

THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

OCTOBER 1951

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- **The record demonstrates that**
when God goes out
of the
people's government
a great vacuum is created
which immediately
sucks in a tyrant •
to take God's place. •

—William Penn •

TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 995 active clubs, located in the United States, Canada, England, Scotland, South Africa, and the Hawaiian Islands, devoted to the work of helping men to become better speakers.

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William Penn, Founder of Pennsylvania, was born October 14, 1644. In 1681, his agents organized a settlement on the site of Philadelphia, thus making it possible for Toastmasters International to hold an educational conference in the City of Brotherly Love in the year 1951. The words from Penn, quoted on the front cover, could very well be a text for patriotic citizens of all free nations in the present days of crisis.

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HOW YOU WIN SUCCESS

By Ralph C. Smedley

There is one fact about the struggle for success which must never be forgotten. It takes work — hard work — plenty of it, and it takes determination.

"People do not lack strength," said Victor Hugo. "They lack will."

Many whose names live in history today owe the greatness of their lives to the fact that they had to meet and overcome great difficulties. It is heartening to remember that the greater the obstacle, the greater glory we have in overcoming it.

In the words of Henry Ward Beecher, "Difficulties are God's errands. When we are sent upon them, we should esteem it a proof of God's confidence in us — a compliment from Him."

Perhaps it is true that worry kills more people than work does; because so many more people worry than work, and so many of them are more skilled at worrying. But work is what wins, in spite of worry.

Oliver Wendell Holmes put the idea of stubborn persistence into rhyme in these lines, which are much more true than they are poetical:

Stick to your aim; the mongrel's hold will slip,

But only crowbars loose the bulldog's grip;

Small as he looks, the jaw that never yields

Drags down the bellowing monarch of the fields.

Of course there is a great distinction between perseverance and obstinacy. No rational man wants to be called a stubborn mule, but he does not mind being told that he has the tenacity of a bulldog. It has been said that the difference is that perseverance comes from a strong will, and obstinacy from a strong won't.

There must always be some degree of intelligence mixed with the perseverance. Otherwise one may find himself in the predicament of a grim little Irishman who got a job loading a ship's cargo.

At first they thought he was too

small for the work, but he hung on until they gave him a trial. He made good, and they gradually increased the size of his load until on the last trip aboard he was carrying a 300-pound anvil under each arm. When he was halfway across, the gangplank broke, and he fell in. With a great splashing he came to the surface.

"T'row me a rope!" he yelled, and then he sank. Once more he

came up and called for help, and once more he went under.

The third time he struggled to the surface and spluttered angrily, "If one of you shpalpeens don't hurry up and t'row me a rope, I'm goin' to drop one of these dommed t'ings!"

The successful man knows how to hang on — and also how to let go.

ONE MORE CLUB

Congressman George B. Schwabe, of Oklahoma, recently introduced into the Congressional Record an editorial from the *Joplin Globe* which seems to present a good idea. There are many clubs and societies at present. Some of us think there are more than enough of them. But almost any of us would welcome a chance to become a member of this one, the "Let Us Alone Club."

The *Globe's* editorial reads:

Down in Mississippi they have recently announced the organization of a new club. Membership, it is stated, is small, exclusive, and anonymous. There are no dues and no officers. At the first meeting a statement of principles was drawn up as follows:

We don't want no pensions.

We don't want no minimum wages.

We don't want no government houses to live in.

We don't want no government loans.

We don't want no subsidies.

We don't want no bureaucrats telling us how to make a living.

We don't want no socialized medicine or no socialized nothing.

We don't want to have to pay poll tax, but as long as we do have to, we don't want nobody paying it for us.

We just want to be left alone to make our own way as best we can and as long as we can.

"At last accounts," said Mr. Schwabe, "the membership was undecided as to a name for their organization. Some stood out for 'Let Us Alone' while others thought 'We Don't Want Nothin'' would be better. Anyway, the name is not important with an organization which has such refreshing objectives."

IT PAYS TO KNOW

Something More

Technical knowledge is important to the man who would get ahead, but it is not the only essential. He must know his work— and something more.

People who claim to be expert in matters of personnel say that technical knowledge is about 15 per cent of the necessary equipment. The rest is the ability to adapt oneself, and get along with other folks. Whether these figures are scientifically accurate or not, we know that it is true that many a man has muffed his big chance because he did not know how to adjust himself to his surroundings.

Not long ago, there was an important position to be filled in a great industrial concern. One man appeared to be definitely in the favored spot. He was an able worker, with a good record, and he was right in line for the appointment. It would mean a generous increase in salary, and a rare chance to get into the top flight of executives.

The head man was much impressed with this candidate. One evening he took the man home to dinner with him. All the others concerned thought that this clinched the deal, but a few days later another man was announced to fill the position.

"How come?" an associate asked Mr. Big when they met at the club a few days later. "I

thought that Jim Goodman was slated for the promotion. What happened to put him out of the running?"

"He doesn't know how to eat," was the startling reply.

"The man who fills that position," Mr. Big continued, "not only has to know the technical end of the business, but he has to meet people — important people — on their own level. He represents our business, and our clients and customers judge the firm by his conduct. I took him to my home for dinner, so as to have him meet some important men in a social way, and see how he handled himself. He was a total loss.

"His table manners were atrocious. He ate as though he were at a hot dog stand, and the way he drank would have been all right in a cheap barroom. I don't mind a few social errors, but he was all error when he got to the table. We simply couldn't use him, no matter how well he understands the business. That is why I say he didn't know how to eat. We can't use him."

That makes it pretty tough, doesn't it? But that is the way it goes these days, when even a technical man has to know how to mix with people, and be socially acceptable. A slight acquaintance with *Emily Post* does not hurt anyone.

THE Toastmaster

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Convention Echoes

Most encouraging are the reports of concrete results from those who were present at San Diego for the convention. From club bulletins, from letters, and from copies of reports and comments carried home, we get the impression of an unusual response to the convention appeal for better communication as a means to better understanding.

Some delegates tell of taking home whole volumes of notes, from which they entertained and informed their fellow members. Others send us their ideas and impressions, together with suggestions for next year. Such definite results as new interest in plan-

ning of programs and in improved evaluation methods give evidence of benefits received.

All this is good. It indicates that the purpose of the convention was achieved. That purpose was to promote better methods in the clubs, so that better results will be gained by the members.

Conference and convention procedures have been under study throughout the past year, with the conferences at Tulsa, Des Moines, and Columbus leading up to the grand climax at San Diego.

And now comes the time for the real test, which is applied in the fall reports, now coming in. Have the clubs grown in membership? Have they worked well in extending the movement, and in giving improved service in their communities because of greater ability gained in Toastmasters training? Is definite growth observed, both in clubs and in their members? If so, then the conferences and conventions have been worth all they cost.

