

The

TOASTMASTER

▶ HE COULDN'T TAKE IT

▶ IMPROMPTU SPEAKING

▶ OUR UNSPEAKABLE LANGUAGE

▶ UNZIP YOUR LIP

▶ MANNERS AND MANNERISMS

September 1953

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 1369 active clubs, located in the United States, Canada, Scotland, Channel Islands, South Africa, Hawaiian Islands, Philippines, Alaska and Cuba.

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HE ASKED FOR IT , BUT

HE COULDN'T TAKE IT

By Ralph C. Smedley

You will find the story in the Gospels (Mark 10:17-21, Luke 18:18, Matthew 19:16) and it will pay you to read it as an example of how to seek evaluation, and then fail to profit by it.

The young man came to Jesus, saying, "Good Master, what shall I do to inherit eternal life?"

The Master gave him a direct answer, but the man did not like it. Perhaps he, like many of us, asked for criticism, hoping to receive a compliment. Jesus went to the bottom of the matter and told him the truth. The man had asked a fair question, and he was entitled to an honest opinion.

He must have been a man of attractive personality, for Mark says, "Then Jesus, beholding him, loved him, and said unto him, 'One thing thou lackest; go thy way, sell whatsoever thou hast, and give to the poor, and thou shalt have treasure in heaven; and come, take up the cross, and follow me.'"

The Master saw possibilities in this man, and desired him for a follower, but realized that such a man, carrying the burden of his great wealth, could never be a true disciple until he got rid of

his hindrance. His criticism was searching and painful, but sincere. If the inquirer had followed the advice of his evaluator, he might have done great things. As it was, he dropped out of sight and was not heard from further.

He asked for criticism, but when he got it, he simply couldn't take it. He demonstrated one of the three customary reactions to criticism.

Some people, on being evaluated, get mad. They resent the criticism. Others don't believe it. They say, "That's what you think! Well, I don't agree with you. I don't have to accept your suggestion."

But others, wiser and more appreciative, say, "Thank you for the suggestion. It hadn't occurred to me before that I needed to change my ways in that direction, but I see what you mean, and I shall do something about it."

It is the person of the third class who gets the value out of evaluation, or criticism. He accepts it gratefully and studies to see how he can apply it to the best purpose. Even though it deflates his ego, he examines it and tests it.

Like the young man in the story, most of us have favorite weaknesses to which we cling. Either we enjoy the objectionable characteristic, or we think it distinguishes us, or we are unwilling to admit the flaw in our personality. The alcoholic victim knows that strong drink is poison to him, but he does not make the effort to give it up. Many of us are like that with other bad habits and destructive characteristics. It is easier to get along with them than to correct them.

Criticism, whether given in friendship or in malice, can be one of the most constructive elements in life for us. Its value depends altogether on how we accept it and how we use it. The worst way to receive it is to be angry about it. The next worst way is to ignore it. The one best way is to listen to it, study it, and then use it.

The young man asked for

criticism. Perhaps he was conscious of a weakness, and wanted someone to relieve his worry. Perhaps he felt that he was so good that he deserved compliments, and thus he wanted to show off before the others. In either case, he asked for it, and he got it. But he couldn't take it.

Here is a Biblical character for us not to imitate. Whenever we receive criticism, whether of our speech or of our conduct in general, the intelligent thing to do is to listen to the criticism, evaluate it from all angles, and then apply it for our own good.

Never "get mad" at your critic. Never fight your evaluator. Never disregard his suggestion, however unreasonable it seems. There may be in it some grain of truth which will help you, if you are wise enough to accept it and try it on yourself for size.

But don't ask for criticism unless you can take it.



OPINIONS ON CRITICISM

Criticism, as it was first instituted by Aristotle, was meant as a standard of judging well.

—Samuel Johnson

It is a barren kind of criticism which tells you what a thing is not.

—R. W. Griswold

It is one of the most beautiful compensations of this life, that no man can sincerely try to help another without helping himself.

—Shakespeare

It behooves the minor critic, who hunts for blemishes, to be a little distrustful of his own sagacity.

