

# Talk Rules the World

- ☆ Speech is the key to Self Improvement
- ☆ Speech develops and releases your personality
- ☆ Speech is the door to Human Relations
- ☆ Speech leads to success
- ☆ Speech becomes more important every day.

## A Unique Project for Self Improvement

A course for active mature business people

A course thoroughly tested by long experience

A course that meets new problems created by War

A course filled with fun and entertainment

A course that produces results

**by E. C. BUEHLER**

**Professor of Speech and Drama**

**University of Kansas**

20 years' experience. . . criticized 80,000 speeches. . . Author of 18 books on Speech and Salesmanship. . . National President Delta Sigma Rho. . . Specialist in teaching business groups how to talk and meet the Public. Conducted 46 classes and Speech Clubs for business men. Organized 13 Lawrence classes.

(Summer Only)

## Special Course Designed For Business and Professional Men and Women

- I. GETTING ACQUAINTED—THE RIGHT MENTAL ATTITUDE  
Spot reporting—life and interests of persons seated next to you.  
Tapping the subconscious mind. The 3-point formula  
"The Seven Salient Points."
- II. DEVELOPING POISE AND SELF-ASSURANCE  
Six basic factors of life discussed and appraised.  
Speaking under blackout conditions. Talk about faults, blunders, shortcomings, peculiarities, hard luck, etc.
- III. ANIMATED SPEAKING—"POSTURE, PLATFORM MANNERS, BODILY ACTION"  
Demonstration talk. Use objects, visual aids, and exaggerated bodily expression (4 minutes).
- IV. PROBLEMS OF COMMUNICATION—AUDIENCE CONTACT  
Informative talk. Oral report based upon a visit or an interview. Be interesting. Be clear, and show enthusiasm. (5 minutes)
- V. SLANTS ON THE ART OF LIVING (CHOOSE YOUR PROJECT)  
Project One—personal philosophy for getting the most out of life. Focus on friendliness and sincerity. (5 minutes)  
Project Two—an unforgettable character. Focus on humanness and vividness. (5 minutes)
- VI. TYPES OF SPEECHES—SHOWMANSHIP IN PUBLIC SPEAKING  
Part One—Sample of one type of occasional speech. Introduction, acceptance, welcome, etc. (3 minutes).  
Part Two—Interest, attention, crowd mind, persuasion, etc. The A.B.C. of showmanship.
- VII. THE ART OF MAKING EXTEMPORANEOUS TALKS.  
Formula for organizing and developing an idea under pressure. 30 minutes of preparation, 5 minute-heckling or cross examination.
- VIII. DEMONSTRATION NIGHT-(NO DINNER)  
Enlarged audience set-up. Informative talk based upon war effort and post-war living. Unsigned rating cards will be used. (6 minutes)
- IX. STRATEGY AND ART OF HANDLING PEOPLE  
Meeting the public. First-hand experiences in handling people. Frank, pointed testimonies. (5 minutes)
- X. COMMENCEMENT BANQUET.  
Banquet Theme: Where do we go from here? Everybody talks. Special numbers include orators, the phrase catcher, historian, poet, honors and awards.

Prizes will be given at each session for best speeches, improvement, and special achievement