One interesting reaction is the feeling of the clubs which had a large part in the programs. Those which presented special performances report that their own work has shown improvement as the result of their efforts. The more they gave, the more they got.

The beneficial results of the convention will be seen in the next several months. Only in so far as the clubs and their members show gains can we rate the gathering as a successful enterprise.

TRIM



"Ah-h-h-it is a great uh-pleasure to uh-appear before you on-uh this ah-occasion, and-uh discuss with-er-r-r you the-ah problems which confront us."

This is not a verbatim report of the speaker's opening remark, but it is close enough.

The speaker was a noted man, an authority in his field, and he was addressing an audience of businessmen who were vitally interested in hearing what he had to say. He knew his stuff — this speaker — there was no doubt about that. He talked for nearly an hour, giving information of great importance; but he uttered hardly one sentence that did not include from one to five grunts.

His "ah-h-h-s" and "er-r-s" reduced his effectiveness by at least fifty per cent. He gave the impression of uncertainty which neutralized his command of both subject and audience. And the whole cause of his disappointing speech was merely a matter of habit, — a bad habit. He forgot to trim the whiskers from his talk.

This speaker was not a Toastmaster. If he had spoken in such a manner before a Toastmasters Club, he would have been forced

to use the Gillette and remove the fuzz from his sentences. Unfortunately, he was unpracticed in speaking and was afflicted with one of the worst habits a speaker can have. His speech was definitely painful to his audience.

The "grunt" habit is the result of certain weaknesses and misunderstandings. It develops insidiously, so that the speaker does not realize the harm it is doing to him. It is as persistent and tenacious as "five o'clock shadow," but it can be conquered.

Frequently, the habit originates in the speaker's uncertainty. He is not sure of himself, and he stalls and stumbles. In other cases it is consciously assumed in order to create a supposed impression of profound thought.

Teachers, especially in the college grades, are often addicted to this variation of the habit. They have in some manner gained the idea that an appearance of hesitation leads people to infer deep and careful thought. They will rub the chin when asked a question, and will begin the reply with, "Well-ah," or "Ah-h, that is an interesting point you-ah-h have uh-h brought up."

Occasionally we meet one who has developed other variations, as in the case where throat-clearing has been added. Professor Longbeard starts his remarks with a loud "Harrumph" before proceeding with his "ah-h-s" and "uh-h-s" and then often interrupts his discourse with more of the guttural sounds.

Let us get this point clearly: Hesitation and grunting habits are hard on the ears of the listeners, and such tactics immediately arouse a suspicion of uncertainty and nervousness. These habits are

easy to acquire and hard to discard, but if the speaker will only permit himself to realize how offensive they are, he will take the time and the means to correct them.

Toastmasters can do a great service for suffering humanity by setting themselves inflexibly against this execrable habit. First trim the whiskers from your own speech, and then help your fellow members clip the shaggy appendages from their talks by applying the razor of evaluation.

Get To Meetings Early . . .

FELLOWSHIP

Is Most Important

By Bert Horn, President of Club No. 468,
San Bernardino, California.

Have you ever been the first one to arrive at a meeting of your Toastmasters Club? You should be — just once. This experience will help you to realize the important ingredients that go into such a gathering.

As you open the door, there is no one to greet you, no one to put out his hand and give you a friendly recognition. The walls of the room stare at you dumbly.

Your footsteps echo back as the only sound intruding upon the silence. The tables, set with service for thirty, are the only hint of promise of more pleasant things to come. But now you are there, and you will be the one to greet the second arrival.

Soon the bunch congregates and the threads of conversation are picked up. The walls no longer stare back at you in silence. The

room has become one of heartwarming, friendly cordiality as the president raps for order and the program gets under way. But what happened to that empty room? Nothing more than that the ingredients of a Toastmasters Club were put together.

The Human Factor

No room, no fine meal, no high-sounding name makes a Toastmasters meeting, although these may contribute to its success. The one essential element for success is furnished by the human factor. It is the warm fellowship which comes from a group of alert and ambitious men, drawn from many occupational groups because of their common interest in the goals of Toastmasters, that brings a meeting to life — supplies the laboratory equipment with which the members work.

These men have been self-selected because of an interest in learning how to communicate ideas better. The attorney mixes his legal background with the experiences of the welfare administrator; the accountant swaps opinions with the super-market operator; and the insurance broker converses with the weather-strip salesman. Here is the essence of democracy.

Table Topics come. Ideas are crystallized on a moment's notice

into two-minute speeches. Maybe the topic is controversial and somebody picks up the opposition when he gets his chance for two minutes of the club's attention. After the formal talks and the criticisms, the meeting is officially over — but little groups gather to thresh out the issues previously raised. Sometime later, the dining-room manager comes around and turns out the lights. We take the hint and move out to the dimness of the parking lot, still talking, until finally the night breeze or somebody's consciousness of home responsibilities breaks into the straggling end of the conversation.

Extra Dividends

If two men meet and swap horses, each goes away with a horse. If two men meet and swap ideas, each goes away with two ideas. Add to this the fact that these ideas come from varied walks of life, and you have a Toastmasters meeting. Occupational and economic group prejudices just can't survive in this kind of atmosphere. Ability to express your own thoughts more clearly, as well as tolerance for any other man's conflicting ideas are your benefits from the Toastmasters Club. You are a better member of our democratic order as a result. This is part of the "extra dividends" on your investment in Toastmasters.

It is not so important to be serious as it is to be serious about some important things. The monkey has a look of seriousness which would do credit to a college student, but the monkey is serious because he itches.

—Robert H. Hutchins

The First Reader

Reading aloud is helpful in good speaking. This and succeeding articles will point the way to develop this neglected art.

Reading is one of the most important skills of the speaker. It is also one of the most neglected ones.

While most of our speaking is done without manuscript or even notes, there are speeches which must be read because of factual content and the necessity for exact statement. There are announcements, quotations and other matters of communication which require close adherence to text. There are scripts, as on the radio, which must be read. Much of the reading we hear is very badly done.

The effective speaker is able to read well from a prepared script. Reading aloud is not easy for most of us. Practice it regularly.

The seventh project in *Basic Training* deals with this subject. Some men work at it until they acquire the desired skill, for it takes repeated effort to accomplish this. Others finding it difficult, make one attempt and then put it aside as being too much trouble.

Every member of every Toastmasters Club ought to make an earnest effort to become a fluent, convincing reader. Here is a plan to help bring that about.

On the opposite page are four selected paragraphs. Any one of them can be read aloud, and read well, in less than one minute. Each gives opportunity for practice in enunciation, in emphasis, in pauses, and in interpretation of thought.

For the Table Topic in your club, use these paragraphs one evening. Let each member bring his copy of the magazine to meeting with him. Then let the Topicmaster assign to each man one paragraph to be read aloud (or let each man select the one he prefers to read). Choose some experienced member to evaluate the readings. See how improvement is possible with practice. Keep these principles in mind:

The reader must understand the thought.

