

# THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

SEPTEMBER 1951



Here's the next best thing to attending the convention! Fifteen pages of reviews start on page 10.



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.

For Better Thinking—Speaking—Listening

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### CHANGING LEADERS

The picture on front cover shows First President Clark Chamberlain taking from Past President George Reed the official brief case, and handing it to President Carleton Sias, who thus assumes the burden of leadership for Toastmasters for the year ahead. GOOD GOING, CAP!

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## The New PRESIDENT SPEAKS . . .



By CARLETON SIAS,  
President of Toastmasters International

I am asked to write a letter to Toastmasters, but as I ponder the doing of it, while the feeling that I am not a preacher grows upon me, an idea arrives.

I have been a Toastmaster for some years and possess all of the frailties common to Toastmasters. Why not frame a letter to myself? Why not search my own mind and set forth some of the things in which I have failed and then find out the remedies for such failures?

I have feet for travel, hands for gestures and a face for expression. How am I using these as instruments for improvement in my Toastmasters training? Have I traveled as far as I should to attend meetings of the club in my own town? Have I been present in all my area and district meetings which I was able to attend? Have I attended all possible meetings of zones and International, where so many fine men gather in Toastmasters fellowship? Have my feet rather traveled to more places of entertainment than to places of self-improvement?

Then as to my hands, have I used them to greet Toastmasters from whom I could learn and broaden my vision? Have I tried

to use these hands to give more force and variety to my words?

Has my face improved in ability to express good will and friendship and to present to the world some idea of the desire in my heart to promote good will among my fellow men?

Sincerely, I believe this coming year in Toastmasters shall improve my physical activities toward more useful living.

But above all my physical powers is one God-given instrument, the most important of all and the most difficult to use, the size and power of which should make each one of us the superior and master of all other animals. It is the human brain.

Most of us can use a hammer and a saw, but how many of us can use with reasonable skill a fine, sharp chisel?

Most of us can use our arms and legs and hands and feet, but how can I manage my mind? Can I think on even one small matter for two consecutive minutes to the exclusion of all other matters?

Can I approach the discussion of a question by first clearing my mind of all prejudices? Can I be

honest in the evaluation of the arguments of others on all questions? Can I justly weigh the value of evidence submitted for or against a proposition?

In short, do I know how to use my own brain, my own mind, to its fullest extent in the affairs of life and in the building of my character? Or shall I blindly blunder along with saw and hammer and refuse to use the more difficult instrument, the chisel, because it takes thought and practice to handle it efficiently?

I review the above questions for the purpose of evaluating my own self. I have had the help from Toastmasters which all Toastmasters have received, or which is freely offered if they have not yet received it. I have had the help of our founder and of other good and big men who have labored with him in the past years. I have the help of the members of my club in the evaluation of my efforts.

I believe I could have been a better club officer, a better district governor and a better International director if I had used to the

fullest extent of which my mind is capable all of the advantages that have been offered to me so freely and at so little monetary cost.

I now say to myself, "Will I, this coming year, use all of those advantages to the best of my ability in the conduct, so far as that conduct is my part, of the affairs of Toastmasters International?" The reply which I give to myself is simply, "I'll try, to the best of my ability."

If you, my fellow Toastmaster, have read this far, please bear in mind that I have spoken from my own experience. I try to profit by my experiences, failures as well as successes.

You can profit in your own work in Toastmasters by rising above your mistakes and failures and by building upon your successes. That is what I tell myself, and it is what I would like to tell you.

Our task is to improve ourselves. The path to self-improvement starts with self-examination. Let's evaluate ourselves—take our own measure—start where we are, with what we have, and then go on to achieve what we may become.



*Discourse reveals character, and reveals the secret disposition and temper; and not without reason did the Greeks teach that as a man lived, so would he speak.*

—Quintilian

# It Happens Twice a Year

By John A. Reed, Past Educational  
Director of Founder's District.



When I attended the regular meeting of one of our clubs recently, I was impressed with the enthusiasm and efficiency of the newly installed officers as they performed in their first session as leaders. It was evident that the president realized the importance of the educational chairman's functions, for this chairman had been given a prominent spot on the program in which to announce plans for the term.

He had prepared well, as shown by his report.

He drew attention to the *Progressive Training* program plans, and announced weekly assignments for special educational talks for five weeks ahead.

Members who had bogged down on *Basic Training* were offered definite help in going ahead, and were given encouragement to persevere.

Sponsors or coaches were named for newer members, to help them make a good start.

The groundwork had been laid for a *Speechcraft* course, and the tentative starting date announced.

All members were urged to read and profit by the helpful material in *The Toastmaster* magazine.

As he completed his talk, I could read interest and determination in the eyes of every man present, and I took advantage of the opportunity, as a visitor, to appeal to the members to support the plans which had been so well made for their benefit.

I was reminded that twice each year, the members of our nearly 1000 clubs are given the opportunity to hear similar plans—some perhaps less extensive, and some even more ambitious—and that in most cases, these plans are well carried out, with the result that many thousands of men are helped to achieve the goals in self-improvement which the Toastmasters Club sets before them.

Your club's educational chairman is a very important leader. He should receive the support and cooperation of every member in his efforts for their advancement. Behind him, ready to help, stand the area and district educational chairmen.

Twice a year, let your club be stimulated with new and wisely made plans for educational progress. These two meetings, when plans are announced, should be among the most inspiring occasions of the year in your club if its leaders in education are on the job.

# THE Toastmaster

Official Publication of  
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A non-profit educational corporation



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## "Nineteen Old Men"

Many of the distinctive points about Toastmasters were much in evidence at the San Diego Convention.

One of the greatest distinctions was the presence of all the nineteen Past Presidents of Toastmasters International at this Twentieth Annual Convention. Although frequently referred to as "the nineteen old men" of Toastmasters, the age of these men was evident only in their experience and in their understanding of the movement.

Not often does it happen that an organization, after the passing of twenty years, is able to bring together all of its past leaders, with all of them active and keenly interested. We in Toastmasters are fortunate in having at our call the wisdom and experience of these men. To these former leaders comes, in turn, the satis-

faction of seeing the continued growth and development of the work in which they have shared.

Clark Chamberlain recalls with modest pride the fact that there were but a dozen Toastmasters Clubs in existence when he was elected president in 1930. On the other hand, we remember that it was in 1938, during the administration of William Dunlap, that we completed our first "century of progress" with the granting of Charter Number 100; and it will be the privilege of our new president, Carleton Sias, to place his name upon Charter No. 1000, which will soon be issued.

Taking their turns at leading a great and growing fellowship of earnest, ambitious men, these Past Presidents have had a rare privilege in service, and they have laid upon our clubs a debt of gratitude which can be repaid only by the continuance of our efforts for improvement, and by faithful adherence to the sound principles upon which our work is founded.

The Past Presidents were shown special honors at the convention. They also participated helpfully in the program. Our members enjoyed the privilege of meeting, many of them for the first time, these men who so capably reflect the purposes and benefits of Toastmasters training.

Our Twentieth Convention will be long remembered by those in attendance as the occasion when all of us had the opportunity to see our past leaders in a group—a privilege which cannot happen many times, a memory which must be an inspiration to all who share it.

When You Speak Tonight, This Is



## HOW I'LL CRITICIZE YOU

By Ernest S. Wooster.