—Junius

BACK OF MANY a successful career is to be found a simple story of getting ahead by deserving promotion. If we can find one of these men in a moment of relaxation, and can get him to tell his experience, we may learn a valuable secret.

That is what happened when I met Dick Martin at a convention recently. It was a conference of advertising men, made up of high grade, high powered publicity agents, and I was amazed to find Dick there, apparently one of the recognized members of the group. He was introduced as the public relations man for a large and important industrial concern.

"How did you get into this crowd, Dick?" I asked him as we met between sessions. "When I last saw you, eight or ten years ago, you were driving a truck for this company. Now you seem to be an executive. How did you happen to get out of the truck and into the swivel chair crowd?"

"It is simple," he replied. "To make the story short, *I learned to talk*. You see I had a good enough education to start with, and I had even had some newspaper experience during college days, but the newspapers and advertising agencies were not needing any men when I applied. So I took the trucking job so that I could keep on eating.

"It was not a bad line, and it certainly gave me a new slant on the way employees and the general public think about the big corpo-



I
LEARNED
TO
TALK

ration, but it was not what I wanted to keep on doing. My problem was to find the way out.

"There was a Toastmasters club in my town, and one of my friends belonged to it. He took me to a meeting. There I found a group of men who told each other what they were thinking, and talked things over freely. I liked the idea. I joined the club.

"One day, after I was feeling pretty sure of myself, there was a big meeting called in the head office. Some new ideas were to be tried out in our delivery system. All of us truck drivers were called in. We listened to some pretty poor speeches and a few rather good ones, but it was tiresome for us outdoor fellows.

"After a while the chief asked for questions and discussion from the audience. Nobody had anything much to say, but I had some things in my mind that needed to be said. I got to my feet and gave them a five minute talk, much the same as I had used at the Toastmasters club a week earlier. I put lots of zip into it, and they all woke up to listen. When I was through, they applauded me.

(Continued on page 30)

THE Toastmaster

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Address all communications to
The Toastmaster, Santa Ana, Calif.

This is the month of our 22nd annual International Convention at Denver, September 3, 4, 5.

It has been asked just why we have a convention?

It is a time for official reporting of what has transpired during the past year in the higher echelons of Toastmasters service.

It is time for programing the coming year's activities.

It is that period when new International officers and directors are elected not only to fill vacancies occasioned by expiring terms, but to fulfill the American way of insuring a continual flow of new ideas and new impulses toward high accomplishment.

We are a progressive organiza-

tion. Our fundamentals need not be shattered by time's flight. We look forward to the new day and we thank God for the sunrise.

So perhaps, our conventions, more than any others—especially this convention which would look "Toward New Horizons"—are for the purpose of previewing that to which we aspire.

We dip into the best of our talent, the highest of their ideals, the most practical of their ideas.

We demonstrate again and again the basic rules of effective self-expression and the worth of unselfish negotiation.

We stress the importance of adequate training toward better public relations in every phase of business and social life.

Nor are we negligent of the growing needs for understanding between certain groups of our citizenry — an understanding of Freedom's basic principles which subversive influences in our country would cast up as insurmountable barriers.

If you are sincerely interested in making the best of your life, in learning how to share the advantages of our free civilization with your fellow men, and at the same time understanding the right of the other fellow to his own viewpoint—

Come to Denver in September! and discover how and why Toastmasters International is becoming one of the most potent factors for good in the world today.

YOU MAKE AN AWARD

By Ernest Wooster

When Bill Bushleague retires from the position he has held for many years, and you are to present the farewell gift to him at the testimonial dinner, what will you say?

You know Bill. So do many of the others present. It is not a gay occasion, this severing of active connections with the business world and with his many associates.

So — what are you going to say and do?

Is it enough to thrust the memorial gift upon Bill, mutter that his many old friends want him to remember them, and then sit down, leaving Bill considerably flustered and at a loss as to what to do?

Remember, this is an important and saddening moment in Bill's life, almost a terminal point. He is being forcefully reminded, by the very occasion itself, that his days of usefulness to his employer are at an end.

* * *

Or it may be that the award you are making is a prize given to the victor in some competition. Or a premium for reaching a standard or achieving a worthy

distinction is being bestowed on the fortunate one.

