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The
TOASTMASTER

COMMUNICATION

For Better Thinking—Speaking—Listening

The TOASTMASTER

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Editorially Speaking

DISCUSSION, FRANK, free and friendly, points the way to understanding, and through understanding, co-operation is made possible, with progress as the natural result.

The Toastmasters club is the proper place for discussion, for here is a friendly atmosphere, provided by men who know how to listen as well as to talk. It has been well said that the Toastmasters club is one place where men can disagree without being disagreeable. This makes it possible to discuss controversial subjects, and to have all sides of a question considered reasonably and intelligently.

There are dozens of problems today, local, national and international, which need discussion and clarification. Some of them involve political considerations, and some of them run into strong prejudices. All of them are capable of being talked over by intelligent people without loss of temper. Through fair discussion, people come to understand the questions more clearly, and to appreciate each other better. Open discussion is the way with free men.

In any Toastmasters club there are divergent views on big government versus state rights; the value of membership in the United Nations organization; America's obligation to help the rest of the world; the dangers from communist propaganda; admission of Red China into the UN; government regulation and subsidies.

Any competent Toastmasters club can perform a valuable public service by preparing a discussion on some vital subject, and then inviting the public to attend. Your club can be a regular "town meeting."

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A HAPPY AND PROSPEROUS PERIOD

By Russell V. Puzey, President Toastmasters International

THIS IS a dare. I dare each club that usually takes a vacation during the summer months to continue club meetings throughout this summer.

Do you give up your job, your wife, your family, your church and your other pleasant pursuits during the summer? Is Toastmastering such an onus that you must take a vacation from it? I don't think so.

One of the dictionary definitions of summer is the title of this article. It can be truly a most pleasant and prosperous period for the individual and for the club. Again I dare you to continue your meetings and to try out some of these ideas during the summer period.

1. Informality is the keynote. When the coat comes off, informality grows. So plan meetings that are informal and do not require too much arduous preparation. Successful ideas include (a) everything impromptu or extemporaneous by drawing assignments from a hat upon arrival, (b) informal two-man or four-man debates, (c) a 3-minute talk by each member, using any of the following: a continuing story, a related subject, different surprise topics, current events or anything you can dream up, (d) try out all methods of evaluation, and (e) experiment with educational application.
2. Use the meetings for special nights, such as simulated union meetings, stockholders' meetings, department head meetings, bosses' night, liars club night or any other kind of meeting that members may suggest. Make this the season for trial balloons for regular meetings during the winter season.
3. Make it a season of exchange visits with clubs in your area. One cannot visit another club without gaining new ideas. I picked up four ideas the other night at one club. They were: use of a visitor's card; thumbnail surprise sketch of a member by another member at each meeting; providing a different member each week with a dollar bill to give to the thirteenth man who shakes his hand; drawing names for fill-in on a program when short a performer. The good club is the visiting club. It uses the ideas of others and its members gain from appearing with a new group.
4. Make it a season of combinations. Have a combination picnic and meeting, golf match and meeting, or whatever you do in your locality. Join forces with one or more of the other clubs to add to your fun.
5. Make it a season for guests. Keep up a full active roster and on September first you will have a live, "in the groove" club instead of an unsure group going through six or eight weeks of reorganization and rebirth pains.

Come on in! I dare you. Take a swim with me at least twice a month. The water's fine in the good old summer time.

By Ralph C. Smedley

There are two sides to every question — perhaps even three or four. Otherwise there is no question. Wise people try to get at the question from its several sides. That is done by discussion.

IT WOULD be hard to start an argument over the proposition that two plus two equal four. There are two sides to the equation, it is true, but these two sides equal each other, thus removing grounds for argument.

"Let's talk it over" implies that there is something before us which has more than one meaning or possibility. There may be several solutions to the problem, offering various paths to follow, or conclusions to reach. We want to find an acceptable solution, and so we discuss it.

Right at the start we have to face the additional question, whether we are trying to find out the right and best solution, or the one which we would like to find; whether we are willing to face the truth and follow it, or whether we would rather make the truth favor our ideas. The whole course of discussion is determined by the attitude we take.

The right to talk things over is one of our most cherished possessions. It is inherent among peoples who have freedom of speech and of thought. It is absent among those ruled by dictators. We who speak the English language are proud of the fact that our speech is free and uncontrolled, and that there is no attempt

let's
TALK
it
over

at "thought control." We are free agents.

This introduces another consideration.

There must be both thought control and speech control if we are to prove ourselves worthy of our freedom. These controls are internal, and they are self-imposed rather than placed upon us from the outside, but they are vital.

One of the first requisites for rational discussion is the personal control of our thoughts and of our words, our prejudices and our intolerances; and most of all, of our tempers. Rational discussion flies out the window when angry passions break loose.

Talking it over helps us to clarify and organize our own ideas, and to explore our own thinking as well as that of others. It brings us new information and new angles of approach. It reveals the weakness or error in our own thinking, and it enables us to review our ideas in the light of someone else's thinking. It shows up the other sides of the matter

and helps us to see them clearly.

To gain such desirable results from discussion, we need to cultivate certain mental qualities and attitudes:

1. An open mind, receptive to new ideas.
2. A desire to share our thoughts with others.
3. A willingness to admit that the ideas of others have some merit.
4. A willingness to meet others half way on points of difference.
5. The ability to listen for a part of the time to the ideas and arguments of others.
6. An honest purpose to discover the truth, or the best answer to the problem.

The purpose of honest, creative discussion is to find out *what* is right rather than *who* is right.

The result of such an honest talking it over usually is to demonstrate that the truth, or the solution, lies somewhere between the extremes of thought and opinion, and that the wise action is brought about by mutual concessions and compromises. If any parties to the discussion are unwilling thus to yield, the proceedings are stymied, and the discussion becomes merely an argument.

Someone may enter into a discussion with the thought in his

mind: "I am right. I know I am right. I have to persuade all these others to see it my way or we shall get nowhere. I'll fight to the last for the right, as I see it."

Unless this one can be brought to change his mind, that discussion is foredoomed to failure.

Another starts with the feeling: "I believe I am right about this matter, and I hope I can show the others my thoughts so that they will agree with me; but it is possible that someone may have an idea that I have missed. In that case, maybe I can fit his thinking into mine, and perhaps the final result will be all the better for our thinking together."

This man will make a real contribution to the conference.

"Let's talk it over" implies a willingness to listen to others, and to join them in the quest for the right, which is the method typical of free people everywhere. It is one of our noblest privileges and highest rights. It is a right to be cherished and protected, and never abused. It is the practical method of insuring wise decisions and right actions, and of guarding against the loss of freedom by showing ourselves unworthy of it.



"Positive" means being mistaken at the top of one's voice.

Ambrose Bierce

There is many a man who, when he has invented a phrase, thinks he has solved a problem.

Sir Herbert Williams, Bart., M. P.

Brain Teaser

1 2 3 4 5 6 7 8 9 equal 100. Make it so by placing two minus signs and one plus sign between certain digits without altering the numerical succession.
Answer: 123 - 45 - 67 + 89 = 100.

MAKING WORDS WORK

By Willis Clark, Jr.

BY THE TIME a child reaches school age, he has acquired a vocabulary of several hundred words. These, he combines with facial expression, gestures and sounds to express his feelings, wants and desires. A child is a champion at making words work hard. He may disdain use of articles, prepositions, gerunds, adverbs and adjectives to communicate, but meanwhile he makes himself plainly understood (at least to his parents).

A child chooses working words to express his wants because these are the words he learns first. The verbs that may stand alone without subject or predicate in splendid isolation . . . "eat!" "down!" or "go!" are cases in point. Nouns often act as verbs in the mind of a child, and the effect produced is adequate to convey meaning completely and succinctly. Examples: "Dink!" "car!" "pop-suckle!"

When I was in Mexico recently, I was driven about the city by a cabbie who had studied English in school about two years. My wife, whose high school Spanish had been exhumed for the trip, was dead game in attempting to obtain information from the cabbie in his own language, but fouled out into lingual left field when a 30 minute

palaver proved she had been pointing at a monument and demanding to know "where is the tomb of the Mexican potato?" Yet by choosing the few words of English he could remember, the cabbie used working words with a Latin root or an Anglo-Saxon sound to orient us to the magic of Mexico City.

