

THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

**DISPLAY
YOUR EMBLEM**



**On Your Lapel
On the Highway
On Your Stationery**

(See Page 4)

OCTOBER, 1947 VOL. 13—No. 10



TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 500 active clubs, located in the United States, Canada, England and Scotland, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Chairmanship—Listening
(For information, address Toastmasters International, Santa Ana, California)

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NOTE: NEW LOCATION OF THE HOME OFFICE—In the 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.

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Hard Times Coming?

By TED BLANDING

What will it mean to YOU if the much publicized "recession" comes? Is your position secure? Have you developed your own resources as an insurance against the day of deflation?

A salesman entered the Home Office of Toastmasters International the other day, seeking orders for office supplies. Of his own volition, he inquired, "What is this Toastmasters Club? Do you actually train men to talk? How do you do it?"

Then the salesman was in the position of a customer, and we of the Home Office became the salesmen. (This is not an uncommon occurrence. Many a man comes to the office to sell us something, and goes out "sold" on Toastmasters, seeking a club to join.)

We explained the Toastmasters idea to him, told him how it works and why, showed him the results, and told him how to get in. Then he volunteered his reason for the inquiry he had made.

"My business is slowing down," he said. "Things are not like they were last year. Unless sales pick up, my firm is going to lay off some men in the next six months. I don't want to be one of them.

"Or, if I do get laid off, I want to be ready to step into something else—maybe something better. The only way I can see to do it is to improve myself now. I have observed that men who know how to talk, whether to a customer or to a group, are the ones who seem to get ahead. Maybe that is what I need."

"Yes," we agreed, "if you are going to continue in sales work, you will have to learn to talk well, for as we say it, 'speech is selling, and selling is speech'."

"Well, I'm no public speaker," said the young man. "I don't know how to put stuff together, even when I know my stuff, and I don't know how to say it. I guess a Toastmasters Club is the place for me right now. Where is the handiest one for me to join?"

That homely little incident makes one think. Perhaps it will make you think.

Whether we run into hard times or not, human experience teaches us that the unfit, unprepared, undeveloped man is the first to be laid off, and the last one to be considered for promotion. He is the one least likely to succeed.

The man who knows, and knows that he knows, and who knows what to do with his knowledge, is the one who is in line for advancement, if he works for someone else, and who is on the road to success if he is his own boss.

Training in a Toastmasters Club is not going to change the course of economic progress, but it will serve to safeguard the future of the man who has ability, developed for effective use. It may serve as your insurance against the calamity of unemployment or failure to advance.

October—Birthday Month

October is an important month in Toastmasters history.

It was on October 22, 1924, that the Number One Toastmasters Club, of Santa Ana, California, was established.

It was on October 4, 1930, that the permanent organization of Toastmasters International was formed, and officers elected.

Because of these two anniversaries, the month of October was recognized by the Board of Directors years ago as "Anniversary Month", or "Founder's Month."

It is the custom each year for every Toastmasters Club to observe the anniversary with a special program or some special meeting. This year, it has been recommended that the third or fourth meeting in October be made the anniversary occasion.

The twenty-three years since the organization of the Number One Club have brought growth and development beyond the wildest dreams of those who started the movement. With the prestige now enjoyed by Toastmasters, growth will be accelerated in the next few years, and the opportunity and privilege of service to men will be greatly increased.

The right to think and speak freely is one of the most cherished possessions of the free peoples of the world. To continue to deserve and enjoy that right, men must learn to think and speak better. Speech must be worthy of its freedom. To help make it so is the task of Toastmasters.

October—With A Purpose

This is the month when we start action on the "Progressive Training" schedule. For ten months we shall be following monthly "points of emphasis" and doing other things systematically to improve ourselves.

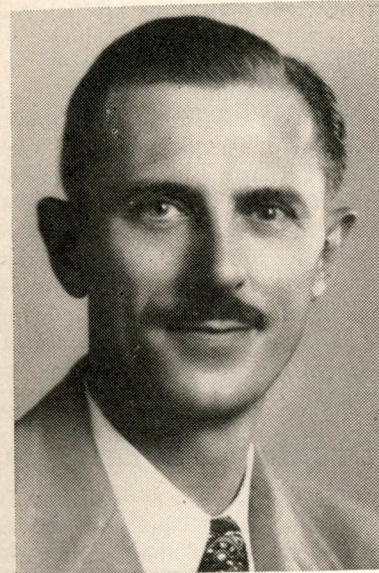
The PURPOSE of the schedule is to help every club to have variety in its programs, to give the members a chance to improve in specific and important ways, and to make certain that no member fails to gain what he personally needs in speech advancement. It is the most ambitious training program we have ever offered. Every Toastmasters Club, except the newer ones which are still engaged with Basic Training, should use this plan to the limit. Even the ones with Basic Training on hand can adapt part of the "Progressive" schedule.

So carry on with "Progressive Training." Give purpose to your speeches and to your evaluation. Use all the plans suggested, so far as they fit your club. ESPECIALLY, see that evaluation is given a definite point, and that the two educational lectures are given before your club by members who know what they are talking about.

Detailed schedules have been sent to every club. Those for the following months will be sent soon. The plan is before you. Now use it!

The Emphasis Is On Growth

By GEORGE W. BENSON, President of Toastmasters International



Toastmasters International has won a nation-wide reputation for excellence of educational material. Our method of speech training is one of the most "marketable" commodities in the country.

Membership in a Toastmasters Club offers exceptional advantages for training in speech and in critical listening, as well as in personality development. There is no better way to personal improvement.

This enviable reputation has been gained because we have become firmly established; because we have a successful and practical educational program; because we have a sound financial structure; and because we are growing.

But the reputation travels faster than the growth. We must now do something definite about bringing the advantages of Toastmasters to many more men who need and seek speech training.

The way to grow is to set a goal or major objective, and then reach it. You may call it a quota, or "something to shoot at."