He must interpret it to his hearers.

He must maintain eye contact.

He must avoid the appearance of reading. That is, he must read as though he were speaking without the script.

Enunciation, pronunciation, emphasis and pause—all are important. Practice in reading aloud, followed by competent evaluation, will bring skill.

Make a club project of better reading once or twice a month in the Table Topic time. It will pay off.

Try Your Voice on These

Sweet are the uses of adversity,
Which, like the toad, ugly and venomous,
Wears yet a precious jewel in his head;
And this our life, exempt from public haunt,
Finds tongues in trees, books in the running brooks,
Sermons in stones, and good in everything.

—Shakespeare: *As You Like It*

The things that the flag stands for were created by the experiences of a great people. Everything that it stands for was written by their lives. The flag is the embodiment, not of sentiment, but of history. It represents the experiences made by men and women, the experiences of those who work and live under that flag.

—Woodrow Wilson

Scholars have found arguments for the common origin of mankind in the similarity of certain words which describe family relationships. The three words, *father, mother, brother*, can be traced back to the remotest antiquity. They persist with slight changes through many languages, both ancient and modern, in forms such that there is reason to believe that they have been derived from common roots. Thus it may be said that the brotherhood of man, at least in origin, is demonstrated in the language that we speak.

—Ralph C. Smedley

The very cheapness of literature is making even wise people forget that if a book is worth reading, it is worth buying. No book is worth anything which is not worth much; nor is it serviceable, until it has been read, and re-read, and loved, and loved again; and marked, so that you can refer to the passages you want in it.

—John Ruskin: *Sesame and Lilies*

Education is the liberation of intelligence for the improvement of human life. It is a lifelong conquest. Every man must learn to live by *living now*. The educated man must learn to read, to study, and to think. All true education implies growth — growth in the various dimensions of life, on the physical and material plane, in intellectual breadth, and in spiritual depth. True education must finally furnish man not merely with tools, but with a sense of values and a store of ideals.

—G. Sherwood Eddy: *God in History*

The Club Bulletin

What Should It Accomplish?

What Are the Characteristics of a Good Club Bulletin?

Many Toastmasters Clubs publish weekly or monthly bulletins. Every club should do so if possible. A good bulletin not only serves for announcements, but it promotes acquaintance and understanding among the members. The following recommendations are offered for the guidance of club editors.

Every club publishing a bulletin is requested to send a copy of each issue to the Home Office at Santa Ana.

A GOOD CLUB BULLETIN - -

- - Identifies itself.
Carries the name, number, and location of the club.
Is dated.
- - Announces coming programs.
Posts the speakers and other participants.
Indicates speech subjects and the type of program.
- - Shows names of club officers and time and place of meeting.
- - Gives a running history of the club, which should be preserved as a permanent record.
- - Carries news and announcements about club affairs.
- - Carries brief paragraphs on speech education.
- - Furnishes announcements and information on affairs of the District, the Area, and Toastmasters International.
- - May occasionally quote from *The Toastmaster* magazine, or other magazines or books on subjects related to speech.
- - Is attractive in form and easy to read — whether printed, mimeographed or otherwise duplicated.
- - Is correct in spelling and grammar.
- - Bears a name, which while informal, is dignified and properly descriptive of the purposes of the organization. A facetious name may be temporarily pleasing, but loses its force with repetition. Favored names for club bulletins include *The Toastmaster*, *The Toaster*, *The Gavel*, *The Light and Gavel*, *The Tattler*.
- - Represents the club, so that any member may exhibit it to any person with some degree of pride.

"In Conclusion"



How to
Keep Your
Talk on
Schedule

The speaker fumbles his notes and says, "In conclusion, I wish to remark . . ." and the audience straightens up with pleased anticipation. But the speaker drones on for another 15 minutes, occasionally reminding his hearers that he is taking more time than he should, but assuring them that the end will come eventually. His "In conclusion" hasn't meant a thing.

It is poor practice for the speaker to remind his audience of the passage of time. If he is holding their interest, they are not concerned about the time, and if he is boring them, they are sufficiently conscious of it without being reminded.

A well-planned speech does not even require to have its separate parts mentioned individually, as "firstly," "secondly," and so on through the several points.

If the speaker says, "There are

three points which I must call to your attention," it is all right for him to specify these parts as he comes to them, but that is not really necessary. The one who starts out with, "In the very first place," or, "First of all," is almost bound to make mention of the points as he takes them up, but he is under no obligation to signal that he is nearing the end of his dissertation.

Neither is it good practice for him to keep reminding the audience of the shortness of time or of the vast amount of material which he is prepared to present.

"I must hasten on . . ."

"I note that my time is almost expired . . ."

"If we had time, I would like to discuss this point further . . ."

"I assure you that I shall not exceed the time limit . . ."

"In conclusion . . ."

All these are poor things for a speaker to say. In each case he implies that his hearers grudge him the time he uses. He infers that what he says is not of interest to them. He weakens his own position by appearing to be a slave of the clock.

A really good speaker does not signal his finish. He does not concern himself about the time further than to be careful that he holds to the limits. He presents interesting material in such an interesting way that those who listen are amazed to find how quickly the time has gone. He brings them to a surprise conclusion while they are still eager to listen further.

The able speaker knows his time allotment and keeps within it, but he does not remind his audience of it. Be on your guard against such disturbing phrases. Organize your speech on a definite plan, but let your audience see the finished work, without exposing to them the skeleton or framework. Don't weaken your position by apologetically piping, "In conclusion . . ."

To do that is to run the risk of stirring up the baser instincts of your audience to the extent that some disgruntled, despairing listener may yield to the temptation to smack you right in the mouth with a hard roll.



WHAT DOES THE MEMBER GAIN?

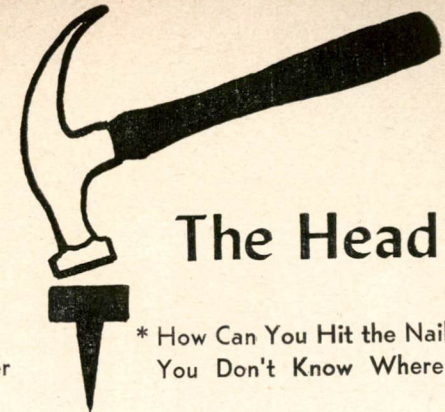
A man who attends his Toastmasters Club regularly for one year will have heard in the neighborhood of three hundred prepared talks on many themes, — not a small item from the standpoint of education and information.

Personal growth is another reward of the faithful Toastmaster. The growth and development of personality, the acquisition of poise, the broadening of the horizon of one's life through directed study and reading, the gaining of habits of systematic study in speech preparation, — all these and many more benefits to the individual result from his work in the club.

Advancement is still another reward of work in the club. A man will find himself stepping ahead both in his business and in his social and community relations as he learns how to use his abilities and translate them into speech.

