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The
TOASTMASTER

You Hold the String



The TOASTMASTER

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Editor in Chief . . . Ralph C. Smedley

Editor Wayland A. Dunham

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Editorially Speaking

THE TERM of office in a Toastmasters Club is a sprint, not a long distance run.

As in the 100 yard dash on the athletic field, the runners must be warmed up, ready for a running start at the sound of the gun, so must the newly elected officers be primed to start at top speed, and then sustain it to the end of the race.

This is why the election of officers is set a month before the official beginning of the term. It is to afford the chosen leaders a warming-up period, an opportunity to get set and so to be ready for the dash when the installing officer completes his work.

Here is the way for each newly elected president to insure success for his administration:

First, as soon as the election is completed, remind the club secretary to send the new officer list with all speed to the Home Office. If there is any doubt as to his prompt performance, let the new president himself send a card to the Home Office, reporting his election.

Second, when the "Kit" is received, the new president proceeds to familiarize himself with its contents, and then he holds a meeting with the other officers elect, to make sure that every man understands his duties and is ready to perform. This careful preparation will get the team ready for a flying start in the sprint to success.

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Worry at 28

By Russell V. Puzey
President Toastmasters International

WORRY, WORRY, worry. What's wrong with out attendance and membership? What can we do?

The problem begins when membership slips to 28. Do something before then to correct programing, attendance and membership. I am more convinced than ever that intelligent, imaginative, diversified programing and scheduling are the preventives needed. Use Progressive Programing, assigned topics and scheduling. Try, try something and everything new, all the time adhering to our basic principles of teaching, learning and evaluating.

Enforce the standard bylaws relative to attendance and inactive membership. I know of no club experiencing these troubles which does enforce these provisions. Don't let the older member choose his own subject time after time or he will surely slip into familiar patterns, will not prepare, will lose interest and be poor in attendance.

Many clubs use attendance stimulators such as: (1) reporting absentees in the next bulletin; (2) sending a card with an empty chair depicted thereon; (3) mailing meeting reminders; (4) insistence on the obtaining of a substitute for unavoidable absence from assignments; (5) omitting assignments to a member unless he is regular in attendance, and many more. What have you tried? Let us know.

Some of the ideas that have accomplished wonders for clubs that have

slipped below a membership of 28 are: (1) contest for attendance and membership with losers eating beans and winners steaks, both purchased by the loser (in Scotland make losers drink iced tea); (2) awards for new members; (3) letters to local industry; (4) Speechcraft; (5) assess everyone \$2.00, then pay guest meals from fund until membership of 30 is reached, the member obtaining most new guests receives the balance of the fund; (6) guest nights with everyone bringing guests and each one introducing himself so that guest won't know the paucity of members; (7) assign members to bring guests at specified meetings; (8) prepay dues including meals for three for six months; (9) make your program so interesting no member will want to stay away and all will be proud to bring guests.

Use any of these ideas with daring and showmanship and they will quickly build membership and attendance.

Admonitions: Never discuss these problems in open meetings—be selective in guests and selective in membership—be strict in enforcing standard bylaws and other club requirements. But above all use imagination and intelligence in programing. If we do we will hear little of the ills resulting from low membership and attendance. Do it now and start planning to meet at least twice monthly during the summer months. Remember, act at or before 28 and there will be no more worries.

That's the wise thrush: he sings each song twice over,
Lest you should think he never could recapture
That first fine, careless rapture.

Beyond the Surface of Things

If words and grammar and enunciation and pronunciation are classed as important tools of the speaker, imagination might well be called his spiritual radar by which he reaches beyond the seeming limitations of his workaday world and captures new visions of old truths for man's edification and well-being.

By Ralph C. Smedley

IMAGINATION is that faculty of the human mind which enables one to see beyond the surface of things — to penetrate the obvious and discern the hidden potentialities.

Imagination takes the commonplace and glorifies it.

The most monotonous, wearisome, humdrum things of life can be enhanced by the application of creative, productive imagination; and such use of the imagination can be cultivated and built into more appreciative living, and into more effective speaking.

The unimaginative person sees only the rough shell of the oyster. He may never find the pearl. The one with imagination can visualize the beauty of the pearl before the shell has been cracked.

The unimaginative person is pictured by Wordsworth in his lines:

*A primrose by the river's brim
A yellow primrose was to him
And it was nothing more.*

Shakespeare, master of picturesque expression, sees the opposite

in the man who

*Finds tongues in trees, books in the
running brooks,
Sermons in stones, and good in
everything.*

Poets and inventors, explorers, philosophers and scientists are men of imagination. Our figures of speech, metaphors, analogies, similes and the rest of them, are all based on the mental quality which can perceive similarity and unlikeness, and which can proceed from the prosaic, known fact to the realm of fanciful and enlightening interpretation.

Speakers need imagination, to help them out of the ordinary to the exalted expression of a fact, and to permit them to describe the most familiar scene so that it may be remembered with new beauty.

The imagination which is needed by every creative thinker is not futile fantasy nor idle day-dreaming, but the constructive use of "the power of mind to decompose its conceptions and to recombine the elements of them at its pleasure." It puts color and spice into commonplace matters.

Your speech takes on a new interest when you put your constructive imagination to work, seeking attractive ways to express ordinary ideas, and searching for lively similes and enlightening analogies. A speech on the most prosaic subject can be lifted out of the ordinary by an imaginative approach.

The program for a meeting can be planned on the same basis. Just because previous meetings have been run on an established plan is not sufficient reason for you to conform slavishly to custom, if you have an idea by which new interest can be introduced without losing the benefits. That is why program suggestions are offered to your club each month, rather than detailed, fully specified schedules. Room is left for your own imagination and originality to work.

Never lose sight of the fact that we are using imagination as a creative, constructive force, not striving for change merely for temporary effect, nor indulging in idle fancies without sound reasons.

To imagine is to form a mental picture of; to represent or picture to oneself; to devise. After imagination comes realization. The planned project becomes a reality. The vision materializes.

Be careful what you dream, for the dream may come true. Imagine with the thought in mind that your fantasy may be made real, and with the consciousness of what may be the results, whether good or bad. Direct your dream-

ing to produce desirable consequences.

When you plan your speech, or your meeting, or your day's work, give your creative faculties a chance to work. When you have made your mental pictures, try to put them into concrete form. Study them as to their probable effects. But keep your imagination under control. Do not permit lively fancy to run away with sound judgment.

For example, consider the planning of the program for the next month in your club. Try some imagination, and lift the task out of drudgery into a privilege.

Should the program include a discussion, as a panel, or a symposium, or a debate? What subject will stir the members of the club to a keen interest? Would a simulated situation be desirable? How would it be to turn the meeting into a session of the City Council, or the Chamber of Commerce, or the annual convention of the Associated Onion Growers of America, or of the Bagpipe Blowers of Scotland?

Your imagination is one of your most valuable endowments. Train it to serve you. Let it put new meaning and new beauty into your life, and new force into your speech.

Let your imagination elevate and glorify the commonplace things of everyday life.

*And as imagination bodies forth
The form of things unknown, the
poet's pen
Turns them to shapes, and gives to
airy nothing
A local habitation and a name.*

HOW IS YOUR

PRONUNCIATION?

ALMOST AS important as the choice of the right words is the correct pronunciation. Here we come to a point which may be argued.

Just what is the correct pronunciation?

Even the dictionaries disagree on some words. As a rule, the dictionary lists two, or even three pronunciations of the word which is in question. The first choice of Webster may be the second of Standard. These are cases in which you must choose for yourself. Either pronunciation may be approved or condemned when you use it in public.

For example, Webster pronounces *baton* with accent on the last syllable, while Standard reverses it, with accent on the first.