Both the cabbie and the child concerned themselves with conveying "meaning" successfully. Similarly, most newspaper writers form key words in their mind when they sit down in front of a typewriter because they know these words, or the meaning of them, will be what the reader will retain. "What's the gist of it?" you may have asked at some time or other. What you were asking for was a series of key words, or their extended meaning.

Making words work means satisfying the need for information, but at the same time stimulating the reader or the listener into thought. Ernest Hemingway paints vivid images with sentences which rarely contain modifying clauses. More often he does it with two or three terse words that, depending on the situation, may smoulder or murmur.

Hemingway's probing, lance-like sentences open up a situation

like a surgeon's scalpel, exposing its raw center and allowing the component characters to fall into place around it. Somerset Maugham takes the opposite tack, delicately building a filmy web of character around the nucleus of a situation and allowing the story to be told in terms of emotions. Both men savor words, not dangling them loosely, like a pelican gulping mullet, but selecting them judiciously for flavor and satisfaction.

Working words produce action . . . action which may be anything from a cavalry charge to a change of mind. Some words with

the most lasting effect are simple . . . "Fire!" "Earthquake!" "I do."

Getting the most out of words doesn't mean using the most words possible. Writers for mass audiences consider the objective—to amuse, to convince, to inform, to persuade, to move to action—just as speakers must do. The speaker has a tool at his command—his voice—which the writer does not have. The writer has more space with which to express himself. Both must woo their audiences, then keep them. Both can, by *making words work*.



IMPORTANT FLASH

(Last minute news about Zone Conferences and Speech Contests)

- ZONE A** (Dists. 2, 7, 21 & 32) 6/5/54, Seattle, Chamber of Commerce. Nick Jorgensen, International Past President in charge.
- ZONE B** (Dists. 9, 15, 17 & 33) 5/22/54, Boise, Hotel Boise. Glenn H. Holsinger, Director in charge.
- ZONE C** (Dists. 4, 12, 27 & 39) 6/5/54, San Francisco, Bellview Hotel. George H. Emerson, Director in charge.
- ZONE D** (Dists. F, 1, 3, & 5) 6/12/54, San Marino, Huntington School. Glen E. Welsh, Director in charge.
- ZONE E** (Dists. 16, 23 & 25) 6/19/54, Amarillo, Texas. Don M. Mattocks, Director in charge.
- ZONE F** (Dists. 22, 24 & 26) 5/30/54, Russell, Kansas. Gordon R. Merrick, Director in charge.
- ZONE G** (Dists. 6, 20, 35 & 41) 6/5/54, Moorhead, Minn., Frederick-Martin Hotel, Emil H. Nelson, Director in charge.
- ZONE H** (Dists. 8, 19 & 30) 6/12/54, St. Louis. Paul R. Brasch, Director in charge.
- ZONE I** (Dists. 10, 11 & 28) 6/5/54, Toledo. D. Joe Hendrickson, Director in charge.
- ZONE J** (Dists. 13, 36 & 40) 6/5/54, Pittsburgh, Wm. Penn Hotel. Aubrey B. Hamilton, Director in charge.
- ZONE K** (Dists. 31, 34 & 38) 6/12/54, Albany, Hotel Ten Eyck. Raymond G. Castle, Director in charge.
- ZONE L** (Dists. 14, 29 & 37) 5/29/54, Birmingham. C. Lee Smallwood, Director in charge.

Note: Watch local publicity for further details.

Don't just talk



SAY SOMETHING

By W. R. Callis

DO YOU converse when you talk?

Some people regard the two words, "talk" and "converse" as synonyms. But there is a vast difference in their basic meanings.

To talk means to utter words.

Possibly the best example of "talk" is what is commonly referred to as "back yard gossip." You have heard this type of conversation many times.

Mrs. Jones and Mrs. Smith meet. Mrs. Jones says to Mrs. Smith, "You know what I heard? Well, Mrs. Black told me—you know Mrs. Black, she's the bleached blonde who lives down the street. She told me that Mrs. White said that her aunt told her that she heard it from—blah—blah—blah." Words—words—words.

Another type of talk is the average telephone conversation between two teen-agers. John rings Sally up. "Hi!—that you, Sally? Like me? What cha doin'?" Et yet? What say we go down to the Hut and slice a carpet? O.K.? Like me? Check. You're the most. I'll buzz around! So long."

Words, just words.

Then there is the conversation between a lovesick swain and his lady fair, when he whispers sweet nothings in her ear. This kind of conversation is rarely heard, and may be important to the two people involved, but it is just talk.

To converse means to transmit ideas.

To converse intelligently requires thought, study, preparation, and practice—constant practice.

First, you and I should have ideas important enough to command the attention of listeners. Ideas are collected and opinions formed from experience as well as by reading and observing.

Next, thought should be given to the orderly arrangement of ideas and to their proper presentation, so that they will be clearly understood. This requires good grammatical construction, selection of the right words, pronunciation, and emphasis on the important points to be brought out.

Ideas should be presented in a convincing manner, but at the same time consideration should be given the fact that the listeners have ideas too. Give them an opportunity to express themselves. Be a good listener.

In all of your verbal contacts with others, you should consider your audience, being careful to say nothing which might offend. Be very careful when you open your mouth to speak—you may get your foot in it. And above all, don't just talk to be talking. *Say something!*

Shop Talk

THE GROWTH and expansion of Toastmasters has been so rapid that many fail to realize just what has taken place. It is difficult to conceive that what was but a small group of federated clubs, banded together for the purpose of helping member Toastmasters to become more articulate, has blossomed into a world federation of over 1500 clubs and 45,000 members, whose horizons have been expanded to embrace new attitudes and new visions of more adequate communication in every phase of living.

In an effort to keep pace with this forward movement, your editorial committee has been studying ways and means to improve *The Toastmaster*. No radical change in format or basic tone is indicated at this time, but we do propose to professionalize its make-up and popularize its content to the end that *The Toastmaster* will become a voluntary "must" in the monthly reading of each member.

With such a wide range of interests and occupations as is evidenced by our roster, the task is a difficult one. We must think in terms of appealing to the majority and at the same time fulfilling our obligation to the individual. As a result, the acceptance and publication of local club news will largely be a thing of the past, unless (and this is important) such items have a general interest because of their clever presentation and intrinsic worth.

It used to be that a well-written story with a good photograph of an officer installation ceremony was news, and the presentation of a charter was an event worthy of a half page spread. Today over 3000 new sets of club officers are installed each year and a new club charter party is a daily event. Our pages are too limited, our message too vital and our readers too busy to sacrifice space to the purely personal which has only a local interest.

We Need

1. Brief, well written stories of Toastmasters' high accomplishment in Club, Area, District and International.

2. One or two page (not over 1000 words) educational articles dealing with SPEECH and its many ramifications in business, social and personal life.

3. Photographs, professional in type, 5 x 7, or larger glossies with good contrasts. These should be of clever composition and interesting subject matter, with suitable background and foreground free of cluttered dishes, empty chairs and bald heads.

4. Brief ideas for the "It's a Good Idea" section and short items of general interest for the "What's Going On" pages.

5. Good humorous stories (and clean, clever jokes), preferably ones that have an association with Toastmasters.

Editorial Procedure:

1. *The Toastmaster* is planned three months in advance: The Christmas number, for instance, actually goes to the printer on the third Monday in October. This means that material submitted for the Christmas issue should be in our hands on or before the third Monday in September to insure its consideration.

2. Each submission received is dated and acknowledged. It is then given to our *reading committee* for evaluation and recommendation. Notices of acceptance or rejection are mailed within thirty days. No material will be returned unless requested at time of submission. *The Toastmaster* makes no payment.

3. Most of the "brief items" are edited and reprinted from Club and District bulletins, so please see that the Editor of *The Toastmaster* is on your mailing list.

