New York University had just completed a new course in business talking and public speaking entitled 'Mastery of Speech.' The course was offered on approval without money in advance, so since I had nothing whatever to lose by examining the lessons, I sent for them and in a few days they arrived. I glanced through the entire eight lessons, reading the headings and a few paragraphs here and there, and in about an hour the whole secret of effective speaking was opened to me.

"For example, I learned why I had always lacked confidence, why talking had always seemed something to be dreaded whereas it is really the simplest thing in the world to 'get up and talk.' I learned how to secure complete attention to what I was saying and how to make everything I said interesting, forceful and convincing. I learned the art of listening, the value of silence, and the power of brevity. Instead of being funny at the wrong time, I learned how and when to use humor with telling effect.

"But perhaps the most wonderful thing about the lessons were the actual examples of what things to say and when to say them to meet every condition. I found that there was a knack in making oral reports to my superiors. I found that there was a right way and a wrong way to present complaints, to give estimates, and to issue orders.

"I picked up some wonderful pointers about how to give my opinions, about how to answer complaints, about how to ask the bank for a loan, about how to ask for extensions. Another thing that struck me forcibly was that, instead of antagonizing people when I didn't agree with them, I learned how to bring them around to my way of thinking in the most pleasant sort of way. Then, of course, along with those lessons there were chapters on speaking before large audiences, how to find material for talking and speaking, how to talk to friends, how to talk to servants, and how to talk to children.

"Why, I got the secret the very first evening and it was only a short time before I was able to apply all of the principles and found that my words were beginning to have an almost magical effect upon everybody to whom I spoke. It seemed that I got things done instantly, where

formerly, as you know, what I said 'went in one ear and out of the other.' I began to acquire an executive ability that surprised me. I smoothed out difficulties like a true diplomat. In my talks with the chief I spoke clearly, simply, convincingly. Then came my first promotion since I entered the accounting department. I was given the job of answering complaints, and I made good. From that I was given the job of making collections. When Mr. Buckley joined the Officers' Training Camp, I was made Treasurer. Between you and me, George, my salary is now \$7,500 a year and I expect it will be more from the first of the year.

"And I want to tell you sincerely, that I attribute my success solely to the fact that I learned how to talk to people."

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When Jordan finished, I asked him for the address of the publishers of Dr. Law's Course and he gave it to me. I sent for it and found it to be exactly as he had stated. After studying the eight simple lessons I began to sell to people who had previously refused to listen to me at all. After four months of record breaking sales during the dullest season of the year, I received a wire from the chief asking me to return to the home office. We had quite a long talk in which I explained how I was able to break sales records—and I was appointed Sales Manager at almost twice my former salary. I know that there was nothing in me that had changed except that I had acquired the ability to talk where formerly I simply used "words without reason." I can never thank Jordan enough for telling me about Dr. Law's Course in Business Talking and Public Speaking. Jordan and I are both spending all our spare time making public speeches on war subjects and Jordan is being talked about now as Mayor of our little Town.

So confident is the Independent Corporation, publishers of "Mastery of Speech," Dr. Law's Course in Business Talking and Public Speaking, that once you have an opportunity to see in your own home how you can, in one hour, learn the secret of speaking and how you can apply the principles of effective speech under all conditions, that they are willing to send you the Course on free examination.

Don't send any money. Merely mail the coupon or write a letter and the complete Course will be sent, all charges prepaid, at once. If you are not entirely satisfied send it back any time within five days after you receive it and you will owe nothing.

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Please send me Dr. Frederick Houk Law's "Mastery of Speech," a Course in Business Talking and Public Speaking in eight lessons. I will either remail the Course to you within five days after its receipt, or send you \$5.

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