According to Webster, bureaucracy is bu *rock* ra si, but Standard prefers bu *rowe* cra si; and *corollary*, is given by both Webster and Standard with accent on the first syllable, while the Oxford English Dictionary places it on the second.

Many such variations are found, arising from local custom in many

cases, and in many others being based on confusion of English and American usage. If you pronounce *propaganda* with the long *o* sound, or *strategic* with a short *e*, people who understand such matters will know that you are following the English practice, and you should not be severely reprimanded.

But neither American nor English usage will tolerate saying *presspiration* for *perspiration*, nor *perculator* for *percolator*, nor *cull inary* for *culinary*.

Distorted Words

One very common and very bad practice is that of twisting words out of their proper meaning and use, to make them serve some other purpose. Changing nouns into verbs, and verbs into nouns is objectionable usage. Watch out for it.

You do not properly "chair" a meeting nor "toastmaster" a program, nor "host" a party. You should not "suspicion" someone of having robbed you. On the other hand, "Give it a try" may be good enough for a radio commercial, but it sounds better in your speech if you say, "Try it," or "Give it a trial."

Of course there is little hope that such usages can ever be

eliminated, for people appear to prefer the wrong ways, but we may at least refrain from doing anything to encourage these distortions.

It is likely that people will continue to "vacation" in the country and "week-end" at the seashore. Some would say, "Leave us not concern ourselves about such trifles."

The fact remains that language

is constantly changing. That which is condemned today may be good usage in the next generation. But our language is a precious heritage, not to be abused or changed without cause.

We may not be able to stop the changes for the worse, but we can at the least refuse to assist in the degradation of our speech. We can hold to the standards of good language, even though those about us do otherwise.

TOASTMASTER'S ALPHABET

- A—Accept all assignments
- B—Be on time
- C—Come out regularly
- D—Do your best
- E—Enter all activities
- F—Forget your inhibitions
- G—Get acquainted quickly
- H—Help yourself by helping others
- I—Increase your knowledge
- J—Join in social activities
- K—Keep ready for emergencies
- L—Learn the rules
- M—Make yourself useful

- N—Never skip an assignment
- O—Obey instructions of officers
- P—Pay your dues promptly
- Q—Quell quarrelsome impulses
- R—*Read* Toastmasters mailings
- S—*Study* Basic Training
- T—Train yourself to listen
- U—Use every opportunity to speak
- V—Visit other clubs occasionally
- W—Watch your language
- X—Xercise your talents
- Y—You are important to the Club
- Z—Zealously promote Toastmasters

By G. Bruce Amoss



**I love a finished speaker
I really truly do
I don't mean one who's polished
I just mean the one who's through.**

—Richard Armour

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HIS SPEECH LET US DOWN

By Wayland A. Dunham

Time: 1917
Place: Russia
Characters: Alexander Kerensky,
Leon Trotsky and
the Russian people.

Prologue:

Nicholas II, Czar of all the Russias, has abdicated. An interim government has been set up based loosely on democratic principles. Alexander Kerensky, a shrewd Moscow attorney with considerable political background, had been chosen commander-in-chief of Army and Navy and titular head of state. He is about to embark on a personal appearance tour of the more populated centers of western Russia in an effort to consolidate the Russian people behind his government.

But all is not peaches and cream for the Kerensky government. Another revolutionary force is emerging from its back alley haunts, its slimy basements and unheated garrets—a force that for the first time dares to stand in the open and express itself in the public square. From this maze of human derelicts a compelling figure gradually emerges — not compelling in the physical sense, for Leon Trotsky was emaciated and sickly, but when he arose to speak, a zealot's gleam was in his eye and his words were friendly words

bringing hope and escape to all who would hear.

Action:

Kerensky made a Trojan effort. Addressing soldiers, sailors and civilians through the entire western front, he appealed for concerted action and patient compliance with the new laws of the land. But his voice was not the voice of the people. He approached them as would a benevolent despot. He spent too much time trying to sell himself instead of talking about the need of Russia. He was theatrical and his voice lacked that note of sincerity and humble friendliness which was so greatly needed by a confused people just emerging from serfdom.

On the other hand Trotsky was clever and cunning. His was not a high podium of superiority, but rather a crude dry goods box from which he communed with his hearers in the filth and squalor of their extremity. He suffered their grievances with them, then led them in dreams to a glorious state of communism where all were equals and shared alike in the world's abundance.

Where Kerensky spoke dogmatically, Trotsky put his principal statements in the form of a

question and waited until it was favorably answered in the minds of his audience.

Where Kerensky posed as leader and sought support of his leadership, Trotsky pictured himself as one of the masses, intent upon finding a happy solution for all.

Climax:

The result of this unscheduled debate is history. The second Russian revolution shunted Kerensky and his government into oblivion and liberated into the world that heinous philosophy in action known as communism.

Epilogue:

Whenever the thought presents itself that your lone voice has no potential value in world affairs, squelch it!

Who knows, the time may come when a speech you make could change the course of world progress.

Remember Kerensky — had he been better versed in the art of communication, Russia might today be a democratic country instead of the despotic headquarters of world communism.

TOASTMASTERS IS TOP NEWS

Almost daily our attention is called to articles in newspapers, national magazines, management periodicals, union trade journals, and house organs of industrial and merchandising concerns, setting forth the dynamic story of Toastmasters International.

Toastmasters is top news throughout the country and new clubs are springing up in every part of the land to accommodate the great surge of membership.

Toastmaster Carlos H. Elmer of China Lake, a student at the University of California at Los Angeles reports a most successful presentation of a paper before his class in Business

Administration on the subject: "The Toastmasters Approach to Executive Development."

Educational Assistant Homer Davis of the Home Office is putting the finishing touches to his thesis preparatory for his Ph.D. "Speech Education and Toastmasters' Contribution to the Democratic Process" is his subject.

Yes, Toastmasters has not only proved its leadership in bringing articulation to men in every walk of life, but its by-product, effective leadership through adequate communication, has caught the attention of management and labor alike. It bodes well of good things to come.



Turn About

Someone brought you to Toastmasters — Isn't it only fair that you return the favor to someone else?

—From Down-Town Crier, Quincy Toastmasters



PURPOSE POINTS THE WAY

WHY DID you make that speech? Did you plan it to accomplish what you planned?

A speech without a definite purpose has no right to be delivered. One which fails to accomplish the purpose needs study and working over.

Review your last speech, to see how and why it did accomplish its purpose. In case it was not a success, where and why did it fail?

When you plan your next speech — or any speech — begin with the purpose. Ask yourself why you chose the subject. What interest will it hold for the audience? What special interest does it have for you? What do you hope to accomplish by giving it?

Then set to work to plan the materials and to arrange them, keeping your purpose clearly in mind. Assemble your information and facts, with illustrations and proofs as needed. Get it all down on paper so that you will not forget it, and so that you can study it at leisure. Now lay it aside for a day or two.

Come back to it for further study, with your mind fresh and open. Ap-

proach it as though it were the work of someone else. Be very critical. Ask sharp, discerning questions about it:

1. Is my purpose clear to me?
2. Have I planned this presentation so that it will be clear to others?
3. If this speech were given by some other person, would it hold my attention and would it convince me?
4. Is the opening likely to grip attention, and is the conclusion so clear that my hearers will know just what I am trying to do?
5. What shall I add or include to make the presentation stronger?
6. What can I omit without weakening my treatment of the subject?

After you have made the speech, reconsider it in your own mind, always with the question of purpose and accomplishment before you. The vital question is: Did I accomplish the purpose?

If you did achieve your purpose, the speech may be rated as successful, even though open to adverse criticism as to delivery.