The objective is easy because the accomplishment is fun. Every Toastmasters Club should start at once to establish one more Toastmasters Club. Don't keep this marvelous training to yourself. Tell others about it. Help them organize so that they too can improve themselves.

The sponsoring Club gains because of the chance to review the fundamentals of Toastmasters in educating the new men. Old members will have to check up on the "How" and the "Why" in order to give guidance to the new chapter. In the case of a Club which has never before sponsored another, this may prove to be just the thing needed to set the old Club on a new plane.

"700 by 70" will bring us one-third of the way to the higher goal of "1070 by SAN FRANCISCO."

Let us go out and carry the message to every city and town in the land, so that in each there will be available a Toastmasters Club to train its citizens for better citizenship, for stronger leadership, for more fruitful living.

THE *Toastmaster*

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Editor - - - R. C. Smedley
Editorial Board: George W. S. Reed,
Jack Haynes, E. M. Sundquist,
E. S. Wooster, Wm. A. Dunlap.
Address all communications to
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Help!

By GEORGE W. S. REED

YOUR help is needed in making your *Toastmaster Magazine* of even greater interest and value to *YOU* in the future than it has been in the past. We of the Editorial Committee are grateful for all the nice things so many Toastmasters have said about the magazine—but we are equally appreciative of the constructive criticisms also received. If *YOU* have any suggestions as to how you believe your magazine can be improved—will you please TELL US? We sincerely hope that *MANY* suggestions will be received. We promise you that *ALL* will be given careful consideration and that the best and most practical ones will be put to work.

If you have no suggestions for magazine improvement — how about sending in some news, pho-

tographs or educational material for possible publishing? Often, in the past, limited space has prevented our publishing all the good material received. Now, however, if material justifies, we will increase the number of pages. The point that the Editorial Committee would like to emphasize with *EACH* Toastmaster, and with the officers of each Club, Area, District and International Committee — is that this is *YOUR* magazine — and that we are now asking again for *YOUR HELP* in making it the outstanding speech publication in the world! . . . It's up to you!

Display Your Emblem

The Toastmasters emblem is available again in its various forms, following the wartime interval, and its wider use is urged.

J. A. Meyers & Company, 1031 West Seventh Street, Los Angeles 14, can now furnish the full line of Buttons, Keys, Presentation Gavels, Trophies and other needed items. Their complete catalogue and price list may be secured either from the Home Office or by writing direct to the Company.

Highway signs are once more to be had.

Decals may be secured from the Home Office for use on windshields and other glass surfaces. Electros of the emblem may be ordered from the Home Office for use on stationery, printed programs, etc.

It is a beautiful little emblem. Let's display it freely.

What's Going On

First St. Paul Is First

First to report use of "License to Kill" as a table topic is First St. Paul Toastmasters Club, which made this the subject of a lively discussion on September 8. The topic was suggested in the recent "Personal Interview" with reference to an article in the *Satevepost* of August 16.

Heat Is On At Ashland

Months ago, the Toastmasters Club of Ashland, Kentucky, engaged in a discussion of civic affairs which produced both heat and light as to the operation of the city. They are at it again, with a debate on the question: "Resolved: That real estate taxes should be raised to meet the city's revenue needs, and the business privilege tax discontinued." Such a matter, dealing with local problems, is good not only for debate practice but for practical information and results.

Struggle To Start

This is quoted verbatim from a club bulletin, but identification is omitted to save possible embarrassment:

"Below is the program for the first meeting of the 1947-48 season. If last year is any indication of what the first meeting of the year is like, it will be miserable—but come anyway."

That is a very different note from the one sounded in bulletins

of clubs which have met throughout the summer, and which are swinging along at full speed.

For instance, this from "The Silver Tongue" of Albuquerque Toastmasters Club:

"Children's Night, September 9th, when Bill Wylder, a new member of Albuquerque Toastmasters, and magician de-luxe, will be the star entertainer on the special children's program. All fathers are expected to bring their youngsters of all sexes and ages for this event."

Fashion Note

Vigo Toastmasters Club of Terre Haute, Indiana, is the first to report a debate on the length of women's skirts. The trouble was that the ladies were not present to hear the argument.

Improvement Is Recognized

The Gaveliers Toastmasters Club of Spokane uses a "Most Improvement" badge or decoration, which is attached each week to the member who wins the verdict of "greatest improvement" and which is held by him until won by another member at the next meeting. Some men think it a more satisfactory reward to be adjudged "most improved" than to be voted "best speaker."

What Do You Know?

Seattle "Chief" Toastmasters Club announced a "Propaganda Night." The program was devoted

ed to information on Toastmasters. Speech subjects included "History of Toastmasters," "Organization of Toastmasters International," "Humorous Events in the History of Chief Seattle," and "Toastmasters — an Educational Organization."

Good Grammar

The editor of the bulletin of New Albany, Indiana, Toastmasters Club reports a critic who said of a speaker, "He violated every rule in the book, yet his speech was so effective that no one noticed his errors." The editor says, "I was reminded of the capable speaker, whose formal education had ended with the third grade, who said, 'If you don't pay too much attention to my language, I'll make you a darned good speech'."

Another First

First to send in the fall report is the active Toastmasters Club, No. 393, of Bell, California, which made it almost by return mail. A close second was the Business Men's Toastmasters Club, No. 100, of Santa Ana. Thanks to all the prompt responders.

Crashing The Headlines

Give an editor something that makes a headline, and you will get space. Or persuade a live reporter to visit a Toastmasters meeting, and he will find his own lines.

That is what happened in Indianapolis when Ed Sovola, of the Indianapolis *Times*, visited Eli Lilly Toastmasters Club and watched the men do their stunts.

It resulted in a two column feature article, with a picture of two of the members discussing a point. The reporter related his own feelings when called upon to participate in the Table Topics, and he concluded with the sage observation that "the men have a good idea in operation. There's just no excuse for a man to get thrown by a two-minute speech."