*I'm to be your critic tonight.*

I have evaluated you before, and like others, I have told you about your gestures, eye contact, enunciation, pronunciation, vocabulary, organization of material, opening statement, and closing appeal. We have told you many times. You should know about these things.

If you are not making progress in improving these, then it seems useless for me to mention them again.

If you are improving, I shall leave it to next month's critic to tell you.

For this one evening, I am viewing you as a stranger. I am going to be a visitor who just dropped in to listen, and happened to hear you talk.

Speaking as a stranger, hearing you for the first time, I shall tell you how your message appealed to me. I shall include such items as whether you convinced me, or even held my interest, or bored me; whether your logic was unassailable; and whether your sub-

ject was one likely to make people want to listen to you.

If you were making the speech anywhere except in the Toastmasters Club, it would have a definite purpose. You certainly would not waste your time making a purposeless speech, and no audience would listen many minutes to a talk which was not intended to accomplish something. Then give it a purpose right here in the club. You might make a sale to some of your fellow members.

Of course you are making it a practice speech, in a sense, but you are talking to a fairly intelligent group of men. Try to convince them while you are practicing.

With this thought in mind, I am departing this time from the usual routine of criticism. So far as I am concerned, it is what you say that counts. How well you say it is important, because I can't listen happily unless you talk well, but this time I am paying attention to:

- a. The worthiness of your topic.
- b. How well you presented the matter to me, a stranger.

The average audience will not be so very critical of the delivery of your speech — certainly not in such detail as we evaluators ordinarily are.

But the average audience will be definitely concerned about whether you had anything to say that was of interest, and whether you told it in such a way that you held the interest which the subject deserved, assuming that you had a subject which did merit attention and interest.

This is why my evaluation of your speech will be different this time from any that I have ever given you before. We are to be strangers. I shall be hearing you for the first time. I shall forget all our acquaintance and friendship, and tell you frankly how you sound to a stranger.

Of course I shall not be unkind about it. I wouldn't want to be

rough even with a stranger, and so I shall not be unpleasant. But if you are counting on getting any compliments from me this time, remember, my friend, that you will have to deserve them—or you won't get them. So . . . I am going to tell you whether you chose a topic which would interest the average casual listener, whether you gave any valuable or interesting information, whether you paraded this information before him in a way which would compel him to hear you to the end, whether you used any imagery and imagination in its presentation, whether you made it convincing, and whether you arrived at a conclusion which would impel me to action, if any is to be taken.

If you can't accomplish most of this, then I, as a casual listener whose interest you have to capture and hold, must say that you did not succeed.

### New Clubs — When and Where They Meet

- 177 ALAMEDA, California, (D 4), *Alameda*, Thursdays, 7:30 p.m., 2323A Santa Clara Avenue.
- 523 SIERRA MADRE, California, (D F), *Sierra Madre*.
- 656 MILWAUKIE, Oregon, (D 7), *Milwaukie*, Thurs., 6:45 p.m., Wherry Cafe.
- 690 TACOMA, Washington, (D 32), *Chamber of Commerce*, Mondays, 6:00 p.m., Model Grill.
- 884 LUBBOCK, Texas, (D 25), *Lubbock*, Mondays, 6:00 p.m., Hilton Hotel.
- 981 SYRACUSE, New York, (D U), *Syracuse*.
- 932 PORTLAND, Oregon, (D 7), *Portland*.
- 983 DENISON, Texas, (D 25), *Denison*, Mondays, 6:15 p.m., Hotel Denison.
- 984 OJAI, California, (D 12), *Ojai*, Alt. Thursdays, 7:00 p.m., Nordhoff High School Cafeteria.
- 985 SACRAMENTO, California, (D 4), *Fort Sutter*, Tuesdays, 7:00 p.m., Clunie Clubhouse.
- 986 TACOMA, Washington, (D 32) *Cascade*, Tuesdays, 6:00 p.m., Model Grill.
- 987 MOBILE, Alabama, (D 29), *Mobile*.
- 988 SAN FERNANDO VALLEY, California, (D 1), *B. C. A.*, Every other Monday, 7:00 p.m., The Bull Pen.
- 989 FT. WORTH, Texas, (D 25), *C. A. A.*, Every other Monday, 12:00 noon, Cattlemen's Cafe.

## Of Course You Want TO IMPROVE



By Marvin J. Evans, of Evansville, Indiana, Club No. 337.

As your educational chairman, I feel a definite responsibility to perform my duties in such a manner that each one of us will improve his ability to speak up in the situations which confront us.

If speech is important — and who will deny it? — how can we develop that most significant quality? I am firmly convinced the best help I have had is the procedure we use in Toastmasters. Here are ideas to accelerate our progress:

1. Let us record our progress by the use of the *Basic Training* manual, unequalled as a guide for speech progress. The Educational Committee will provide a chart on which the members' names and the 12 projects in *Basic Training* will be recorded. Bring your manual to the secretary for the recording of the speeches made in the past, and in the future. If you haven't started using your manual, start now.

When Toastmaster Evans was made educational chairman of his club, he introduced his ambitions and plans in this statement which was published in the club's bulletin. It presents a worthy program for any Educational Committee to study.

2. *Progressive Training* bulletins from International will be used in program planning.

3. It is recommended that the project from International called *Speechcraft* be used in our programs — to be confined to the use of short lectures on speech itself, incorporated in our regular program.

4. Let the program chairman include regularly scheduled training in parliamentary procedure in our program.

5. It is suggested that our club officers appoint someone to investigate the possibility of providing recordings of famous speeches as examples of technique.

6. It is recommended that sponsors be appointed to assume the initiative in helping and advising each of our newer members.

7. *Beyond Basic Training* should be urged for those who have gone through *Basic Training* and wish to carry their speech work into higher levels.

8. Finally, each member must cooperate to receive the greatest benefit. Success parallels effort.



## There's a Knack In USING NOTES

By Hugh E. McEvoy,  
Director of Toastmasters International.

"Notes are all right in their place. But don't let them get out of place or they may wreck your career." So said Founder Ralph Smedley many years ago and so say all good Toastmasters today.

Certainly notes are permissible at times and occasionally are absolutely necessary when material is too detailed, too much involved with facts, figures, and quotations, or too lengthy to be safely left to unaided memory.

Also, notes are a valuable help to the inexperienced speaker who needs something to fall back upon. However, as a constant aid they are a crutch; and, like crutches, they should be discarded when the speaker is able to walk unaided.

Because it is necessary to use notes at various times, it is a part of Toastmasters training to learn how to handle them well. They should be used openly without any apology or attempted concealment. It is suggested that notes be put on small cards that can be held in the hand without confusion or distraction. They may be placed on the table when not in use, but they should never be read from table level. If a lectern is used, notes may be placed upon it for reading, provided the data is written or

typed largely enough so that they can be seen without stopping. One of the most serious faults in the use of notes is that too often they result in broken eye contact. In addition, they become a source of much distraction if grasped in the hand while gesturing.

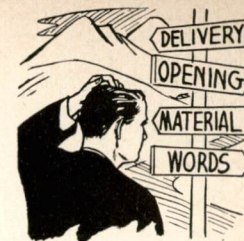
The use of notes comes down to a matter of common sense and good judgment. Generally, an experienced Toastmaster should not need to use notes for a short speech as is usually delivered in Toastmasters Club meetings; and, of course, they should never be used in five- to seven-minute contest speeches.

