



For clear-sighted views of  
freedom and responsibility, courage and compassion,  
initiative and success:

# THE EAGLE

**Dr. Ken  
McFarland**



# HAS LANDED

**Eight Classic Talks by  
Today's Foremost Spokesman for the  
Spirit of America**

**... Now yours to share and  
profit from on eight audiocassettes!**

# From the man who helps millions rediscover the building blocks ...as individual persons, as a man

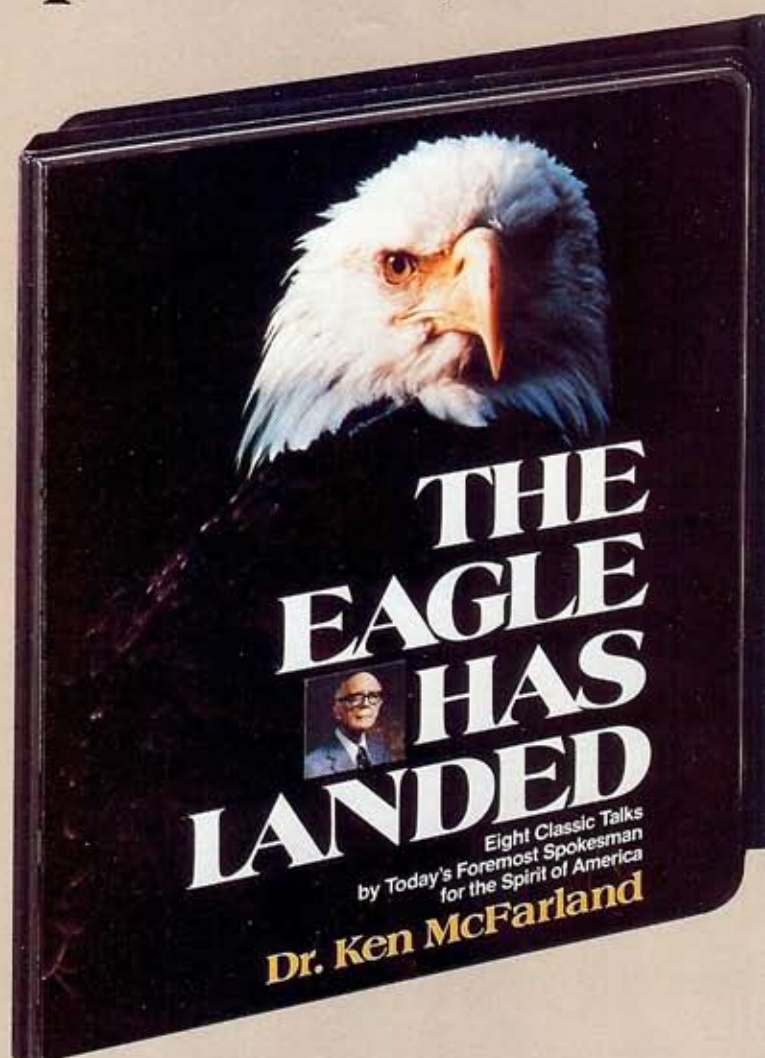
## **Eight Unforgettable Audio Classics by Dr. Ken McFarland**

- The Lamplighters
- Ropes of Gold
- You Better Believe It
- Selling America to Americans
- Living Dynamically in the '80s
- The Person in SalesPERSON
- On Public Speaking—Part One
- On Public Speaking—Part Two

Now you can join the millions who are deeply moved and uplifted when they hear a "live" presentation by Dr. Ken McFarland. In fact, you'll profit even more by having *eight* of the greatest talks of his illustrious career . . . *eight unforgettable classics* to review and share with others at your convenience.

### **Keeping the Road Open and the Ladders Up**

Like the symbolic eagle, Ken McFarland rose from obscurity in the heartland of America to become the preeminent spokesman for free enterprise and a future full of opportunities for everyone. Starting from humble circumstances, he soon became highly successful as an educator, businessman, author, horse-breeder, civic and religious leader, salesman and speaker. As he achieved his own goals, he dedicated his life to "keeping the road open and the ladders up" . . . so that those less fortunate might still enjoy equal if not greater success.



### **America's Number One Speaker**

His message caught on. Over the years he has spoken from platforms all over the Free World, selling and reselling the virtues of freedom, the opportunities and obligations in a democratic society. His message is timeless and his fans are legion. The National Speakers Association was unanimous in declaring him the Number One speaker in the U.S.

The eight talks in this cassette program represent the best of Ken McFarland. They are unforgettable classics that have no end-dates or limitations. All together they constitute an enduring, dynamic philosophy, a clear-sighted, encouraging view of our world that has inspired and motivated people in all walks of life.

# ons to greatness ation



## SPECIAL CASSETTES ON

### 1. SELLING and 2. PUBLIC SPEAKING

Included at right are "The Person in SalesPERSON" and "On Public Speaking" Parts One and Two. These are top information sources in their fields. No tape library should be without them.



## Eight Unforgettable Classics by the Dean of Public Speakers on Personal Initiative, Self-reliance, and Preserving Freedom for Posterity:

**The Lamplighters.** ("Everyone should leave a trail of lights.") This is Dr. McFarland's great inspirational talk on lighting up the lives of others by doing and saying the right thing at the right time—with finesse. Extending yourself to be helpful and going the extra mile to serve your family, friends, associates and customers. Abiding by the same rules of behavior that you expect others to live by. Going through life like the old lamplighter of the past, lighting streetlamps at dusk to illuminate the night.