Purpose points the way to success, in speech as in every other phase of life.

The small mind talks about people — the large mind about ideas.

If We Would Grow

By Dr. George G. Faber

MAN CREEPS into childhood, bounds into youth, and sobers into manhood.

This quotation from Henry Giles, famous divine of the nineteenth century, does not necessarily infer that when man reaches maturity he ceases to grow. In fact, like a flower, man must await maturity before the blossom of complete expression becomes manifest. It is a culmination of processes started along the way and guided into the right channels by increasing wisdom and mature judgment.

There are many paths of growth, best typified by these: Spiritual growth which comes from within. Man must learn to recognize God as the source of all good and to abide in His laws. He must know right from wrong, and practice the principles of the Golden Rule when dealing with his fellow man. He who grows spiritually faces the future with confidence, and retires to his pillow with tranquillity of mind.

Moral growth comes from the development of personality and character. These must be strong in the face of adversity. They demonstrate faith by deeds and action. The moral character of a man should be such that the

people of his community can be proud of him. It should be an example to young and old alike.

Man's intellectual growth must be constant and continuous. He must keep abreast of the times. An open mind plus humility are channels to knowledge and progress. Intellectual growth brings power of discernment and judgment — knowledge of the world and the universe in which we live. Wisdom is the art of acquiring the necessities of life and a stature that bespeaks an intimacy with God and all good things.

Balance

Growth comes to us through knowledge, inspiration, and wisdom. We receive these through reading, listening, and observing, but above all through the association with other people, and especially those who live on a higher mental and spiritual level than ourselves. Such people are found in all walks of life, and in all races and religions. Our minds must be open to all truth from whatever source.

Therefore, in order to grow we must have an infinite number of friendly human contacts. No man is sufficient unto himself except for fleeting moments of artificial security. We all need the other

fellow. Unless we build these contacts today we will not have them tomorrow.

I know of no finer places for the growth of man, spiritually, morally and intellectually, than in his church and his Toastmasters Club. These are the places where we find open minds, free of rub-

bish and ready to welcome new ideas. Here is where we learn to listen, to think, and to analyze. Here is where we grow in character. Here is where we equip ourselves to meet other people, to adapt ourselves to our surroundings, to avoid friction, and to grow into better citizens.

A TIP FROM BILL

By Harwood Rosser

"Friends, Romans, countrymen, lend me your ears . . ."

You will recognize that as the opening line of Mark Antony's speech over Caesar's dead body, from the play by Shakespeare. But did you ever stop to wonder what Antony actually said under those circumstances? History does not record his speech. I am not even sure that he made one.

However, Bill Shakespeare had a lively imagination, a vast knowledge of human nature, and a keen sense of drama. He created a situation calling for such a speech, and then devised a speech to fit. Let's take a tip from Bill, and analyze that speech from a Toastmaster's viewpoint.

First of all, let's consider the circumstances under which it was given. Brutus has just finished explaining to the crowd that it was necessary to put an end to Caesar to save Rome from despotism. He has used that now famous phrase: "not that I loved Caesar

less, but that I loved Rome more." The crowd has gone wild. "Ray, Brutus!" And now Antony gets up to speak.

The Toastmasters manual tells us that we should make our purpose clear in the first few sentences. This speech is a notable exception to that rule. For had Antony done so, he would never have lived to finish the speech. Instead, he uses a more subtle approach. He says the exact opposite of what he really intends:

"I come to bury Caesar, not to praise him.

The evil that men do lives after them;

The good is oft interred with their bones;

So let it be with Caesar."

Having somewhat allayed the suspicions of his listeners, Antony now drives an entering wedge of doubt:

"The noble Brutus

Hath told you Caesar was ambitious:

(continued on page 14)

It's a Good Idea

★ High School Contests

From various clubs come reports of High School speech contests which they have promoted and coached.

Dads and non-Dads can perform a valued service to the future Toastmasters of the world by sponsoring and directing such contests.

Helping others to become articulate is a Toastmaster's greatest privilege and nowhere may it be done more profitably than among the ranks of the men of tomorrow.

★ Nice Going!

Toastmasters of the Farm Bureau Club of Columbus are doing a fine public relations job as well as enjoying the personal satisfaction of performing a public service.

According to Deputy Governor Lloyd Benney, they are engaged full force in sponsoring a local safety campaign aimed at protecting children against the hazard of pedestrian fatalities.

The appeal is made through civic organizations, Child Conservation League and other groups to interest parents in sewing a material known as *Nite-Ray* upon the garments of their children. This reflecting material is furnished, without cost, in the interest of public safety.

★ How About It?

A number of years ago the Progressive Toastmasters of Huntington Park, California, held a 100 per cent attendance campaign. For ten consecutive meetings this club reported perfect attendance.

It would be a splendid idea for some other club to undertake to surpass this record.

A half column story awaits such an accomplishment.

★ Grab Bag

The Tyro Toastmasters of St. Louis report a successful grab bag night. Each member drew a slip of paper, as he entered, on which was written his duty for the evening. Everyone had something to do and the impromptu nature of the challenge kept each participant on his toes.

★ Table Topics

Topicmaster Ray Hurt of the Atlanta Toastmasters suggests a new wrinkle for Table Topics. Each speaker selects a subject and writes it down on a slip of paper. When it is his turn to perform he hands the slip to the person on his right who will speak next. This permits each speaker one minute to prepare his talk.

★ Turn About

Many clubs have found it valuable as well as entertaining occasionally, and without prior announcement, to appoint a qualified member to review briefly the criticisms of the evening.

Incidentally, there is a form for this kind of evaluation available at the Home Office. You may write for samples if you are interested.

★ Parliamentary Drill

Many clubs have solved their problem of parliamentary drill by appointing and training a parliamentary team — a rotating group of seven or eight men who agree to devote themselves to the study and presentation of this all important subject.

At regular intervals this team puts on a demonstration based on scripts, available from the Home Office, or designed by its members.

After each presentation, there should be a brief recapitulation of the action together with the rules that govern such action.

★ Civic Night

There is no better place to discuss the problems, yes, and the superior qualities of your community, than in your Toastmasters club.

Carefully plan a full evening, Table Topics as well as formal speeches, and invite your city officials as guests.

Arrange to have a picture taken of the occasion and see that the photograph and a well written story are furnished to the press. It will be published without a doubt and if you have any vacancies in your roster it won't hurt to include a plug for new members in your story.

★ Super Duper Table Topic

Assign speakers in pairs, preferably across the table from each other. Two telephones as props are desirable but not necessary. One speaker gives a telephone sales talk to the other, who has a right to interrupt, haggle, make excuses or anything else that is a realistic complement to the salesman's efforts. Each couple should be limited to two minutes.

A capable critic, versed in selling tactics, should evaluate the session. Rather than touching on each one, he should pick out some of the best and some of the poorest presentations, and briefly discuss them with suggestions for improvement.

★ Club Committees the Key

W. G. "Bud" Shirk, Educational Chairman of District 33 in central Washington State, is a man of definite convictions.

Without depreciating the importance of officer training and officer performance he feels that lackadaisical functioning of club committees — especially the executive and educational committees — is more responsible for ineffectual clubs than any other cause.

Acting upon his conviction he sponsored within the district intensive training which stressed committee duties and responsibilities. To back this up he issued a comprehensive

mimeographed sheet of suggestions which was passed to club educational chairmen through their respective area governors.

Such intensive training should accomplish superior effectiveness in club operations in District 33.