It is an important part of our educational process to guide new speakers in the use of notes, and the older members should be, when necessary, cautioned against that very human tendency to "cover up" insufficient speech preparation by the use of notes.

As this article opened with words of wisdom from our Founder, so it concludes with these words from another outstanding Toastmaster, President Sias, who says, "You will never learn to swim if you always wear your water wings."

## Guideposts

### TO HELP THE CRITIC...



Every speech should receive intelligent, helpful criticism or evaluation. This evaluation should be directed:

1. To indicate to the speaker the "audience reaction."
2. To help the speaker to recognize and correct obvious mistakes.
3. To point out undesirable and hurtful mannerisms.
4. To encourage the speaker to improve his style.
5. To promote the habit of analytical listening and observation on the part of all members.

#### Evaluation Should Be:

1. Always constructive — always positive.
2. Commendatory when possible.
3. Never discouraging — never based on prejudice — never sarcastic.
4. Always tactfully given, in a friendly spirit.
5. Always gracefully accepted by the one evaluated.

#### Opinions

It must be understood that the evaluator expresses his own opinions and reactions. Others may disagree with him.

It is desirable that several opinions be secured rather than only one, so that the speaker may gain from the variety of critics, and so that the evaluators themselves may understand that no critic is infallible.

Every critic must realize that other listeners may not agree with him in all his ideas, and so he must refrain from speaking with finality, either in praise or in condemnation.

#### Points for the Evaluator to Watch

1. Delivery.
2. Material — thought and arrangement.
3. Opening — Conclusion.
4. Use of words — choice, pronunciation, grammatical arrangement.
5. General effect of the speech.



# This Is Your Convention

Keys to open many doors were in evidence at San Diego. Many of them were fitted into actual use for the benefit of the hundreds of interested Toastmasters.

There were keys to success in leadership, in business, in professional life and in other lines, but all the keys were made on the same pattern. They were built around speech — communication — the fundamental principle of our organization.

We need better understanding, both as individuals, as organizations, and as nations, and understanding comes through good communication. That is the substance of what was said and done during the crowded days at the convention.

It was made clear that the Toastmasters movement is no longer just a means for learning to speak in public — to make

speeches. It is a movement to promote better use of every means of communication, spoken or written, from the platform or in man-to-man talk.

Convention speakers approached the matter from many angles, but all agreed in the thesis that "speaking is selling, and all of us are salesmen." The speaker has to sell his ideas, his goods, his cause — even himself. Training in the Toastmasters Club is not only training in public address, but also in ordinary conversation, in all talking, in writing letters, in every kind of communication by which people exchange ideas.

This was the dominant idea. Men returned to their homes, after the inspiring days at San Diego, with a new and broader conception of what improved communication may do for them in every phase of their daily living.

## Business Was Transacted

Friday morning's session was devoted to business, following the formal opening of the convention.

With Program Chairman Jorgensen wielding the gavel, the invocation was said by Commander Samuel Bennett, U.S.N., of the "Flying" Toastmasters of San Diego.

The formal words of welcome were spoken by Honorable Chester Snyder, Vice-Mayor of San Diego, who left no doubt about the cordial greeting extended to Toastmasters by the people of the city.

President George Reed was then permitted to take over. He did double duty by combining with his formal report a fitting response to the welcoming words of the Vice-Mayor. President Reed had the privilege of reporting on a year of exceptional accomplishments, both in the growth of the clubs

and in the development of new ideas and procedures.

Other formal reports prepared the way for the election of officers and directors. This election was handled in exemplary style, with nominating and seconding speeches in behalf of the candidates proposed by the Elections Committee.

The result of the voting produced for our organization the following men as leaders:

**President:** Carleton Sias, of Waterloo, Iowa.

**Vice-President:** Nick Jorgensen, of Seattle, Washington.

**Secretary:** Everett K. Kindig, of Burlingame, California.

**Treasurer:** Tracy M. Jeffers, of St. Paul, Minnesota.

**Directors:** Paul W. Haerberlin, of Windsor, Ontario; T. Vincent McIntire, of Zanesville, Ohio, George W. McKim, of Albuquerque, New Mexico; and Irv L. Saucerman, of Portland, Oregon.

## BOARD OF DIRECTORS



Standing: McIntire, Haynes, Saucerman, Puzey, McKim, La Dou, Haerberlin, McEvoy. Seated: Kindig, Reed, Sias, Jorgensen, Jeffers, Smedley.

These directors will serve for two years, and will join with the following directors, whose term of office expires in 1952: Russell V. Puzey, of Chicago; Hugh E. McEvoy, of Omaha; Harry La Dou, of San Diego; and John W. Haynes, of Los Angeles. Together with Past President George W. S. Reed, of Los Angeles, and Founder Ralph C. Smedley, of Santa Ana, these men form the Board of Directors.

### Financial and Other Reports

A summary of the financial report will be found on page 15 of this magazine. You have a right to feel proud of the business management of the affairs of the organization, and of the great amount of work which has been done in your behalf, at so small a cost.

All reports of committees and officers reflected growth and progress. Ambitious plans for improving our educational methods were outlined by Educational Director Ralph Smedley in his report. More will be heard about these plans as they are put into effect.

Much time was devoted to consideration of the amendments to By-Laws which were proposed by the special committee, headed by Carleton Sias. After lengthy discussion and considerable involvement in parliamentary tangles, one change affecting the membership was adopted. This was the provision fixing the service charge to new members at three dollars, an increase over the charge formerly made, intended to come nearer to covering the actual cost of material

and service furnished to the new member.

### A Working Convention

One session, that of Saturday afternoon, was designated "The Workshop," but that term might well be applied to the entire program of the convention, for every part was of a practical, productive character. Demonstration of methods was the primary purpose throughout.

In keeping with this purpose, there were certain well-presented demonstrations given by groups from individual Toastmasters Clubs. Each of these showed men in action, in simulated situations.

Men from the South Pasadena, California, Toastmasters Club were responsible for an act which showed how speech training helps in the conduct of a meeting of a board of directors, and in the selection of men for promotion and advancement. This demonstration was staged by business and professional men who took time from their own work to show some of the things which they have learned by experience about the results from Toastmasters training.

How to educate and train officers for the local club leadership was the problem presented by men from Huntington Park, California, Progressive Toastmasters Club, who showed the serious need for better training on the part of those who are chosen to conduct the work as club officers.

From Oklahoma City came a group of members from the Conoma Toastmasters Club to

show what happens when the educational committee goes into action. Their theme was "Education, the Supervisor's Responsibility," and all who heard them must have been impressed with the far-reaching possibilities of an active educational committee in the local club.

Program planning was demonstrated by a group of men from two of the clubs at Santa Ana, who not only built the program for their own clubs for September, but generously distributed copies of it for the benefit of those who were looking for ideas. These program sheets will be treasured by

many as practical souvenirs of the convention.

Jewel City Toastmasters Club of Glendale, California, put on a sample of parliamentary practice such as should be used in every club in order to train the members in this important skill. Following a prepared script, they showed several hard problems which confront the chairman. This opened the way for the reminder that there are many such scripts, presenting in an interesting manner various parliamentary problems, which are available from the Home Office in Santa Ana to all clubs engaging in such training.