You, as the person to make the presentation, must keep it dignified, put the recipient at ease, and still remember an audience that will soon be taking surreptitious glances at their watches. These glances will become hopeful or hopeless stares at laggard timepieces if the proceedings become too long drawn out or too solemn or too uninteresting.

If most of your audience know Bill Bushleague — either as a retiree or as the winner of an award — don't waste time in a long introduction.

Also, don't launch a sonorous peroration of fulsome praise. Your hearers know whether Bill customarily wears wings or horns.

But you may briefly touch upon his outstanding virtues. You can tell of his history with the company or organization. You may relate some humorous instances gleaned from Bill or his family or close friends. You may tell of his outside activities in lodge or church or civic affairs. You can narrate some instance of devotion to duty or act of heroism. You are justified in giving a picture of his family life, home and hobbies, just so you take no longer than two minutes to do it.

Many of your hearers, even though friends of Bill, will not know of these. Moreover, Bill will be pleased to have his virtues and accomplishments paraded publicly before his audience of friends, associates and fellow-workers.

Finally comes the moment of the actual bestowal of the gift or award. This is the climax of your part of the program, though it may not conclude your part of it.

If it is to be a surprise to Bill, make it also a surprise to as many in the audience as possible.

If Bill has known in advance, then you are well advised to take him into your confidence so that his acceptance speech — however brief — can be prepared by him, at least as to sentiments he wishes to express. He will probably appreciate assistance, both in preparing his acceptance and in letting him know what you expect to say.

Prepare well the climax of your talk, whatever it may be. Many

an otherwise good presentation trails off into an inconclusive ending.

Stated differently, make a good talk, but remember that you are only presenting a gift, that it is Bill's big moment, and that you must not steal a single second of his triumph, or dim his part of the evening by in any way overshadowing him. You've had training, possibly are well prepared. Bill probably has not. It is up to you to make it an evening he will remember pleasantly because he carried off his part of it well — not because he fumbled it.

Making a presentation is more than a speech to an audience.

It is giving to a fellow-worker or fellow-citizen a memory he will cherish as well as the gift you present him. But to do this successfully and effectively, you must employ every talent you possess and exercise forbearance and restraint as well as tact and thoughtfulness so that it will remain *his* and not *your* performance.



"In the heart of Africa . . . I have come across black men and women who remembered the only white man they ever saw before — David Livingstone; and as you cross his footsteps in that dark continent, men's faces light up as they speak of the kind doctor who passed there years ago. They could not understand him; but they felt the love that beat in his heart."

Henry Drummond



By Dr. James Bean

FOR LADIES ONLY

Socially his popularity has increased in tempo. He has become more interesting and entertaining at home. His business life also has felt the impact of Toastmasters training. His employer, noting his development in self-assurance and improved speaking ability, has marked him for possible advancement. You, fair lady, know only too well what that means and how you can use that increase in the pay envelope to expand the family budget.

Isn't it true that you are mighty proud of him when he is called upon to say a few words before some group and he performs smoothly and with facility?

Toastmasters International is the only organization I know of that offers its members a specific program for personal betterment. It is this personalized feature which differentiates it from other luncheon or service clubs. Toastmasters International brings out the best in a man.

Appraise the "apple of your eye!" From the shrinking violet you once knew, he has become a man of unlimited potential and power, thanks to Toastmasters International and to you.

Are you vitally interested in that certain "boy friend"? Then one of your chief concerns should be in his regular attendance at his Toastmasters meetings. You are concerned because he is being helped to bring out his true personality. Inwardly you knew he possessed it, if only it could be brought to the surface and put to good use.

Recently you have been witnessing an awakening in his latent potential ability. Through his association with Toastmasters, his speech and speaking ability have improved; his use and choice of words have broadened; he has learned to orient and organize his thoughts; his ease of manner has blossomed forth and his powers of attraction to others has increased. Toastmasters training, along with persistent practice, has broadened his outlook on life.

Read Your Speech

By Henry A. Wright

The most effective speeches ever delivered are those read by the speaker.