★ Speech Evaluation

Evaluation is one of the most important phases of Toastmasters training. If you are not reading and re-reading *Speech Evaluation*, a booklet furnished you shortly after you joined Toastmasters, if you are not evaluating sincerely and critically, if you are not suggesting ways of improvement, if in the time allotted you as critic you are not making the best one to two minute speech of which you are capable, then you are cheating yourself as well as your fellow Toastmasters.

★ Bring a Challenge

The next time you are the Toastmaster of the evening, bring a challenge to all future Toastmasters.

When your job is done and you have thanked your panel for their good work and have expressed your appreciation to the critics for their constructive help, — please, oh please don't "turn the meeting back" to the President or Chairman.

Use your individual cleverness to find some new expression. Pattern it along this line: "Thank you, Mr. President for this opportunity to present the speakers of the evening, — the gavel is now yours;" or "Mr. President, I return the meeting to your care;" or "Mr. President, my job is done, — will you please resume the chair;" or simply, "Mr. President, the meeting is yours."

★ Early Evaluation

When evaluating a new member, clear away the mountains before starting on the molehills. Too long and too detailed an evaluation may confuse the new man and make him feel like a hopeless case.

Even more important, however, is never to find fault without offering a friendly suggestion of a cure.

A TIP

from page 11

If it were so, it was a grievous fault,
And grievously hath Caesar answer'd it."

It is most interesting to note Antony's reiteration of the word "honourable." It appears ten times in all. At first he says, in a normal tone of voice:

"For Brutus is an honourable man;
So are they all, all honourable men . . ."

But he repeats the word over and over, with deepening irony, until finally he almost snarls:

"They are wise and honourable . . ."

Antony pulls out all the emotional stops. For example:

"My heart is in the coffin there with Caesar,
And I must pause till it comes back to me."

Shakespeare's Antony is not striving to be logical, but to obtain an effect. He makes a statement that is obviously untrue as soon as it is uttered, knowing that his audience will be so taken up with the information just revealed that they will overlook this. He says:

"Tis good you know not that you are his heirs . . ."

or, in modern English: "It's a

good thing you don't know that you will inherit from him."

He goes on to get the full suspense value out of Caesar's will. He states that he does not intend to read it. Naturally, the crowd insists on hearing it. He ultimately agrees to read it, but diverts their attention instead. Finally, after they have forgotten the will, he does read it.

Above all, he knows the value of contrast in building to a climax. Listen to him:

"I am no orator, as Brutus is;
But, as you know me all, a plain blunt man . . ."

But were I Brutus,
And Brutus Antony, there were an Antony

Would ruffle up your spirits,
and put a tongue

In every wound of Caesar, that should move

The stones of Rome to rise and munity."

There is not time for a more detailed analysis of the speech. However, it is worth your re-reading, not from the standpoint of a high school student, but from that of a Toastmaster. It will take you only about fifteen minutes. Or go see the movie, "Julius Caesar," and pay particular attention to this scene.

If you can master the principles embodied in this speech, you will be able to take a hostile audience and bring it around to your way of thinking, whether it consist of a thousand people, or just one tough old prospect.

Mount Vernon Tour

Toastmasters and families in attendance at the 23rd annual Convention of Toastmasters International at Washington, D. C. next August, will be delighted by the many extracurricular events planned for their pleasure.

Friday, August 27, shortly after lunch, we will leave on chartered busses for a trip to Mount Vernon.

Our tour takes us through the old Gas House section of Washington, past the Lincoln Memorial, and across the Potomac River via Memorial Bridge. Entering Arlington Cemetery we view the Lee Mansion, the grave of General Pershing, and stop at the National Amphitheatre and the Tomb of the Unknown Soldier.

Leaving Arlington, we journey to the colonial city of Alexandria, America's oldest incorporated town, and the home town of General Washington. We take a complete tour of this quaint and historic city, viewing Christ Church, the Carlyle House, Ledbetter's Apothecary, Gadsby's Tavern, Wyse Tavern, the Old Fire House, and other interesting buildings.

Continuing over beautiful Memorial Highway, we reach Mount Vernon. Here we have ample time so that we may personally visit this famous home, buildings, grounds and the tomb of George and Martha Washington.

The return trip promises to be especially delightful as it will be a twilight cruise up the Potomac aboard the S.S. Mt. Vernon. Enroute we view Ft. Washington, Alexandria, the National Airport, and the Washington skyline.

We arrive at the river terminal in plenty of time for the second half of the Convention business session which will be held, this year, in the evening.



What's Going On

■ Compound Coincidence

On December 15th, our club, charter number 404, held its four hundred and fourth meeting, planned as a Christmas party, with all the gifts going to a local charity. With us for the evening were the representatives of the Cosmopolitan Club, charter number 904 (five hundred clubs younger than ours).

All of this was planned before we received our copies of THE TOASTMASTER for December and discovered that charter number 1404 had been assigned to the Scoonie Club at Leven, Scotland. A letter to Ted Blanding for more information brought us the astounding news that the new club in Scotland was having its charter presented on the very same date.

This called for enlarging our program. One of our leading furniture factories made a beautiful mahogany gavel which was dedicated to the new club by the presidents of 404 and 904 and accepted on behalf of 1404 by Sherman Coryell, the first president of 404, who has sent it on to Scotland.

We are now looking forward to the advent of club 2404.

From a letter of Lynn R. Harris
Lt. Governor District 28

■ Plastics Plus

Pictured here are President D. Glen Jackson (left) and Sergeant-at-Arms Jack L. Jeffcoat, with the equipment of Northrop Toastmasters of Anaheim, California. Most of this paraphernalia is of plastic.

From left, the club charter sealed in lucite; immediately below a lucite rack holding the members' standard TM identification badges, and next the club's widely admired lucite lectern, plastic trophy cups and last is the speech recorder which utilizes plastic records.

■ Velkommen Toastmasters



Cap Sias presents a charter in Norway! At least it is the center of Norwegian culture in the United States — Decorah, Iowa, home of the Norwegian Vice-Consul, Luther College and Decorah Posten, largest foreign language newspaper in the United States, so it was apropos that the welcome was in Norwegian.

Eighty-two Toastmasters and wives attended the charter night on December 11 of Decorah No. 1428. Clubs from the area participating in the program were Dubuque, Waukon, Waverly, Waterloo 101 and 864. The presentation of the charter was broadcast from Radio KDEC, Decorah.

In the picture (l to r) are Everett Gross, Area Governor; Director Paul Brasch; Harold Bisch, President of Decorah Club; Cap Sias, Past President Toastmasters International; Joe Simonson, Lieutenant Governor; Dr. Walter Steigleman, District Governor, Henry Montgomery, Toastmaster of the evening.

■ A Standard for Performance

The Club-of-the-Year, like all the other activities in Toastmasters, is intended to be a help to every club and to every club member. While it is officially listed as a "contest," it is not intended to "pick winners" nor to give any one club or group of clubs the distinction of being the "best." The true purpose is to provide standards of performance and to stimulate each club to operate at its best through striving to reach these standards.

Your club can benefit by studying the standards set up for the Club-of-the-Year, and by seeking to bring its own work up to the highest grade. This means better meetings, better programs, better service to the individual member, through elimination of weaknesses and development of plans for improvement. Your club can win in competition with its past performance if it will adopt the Club-of-the-Year standards and make the effort to live up to them.

■ Step Up But Not Out

Dick Pierson, President of the Will Rogers Toastmasters Club of Tulsa, Oklahoma, has announced his resignation from that Club due to the fact that he has been appointed Petroleum Engineer for the Stanolind Oil and Gas Company in charge of the West Texas and New Mexico plants of that Company with headquarters in Fort Worth.

While Toastmaster Dick is temporarily stepping out of Toastmasters, he will no doubt be affiliating himself with a Fort Worth Club before long as he has been progressively active in Toastmasters work since joining the Will Rogers Club several years ago.