**Ropes of Gold.** ("Never hang your dreams in the closet.") There was never a greater need for a coherent philosophy of life. In this audio session Dr. McFarland offers a broad perspective of today's world. He defines the "ropes of gold" that anchor our lives and hold a free society together. Such as knowing the difference between enduring happiness and short-lived, spur-of-the-moment gratification. The right "to know the score." The right to be uncommon. The courage to persist, no matter what, and "never hang your dreams in the closet."

**You Better Believe It!** ("God, Gumption, and America.") Here Dr. McFarland talks about the *individual* and *opportunity* and how these two words sum up the American free enterprise system. He decries the critics who never met a payroll or produced anything, but who make a career of sniping at those who produce goods and services and bring them to market. He tells how, as a boy, he met William Jennings Bryan and how that silver-tongued orator inspired him to become a world-famous speaker.

**Selling America to Americans:** ("You never know to whom you are speaking when you talk to a child.") Addressing 5,000 adults gathered to honor the Boy Scouts of America, Dr. McFarland reminds his audience that a young person may have the potential of becoming anything, even President of the United States. That most youngsters know too little about time-tested values that helped shape American history. And that patriotism as opposed to nationalism should be deliberately taught to everyone, starting at an early age.

**Living Dynamically in the '80s.** ("Let it begin here and now.") In celebration of the American Bicentennial era of 1976-1989, Dr. McFarland recalls the Spirit of '76, our recent debacle in Southeast Asia, and six reasons for the decline and fall of great nations in the past. Then he recommends social, economic and political attitudes and actions for putting our own nation's house in order and improving the quality of life in the U.S. during the years ahead.

**The Person in SalesPERSON** ("Whosoever will includes you.") More than a discourse on sales techniques, this talk is a sweeping compendium of the human qualities needed for more successful selling. Being there (in front of the prospect) and believing. Showing the need for a product or service and how your company best fills that need. The greatest sales formula ever devised, from the greatest salesman the world has ever known. And the amusing story of a salesman who turned a hostile "suspect" into an interested prospect and, finally, a thoroughly-sold customer.

**Public Speaking—Part One.** ("Don't speak from the top of your head, but from the bottom of your heart.") Recognize the role of women in the law, in public speaking, in all the professions. Know your subject and have something fresh and interesting to say. Don't unknowingly use old-hat anecdotes and illustrations. Check out anything you didn't personally experience or create. Don't make "success" speeches to people who are more successful than you. Don't be Pollyanna, but lead your listeners to higher ground. Give them a lift!

**Public Speaking—Part Two.** ("I'm not talking about success in delivering a speech in 45 minutes. I'm talking about success in communicating for 45 years!") In a question-and-answer session with the National Speakers Association, Ken McFarland draws upon his rich background of experience to answer queries about almost every aspect of public speaking. A gold mine of practical information for any student of oral communication.

# Dr. Ken McFarland

## The Man and the Legend



### Sample Comments from Countless Admirers

"If nothing else happened during the New Orleans meeting, Ken McFarland's talk would have made the trip more than worth the effort and expense."

J. Lucian Smith, President  
The Coca-Cola Company, Atlanta

"Dr. McFarland is truly America's Number One speaker and a man with a mission."

Kenneth M. Kent, Executive Coordinator  
First Annual Tennessee Safety Congress

"Through our final session on Wednesday, people kept telling me how much they benefited from Dr. McFarland's address."

James F. Bemis, Executive Director  
Northwest Assn. of Schools and Colleges, Seattle

Like a recent immigrant who loves America, Ken McFarland puts a high value on being a U.S. citizen. Born and raised in a small country town, he has spent decades traveling through every section of the land and is at home in all of them. His formal education was also nationwide in scope. His Bachelor's Degree is from Pittsburg State College in Kansas; his Master's Degree was taken at Columbia University in New York; and his earned doctorate is from Stanford University, California.

For 24 years he was a school executive, serving the last nine years of this career as city superintendent of schools in Topeka, the capital of his native state. The modern McFarland Trade School, which he designed and built at Coffeyville, Kansas, is named in his honor. His many other honors include awards from the American Academy of Achievement, Freedoms Foundation, and International Speakers Hall of Fame. His book, *Eloquence in Public Speaking*, is a best-seller in its field.

His wide-ranging interests make it easy for Ken to talk the language of any group. In addition to being an educator, businessman, salesman, cattleman and horse-breeder, he is an industrial adviser, civic leader, author, religious leader, and recognized authority on governmental and economic affairs. He also has become a model for other speakers and a legend in his own lifetime.

"As the standing ovation indicated, and as subsequent comments confirmed, Ken McFarland is the greatest speaker in the country."

W. R. Tincher, Chairman of the Board and President  
Purex Corporation, Lakewood, California

"More than any living person Dr. McFarland has been an inspiration in my life, for which I thank him deeply."

William P. Headley, Safety and Health Specialist  
Columbia Gas Distribution Companies, Columbus, Ohio

"The 900 men and women in the audience gave Dr. McFarland the longest standing ovation I have ever witnessed. He is truly an inspiration."

Thomas A. Fenley, III, Managing Director  
National Wholesale Hardware Assn., Philadelphia