

NOVEMBER 1954

The
TOASTMASTER



"LET US GIVE THANKS"

For Better Thinking—Speaking—Listening

The TOASTMASTER

Official Publication of
Toastmasters International, Inc.

Editor in Chief Ralph C. Smedley
Editor Wayland A. Dunham

Address all communications to
The Toastmaster,
Santa Ana, California

NOVEMBER, 1954

Vol. 20—No. 11

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 1649 active clubs—located in the United States, Alaska, Australia, Canada, Channel Islands, Cuba, England, France, Greenland, Hawaii, Japan, Philippines, Scotland, the South Pacific Islands and Venezuela.

Organized October 4, 1930
Incorporated December 19, 1932
First Toastmasters Club Established
October 22, 1924

HOME OFFICE—Santa Ana Community Center, 1104 West Eighth Street. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International. Published monthly at Santa Ana, California. Copyright 1954 by Toastmasters International. Name Registered, U. S. Patent Office. Entered as second-class matter Oct. 25, 1941 at the Post Office, Santa Ana, California; act of March 3, 1879.

PRICE \$1.50 PER YEAR

Printed in U. S. A.

Editorially Speaking

Thanksgiving — for What?

As we approach the annual Thanksgiving Day, when all proper citizens are supposed to go through the form of saying "thank you," we may as well be honest enough to ask what there is to be grateful for.

The world is in a mess. Wars threaten. Conflicts rage, both between nations and between groups of individuals. There is much misery, much poverty, much crime. Some people are rich and comfortable while others are poor and oppressed. Things are in terrible shape; yet we are supposed to give thanks.

But are we in such a mess?

Look over the past half century; compare 1904 with 1954.

Fifty years ago, the radio was virtually undiscovered. Travel was slow and difficult. Medical science was just beginning to deal with bacteriology and with the remarkable healing agents which are now available. The X-ray was in its infancy. Radium and penicillin and the sulfa drugs and the mycins were hardly dreamed of. Plastic surgery was in the future.

Take that matter of health alone, for example. Fifty years ago, the appearance of tuberculosis or cancer was a death sentence. Inoculation against smallpox was in its experimental stages. Yellow fever was a terror.

Today, most of the deadly diseases have been checkmated. Medical science knows how to deal with them, and plagues and epidemics are almost unknown in more advanced lands. Life expectancy has been increased by more than fifteen per cent. People today can live better and longer. Bad as conditions are, the mess is not hopeless.

IN THIS ISSUE



➤	MILLIONS OF JOKES —and only a few hundred good ones	3
➤	A CASE FOR HOMICIDE — Is there one in your club?	5
➤	WE ALL HAVE IDEAS —the ability to express them is a priceless accomplishment	6
➤	LINCOLN SAID IT POORLY but <i>what</i> he said lives in our hearts	9
➤	WHO SAYS IT'S HARD to find something to talk about?	11
➤	FIVE MINUTES IN THE STONE AGE for a lesson in communication	17
➤	VERBAL VAGARIES confound our tongues and cloud our meanings	22
➤	MAN'S UNCONQUERABLE MIND —a brief review of a current best seller	23
➤	USE YOUR HEAD —to back up your tongue	27
➤	TRY SPEECHCRAFT for that tired, in the rut club.....	31

Off Beat

-a few notes off the record

Minister — "I am going to speak on *liars* today. How many of you have ever read the 25th Chapter of Luke?"

Most of the congregation raised their hands.

Minister — "Good. You are the group to whom I wish to speak. There is no 25th Chapter of Luke."



One thing that bothers First Vice-President Jack Haynes is why a traffic cop, after winning a swell race, always seems so mad about it.



Before marriage, most men yearn for the companionship of a woman. After marriage the "y" is silent as in "work."



Toastmaster (meeting a former club member after many years): "Yes, our old President Jones has gone to his everlasting rest."

Second Toastmaster: "What? Did he get the Government job after all?"



Surgeon (ready for the operation): "You may be everything to your producer, but you are only an appendectomy to me."

Movie Star: "Oh, doctor, your humor is abdominal!"



It is easy to keep from being a bore. Just praise the person to whom you are talking.

Sampson used the jawbone of an ass with telling effect, but he didn't talk with it.



A little girl was proudly showing a playmate her new home. "This is my daddy's den," she said, "does your daddy have a den?"

"No," was the answer, "he just growls all over the house."



Toastmaster Roy Day remarks that you never know what freedom of speech really means until you hit your thumb with the hammer out in the garage about 30 feet from the house.



An Australian Toastmaster was trying to impress a visiting Toastmaster from Texas with the wonders of his country.

As they drove among the scenic beauty, they came upon a kangaroo.

"I'll grant you one thing for sure," drawled the man from the Lone Star State: "your grasshoppers are bigger than ours."



Social item in a Kansas weekly: "The wedding ceremony will take place at 5 P.M. with an informal deception shortly afterward."



Girls who went out to swim

Once dressed like Mother Hubbard;
But now they have a bolder whim

And dress more like her cupboard.

OPERATION

HUMOR

"THERE are millions of jokes," said Chauncey M. Depew, master story-teller, "and a few hundred of them are good ones."

The public speaker is concerned with the good ones, which he can use. He may leave the others to tiresome talkers, and to editors who need fillers for odd spaces. The speaker's task is to sort out the comparatively few really good stories and illustrations from the millions, and then select a few dozen of the very best ones, and put these into service to illuminate and enliven his speeches.

At the risk of boresome repetition, I advise you to remember those two words, *illuminate* and *enliven*. They are important as reminders of the way the speaker must select and use his stories.

He tells a story, whether it be funny or serious, because it lights up, impresses, clarifies, or otherwise illuminates the point he wishes to make. He never drags in a joke for its own sake, but for the sake of what it can do for his speech, to give it color, or to make it clear or attractive or memorable.

Similarly, he may use a story, especially a funny one, to stir up the audience when he observes a slackening of interest. Even in this case, if he is wise, he chooses something which is apropos to the

occasion and the argument, and thus he regains the wandering attention without distracting from the main purpose.

The story is told of an old-fashioned preacher who was greatly annoyed because some of his people went to sleep during the sermon. One Sunday he brought a tin whistle to church with him. When he saw several elders and deacons settling down for their morning nap, he stopped his sermon and blew a loud blast, whereupon all sat up to see what was happening.

"You certainly are smart specimens of humanity," he chided them. "When I preach the gospel, you go to sleep, but when I play the fool, you are wide awake." And then he went on with his sermon.

Sources for Stories — There are two principal sources from which you may get your stories and illustrations. These are, first, your own experience; second, your reading and listening. That gives you a wide field. In fact, it covers almost everything. It is up to you to make the selection.

Consider your own experiences. In the life of almost every person there are incidents which can be used to emphasize or clarify a point, or to start a laugh. We may have difficulty in recognizing the drama and the humor in our

He must not laugh
at his own wheeze;
A snuff box has no
right to sneeze.
—Keith Preston

By Ralph C. Smedley

own doings. Because something happened to us we are likely to think it commonplace, and uninteresting to others, but we must not play it down because it is our own.

Never hesitate to use an illustration taken from your own experience, and never offer an apology for a "personal reference." The fact which you know by personal experience beats a dozen which you may have borrowed from others.

But be careful when you use these materials, for there is a tendency to become too verbose in relating the particulars. Don't let yourself fall into the habit of giving all the details. Avoid the "he says to me" and "I says to him" style of telling the story.

I frequently follow this course myself, and I can recommend it on the basis of personal experience. Some useful stories come to me from early memories. I find that people usually enjoy the stories from everyday life.

Within reasonable limits, there is no objection to your telling a story in the first person, even if it did not happen to you. But be careful.

I learned this lesson a number of years ago, when attending a

convention of church men. Several notables were on the program. At the morning session, one of them told a good story about what the Pullman porter had said to him on the train coming down from Chicago. The crowd roared at his story.

That afternoon, another speaker related the same story. He had arrived just in time for his place on the program. He drew a fair response from the audience, but they were not enthusiastic.

In the evening, the bishop was the big attraction. He arrived on a late train, and when he was introduced, he started off with the same story of the Pullman porter. This time not a person laughed. The bishop turned to the chairman and asked, "Has someone else told that story?"

"Yes," said the chairman. "Twice!"

I wish I could remember that story. It was a funny one. Maybe I could venture to claim that the porter said the funny speech to me if I could remember it.

But I am glad that I remember the incident. I always try to get to the meeting in time to hear the other speakers before my turn comes, so that I won't duplicate their experiences.

JOE Kent doesn't look like a killer. But the other night he brutally and unmercifully killed 1,140 minutes. Not only that, but he kidnaped 38 people!

It all took place at the monthly meeting of the Whoosis Club, when Joe was the evening speaker. Everybody knew Joe was an expert in his field, so they thought he would give a good speech.