Coincidence

Myron Jacobson, Sergeant-at-Arms of Walla Walla Toastmasters Club, writes about an unusual traffic mix-up. He says: "My car was struck by another. A young man working in the pea harvest hit the rear of my car. When the case comes to court, this will be the line-up:

Elmer Stevens, defendant, employed by a Toastmaster.

Charles Luce, complainant, a Toastmaster.

Myron Jacobson, complainant, a Toastmaster.

Arthur Hawman, prosecuting attorney, a Toastmaster.

Stewart Lombard, judge, a Toastmaster."

The welkin must have rung when that case came to trial.

Uncle Joe's Boys

One of the latest in the list of Junior Toastmasters Clubs is the project of Danville, Illinois, Toastmasters, launched for the season in September. A feature of the proceedings was the recording of the entire program on the recently acquired wire recorder of the Uncle Joe Cannon Chapter.

Quoting The Club Bulletins

Many excellent suggestions and comments appear in the bulletins of the clubs. These deserve wider reading, and so the editors present some of them for your edification.

Every club bulletin editor is reminded that the Educational Bureau at Santa Ana should be on his mailing list.

From The Shell Toastmaster

Published by Shell Toastmasters Club No. 409, of Los Angeles

In this reporter's opinion, the most significant honor to be won at a Toastmasters Club meeting is the honor of being counted the "most improved" speaker of the evening. This indicates that those of us who may be less gifted than others are making a genuine effort to improve.

From The Tyro Toastmaster

Published by Tyro Toastmasters Club No. 194, of St. Louis.

You may not know it, but some day you are going to make a public speech. Whether the occasion is a banquet of church or club, or simply an office or factory meeting, sooner or later you will be on your feet addressing an audience. Whether you like it or not, it is still up to you to perform, and your Toastmasters Club can help you.

Public speaking is a means of communication, a way to put across ideas and information, and interpretations of both. The interpretations vary with the speaker's conceptions of them. Obviously then, be yourself. Whatever else you do, do not try to copy the mannerisms of someone else. You can learn much by studying the styles of others, and adapting

what you learn to your own needs, but do not copy. Many able speakers come to our city. You could do worse than listen to the next one, if only to analyze his methods as a guide for your improvement. You can do even better for yourself by regular attendance at your Club, and by careful analysis of what you hear there.

From Toastmasters' Tidbits

Published by the Sierra Chapter Toastmasters Club, Fresno, Calif.

"*The Great Equalizer*"—The Table Topic is the common denominator of the Club. It catches us with our oratorical trousers down. It is here that thinking ability is developed. The human mind has many facets: we have simply to polish them, to sharpen their reflection.

In the Table Topics, mental agility is of the essence. One facet: Quickly organizing random thoughts — sorting, grading and placing the raw material so that the flow out of the hopper will be smooth and continuous.

Another facet: Systematically searching out and feeding into the hopper the right word at the right time to weave a pattern of logic. We must not grope for words. Neither can we forget the little fellow who holds the check-rein on our voice. Is it too low or too

loud? Has it tone variety? Is it convincing?

Then there is that persistent gremlin who reminds us to waggle a finger here and to pound a fist there, to add color and force. Nor can we overlook the Department of Eye Control.

When each facet shines, the impromptu speech emerges with ease, grace and logic. First, we must have ideas. Second, we must organize them. Third, we must deliver them to fullest advantage. The impromptu speech is a more accurate index to a man's ability than is a highly polished, prepared speech in which time has permitted a finished product of high quality. It is an honor to be scheduled as Topic Master, and it is a responsibility.

From The Speakeasy

Published by Greensburg, Pa., Toastmasters Club, No. 181

Recall what the visiting District Attorney said at our meeting? Of all the Club meetings he has attended and to which he belongs, ours was the best. And why are our meetings better? Because they are original, varied, not cut and dried. Because we can take it as well as give it.

We know we are not so hot. We have plenty to learn. Therefore we have hope for our organization, because we are willing to learn. That is what makes us different. We have hope for Toastmasters not only because of what

it does for us, but also because of what it does to us. Let's keep on improving.

From The "Voice of No. 7"

Published by San Diego Toastmasters Club

A thought from the Editor (Dr. Alan L. Rowland): It was said by Lorain, a great French thinker—"A printed speech is like a dried flower; the substance, indeed, is there, but the color is faded and the perfume gone."

Might not the same be said of a memorized speech?

From Capitol City Toastletter

Published by Sacramento, Calif., Toastmasters Club

Criticism is perhaps the most important phase of Toastmasters training. If you are not reading and re-reading "Speech Evaluation", if you are not criticizing sincerely and severely, if you are not suggesting improvement, if you are not making the best two-minute speech you are capable of each time you serve as critic, then you are cheating yourself as well as the speakers.

From The Microphone

Published by Speakers Forum Toastmasters Club, of Chicago

Practice making mental notes on each speech while the speech is being delivered. Ask yourself: What do I like about the speech? What do I not like about it? What was the speaker's purpose? Was the purpose accomplished? How can the speaker improve?

Officers' Quarters

"Election of officers shall be held at the first meeting in March and/or September. New officers shall take office at the first meeting in April and/or October."—Article III, Section 2, of Standard Club By-Laws.

October brings a group of new officers to leadership in Toastmasters clubs. If these new officers have been properly dealt with, each President received a complete "kit" of tools from the Headquarters, and each officer has been given a training course by the Governor of his Area.

At the first meeting of the Club in October, or at the last one in September, these new officers are formally installed and given the charge and the obligations which go with the office. They are ready for work.

The success of the Club in its program of education and training depends very largely upon the faithfulness of those who have been chosen to lead. If they understand their work and go about it, the Club will prosper and grow in usefulness. The officers lay the course, establish the speed, and lead out on the forward march.

The Objectives

Two objectives are set up for the current year.

First is the improvement and intensification of our educational efforts. The plan for ten months of a progressive training course has been provided. The Educational Chairman of the Club and

his fellow workers are responsible for making use of this course.