The reading of speeches, contrary to what we may have been told, is the law and gospel of successful delivery.

The secret lies in knowing where *not* to read a speech, and that is before an audience.

A speech should be read, over and over, in the privacy of his study until the speaker is as familiar with its contents as he is with his own name. He should learn its contents but he should never memorize it.

Few Toastmasters need to be reminded of how easily a memorized speech can be ruined by a key phrase that momentarily evades the memory. The whole continuity of the talk is upset and the speaker's confidence in himself shattered. No mental panic is as terrifying as that into which a speaker is plunged when he forgets a memorized punch line. Nine times out of ten it is a punch line that is forgotten.

The introduction, the key expressions and the conclusion should be fixed verbatim in the mind, but these should be so much a part of the speech and should be so familiar to the speaker that they become a part

of his reasoning. They should never be just a sequence of words caught in the mind by the mechanical process of "committing to memory."

The secret of learning a speech and remembering its vital passages lies in conceiving the idea and building the speech around it in such a manner that each point leads to another and all points tie into a logical and effective conclusion.

The first essential of a good speech is an original idea, or an original approach to an old idea.

An outline of the speech should be made that carries the idea from the introduction to the conclusion, then the speech should be developed by writing it out.

The speech should be rewritten and polished until it is as nearly perfect as possible.

This completed draft should be read and reread until its contents become second nature and the speaker can carry out the delivery in his own mind. He should be so familiar with the contents of his talk that he could present his arguments effectively in casual conversation.

This does not mean that he should try his speech on his family or his friends. Some speakers lose vital enthusiasm in

delivering a speech before "try out" audiences.

A good test of how well a speech has been prepared is to deliver it in privacy through the medium of the typewriter.

The speech can be typed out, using the same thought processes as if it were being presented to the audience, with no attempt to remember the first draft verbatim.

This "delivery draft" can be compared with the first for fact

and logical sequence as well as to determine how well the vital points are fixed in the mind. It is surprising how nearly the well-prepared speech will match the original.

After the above formula has been completed notes should be prepared as reminders of vital points.

These notes are rarely needed, however, because a speech read properly before delivery is usually properly delivered.

WHY SPEAKERS FAIL

From the bulletin of the Osage (Iowa) Toastmasters Club

There are many reasons for failure.

Some speakers talk, not because they have something to say, but because they have to say something. That, in itself, is cause enough for failure.

Some attempt to speak because the occasion "requires a few words," or just because they like to hear the sound of their own voices, and the patter of applause. They do not speak because of something which is burning within them—something which cannot be repressed.

Here, then, is a safe rule for successful speaking:

Do not speak in public (or even in private) unless you have something to say which will give your audience a satisfactory return for their investment of time and attention.

Follow this rule, and you need not fail.

Joseph Conrad

Someone has said:

"No one can steal what is in your head or heart. If you have tolerance, humility and compassion, it will shine, like a beacon, through your conversation."

Paducah (Ky.) Toastmasters Bulletin

Grammar Is Easy

No. XVIII of a Series

Troublesome Little Words

The preposition is a little word, but it makes trouble.

There are only about two dozen of these prepositions in common use. Some of these are used in other senses as adverbs or adjectives, and it takes careful watching to distinguish between such uses.

For example, in the sentence, *Look about you*, the word *about* is a preposition, but in the sentence, *Look about*, it is used as an adverb. When we say, *Smoke goes up*, we are correctly using *up* as an adverb. If it is to be used as a preposition, it must have an object, as in *Smoke goes up the chimney*.

Selection of the preposition to be used in a specific place often requires thought. The right word varies with the meaning.

One can be responsible *for* or responsible *to*. Thus, he is responsible *for* the care of the machine, but he is responsible *to* the owner for damage. One may have an opportunity *to* perform some act, but to say that he has an opportunity *of* performing it is not good.

Points of Difference

Study the following list of prepositions frequently misused and try to fix their meanings in your mind:

1. *Among* and *between*.

Between refers to only two persons or objects.

Among refers to more than two persons.

For example: The work was divided *between* the two men.

The tasks were divided *among* the several members.