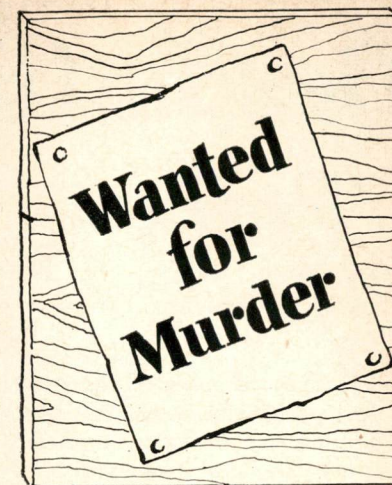
Joe thought he knew his work well enough to talk without preparing anything. He just made a few notes, and never bothered to put his thoughts into a logical outline, or prepare a few stories to illustrate his points.

There were 38 people at the meeting, and Joe talked for about 30 minutes. The combined result was 1,140 man-minutes killed — murdered by the aimless verbosity of Joe Kent's "speech."

And the audience was literally kidnaped because they were too polite to walk out of the meeting. They were trapped and held against their will, squirming in their seats, hoping that Joe's rambling words would end.

Now Joe Kent isn't a mean person — he wouldn't deliberately kill or steal anything. But he took a total of 1,140 minutes from other people that night.

Joe will never be prosecuted but he has committed a crime just the same — a crime against the audience and a crime against himself. The audience will not forget



By Frank Adae

Joe's crime. He won't be asked back again.

When you are invited to speak before an audience, or even in Toastmasters meetings, you are given the most precious of all the elements — time.

You owe something to the audience for this gift. You owe your best, which includes preparation and thought about your presentation. You owe it to your listeners to think of what *your* reaction would be if you were in the audience, to give your thoughts as briefly as possible, and still give them something for the time they are giving you.

Don't be a killer. Or as one gagster said, "Crime against time doesn't pay."

Challenge!

I've never made a perfect speech,
I cannot even fake one.
My critic claims it's quite in reach—
I'd like to hear him make one.

Toastmaster: (Introducing a 5-minute speaker):

"Some of us have heard our next speaker before. Some of us have not. Those who have not heard him are looking forward with great pleasure to hearing him now."

"You can read some people like a book but you can't shut them up as easily."

—The Crouton, Valleyfield (Que.) Toastmasters

Beyond Price

By Grant C. Butler

IN a crowded press conference in Paris during World War II, I once listened to a distinguished American General communicate an idea to a group of veteran war correspondents. The General spoke effectively, because he thought clearly and constructively. He radiated confidence at a time when confidence was important. He was a leader. His name was Dwight D. Eisenhower.

I have heard many men try to express ideas; I have heard few do it well. I once worked for a man who could put ideas on celluloid with crystal clarity. His name was Howard Hawks. I have worked, too, for men who could communicate ideas through radio scripts, television, and public relations programs.

But all of the successful men I have ever met, or worked for, had one thing in common: the ability to express an idea. And that is why Toastmasters is so important to all of us: it helps us attain that ability.

As a Toastmaster I have seen men gain self-confidence, tolerance, advancement in position,

valuable friendships. I have seen men improve their ability to think more clearly and constructively, and, as a result, to speak more effectively.

The wide-awake, alert Toastmaster who gives to his club all that he can spare of himself receives far more in return than he had ever imagined. He broadens his general interests in life. He becomes a leader and finds increased usefulness in his home and in community life.

I find my Toastmasters training invaluable today as I work in a small way on an educational program to help Californians recognize the importance of conserving natural resources, and more particularly oil and gas resources of our state. This is an "idea" which Californians must recognize as vital to the continuing progress and prosperity of the state.

People everywhere look for ideas properly expressed. A few years ago, a young Indian in Ceylon said to me, "Why can't America show the people of the world that she can produce more than guns and tanks and planes? Why can't she produce something in the spiritual realm, an idea to bring world peace?"

A large order? Certainly! Impossible? No! Not with people who learn to express ideas.

Yes, ideas are priceless commodities to all mankind. The ability to express them is beyond price. And that is why Toastmasters is important to all of us. It helps us attain that priceless ability.

One Man's Slant

By Lucius W. Johnson

THE one thing I admire most about all you gay, young Toastmasters is the way you make me feel when I'm meeting with you.

My favorite definition of a lady is that, when she is present, all the men feel and act like gentlemen. You have an influence like that on me. When I am in a meeting with you I feel just as young and ambitious; just as full of ideas and enthusiasm as you do. That is a grand and glorious feeling for one who is well along in his eighth decade.

The point of view of a young man who is going places is likely to be quite different from that of an older one who has been places and is on his way back. Within this Toastmasters Club we have proved that an exchange of view points can be beneficial to both.

When I joined this club I was close to my 70th birthday. I was retired from my second career. I was at a loose end with time on my hands, and not very happy about it. Like the scissors grinder, I was finding things pretty dull. Domestic relations were brittle, because no busy housewife likes to have that man under foot, or even under thumb all day, every day.

Thanks largely to the stimulation in my association with you, I have come alive again. I am active, perhaps even useful, in civic and welfare matters. I have also resumed money-making activities. The money isn't so important as the feeling of doing something worth while; the thrill that comes with the realization that someone still values my judgment highly enough to pay important money for it.

Probably you have never thought of age as having any value, unless it came in bottles. But it has its advantages. For one thing, you can list your mistakes and wonder, if you had your life to live over, whether you could do any better. I find I'm still making mistakes in the same fields that I always did. It must be because of the same inherent defects in character and personality. Some of my recent mistakes have been truly monumental in their size and their disastrous effects. If I had my life to live over, I'd make the same mistakes, but I'd start making them sooner; I'd make them bigger and better.

On my 70th birthday I made a firm resolution. I determined, in my second childhood, to do more things, to go more places, to have

more fun, than I did in my first childhood. And the first one wasn't at all bad. I have been working on that ever since, and finding a lot of enjoyment in it. I'm sure you have all heard about the Scot who saved all his toys for his second childhood. They're a canny race and maybe he had a good idea.

Just now I am so busy enjoying the present and planning for the future, that I don't have any time for vain regrets about my past mistakes. I like Satchel Paige's advice — "Never look back. Something may be gaining on you."

In Spanish-speaking countries there is a popular toast that goes like this: *Salud, pesetas, amor, y tiempo para gustarlos*. That is to say: health, money, love, and time to enjoy them. The last part is its essence: time to enjoy them.

In your youthful, competitive years you have little time to contemplate and to enjoy your blessings. The toast suggests that you

should save, for that leisurely time of retirement, some health, some money, some loved ones, and as many good friends as possible. It makes an admirable cushion for your old age. I hope each one of you will have a long leisure time to enjoy, to cherish those things.

Another advantage in growing old is that, when you arrive there, you can feel and express emotion without having to be ashamed of it. Now, unless you do something drastic to stop me, I am going to express an emotion that moves me strongly. I affirm my deep gratitude to the founder, Dr. Smedley, to each one of you, and to all the other Toastmasters I have met with, for what you have done to bring so much pleasure into my second childhood.

Lucius W. Johnson, M. D., of Ocean Beach Toastmasters, San Diego, California, is a retired Rear Admiral of the U.S. Navy. He does a great deal of speaking on matters related to health and public welfare, and has been an enthusiastic Toastmaster for many years.

Four Kinds of Readers

Samuel T. Coleridge says: One class of book readers may be compared to an hourglass, their reading being as the sand; it runs in and out, and leaves not a vestige behind.

A second class resembles a sponge which imbibes everything and returns it in nearly the same state, only a little dirtier.

A third class is like a jelly bag, which allows all that is pure to pass away and retains only the refuse and dregs.

The fourth may be compared to the slave of Golconda, who casting aside all that is worthless, preserves only the pure gems.

What kind of reader are you?

What to Say

How to Say It

"It makes no difference what you say; it is all in how you say it." You may have heard that statement made by some critic as he emphasized the importance of good delivery. You do not have to believe it.

The worthiness of what is said and the value of the purpose to which it is directed far outweigh the importance of emotional, too forceful delivery. This may not be the case with a tub-thumping ranter, who harangues a crowd, seeking to stir their emotions and play upon their prejudices. Probably what he has to say is of little importance. He has to depend on his delivery. That is why he yells.

When Hitler shrieked and screamed his wild denunciations, the crowd went crazy along with him. He got them not by what he said, but by the way he said it. Most of us, fortunately, do not care to ape Hitler's style.

Lincoln's speech at Gettysburg was not very well delivered, but it lives in spite of poor delivery. We do not care how awkwardly he spoke. His words carry a message to our hearts and our minds.

How you say it depends on what you are saying, and what your purpose may be. A scholarly

lecture is not delivered in the style of a comedian, nor does the humorist adopt the rhetorical character of Webster or Disraeli.

If your primary purpose in delivering a talk is to gain facility in voice gestures or tonal variety or hand gestures, the words are less important than they are when you try to move an audience to action. If you are working on gestures, you can practice with almost any words.

For example, you can repeat the alphabet in loud and stirring tones. By varying your tempo and your phrasing, you can find excuse for extensive practice with voice and hands. Try it.

Start mildly, "Aye bee see—dee ee!" (Now raise the right hand and vociferate) "Eff! Gee! Aitch Eye Jay!" (Stretch both hands out in front of you, with voice strong and speech rapid) "Kay-el-em-en; oh! pee-queue-are-ess-tee!" (With finger pointing accusingly at audience) "You! Vee-doubeyou!" (Now slowly and with deep expression) "Eks, wye; zee."