—From the bulletin of Van-Can Toastmasters Club No. 399, Vancouver, B. C.

Where Is



The Head ?

By Ernest S. Wooster

* How Can You Hit the Nail When You Don't Know Where It Is?

"Gosh, I just remembered that I'm on the program for tonight, and I haven't got no subject — I mean I haven't selected a subject to talk about! What'll I talk about?"

You have heard something like this, perhaps better stated, but meaning the same. Perhaps you have said it yourself, but let's not go into that.

This particular Toastmaster had a month's notice, if he read the club's program bulletin. Even without notice, he knew that he would come up for a speech in the regular course of events, and he ought to have been thinking about the stirring message he would deliver.

"Hitting the nail on the head" when you don't even have a nail, and have to borrow a hammer, is a pretty doubtful enterprise.

This unprepared Toastmaster apparently regarded his assignment much as the enlisted man does his when he is called upon to peel potatoes or wash dishes.

It is a chore, not a pleasure; an irksome task, not a challenging opportunity.

The Toastmasters Club is a sort of perpetual contest. Each member is in competition with himself to get back some value for the money he spends for dues and dinners. If his speech assignment is merely a task, he might as well stick to his daily job and let it go at that.

The Toastmaster who looks ahead and plans and prepares has, at least, the nail and the hammer. He knows where to hit, and in what direction to pound, even if he does mangle the timbers with poorly aimed blows.

But if he mutilates his fingers or the finish of the wood, that is his warning to take better aim, get a better idea of where the nail is, and hit so that the spike doesn't bend over instead of going straight down.

This is mostly a matter of pursuing the subject and keeping the objective in sight instead of per-

mitting unimportant, if less interesting matters to take up the time.

Many a person starts out to tell a simple anecdote or relate an incident, but it is so embellished with nonessential time and place details that the direction is lost, and the hearers, if any, are left wondering what he really meant.

A speaker sets out to take his hearers on a personally guided tour of an idea. A good guide does not bore his party by pointing out commonplace objects along the way. They can read the sign which says "South Main Street" or "Speed Limit 35 MPH" without any help from him. Calling attention to inconsequential details distracts the members who want to view the majestic mountains or the historic monuments or the palatial palaces of the movie stars.

Suppose the point of interest is an ancient castle. Who wants to have half a dozen modern bungalows, pointed out as a counter-attraction, when they have nothing whatever to do with the castle he is eager to see?

Perhaps that is a mixed metaphor — hitting the nail on the head when viewing an ancient castle, but you may note that the speaker who aims at the nail and

then lets his gaze wander to something else is very likely to put a fresh dent in the woodwork.

To return to the speaker's "guided tour," — his talk must be organized around the point of interest. If he knows where he is going, he should take the most direct path to the points to be noted. He makes as few as possible stops and detours between points. He goes right ahead, pounding along, because he knows where the nail — his objective — is located.

When he finishes, he makes it known by clinching the nail, perhaps by general remarks summarizing his observations, or by an appeal for action, or by withholding to the end the final object: the climax, the point of greatest interest.

Where is the head of the nail?

Where is the point of it?

Where is that hammer?

Bang! Bang! goes the speaker, making every blow, every point of his speech, do its full duty. And so he comes to the end, with the nail firmly placed where it should be, all because he has hit the nail on the head.

"The Man With the Hoe" becomes

"MAN WITH DOUGH"

By Harry E. Sever, sergeant-at-arms
of Club No. 95, Pullman, Washington.

At a district meeting I was reminded that many successful businessmen owe much of their success to Toastmasters training, and that testimonials to the magazine are welcomed. With that thought in mind, I have written the following True Story.

Once I knew a sluggish fellow who had fallen into a rut early in life and had worn it deeper and deeper. He had a tragic flair for failure. He could not be content with his menial tasks, but he could not rise above them. He suffered from negative thinking and an inferiority complex. He was misunderstood because he could not talk intelligently. He talked failure, he thought failure, he was a failure.

Then in the local newspaper he saw an article about *Speechcraft* and the Toastmasters Club. He enrolled in *Speechcraft* and met a wonderful group of friendly, helpful men — Toastmasters all. For the first time in his cantankerous life, he was among friends who wanted to help him out of the rut.

After much friendly prodding and a little "rigged" baiting, they



Harry Sever, "The Man with the Dough" holding a picture of Harry Sever, "The Man with the Hoe."

got him on his feet. His first speeches were pitiful; but he was praised, and the adverse criticism was friendly and painless. Eventually, he became inspired to write out a speech about his new hobby of speaking. The secretary of his club sent the item to the Editor of *The Toastmaster* magazine, where it was published. He has fan mail to prove it.

Today he is out of the rut. He talks success, he thinks success, and he is a success. Only a few short months ago, he was a poor disgruntled underdog, driving a little old beat-up car to work. Today he leans back in a gorgeous Packard. He is a real estate broker, owns his own home, a trailer court, and apartments.

He gives full credit to Toastmasters and *Speechcraft*, which guided his thinking, speaking, and living into productive channels.

A Test of Intelligence

"Why do they always say 'as smart as a steel trap'?" the talkative man wanted to know. "I never could see anything intellectual about a steel trap."

"A steel trap is smart," explained a gentle voice, "because it knows exactly the right time to shut up." And then silence reigned.

SUMMER

FALL

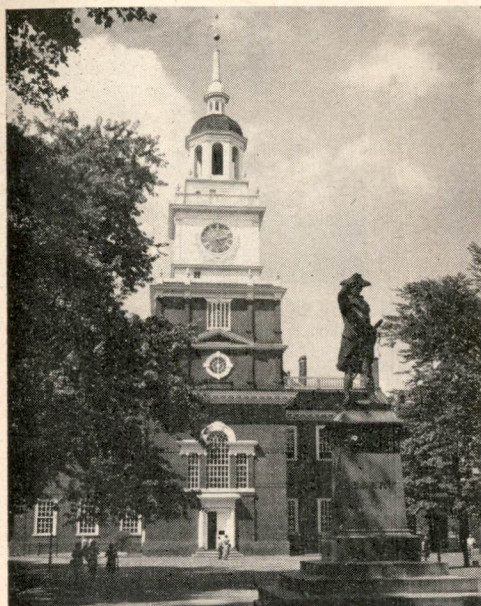


Photo by Philadelphia Convention and Visitors Bureau

PHILADELPHIA

TOASTMASTERS MOVE EAST
to the "City of Brotherly Love"
for the great Philadelphia Con-
ference (October 26-27, 1951)
Bellevue-Stratford



Photo by Kaufmann & Fabry Co.