Editorial offices of all magazines receive many manuscripts and photographs which they would like to use but which do not fit into their current needs. A rejection slip, therefore, does not necessarily imply that your offering is other than meritorious.

COMMITTEES ARE WONDERFUL

By Bertram H. Mann, Jr.

"COMMITTEES, phooey!" said a speaker at a recent district conference in opening his talk on the subject "Getting Things Done." He was serious, too, for as president of his club, he had had several unhappy experiences in trying to delegate work to committees. His expressed views, though shocking to the conference chairman, certainly reflected the opinions of many a club president and district governor at the end of his term of office.

Yet, committees are universal and necessary adjuncts of democratic societies. They are especially important in a Toastmasters club wherein the regular meetings are occupied by programs of speaking and criticism which are the chief interests of the average member. Indeed, the disillusioned conference speaker didn't mean to deprecate the need for committees, but only the way in which they usually operate. Such disillusioned presidents and governors need to be reminded that training in committee and conference techniques has an important place in the educational plan of Toastmasters. Such training should be included in regular club, area and district conference programs.

Much published material is available on the subject. *Robert's Rules of Order, Revised*, has twenty-eight pages on committee procedures. The Educational Bureau can suggest others. Here is a handy outline of salient principles of good committee work:

1. Know what is expected of your committee. A standing committee, usually, can find a general statement of duties in the club bylaws. A special committee receives its assignment from the president.

2. The committee must meet. Prior to the first meeting, the chairman should plan for fruitful discussions by asking members to have ideas ready.

3. The meeting should be scheduled for a time and place permitting adequate consideration of club affairs. How many committees meet an hour early in the regular meeting room, but find that between late committee arrivals and early arrivals of regular members nothing can be accomplished! Is it any wonder that their clubs are weak?

The meeting should be opened by the chairman with a statement of what he expects to accomplish, the matters to be discussed, and their order. A secre-

tary should be appointed to take notes of all ideas presented and their disposition.

5. The committee then proceeds to orderly presentation of ideas, discussion, and decision according to the agenda. Irrelevant and side remarks should be avoided.

6. Before adjourning, the work of the meeting should be reviewed and special assignments, if any, delegated.

7. It should be made known, clearly, whether the next meeting is at the chairman's call or at a definite date and time.

8. First and interim reports should be made to the club of work planned and done. Knowledge that a committee is working is a morale builder in the club. A committee chairman who keeps the president informed is known as a good team man. The chairman

who insists upon being a lone wolf may find that his ideas are rejected.

9. Special assignments should be followed up by the chairman. If a member is not at work, he should be jogged or his task handed to someone else.

10. A final, written report should be made to the club. It should be neat and complete and should be kept with the secretary's records for future reference. In fact, a committee file should be preserved for passing on to the next chairman.

Whenever a committee works in this manner, the trust placed in it by the president and the club will be justified. The president who has been so rewarded, in reporting on his successful term, will surely say, "I couldn't have done it without the help of my wonderful committees."

SO WHAT?

"I can't quite remember,"
my good critic said,
His soft-soaping remarks
went straight to my head,
"When you've ever delivered
a speech quite so fine."
I puffed out my chest,
not knowing his line.
"But!" he whip-snapped the word
like the cracking of doom.
"Your voice was as cold
as a voice from the tomb.
Your gestures were awful —
in fact there weren't any,
Your appeal, my good friend,
was flat as a penny.
Eye contact was poor,
your stage presence was worse.

And your cryptic remarks
were entirely too terse.
Speech construction was fair
although weak in the middle.
Just what was your point
is still quite a riddle.
All in all and however
I must here admit
I enjoyed every word —
you've made quite a hit."
"Good-gosh and gee whiz."
I low-cussed in disgrace,
"A critique of the critic
would now be in place."
But instead I determined
to resist the eruptive,
To await my turn calmly
and then be constructive.

DOWN A PEG

▶ Read this challenging article first, then see the explanation in the box below.

You Toastmasters foster mediocrity, hot air, noise, insincerity! You train a man to sound off whether he knows anything or not. You think that putting up a good front is everything! *It is something*, true, but a man on a soapbox who speaks with courage, conviction, spirit—even perfect grammar, gestures, and voice — is not enough. You have fought wars to stop such men.

I have heard Toastmasters speak — and speak well, occasionally — congratulations! But I'm not much impressed — in fact sometimes you nauseate me — and you worry me!

Why do you worry me? You parade your showmanship. You spout opinions with little or no basis for what you say.

This doesn't apply to all Toastmasters, but to too many of you. If showmanship is praised at the

expense of knowledge, if knowledge is praised at the expense of wisdom, how can we build a free society which must know the facts, face them, and refuse to listen to insignificant, mediocre, thoughtless talk?

Why am I concerned? Because too many of your members leave your clubs before they know that *what they say* is more important than *how they say it*. You lower the boom on a man for trivial mistakes of posture, gestures, or grammar, but you do not challenge his ideas. And what is the product of all that talking if it is not ideas? Good ones!

So I challenge you, Mr. Toastmaster, to learn to use reason, logic, argument, debate, fact, knowledge, honesty and wisdom in your speech — or you will fail in what is your greatest opportunity.

Don't worry — that is, unless it really does apply to you and your club — this was not written by a critical outsider, who seemed to be taking a "below the belt" blow at Toastmasters, but by Educational Assistant, Homer Davis, who thought that a shot in the arm like this would make us sit up and take notice — just in case we might be getting too smug with a sense we were almost perfect.

In the whole history of law and order the longest step forward was taken by primitive man when, as if by common consent, the tribe sat down in a circle and allowed only one man to speak at a time. (An accused who is shouted down has no rights whatever.)

—Judge Curtis Bok, in the Saturday Review

It's a Good Idea ■ ■ ■

■ How Good is a Good Idea?

It all depends on how it is used. An idea shared with others and put to work can make all the difference in the world to a lot of people. But an idea that remains just a vague dream in the mind of an individual is of little value, if any.

Toastmasters everywhere are invited to share their good ideas and experiences with their neighbors. That is what these pages are for.

■ Sure Fire T. T.

When Table Topics begin to get too tame and no one can think of anything new, do as Cliff Seymour of the Santa Fe, (N. M.) Toastmasters did when he asked each speaker to describe his early ambition in life and how he happened to get into his present work.

The dreams of youth are many and varied and make good listening. The transition from the dream to the very factual vocation is sometimes startling, often humorous and always interesting.

■ Impromptu Programs

While advance program planning is of great importance in a successful Toastmasters Club, occasionally it brings an enjoyable change of pace to schedule an impromptu evening.

Several ideas have been tried by various clubs but the two most successful ones seem to be —

1. Write the names of the scheduled participants on slips of paper and as the various events of the evening come up, draw from the hat the name of that member who will take the assignment.

2. Place names of all Toastmasters in attendance on slips of paper, and immediately after the meeting opens draw a name for each spot on the program, from the fellow to say grace to the general evaluator and formal speakers.

It is a bit rugged at times but it is an exciting experience and everyone is in the same boat.

■ Utopianizer

When Topicmaster, Matt Barash of the Crescent Bay Toastmasters, Santa Monica, undertook to pep up a recent Table Topic session, he introduced the subject *Utopia*.

Each speaker was asked to give his idea of Utopia in relation to religion, education, science, art, health, home, economics or international relations.

Everyone was wide awake when the session ended as is usually the case when Toastmasters are asked to use their imaginations.

■ Make It a Game

Occasionally a parlor game played at Table Topics time brings enthusiastic response as well as quick thinking by participants. For instance:

The Game of Names. One player begins by calling out a name. The next Toastmaster has ten seconds to call another name beginning with the last letter of the one just called.

When the game goes around the table, all players who have won stand and the game goes on. As a participant fails he sits down—the one who remains on his feet the longest is the winner.

Foolish? Yes, but it is good practice in thinking under pressure.

■ On Your Toes!

Toastmasters, especially of late, has been getting wide and favorable publicity in the press, in national magazines and house organs.

Most of the articles paint a fairly accurate picture and quite adequately state our method of accomplishment.