Go back to the beginning. This time, speak the letters as rapidly and forcefully as possible. Pour them out in a violent stream. Shake your fist. Get mad.

"Aye-bee-cee-dee-eff-gee-aitch-eye-jay-kay." (Slow down on the "jay-kay" and make it very positive.) Then speed up still faster as you run through "elemnohpeequeueare-ess! (full pause) Teeyouvee-doubleyou ekswey zee! ayebeesee-dee!"

Keep it up in that fashion as long as your voice holds out, or your audience will listen. Introduce all kinds of vigorous gestures, just be sure to work hard and fast—so fast in your speech

that listeners lose track of the letter names, and listen entranced to your multiloquence.

Really, this recitation of the alphabet in oratorical fashion is an old-time speech trick. Some platform performers two generations ago could bring down the house with the stunt. They even got paid for it.

Here is indeed a case in which "it makes no difference what you say; it is all in how you say it."

TOASTMASTER'S PRAYER

OUR FATHER — In this day of a necessary stewardship of time, bless this the occasion on which we are gathered here. We have come far distances, many of us at the cost of time, expense and inconvenience; but we expect adequate returns for this fellowship.

We thank Thee for speech and its power, for the wonder of a word, the power of a thought, the vitality of a human voice.

In this day of the amplification of the human voice, the enlargement of the vocal fortissimo, of a day when human speech is cast across a sea and a single conversation leaps across a Rocky Mountain chain, in a day when there are so many means of saying things, God, give us something worth saying. May our talk be not a river of words and a trickle of mind but the overflow of hearts that have been tutored in concern, culture, in courage and in confidence.

Communications, speaking and listening devices have made this world a great whispering gallery and everyone listens in — therefore guard and guide our speech with fairness, faith and brotherhood.

So shall the word be married to the work, speech shall reveal a spirit, forensics shall walk in hand with faith, our talk will evidence some triumph of the soul and diction shall have become the servant of the deed.

Then shall our speech be poured as the oil of peace upon the surface of a world's great troubled sea.

This we ask in the name of Him whose words, if heeded, could change a world and so have been etched forever on the hearts of men, in the name of Christ, the Truth, Amen.

Invocation given at opening of our Washington convention by the Reverend Dr. Louis Hadley Evans, (acting pastor of the Church of the President) Minister-at-Large of the Board of National Missions of the Presbyterian Church in the U.S.A.

Be Careful What You Say

"A single slip may sink a ship, and a speech may start a revolution."

Who Says It's Hard

to find something to talk about?

PERHAPS we all do — but should we really? We are busy people, true, but will we admit that our minds are so lazy that we don't have a pet theory about something or other?

Of course not!

Here's an idea: When we discover we are to speak on a given date, suppose we just sit down and do a little exploratory thinking.

What are we particularly interested in? Have we a special hobby that holds our attention during leisure hours? Have we a scheme for a new gadget that we would like to talk about; or a personal philosophy we would like to

discuss; or perhaps an idea about how to run our city, our state or nation?

Then there are "little things" like vacations, experiences we have had, people we have known or books we have read.

Should the time ever come (and it's hard to understand how it could) when you draw a blank, regardless of how you think and try to come up with a good idea—stroll down to the corner drug-store and invest a dollar in a World Almanac. You'll find enough subjects, complete with supporting information, to last for years.

Try it and see!

Fiasco

This is the Italian word for bottle or flask. It is said that the Italian glass-blowers, in making their beautiful glassware, when they discovered a flaw in the bulb would convert it into an ordinary flask or *fiasco*. Hence "fiasco" came to be synonymous with "failure." There is a tradition that in Italy of an earlier generation, when a singer failed to reach a note correctly, the audience would shout, "*ola fiasco*," possibly in allusion to the bursting of a bottle. Our common use of the word is to indicate a complete or ridiculous failure especially of a musical or dramatic performance.

WORDS CONCEAL THOUGHT

A lawyer was ordered to apologize to the court for some offense. With great dignity the lawyer rose and said, "Your Honor is right, and I am wrong, as your Honor usually is." The perplexed judge hardly knew whether to accept the apology or to fine the lawyer for contempt of court.

It's a Good Idea

■ Expeditors

According to Ted Davis, Educational Chairman of District 37, club educational chairmen need not be Einsteins, capable of conjuring up world-shattering ideas from outer space, although this would help, of course.

All they really need is to be expeditors and see to it that clubs use what is available from the Home Office.

■ It's in the Bag

A Topicmaster of the Camp Lejeune (North Carolina) Club varied the "take an item" stunt for table topics by putting into a large paper bag the various small items to be subjects of discussion. Each speaker was to reach in (without peeking) and extract an item upon which he must declaim for one minute. The club joker suggested he could make the session more lively by including among the items a live baby crab.

■ Featured

One meeting this month can be enlivened and filled with good information for every member, by making use of the "Featured Program." This month's feature deals with committees and their work. It gives the opportunity to put the officers and committee members on the spot by making them stand up and tell what they are supposed to do in their special positions. It also lets the members know just what they may expect from these leaders. If performance does not measure up to promise, it is in order to ask why. Let's feature the "Featured Program" this month.

■ Time

Something that before having a good, you should spend a little, thinking what a heck of a, you are going to have explaining what, you came home.

—John Simacek
Wenell Toastmasters, Minneapolis

■ Snacks and Meals

Although the summer season is over and picnics and garden parties are no longer the order of the day for Toastmasters, we are offering the following information for what it may be worth:

The Field Research Division, Paper Cup and Container Institute, Inc., 551 Fifth Avenue, New York 17, N. Y. has just published an interesting little booklet available for the asking, entitled: *Serving Successful Snacks and Meals for Club, Lodge, Church and Civic Groups.*

It is an excellent guide to food service for any group and will be a valuable addition to your club library for use next summer — but order now before the supply is exhausted.

■ Amen!

Have you ever noticed the excessive use of phrases "I think" and "I believe" during table topics at our meetings? "I think" that we could make our talks sparkle a little more by leaving these phrases out once in a while and "I believe" that no one would miss them if we did omit them.

—From Wenell Toastmasters
Bulletin, Minneapolis. Minn.

■ Wuxtra - Wuxtra

Half a dozen clubs recently have submitted the following idea for table topics, but since the idea is not new, having been suggested to us back in 1948 by the Friendly Club of Whittier, California, we will credit no other club with it.

This is how it went: the Whittier club found its meeting disturbed by Bill Meyn, who made his way around the dining room peddling papers. (Shouting newspapers — "Wuxtra! Wuxtra! Read all about it!" — is good voice practice.)

The members who received the papers found therein news items carefully marked on which they were to speak when the newsboy resumed his role of Topicmaster.

■ Be Crystal Clear

If language is not correct, then what is said is not what is meant. If what is said is not what is meant, then what ought to be done remains undone. If this remains undone, morals and art will deteriorate and justice will go astray. If justice goes astray, people will stand about in helpless confusion. Hence, there must be no ambiguity in what is said. This matters above everything.

Submitted by—Dr. Ralph Weston

■ Double Action

When ideas run low and Table Topics have grown a bit stale, try pairing off participants and proclaim one the interviewer and one the interviewee.

Questions may be serious or silly. Answers may be true or imaginary. Anyhow, if it is carried on in the right spirit, a good time will be had by all and participants' imaginations will be whetted.

From Club Bulletin
Westwood Village (Los Angeles) Toastmasters

■ Time is the Essence

Every second by which Table Topics may be streamlined, gives us just that much more time for one-minute speeches.

Save a few seconds when you address the chair. Say — "Mr. Topicmaster" — not "Mr. Table Topic Master" or "Mr. Table Topic Toastmaster."

Mr. Topicmaster is the recommended salutation, but it is not very generally used as yet.

■ Budget Your Speaking Time

You are assigned a certain time in which to deliver your speech. Do some careful figuring. If you take three minutes for your opening in a five-minute speech, there will be little time to develop the theme and conclude.

In five minutes there are exactly 300 seconds. If you allow 45 seconds for your introduction and 60 seconds for your conclusion, you will have left 195 seconds for the body of your speech. Allowing two words a second as your rate, you would have 90 words in the introduction, 120 words in the conclusion, and 390 words in the body. Budget the time in your speech with the greatest care.

The Evaluator
Hermiston (Ore.) Toastmaster

■ Positive Approach

Topicmaster Tony Mola of the Renton (Wash.) Toastmasters suggests the positive approach whenever possible. One of the best sessions he has ever conducted was on the subject, "What can I do to make my job more interesting?" It not only inspired an enthusiastic session, but started something constructive in the thinking processes of several of the participants.

■ Truth or Consequences

Taunton (Mass.) Toastmasters are high in their praise of a recent Truth or Consequences night. It went much as does the popular radio program except the failure to answer the question propounded by the Toastmaster necessitated a participant paying with a consequence which involved his speaking proclivities.

■ How Long Is A Five-Minute Speech?

