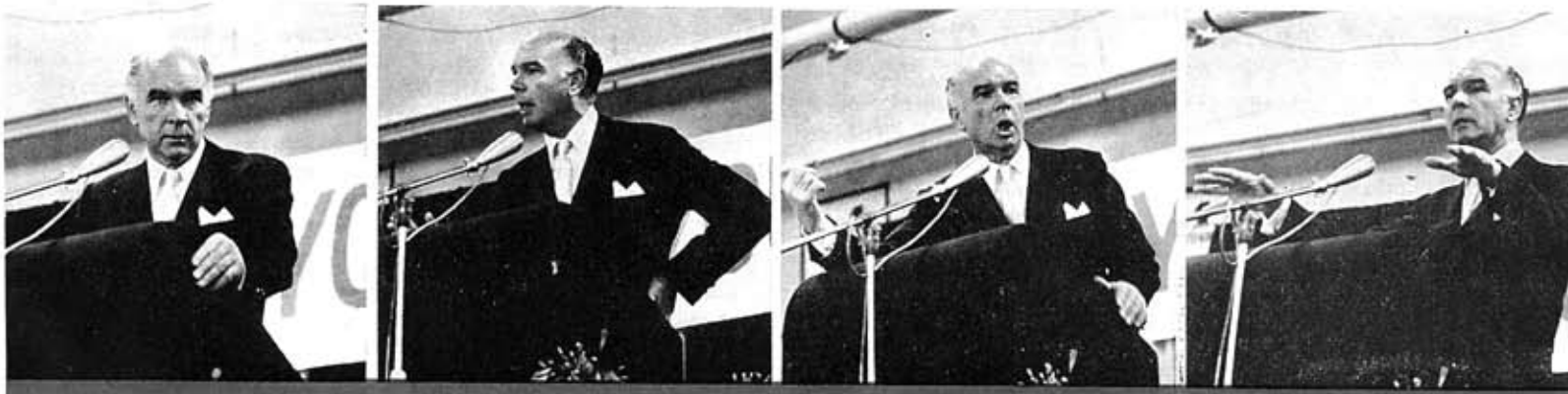


*Very special greeting
to
Charley Jarris
Aug 8, 1978
Kenneth McFarland*

DR. KENNETH
McFARLAND

DEAN OF AMERICAN
PUBLIC SPEAKERS

This biographical sketch has been prepared for the convenience of those in charge of meetings which are to be addressed by Dr. Kenneth McFarland. This material includes all the information that is usually needed for introducing Dr. McFarland to an audience, for advance publicity on meetings, and for statements on printed programs. Individuals and committees concerned with such responsibilities can select from this folder the points they consider most significant in their particular situations. It is respectfully suggested that the actual introduction of Dr. McFarland to the audience should not be too prolonged.



Dr. Kenneth McFarland is the recipient of Freedom's Foundation's prestigious National Leadership Award. This significant honor is another recognition of the fact that for years he has been acknowledged to be the nation's most eloquent and effective exponent of what is commonly known as the "American System." In presenting the plaque to Dr. McFarland at Valley Forge, Pennsylvania, Freedom's Foundation President Kenneth Wells said,

"I shall identify our Freedom Leadership Award winner with a simple, unqualified statement — he is the greatest public speaker in the United States."

Dr. McFarland is also the recipient of the Golden Plate Award, presented by the American Academy of Achievement in its Salute to Excellence meeting at Dallas. It is the only award for public speaking ever made by the Academy, and salutes Dr. McFarland as the "Nation's Number One Public Speaker." He is an honorary member of the World's Number One Rotary Club in Chicago. Dr. McFarland was awarded the Freedom Foundation's Free Enterprise Exemplar Medal in 1975.

Kenneth McFarland's speeches reflect the breadth and depth of his broad experience and thorough education. For more than a quarter of a century he has covered



Religious Heritage of America, Washington, D. C.

America until he has developed a deep appreciation of what it means to be an all-around American citizen. He has come to know and admire the peculiar strengths of each section of this great land and he is at home in all of them. A nation-wide survey showed Dr. McFarland is America's foremost public speaker, and he was rated first in each general section of the country as well as amassing the highest total score.

Dr. McFarland's 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 twenty-four years Kenneth McFarland enjoyed an outstanding career as a school executive, serving the last

nine years of this as city superintendent of schools in Topeka, the capital of his native Kansas. The modern McFarland Trade School, which he designed and built at Coffeyville, Kansas, is named in his honor.

Dr. McFarland is Guest Lecturer for General Motors Corporation. He was formerly Guest Lecturer for the Reader's Digest.

The demand for Dr. McFarland as a speaker caused him to be designated as America's Number One Air Passenger. He was presented with a special award by Captain Eddie Rickenbacker for flying more than any other American on this country's domestic airlines.