This notice of Dick Pierson's promotion came to us through J. D. Moon, Publicity Chairman for the Will Rogers Club.



■ Area Council at Work

Pictured above (center of panel) is Area Governor Al Lieberman officiating at an Area Council presentation before the regular fall conference of District Six.

Governor Lieberman has many ideas for increased area efficiency. These include an area constitution, election of area officers (excluding Area Governor who is appointed by the District Governor), and the voluntary payment of area dues to finance educational activities. It is his hope to establish a more or less permanent nucleus around which each succeeding area council may be built.

■ Polio Fighters



According to DISTRICT 13 NEWS, Western Pennsylvania Toastmasters accepted and executed a commission to supply word pictures of the Polio Foundation programs in gamma globulin and vaccine development.

District Governor Howard Slagle headed the activity of presenting the polio story to service clubs, lodges, churches and other organizations. He was ably assisted by Lieutenant Governor George Musey, District Educational Chairman E. L. Thomas, District Secretary Sal. J. Di Domenico, and Deputy Governor H. Leonard Harper, as well as Toastmasters from every club in the District.

Chairman Slagle chose as his battle cry for speakers: "Speak up so that others may stand up."

The photograph shows (l-r) Di Domenico, Musey and Slagle conferring with a local MARCH OF DIMES official.

■ About to Swarm Again

Having "swarmed" twice before and established two new clubs from its nucleus, the Queen City Toastmasters Club of Cincinnati is getting too big for its hive and, according to Vice-President Lamont Birdsall, is just about to swarm again.

■ Honorary

Charles M. Salina, President Officers Toastmasters of Richland, Washington, is shown below inducting Wilfrid E. Johnson into his club as an honorary member.

Mr. Johnson is General Manager of the General Electric Hanford Atomic Operation. His certificate of honor reads: "as special recognition of meritorious effort to advance the art of communication in the nucleonics field."





■ John Little Trophy

When Toastmaster John Little and his family were killed in an automobile accident in 1951 while on their way home from the San Diego Convention, his influence went right on. This is as it should be.

John Little played a large part in developing the original District 28 (now comprising the State of Michigan) and was its first Governor. Upon his death a committee, headed by Stan Weber, present Governor of this District, was appointed to perpetuate his memory, and chose the John Little Memorial Award Trophy, pictured here, as a means of accomplishing this end.

This award goes to the Toastmasters Club that wins the Club-of-the-Year Contest in District 28. Toledo Toastmasters 1001, then located in District 28, was the first winner of the Trophy.

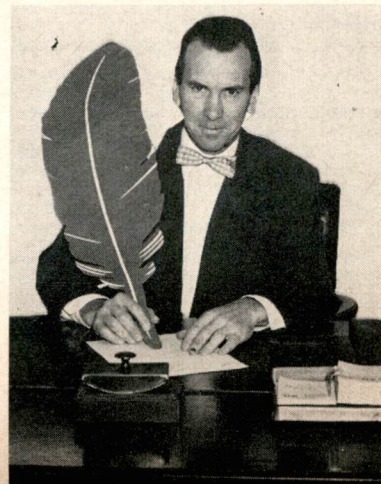
■ Junior Toastmasters

Several clubs have put on a FATHER AND SON NIGHT with outstanding success. Experience suggests sons in their teens.

These young men may simply be visitors or may take part in the program. On one successful occasion they were offered a chance to speak on the Table Topic program and subjects were carefully chosen to fit their interests.

In another club, several of the visitors were preparing for their Eagle Scout award and were allowed to speak on the formal program.

However it is scheduled, such a program can be interesting and instructive to all concerned.



■ They Don't Miss a Bet

When the National Heating Wholesalers Association needed material for the program of their annual convention held in Chicago last December, nine members of Wilson Avenue and one member of Uptown Toastmasters came to the rescue.

Their presentation consisted of a demonstration meeting which they called "Behind the Scenes with Toastmasters." Arthur Hughes explained the purpose back of the Toastmasters movement. Jack Castello was Topicmaster and those participating with him in the Table Topics session were Charles Marshall, Frank Taylor, Bill Willy and Harold Burnstein (all of Wilson Avenue) and Wells Norris of Uptown. Stan Hughey was Toastmaster and Harold Burnstein and Charles Marshall were the speakers. Dayton Click acted as chief evaluator and other evaluators were Bill Willy, Frank Taylor, and Wells Norris.

■ The Big Feather

The Cornhusker Club of Omaha put its Toastmasters training to good use by supplying the speakers for the Annual Community Chest Campaign. Charles Nye, Founder of the Club, is pictured signing the congratulatory message to be sent to all volunteer speakers. The goal was exceeded.

We Expect Much From Evaluation

By Harry L. Eckles

PERHAPS THE reason why we think that evaluation is the weak link in Toastmasters training is that we expect so much from it. In defense, I recall from my own experience that evaluation in my club seemed far superior during my earlier days of membership. This may be because as we progress we become more discerning, and more demanding, and thus are less easily satisfied.

The dual nature of evaluation makes a proper assessment of its value difficult, for its advantages lie in two different fields.

When a Toastmaster begins to use evaluation, the greatest benefits accrue to himself. The powers of attention, observation and

analysis which he must develop to evaluate competently constitute one of the finest rewards of the training.

On the other hand, when evaluated by a novice, the experienced speaker may feel that he is deprived of proper criticism. When this occurs, it is very important to have an experienced member as general evaluator, so that he may take up the slack and provide what was lacking in the individual critic's work. It is unfair to the speakers when both the evaluators are men lacking experience.

The program committee should be careful to assign a well-qualified member as general evaluator at every program. The success of your program depends on this.

Take time to live: it is the secret of success.
 Take time to think: it is the source of power.
 Take time to play: it is the secret of youth.
 Take time to read: it is the foundation of knowledge.
 Take time for friendship: It is the course of happiness.
 Take time to laugh: it helps to lift life's load.
 Take time to dream: it hitches the soul to the stars.
 Take time for God: it is life's only lasting investment.

Birmingham Toastmasters Bulletin

* A taxpayer is a man who doesn't have to pass a civil service examination to work for the government.

Stop Writing Letters!

By Kelly Snow

—and just start talking with people

THERE ARE at least a couple of hundred rules for writing good letters. But the average businessman can forget 196 of them. If he remembers these four he will write a crackerjack of a letter.

Rule one: Outline your letter

It takes longer to “dash off” a letter than it does to make a word outline first, and then write. When you outline your letters you will have the one quality admired in all the great letter writers. Your letter will be brief. Brief does not necessarily mean short.

A letter should be long enough to tell the complete story — no longer, no shorter. For example, I believe it was Dartnell’s “100 Best Letters of 1948” that had one classic that read simply: “Dear Charlie: You’re right. We’re wrong. I’m sorry. Sincerely, Jack.”

Another letter from the same book was 10 pages long. But these, as well as the other 100 *Best Letters*, were just long enough to tell the complete story. They were outlined before they were written.

Rule two: Start fast

Elmer Wheeler says, “Your first 10 words are more important than your next 10,000.” All experts

agree: “Start fast.” Here are six how-to-do-it tips.

1. If you *must* refer to his letter, subordinate that reference: “Here are the decal samples you asked for.”

2. Steer away from the “ing” words. They are slow. “Confirming your request . . .,” “Acknowledging receipt of . . .,” “Thanking you for . . .,” “Referring to our last letter.”

3. Tell what action you have taken. “Your order was shipped via Consolidated Freightways yesterday.” “You should receive our complete sales figures by October 10th.”