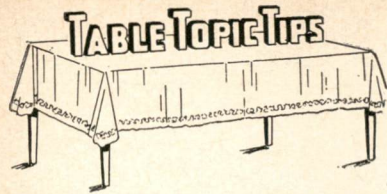
That all depends on the speed of the speaker. The average speaking rate is about 100 to 125 words a minute. Anyone can test his speed by counting out three or four hundred words in a book or magazine and then reading them aloud at his normal rate. If you use 125 words a minute, then your five-minute speech is 625 words long. Hold the watch on yourself and check your timing.

Help Fight TB



Buy Christmas Seals

This is the 50th anniversary of the Christmas Seals in the fight against T-B. Tuberculosis is still a menace, in spite of wonderful progress. Toastmasters will welcome the opportunity to help in the campaign by speaking when called upon. You can explain the purpose of the seals, and urge people to use them. Let's all help.



Louis W. Lawson, Crescent Bay Toastmasters, Santa Monica, California, brings us a new twist in presenting table topics dealing with controversial subjects.

A topic is selected upon which there are two definite views. The speaker is invited to start speaking on the affirmative of the proposition, or the negative, depending on how the proposition is framed in the first place. At the rap of the gavel, which comes about half way in the time allotted for his table topic, the speaker immediately changes to the opposite view from that which he previously discussed. He does so as unnoticeably as possible, and certainly without pausing to think about it. Sometimes the gavel raps twice during the speech, causing the speaker to switch from the positive to the negative, and back to the positive of the proposition.

If the purpose of Toastmasters training is to acquire presence of mind, open-mindedness in being able to speak on both sides of a question, and the ability for extemporaneous speaking, this little experiment fills the bill.

A Notable Birthday

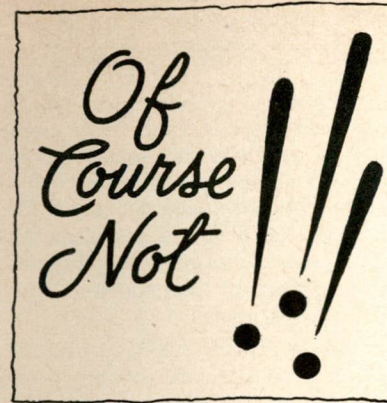
November 30 brings the 80th birthday of Sir Winston Churchill. This brings a program inspiration for Toastmasters. A program of genuine worth can be built around the life story of Mr. Churchill, or another, equally good, can be made up of studies of Mr. Churchill and his associates for leadership, such as Mr. Eden, Mr. Atlee, Mr. Bevan and various other leaders in the affairs of the British Commonwealth.

What Would You Do?

If you really want a Table Topic session that will give each speaker the opportunity for soul-searching thought and decidedly worth-while comments, try the following:

Each speaker is to imagine himself an aviator who has become lost from his squadron in the South Pacific when a sudden typhoon struck the formation. Just as his engines conk out for want of gas he discovers a tiny bit of land on the horizon, which he manages to reach, landing on the white sandy beach. The island is inhabited by a strange race of classically featured people with every appearance of high mentality and artistic appreciation. You are surprised to discover that they are actually living in the stone age as far as their discovery and use of any of the mechanical aids to man are concerned. While metals of many kinds are available in the rock formations of the island, they are unversed in their use. In fact they have not even discovered the principle of the wheel. They worship nature and especially the sun and the moon of the heavens and the flora of the earth. They are a happy and peaceful people and despite the crudeness of their living processes, one would imagine he had found a paradise on earth.

Each speaker is to answer the question: Weighed in the light of his own occupation or profession and checked against his own conscience, "What would you do? Forget what you know of civilization and live in this paradise as a simple native, or attempt to bring so-called knowledge to these people who are supremely happy in their ignorance?"



THE Toastmasters Club is not a formal class for formal instruction in speech. It does not meet in a classroom atmosphere, and it does not use formal courses in speech instruction.

This has been stated repeatedly, but some of our people are hard to convince, so we repeat it this once more. In spite of all our telling, calls come in for the "next course" after *Basic Training*, as though the members lacked ability and originality to build their own programs.

One of the most valuable elements of Toastmasters training is the experience in planning programs which are of value both educationally and as entertainment. Any man who has been in a Toastmasters Club for so much as one year ought to be able to arrange a program which will be popular, entertaining and instructive. The member who is not able to do this has missed a point in his training, and is entitled to special attention.

Basic Training is not a formal, systematic course in speech. How many times have we said that! It is a series of twelve speech situations to which any speaker may expect to be exposed. It is intended, not to cover completely and in detail all the elements of public speaking, but to prepare a man to meet the ordinary situations which a speaker may encounter.

The club whose members are following the *Basic Training* assignments does not, if it operates properly, permit those assignments to interfere with program variety and interest. Programs are planned on the monthly "Point of Emphasis" or on seasonal subjects, matters of current interest, or any line of themes which will interest the members and give them experience on the various phases of speech.

The man who is working on a *Basic Training* assignment fits his speech subject to that assignment. Whatever his subject may be, the speech must be organized (No. 3); it must include gestures (No. 4); it will require the use of words (No. 5); it must be delivered with earnestness and enthusiasm (No. 2); and so it goes through the entire list.

Almost any speech can be fitted into one of the *Basic Training* assignments, and at least six of the *Basic Training* principles should be used in every speech.

When the Program Committee and the Educational Committee of a club understand this, there is no question about what to do after *Basic Training*, nor is there a demand for more "courses." The

committees use their own mental resources in planning programs which are so full of interest and value that any member who has to miss a meeting does so with a sense of loss.

Any visitor who attends such a well planned meeting is impressed by the quality of the work, and is impelled to get into it for his own enjoyment and profit. He discovers that even as a listener he can learn much from the talks he hears, while as a participant, he can gain and grow.

Beyond Basic

Someone may ask about the advanced work in *Beyond Basic Training*. Is it not a course in speech, and is it not intended for use in programing?

The answer is definitely in the negative on both points.

This series of projects on an advanced plan was prepared to serve the ambitious, serious-minded man who wishes to learn more about how to do studying and reading and research work in addition to making more speeches. It is not a club project, and it is not intended for group use. It is strictly individual. It helps in the program planning by providing an occasional speech of exceptional merit and interest. As in Basic Training, almost any one

of the advanced projects can be used in any program.

No Formal Courses

No, there are no formal "courses" in public speaking in the Toastmasters Club. Any member is at liberty to secure books on speech and use them for reference and guidance as much as he will, but it is not recommended that any Toastmasters Club tie itself down to the study of any formal textbook.

The planning of good programs is an essential part of the training. Every member should have a chance at this experience, through service on a committee. Every program should be planned as carefully as one would plan a speech.

There is just one reason why a club's program may deteriorate. That is a lack of thinking and work on the part of committees.

If the committees are stingy with their thinking, the program suffers, and the entire club loses by it. If the programs are below grade, the club is on the downward path. The sooner it reverses itself and starts constructive planning, the sooner it will fill its membership to overflowing, and be able to maintain an attendance in the neighborhood of the 100 per cent mark.

The Critic

*A little seed lay in the ground
And soon began to sprout.
"Now which of all the flowers
around,"
It mused, "shall I come out?
The lily's face is fair and proud,
And just a trifle cold;
The rose, I think, is rather loud,
And then its fashion's old.*

*The violet is all very well,
But not the flower I'd choose;
Nor yet the Canterbury bell —
I never cared for blues."
And so it criticized each flower,
This supercilious seed,
Until it woke one summer hour
And found itself — a weed!*

—Clifton's Food for Thot.

FIVE MINUTES IN THE STONE AGE

By Don Atkins

IT happened about 100 million years ago. Two men, Gmo and Som, were standing over a deer which Gmo had just killed. Both were grunting their satisfaction. As Som looked at the plump deer, he experienced a growing desire to possess the meat for his five motherless and hungry children waiting in the cave. Thinking over what he could give Gmo in trade, he thought of the new ax which he had just made and hidden behind a ledge on the big rock.

He was sure that Gmo would be glad to have the ax in place of the deer, but he was at a loss to make Gmo understand. He didn't know the necessary hand signals for trading.

Before trying to make the trade he decided to inspect the carcass more closely to be sure it was worth the ax, upon which he had spent many long hours. Seeing this sudden action on the part of Som and not understanding his intent, Gmo immediately assumed that Som was trying to run off with his deer. Moving quickly he grabbed up his old broken ax and brought it down in a smashing, killing blow on Som's head.

Now Som had been a good ax maker, one of the very few in the area, but he was neither a strong man nor a good hunter. Gmo, on the other hand, was a strong and

fearless hunter, but without the intelligence or craftsmanship to fashion a hunting ax. Both had large families and as a team each could have been helpful to the other in the process of providing food for these families.

By one single blow the situation had changed. Som would not be around to teach his sons the art of ax making and his children would either die or grow up much the same as wild animals, without even the meager knowledge that Som could have given them. Gmo with his broken ax, soon to be useless, would find hunting much more difficult when he had to go back to using a club. Civilization had slipped back a notch because these men could not communicate with each other.

Today the great majority of our troubles at the local, national and international level are occasioned by misunderstandings brought about by faulty communication.