CHICAGO

SUMMER CENTER for ALL TOASTMASTERS IS
the famous "Windy City" of Chicago, scene of
the 21st Annual Convention!
(August 14, 15, 16, 1952)
Palmer House

WINTER

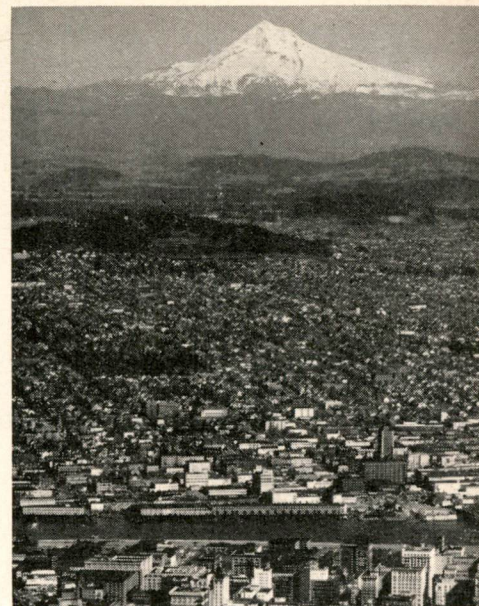


Photo by Ackroyd Photography, Inc.

PORTLAND

WESTERN HOSPITALITY
brings Toastmasters to the
"City of Roses" for the Big
Portland Conference.
(January 18-19, 1952)
Multnomah Hotel

*Toastmasters
is always in
Season!*

What's Going On

They Were Televised



Toastmasters of Bloomington, Indiana, recently had the privilege of presenting a regular meeting on the local station, WTTV. It was an unusual experience and, according to President Ray Blakely, it was well done and well received. The various program features were abbreviated for the sake of close timing; but everything, from Topic-master to Evaluators, was presented, — including speeches on the purchase of Defense Bonds, a community project.

In addition to the club members (some are shown in the picture), the occasion was honored by the presence of District Governor John Lamparter and International Director H. O. Johnson, who are seen in the left foreground.

In another appearance it is planned to set up a table with complete service to lend proper atmosphere.

CONVENTION RECORDINGS

"Recorder" Joe Dalton reports that he has completed the recordings of various convention speeches and features, and that he is now able to fill orders for the whole affair, or selected parts. Since there are so many separate recordings, those who wish to secure any of them are advised to write directly to Joe E. Dalton, 1049 Island Avenue, Wilmington, California, for the full list, with prices.

At Fall River



Governor Richard O'Brien, of District 31, officiated when Fall River Toastmasters Club received Charter No. 968. In the picture are seen Area Governor Harry Perlmutter; O'Brien; Deputy Governor Chester A. Stoeckel; and President George A. Rawcliffe. The club developed in the usual Toastmasters style, when Stoeckel transferred from Akron, Ohio, bringing the idea with him.

This group fosters progress in business leadership, and the ability to more than drool when called on for a few words. "Dedicated to better, but not necessarily longer, public speaking" sounds like a worthy basis.

Summer Outings

Picnics and other outdoor meetings have been held in the past few months by hundreds of Toastmasters Clubs — more, probably, than in any previous year. Reports of these meetings give a fair list

of local parks: Chapman, Fairmont, Sherman, MacArthur, Riverside, Greenwood, and Manning Parks, and dozens of others have been mentioned. The change of scene has been good for the performers. Outdoor meetings are a recognized feature of the training for Toastmasters.

Because of the vast number of such special events, it is impossible for any individual mention of them to be given in this magazine, except in a few cases where unusual circumstances made them conspicuously newsworthy.

In Minneapolis

Presentation of Charter No. 958 to the Christopher Toastmasters Club, of Minneapolis, was a highly successful event. In the picture, District Governor A. R. Smith is seen handing the charter to Vice-President Joe R. Walker. Seated is Russell W. Hanson, president of North Star Toastmasters Club, who made the gavel presentation.



Basic Trainees



High Dawn Toastmasters Club No. 730, of Portland, Ore., gets an early morning start, and its members work hard. Ten members received Basic Training Certificates of Merit at a summer morning meeting.

These men, shown in academic costume, helped the club to receive second place honors in the Club-of-the-Year Contest: Stan Webb, Claire Perkins, Ben Silkmitter, Harvey Barragar, W. W. Coffey, Jack Ahrens, Henry Schlink, George Loney, Graham Austin, and Walter Miesen. This lively club has been presenting Speechcraft during the summer months, with good results.

In Appreciation



The Washington, D. C., Toastmasters Club, No. 848, has adopted a pleasant custom of presenting a plaque to each past president. In the picture, Pres. M. W. Leaphart (third from right) is seen presenting plaques to the club's first two presidents, Carroll Heath and Bill Barnes (second and third from left). Others in the line are Dep. Gov. Charles Pentz, Treas. Lloyd Wolfe, Sec. Jack Teunison, and Sgt.-at-Arms Ken Mackenzie.

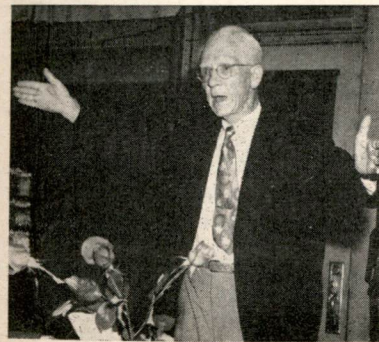
Grandfather Expatiates

Toastmasters Club No. 470, of Waukon, Iowa, claims a wide range of ages in its membership. It runs from Great-Grandfather Will Hegeman, who last year won club honors as best speaker, and competed in the area speech contest, down to Henry Montgomery, just out of Tulane University.

In the picture, Toastmaster Hegeman is seen making a "wide point" in a speech delivered at a Ladies' Night meeting. We are assured that he is not telling a fish story.

The Waukon club has other points of distinction. Its members come from as far as 20 miles away; and one man, from the neighboring town of Decorah, has missed only one meeting in two years, — a real record when you consider the winter weather in northeast Iowa, where 47 below zero was last winter's lowest.

The club was organized in February, 1947, and owes a great measure of its success to its sister club, No. 101 of Waterloo, Iowa.



Grandfather Will Hegeman

To Encourage Students



As a project for community betterment, New Mexico District 23 has provided a permanent trophy for the University of New Mexico to present to the outstanding speech student in the University each year. The winner's name is engraved on the trophy, which is kept on exhibition.

Here is shown the presentation by Past Governor George McKim (now International Director), who congratulates Ralph Brutsche, winner of this year's honors.

Worth the Money

At Algonquin Toastmasters Club of Webster Groves, Missouri, the evaluators were asked to assume that they had actually paid money to hear the speakers. They were to evaluate them on that basis. Did they get their money's worth? Should they demand the refund of the admission fee? It is worth trying in your club for a change.

Do you give your listeners their money's worth when you speak?