## The Idea Exchange

Amazingly practical and productive was the Saturday noon luncheon, when the hundreds of men present were divided into groups of eight for the more intimate discussion of basic problems. It sounds difficult, but proved to be very simple in operation under the guidance of Executive Secretary Ted Blanding.

There were displayed on a board at the front of the room six themes. These were:

- Club Public Relations
- Evaluation
- Education for Members
- Area, District and Club
- Club Administration
- Program Planning

Each group of eight men was instructed to select a topic for discussion, designate a group leader and a "reporter" and then get to work. The popularity of the several themes may be judged by the fact that 14 groups chose publicity and 14 took evaluation, five studied education, two considered club administration, eight worked on program planning, and only one worked on area and district matters.

Following the luncheon period in which lively discussions went around at all tables, reports were called for from as many groups as time permitted. These reports were amazingly well done, in view of the fact that they were all given impromptu, and with no opportunity to make preparation.





## Blanding Calls for Discussion Reports ... and Gets These Suggestions

Seek variation in program, both as to subjects and arrangement.

Use assigned subjects at least half the time.

Introduce controversial subjects. Permit members to challenge statements made by speakers. Feature debates and panels.

Maintain variety in evaluation. Keep out of ruts. Use critique forms, but change them frequently. Give definite instruction in evaluation, especially to new members. Occasionally give the speaker a chance to question his evaluator.

Use recording machine as adjunct to evaluation. Emphasize use of panel type of evaluation.

Inform the public by offering programs for outside groups. Invite newspaper people to meetings. Select subjects which will make good headlines. When on the radio, make good. If club's work is good, it will gain recognition.

Have an educational talk dealing with some phase of speech or evaluation, at least twice a month. Follow monthly "Point of Emphasis," both for programs and for the educational themes.

Program Committee and Educational Committee must work together in planning meetings for three to six months in advance. Let program announcements show both names and subjects of speakers.

Make evaluation positive. Consider the natural equipment of the speaker. Use tact, courtesy, kindness and friendliness to inspire the speaker to do better next time. Every member must have his opportunity as an individual evaluator.

Criticism is a wonderful thing if kept in its right place and used with intelligence.

## TOASTMASTERS INTERNATIONAL, INC.

BALANCE SHEET — JUNE 30, 1951

### ASSETS

<b>Current Assets</b>			
Petty Cash Fund .....		\$ 150.00	
Cash in Banks .....		16,349.27	
Bank Accounts—Canadian .....	\$ 6,646.77		
Less: Held in Trust .....	122.09	6,524.68	
Savings Accounts .....		20,878.81	
U. S. Bonds .....		3,000.00	
Service Deposits and Advances .....		1,300.00	
<b>Total Current Assets.....</b>			<b>\$48,202.76</b>
<b>Fixed Assets</b>			
Furniture and Fixtures .....		\$33,036.07	
Less: Reserve for Depreciation .....		14,000.01	19,036.06
<b>District Trust Funds</b>			
Bank Accounts .....		\$ 1,157.21	
Savings Accounts .....		12,500.00	
U. S. Bonds .....		2,500.00	
<b>Total .....</b>		<b>\$16,157.21</b>	
Liabilities—District Trust Accounts .....	\$13,107.01		
—Reserve for New Districts..	3,050.20	16,157.21	—0—
<b>Total Assets .....</b>			<b>\$67,238.82</b>

### LIABILITIES

Past Presidents Reserve .....		\$ 119.00	
Deposits on Sales, etc. ....		514.78	\$ 633.78
Members Interests .....			66,605.04
<b>Total Liabilities .....</b>			<b>\$67,238.82</b>
Condensed Comparative Balance Sheet .....	June 30, 1950	June 30, 1951	Increase
Cash, Bonds and Bank Accounts .....	\$41,759.30	\$48,202.76	\$ 6,443.46
Fixed Assets (Book Value) .....	11,607.84	19,036.06	7,428.22
<b>Total Assets .....</b>	<b>\$53,367.14</b>	<b>\$67,238.82</b>	<b>\$13,871.68</b>
Liabilities .....	429.01	633.78	204.77
Members Interest in Corporation .....	\$52,938.13	\$66,605.04	\$13,666.91

We hereby certify that in our opinion, the above Balance Sheet correctly reflects the financial position of the Corporation on June 30, 1951.

Ellis C. Diehl, C. P. A., August 3, 1951

# AMONG THE WINNERS AT THE CONVENTION



## The Club of the Year

The twelfth annual recognition of clubs with high records for performance brought Huntington Park, Cal., Club No. 14, to the front. This was their third time as winner of top honors. Crowding them for first place were Wilson Avenue, No. 169, of Chicago; San Diego, No. 7; Aurora, Ill., No. 629; Camas, Ore., No. 678; Pittsburgh, No. 144.

In the picture, Past President Gordon R. Howard presents the coveted trophy to Dudley D. Dezonias, president of Huntington Park Toastmasters. Others shown (L. to R.) are S. M. Purdy (Camas); Hugh McEvoy (Omaha), chairman of the committee; Russell V. Puzey (Wilson Avenue); D. D. Dezonias (representing the winning club, Huntington Park No. 14); Axel F. Erickson (Aurora); Gordon Howard; Harry La Dou (San Diego); and A. F. Kaufman (Pittsburgh).



## The Speech Contest

Shown in the picture are: Wendell Butler, of Waterloo, Ia., who took second honors; William Wall (Mobile, Ala.); Albert Green, Jr., of Seattle, Wash., who is seen receiving the trophy, as winner; from Past President William A. Dunlap; Richard Wilson (Santa Barbara, Cal.); Robert Wilson (Columbus, O.); and Harold Hodder, of Arcadia, Cal., who won third place.

## Community Service

First place in the Community Service competition went to the Eli Lilly Toastmasters Club, No. 311, of Indianapolis; the award being received by H. O. Johnson. Runners-up were Lynwood, Cal., Club No. 423; and Marin Club No. 890, of San Rafael, Cal. The trophy was presented by Past President Franklin McCrillis. The photographers were unable to get the representatives of the winning clubs together for a picture.

## Travel and Registration

Past President J. Clark Chamberlain presented awards to the men shown in the photograph.

Vincent Broze, who came all the way from Anchorage, Alaska, was the unquestioned winner of honors as to individual mileage traveled in getting to the convention. He carried back to Alaska the "Toastmaster" toaster which he is seen holding. This valuable prize was contributed by the McGraw Electric Co., of Elgin, Ill., makers of these well-known toasters, whose use of the name "Toastmaster" for the device in no way conflicts with the name of the Toastmasters Clubs.

Recognition for the largest registration of members in California, outside of District Five, went to Huntington Park Progressive Club, No. 18; and for largest outside California, to Tucson, Toastmasters Club No. 16.

Lee Smallwood, of Mobile, accepted the award for largest aggregate mileage for his delegation.

## Practical Pointers

Repeated emphasis was given to the fact that most of the matters presented in the convention program can be adapted for use in the local club meeting with good results. Unless this suggestion is heeded, much of the work at San Diego will fail to produce the desired results, since the entire program was devised to help each Toastmasters Club to improve its own service to its members.