It is inevitable that many seekers for self-betterment will visit our clubs as a result of this publicity and we must be *on our toes* to see that they are not disappointed by an individual club's performance.

There is but one sure method not to let Toastmasters down, and that is to plan to exceed our very best at every meeting.

■ A Real Idea

"It seems to me," wrote an interested Toastmaster, "it would be a good idea for the public library in the vicinity of each Toastmasters club, to be provided with regular copies of *The Toastmaster*."

"A year's subscription is only a dollar and a half—and what club couldn't invest that amount for the excellent publicity it would bring as well as the far-reaching good it would do members of the community?"

Editor's note: This is a good idea, but not new. Many clubs already avail themselves of this privilege. Some libraries even go so far as to paste a slip (furnished by the club) in the front of each copy, stating that the magazine is made available through the courtesy of such and such a club which meets — (giving day, time and place) and inviting interested men to contact the president — (giving address and telephone number).

Some clubs that do not avail themselves of the gift notice, find that the first year's subscription is all they need furnish, as the magazine is so popular with patrons that the library authorities themselves renew the subscription upon expiration.

■ Capt. Maxson Reports

Just for variety and a change in routine, a critic panel has been used successfully by the Altadena (Calif.) Toastmasters, in place of the one-critic-per-person system. As many critics as there are speakers are appointed and they all make a brief, written criticism of each speech. At the completion of all speeches an assigned critic assembles and correlates the comments on each individual speaker and presents the consensus of the critic panel to the club.

■ It's a Good Idea

—to include our Washington Convention in your summer plans. It will be the a la mode of Toastmasters training for you and a liberal education for the entire family.

■ THIS AND THAT —

ROME (Ga.) TOASTMASTERS put on a demonstration meeting for the local Rotary Club recently and came away with a full roster . . .

THE SUNRISE TOASTMASTERS of Phoenix are holding a special monthly meeting for members desiring practice in parliamentary procedure . . . Ralph Phillips of the FRANKLIN TOASTMASTERS of Columbus, is organizing a quartet and plans to inject some MUSICAL ENTHUSIASM into club meetings . . . Jim Crawford and Rhea Baker of the HENRY W. GRADY CLUB of Atlanta put on an interesting educational program recently by turning the meeting into a mock trial. As PROSECUTOR and JUDGE they tried selected members on charges of *ineffectual club administration and criminal negligence* for not taking full advantage of Toastmasters training. All were found guilty and sentenced to *endurance vile* . . . Three Pueblo (Colo.) Toastmasters were in the recent race for Mayor of that city. CARL BRYON, incumbent, was elected to succeed himself, but DICK HOBBS and FRED VOSS ran him a good heat . . . Bill Keevers, Governor of DISTRICT 31, has joined the ranks of illustrious authors. We refer to his interesting article in a recent copy of SALESMAN'S DIGEST entitled: "Today's Salesmen Must Have Five I's."

The I's represent *Intelligence, Industry, Integrity, Imagination and Inspiration* . . . The Le Mars (Iowa) Toastmasters have recently performed a community service by joining *in toto* the Polio Drive speaking team of that community . . . Topicmaster BOB MALONEY of the Syracuse Toastmasters No. 580 recently hit upon a clever stunt to work visitors into the program: Each guest is asked to think of a topic and then to select the member to speak on the subject. The idea *worked like a charm*.



YOU HAVE a right to ask yourself, "Am I receiving sufficient return from Toastmasters for the time and expense involved?"

Well, are you?

If your answer is "no," then there are but two courses for you to pursue: either resign and spend your time more remuneratively, or else come to grips with yourself and determine to find the secret which so many of our important citizens have discovered.

There must be something very valuable in Toastmasters or the thousands of men, of national importance, who have voluntarily subscribed to its effective training, would not have taken the time nor effort to write and express their appreciation for the privilege of being Toastmasters. A member of the Washington State legislature writes us: "I would never have had the temerity to run for this responsible office, had it not been for my Toastmasters experience."

Another chap, an immigrant from a country behind the iron curtain and now a shoe designer and manufacturer of national fame, written up in the *Reader's Digest*, is explicit in his claim that Toastmasters has given him the tools of expression and leadership which have made possible his climb to success.

Then there is the story of another immigrant boy from Denmark who gained wealth and prestige through his ability to express himself and to evaluate his associates and customers. To hear him tell it, you would think that Toastmasters held the sole key to his high accomplishment — in fact, he is today the immediate Past President of Toastmasters.

In the morning mail comes a letter from a public relations officer of a large west coast bank who writes: "I visualize Toastmasters as providing me with a tailor-made audience that gives me an opportunity to improve myself and to experiment in speech as in a research laboratory."

Still another approach — this one from a New York attorney: "I feel so strongly about the wonders of Toastmasters that, while others talk of their children or professional accomplishments, I talk about Toastmasters."

Not one of these men, however, was shunted into the higher echelon of success by a magical, irresistible power that picked him up by the nape of the neck and the seat of the breeches and tossed him there.

Instead, each one found in Toastmasters a pattern for advancement which pointed the way and inspired him to accomplishment. It taught him to find and to use his native abilities, to think for himself, to express his thoughts and to actuate such conclusions into deeds.

You have a right to all these benefits if you will take them, but no one is going to force them on you.

Three Guesses

No, this is not a senatorial committee just leaving the White House after luncheon with the President, nor a group of leading journalists departing from an important news conference.

These enthusiastic, good-looking gentlemen are none other than the members of the Local Activities Committee whose job it is to smooth out the way for our International Convention in Washington, D. C., this summer.

Much of the operational machinery so necessary for a successful convention will be built into place by these men. The local hospitality, entertainment, sight-seeing and fun frolics will be devised and implemented by them. In fact they are VIPS in any language.

Reading from the left they are: William G. Russell, Hospitality and Ladies Activities; Iffie C. Rogers, Promotion and Publicity; William H. Brain, Secretary-Treasurer; Carl W. Binker, Director-in-charge; Raymond G. Castle, Associate Director; Charles F. Pentz, Sub-Committee Co-ordinator; Lloyd E. Brotzman, Arrangement; John P. Bradshaw, Hotel Reservations, and Robert Knight, Entertainment.

This fine group of Toastmasters is hard at work planning for your benefit, comfort and enjoyment. You can repay them by your attendance and enthusiastic support of our "Best Yet Convention" in

Washington, D. C.

August 26, 27, 28



THEME: "PROGRESS THROUGH LEADERSHIP"

OUR CONVENTION (Tentative Program)

TUESDAY
August 24

MEETING OF BOARD OF DIRECTORS
DISTRICT OFFICERS TRAINING SESSION
(Morning and afternoon)

WEDNESDAY
August 25

DISTRICT OFFICERS TRAINING SESSION
(Morning and afternoon)

RECEPTION BY HOST DISTRICT
(Evening)

THURSDAY
August 26

*PROGRAM PARTICIPANTS BREAKFAST
FORMAL OPENING OF CONVENTION
(Morning)

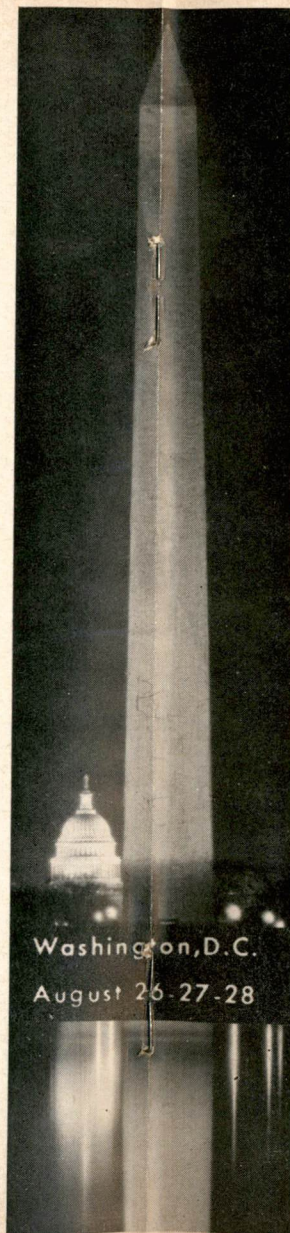
EXCURSION TO MOUNT VERNON
(Afternoon)

ANNUAL BUSINESS MEETING
(Evening)

FRIDAY
August 27

*BREAKFAST WITH THE FOUNDER
"LEADERSHIP FOR YOU"
(Morning Session)

The first session will put leadership to a vigorous test. You, Mr. Toastmaster, are given the spotlight as you look at yourself both through your own eyes and the eyes of your officers. The principles involved in leadership, and the methods at various levels will provide interesting discussion by specialists and equally challenging questioning by the audience.