Second is the extension of our training by establishment of new clubs and strengthening of the old ones. The goal for the individual Club is (a) a full roster of active members; (b) an average attendance of at least 80 percent; (c) every member encouraged and urged to complete Basic Training; (d) *every Club actively engaged in sponsoring one new Club.*

Faithful attention to these four points, plus consistent use of the "Progressive Training" plan, will insure growth for the individual member and growth for our movement.

Points To Watch

The Executive Committee will hold a full meeting at least once a month.

The Program Chairman and the Educational Chairman will confer at length on plans for program assignments, and will provide for fullest possible use of the "Progressive Training" in the Club.

Every meeting of the Club will be planned and conducted so that even a casual visitor will be impressed by the skill and precision with which Toastmasters handle their affairs.

Every officer and committee chairman will be thoroughly conversant with his duties, and will perform them, personally or through delegation to others.

Economic Democracy

By ANDREW A. RECSEI, of Santa Barbara Toastmasters Club No. 5

This thoughtful discussion by a veteran Toastmaster of a current topic is presented as a good example of a well organized speech whose purpose is to persuade, and to stir to action. You may not agree with the argument, or you may wish to reinforce it. In either case, you are invited to write your rebuttal, your comments, or what you will, and send to the Editors, who try to preserve a neutral attitude as to speech content, but are strong for good presentation of ideas.

Human greed is a terrible thing. It destroys in man the little common sense he has. This is the reason why the capitalistic system has never worked in our lifetime. It worked fairly well in the grim atmosphere of oppression in the middle ages, but not since human liberties were established.

The classical capitalistic system, very much like some other extreme systems, is opposed to the freedom and welfare of the individual. Classical capitalism means trusts, monopolies, restricted employment, low wages and high prices. The interest of the consumer is ignored. He is regarded as a cow which can be milked indefinitely without being fed. This obviously is not going to work so well any more.

If we want to preserve our capitalistic system, which, in spite of its shortcomings, is better than any other totalitarian system, we have to create an economic democracy. But what is economic democracy?

It is an economic unity in which capital, labor and agriculture work together for the common good. Human nature being what it is, these groups will never do it voluntarily. Capital, labor and

agriculture will rather go down to ruin separately than go up to success together. They will never realize that their own good is inseparably bound up with the common good. To mention only one thing: after the last war thousands of tons of foodstuffs were destroyed, right in this country, when thousands of children were undernourished or starving. We started to do the same thing now by destroying mountains of potatoes. The owners of such goods are not to blame; our system is to blame. The producer has to get a certain price for his goods in order to exist. If he can get more money for ten pounds of potatoes than for a hundred, naturally he will sell the ten, and destroy the rest.

How can such impossible, such deplorable conditions as these exist in a country which is supposed to be governed by the people?

It is not! America is ruled by the organized groups of capital, labor and agriculture. The consumer is disregarded in the great struggle which goes on among these groups. Legislation which intends to protect the consumer is fought tooth and nail by these groups, singly or jointly according to their interests.

In our economic life the feudal system of the middle ages still rules, tintured with the law of the jungle. To some extent we have achieved a little political democracy, but not an economic democracy. A *real* political democracy cannot exist unless it springs from economic democracy.

We, the average citizens, who comprize the bulk of the population, have to devise laws which will create an economic unity. Without laws and regulations no human activity can function successfully. Just as we must be forced to observe traffic rules for the benefit of everyone, so we must be compelled to observe economic regulations for the good of all. Our personal freedom is sacred but our personal interests must never be allowed to trespass on the territory of the common good. In our present system, each tries to get a bigger loot for himself, disregarding the rest. This method was effective while man lived in the jungle, but with our interwoven and independent eco-

nomie systems of today, we must learn to live and act in the knowledge that we are all responsible for one another.

Free enterprise: by all means. But free exploitation by trusts and monopolies; no more. If you think that legalized monopolies are a thing of the past, you are an optimist. The Sugar Act was recently passed by congress. "The Wall Street Journal" which cannot be accused of anticapitalistic tendencies wrote: "This is legalized monopoly for which the consumer is going to pay."

Not more monopolies, but more and better and cheaper food, more and better clothes, and especially more and better shelter are what we need. In this land of plenty with our resources, our knowledge, our machines, this condition will automatically follow if we create an economic unity.

It is up to you, the individual voting citizen, the ultimate consumer, to see to it that this becomes a reality before it is too late.

GOOD BOOKS FOR TOASTMASTERS

For the convenience of our members a few good books on speech from other publishers are carried in stock at the Home Office. These are:

- Parliamentary Procedure at a Glance, by O. Garfield Jones, \$1.50.
- Robert's Rules of Order, by Henry Martyn Robert, \$2.00.
- Principles and Types of Speech, by A. H. Monroe, \$3.00.
- The Art of Plain Talk, by Rudolph Flesch, \$2.50.
- Handbook for Discussion Leaders, by Auer and Ewbank, \$1.75.

Any of these may be ordered from the Home Office. Please add ten percent of price for postage and packing, and if in California, add the sales tax, at 2½ percent.



DISTRICT EIGHT REPORTING

"Yes, sir, that's our charter," says President Joe Igel, of the newly chartered Toastmasters Club No. 496, of Belleville, Illinois. He seems to have no trouble in convincing Secretary Lee Schrader, seated at the right, and other members who gather around to take a look, as they start their training in how to say, "Mr. Chairman, and Ladies and Gentlemen." Think of the fun they will have with their "Basic Training!"



WHAT WE LIKE ABOUT THE SOUTH

This picture gives some idea of the substantial group of men who are leading off in the Birmingham, Alabama, Toastmasters Club, which received Charter No. 512 on August 25th. Seated are Holland E. Cox, President, and James A. Conlan, Deputy Governor. Standing are Orville Lawson, 2nd Vice-President; T. O. White, Sergeant-at-Arms; Herchiel Meadows, Secretary; John Purdy, Treasurer; and Henry A. Lilly, 1st Vice-President.



