

definitely am not at all good in this type of promotional ability. Now I think it's good to appraise yourself in this regard. If you have promotional ability, if you have that type of character, do not fail to use it for the Lord's glory, because it certainly is greatly needed and can accomplish a tremendous lot in the Lord's work. And if you think that you have none of it, try to develop some of it. In most lines of work, some of it is most necessary.

This little experience I had in selling books that time, while I certainly was no great success in it, I felt that I learned a good deal that was of real value to me in it. And I think that everyone will have many times in their lives when it is important to learn how to start a conversation with a stranger; when it is important to learn how to make an impression that will make others want to hear do what you want them to do. To learn how in many aspects of life, to extent your personality and influence. Everyone has to do a certain amount of it, and if you feel backward in this direction as I always have, I would strongly recommend that you try hard to develop a certain amount. If you are completely lacking in it, you may be able to take a church that somebody else has built up and if you are a good Bible teacher you may be able to give lessons people will like and to do work that will be greatly used. But nowadays when the modernists have taken over so many of our old line churches, it is necessary for most of us in Christian work to build our churches. It is necessary for many that we start almost from scratch and build, and you do not have to be a great promoter to do that, but you do have to have a certain amount of ability in this direction, and I strongly recommend that everyone develop some, and if you will appraise yourself in it and see whether you are really developing in it as you should be.

g. Ability as a speaker. Here again, this man I mentioned who gave this wonderful talk on developments in China he --- I'm sure everyone thought he was a tremendous speaker and I guess he is a very excellent speaker, but I think his personality in his case is 3/4 of it. But there is a tremendous difference in speakers and there is no reason why any one cannot become at least 3 times as good a speaker as he is naturally, but we have a very great problem here. We all hear our words through the inner part of our head.