FRIDAY
(cont.)

*IDEA EXCHANGE LUNCHEON

Club tested ideas, gathered from Toastmasters everywhere, are now being evaluated and selected for presentation at this luncheon. Here they will be discussed informally by those in attendance.

"LEADERSHIP WITH YOU"
(Afternoon Session)

Progress through leadership includes making the plans and then putting them into operation. It is this operational level which will be emphasized. The assembly will separate into three groups for vigorous, constructive, informal discussion.

INTERNATIONAL SPEECH CONTEST
(Evening)

SATURDAY
August 28

*CLUB OF THE YEAR BREAKFAST

"LEADERSHIP BY YOU"
(Morning Session)

At club level you will see leadership in activation. Successful methods of committee and conference activities will provide participation and rich take-home ideas for better programs and better clubs.

*FELLOWSHIP LUNCHEON

"YOU"
(Afternoon Session)

This session will include section workshops in Program Planning, Parliamentary Procedure, Building Membership and Attendance, Preparing the Speech, Evaluation Methods, Fellowship and Fun, Conference Methods, Speechcraft, Delivery, and The Special Occasion Speech. Small work groups will permit active participation.

OLD-TIMERS CONGRESS

*PRESIDENT'S BANQUET & RECEPTION
(Evening)

What's Going On

● When News is Really News

Most successful clubs are keenly aware of the importance of newspaper publicity in their respective communities.

Many publicity chairmen even get front page stories occasionally, but when a metropolitan paper such as the Bartlesville (Oklahoma) Morning Examiner gives over a top page, three column spread to a photograph and story of a Toastmasters special occasion, that is front page news itself.

The occasion was the ceremony of presenting Certificates of Merit to eleven members of the Bartlesville Toastmasters who had completed their Basic Training during a special drive put on for that purpose. Ralph Goldsmith, Lieutenant Governor of District 16 was pictured congratulating club president Railey G. Boydston on this noteworthy achievement.

● Have Your Wife

Unscramble This:

**YOUR ALONG COME BRING IN
FOR TO THE OF YOUR AUGUST
HUSBAND TIME WASHINGTON
LIFE P. S.**

● Ace Critics

According to President Ralph Patterson of the Powell River (B.C.) Toastmasters, children make wonderful speech critics. President Ralph should know, for his club has just successfully staged its first CHILDREN'S NIGHT.

The program was designed to appeal to youngsters and all speakers met the test with flying colors. How do we know? By the junior audience's enthusiastic response, of course. Young folks are more realistic than adults. When they like something they are quick to show appreciation. When they don't like it — well, they show it too — but by a less pleasant method.

Photo by Powell River News



● Wearing the Kilt

No, this is not a visiting Toastmaster from north of the English border, but the photograph of Bill Hume of the University City Toastmasters of St. Louis, Mo., being congratulated for his fine speech by President Jim Herron of that Club.

Hume has just made his eighth Basic Training speech. He not only cleverly depicted the life of Robbie Burns by word and stories, but added interest to the occasion by coming to the meeting dressed in the full regalia of the Scottish Highlander.

● Advice for Toastmasters

Asked the secret of his power as a preacher, a negro minister in Washington, D. C., declared, "It's simple. I reads myself full. I thinks myself clear. I prays myself hot. And then I let's go."

From The Down-Town Toastmaster Bulletin, Quincy, Ill.

● An Ideal Way

When the Battle Creek Toastmasters decided on learning about parliamentary procedure, they didn't fool around. Instead, they invited four members of the State Legislature to visit their club and participate in the program.

Senators Creighton R. Coleman of Battle Creek, Edward Hutchinson of Sandville, Frank Beadle of St. Clair and Representative W. Reed Orr of Battle Creek responded to the invitation. Their presentation took the form of a simulated session of the Legislature in which a bill was introduced and processed.

Occupying the podium as presiding officer, Senator Coleman supervised the introduction of a "bill" submitted by an anonymous senator. The bill was read, debated and amended. Each step was explained to the club members. Finally, a discussion of the wording of the bill was held.

When it was ready for a vote, the bill was submitted to the Toastmasters and their guests, who included several members of local service clubs. The vote resulted in a tie.

A question and answer period on parliamentary procedure, and particularly the procedure used in the State Senate and House of Representatives, followed. The four legislators answered questions for some time after the formal meeting.

The special legislative program was arranged by Oscar Stocker, the club's educational chairman.



● Believe It Or Not

As reported in the NEWSMASTER of the Franklin Toastmasters of Columbus, Ohio, a most successful and enjoyable meeting was recently held which dealt entirely with the subject of poetry.

Even though poetry is often challenged as a suitable subject for a he-man's interest, the Franklin Club decided to find out for itself how interesting and satisfying poetry could be.

"The human heart," reports the NEWSLETTER article, "has ever dreamed of a better world than the one it knows. Most of us have a natural craving for esthetic experiences. This craving is too often fed today by easy and cheap substitutes, comic strips, detective stories, the soap opera, bebop and cocktail parties.

"What we are really seeking, the poet has found. If we learn to read and appreciate his lines, life will bring more beauty, peace and joy."



● Double Ceremony

One of the most unusual occurrences in the history of international toastmastering occurred at Benton Harbor, Michigan, when two clubs organized in the same city by the same person were chartered in the same ballroom on the same evening.

The organizer of these clubs was Leslie V. French, a former president of the famous King Boreas Toastmasters Club of St. Paul, Minnesota, who had moved to Benton Harbor only a few months previously.

To top it off the two new clubs, which are called the Main Street Club No. 1407 and the Twin Cities Club No. 1410 had over one hundred Toastmasters and wives present at their charter night affair which featured Paul Haeblerlin (right), Treasurer of Toastmasters International, as principal speaker!

● Toastmaster's Fashions

"Good appearance and proper attire are important parts of speech training," says Steve Gremban, Secretary of the Allis-Chalmers Toastmasters of West Allis, Wisconsin, who sent us the photograph below.

A demonstration of suitable clothes for various speaking occasions was conceived by Toastmaster John Turck (second from left) and was a part of the regular club program.

Mr. Max Adler, Chief Buyer for Gimble's Department Store (r) presented the professional viewpoint on styles and fabrics.

Secretary Gremban reports the "Toastmasters Fashion Show" as being the high light of the evening and recommends the occasional use of guest speakers from business and industry.



"You'll Never Forget that Speech"

By Charles W. Cover

picture cannot be all white or all black so a speech should not be confined to either humor or seriousness.

WHY ARE the thoughts or even the exact words of some speeches remembered while others of equal or more importance are doomed to oblivion? Which is the more important: to have your speech remembered or to make what you consider a good speech that is quickly forgotten? Love's labor certainly is lost if your audience forgets! No one has ever left a footprint on the sands of time whose deeds or words were forgotten. What you say and how you say it has a tremendous effect on how long it will last.


Arrange your high interest points so they will literally sparkle as rare gems in proper settings. For instance: In telling the story of your life, you could begin by saying: "Have I ever told you about the time I drove a two ton truck right up the post office steps and the whole town had to get their mail through the coal chute? It was like this . . ." or "I almost missed getting married because I couldn't find my pants! Everything was all set for a big church wedding. The bride was there. The church was filled and there I was — looking for my pants!"

You must be sincere. It takes a real actor to pretend. Don't try it unless you can really act. An insincere speech will fall as flat as a turtle's tail and be remembered about as long as a radio commercial.