TWO AT A TIME AT GLENDALE

Two new Toastmasters Clubs were launched in Glendale on July 30, when charters were presented by District Governor Herbert Hill to the "Councillor's" Toastmasters Club, sponsored by Eagle Rock Toastmasters, and to the "Tropico" Toastmasters Club, sponsored by Jewel City Toastmasters, of Glendale. A special feature of the program was an address by President Joe Rinnert, on "Toastmasters, the Highway to the Future."

In the picture (L to R) John M. Croxall, President of Tropico; District Governor Elect George F. Stines; Governor Herbert Hill; Jack Haynes, of Jewel City Toastmasters; L. E. Doyle, President of the Councillors; and Joseph P. Rinnert, President of T. I.



THEY'LL TRY AGAIN!

Officers of Seattle's Totem Toastmasters, enthused over the plaque won as International Club of the Year in 1944 (but not presented until this summer at Minneapolis because of wartime restrictions on materials), voted unanimously to try for their second national trophy this coming year. The club will also try to retire the District Two trophy, which it has already won twice and needs only a third win to take permanent possession. Pledging whole-hearted support of the program are George Carlson, Totem treasurer; George Basom, program chairman; Fank McCrillis, past International president; Howard Brown, sgt-at-arms; Morris Plummer, president; Walter Nitsche, vice-president, and Ed Shidler, secretary.

It's a Good Idea

Under this heading are offered suggestions from the clubs which may help others. Readers are invited to contribute their "good ideas" for the benefit of all.

Teach Them Timing

Give different men the assignment as timer. Don't let one member monopolize it. Be sure that each one, when he serves as timer, understands exactly what he is to do. Call on him for a report on the time, after the speakers have finished. Letting him work on this task helps him to develop a sense of timing, and teaches him the importance of staying within the limits. Every member should learn how to time his own speeches, without having to watch the light.

For Parliamentary Practice

When using a parliamentary script, either the "stream-lined" one or the complete script, it is a good plan for the chairman to give the audience a quick preview of the work so that they may understand what is being demonstrated. Explain the purpose, and what part the members have in it. But make it brief.

Organize a "parliamentary

team," to put on an occasional demonstration. Have the team rehearse in advance, so that they can give a convincing performance. Be sure that the members of the team are prepared to answer questions on the points involved in their presentation. Back numbers of the "Stream-Lined" Scripts are available on request, and they are as good as ever.

Know Your Officers

It is an especially good idea to know the men you elect to office in your club. Recently, a club elected as its treasurer a member whom the other members knew casually. He seemed to be a good man for the office. After he had decamped with the funds in the treasury, they discovered that he had a record which could have been discovered by means of a little inquiry. It is not necessary to be unduly suspicious, but as a matter of good business you ought to know the men who are chosen to lead the club.

THE SWAN SONG

This expression has been heard many times as new officers have been installed and old ones retired. Someone always mentions the retiring president's "swan song", even though the poor man can't sing a note, and may not be given a chance to give his ex-augural speech. So what is a "swan song"?

There is an old tradition, dating back before the days of Socrates (we know this because he himself used the expression) that the swan, voiceless during normal life, breaks out into a wondrously beautiful song just before it departs for the happy hunting grounds. While scientific proof is lacking to establish it as a fact, the phrase is quite proper, so long as correctly used.

The Postman Rings

It was my first Toastmasters Convention. It was a masterpiece: a masterpiece of education, entertainment and fellowship. To see and feel it unfold was an inspiration. In Ralph Smedley's talk at the Founder's Luncheon, he said that the only dividend one receives from Toastmasters is that of spiritual help. Not until a Toastmaster becomes aware of that fact has he come to feel the real meaning of Toastmasters.

—Edward F. Harris, Spokane.

The criticism so freely and frankly given is the part of Toastmasters that I enjoy most. It is given in a manner worthy of the name, and everyone with an open mind can and should profit by it. In no other place can you get the benefit of verbal audience reaction, and in my opinion, that is the real basis on which to begin correction and improvement.

—L. G. Kelly,
Hermosa Beach, Calif.

As we organize more clubs, we must cut down turnover in membership. I see no other way to do this than to make our meetings so interesting and worth while that no one will be willing to lose his membership. District Nine has become so highly organized that this is a district problem of first magnitude. We propose to meet it with aggressive educational effort by the district organization. I am certain that we must gain a better use of the educational ma-

terial and a much higher degree of educational activity if we are to hold our place of leadership in speech training.

—Harold W. Sherman, Spokane,
Governor of District Nine.

The Woodbury Toastmasters Club of Los Angeles, the first all-veteran, all-college Toastmasters Club to receive a charter, is sponsoring a public speaking contest to be held at Woodbury College, on Wilshire Boulevard. There are nine speech classes in the College, and each class will be represented in the contest, which will be held according to International rules. The winner will receive a prize, and he and the two runners-up will be treated to dinner at the next regular meeting of the Woodbury Toastmasters.

E. Briggs Howorth, Secretary of Toastmasters International. The picture was not received in time for inclusion in the September issue of the Magazine, and so is presented now, for purposes of identification.



He is a lawyer in Los Angeles, a member of Jewel City Toastmasters Club of Glendale, and has been Governor of District One in addition to serving in many other offices in Toastmasters.

Plain Talk— About Parliamentary Procedure

You can't learn parliamentary procedure by reading about it.

You can't become a good chairman on theory alone.

It takes practice, and plenty of it, to turn the novice into a skilled presiding officer.

There are books about the subject—dozens of them—maybe thousands—all based on the rules laid down by Henry Martyn Robert—all of them telling how it is to be done. But reading any or all of these books will not make you an efficient chairman.

The Educational Bureau of Toastmasters International can recommend a number of excellent guides, including *The Amateur Chairman*, in the third chapter of which will be found just about all that the ordinary occasion demands. But far more useful than the books are the various "scripts" for parliamentary practice which are provided.

In these scripts there are practical applications of the theories discussed in the books. Problems are worked out, difficulties are explained, not by long discussions, but by practical examples. "Parliamentary Practice" is a proper part of every Toastmasters Club's educational schedule.

