

Make your **CONVERSATION**

Read what others say

Dr. John H. Finley, noted educator and editor, says, "I was taught to 'declaim' and 'orate.' But to converse?—that was so commonplace a thing that it never occurred to me that this was, after all, the most important form of speech."

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Dr. George A. Dorsey, famous authority on mankind, believes that, without conversation, "human culture is inconceivable."

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"The first duty of man is to speak," said Robert Louis Stevenson. His second duty is to learn how to converse with his fellow men. You know countless people who, as the Abbe Dimnet says, "Love to talk, but they have no idea of conversation."

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Emil Ludwig, the famous biographer, points out that eating together is no more common than talking together. "Yet, while everyone is required to have a knowledge of how to eat, in conversation anarchy reigns."



**JUST
ARRIVED
FROM U.S.A.**

**"Adventures in
Conversation"
shows way to a
new and hap-
pier life.**

Fascinating New Way to win Poise, Power and Increase Popularity



You may have an original mind and be possessed of deeply interesting ideas, but unless you can express yourself clearly, courteously and convincingly, your friends and associates may think you shallow or dull. If you

find it difficult to readily express your true self in your talk with people, you owe it to yourself to find out now about this wonderful new way that shows you how to acquire **More Poise, Ease and Charm** in your conversation. With this ability, you, too, may win new friendships. You, too, may advance in society, in business, in your everyday contacts.

JUST A FEW SIMPLE RULES

Have you noticed how the person who brings **Enthusiasm, Sparkle, Entertainment** and thrills into their conversation holds the centre of attention? Yet conversation has certain fundamental rules. The good talkers whom you admire know

these rules and apply them whenever they converse. Learn the rules and make your conversation **Brighter** and **More Impressive**. When you have learned the magic power of words, you may find yourself becoming more popular and winning new friendships in the business and social worlds.

THIS FAMOUS CONVERSATION COURSE WILL HELP YOU

Several years ago a woman, famous in adult education, had a revolutionary idea. This woman is Ethel Cotton, well-known commentator over the National and Columbia Broadcasting systems in America. And her idea resulted in this astonishingly simple course through which thousands have discovered within themselves, powers of conversation they never dreamed possible. Tongue-tied, you may dread company now. But by applying the principles set out in the course you will find yourself able to converse, and enjoyably, on any occasion.

(The Next Step is Up to You).

POST COUPON FOR BOOKLET TO-DAY

Just for mailing the coupon, you may have our new free booklet "Adventures in Conversation." Just arrived from America, it describes in detail Ethel Cotton's simple and practical method for Self-Training in the all important Art of Conversation, right in your own home. We believe we have done our part in making this wonderful booklet readily available. There are only 200 copies. The next step is up to you. Mail the coupon, please, to-day. Just enclose 6d. in stamps for postage and despatch.

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