You must make your speech interesting. This wonderful basic ingredient will bind your speech together. You can make your speech interesting in many ways — word pictures, stories, illustrations, visual aids and humor. Humor is like a sprinkling of salt and pepper on a fine steak. Just as a

Yes, sincerity and interest are important, but don't forget another equally important component — your speech must be logical or credible. Unless your speech is believed you may just as well not give it. Oratorical footsteps are made by being sincere, by being interesting and by being logical. Try using these in your next speech. Maybe someone next year will slap you on the back and say, "Bill, I'll never forget that speech you made last spring!"

"I'm UNALTERABLY OPPOSED to . . .!"



Whatever the proposition may have been, whether a business policy, a political proposal, or a suggestion to repave North Main Street.

ALL RIGHT, friend, if you are "unalterably opposed," let's drop the subject. There is no use in arguing with you, or in presenting additional facts. You have closed your mind to opposition, and have "set your face like a flint" in the direction you have chosen. This puts an end to discussion. Let us change the subject, before we get mad.

Being "unalterably opposed" has a fine, manly sound, but it reflects a fundamental bias, a positive prejudice, a stubborn unwillingness to look at the other side of things. When one gets to the "unalterable" phase of opposition, one admits the closing of the mind to proof of every sort. It is not a state of mind of which one can properly be proud.

For examination of the facts in any proposition, there must be an attitude of willingness to listen to the other side. To arrive at an "unalterable" decision means that one has heard *all* the evidence, listened to *all* the arguments, examined all the phases of a subject until both sides, or all sides have been considered. Don't let yourself be an "unalterable." Keep your mind open.

Men are never so likely to settle a question rightly as when they discuss it freely.

—Thomas Babington Macaulay

WE
TALK

If we could be content with stating a fact and letting it stay stated, we might free ourselves from the annoyance created by trying to use modifiers correctly. If we could adopt a rule and stick to it without exceptions, speech would be much more simple.

ADVERBS, FOR instance, modify verbs, but they may also modify other modifiers, such as adjectives and other adverbs. An adverb is recognized, generally, by its termination in *ly*. An adjective, which modifies a noun, is changed into an adverb by adding the *ly* terminal.

Thus, the adjective *sweet* becomes the adverb *sweetly*, and the sweet singer sings sweetly. But that does not always hold true. A fast runner runs *fast*, and there is no change in the form of the word to show whether it is adverb or adjective.

Another complication sets in when we use a "link" verb, or connective, as in saying, "The rose is red," or "The weather is bad." You are not likely to use such a word as "redly" at any time, but too many speakers become confused on whether they feel "bad" or "badly."

One real enemy of good speech is the adjective "real," which is so often used as an adverb. Frequently it is used when it is not needed. "That was a real good speech," or "There is a real high mountain," may be cited as examples. What is meant is "That was a very good speech," or "That really is a high mountain." The

real truth is that *real* is an adjective and *really* is an adverb. What! Really? Yes, that is the real fact of the matter.

There is a tendency in modern usage to clip the *ly* from many adverbs. Take *slow* and *slowly* for example. You are a *slow* walker, and you walk *slowly* down the street. But when did you ever see a highway sign which said "Drive slowly?" It always says "Drive slow," or "Slow, men at work."

"Take it easy" is another. If you were to say, "Take it easily" that would change the whole meaning. We shall have to get around the "take it easy" difficulty by calling it an idiomatic expression.

The basic rule for adverbs and adjectives is this: To tell a quality or condition, use an adjective. To tell the manner of an action, use an adverb. Try yourself on the following. Some are correctly worded, and some are wrong. Which is which?

After you think it over, you will feel different about your speech.

Some cars are controlled easier than others.

The rain fell steady all day.

I surely will go to the game.

She sings very well.

I feel badly because my fingers are sore.

Go slow.

Recommended Reading

By R. C. S.



The Art of Discussion

Talking things over seems to be the order of the day. It appears that people are finally awake to the fact that it is better to discuss than to fight.

The futility of discussion when minds are closed and conclusions are made in advance has been demonstrated in international circles during recent months. At the same time, the value of honest and friendly argument has been shown repeatedly all the way from local municipal problems to the Congress and the Cabinet of the United States, and the Parliament of England.

Books have been published in vast numbers during the past few years in an attempt to explain how to handle a discussion and how to take part in one. The matter is well presented in pamphlets and in bulky volumes. These are all helpful, if one will take the time to study and use them.

For the busy Toastmaster who wants the instruction in condensed form, we recommend two small books which are full of good information.

It Pays to Talk It Over is a book of 40 pages, compiled by Dr. Julius Schreiber, and published by Community Relations Service, 386 Fourth Avenue, New York 16. It may be ordered from the publishers or from Toastmasters

International, at 25 cents a copy.

The chapter headings tell the story: *It Pays to Talk It Over, But You Have to Sell the Idea, And Gather and Organize Your Material, However, Discussions Must Be Led, And Audio-Visual Aids Are Useful.*

That seems to cover the subject adequately, but now we come to the *Conference Leader's Guide*, by Waldo E. Fisher, of the University of Pennsylvania. It was originally published by California Institute of Technology, and when they ran out of copies, they gave Toastmasters permission to reprint it. You can buy it from Toastmasters International at Santa Ana, for fifty cents per copy.

This book is just what the title implies, a guide for conference leaders. Its 28 pages cover in detail the items involved in planning and conducting a conference, and the entire process is made so plain that almost any intelligent person should be able to operate successfully as a leader of a conference or as a participant, after a careful study of the information presented.

These two inexpensive, handy, greatly condensed little books are recommended to anyone who has to do with conferences and discussions.

Don't fire that man!

By Don M. Mattocks

A COLORED boy was asked to clean out the barn—a job he detested. He immediately became very busy feeding the hogs. Again the farmer told him: "Clean out the barn." The boy still found other chores to do. Finally the exasperated farmer demanded, "Joe, do you refuse to clean the barn?" And Joe replied, "Nah, suh. Ah don' refuse, ah jus' refrains."

Many club officers find themselves with exactly the same problem as faced the farmer. The vice-president fails to do anything about low membership and poor attendance. The committee member is absent from meetings of his committee. The Toastmaster starts his preparation after he arrives at the meeting place. They don't *refuse*, they just *refrain*.

It happens in business, too. The stenographer chats on the phone while her boss waits for her to transcribe his dictation. The clerk takes thirty minutes for coffee. Manual labor moves at too slow a pace.

The problem is: what can we — the club officer or the boss in the business organization — do to

overcome this *refraining* attitude? In business, we can fire the man. Maybe we can do the same thing in Toastmasters, too; although it may be somewhat less simple. In neither case have we solved the problem. The attitude of the offending employee or member is frequently the product of his environment, and when his successor is placed in the same climate he is likely to develop similar attitudes. Anyhow, firing a man is a drastic and expensive solution, if it is a solution, and is to be used only as a last resort.

The fundamental question is: are we going to demand that the boy clean out the barn now, or else! Or shall we offer him an incentive that will make his eyes shine even while he wades into his dirty work. There are such incentives, and most amazingly, they are almost identical in business and in Toastmasters! The principal distinction — that in business we can offer higher wages for better performance — is not really so important, because that incentive is very soon used up, or else there is no profit left in the business.

All other incentives, such as satisfaction of the need for individual recognition, satisfaction of

the need to feel important to others, and satisfaction of the inner urge for qualified leadership, are just as available and effective in motivating members of a Toastmasters club as they are in motivating employees in the business world. They can be used as well by the officer of a club, or the chairman of a committee, as by the president of a corporation, or the head of a department.

And the wonderful part of it is: If we can learn what those incentives are, and how to use them effectively in Toastmasters, then we can use them in a civic club, in office or shop, or at home. And

in business, with the added incentive of material reward available for our use, how can we miss?

Toastmasters can study and put to use other tools of management, too; but probably the one we need to learn first and the one that we can use most frequently and effectively in our clubs, is the incentive tool — the principle of human motivation.

Whenever a member refrains from doing the task he is supposed to do, offer him an incentive.