Even with our highly developed vocabularies it is easy to change the entire meaning of a sentence by the inflection of a single word. In our effort toward a higher degree of civilization we must study to develop the techniques of communication so that there will be little chance for a misunderstanding that might cause our neighbor to reach for his ax in self protection.

What's Going On

● Off-the-Record Comments

If you aren't convinced that a good speaker needs to use gestures, eye contact and pleasant facial expressions, for your next speech bring down a wooden dummy, turn on a recorded speech, sit down with your audience and suffer with them!

(Reprinted from "Head-Hunter Topics" club No. 00049, Timbuctoo, Africa).

—and again reprinted from Toastmaster Topics weekly bulletin of the Buckhead Club, Atlanta, Ga.

● Welcome Tokio

Brigadier General A. L. McCullough U. S. A. F. Commander, is not only an enthusiastic Toastmaster of many years' standing, but a man who believes in sharing a good thing with his men, wherever he may be stationed.

General McCullough was responsible for the organization of a club at the Mitchell Air Force Base on Long Island — the club that recently was transferred to the Toul Rosier Air Base at Nancy, France, when its members were alerted to service in that area.

Now the General's interests have been transferred to Tokio, and sure enough, almost immediately comes an application for the Tokio Toastmasters Club. It has been assigned No. 1674.

● Convention Transcriptions

As is customary, the more important portions of our International Convention, held this year in Washington, D. C., were transcribed and are now available for purchase.

It is suggested that interested parties correspond directly with Joe E. Dalton, 1920 Atlantic Avenue, Long Beach, California, stating the particular speech or portion of the program they are interested in and describing the type of reproducer they own, tape, wire or disc. He will quote you the price on such a unit.

The entire speech contest can be furnished in 3 and 3/4 speed on a 600' reel of tape for \$5.50 or in 7 and 1/2" speed on a 1200' reel of tape for \$7.50. Postage will be added to these charges.

He is able to furnish the six speeches on separate discs for a total of \$12.00 with postage to be added. Individual orders of one or two speeches, etc., will be \$2.50 for a 10" disc, recorded both sides, and \$3.00 for 12" disc, recorded both sides (this is 78 RPM speed.)

He can also furnish wire duplications upon request.

● Confucius Say —



"1000 year old egg in China not news, but Toastmasters Club celebrating 1000th consecutive meeting both real and good news."

The South Gate (California) Toastmasters thought so too and that is why they baked a cake to celebrate the occasion. Charter member George Pattillo (with knife in hand) officiates, as club president Charles A. Thompson lends his moral support.

● South of the Border

To James T. O'Brien who previous to his transfer to Caracas, Venezuela, was an active member of the Houston (Texas) Toastmasters, goes the high honor of establishing the first Toastmasters club south of the border.

Membership in the new club will be confined largely to employees of the Venezuelan Atlantic Refining Co. of Caracas. Temporary officers are: James T. O'Brien, President; Carlos M. Creamer, Vice President; Robert Bowman, Treasurer, and John S. Renninger, Secretary. No. 1665 has been assigned as their official club designation.

● Toastmaster Ambassador

Dr. Charles Ed White, member of the Muskogee (Okla.) Toastmasters was recently honored by being invited to be guest lecturer at the International Congress of Gynecology and Obstetrics in Geneva, Switzerland.

One of the many interesting stories brought back and shared with his fellow Toastmasters concerned the elaborate system of red tape involved in going from one European country to another. It seems that Dr. White, with true Toastmasters ingenuity, escaped many lengthy customs inspections by using his ambassador's rights, although his ambassador card was a courtesy card presented to him by the Cherokee Indian Nation of Oklahoma.

● Top VFW Post

When Merton B. Tice of Mitchell, (S. D.) Toastmasters was elected Commander-in-Chief of the Veterans of Foreign Wars recently, it was the first time in the 55 year history of that organization that a state with such low voting strength was able to push its contender to the topmost rung of the organizational ladder.

Tice, a 45 year old Mitchell attorney served with the airborne infantry in the European arena. On his discharge in 1946 he held the rank of lieutenant colonel.

● Honorable Mention

If the accounting department of Toastmasters International had its way, there would be prepared a beautiful diamond studded gold medal for the first club sending in its semi-annual report. Since there is no such medal, the next best recognition is special mention in THE TOASTMASTER.

This fall the honor goes to far-away club No. 92 on the U. S. Naval Base at Guantanamo Bay, Cuba, J. L. Sanborn secretary.

● Harry Tracy Reports

Summer attendance being a problem Lincoln Club 370 hosted the other 3 clubs (namely Jaycees, Gate City & K. C. Club) of Fargo and the Pioneer Club from Moorhead, Minn., at a joint dinner meeting last August. Each club was responsible for a definite part of the program, as well as furnishing a speaker and evaluator. The table topics were carried out in the form of a telephone sales talk, each salesman and his prospect using actual telephones. Speeches were of a varied and interesting nature. 36 Toastmasters attended. For those clubs who had recessed during the summer, it was a "shot in the arm" toward resuming meetings for the fall and winter season. It is hoped to make the joint meeting an annual affair with another club acting as host next time.



● Caribou Country

The backdrop in the accompanying photograph is a painting of the St. Johns, Newfoundland, harbor entrance near which is situated the Pepperrell Air Force Base, upon which there is an officers club, within which there has recently been chartered a Toastmasters club to be known as Caribou Toastmasters.

Col. Frink is shown receiving the charter from Major Turney, president of the Ernest Harmon A.F.B. club.

● Ingenuity

Russ Backus of the Sunrise Club of Phoenix, Arizona, recently emceed a table topic session using as his theme the ABC's of Toastmasters training. The first speaker was assigned "A". He had to come up with some phrase of training beginning with "A" (such as "Alert") and then discuss it for one minute. The second speaker would take "B," the third "C," and so on through the alphabet. Considerable ingenuity may be injected into a program of this kind by allowing the use of phonetic spelling to get around some of the letters such as "X" and "Z."

● Alert Clubs

—are beginning to plan their speech contests. How about yours?



Vote!

For want of a vote, an issue was lost,
For want of an issue, a cause was lost,
For want of a cause, an election was lost,
For want of an election, a nation was lost,
All for want of a vote.

By Henry Moore

THESE words are prophetic of a very real danger — the danger that unless the supposedly intelligent and responsible citizens of this country begin to act like intelligent and responsible citizens, this nation may not long exist as the greatest country in the world. This great and wonderful heritage of ours which has materialized in the past 177 years might just possibly disappear in a few short years.

America has become what it is today because from the day of its birth its government has been based on the idea of government of the people, by the people, and for the people. So long as this idea actively prevails, our country with all its high and just ideals, will remain indestructible. However, in order to have a government of the people, by the people, and for the people, the people must vote. They must vote every time their vote is required, however small or unimportant the issue may seem. A great thing is made of many little things without which it would not be great. This great thing we call America is comprised of some 150 million little things we call people. It is the sum total of our efforts that de-

termines the greatness of our country and our efforts are most effective through the medium of our votes.

How many of us have ever stopped to think about this subject of voting? How many of us just take it for granted? How many of us realize that being able to vote is probably the most wonderful privilege ever accorded the citizens of a country? Notice that I say privilege. For voting is a privilege — not a right. Our Constitution confers upon no one the right to vote. It merely stipulates certain grounds on which a person otherwise qualified to vote shall not be denied that privilege.

Usually, when we are accorded a privilege of any kind, human nature impels us to make the most of it. But when it comes to taking advantage of the greatest privilege we have we must be reminded, coaxed, and almost begged to go to the polls and vote. What a sad commentary on our sense of responsibility and civic pride. Surely the average person can understand that in the privilege of voting he has a powerful and effective means for expressing his opinions and translating them into action.

Not infrequently we hear someone remark that he has only one vote and what's one vote more or less? The fallacy in the reasoning behind that remark is obvious when we consider that no one else has more than one vote either. If too many people assume the attitude that their single vote is unimportant, the total vote will be so small that it becomes vitally important. For then a minority of the people will be making the decisions and our government is based on the idea of decision by the majority. If the wrong minorities make too many wrong decisions, the damage to the welfare of this country will be well past the stage of the handwriting on the wall. Strangely enough, these wrong minorities are usually the groups who never miss a chance

to vote.

In addition to being a privilege, voting is a sacred duty of every American citizen. We govern ourselves through our votes. When we neglect to take part in the governing of this country of ours we become derelict in our duty to ourselves, our children, and our country. We do not get something for nothing. That's a basic law of nature. To the man who cried that the world owed him a living came the reply that, if it did owe him a living, he must be man enough to collect it.

If we are to expect those things to survive which have made America what it is, we must be citizens enough to guarantee their survival by voting. Vote every time your vote is needed. Common sense dictates it. Duty requires it.

This is an excellent sample of a patriotic speech as delivered before the Durham (N. C.) Toastmasters recently.

INTERNATIONAL COMMITTEES

The following Committee Chairmen have been appointed by President Griffith. Each Chairman is an International officer or director with the exception of Franklin McCrillis of the Elections Committee. International Bylaws require that the chairman of this committee be a past International President.