Special scripts, as well as speech topics, can be used by any Toastmasters Club whose members are willing to undertake a little serious work in preparation. Suggestions and materials can be secured through correspondence with the Home Office at Santa Ana.

## Orators Were Absent

There was much practical, effective talking from the platform at each session, but "oratory" was conspicuously missing.

The Friday evening session on "Keys to Better Business through



Better Communication" was a good example of good speaking as emphasized by Toastmasters. Six men spoke, each for about ten minutes, on such subjects as personnel relations, business management, the professional man and his clients, advancement for employees, use of the radio as a means of communication, and other applications of the fine art of communication to promote better understanding in everyday life. There was not an "orator" in the group, but there were plain-spoken, hard-hitting, practical men, developing their ideas which have been gained in actual experiences.

The same was true in other working sessions, where men dealt with vital problems in a personal, forceful, straightforward manner. These sessions were a continuous demonstration of "public talking" as Toastmasters promote and practice it.

## The Breakfasts

Intensive training, in true Toastmasters style, was given to program participants each morning at breakfast. Program Chairman Nick Jorgensen had these in charge, and under his direction, the men were prepared to take their places promptly and to relinquish them at the proper time. The smooth working of the program details, almost without a hitch, was due in no small measure to this careful briefing of the men who were to present it. They had made thorough preparation, but the final touch brought them together in a working unit.

This plan of safeguarding the performance may very well be adopted by district and area leaders as they prepare for conferences. Even in arranging some very special club program, it is a practical method for eliminating weaknesses in performance.

*Basic Training* came in for two lively assemblies. On Friday morning the invitation was for all who are following this plan of study, and all who intend to follow it, to get together for a conference. They came in large numbers. For Satur-

day morning, the emphasis was on *Beyond Basic Training*, and this event was opened to all who were interested.

Nearly 3000 men have secured the Certificate of Merit in *Basic Training*, and 700 are now enrolled in the advanced training known as *Beyond Basic*. Of the six men who have completed *Beyond Basic Training*, three were present at the convention: Howard Dudley (San Diego No. 198); Owen Eister (Grand Rapids No. 404); and Franklin McCrillis (Seattle No. 41).

## THIS IS WHAT THEY SAID

Here are salient paragraphs quoted from a few of the talks on various uses of speech. Lack of space makes it impossible to quote fully, and from all the speakers. These may serve as examples for the benefit of those who did not have the pleasure of hearing them at the convention.

## Communication in Selling

**Evans T. Hamilton, Governor of District 7, presented the speech phase of salesmanship. He is Co-partner of Fraser Paper Company, Portland, Oregon.**

"Sales result from understanding, and understanding follows communication," said Mr. Hamilton. "The good salesman shows a need, and creates a desire to fill that need. His purpose is to reach an understanding — a common ground — with his customer. The basis of salesmanship is found in Toastmasters training. We have something to say, or to sell; we say it, make the

sale; and then we stop. Just as in making a speech, the salesman must make his approach, present his argument or information, analyze, summarize, and stop. Think of your speaking as selling, and be sure you make the sale."

## Business Management Is Built on Understanding

This theme was presented by **Morton T. Higgs, Manager of Field Operations and Director of Lane-Wells Company, and Director of Petro-Tech Service Company of Venezuela. He is also a member of South Pasadena Toastmasters Club.**

"Any person in a managerial capacity has to maintain good

communication with three separate groups: the employees, his associates, and higher management. Fifteen years ago I was with a company whose management made no effort to discuss problems with employees. We were given our orders, and get-togethers with management were unknown. The only time an employee talked or listened to management was when he was on the carpet, being bawled out. There was little loyalty there.

"The company I am now with is most different. Our organization believes that talking things over with the employees is so important that the president personally visits most of our 55 operating bases each year, to discuss plans, ask questions, and confer with the men who do the work.

"Wise contacts and communications within the company organization are of vital importance. Men must maintain good relationships with their fellows in order to secure help and cooperation. And equally important is the contact with higher management. Many a good idea is lost because an employee is unable to communicate it to his superiors, and many an able workman misses advancement because he does not know how to advertise himself.

"Regardless of your position, whether you work by the hour, or are a minor supervisor or the president himself, you have daily need for good communication with those about you. Your experience in the Toastmasters Club applies directly. Use that experience to promote better communication."

## Better Communication via Radio and Television

R. T. McKenzie, Past Governor of Washington District 32 and Commercial Manager of Radio Station KMO presented the "wireless" as an important agency for Toastmasters. Here is an excerpt from his talk:

"Men and women of all walks of life listen to the radio on an average of four to four and one-half hours daily. That is, they spend more time listening to the radio than in any other endeavor except working and sleeping. In our Toastmasters Club we speak to from 20 to 40 men each week. On the radio, the number you address is in the thousands. That means personal publicity, and good publicity means more dollars and better business for you.

"Radio takes just one thing — *ear appeal*. Television requires both *ear* and *eye appeal*. Your Toastmasters training applies to both. Use every chance to appear on radio or T-V."



Photo by Don Desfor  
McKenzie shows radio technique.

## Communication in Personnel Relations

H. O. Johnson, an executive with Eli Lilly Drug Company of Indianapolis, and International Director of Toastmasters (1949-51), discussed the necessity for better communication to promote better dealing with people around us. He said, in part:

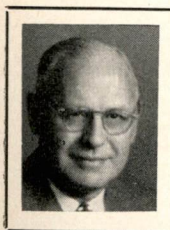
"When we speak about communication we are talking about something entirely different from talking to people or at people. My interpretation of communication is the meeting of minds on the common ground of understanding. How much understanding do we really achieve in our efforts to communicate with people?"

"The people who are employed are human, and they want to be treated like human beings, not

like machines or inferior beings. It is easy for management to drift away from personal relationships with the people, and to permit walls of misunderstanding to be built up, with the result that production falls down and quality suffers.

"It takes understanding to create the spirit of loyalty and cooperation. We must use terminology which is understood by all. In our Toastmasters Club we develop plain and understandable vocabularies. We must know how to instruct and correct without injuring the employee's self-respect. In a word, we must apply our Toastmasters training to our daily contacts with people, so that we may help business and industry to build a team for the good old U.S.A."

## JOHN E. LITTLE



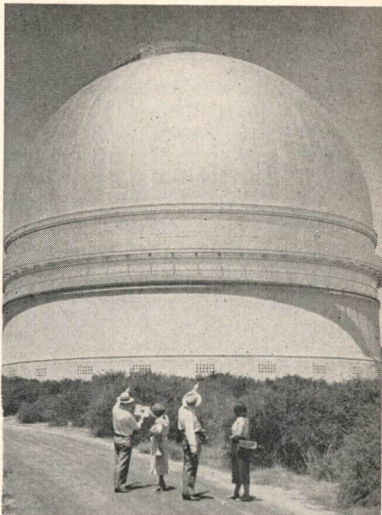
News comes that District Governor John E. Little, his wife, and three children died as a result of an automobile accident near Alexandria, North Dakota. They were on their way home from the San Diego Convention.

Toastmaster Little, of Detroit, Michigan, was the new Governor for District 28. He was a charter member of Downtown Club No. 634, and served his district as Educational Chairman and Lieutenant Governor. He will be greatly missed by all who knew him. Toastmasters has lost a loyal friend.