Two series of "scripts" are available from the Educational Bureau.

The first one consists of completely detailed treatments of nine situations which every chairman

faces. Matters such as voting, formulating motions, elections, keeping of minutes, reports of committees, amendments and many others are graphically presented. Each of the nine scripts is put up in the form of a fully worded reading, requiring from twelve to sixteen participants, and showing each one exactly what he has to do. In using these scripts, every participant should hold a copy in his hands, so as to be ready to take his own part and also to follow the complete action.

The other series consists of brief outlines—"stream-lined" for quick and easy use. The script is cut into sections, one section being handed to each participant. The sections are numbered, so that each man performs when his number comes up, following instructions, but using his own words.

Frequent use of either or both of these outlines will be found most helpful in promoting a better understanding of correct usage in the conduct of meetings. This work should be included in the plans of every Educational Committee.

Toastmasters are reasonably expected not only to be good speakers, but to know how to conduct a meeting in good order. As in making speeches, skill in chairmanship comes through practice. Parliamentary practice needs continual attention in every Toastmasters Club.

Do You Just Live Here?

By HAROLD MANUEL, of San Leandro (Calif.) Toastmasters Club No. 452

This speech, recently delivered before his Toastmasters Club by Mr. Manuel, is presented for two reasons. First, because it is a good example of a well-organized short talk; and second, because it challenges every Toastmaster to prove himself worthy of his citizenship by doing something about it as well as by exercising his right to speak.

Are you a good citizen or do you just live here? Have you ever asked yourself that question? Have you ever taken a personal inventory to determine just how much you give of yourself to the civic, cultural, educational and political life of your community?

In the first analysis you may be inclined to answer, "Yes, I am a good citizen. I have lived in this community all my life, worked hard, paid all my bills, respected the rights of others and raised a family." This, my friends, constitutes being a good person but is far from the requirements of good citizenship. To be industrious, thrifty, law-abiding, and only that, is the least society expects from a person. To be less is just cause for condemnation.

Each individual in this country has within his power the ability to stamp out communism here without the expenditure of government funds, merely by becoming a good citizen, participating in democracy and making our democracy work. The social or financial status of a person has little to do with his citizenship. The citizenship most needed takes little or no money but does take

time and sincere interest. Today, community and governmental activities are ever increasing but there is a growing number of those who refuse to accept any responsibility.

Too many of us feel that the country owes our children an education, that it owes us the right to make a living, that it owes us charity and leisure activities. But actually without those who have given unselfishly of their time and effort to be good citizens, this country and its institutions could not have endured.

The responsibility for good citizenship it not the other fellow's alone. It's yours, too.

A good yardstick to use in measuring your status as a citizen is to be found in your answer to the following questions: Do you belong to, take an active interest in, give financial support to, or accept responsibility in your church, Parent-Teachers Association, local government, fraternal groups, charities, recreational activities, political party, cultural groups and young people's work?

Are you a good citizen or are you just going along for the ride?

Toastmasters At Work — North And South



"Hey, The light says to shut up!" Just a pleasant reminder to Holland Cox, President of Birmingham Toastmasters, by Vice-President Orville Lawson, that the red light knows no distinction, and shines for the President as well as for the most humble member. Seated at the left are Wilson Tyler, who was serving as toastmaster, and Jim Conlan, Deputy Governor.



Past Presidents of the Toastmasters Club of Albert Lea, Minnesota, were honored at the recent installation ceremonies. District Governor Ralph S. Lowe, of St. Paul, made the presentation of emblems to a number of Past Presidents, and also installed the new officers. In the picture, the men standing are Past Presidents Paul V. Webber, Peter J. O'Byrne, Rudolph Hanson, Lyle Ostrander, William Braaten, Gilbert Svendsen, E. W. Latham and C. S. Holton. Seated are the outgoing President, A. G. Thorgeson, District Governor Lowe, and the incoming President, Lloyd A. Peterson.

Why Do We Say It?

Our speech is enlivened by many picturesque phrases. We use them without thinking. Where did they come from? Who said them first?

Here are some familiar ones, with their origins.

"He crossed the Rubicon when he made that decision"

This refers to Julius Caesar's crossing of the Rubicon River, which separated Gaul from Italy. When he led his army across in 49 B. C., he precipitated a civil war. In modern speech, "to cross the Rubicon" is to make a decision from which there is no turning back.

"Mind Your P's and Q's"

This expression is generally believed to have arisen from an old-time bar-room usage of scoring up against customers the amount of beer for which they had been trusted. P stood for pint and Q for quart. The score was settled weekly, and anyone who did not watch his P's and Q's was likely to be disagreeably surprised by the size of his bill. Another authority suggests that the expression arose in the printing office, where the forms of the small *p* and *q* are so similar that they have always been a puzzle to the printer's apprentice.

"In America the almighty dollar rules"

This expression seems to have been used first by Washington Ir-

ving, who wrote: "The almighty dollar, that great object of universal devotion throughout our land, seems to have no genuine devotee in these peculiar villages." But this is merely an old friend with a new face, for Ben Johnson used a similar term when speaking of money:

"Whilst that for which all virtue now is sold,
And almost every vice, almighty gold."

"To the manner born"

This is a phrase used by Shakespeare, in Hamlet. He meant by it "born to follow certain customs," or "having life-long acquaintance with certain practices."

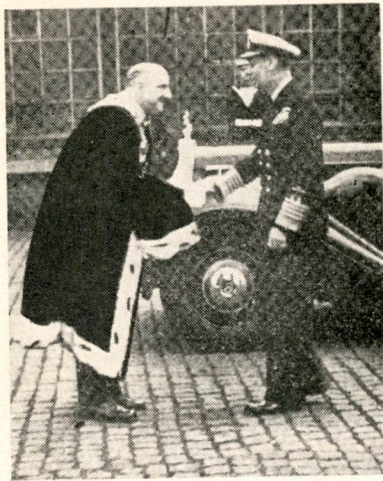
Some writers have confused "manner" with "manor", which is not surprising, as the words are pronounced alike, and have made it mean someone born to a special station in life, as in the case of the child of the mansion.