4. Start with the reader’s interest. “You are certainly right about . . .,” “There are two ways to solve your problem,” “You will be glad to know that . . .”

5. Ask a question. “Have you heard from Mr. MacQuoid about our signs?” “Do you want us to do anything further on the Seattle phone book ads?”

6. Make a courteous request. “Could you give us more information about . . .,” “May we have Jack Roberts visit your plant during his Chicago trip?”

All these examples are first sentences. Don’t you agree they follow rule two — start fast!

Rule three: Stop writing letters! Start talking to people!

Your natural, everyday, lunch table English is the best possible language for a letter, far better

than the stiff, worn-out old-fashioned stuffiness of the letters of 50 years ago.

“Thanks for anything you can do, and let me know when I can return the favor.” If that is the way you would say it, don’t worry. Because that is exactly the way the National Research Bureau says it should be done!

Be friendly. Be natural. Stop writing letters, start talking to people. Write the way you talk. That is what all the experts suggest. They say not to be afraid of contractions, like “we’ll” for “we will.” Don’t be overly afraid of slang. In the first place, it isn’t slang anyway. Chances are Shakespeare used it 300 years ago. Just be sure it isn’t profane.

Rule four: Close with a purpose

Your last sentence is the second most important part. Statistics prove that people read and remember it more easily than any other sentence of your letter, except the first. Science verifies this.

Never just tack on a stray sentence as a medium of exit from the body of the letter to your signa-

ture, such as “Thanking you in advance for your favorable consideration, I am . . .” or “Trusting I may hear from you by return mail . . .”

Ask yourself these two questions: *First*, “Do I want the reader to take some action?” If so, merely tell him in plain English. “Just send us your check today and your order will be shipped Wednesday.” “Please OK the proofs and return one copy by October 3rd.”

—Notice, incidentally, that these examples give specific dates to complete the action. Experts have found this draws more replies more quickly than such phrases as “at your early convenience” or “without delay.”

Second question: “If no action is needed, do I want specifically to leave a good reaction with the reader?” If so, a sentence like this is good: “It was a pleasure to serve you.” “We appreciate the business, Art. Thanks a lot!”

These are the four rules:
OUTLINE YOUR LETTER
START FAST
STOP WRITING LETTERS and
START TALKING WITH PEOPLE
CLOSE WITH A PURPOSE.

■ Say all you have to say in the fewest possible words, or your reader will be sure to skip them; and in the plainest possible words, or he will certainly misunderstand them.

—Ruskin

■ When George Bernard Shaw was asked how he developed such a marvelous gift of oratory, he replied: “Much as a man learns to skate or cycle, by doggedly making a fool of myself until I got used to it.”

“Did you get home all right last night, Sir?” said the street car conductor one morning to one of his regular passengers.

“Of course. Why do you ask?”

“Well, when you got up and gave the lady your seat last night, you were the only two people in the car.”

Toronto Globe and Mail

HOW WE TALK

Better Not Say It

"Let us hasten on."

"Let us briefly consider."

"I shall detain you but a little longer."

By all means be brief, but do not keep reminding your audience of the passage of time. Make your speech so full of interest that they will forget to watch the clock. Surprise them by getting through before they are ready for you to quit, but do not promise that you are about to stop when they know that you are good for another fifteen minutes.

The speaker should be conscious of the flight of time, but he should let his hearers forget all about it.

"Did you ever stop to think . . . ?"

There is as fine a time killer as you can ask for. What does it really mean?

Don't ask your audience to pause to think. Don't ask them whether they ever did any thinking. Just give them something to think about.

Avoid such useless clichés in your speech and in your writing. Say what you have to say simply and directly, without circumlocution or periphrasis.

Boil It Down

Is there something you would say?

Boil it down!

There's no need to talk all day;

Boil it down!

Give the other chap a break;

He may have a speech to make;

Make it brief, for goodness' sake.

Boil it down!

Condensation is an art to be practiced by every speaker.

The greatest speakers have usually been remarkable for the abundance of their ideas and their economy of words. Demosthenes rarely spoke for more than thirty minutes, and Cicero was able to blast Catiline in a still shorter time.

It is said that not one of the three leading members of the convention which formulated the Constitution of the United States spoke, in the debates upon it, for more than twenty minutes. Alexander Hamilton was reckoned one of the most diffuse speakers of his day, but even in his longest arguments at the bar he took only a little more than two hours.

Prolixity is more objectionable now than it was in the slower moving days of the past. Men of today think rapidly and perhaps more directly. Accordingly, they are more impatient with long-windedness.

In an age of supersonic speed, both thinking and speaking must be simplified. This calls for straight thinking and clear speaking, which will make possible that brevity which is so essential.

Recommended Reading

By R. C. S.



More About Words

If you are a member of a Rotary Club, no doubt you have read the article on page 15 of the January *Rotarian*. If you are not a member, probably you have a friend who belongs, who will lend you his magazine. In any case, try to get at this most helpful article entitled, "Taste That Word."

Donald A. Laird, the author, is a writer and lecturer on practical psychology, and he has embodied in the article the results of extensive study and observation. Without once mentioning the word "semantics" he introduces many semantical suggestions on the overtones and undertones of word meanings, and their effects on our popularity and prosperity.

He recalls the story of how Bernard M. Baruch put himself in the wrong way by the use of one objectionable word — objectionable, that is, to the listener, J. P. Morgan.

He quotes Dr. Hulsey Cason's analysis of the sources of irritation to support his statement that most of our annoyances are caused by other people, and that the greatest cause for such annoyance is in the way people talk; in the words they use and the way they use them.

The wearing of soiled apparel, he says, gives less offense than having to listen to gossip. "A man may wear a soiled shirt and

cause an avoidance reaction milder than a dictatorial manner of speaking . . . Off-color stories account for more irritation than radio static."

To speak acceptably, according to Mr. Laird, does not require an extensive vocabulary, but it does call for thoughtfulness, care in the choice of words, and understanding of what words mean. This article is strongly recommended to Toastmasters.

The Poor Chairman

In the January issue of the *Atlantic*, you will find on page 89 an entertaining article on "Pity the Chairman." It is only one page in length, and you can read it in a few minutes. It may give you a suggestion on how to improve your own chairmanship. Surely it will help you to realize the importance of timing.

Controversial Subjects

The *Saturday Review of Literature* for January 23 contains articles of importance on important subjects. Herbert A. Leggett writes impressively on "Seven Deadly Delusions," printed on page 39. On page 29 begins a debate on "Free Trade," the affirmative argument being by Clarence B. Randall, president of Inland Steel, and the negative by Leland I. Doan, president of Dow Chemical Company. Other important articles will repay your study. Ask for *The Review* at the city library.

Toastmasters

In Demand

By Bertram H. Mann, Jr.

TOASTMASTERS HAS come of age. Its prestige is high and its benefits are in demand by intelligent, ambitious men in nearly every corner of the English speaking world. It is no wonder, for its proven plan not only will develop the ability to speak forcefully, winningly, and succinctly, but its distinctive method of individual criticism, relying on each member to state his honest, constructive convictions, demonstrably creates discerning observers.

Best of all, it stimulates self-reliance and the desire and ability to influence and lead others. All this adds up to the better and more useful life for individual Toastmasters.

But, alas, there is nothing magic about a Toastmasters club, especially a poor, non-standard one. Everything which Toastmasters can accomplish depends upon an effective club, the basic unit in support of which the entire machinery of Toastmasters International is dedicated. Excellent organizational plans and educational material are provided, but no one can compel club officers and committee chairmen to translate these plans and materials into club procedures for the benefit

of the members. Nor is there a field force whose professional interest it is to see that officers perform and the club operates properly. That depends upon the integrity, common sense, and energy of the local officers themselves.