## SAN DIEGO HOSPITALITY

With unlimited scenic resources to draw upon, the local committees chose wisely such attractions as were best calculated to please their visitors.

An evening in Tijuana, Mexico, was a rare treat for many who crossed the international line for the first time. The boat ride around the harbor afforded comprehensive views of the city and surroundings. Visits to the U. S. Naval Training Station and to local industrial plants added interest, while beautiful Balboa Park was full of features to be explored.

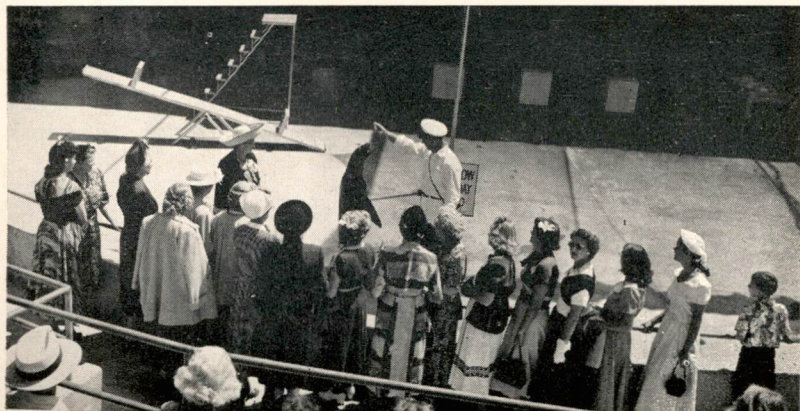


Palomar Observatory

The luncheon for ladies, addressed by Mrs. Belle Benchley, manager of the Zoo, was followed by a personally conducted tour, in which Mrs. Benchley gave the visitors an intimate view of her zoological family. The picture below shows part of the crowd watching the antics of a trained seal.

Palomar Observatory was another attraction enjoyed by hundreds who viewed the vast mechanisms dedicated to the study of the universe.

Memories of the efforts of the San Diego Toastmasters to entertain their visitors will linger long with those who enjoyed the hospitality.



San Diego Zoo

## The Anunciadors



Always on the job were members of San Diego Gas and Electric Toastmasters Club, who made announcements, ran errands and worked tirelessly as needed. The lady in their midst is Senorita Betty Padaca, their ready helper.

## Recordings



Photo by Don Desfor

The recording machine was a center of interest as the speeches were put on tape for future audiences to hear.

Most of the features of the convention were recorded by Joe E. Dalton, deputy governor of Gavel Toastmasters Club of Long Beach. He is preparing to make these recordings available to those who desire to have them. More detailed information will be published in the October issue of *The Toastmaster*. If you are in a hurry to get any of this material, you may write directly to Joe E. Dalton, 1049-D Island Avenue, Wilmington, California, and he will reply to your inquiries. He is seen in the center of the picture, trying to answer inquiries from half a dozen interested Toastmasters all at the same time. They want to know when and how they can secure recordings.

## Graphic Illustrations

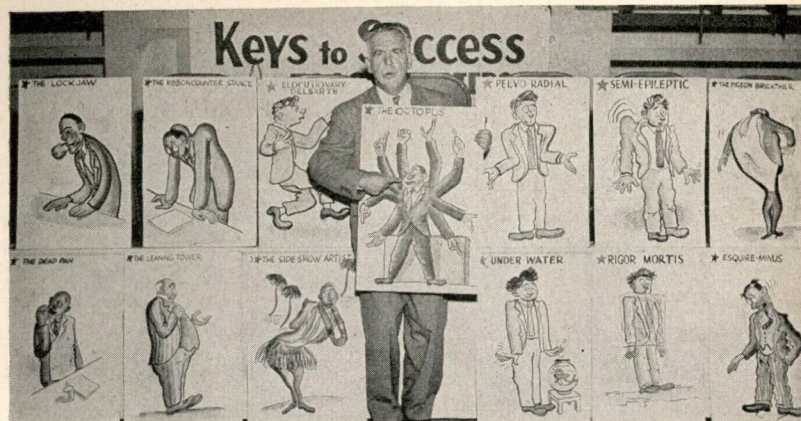


Photo by Don Desfor

Past President Sheldon M. Hayden is seen surrounded by cartoons which he used in presenting his talk on "Keys to Success in Speech Delivery." "Don't be an octopus," he warns, as he talks about gestures.

## Here Are the Twenty



All of the 20 Past Presidents of Toastmasters International were present at San Diego — a record worthy of note in any convention. Every man had a part in the program. These are the "Nineteen Old Men," plus George W. S. Reed, their newest member, who have led the organization through the years to success.

# It's a Good Idea

## This Is for You

It would be an excellent idea for you, the reader, to turn right now to pages 26 and 27, and read what is said there about plans for work in *your* club during September. Then you will know something about the suggestions which have been offered to your club officers, and you will be in a position to cooperate with them in helping yourself to better speech evaluation and to lively, interesting speech programs.

## Practical Use

A Toastmaster, writing to announce his completion of the *Basic Training* assignments, reports that he uses his Toastmasters training on the job. His office is production manager for a manufacturing plant. He lists the "on the job" uses thus:

1. **Instruction on how to do a job.**
2. **Encouraging employees to do better work.**
3. **In all phases of conversation with fellow workers.**

## Daily Practice

This good idea is contributed by Harvey Warner, of Seattle:

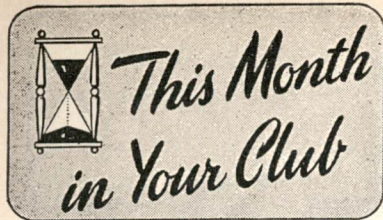
"We give a speech and are told that it would have been better without the 'ah's,'—that our choice

of words was not of the best. We resolve to do better next time. Why wait until next time? Practice your speaking in your daily conversation. Use good words. If you discover that you are about to say you heard a good sermon, stop and use *interesting*, *instructive*, or *forceful*. You cannot be careless in your daily conversation and be perfect when you make a speech. At least once a year I talk on the subject, 'Practice Toastmasters Training Every Day.'"

## To Build Membership

Archie Rankin, president of Columbine Toastmasters Club of Denver, has this stimulating report:

"We started the term October 1, 1950, with 23 members, and ended with 23 members on March 31, 1951. When the new officers were elected for the new term starting April 1, an active campaign for new members was immediately instituted, using the slogan '30 by April 30.' I am happy to report that we did accomplish this goal; and on April 30, the target date, we inducted 8 new members into our club to bring us to 30 active members. We had a real celebration, too, with our wives as guests, and special entertainment provided." (*Editor's Note: The Columbine Club won the District 26 Club-of-the-Year award.*)



## The Executive Side

Certain business matters require preferred attention in September.

**Election of Officers.** Refer to your Club By-Laws, Article IV. Carry through the process of nominating and electing so that it may be an example of the best practice. At the same time, make sure that the best men are chosen as leaders. Nominating speeches by members are good practice in an important type of talking.

**Officer Training.** The new officers take office at the first meeting in October. (Refer again to By-Laws, Article IV.) This gives time in September for the new leaders to secure information on their duties. The club secretary reports to the Home Office the names of the new officers just as soon as they are elected, and a package of information is promptly mailed to the president-elect.

Training of the new officers is a responsibility of the area governor, but the retiring officers of the club have a definite obligation to see that this is not neglected.