The distinction is not serious, unless you are going to appear on a quiz program.

"Misery loves company"

This common proverb seems to have found its first literary expression in Maxim 995 of Publus Syrus (B. C. 42), which read: "It is a consolation to the wretched to have companions in misery." Syrus expressed the same idea in another Maxim in these words: "Society in shipwreck is a comfort to all."

A "Royal" Welcome . . .



The City of Gourock staged an ambitious program to celebrate the visit of the Home Fleet in the

latter part of July. The great feature of the celebration was the visit of the Royal Family, on July 23rd, when the King and Queen, Princess Margaret and Princess Elizabeth, together with the latter's fiancée, Lieutenant Philip Mountbatten, were welcomed and cheered by throngs of citizens.

Of special interest to Toastmasters is the fact that Provost Sloan Macmillan, who extended the official welcome to the King, is a member of Gourock Toastmasters Club.

Another note of interest is the splendid growth of Toastmasters work in Scotland, where we now have 10 clubs at work with others in prospect.

The Record of Growth . . .

Instead of a mid-summer slump in club organization, this year has seen steady growth, with the result that the following charters

have been granted since publication of the list in the August issue of *The Toastmaster*.

Here's the record:

No.	Name	Town	District
523	Garden Grove—Garden Grove,	California	F
524	Columbus—Columbus,	Ohio	10
525	Ferguson—Ferguson,	Missouri	8
526	Lancaster—Lancaster,	Ohio	10
527	Morrell—Topeka,	Kansas	22
528	Clarkston—Clarkston,	Washington	9
529	Port-Glasgow—Glasgow,	Scotland	18
530	San Carlos-Belmont—San Carlos,	California	4
531	Business Men's—Huntington Park,	California	1
532	Tarsus—St. Louis,	Missouri	8
533	Carthage—Carthage,	Missouri	22
534	Aquatennial City—Minneapolis,	Minnesota	6
535	Copper—Ajo,	Arizona	3
536	New Haven—New Haven,	Connecticut	U

How To Construct A Speech

Make an outline.

Put it on paper.

This is not hard if you take an easy way. This way is easy. Try it. It will take about one hour.

First, determine what you are going to talk about. Consider what will interest your audience. Consider how much you know about it; what phase and how much you can cover in the time allowance of perhaps six minutes. Consider what, if anything, you want to accomplish. Then start writing.

On a sheet of paper write: 1. I am going to talk about ".....". (Fill in the general subject you have selected.)

2. The special phase I shall discuss is ".....".

3. I hope to accomplish ".....". (Under this head indicate first whether you are going to entertain or instruct or convince or inspire. Then decide and write the exact purpose you have in mind.)

4. My concluding sentence or paragraph will be ".....".

5. To open the speech and introduce the subject, I shall say ".....".

6. The points which I might use to go from the start to the finish in six minutes are these: (List all the points you have in mind.)

7. I know that I can't cover all those points in the time given, so I shall eliminate these: ".....".

8. That elimination leaves me

with these three points which I *must use* to put my point across: ".....".

9. Now I have my opening and my conclusion, and the three principal points to be used. The strongest order for these points is this: ".....".

10. I need some illustrations and proofs for these points. For No. 1, I shall use this story: "....." and this proof ".....".

For point No. 2, here are some good statistics and an illustration: ".....".

For point No. 3, the climax of my argument, I shall use this as reinforcement: "....." and then I shall tie right into the conclusion.

Use plenty of space, and write fully on each of the points. Fill up the suggested blanks.

Now you have your material more or less in the rough. Without writing any more, start polishing. You may write the points in your outline, but aside from the reminders of the start, the argument, and the conclusion, don't put anything on paper. You are going to build the speech in your mind. Lay your watch beside you and go through the speech as you think it should be done. Check your time.

Perhaps it took you ten minutes instead of six. Should you talk faster, or eliminate some parts, or do a little of both? Is there anything that can be spared without spoiling the speech? Use

your pruning knife freely, but don't cut off any main branches.

Bring it down to approximately the specified length. Then keep running it through your mind.

You have put in about one hour thus far on preparation. Go through the thought once a day for the next six days, and see how

you can improve the speech as to wording. By that time you will have the line of thought so firmly fixed in your mind, and the purpose will have become so important, that you will be champing at the bit when the evening comes for you to deliver the speech, and you will talk forcefully, without notes and without forgetting.

"Saying Grace"

By RALPH C. SMEDLEY

A correspondent writes to inquire about this bit of ceremony. "Should we open our meeting with a prayer before we eat? Does one say grace, or ask a blessing, or pronounce an invocation? How can timid fellows find how to go about it, and what to say?"

The custom of giving thanks for the food before we eat it is a formality commonly practiced by civilized folks in a Christian community. There is nothing compulsory about it. Indeed, it seems to me that giving thanks without feeling thankful is quite an empty gesture. Each club must decide for itself whether this is a proper opening procedure for its meetings or not.

As to terminology, "saying grace" or "giving thanks" would seem to be better suited to our rather informal meetings than the more impressive "pronouncing an invocation," but that again is a matter of choice. Personally, I would much rather be asked to "say grace" than to "invoke the Divine Blessing."

What it all amounts to is that common courtesy leads us to speak our thanks for favors received,

from whatever source. "Asking a blessing," or "returning thanks" is simply the expression of gratitude to the Source of all life and the Giver of all gifts. A few generations ago, the custom of "grace after meat" was as common as that of thanks in advance, and it seems to me just as appropriate. But it should always be spontaneous, willing. If we don't recognize the Giver, or do not feel any gratitude for gifts received, then we certainly would be hypocritical in going through the motions.

But it seems to me that any man of intelligence who does not reject all thought of God as creator and sustainer of the world should be able, willing, and even glad to give expression to some sense of gratitude when called upon. Whether he is a church member or a follower of any formal religion, he can still be polite to the Supreme Power.