Is your Toastmasters club leading its members to the full measure of rewards that they expected when they joined? Here is an easy way to tell: Weigh your club's effectiveness in these seven major attributes of a good Toastmasters club: (1) full membership and attendance, (2) interesting and varied programs, (3) progressive education, (4) harmonious inter-club activities, (5) satisfying public relations, (6) systematic administration and finance, and (7) good fellowship.

If you find that any of these seven fields is being neglected, you can be sure that your membership is being cheated and some officer is not doing his job. Be certain that *you* are not a defaulting officer or committeeman and insist on a full program of activities in your club.

Toastmasters is based on a marvelous idea. Properly applied, the Toastmasters plan can accomplish wonderful results, the key to which is a stimulating club environment which depends upon officer performance. So, the demand for Toastmasters is really a demand for conscientious, energetic, imaginative club officers. It's just as simple as that.

A new Toastmaster tells it as he sees it.

It's a Tradition

THEY MADE me feel like a king. I met everyone and they all were glad I visited their club. I liked the way they met me at the door. I liked the way they all shook hands and remembered my name! Afterwards I learned it was a tradition in their club.

I thought I would be embarrassed but they didn't make me talk — merely invited any ideas I might like to express — and when I did, I felt I'd really said something worth while.

It was installation night for new officers of the club. I would be proud to accept the "duties and responsibilities," as they put it — really more like opportunities I'd say — to keep the club spirit warm, vigorous, and purposeful.

Traditions really give meaning to what would otherwise be every-

day humdrum. Those Toastmasters wouldn't let their club down for the world by not being ready with everything planned down to the gnat's eyebrow. Everyone knows weeks in advance when he is to speak, what committee he is on, what his assignments and duties are. They always keep you primed for what is coming next and summarize what has been accomplished at each business session.

Yes, it is a strict routine, but once in the groove, the members and programs really move. When I joined and learned the inside workings, I was more impressed than ever.

I think the key to much of it is those fast committee meetings and officer training sessions when the leaders are given the word and expected to deliver. The best is they really want to do it — but good — it's a tradition!



Toastmasters — A Lifetime Job

■ When James A. Garfield was president of Hiram College, he was approached by the father of a prospective pupil. "Can't you simplify the course?" he was asked. "My boy will never take that all in. He wants to get through by a shorter route."

"Certainly," answered Garfield. "I

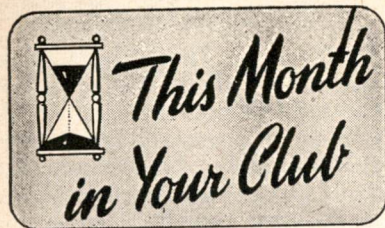
can arrange that. It all depends, of course, on what you want to make of him. When God wants an oak he takes a hundred years; but when he wants to make a squash, he requires only a couple of months."

From Piedmont Toastmasters Bulletin, High Point, N. C.

■ Our greatest glory consists not in never falling, but in rising every time we fall.

—Goldsmith

PROGRESSIVE



In March we pay particular attention to the *tools of the speaker*.

These tools are numerous. They include not the actual words we use and the way we arrange them into sentences, but the more subtle methods we employ to give them special meaning and emphasis.

These include diction, voice modulation, pause, gestures, eye contact, platform presence (especially relaxed poise), a friendly and confidential attitude, sincerity and, last but not least, enthusiasm.

Words are important. They are the vehicles of your thought; but words alone do not make a successful speech. It is the correct use of all the speech tools you possess that turns the trick. The proper employment of these tools is what we seek through Toastmasters training.

Make this March the turning point in your effort toward more effective speech by making full use of every tool in your kit bag of speech development.

Officer Selection

March is also important because you will be selecting the officers who will guide the destiny of your club for the next six months.

Study the capabilities of your various members and make your recommendations to the nominating committee. Analyze your own potentials and your availability for leadership training, and if you have the qualifications and the willingness to serve, make your ambitions known to the proper authorities. They will be delighted to consider your ambition, provided you have demonstrated your right for consideration.

There is no finer training for business and professional leadership than that provided in club, area, district and International service, but you must give the best that you possess or you will be selling short both yourself and Toastmasters.



PROGRAMING

Persuasive speech is the Point of Emphasis for next month.

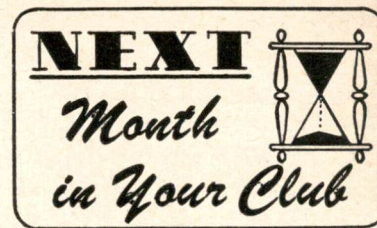
You who are salesmen (and what Toastmaster isn't a salesman?) should really get down to *brass tacks* during April and determine to use every facility at your disposal toward developing your persuasive ability.

You will need all the tools we learned about in March, and they should all be whetted to their keenest edge and used with great precision; but your greatest endeavor should be spent in stressing *sincerity*.

You must, of course, know what you are talking about, but even more important than that is *to believe in* what you have to say.

If, in your speech, you can put over the feeling that you are so interested in and enthusiastic about your subject, that you simply must share it with your audience, the chances are 10 to 1 they will be interested in what you have to say. From the standpoint of speech training the vital by-products of this dynamic sincerity are just as important as making the sale, for you will find that poise, gestures, voice modulation and eye contact will largely take care of themselves, and you will make a speech to be proud of.

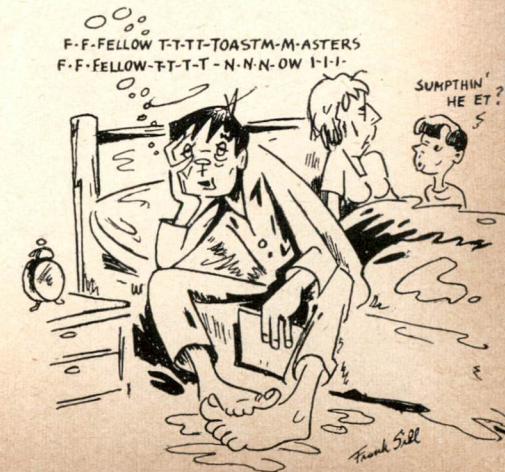
April is a busy month in the club. Newly elected officers will be installed and plans laid for the



spring and summer months. If you are not an officer you will probably be called upon to serve on several committees. Enter into this work with imagination and enthusiasm.

April is the time for area and district activities. Get into all these. It is an important part of Toastmasters training.

If you are enjoying Toastmasters, tell your friends about it and invite them to attend as your guest. Every club should have a full roster with several associate members.



Pat Me On the Back, Mac!

By Homer W. Davis

SO I've graduated! No kidding — I have a certificate that says I can WOW them — lay them in the aisles or jerk a tear. Pat me on the back, Mac, I've done my Basic Training!

Now what do I do?

Boy, did the old timers answer that question! "Whadayado?" They came back at me — "this is only the beginning!" and with a firm hand on my shoulder, and treating me like a little boy who had said a naughty word, they took me aside to indoctrinate me — third degree style. "Remember your number seven speech you read to us? I passed you so you wouldn't quit — and not because you were good," said one. "And that goes for your vocal variety — I evaluated that one," chimed in another so-called friend.

I know they did it to help me but I *burned* inwardly for a few minutes, then they really went to work! They told me to picture myself when I started — then to look at myself now. They saw the change even more than I did. I didn't know it showed. Then they came back: "This is only the

beginning — here's how you can really get to work:

"Keep Basic Training plugging for you by special use of those lessons whenever you open your mouth to talk.

"Seek committee activity and officer experience so you may put good speech form and formulas to work in conferences, reports, programs, workshops, shindigs . . . in the club and out.