Don't fire that man!

▶ One Hollywood child explained to another: "I have 4 daddies by my last mamma, and 3 mamas by my fourth daddy.

—Automobile Dealer News

▶ There's nothing like the first horseback ride to make a person feel better off.

—English Digest

Just Suppose

you are promoted to a high executive position in your firm. The president tells you to work out plans for the next year, covering the phase of the business for which you are responsible.

BUT you aren't familiar with all the details and jobs performed by the men under your supervision.

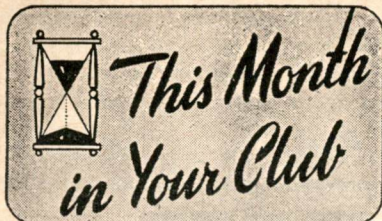
WHAT are you to do? Go home, sit alone at your desk and try to dream up ideas? That's a good way to wind up with a lot of fine plans — that won't work. Maybe you should call all your men together, tell them your troubles and ask them for ideas. No, that's a good way to get bogged down in a thousand miscellaneous ideas that can't be incorporated into a workable plan.

IF you're smart, you won't do either of the above. You will conduct a SYMPOSIUM. What's that?

YOU will learn what it is, if you don't already know, when you come to Monday's meeting and take part in a SYMPOSIUM ON LEADERSHIP.

This is the clever and interesting way the Little Rock Toastmasters used their club bulletin to announce a special program feature.

PROGRESSIVE



Learning to speak effectively is an important phase of Toastmasters training, but in itself, it is not the true end.

What is the answer? How may we use our power of thought in a manner that will bring greater satisfaction to ourselves and at the same time be a constructive factor in our environment?

Friendly and effective communication with others is the answer. More simply stated, it is the art of *learning to talk things over*. This is the theme for Toastmasters special consideration during the month of May.

No finer experimental laboratory can be found than our own Toastmasters clubs. Here we have every facility for training and practice. Club problems (or opportunities, as our Executive Secretary, Ted Blanding, calls them) furnish an ideal basis for our consideration. If we approach them with open minds, constructive ideas and co-operative understanding, we will gain immeasurably from participation in their consideration and our club will also be served.

But we must not stop there. When we have learned how to participate in, as well as conduct the various mediums of group discussion, we should put them to work in every department of our lives.

The boss will be quick to recognize worth in our recommendation of and participation in group discussions; our home life will be happier when we apply this principle to personal problems; our club and church associates will welcome this friendly and efficient way of settling differences and making future plans; in fact life will suddenly become more challenging and worth while when we experience the satisfaction this method of talking things over can bring.

Evaluation

Club and individual evaluation, during this month, should take the various forms of group consideration. Symposiums on how to evaluate effectively should be highly instructive. Panel evaluations of each formal speaker, either with or without audience participation, will be worth while. Written evaluation by the audience of all speakers, with the general evaluator giving a brief resume of the findings, is another effective approach.

PROGRAMING



June has been designated by the Educational Bureau as a time for demonstrating the *unexpected*.

Life is filled with unexpected and challenging situations and the fellow who has met and overcome the greatest number of problems is usually the man who has gained a stature which demands success.

Speech Situations

The story is told of a great violinist who stood up to play before a huge audience. He had only started when his E string snapped. Quickly he blended his rendition into another piece that did not require the harmonics of that string. Then the A string gave way, then the D and finally the G. Each time he adjusted to a new composition to the great delight and appreciation of his audience. When the last string broke an audible groan went up from his listeners.

But they had not appreciated the versatility and ingenuity of the artist, for with perfect poise and without any show of surprise or even the slightest pause he turned his violin over, and deftly transferring the bow to his left hand, used the back of his instrument as a drum and beat out a voodoo dance as a grand finale.

Plan speech situations calling for the same poise and ingenuity as was demonstrated by this

artist. During the past year we have recommended many ideas for such a program. We shall not repeat them here — in fact, we challenge you and your program chairmen to use your own ingenuity for setting up situations that will in turn challenge the speaker.

Statistics prove that no club which consistently delivers vital, interesting and novel programs remains weak in membership or attendance. June can be the time for the most unusual and interesting programs you have ever had, if you put your minds to it.

Table Topics

If your table topics session has been dragging along and has not been contributing the spark to the rest of the program, so necessary to set it on fire — June is the month to start a conflagration.

Challenge each Topicmaster to make his program more unusual, more dynamic, and more talked about than any before and then pitch in and help him deliver. June is the month of high achievement.

Magazine Night

THE EDITORS of *The Toastmaster* get a chuckle every once in a while when they receive a letter asking that this or that be discussed in the Magazine.

The reason for the chuckle is that very often the particular subject requested has been handled quite extensively in a recent issue and that the busy Toastmaster in question just hadn't taken time to read it.

If every business man read every article in every magazine or newspaper which is delivered to his door, he would be a magician. So we don't blame the member for missing an occasional piece in even *The Toastmaster*.

What does give us some concern, however, is that *The Toastmaster* is a vital part of each member's training and we try to make it the "a la mode," the dessert, which he will enjoy the most of all the helps emanating from Santa Ana. If he does not receive this benefit, we have failed.

It is our thought to make *The Toastmaster* the inspirational medium which will intrigue, if not compel, his serious study of the

more technical literature available to each member.

Many progressive clubs stress the Magazine content as a regular club review. Some use its articles in the form of a quiz program for Table Topics. Some educational chairmen review, before the club, certain pertinent articles worthy of special consideration. Others use some of the articles published as subjects for their speakers.

Occasionally an executive committee spends a portion of the meeting time in discussing its many suggestions and in making plans for putting these to work in the club.

One of the best services a club may offer its official magazine is to favor it with constructive criticism. But such critics must remember that *The Toastmaster* is designed to serve over 1500 clubs in various parts of the world and not only to please but to help some 45,000 Toastmasters.

Read *The Toastmaster* from cover to cover. Take to heart its suggestions. Utilize its recommendations for greater club efficiency. It is a vital part of your Toastmasters training.



Dont put things off — put them over.

Sir Harry Brittain

Only the open mind can close on a new idea.

—Glen Buck

I WISH TO PROPOSE --

a week to end all "weeks" before we are too weak from keeping track of special "weeks" even to know what month it is!



MAY IS A month of 19 special "weeks," 20 special "days" and three special "months."

That is the case in the United States, according to the U. S. Chamber of Commerce. Do you suppose that they have such specials in Canada or in Great Britain, or any other parts of the world?

Just in case you are interested, May is the month of "Milk Festival," of "Fig Festival," and of the "United Cerebral Palsy" observance.

The weeks include "National Home Demonstration," "Be Kind to Animals," "National Hearing Week," "National and Inter-American Music Week," "National Cotton Week," "National Foot Health Week," "National Secretaries' Week," "National Pickle Week," "National Raisin Week," and ten others.

Among the days, in addition to May Day, we find Mother's Day, Straw Hat Day, Armed Forces Day, National

Maritime Day, National 4-H Club Sunday, Memorial Poppy Day, and Memorial Day both North and South. Then there is "I Am An American Day," to be set by Presidential Proclamation.

There may be some program suggestions in this list. Perhaps toasts would be in order to figs and raisins and cotton and pickles and straw hats. Certainly we should not overlook Mother's Day and Citizenship Day.

Someone with a sense of humor might promote a movement to prevent cruel and unreasonable uses of the calendar; or a speech could be made on "National Leave Us Alone Week" initiated by the late newspaper editor F. L. Moorman, of Douglas, Georgia, who thought it would be a good idea to let people have at least one week in the year free from outside interference. Since this was set for the week of April 1 - 8, it is too late to do much about it this year, but we might encourage it for 1955.

ANOTHER MILEPOST

Fifteen hundred Toastmasters Clubs in thirty years is not a world's record for speed, but it is a satisfactory showing for an organization which has never operated under pressure. That is the achievement shown on page 30 in the list of new clubs chartered.