Executive Elections
Bylaws and Policy
Educational
Editorial
Club Operations
District Operations
International Speech Contest
Public Relations
Resolutions
Convention & Conference Program
Convention Local Activities
Advisory Group
Zone Conference
Credentials

Charles H. Griffith
Franklin McCrillis
Carl W. Binker
Raymond G. Castle
John Lamparter
Paul R. Brasch
Aubrey Hamilton
Joseph P. Williams
Emil H. Nelson
Stanley T. Weber
Kenneth Froelich
John W. Haynes
Russell V. Puzey
Don M. Mattocks
Robert N. Wood

HOW WE TALK

Verbal Vagaries

Language would be much simpler if words had fixed and definite meanings. If one word could be made to stand for just one idea, speech and understanding would be easy.

We complicate matters by our habit of spreading the meanings of simple words, and introducing peculiar figures of speech, by which the original significance of a word is either lost or obscured by the imposition of additional and diverse ideas. We turn verbs into nouns, and interchange all the parts of speech.

As an example of the wanderings of a word, take the very common word *skin*. You know immediately what it means, but in the unabridged dictionary it takes three columns to list the meanings and uses of this little word which comes from the old Norse tongue.

You would hardly be ready to state, without looking in the dictionary, that the skin is the integument of an animal. But what is an integument?

The dictionary reveals that it comes from the Latin, *in*, which means in or on, plus a form of the verb *tegere*, to cover; so that the Latin *integumentum* might be interpreted as "a cover put on."

But skin also refers to the epidermis of a plant. Here is a Greek derivative, *epi* meaning over or on, and *derma* being the Greek word for skin. This makes epidermis the name of the upper or outer skin,

but we can't be bothered with such fine distinctions, and so we use it to mean any skin. That is why, if you are afflicted with dermatitis or dermatalgia, you will consult a dermatologist, or skin specialist.

Thus your skin may be referred to as integument or epidermis, or hide or ectoderm, depending on your personal preference.

While skin started out as the name of the external covering of an animal, it gradually came to mean the exterior of almost any object.

But then we use the word as a verb. To skin anything is to remove its hide; or it may mean to cover with skin, or to heal over with skin. It is easily adapted to figurative uses, so that to "skin a person" means to cheat, to swindle, to strip one of money or property. In the Bible we find a most peculiar use, when Job tells that he "escaped with the skin of his teeth."

And so we may agree that language would be much simpler if each word had just one meaning and use, and would stick to that one, but on the other hand, speech would be much less lively and picturesque if it were deprived of all these verbal vagaries.

Tested Cure

The best cure for a sluggish mind is to disturb its routine.

—William H. Danforth

HAVE YOU READ?



Man's Unconquerable Mind

by Gilbert Highet, published by Columbia University Press, New York. Price \$2.75.

Despite its formidable title, this is not an impressive tome, so far as size is concerned; but its 128 pages carry a weight of fact and interpretation sufficient to exercise the mental qualities of any reader. Mr. Highet is a master of condensation and concentration. Many a modern writer would have required at least 400 pages to cover the material presented in one-fourth of that space.

He deals with a number of fundamental questions, viewing them in the light of history. He seeks to discover the limits, the possibilities, and the failures of the human mind. He inevitably has to discuss education as to purposes and methods. He reviews the accomplishments, actual and possible, of scientific studies, as they relate to the advancement of our understanding. He inquires into the capacity of the mind for understanding God. He states his opinion that "if the mind is kept in use, its powers are inexhaustible."

Do not get the idea that you will face an ordeal when you take up the little book. It is written in simple, easily understood words,

so that the ordinary reader will not need frequent reference to his dictionary, except in the case of "choplogic," which the author recalls from obsolescence, or the Grecism "charisma," for both of which we are indebted to him.

The mind is a mystery, he says. One of the mysteries is that great unused, unexplored realm of possibilities which most of us never encroach upon. With other teachers, he holds that no man ever uses his mind to its capacity, or anywhere near it. The comparatively few who have gone beyond the ordinary routine uses of the mind are the ones who have changed the world. With more people making fuller use of their own ability, the world could be changed more rapidly and to better things.

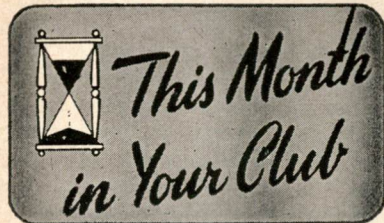
This definitely is a book to be recommended to all who read with a serious purpose. It should help many a man to refuse to permit the conquest of his "unconquerable mind" by laziness and the dull routine of daily life. It will open the way to a mental adventure. It will make you think; and the author says of man, "He is most truly alive when he thinks."

And then he says, "The average American would rather be driving a car along a crowded highway than reading a book and thinking."

Few minds wear out; more rust out.

—Bovee

PROGRESSIVE



Paradoxical Perplexity

"What shall I talk about?" says the uninspired Toastmaster, wrinkling his brow in what passes for deep thought. "I don't know anything that will interest the other fellows. I can't tell a funny story, and I don't know how to solve world problems. I just can't think of a thing to talk about."

"What shall I talk about?" inquires the wide awake, alert Toastmaster. "There are so many interesting things that I find it hard to choose one for special study. This month of November is a puzzler. There is Armistice Day, with all its related meanings. There is Thanksgiving Day, with its reminder of the Mayflower Compact. I wonder how many of our members know the story of that agreement. Do they know how the day of thanksgiving came to be a national holiday?"

"Then there is the fall election here in the U.S.A. I certainly would like to talk about that, to say nothing of the national and international issues which get the headlines every day. I wish that the Program Chairman would assign us speech subjects, so that we would not have to strain our

brains deciding which one of these fascinating themes to select.

Assign the Subjects

That last suggestion made by Mr. Alert carries the solution. The Educational Committee can settle on themes and purposes for the month's programs, and can assign either definite speech subjects, or a general theme for each meeting. This will relieve both classes of members.

Of course, the Educational Chairman will provide two or three educational speeches for the month, selecting one of the assigned speakers each time to talk on some appropriate subject, such as "How to Give the Speech a Good Title" or "Speech Material in Personal Experience," or "Speech Material is All Around You."

Take the first subject, for example. Let's call it "The Title is Vital" and we get a good illustration of a lively title. A good title may be half the battle with a speech or a book. Suppose a book popular some years ago had been entitled "Experiences of a Poultry Raiser." It would have been passed by without interest by most readers. The author called it "The Egg and I" and it became great.

You may call your speech "An Experience in Mountain Climbing" without stirring your audience, but if you make it "On Top of the World," they will sit up and listen. A striking title is a springboard for the speaker.

PROGRAMING



December will bring us to the end of another twelve months of Toastmasters training. If we have faithfully followed the monthly "Point of Emphasis" through these months, we shall find ourselves enriched by at least twelve speech experiences, every one of which has contributed to our advancement.

Take a look in review at these twelve "Points of Emphasis."

January: Speech Engineering—How to Construct a Speech.

February: Delivering the Speech.

March: The Speaker's Tools—Words and Ideas.

April: Making Your Point—Achievement of Purpose.

May: Talking Things Over—Use of Discussion Techniques.

June: Meeting the Situation—Expecting the Unexpected.

July: Patriotic and Civic Speeches.

August: Unusual Speech Situations.

September: Better Evaluation—Better Listening.

October: Making the Sale.

November: Where to Find Speech Material.

December: Entertaining Speech.

Many Exposures

If your club has faithfully emphasized these "Points of Emphasis" through the year, you have been exposed to numerous phases of speech making which should broaden your experience and understanding. If your club has not observed these special points, you have missed a great deal. Now is the time to bring your committees to the point of resolving that next year shall find them doing better.

You, as a member, are entitled to the opportunity to place special stress on various matters involved in your speech career. It is impossible to give attention to all of these in any one speech or meeting. By taking them one at a time, you can comprehend, and perhaps master, each of them in turn, to your great benefit.

Be Entertaining

The month of the Christmas season brings appropriate emphasis on the entertaining speech or program.

To entertain, according to our favorite reference book, is "to engage the attention agreeably; to amuse with that which makes the time pass pleasantly; to divert." Think of the December programs as occasions which engage the attention agreeably. Practice making speeches which will be kept in the mind with favor and pleasure.

The entertaining speech need not be funny. It may be humorous, descriptive, picturesque, inspiring, informative, so long as it provides entertainment, or pleasant listening for the audience. Such speeches are in lighter vein, combining information with entertainment.

Leadership

TRAINING in speech, desirable as it is, does not constitute the final goal of Toastmasters. Rather, the mastery of the art of speech is a means to the real end, which is to produce men who can lead wisely and intelligently in their various spheres of activity. The well balanced, intelligent speaker is the natural leader in

any group of which he is a part. Our nation needs strong leadership today — needs it, perhaps, more than any other one thing. Every community in the nation needs leadership—honest, unselfish, constructive leadership.

The Toastmasters Club is the ideal training station for leaders. The attainment of any Toastmasters club may be best measured by its success in developing leaders from its own ranks. It is a good thing to help a man learn to phrase and express his thoughts so as to command a hearing. It is vastly better to help him learn to direct his thoughts honestly, to face facts squarely, and to lead his fellows wisely.