Speech Detection



Members of the club at China Lake, Calif., present the ultimate in scientific speech detection as handled by "experts" in scientific warfare. Speaker Olds (center) puts over a point about analog computers. Davidson (second from left), with "speech detector," records the electric charge created by the speech. Newkirk (third from right) analyzes the speech with a "speech-o-scope." Whitnack (second from right) records audience reaction with a "Ho-hum-o-meter." Bill Gey (extreme right) records the data. Past Pres. Jack Cover and Dep. Gov. Frank Baldwin (seated at left) register wonder.

Progress in Wisconsin



Governor Emil Nelson, of District 6 (Minnesota and Wisconsin), met with leaders of Wisconsin Toastmasters to study reorganization of areas and to plan for a new District of Wisconsin.

The men in the picture were present at a meeting in Milwaukee, where careful plans were made. Back row: Nelson; Lt. Gov. Lee Tallman; Frank Spangler, pres. of Milwaukee Club No. 466; and W. J. Rodenkisch, past area gov. Seated: Area Gov. Ralph Miller; Harold Seiler, assistant supervisor; Clifford Teuchert, supervisor; and Chester Hagan, assoc. area gov.

Not in the picture, but vitally interested, are Area Gov. Clarence Guthrie, Eau Claire; and Dr. Geo. R. Leach, assoc. area gov., Stevens Point.

The

FRIGHTENED

Speaker

Brother, when you stand up to speak,

Your will is strong — your knees are weak.

We want to help you conquer fear,

So you can speak in language clear,

And give a lot of information

Without one grunt or hesitation.

Don't be scared.

We have all had the same experience. We know just how you feel, for we have felt that way ourselves.

We know that stagefright is painful, but it is not fatal nor incurable. Either you must conquer it, or it will defeat you. It is a case of "lick or be licked." Don't take a beating.

Your fellow members who listen are your friends. They are standing by to help you get on your feet, and they are just as anxious as you are for you to win your little fight with fear. Not one of them looks down on you because you failed in your first speech. Too many of them started in the same way. They all know what it is to have shaky knees, dry throat, quivering voice, treacherous memory.

But they know what it is to overcome these handicaps and

stand out finally as the winner. That is what they see in prospect for you as they listen to your first faltering efforts.

Honestly now, what are you afraid of?

Surely you can't fear your audience, for they are all your friends, eager to help you.

Are you afraid that you don't know enough about the subject? Then take another, easier one, — something that you know all about. Don't try to make a formal speech. Just talk to the fellows in a familiar, friendly way. Relax and take it easy. Your whole future does not depend on this one speech.

But your future does depend, in some degree, on how you meet and conquer your fears. Prove to yourself that you are man enough to control yourself and your nerves. Tell yourself what to do, and then make yourself do it.

The man who lets his fears control him has lost a crucial battle, failed in a critical test.

The one who overcomes his fears and learns to control and direct them has learned one of the great lessons of life. He is on his way upward.



MUST YOU SPEAK



Unless there is some purpose back of it, why talk at all?

There are a great many reasons or purposes involved in talking, not only in formal speechmaking, but in informal discussion and even in casual conversation. Some of these reasons are better than others, but one must be extremely loose at the mouth who talks without any purpose.

The commonly recognized purposes for the speaker are: to inform, to inspire, to convince, to persuade, to entertain, to amuse, to stimulate to action.

Other purposes frequently used, but not so generally recognized or admitted, may be: to show off one's brilliance; to prevent awkward pauses in conversation; to relieve embarrassment; to prevent others from talking; to kill five minutes on the program at a Toastmasters Club meeting when one is assigned to speak and has failed to make any preparation; to hold an audience for a principal speaker who is late. The purpose may be to practice some speech technique, such as gestures, or organization of material, or any other of a dozen points in which skill is gained by practice.

In any case, even in conversation, there should be a purpose which is understood by the speaker, at least. Certainly the public speaker owes it to his audience to let them know what he is trying to accomplish, so that they may know how to listen.

You expect to receive helpful evaluation for your talk. To make this possible, hand your evaluator a written statement of the purpose, so that he will not mistake a humorous effort for a serious appeal, and so that he will understand why you are giving so much attention to your hands, in case you are trying to learn to use them in gestures. This kind of cooperation between speaker and critic will produce better results for both parties.

On all occasions, ask yourself the pointed question: Why am I talking? Often you may find that there is no reason at all. Then you will wisely refrain from speech.

What am I going to say?

Why am I going to say it?

What do I hope to accomplish?

Ask those three questions before you talk, and you will be a better talker.

It Couldn't Be Done, So

WE DID IT

By Lewis C. Turner, Past President of Toastmasters International

In recent months I have heard a number of people remark that while you can use conference techniques with a small group, it can't be done with large numbers.

Those critics should have been present at the luncheon meeting on the final day of our convention at San Diego. At that meeting, our Executive Secretary, Ted Blanding, demonstrated that it could be done regardless of the size of the group.

With a thousand people present, he asked them to divide themselves into groups of eight for discussion purposes. Each group was to choose its own leader and its secretary, or reporter. He then called attention to several problems listed on the blackboard, and asked each group to discuss one problem and solve it.

I was elected leader of our little group, and I suggested that we use the following outline:

What is the problem?

What causes the problem?

What are some best solutions?

What is the one best solution?

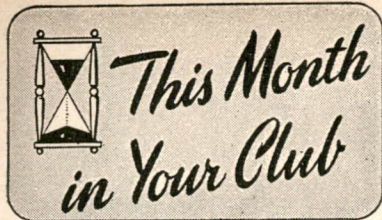
You get down to business at once by agreeing on the problem. Then you discuss causes of the problem, because it has been found that causes point the way to solutions. If you jump from prob-

lem to solution, you get solutions which are minor, and unrelated to the specific problem. But after considering a few causes, you are ready to get at the practical solutions. It then remains for the group to identify the one best solution.

When you divide a company of people into small groups and ask them to tackle a problem, you are very likely to find that three or four groups out of five come up with almost identical solutions. If you had carried on such a discussion with a group of thirty, and the vote had come out seventeen to thirteen, you would realize that there were a good many people who were not convinced, and who would not put their hearts into solving the problem.

However, when four out of five groups come up with the common solution, the others are usually convinced that the proposed solution is the best one, so that all will work for it.

I recommend that you try this method in your work in committees and organizations as a means for promoting careful thought and producing harmonious action. It works in any assembly, of whatever size, and it does produce results.



Plan with a Purpose

"A careful analysis of more than ten thousand people disclosed a singular weakness which 95 per cent of them had in common — they had no definite aim in life. Another striking fact disclosed by these ten thousand analyses was that nearly all of those who were financially successful, or had made any other conspicuous achievement in life, had a definite aim and a well-formulated plan for achieving it."

—Dick Carlson

Your life should be planned.

Your speech should be planned.

Your club's programs should be planned.

Each plan depends upon purpose. Whatever you are doing, determine the purpose, and build your plan around it. The more careful the plan, the better your chances are for accomplishing the purpose.