Mount Prospect, Illinois, gets the number. That club should never have difficulty in remembering its charter designation. *Minneapolis "500" Club*, chartered in April, 1947, and *New York "Broadway" Club*, with 1000, granted in May, 1951, are other mileposts along our way. Now we may turn our eyes forward to the 2000 mark, which may be reached in 1956.

With 1500 Toastmasters Clubs, we have in the neighborhood of 45,000 men seeking self-improvement and enlargement of their horizons. It is an inspiring thought. Let it spur every Toastmaster to renewed efforts for himself and his club.

New Clubs

WHEN AND WHERE THEY MEET

- 740 NEW ORLEANS, La., (D 29), *Knights of Columbus*, Tues., 6:15 p.m., Patio, Royal Restaurant.
- 1109 ALHAMBRA, Calif., (D F), *New Horizons*, Wed., 7:00 p.m., Marino House.
- 1491 ROCHESTER, N. Y., (D 34), *Kodak Park*, Thurs., 5:15 p.m., Bldg. 28, 2nd Floor Cafeteria, Kodak Park.
- 1492 PORTLAND, Ore., (D 7), *Sunrise*, Wed., 7:00 a.m., Multnomah Hotel.
- 1493 KANSAS CITY, Mo., (D 22), *Bendix - Kansas City*, Alt. Mon., 4:45 p.m., Bendix Aviation Corp.
- 1494 CALGARY, Alta., Canada, (D 20), *Bow Valley*, Wed., 5:45 p.m., Royal Room, Royal Hotel.
- 1495 DALLAS, Tex., (D 25), *Casa Linda*, Tues., 6:15 p.m., Casa Linda Town Hall.
- 1496 GOLDSBORO, N. C., (D 37), *Goldsboro*, Tues., 7:00 p.m., Goldburro Cafeteria.
- 1497 NORFOLK, Va., (D 36), *Norfolk*, Tues., 11:30 a.m., ComAirLant Staff Conference Room.
- 1498 ELMIRA, N. Y., (D 34), *Elmira*, Tues., 6:00 p.m., The New England Kitchen.
- 1499 MILWAUKEE, Wis., (D 35), *Machine Accountant's* 1st & 3rd Thurs., 5:30 p.m., YMCA.
- 1500 MOUNT PROSPECT, Ill., (D 30), *Mount Prospect*, 1st & 3rd Mon., 8:00 p.m., Central School.
- 1501 DAVENPORT, Ia., (D 19), *Palmer Chiropractic*, Sun., 6:00 p.m., YMCA.
- 1502 INDIANAPOLIS, Ind., (D 11), *Stark & Wetzel*, 2nd & 4th Thurs., Fire-side Tavern.
- 1503 CHICAGO, Ill., (D 30), *Senate*, every other Thurs., 6:00 p.m., Toffenetti's Restaurant.
- 1504 MT. VERNON, Ind., (D 11), *Pinnacle*, Mon., 6:45 p.m., R & M Cafe.
- 1505 ASHTABULA, O., (D 10), *Lake Erie*, 2nd & 4th Thurs., 6:30 p.m., The Swallows, 1107 Prospect Rd.
- 1506 ONTARIO, Calif., (D F), *Northrop Ontario*, Tues., 6:30 p.m., Orange Hotel.
- 1507 COLUMBUS, O., (D 40), *Jeffrey*, Mon., 7:30 p.m., American Legion Post No. 465, 51 W. 2nd Ave.
- 1508 SAN DIEGO, Calif., (D 5), *Elgas*, Fri., 12:00 noon, Assembly Room, Electric Building.
- 1509 MIDLAND, Tex., (D 25), *Permian*, Thurs., 6:00 p.m., Diamond Horseshoe.
- 1510 LONG BEACH, Calif., (D 1), *Douglas Engineer's*, Wed., 5:30 p.m., Douglas Admin. Dining Rm.
- 1511 WASHINGTON, D. C., (D 36), *Milestone*, 1st & 3rd Tues., 5:00 p.m., Main Navy Building.
- 1512 NORTH BATTLEFORD, Sask., Canada, (D 20), *North Battleford*.
- 1513 CHICAGO, Ill., (D 30), *United Air Lines*, every other Monday, 6:00 p.m., The Clearing House.



Question

Basic Training very definitely encourages the conversational type of speech with, of course, suitable garnishes of tonal modulation, gestures and facial expressions. But at the speech contests, all too frequently it happens that some silver-tongued chest beater or table thumper comes along. He points to the flag, he condemns the politicians, he shouts, he whispers. At the end he leaves you breathless, but without much idea of what he was talking about, or what he wants you to do about it, but — he carries off the award!

I believe that this is discouraging for the average Toastmaster, who plans an intelligent speech and presents it with ability, only to lose out to the message-less tub thumper. Can anything be done about it?

Answer

You are quite right. The informal, conversational type of public speaking is traditional in Toastmasters Clubs. We do not promote the noisy, windy style which some people confuse with "oratory." We believe that a speaker should have a message, and that he should deliver it clearly, forcefully, and so effectively that it will bring results. The exhibitions of shadow boxing which are sometimes seen in speech contests are entirely at variance with our principles. It is unfortunate that the judges can be stampeded by a flood of words and actions.

In this year's contest rules, a definite effort has been made to improve the situation. The speech subjects are to be given out to speakers only a few hours prior to the contest. Each contestant will have his choice of three or four subjects in different fields, but there will be no time to write and memorize and rehearse an impassioned, welkin-ringing oration. It is hoped that more attention will be given to substantial material, earnestly presented, without artificial aids, and that the contest speeches will be more in keeping with our established practice. This procedure may well be followed in local contests as a preparation for the finals at the Convention.

▶ It is error only, and not truth, that shrinks from inquiry.

—Thomas Paine

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TEST YOURSELF

- ▶ Can you disagree pleasantly?
- ▶ How can you help with "The Toastmaster"?
- ▶ How good is a good idea?
- ▶ Why did you remember that speech?
- ▶ Are you "unalterably opposed"?
- ▶ Are "Go slow" signs ungrammatical?
- ▶ Is the average fellow lazy?
- ▶ What idea in this issue did you like best?

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



In the Mill

—for Next Month

- TAKE A TIP FROM COLUMBUS
 . . . he had a great idea.
- A PHANTOM SPEAKER
 . . . brings life to a party.
- DECLARE WAR
 . . . on your speech handicaps!
- PRESENT A WELL KNOWN SPEAKER
 . . . don't introduce him!
- HOW TO LOAF
 . . . constructively and effectively.

BEFORE WE ADJOURN

I think it would be a good idea if we would stop talking so much about the common man and talk about the uncommon man.

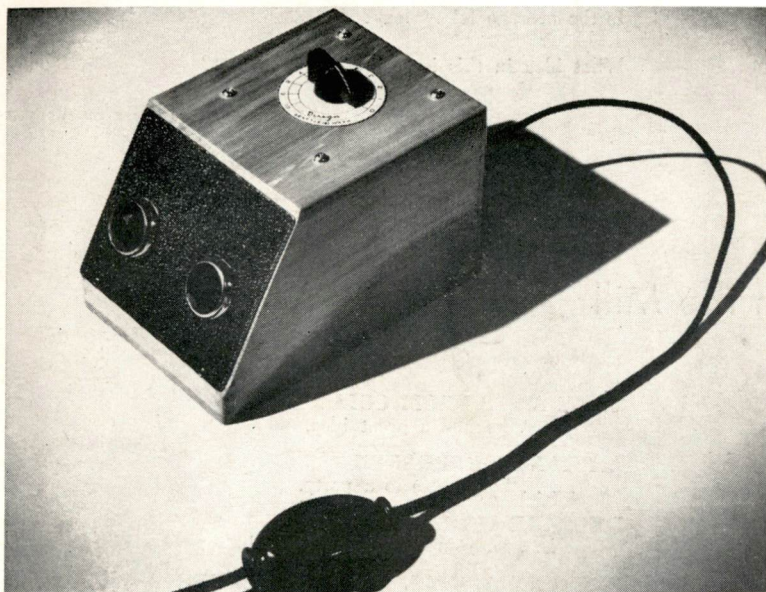
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