WHY I AM

A TOASTMASTER

Here is one man's answer to a question contained in a recent Basic Training survey conducted by the Home Office. It has not been edited.

First, I have been a layman of a church for several years, and a church layman has an important responsibility in the community. All effort put forth must be of the highest degree.

Second, I am a member of the City Council, "a most important position in our city." I felt that I owe extra time to gaining a higher degree of knowledge of city, county and state government, and be able to explain the reasons why I vote yes or no on an item on the agenda in an understandable manner to the citizens.

Third, I still have hopes and a strong desire to be of greater value to the company for which I work than I have been in the past. I am a happy employee, so why shouldn't I take advantage of Toastmasters training and at least try to demonstrate my ability to others? In so doing, I'm proving to myself the extent and limits of my ability. My children are near college age, and a higher income would sure come in handy, should my ability prove worthy of it.

It's Just Too Bad!

By Ernest S. Wooster

WHAT'S Your Subject?

It is amazing, the way that some Toastmasters never give their brains a chance to help their tongues.

When it comes to finding speech material, they rely on the *Reader's Digest* or some other magazine. Now the *Reader's Digest* is an excellent magazine, but so widely read that your hearers probably know more about your subject than you do—or at least as much.

Or these lackadaisical speakers may pick out something not from the *R.D.*, but of very slight interest to the audience. Almost anything will do, provided someone else has done the spadework — the research on it.

It is not altogether the subject, however, that is important. The treatment is a large part of speech success.

Just for instance, let's take some matters like arithmetic and writing, with history, grammar, geography, spelling, the alphabet, and common things of the sort. They may not sound interesting, but let's take a look and see what we can do with them.

Writing, for instance: What is the difference between the Chinese

This is a reprint of an article published in 1949. It evoked such favorable comment that we are republishing it this month — since our point of emphasis is "Speech Material — where to find it."

system and the English? What about the Hebrew and the Arabic, which are read backwards, for us? How did men learn to write? When did written messages begin? Where are the oldest known writings? On the pyramids, maybe, or in caves or on rocks?

Take arithmetic: You had to take it in school when you didn't enjoy it. Try to get some enjoyment out of it now. What is its history? How did the science of numbers get started? Why the difference between the Roman system and the Arabic numerals? Why do we have a decimal system?

Few people realize that the history of mathematics is fascinating. Get a copy of Hogben's *Mathematics for the Millions* and find material for the most interesting speech you have ever made.

Grammar! No please, not grammar! Have a heart! We got all we could stand back in grade school and have been trying ever since to forget it.

But let's start asking questions about grammar. Is our English system sensible? Where did we get it? Consider such confusing matters as the plurals, numbers, cases, verb forms, sentence constructions. You will wonder how

a foreigner ever learns it — or anybody else, for that matter. But it will make a grand subject for a speech, either serious or humorous. You might learn something to improve your own talking as you bring your mature mind to bear on the subject.

Then there's history. What use is it to us? Why should anyone study it? How can it be taught so as to do the student any good?

Many persons never discover that history is more than a matter of dates and unrelated events. They never discover the cause-effect idea of history, the element which gives it life and meaning and makes it easy and delightful to study.

For example, why did the Revolutionary War have to be fought? How far back did the causes go? How much of it was due to agitation and irritation? Suppose it had not happened? What would have been the effects on world history?

Consider the war between the states. Was slavery the real cause? Why were there slaves in the South, with the conviction that slavery was right? Why did so many Northerners think slavery to be wrong? Was it economic determinism—that philosophy which teaches that we consider moral and right (or at least not wrong) those actions and institutions which directly benefit us, while those which harm us, or do us no good, are wrong?

Education is the knowledge of how to use the whole of oneself. A man is educated who knows how to make a tool of every faculty.

Henry Ward Beecher

Being a boss is a trade. Like all other trades it has to be learned.

—Thomas A. Bragg

Spelling is a good field. Why do we spell as we do? Do the unnecessary letters impede progress? What effect do our erratic combinations of letters have on children not blessed with photographic minds, and who spell wrong because they think phonetically? How much paper is wasted in the superfluous letters? What would be the effect on arithmetic if we tossed in an occasional meaningless digit, as we throw the meaningless letters into words? Do we need a system of simplified spelling?

Thus you may see the possibilities in commonplace subjects, if you will lend your brain to your tongue for a little while. Let your imagination help your common sense when you start looking for a subject.

Some speakers do that, but most of them do not. You can be one of the *some*, instead of one of the *most*.

Learning to speak in public means learning to take a subject and handle it so that it becomes a treat, a luxury. Boiled beans are nourishing, just plain boiled, but baked beans with plenty of seasoning are quite as nourishing, and a lot more pleasant to eat.

It's the brains in the beans that make the difference.

Try putting some brains into your speech preparation. That will make a difference, also.

The Campaign Orator

"We have with us tonight a man who needs no introduction," and then he runs on for half an hour introducing him.

"As intelligent citizens, you do not need to be told . . ." and then he goes right ahead telling and telling.

"The mistakes of the opposition are so well known that they need not be rehearsed," but the rehearsing continues until far in the night.

"And now, in conclusion . . ." but that marks the half-way point in his speech. Settle down for another hour.

"It goes without saying that . . ." but they never let go.

"If elected, I promise you that . . ." Some day, some one is going to keep a record of these campaign promises. That is all that will ever be kept about them.

Campaign oratory in America is due for a cleaning. The more political figures we can get into the Toastmasters Clubs, the more we can help with the cleaning.

Continued	from
	editorial page

One trouble is that as soon as some epoch-making discovery comes about, we find ways to abuse new powers. The airplane, a blessing as it brings the world together, becomes a menace as it is converted to war uses. The radio beam steers guided missiles on their way to kill and destroy. Atomic power, sufficient to do the work of the world in peaceful uses, becomes a means of annihilation.

Our blessings may become curses if we misuse them. The forces with which we should build a better world can become forces of destruction.

Are we men strong enough and intelligent enough to control these forces and use them for construction instead of for annihilation?

If there is any one thing which we should be truly grateful for, it is the ability to discriminate between right and wrong, and to choose the right way for ourselves and for posterity. Let us give thanks for conscience and intelligence, even while we pray for deliverance from mistakes that would lead to disaster. Let us give thanks for the chance which remains for us to prove that we are strong enough to choose the right way, and build a better world through the coming half century, with achievements which shall dim all the great things which have gone before.



New Clubs

- 1040 BROOKLYN, New York Naval Shipyard, N. Y., (D 34), *Brooklyn*.
1253 WASHINGTON, D. C., (D 36), *Calvary*, Wed., 6:15 p.m., Calvary Baptist Church.
1627 SEWARD, Nebr., (D 24), *Seward*, 2nd & 4th Mon., 6:00 p.m., Frieda's Tea Room.
1628 WATERBURY, Conn., (D 31), *Brass City*, 2nd & 4th Mon., 6:00 p.m., Waterbury YMCA.
1629 ROANOKE RAPIDS, N. C., (D 37), *Roanoke Rapids*, every other Tues., 6:30 p.m., Rosemary Restaurant.
1630 JACKSONVILLE, N. C., (D 37), *Onslow*, Tues., 6:45 p.m., Banquet Room, Duchess Restaurant.
1631 PHOENIX, Ariz., (D 3), *Motorola*, Tues., 6:30 p.m., Macayo's Restaurant.
1632 ST. JOHN'S, Pepperrell Air Force Base, Newfoundland, (D U), *Terra Nova*, 2nd & 4th Thurs., 7:00 p.m., Officers' Club Private Dining Room.
1633 DALLAS, Tex., (D 25), *Industrial Management*.
1634 BEAUFORT, N. C., (D 37), *Carteret County*, Wed., 7:00 a.m., Holden's Restaurant.
1635 ST. JOHN'S, Pepperrell Air Force Base, Newfoundland, (D U), *Pepperrell*, 2nd & 4th Thurs., 7:00 p.m., Pepperrell Air Force Base.
1636 HAWTHORNE, Nev., (D 39), *Desert*, Thurs., 6:30 p.m., Nevada Cafe.
1637 TOLEDO, O., (D 28), *Toledo*.
1638 MANCHESTER, Conn., (D 31), *Chew 'N Chat*, 2nd & 4th Wed., 6:30 p.m., Cavey's Restaurant.
1639 KANSAS CITY, Mo., (D 22), *Royal*.
1640 LIMESTONE, Limestone Air Force Base, Me., (D 31), *Limestone AFB Officers*, Mon., 7:00 p.m., Officers' Mess.
1641 DeRIDDER, La., (D 25), *DeRidder*, Mon., 7:30 p.m., War Memorial Civic Center.
1642 WASHINGTON, D. C., (D 36), *Washington*.
1643 MISHAWAKA, Ind., (D 11), *Knights of Columbus*, Tues., 6:15 p.m., K. of C. No. 1878 Council Chambers.
1644 SALIDA, Colo., (D 26), *Salida*.
1645 DES PLAINES, Ill., (D 30), *Des Plaines*, 1st & 3rd Tues., 6:30 p.m., Lone Tree Inn.
1646 MIDLAND, Penn., (D 13), *Midland*, Wed., 6:30 p.m., Deramo's Restaurant.
1647 DECATUR, Ill., (D 8), *Decatur*, Thurs., 12:00 noon, Decatur YMCA.
1648 OKLAHOMA CITY, Okla., (D 16), *Deadline*, Thurs., 5:15 p.m., Oklahoma Publishing Company.
1649 ST. LOUIS, Mo., (D 8), *Centurion*, 1st & 3rd Mon., 7:00 p.m., Belvedere Joe Restaurant, 1407 Brentwood Blvd., Richmond Heights, Missouri.