**Committee Appointments.** These

appointments should be made as promptly as possible. The president-elect confers with his Executive Committee in selecting the committee chairmen, and then he provides information for these chairmen and their committee members.

The Educational and Program Committees of the old administration are responsible for planning the programs for October. Don't neglect this. The new committees take over with the first of October, but program plans must be ready before that for the month.

**Special Activities.** Now is the time to get your club speech contest under way. Plan for acceptable methods of voting for the most effective speakers at each program.

Club-of-the-Year studies should begin without delay. Work to make your club better, even though you do not expect to win honors.

**The Reports.** During the month of September (shortly after the 15th) the club secretary will receive the forms on which to make up the Semi-Annual Report. This report is to be made by the present secretary. Do not leave it for the newly elected secretary to struggle with. Prepare it this month and send it in on October 1. If any club secretary does not receive his set of forms by September 24, he should notify the Home Office immediately, so that he may be supplied. Sometimes changes in address prevent prompt delivery.

## Education Is Our Business

Ask almost any Toastmaster about evaluation in his club, and he will tell you that it is not very good. He will say that it is helpful, but not nearly so much so as it would be if the members did better with it.

Ask him why this is so, and he will tell you that the members do not work hard enough at it; they do not fully understand how to do it; the evaluation is not well planned; and so on, through various reasons. All of this adds up to the one fact, that *we must train our members as evaluators.*

**Better Evaluation** is the theme for September. It gives point to all the programs, and provides for special study and instruction in this vital element of good speech.

During this month, provide for one carefully prepared talk by a member on some phase of evaluation. You can use one of the regularly appointed panel of speakers, allowing him 10 minutes for this important subject.

Here are some good themes for these talks on evaluation:

1. **What Is the Matter with Evaluation in Our Club?**
2. **Practical Methods of Evaluation** (See *Speech Evaluation*, p. 21)
3. **The Philosophy of Criticism** (See *Speech Evaluation*, p. 6)
4. **What Should Be Criticized?** (See *Speech Evaluation*, pp. 28, 29 and ff.)
5. **What Kind of Criticism Helps Me Most?**
6. **Can You Take It?**

**Plan the Programs.** A program is like a speech. It must be planned. Program planning is an essential training in every Toastmasters Club.

To plan good programs requires originality and imagination. The responsibility is shared by the club's Program and Educational Committees.

Plan for this month the best programs your club has had. And don't forget to *plan your evaluation.*

### SEPTEMBER PROGRESSIVE TRAINING SCHEDULE POINT OF EMPHASIS "EVALUATION"

DATE	TYPE OF PROGRAM	THEME AND SUBJECT	EVALUATION	EDUCATIONAL TALKS
4	IMPROMPTU NO ASSIGNED SPEAKERS ALL MEMBERS SPEAK FOR 3 MINUTES SUBJECTS WRITTEN ON BLACKBOARD	GROWTH BY CRITICISM IN GOVERNMENT, SELF- BUSINESS, ART, LITERATURE, SCIENCE, MEDICINE, LAW, ENGINEERING, ETC.	BY RECORDING MACHINE RECORD SPEECH & PLAYBACK. ONE GENERAL CRITIC	EVALUATION AID AVAILABLE FROM HOME OFFICE REFER TO "SPEECH EVALUATION" BOOK.
11	REGULAR SPEAKING PROGRAM DESCRIPTIVE AND NARRATIVE SPEECHES	THE PLAY'S THE THING REPORT OF T. CONVENTION 2 SPEECHES ON VACATIONS 1 STORY-TELLING SPEECHES (SERIOUS)	PANEL EVALUATION USE PRINTED FORM # 160 FROM HOME OFFICE	HOW TO EVALUATE A SPEECH
18	SYMPOSIUM AUDIENCE PARTICIPATION CLUB SPEECH CONTEST TO START	AMERICAN EDUCATION THE LITTLE RED SCHOOL HOUSE MODERN EDUCATION: GOOD OR BAD? EDUCATION IN BUSINESS LIFE-LONG LEARNING TOASTMASTERS CLUB EDUCATION	WRITTEN EVALUATION OF EACH SPEAKER USE PROFILE SHEET # GF-61 FROM HOME OFFICE	IMPORTANCE OF DISCUSSION GROUPS REFER TO BOOKLET "PROGRAM PLANS"
25	SPECIAL GUEST NIGHT INVITATIONS TO VARIOUS SELECTED CITY FATHERS TALK MOTION PICTURES IF POSSIBLE	IMPROVING OUR COMMUNITY 5 SPEAKERS SELECT OWN SUBJECTS WITH APPROVAL OF TOASTMASTER OF THE EVENING	REGULAR INDIVIDUAL EVALUATION	BENEFITS OF SPEECH EVALUATION

# HOW WE TALK

## Make Corrections

The apostrophe ('), tiny as it is, causes much trouble for many people. When used in a word, it indicates the omission of a letter or letters. Thus, in such a contraction as *don't*, we recognize the omission of *o* from *not*. In the possessive, as in *John's book*, we are reminded of a questionable explanation that the expression originally was *John, his book*, so that the apostrophe indicates the omitted letters.

Whatever the explanation, the possessive form is indicated in writing by use of the little mark of omission.

With this in mind, try your hand at correcting any errors which may be found in the following phrases:

- Ladie's and men's clothing
- Childrens' shoes
- John's and Mary's house
- The peoples' choice
- Grocery's and soft drinks
- It's use is difficult
- This book is her's
- His sister's-in-law brother

Two apostrophes are correctly used in the above examples. These are *men's clothing* and *Mary's house*. In the latter case, *John* should not appear in the posses-

sive. When two names appear together, as *John and Mary*, the apostrophe is used with the second one only. The other errors should be easily discovered. Try it for yourself, and check up with someone else just to make sure.

## How Do You Pronounce Them?

ab do men	fin ance
ac cli mate	ho ri zon
a cu men	i de a
a dult	in qui ry
ad dress	mag nan i mous
a e ri al	mo rale
as pir ant	or de al
de ca dent	re search
fa ce tious	re sour ce
fin a le	ro bust

KEY: Each word should be accented on the second syllable.

## Fill the Blanks

1. He will not talk before John and \_\_\_\_\_. (me, I)
2. (Has, Have) either of the boys driven \_\_\_\_\_ (his, their) car uptown?
3. Each member will now take \_\_\_\_\_ (his, their) place.
4. My friend and \_\_\_\_\_ (I, myself) are going to the show.
5. He speaks \_\_\_\_\_ (real, very) well.
6. The tree \_\_\_\_\_ (lies, lays) where it fell.
7. This is just between you and \_\_\_\_\_ (I, me)
8. The weather is very hard on \_\_\_\_\_ (we, us) people.

KEY

1. me	5. very
2. Has; his	6. lies
3. his	7. me
4. I	8. us

# THIS IS MY PROBLEM

## To Withdraw a Motion

*QUESTION: I presented a motion in our club meeting, but after it had been talked over for a little while I saw that it was not wise, and so I said I would like to withdraw it. The chairman ruled that I could not withdraw the motion after it had been discussed. Was he right?*

B. H. W.

*ANSWER:* Technically, he was right. The rule is that after a motion has been seconded and stated by the chairman, it belongs to the assembly. In ordinary practice, the mover frequently is permitted to withdraw or change the motion.