Purposeful Speech

This is the Point of Emphasis for Toastmasters Clubs during October. Every program, not only in this month, but in every month, should be constructed with a purpose in mind.

Every speech should be pre-

pared for a purpose, and evaluated as to accomplishment of that purpose.

"Hitting the nail on the head" is an impossibility unless the speaker knows just where the "nail" is located. As stated on other pages of this magazine, no one has any right to speak unless he intends to accomplish something. The further test of his right to speak is the worthiness of his purpose.

What Is the Purpose?

Consider the purpose of your club, and of its individual members.

As to the club, it exists only for the purpose of helping its members to improve — to help you, the individual member to be better and to do better. Honestly, is it doing that?

Discuss the Purpose

At one meeting in October, preferably early in the month, let the table discussion be devoted to a frank consideration of these questions, directed to each member:

Why did you join this club? What do you want to get out of your membership? Are you getting what you expected and desired?

After a free and honest talking-over of this intimate question, the club's leaders will be in a position to study their work and to plan more intelligently to fulfill its purposes and to help the members realize their ambitions.

OCTOBER PROGRAMS

1. Install new officers with proper dignity and attention to the proprieties.
2. Give reasonable attention to the 27th birthday of Toastmasters, which falls on October 22.
3. Provide for two or three specially prepared talks on good speech during the month. Use themes related to *Speech with a Purpose*, such as "How to Make the Sale," or "How to Convince an Audience," or "How to Give an Informative Speech."
4. Plan speech programs with *imaginality* (imagination and originality).

Here are definite outlines for three programs of great interest:

FIRE PREVENTION WEEK — a Symposium on Fires and How to Prevent Them

Subjects:

The Great Chicago Fire (1871)
Early Insurance Companies
America's Annual Bonfire
Carelessness Causes Conflagrations
"This Is the Forest's Prime Evil"
Building to Foil the Foul Fire Fiend
Table Topic: Parliamentary Practice

THE TOAST, or AFTER-DINNER SPEECH — Speeches to "My Native State"

Subjects: (By way of suggestion)

The Empire State
Out Where the Tall Corn Grows
Home with the Hoosiers
Comrade, I'm From Illinois
Here's to the Mother of Presidents — Virginia
Deep in the Heart of Texas

Educational Talk: The after-dinner speech — its purpose and style — when, where, and why given?

THEME PROGRAM — A Century of Progress in Transportation

Subjects:

The Covered Wagon
The Erie Canal (1825)
The Golden Spike (May 10, 1869)
Ford's Folly
Ace in the Sky — Eddie Rickenbacker, born 10/8/1890.

Educational Talk: How to Give an Informative Speech

Table Topic: What Becomes of Our Tax Money?

It's a Good Idea

Planning the Program

It is a very good idea for the person or committee responsible for planning the program to give a thought to purpose before the plan is formulated. What definite things are to be accomplished by this particular meeting? What values should the members gain from it? What information or skill or inspiration can they gain? In a word, just why are we holding this meeting, and this program?

There must be a reason, an underlying purpose, or the meeting would not be held. Try to locate that purpose, and build the program upon it. This sounds like a lot of trouble for someone, but it is worth trying at least once.

Suppose the Program Committee, of which you are chairman, is meeting to make plans. Ask the men some questions, such as:

"What do you think we should try to accomplish in this meeting?"

"How can we build the program to accomplish that purpose?"

"Shall we announce the purpose at the beginning of the meeting, and ask the men to check on how near we come to accomplishing it?"

Then plan accordingly, and have your committeemen observe carefully how much is accomplished.

Before You Speak

After you have decided the theme on which you will speak, begin by asking yourself just what you wish to accomplish by this speech. Consider not only the general purpose, as to information, entertainment or appeal, but think about the specific purpose — the response which you want from the audience when you finish. Then put this purpose down on paper in one or two sentences. As you work on the speech, check up frequently to see whether you are on the right track to accomplish the specific purpose. And then, when program time arrives, hand the card carrying your statement of purpose to the one who is to evaluate you. All this detailed effort will pay for itself as you listen to an intelligent evaluation of your talk, which will be itself much better than usual because of the extra work you have put into preparation.

Table Topics

The Topicmaster assigns a topic to one man, and asks the man across the table to evaluate the speech as to form and delivery. Carry this plan along the table, with speaker on one side and critic on the other, — all under strict timing.

HOW WE TALK

Heard in a Toastmasters Club

Even in a Toastmasters Club, where the best of speech is supposed to be used, it is possible to hear some glaring errors. Here are some bad ones noted in recent weeks:

Mispronounced:

(Correct pronunciations appear in parentheses.)

data (*DAY ta*)

inquiry (*in KWIRE i*)

presentation (*prez en TAY shun*)

epitome (*e PIT oe mee*)

imbecile (*IM be sill*)

accessible (*ak SES i bl*)

poignant (*POIN yant*)

mountainous (*MOUN ti nus*)

genuine (*JEN u in*)

obvious (*OB vi us*)

harass (*HAR as*)

guarantee (*gar an TEE*)

demoniacal (*de moe NIGH a kal*)

era (*EE ra*)

exonerate (*eg ZON er ate*)

irrevocable (*i REV oe ka bl*)

height (*HITE*)

(What are your favorite aversions in speech? What faults in diction do you observe as you listen to speakers? Would you like to help in gathering material for a little book on the theme of "Don't Say That" for the guidance of Toastmasters? Send in your suggestions to *The Toastmaster* magazine, Santa Ana, California.)

Errors in Grammar:

(Errors are written in italics.)

"This means much to all of *we* Toastmasters."

"I consider him a *real* smart fellow."

"I will *sit* you in this chair."

"The river has *overflowed* its banks."

"The place is just a little *ways* down the street."

"Each of the four districts *play* an important part in the contest."

"The production of fruits and vegetables in this state *have* more than doubled."

"I don't know as I can make a speech this evening." (*This cannot be corrected. Throw it away.*)

* * *

But Toastmasters have no monopoly on "howlers."

This one was heard on a news broadcast on one of the major networks:

"Neither Fred nor myself *know* what the weather is going to do."

And a commentator on another nationwide radio system, reporting on improved international relations, remarked:

"We do not intend to paint the picture with rose-colored glasses." (*A mixed metaphor, of course.*)

These two are from a daily newspaper.

"This was the *most* gala event of the season."

"*Between* each parking space there is a white line painted." (*How can you get a line between?*)

Recommended Reading

By R. C. S.



Is the American system of public school education under attack? Does it need reforming? Is there a subtle, organized effort to discredit it? Or is there an honest attempt to correct its deficiencies and bring it to a higher level of service?

These questions and other related ones are vigorously discussed in the *Saturday Review of Literature* of September 8, this being the annual survey of American education. Under the title, "The Public School Crisis," six American cities are considered as to the status of their schools. These cities are widely separated, ranging from Palo Alto, California, and Eugene, Oregon, to Denver, Colorado, and Englewood, New Jersey.

