

EXTRACTS FROM „BABBITT“

By
SINCLAIR LEWIS.

POWER AND PROSPERITY IN PUBLIC SPEAKING

A Yarn Told at the Club

WHAT WE TEACH YOU!

How to address your lodge.
How to give toasts.
How to tell dialect stories.
How to propose to a lady.
How to entertain banquets.
How to make convincing
selling-talks.
How to build big vocabu-
lary.
How to create a strong
personality.
How to become a ratio-
nal, powerful and original
thinker.
How to be a MASTER
MAN!

PROF. W. F. PEET

author of the Shortcut
Course in Public-Speaking,
is easily the foremost figure
in practical literature, psy-
chology & oratory. A gra-
duate of some of our lead-
ing universities, lecturer,
extensive traveller, author
of books, poetry, etc., a
man with the unique PER-
SONALITY OF THE
MASTER MINDS, he is
ready to give YOU all the
secrets of his culture and
hammering Force, in a few
easy lessons that will not
interfere with other occu-
pations.

Who do you think I ran into the other evening at the De Luxe Restaurant? Why, old Freddy Durkee, that used to be a dead-or-alive shipping clerk in my old place — Mr. Mouse-Man we used to laughingly call the dear fellow. One time he was so timid he was plumb scared of the Super, and never got credit for the dandy work he did. Him at the De Luxe! And if he wasn't ordering a tony feed with all the "fixings" from celery to nuts! And instead of being embarrassed by the waiters, like he used to be at the little dump where we lunched in Old Lang Syne, he was bossing them around like he was a millionaire!

I cautiously asked him what he was doing. Freddy laughed and said, "Say, old chum, I guess you're wondering what's come over me. You'll be glad to know I'm now Assistant Super at the old shop, and right on the High Road to Prosperity and Domination, and I look forward with confidence to a twelve-cylinder car, and the wife is making things hum in the best society and the kiddies getting a first-class education.

"Here's how it happened. I ran across an ad of a course that claimed to teach people how to talk easily and on their feet, how to answer complaints, how to lay a proposition before the Boss, how to hit a bank for a loan, how to hold a big audience spellbound with wit, humour, anecdote, inspiration, etc. It was compiled by the Master Orator, Prof. Waldo F. Peet. I was sceptical, too, but I wrote (just on a postcard, with name and address) to the publisher for the lessons — sent On Trial, money back if you are not absolutely satisfied. There were eight simple lessons in plain language anybody could understand, and I studied them just a few hours a night, then started practising on the wife. Soon found I could talk right up to the Super

and get due credit for all the good work I did. They began to appreciate me and advance me fast, and say, old doggo, what do you think they're paying me now? \$ 6,500 per year! And say, I find I can keep a big audience fascinated, speaking on