WHEN AND WHERE THEY MEET



Question:

Some of our members want to put on the Speechcraft course. Should we do this? Will it not disrupt our regular club programs, which we all enjoy? What good will it do us?

Answer:

Speechcraft is a plan for giving systematic instruction in speech fundamentals. It is good as a refresher course for the older members, and it provides helpful instruction for new members. You can build up your membership, if it is below thirty, by inviting non-members to come in for the special work. These non-members pay a tuition fee, and this can be applied to the payment of the membership fee if these men wish to continue in the club, as most of them do after a successful course. Speechcraft does not disrupt the regular program. It is planned to occupy one-half of the regular program time, leaving room for two or three other speakers in usual form. The Speechcraft speakers should be men who are assigned to give talks on the regular schedule, so that no one misses his chance to speak.

The value of Speechcraft is, first, that it gives members the incentive to prepare special educational talks on the subjects assigned to them; second, it brings before all the members a helpful review of such practical matters as speech preparation, speech delivery, chairmanship, evaluation and the like; third, it causes men on the outside to wish to come in for the training and then leads them to desire to continue in membership. Many a club has built its roster up to the limit by this means. Many a new club has been established because there were more men, attracted by Speechcraft, than could be accommodated in the group which gave Speechcraft.

To present Speechcraft successfully requires a great deal of work, but it pays in proportion.



OFFICERS

President—CHARLES H. GRIFFITH
 Vice-President—JOHN W. HAYNES
 2nd Vice-President—T. VINCENT McINTIRE
 Secretary—PAUL W. HAEBERLIN
 Treasurer—IRV L. SAUCERMAN
 Past President—RUSSELL V PUZEY
 Founder—RALPH C. SMEDLEY
 Executive Secretary—TED BLANDING

202 W. Mercer, Seattle, Wash.
 1111 Wilshire Blvd., Los Angeles 17, Calif.
 18-22 South First St., Zanesville, Ohio
 701 Security Bldg., Windsor, Ontario
 425 U.S. Courthouse Bldg., Portland 5, Ore.
 141 W. Jackson, Chicago 4, Ill.
 Santa Ana, Calif.
 Santa Ana, Calif.

DIRECTORS

Carl W. Binker
 802 Gail Ave., Rockville, Md.
 Paul R. Brasch
 P. O. Box 330, Waterloo, Iowa
 Raymond G. Castle
 351 S. Warren St., Syracuse, N. Y.
 Kenneth Froelich
 P. O. Box 871, NE, Canton, O.
 Aubrey Hamilton
 705 Olive St., St. Louis, Mo.
 John M. Lamparter
 3634 Watson Rd., Indianapolis, Ind.

Don M. Mattocks
 Box 1589, Tulsa, Okla.
 Emil H. Nelson
 1367 Bayard Ave., St. Paul 5, Minn.
 Stanley T. Weber
 18025 Archdale, Detroit 35, Mich.
 Glen E. Welsh
 128 Mountain View Drive, Tustin, Calif.
 Joseph P. Williams, Jr.
 P.O. Box 3415 Rincon Annex, San Francisco 20,
 Calif.
 Robert N. Wood
 2519 Saint Mary's St., Raleigh, N. C.

DISTRICT GOVERNORS

Founder's Dist.—Dr. Everett T. Wood

1. Gordon W. Winbigler
2. Joseph S. DeLeon
3. Fred Michael Collins
4. Benjamin M. Yates
5. Dr. C. Gordon Watson
6. Alex P. Smekta
7. George C. Loney
8. Godfrey G. Hartnett
9. Chester F. Brenton
10. Willard F. Bixby
11. Lowell P. Kemper
12. Raymond E. Rees
13. George J. Mucey
14. Henry A. Wright
15. Clarence E. Harder
16. Ralph Goldsmith
17. Emil A. Christiansen
18. John Harrison
19. William Harry Nanny
20. Lyle B. Clark
21. Gordon H. Williscroft
22. Heil C. Pettit
23. Paul W. Robinson
24. Phil M. Negley
25. Scott S. Skinner
26. Leo F. Bolin
27. John H. Damron
28. Lynn R. Harris
29. Richard B. Davis
30. Fred W. Braun
31. Chester A. Stoeckel
32. Richard E. Breon
33. W. G. Shirk
34. Leo V. Stockman
35. Bernard S. Zimmermann
36. Donald C. Lueck
37. Dr. Murray Senkus
38. Charles H. Roeder
39. Robert A. Moore
40. Frank N. Dixon
41. Emmett V. Jones
42. George R. Tatlock
43. Odell F. Hartz
44. Dr. Milton C. Adams

16C Lincoln Place, Monrovia, Calif.
 618 Galer Place, Glendale 6, Calif.
 3241 Hanford St., Seattle 44, Wash.
 811 W. State Drive, Phoenix, Ariz.
 3027 Hillegass Ave., Berkeley, Calif.
 9497 Ridgecrest Drive, La Mesa, Calif.
 622½ - 9th St., S. E. Rochester, Minn.
 6981 N. E. Graham Place, Portland, Ore.
 725 Catalpa St., Webster Groves 19, Mo.
 North 4702 Madison St., Spokane, Wash.
 17013 Lipton Ave., Cleveland, O.
 301 North Kitley Ave., Indianapolis, Ind.
 604 Kentucky Ave., Bakersfield, Calif.
 144 North Main St., Washington, Pa.
 1808 Wrightsboro Road, Augusta, Ga.
 Box 845, Jerome, Ida.
 4934 S. Cincinnati, Tulsa 5, Okla.
 2608 Highwood Drive, Billings, Mont.
 20 Ballantine Dr., Ayr, Scotland
 Box 2454, Waterloo, Ia.
 c/o Clark Insurance Agency, Moorhead, Minn.
 1025A Fort St., Victoria, B. C., Canada
 1608 Perry St., Wichita, Kan.
 609 Fourth St., N.W. Albuquerque, N. M.
 3212 Lafayette, Omaha, Nebr.
 P. O. Box 511, Corpus Christi, Tex.
 1020 R Street, Gering, Nebr.
 2435 Adoline Ave., Fresno, Calif.
 111 Division Ave., S. Grand Rapids 2, Mich.
 31 Fontainebleau, New Orleans, La.
 3714 N. Kildare, Chicago 41, Ill.
 Stonebridge Inn, Tiverton, R. I.
 5616 South Tacoma Way, Tacoma, Wash.
 1911 Irving, Pasco, Wash.
 11 N. Pearl St., Albany 7, N. Y.
 26 South Locust St., Oconomowoc, Wis.
 3809 Elby St., Silver Spring, Md.
 t/o R. J. Reynolds Tobacco Co., Winston Salem, N. C.
 1618 N. 11th St., Reading, Pa.
 860—56th St., Sacramento, Calif.
 434 Aberdeen Ave., Oakwood, Dayton, O.
 561 Illinois St., N.W., Huron, S. D.
 178 Linden Ave., Winnipeg, Man., Canada
 808 Central Station, Memphis 3, Tenn.
 Box 906, Hereford, Tex.

TEST YOURSELF

- ▶ Thanksgiving — for what?
- ▶ Even *you* may be humorous
- ▶ Are you wanted for murder?
- ▶ What is "Beyond Price"?
- ▶ Is *how you say it* more important?
- ▶ What would you do in the Stone Age?
- ▶ Why are you a Toastmaster?
- ▶ Nothing to talk about?

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



In the Mill

—for Next Month

- DECEMBER IS THE MONTH
 . . . to enjoy ourselves
- FIVE "EYES" OF SUCCESS
 . . . a dependable formula
- GET ALL YOU CAN
 . . . so you will have more to share
- EVEN AUDIT REPORTS
 . . . can be funny
- SPEAKERS AS WELL AS BUILDERS
 . . . must have proper tools

BEFORE WE ADJOURN

To know is nothing at all; to imagine is everything.

—Anatole France

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

THE TOASTMASTERS CLUB

- SPEECH
- EDUCATION
- LEADERSHIP
- BUSINESS AND
CONFERENCE
TECHNIQUES



NAME AND NUMBER

TOASTMASTERS STATIONERY for CLUB OR PERSONAL USE

Post cards in various colors, for personal or club use. They carry official imprint, with space for return address.

Price: 50 cents per 100.

Program assignment notification post cards.

Price: \$1.50 per 100.

Stationery, letterhead as shown in this picture, with matching envelopes.

Price: \$1.50 per 100 for either letterheads or envelopes.

Order from
Toastmasters International
Santa Ana, California



TOASTMASTERS INTERNATIONAL - HOME OFFICE - SANTA ANA - CALIFORNIA