Ken McFarland has a special appreciation of the importance of salesmanship in a competitive economy. He declares that advertising and salesmanship are the gas and oil that fuel the free enterprise vehicle. His own phenomenal success in "selling America to Americans" caused the Sales and Marketing Executives International to designate him for its annual award of Outstanding Salesman of America. In 1975 Dr. McFarland was given the International Speakers Hall of Fame Award for his contribution to the sales and marketing profession.

Dr. McFarland is widely heralded as an authority on the vital subject of law enforcement. His writings, studies, achievements, and speeches in this desperately important field have won the acclaim of lawmen and laymen alike. He is an honorary member of the Fraternal Order of Police. He is the author of the Topeka Plan for Law Enforcement, a system now adopted in his home city. A plaque on his wall features the only Honorary Police Badge ever presented by his home city Police Department. Because of Dr. McFarland's nation-wide campaign for law enforcement, as well as the specific program he initiated in his home city, Optimist International conferred upon him its highest honor, the International President's Award.

Dr. McFarland lives with his family on a beautiful horse farm at Topeka, Kansas. His talented and versatile daughter is Judge Kay McFarland, the ranking woman jurist of Kansas. In 1973 she became the only woman in the history of Kansas to be elected District Judge. She is also widely known in the horse world as a former world champion show ring rider. Dr. McFarland is also in the cattle business and is a favorite speaker with farm groups and stockmen's organizations. In fact, his incredibly wide range of interests makes it easy for him to talk the language of most any group. In addition to being an educator, business man, salesman, and stockman, he is an industrial advisor, civic leader, author, religious leader, and recognized authority on governmental and economic affairs. He is the nation's most experienced Chamber of Commerce speaker.

Ken McFarland is a strong believer in management meetings at all levels. Now that technology and know-how have become so broadly disseminated, he declares the best way to beat both domestic and foreign competition is to "out-manage" it.

Dr. McFarland and his family have long been intensely interested in ecology and wild life preservation. Their photographic safaris in Africa have made them active in the



*Commencement Speaker,
Florida State University*



Eight thousand salesmen hear Dr. McFarland in Los Angeles.



Junior Achievement Banquet, Chicago.

East African Wild Life Society. They also participate in similar American organizations.

Dr. McFarland is the author of **ELOQUENCE IN PUBLIC SPEAKING**, now in its thirteenth printing, and a best-seller in its field. He is also making a tremendous contribution to a better understanding of total Americanism through a series of twenty-four recorded addresses. These masterful speeches were recorded live as he actually delivered them, and the recordings include the audience reactions as well as the spoken messages. The recordings in this well-balanced series are generally hailed as the "cadillacs of recorded speeches." They are not only used by almost every kind of group, but are also finding their way into thousands of private homes. The McFarland recordings are produced and distributed by Edward M. Miller and Associates, 1221 McKay Tower, Grand Rapids, Michigan 49502.

When Kenneth McFarland undertakes to mould a significant subject into one of his dynamic addresses, he asks not only, "What is new on the subject?" but also, "What is old?" "What has the wisdom of the ages established about this matter?" This leads him frequently to use biblical illustrations because he literally believes that "fear of God is the beginning of wisdom."

One biographer refers to Dr. McFarland as "the home run king of the speaking world," and adds that "The McFarland speeches are a pleasing blend of solid experience, sound scholarship, practical idealism, and sparkling good humor — all delivered with complete sincerity and tremendous vitality."

Dr. McFarland collaborates with Mr. Frank Emerson Harris in producing a series of booklets on the preservation of basic Americanism. These publications are read by millions of Americans and hailed for their clear portrayal of moderate conservatism. Mr. Harris is President of Homemakers Guild of America Corporation, Mile High Center, Denver.

An editorial in the Paducah Sun Democrat says,

"Instead of dying for his country, Dr. McFarland is literally living for it by devoting his life to the preservation of its basic virtues and ideals . . . He is truly a voice for America."

Reliable sources now confirm that Dr. McFarland's total work is a discernible and positive force in America. For any additional information concerning his travel schedule, recordings, research activities, publications, and general philosophy — contact his secretary, Mrs. Hazel "Pat" Ellis, 3127 Huntoon Street, Topeka, Kansas 66604. Telephone 354-8018, Area Code 913.



*Mrs. Hazel "Pat" Ellis,
Secretary.*



The McFarland Trade School, Coffeyville, Kansas.



Dr. McFarland with Sean, 230-pound Champion Irish Wolfhound.



Son, Jim McFarland, sports store manager, with record one-day catch in Fiji Islands.



Judge Kay McFarland. The only woman ever elected District Judge in Kansas. Her court is in Topeka.



Mrs. Margaret McFarland

Horse breeder McFarland at the farm.



Miss Kay McFarland, as world champion horse-woman.



Mrs. McFarland with police dog Andy, in front of the home at the horse farm. Mrs. McFarland is the hub of the McFarland family wheel as well as the farm operations.