## Red Light

*QUESTION: Should a speaker stop right in the middle of a sentence if the red light is flashed on him?*

A. B. M.

*ANSWER:* It is customary to grant the speaker a few extra seconds in which to complete his sentence, or his closing paragraph. Unless time is unusually precious, or it is the definite intention to embarrass the speaker, he should not be compelled to quit the instant the red light appears. Sometimes there is an effort to achieve exact timing, in which the drastic treatment is in order. In this, as

in so many matters of speech, "it all depends."

## Gestures

*QUESTION: I don't see how any speaker can learn to use gestures satisfactorily in just one attempt. In Basic Training, there is only one assignment in which gestures are featured. Shouldn't there be more on this important subject?*

B. H. S.

*ANSWER:* Certainly it is not expected that the speaker will limit his work on gestures to one attempt. Neither is it expected that he will be satisfied with his Number Four in *Basic Training* if he presents it just once. Every student should repeat each assignment as many times as may be necessary to gain skill. In almost every case, the assignment should be given at least twice. In such matters as gestures, vocal variety, reading and similar projects of special difficulty, it is in order to work the assignment over three or four times, until reasonable progress is made.

But as to gestures, you must use them in every speech you make—not just once, in a special project. In fact, what you gain in each *Basic Training* assignment should be carefully reviewed, and carried over into all the speeches you make thereafter. Success in speech is a matter of practice and review.



# Recommended Reading

By R. C. S.



**The Great Idea**, by Henry Hazlitt (published by Appleton-Century-Crofts).

Here is another of the "prophetic" books. It takes us ahead to the year of Our Marx 282, which would have been A. D. 2100 in the old capitalist calendar. It pictures a world which for two centuries has been a Communist paradise—"Wonworld," it is called—with a supreme dictator and a small body of party members controlling all mankind for the benefit of the controllers.

Accession of a young, idealistic and rather benevolent dictator brought to him the discovery that poverty and slavery and forced labor were the lot of about ninety per cent of the people, which led him to institute certain reforms which bring about a new regime of prosperity and general welfare.

Mr. Hazlitt, newspaperman and student of economics, is stronger on philosophy than on fiction, and the reader must be prepared to go through many pages of discussion on the theories and principles, lightened only occasionally by some flash of action, usually of the tragic kind.

It is strongly recommended as serious reading for the one who is willing to think through to logical conclusions.

**Speech Forms and Principles**, by Andrew Thomas Weaver, (Longmans, Green and Co., New York, \$3.50).

This is not a "course" in public speaking. It is hardly to be counted a "textbook" in any sense. Rather, it is an extensive and scholarly study of all forms of speech, written by a man who has had some 40 years of experience in teaching the fundamentals of good talking. Dr. Weaver has been for a long time at the head of the department of speech at the University of Wisconsin.

He quite properly maintains that all speech must be considered by the student, and that good speech can be learned only by hard work. He disapproves of the practice of offering students an "easy way" to be successful as speakers. "Hard work alone can produce the desired competence."

The character of Dr. Weaver's treatment may be seen in his division of material under the heading: "Forms of Speech." He lists these as: *Conversation and Interviews*, *Discussion and Debate*, *Public Address*, *Interpretative Speech*, and *Radio Broadcasting*.

The book is not light and easy reading. Don't buy it unless you want something substantial and authoritative.



## LETTERS

### THE POSTMAN RINGS THE BELL



#### Toastmasters in Action

I would like to express the appreciation of the Cincinnati Rotary Club to the Queen City Toastmasters Club for the excellent program "Toastmasters in Action" presented yesterday before us.

There have been several phone calls in addition to the very complimentary remarks after the meeting. As I was driving out of the parking lot, one of the members blew his horn and yelled across the street, "Different and one of our best programs!" Naturally that pleased me, because there were a few before the meeting who had doubts.

—T. EMBURY JONES, Program Chairman,  
Cincinnati Rotary Club

#### A Prospect

A friend in Wooster, Ohio, has become very much interested in Toastmasters as a result of hearing one of our members who spoke before the Kiwanis Club in that city. Please send him information that will help him to organize a new club over there.

—L. J. BENNETT, President, Mansfield,  
Ohio, Club No. 647

#### Materials and Recordings

We all appreciate the wealth of material which you send out to the club officers and can realize the tremendous amount of work

involved in such an undertaking, considering the number of clubs and club officers. Your efforts are well justified, for it is through the use of this material that Toastmasters has the opportunity of presenting a training program unequalled. Many good things are taken for granted these days, but when we stop to think a bit, we realize the benefits gained from this organization.

We have tried the use of a dictating machine in our club this spring to record voice modulation and have found it to be of great value. Several evaluators may differ in their helpful criticism of a talk, but the machine gives the talker an opportunity to hear himself exactly the way he spoke. Ah's and hum's are magnified a dozen times, it seems. We hope to use the machine from time to time when talks are given which lend themselves well to a recording.

—M. H. CORBIN, President, Seattle  
YMCA Toastmasters Club No. 259

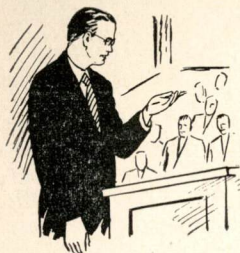
#### Appreciation

I want to express my appreciation to Toastmasters International for making it possible for me to have the invigorating experiences I have enjoyed so much since having become a member of Club No. 952.

—V. G. MOSER, Educational Chairman,  
Muskegon, Michigan, Toastmasters Club

# A Fable FOR TOASTMASTERS

By John B. Van Sickle, of the Toastmasters Club of San Pedro, California.



AND UPON A DAY, behold there came through the portals of the Toastmasters Club a speaker from afar. And he spoke.

And it came to pass, after many days, that he did win the cup, and then again and yet again.

At the same time there were, in this club, talkers who were wont to devise alibis.

These men said, one to another, "How doth he do it, this stranger, this sojourner in our midst?"

And upon a certain night it came to pass that when many were gathered together in the club meeting, one man, dubbed "Educational Chairman," did come into their midst, and he was one smart hombre.

Then spake the multitude unto him, saying, "How is it that this stranger continually putteth us to shame?"

Whereupon the "Educational Chairman" made reply, saying:

"He of whom ye speak is one hustler. He goeth late to his couch, because he spendeth much time before the mirror gaining skill through practice in the art of speech. He passeth up no chance to improve himself. He cometh to thine assembly arrayed in fine garments, while ye appear with unshaven faces and unpolished shoes.

"Ye come together and say, one to the other, 'Verily, I hope that I can make a good speech this time.'

"This stranger cometh with assurance that he *will* deliver a worthy address. The television detaineth him not, and he passeth the movie house with a look of cold disdain upon his snoot.

"When the general critic giveth him the works, he doth smile, because he knoweth that even this castigation, which seemeth painful for the moment, is truly for his own good, and worketh to his perfection.

"Neither doth he converse while another speaketh; nor doth he complain to the toastmaster, 'Behold, I am unprepared.' When the eleventh hour striketh, he is ready. He knoweth his subject even as he knoweth his own name.

"This man standeth up, he speaketh up, and he shutteth up, because he has whereof to speak.

"Verily I say unto thee, if thou wouldst win plaudits as doth he, go and do thou likewise."

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