The presentation is generally factual and without prejudice. One gathers that there is strong suspicion of an organized attack upon the schools, with implied radical implications.

Since the public school is usually regarded as a bulwark of liberty, and since most of us have a close connection with the schools, the subject is of interest to all of us. It also provides abundant material for discussion in Toastmasters Clubs, both by speakers and by panels.

You should find the *SRL* at

your public library. If not, or if you want this notable copy for your own reference files, you can write to The Saturday Review of Literature, 25 West 45th Street, New York 19, enclosing twenty cents, and they will no doubt be glad to supply you.

The September issue of *The Scientific American* is worth reading and then keeping for reference by anyone who is interested in the problems of population in the U.S.A. Nearly 75 pages of the issue are devoted to a study of "The Human Resources of the United States" prepared by men of authoritative standing.

"Although our population rests upon natural resources, it is a natural resource in itself," says the introduction to the studies. "It is a biological resource, and like other biological resources it is capable of replenishing and increasing itself. And like all natural resources it can be husbanded or squandered, spent wisely or foolishly."

In the article will be found material for serious speeches and discussions. Give attention also to the book reviews on page 110. While the books mentioned come under the *scientific* classification, some of them are worthy of your attention, as one interested in human affairs.

THIS IS

MY PROBLEM

QUESTION: Our club transacts business during and immediately after dinner, and before we get into the Table Topics or any of the regular program. Frequently so much time is spent on the business that our program runs considerably overtime. How can we regulate this so as to transact business and still keep on schedule?

C. H. C.

ANSWER: If your Executive Committee functions properly (see By-Laws, Article VI) the business which needs to come before the club can be reduced to a minimum. While business must be properly attended to, there is often a tendency to prolong discussion on relatively unimportant matters, so that it becomes wordy argument rather than proper discussion. Ten minutes should suffice to care for the business in any Toastmasters Club meeting unless something extraordinary is involved.

If there is reason for prolonging the business session, let it come at the close of the meeting instead of at the start. Carry through the regular program, and go into business after other things are out of the way. Then those who wish to stay and argue may do so at their pleasure.

But it is important that members learn through experience to

state their ideas concisely, and to avoid long and unnecessary argument about matters which can be settled quickly. Let your chairman enforce the rule that no one may speak twice on a question until all the others who wish to speak on it have been heard.

QUESTION: How can we get our "coaches" for the new members to understand just what they are expected to do? We appoint them, but they just don't do much about it. That is unfair to the new member as well as to the coach.

A. J. C.

ANSWER: This problem has been met very successfully by the Kraft Toastmasters Club, No. 614, of Chicago. This club's educational chairman has worked out a sheet of information which is handed to the coach when he is appointed, and which gives him detailed instructions on his responsibilities to the new member whom he is supposed to assist. Perhaps you would like to see a copy of this, and adapt it to use in your club.

In general, the principal thing is to enlist an experienced man who is not too far along to remember how he felt when he started, and tell him to do for the new recruit just what he would have liked for someone to do for him when he was a novice.

THE QUIZZER

Match Books and Authors

(Answers given in the Key.)

- | | | | |
|-----------------------|--------------|---------------------|-----------------|
| 1. Vanity Fair | 1. Hugo | 7. The Marble Faun | 7. Longfellow |
| 2. Othello | 2. Vergil | 8. Les Miserables | 8. Melville |
| 3. Moby Dick | 3. Bunyan | 9. The Aeneid | 9. Hawthorne |
| 4. Nicholas Nickleby | 4. Irving | 10. Sartor Resartus | 10. Dickens |
| 5. Evangeline | 5. Cooper | 11. The Deerslayer | 11. Shakespeare |
| 6. Pilgrim's Progress | 6. Thackeray | 12. The Sketch Book | 12. Carlyle |

KEY

- | | | | |
|--------|--------|-------|---------|
| 1 — 6 | 4 — 10 | 7 — 9 | 10 — 12 |
| 2 — 11 | 5 — 7 | 8 — 1 | 11 — 5 |
| 3 — 8 | 6 — 3 | 9 — 2 | 12 — 4 |

Match Countries and Capitals

(Answers given in the Key.)

- | | | | |
|-----------------|----------------|-----------------|--------------------|
| 1. Romania | 1. Caracas | 13. Tibet | 13. Oslo |
| 2. Newfoundland | 2. Belgrade | 14. Yugoslavia | 14. Algiers |
| 3. Denmark | 3. Addis Ababa | 15. Chile | 15. Budapest |
| 4. Hungary | 4. Bogota | 16. Australia | 16. St. John's |
| 5. Iraq | 5. Rangoon | 17. Scotland | 17. Lima |
| 6. Afghanistan | 6. Baghdad | 18. Thailand | 18. Rio de Janeiro |
| 7. Ethiopia | 7. Canberra | 19. Algeria | 19. Athens |
| 8. Greece | 8. Santiago | 20. Colombia | 20. Copenhagen |
| 9. Brazil | 9. Kabul | 21. New Zealand | 21. Edinburgh |
| 10. Burma | 10. Bangkok | 22. Sweden | 22. Wellington |
| 11. Nicaragua | 11. Bucharest | 23. Peru | 23. Managua |
| 12. Venezuela | 12. Lhasa | 24. Norway | 24. Stockholm. |

KEY

- | | | | |
|--------|---------|---------|---------|
| 1 — 11 | 7 — 3 | 13 — 12 | 19 — 14 |
| 2 — 16 | 8 — 19 | 14 — 2 | 20 — 4 |
| 3 — 20 | 9 — 18 | 15 — 8 | 21 — 22 |
| 4 — 15 | 10 — 5 | 16 — 7 | 22 — 24 |
| 5 — 6 | 11 — 23 | 17 — 21 | 23 — 17 |
| 6 — 9 | 12 — 1 | 18 — 10 | 24 — 13 |

DO YOU HAVE ONE?



3000 Toastmasters have qualified in the last four years for the Certificate of Merit in Basic Training.

These men have not "graduated" but they have made notable progress. They are practicing the fundamentals in every speech they make.

You, too, may receive your Certificate of Merit by presenting satisfactory evidence that you have faithfully done the work assigned in the 12 Basic Training projects (with repeats as needed).

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SPECIAL PRE-PUBLICATION OFFER



"Now listen again: 'Honored Governor, respected judges, etc.'"



"Tell him to keep talking. It's still raining outside."

"LOUDER and FUNNIER"

By BURR SHAFER

Dedicated to Toastmasters International

125 Pages of Cartoons on Public Speaking

By special arrangement with the publishers, Vanguard Press of New York, we offer you this *double value*:

1. \$2 instead of the regular \$2.50 price.
2. Each copy individually autographed free.

Ideal for gifts—Christmas, birthdays, anniversaries, etc.

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