"Get with parliamentary procedures, group conferences, use of humor, and practice visual aids.

"Work up for the club, as well as yourself, some activities developed from the numerous Toastmasters publications — meaning — get next to ideas already worked out for you—they're waiting your use.

"Put Toastmasters training and practice closer in line with what you want from life — the opportunities of using it constructively outside the club."

The *burning* was different now — instead of feeling the heat I saw the light.

They laughed when I said I could tell a joke, but they didn't when I did.

WOW WO Spark Your Program

EVERY speaker should learn how to talk under difficulties.

Your members may gain this experience by being required to speak against hecklers, interruptions, or outside noises; or by delivering a speech under conditions which are embarrassing.

Try one or more of these suggestions in your program. The novelty will appeal to the listeners, and the embarrassment will be good for the talker.

1. For the man who has trouble with gestures: Let him be required to deliver his speech while holding a full glass of water in each hand.
2. For the one who has difficulty in relaxing: Perch him on a stepladder, on which he may stand or sit while talking.
3. Let a speaker deliver his speech from behind a curtain; or with his face turned toward the wall, and away from his audience;
4. While he is speaking, have another member approach the speaker and remove his coat, or his necktie or otherwise disarrange his clothing. The speaker continues, paying no attention to the distraction.
5. Interrupt a speaker to point out some good or bad point in his speech; or to make an announcement; or to offer a motion for action on what the speaker has just said. When the interruption has been cared for, the speaker resumes his speech at the point where he was interrupted, and proceeds as if nothing unusual had happened.
6. One or more members break into the speech with questions or objections on what he has said. He is compelled to leave his speech outline to answer the question or settle the heckler.

Perhaps your club has devised some other means of helping a man to meet difficulties. Perhaps you have set up other speech experiments which worked well. You are invited to send to the Editor reports on such activities. Demonstrations, speeches, charts, cartoons and other visual aids may be helpful to others when you share them.

First Scrub woman: "She wanted me to 'ave a finger in the pie, but I smelt a rat, an' nipped it in the bud."

Second Scrub woman: "Laws, Mrs. 'arris, 'ow you do mix up your semaphores."

New Clubs

WHEN AND WHERE THEY MEET

- 131 LOS ANGELES, Calif., (D 1), *Black Gold*, 1st and 3rd Mon., 6:00 p.m., The Gaylord Hotel.
- 653 SOUTH BEND, Ind., (D 11), *Transportation No. 1*.
- 982 PORTLAND, Ore., (D 7), *Sunrise*.
- 1248 OLATHE, Kan., (D 22), *Olathe*.
- 1464 SAN ANTONIO, Lackland Air Force Base, Tex., (D 25), *Lackland*, Mon., 6:00 p.m., Lackland Air Force Base Officers Club.
- 1465 CHADRON, Neb., (D 26), *Chadron*.
- 1466 CASPER, Wyo., (D 26), *Central Wyoming*, 2nd and 4th Mon., 6:30 p.m., I. O. O. F. Hall.
- 1467 PROVO, Utah, (D U), *Provo*, Wed., 5:30 p.m., China City.
- 1468 AUGUSTA, Me., (D 31), *Augusta*, Tues., 6:15 p.m., The Augusta House.
- 1469 NORFOLK, Va., (D 36), *Tidewater*, 1st and 3rd Thurs., 6:00 p.m., The Carriage House.
- 1470 DALLAS, Tex., (D 25), *CPA*.
- 1471 OTTAWA, Ill., (D 30), *Ottawa*.

REGULAR SPEECHCRAFT

Once a year the St. Louis Toastmasters put on a course in Speechcraft. This is done, not because they are low in membership, but because they desire to keep their membership at full quota with a goodly number of associates.

Perhaps even more important, they feel that a regular revitalizing is necessary to maintain club and officer efficiency.

This year's Speechcraft is sparked by Director Aubrey Hamilton who has designed an

especially vital and informative presentation. The class is limited to 25 new students and because of their excellent mail publicity, they had no trouble in reaching their student quota in short order.

Clubs contemplating Speechcraft will do well to contact Deputy Governor Paul Gnad, St. Louis Toastmasters No. 170, 3860 Lindell Blvd., St. Louis 8, Mo. He will gladly let you in on their secret and probably will send you some of their publicity.



- Opportunity is as scarce as oxygen; men fairly breathe it and do not realize it.
Bulletin, Okmulgee, Oklahoma
- His speech was like the great photo-less Wall Street Journal; it had no word pictures!
The Spokesman, High Noon Toastmasters



Question:

Do you recommend the use of printed forms for speech evaluation? Are such forms available?

Answer:

Yes, we do recommend such forms, at least for occasional use by the audience. While this method of evaluation, as a regular thing, may become a bit cumbersome, it is an excellent way to encourage the crystalization of each member's appraisal of all speeches on the program. Your Educational Bureau publishes a variety of such forms. A request from your secretary to the Home Office will bring you a set of samples from which you may order. No one form, however, should be used continuously. Style of evaluation should be changed frequently.

Question:

Our Topicmaster often introduces controversial subjects for discussion. Is it proper to discuss such subjects in our club, or should we avoid controversy both in speeches and in table topics?

Answer:

There is no reason why any topic, however controversial, should not be freely and frankly discussed. It is excellent practice in objectivity. Life is full of controversy and it is one of the glories of free speech that opinions may be freely expressed without rancor and physical violence.

There is a definite value in discussing subjects on which we disagree and it is excellent practice for the Topicmaster also. He must, at all times, keep the discussion free of unfriendly personalities and keep it moving in friendly channels or bring the subject to a close.

WINNERS

(December limerick)

*When friends asked young Harry Mc-Slick
Tie for 2nd: Norman L. Anderson
Tillamook, Oregon
Waino W. Johnson
Fort Morgan, Colorado
Captain E. P. McLarney
Memphis, Tennessee
for
And Toastmasters taught me the trick.*

*How he rose in his business so quick,
He replied, "I was meek
Till I learned how to speak,
'Twas then that I started to click."
1st: Floyd T. Decker, Franklin, Indiana*

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Ask Yourself These Questions

- ▶ What is even more important than words and grammar in a speech?
- ▶ How may one apply Toastmasters training to letter writing?
- ▶ Why *did* you make that speech?
- ▶ Are you lending your speaking to the degradation of our native tongue?
- ▶ How can you, as Toastmaster of the evening, bring new life to your program?
- ▶ Have you found the magic maximum club performance?
- ▶ Can you sway a hostile audience as Antony did?
- ▶ What is the secret of growth?
- ▶ What can *you do* for your country and for the world?

The answers to these questions are to be found in the preceding pages.



In the Mill

—for Next Month

- EVERY SPEECH IS A SALES TALK
—home, club or in business, it matters not where.
- HOW TO USE FIGURES EFFECTIVELY
—and we are not speaking of Power's models.
- WANT A PROMOTION?
—here is a sure way.
- YOU CAN'T JUST READ ABOUT IT
—you *gotta* do it!
- TIME
—and how to abuse it.

BEFORE WE ADJOURN

"Too many speakers finish their speeches before they stop talking."

Indianapolis Times

Dr. James F. Bean
P.O. Box 128
South Pasadena California
356-f-51b

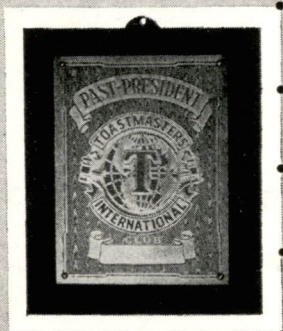
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and

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CIATED BY THOSE WHO HAVE THEM.

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