There are many forms of preprandial prayer which one can memorize, or carry on a convenient card, just in case. Naturally, a chairman never calls on anyone at random to say grace. If he is wise and tactful, he consults the person to be called, before the time comes, and avoids embarrassment. The one designated, if he is wise, gives thought to the form in which he will speak the thanks for the group. He will plan two or three sentences, short and direct, and will stop with an "amen" when he is through. It is good speech practice, in addition to being good manners.

Here are a few samples of forms which can be used.

1. O Lord, be known to us in breaking bread,
But do not then depart.
Saviour, abide with us, and spread Thy table in our heart. Amen.
2. God of free men, Giver of life and light, help us to remember our dependence on Thee. As we hope to be leaders of men, so wilt Thou lead us, that we may be and do our best for our fellow men, and for Thee. Amen.
3. Give us grace, O Lord, to render thanks to Thee for all Thy good gifts to us. Help us to use these gifts in the service of men, and for the extension of Thy rule of love and goodness throughout the world. Amen.
4. We thank Thee, Lord, for the gift of speech. Help us to use it worthily. May the words of our mouths and the meditations of our hearts be always acceptable in Thy sight, Thou who art our Strength and our Redeemer. Amen.

Book News

Public Speaking for Everyone, by James W. Armstrong, former Professor of Public Speaking, Northwestern University. (Harper & Brothers, \$3.00). This is another "practical handbook," in which the author undertakes to simplify the problem of speech making and put it within the grasp of every reader. The plan of the book is best suggested by the arrangement of the contents. It is in seven parts, with the following list of subjects: (1) Find Your Audience. (2) Find Your Message. (3) Organize Your Speech. (4) Develop Your Points. (5) Make a Good Beginning. (6) Close Your Speech Effectively. (7) Handle Yourself Well on the Platform.

This book is well written, sufficiently entertaining to be easy reading. While its chief claim to novelty is in the arrangement of material rather than in the material itself, it is a worthy addition to the library of any student of speech. You can order through your local bookstore.

CORRECTIONS

Certain errors were noted in the September issue of *The Toastmaster*.

On page 5, reporting changes in District procedure, "The heads of the Areas will be known as Area Lieutenants" should have read "Area Governors."

On page 14, the name of the winner of the Speech Contest should have read, "Douglas Sherwin, of Clear Lake, Iowa, a member of Mason City Toastmasters Club."

On page 15, "Huntington Beach" should have read "Huntington Park, California" as winner of the Club of the Year contest.

Our apologies to all concerned in these misprints.

Stories You Can Use

The Editors invite your participation. If you have a good story which you have used effectively, send it in for this page. Make it brief. Tell the connection in which it can be used. Send your story to help others.

THE LONG-WINDED SPEAKER

A prosy, verbose talker was addressing an audience when suddenly the lights went out. The room remained dark for five minutes, but the speaker carried on. When the lights came on again, the entire audience was gone, except for one man seated in the front row. The speaker looked gratefully at this lone auditor and said, "Evidently you enjoyed my speech, didn't you?"

The lone gentleman replied: "Heck no! I'm the next speaker!"
Contributed by Harry R. Nightingale, Topeka, Kansas.

DISTINCTION IN WORDS

A college professor and one of his students were discussing word meanings. They argued about "vision" and "sight", the professor contending that there was no difference, whereas the student insisted there was a distinct difference.

"Give me an example," said the professor.

"That's easy," said the student. "Last Saturday we were at a picnic together. My young lady was a vision, but yours, sir, was a sight."

Contributed by E. S. Jensen, Hollywood, California.

"IT DOESN'T HURT TO TRY"

One summer evening as a friend and I were out for a walk, we passed the orphanage. A little, red-headed boy, perhaps four years old, called out to us, "Hello, Daddy!" Dumfounded, we looked at each other, then at the child, who added in a tone of resignation, "Well, it doesn't hurt to try, does it?"

We laughed and walked on, but somehow I just couldn't forget that little red-headed boy. Visiting my friend at home a few weeks later, I found that I was not the only one affected by the youngster's diplomacy. Playing out in the yard was a new member of the family—the small boy who had found out that "it doesn't hurt to try." Now he was able to say "Hello, Daddy," without apology.

—Jack F. Nygaard, in "The Broadcaster," bulletin of Minneapolis Toastmasters Club (No. 459) of Minneapolis.

THE TESTS OF A SPEECH

"A good discourse is that from which nothing can be retrenched without cutting into the quick." (Quoted from a letter upon "Eloquence" by Fenelon, a French prelate and author, who died in 1715.)

St. Francis de Sales (1567-1622) gave forth three maxims on the same subject. Here they are:

"The test of the worth of a preacher is when his congregation go away saying not 'What a beautiful sermon!' but 'I will do something about it!'"

"The more you say, the less people remember. The fewer the words, the greater the profit."

"When a sermon is too long, the end makes one forget the middle, and the middle the beginning."

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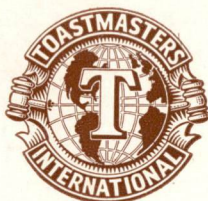
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District 19, Gale B. Braithwaite, 202 First Nat'l Bank Bldg., Sioux Falls, South Dakota.
District 20, E. J. Coyle, 309 Bank of Nova Scotia Bldg., Winnipeg, Manitoba.
District 21, E. M. Whyte, 345 Vancouver St., Victoria, British Columbia.

Dr. James F. Bean
1013 Milan Ave.
So. Pasadena, Calif.

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The Toastmaster

- is never caught unprepared*
- is never too frightened*
- never makes a bad impression*

If He

- attends his Club regularly**
- takes the work seriously**
- completes his Basic Training**
- attends a Speechcraft Course**
- prepares his talks with care**
- accepts outside speech engagements**

Toastmasters Training Gives

- CONFIDENCE*
- POWER*
- POISE*