Remember you cannot get between less than two objects or performances. In a speech contest you may have heard the chairman announce that "Between each speech there will be a one-minute interval."

That is a physical impossibility. Better say "After each speech there will be a pause."

2. *By* and *with*

By refers to the agent or doer of an action.

With refers to the instrument with which the action was performed.

For example: The fish was caught *by* the sportsman.

He caught the fish *with* a hook.

3. *In* and *into*

In suggests the idea of presence within.

Into conveys the idea of motion.

For example: He sat *in* the office for two hours.

He walked *into* the office.

4. *At* and *to*

At refers to the state of being in a place.

To suggests the idea of going to a place.

For example: I shall not be *at* home today.

I am going *to* the office now.

5. *At* and *in*

At is used when we are speaking of a small town or village.

In is used in speaking of a city, a state or a country.

For example: We stopped *at* various points as we drove across country.

We stopped *in* St. Louis and Chicago, and in many cities in the Middle West.

6. *Beside* and *besides*

Beside is used to mean by the side of.

Besides means in addition to.

For example: May I take this seat *beside* you?

Are there any others here *besides* you?

7. Note the difference in words following the same verb.

a. He agreed *with* the boss.

b. He agreed *to* the plan to enlarge the house.

a. I correspond *with* my friend.

b. This segment corresponds *to* that one.

a. The children parted *from* their father.

b. The man parted *with* his money.

a. Wait *for* me at the office.

b. You must not wait *on* me, for I am not ill.

Small Words Are Misplaced

Much has been said by purists about the error in finishing a sentence with a preposition. The fact is that there is no rule against that practice except the rule of rhetorical effectiveness. Ending a sentence with an unimportant word is poor composition. Many unimportant words besides prepositions are so misused. Consider this sentence: "He spoke never a word, but just kept looking at my shoes, for some reason or other." That unimportant final phrase spoils the effect of the sentence. It could be recast like this, if the "for some reason or other" must be included:

"He spoke never a word, but for some reason or other just kept looking at my shoes."

The same effect is produced by the use of superfluous prepositions. In the familiar expression, "I don't know where the man is at," or "Where are we at?" the trouble is that *at* is entirely unnecessary, and should be omitted.

(continued on page 14)

It's a Good Idea ■ ■ ■

"I Was There"

The eyewitness, on-the-spot program is excellent, if well prepared. One essential for success in using it is to assign definite subjects and situations for the speakers. If they are left to make their own choices, they are likely to miss the point.

The committee, in planning the program, should select important events, preferably historical, and assign to each speaker a definite role. Thus, one speaker may be selected to give an eyewitness account of Paul Revere's ride. The speaker may pose as having been the man who hung the lantern aloft.

Another may have been a bystander when the Wright brothers made their first flight. Perhaps another was present when David overcame Goliath, or when the Israelites crossed the Red Sea; and one of your members may pose as having been a member of William the Conqueror's host at the Battle of Hastings.

There is no limit to the possibilities for study and interesting talks, but for best results, plan a unified program with all subjects assigned.

Testimonial

I am a member of seven clubs in New York City. The opportunities and practice in Toastmasters impress me very much and are not to be found in the six other clubs to which I belong. As a past president in three clubs and active on committees, you can see what this means and how deeply the writer appreciates the opportunities.

R. Steele Sherratt,
New York Club 1220

Use what you have — it may be greater than you think. But use it expertly and take whatever fair means is necessary to acquire such proficiency.

WAD

Penny A Whisker

According to H. E. Braswell, Club Secretary, Potomac Toastmasters of Washington, D. C. has discovered a fine way to get rid of hackneyed words and phrases. Along with other club officers a special officer is appointed each week and designated an "Official Whisker Counter." One cent per whisker is collected on all words hoary with use, and the club treasury is temporarily bulging.

Summer visitors to our Nation's Capitol will be pleased to know that the Potomac Club meets in an air-cooled banquet room in Hotel National, 1808 Eye St., N.W., alternate Tuesdays, 6:15 P.M., beginning July 7th. Toastmasters from far and near are always welcome.

Table Topic Tester

The table topic session entitled "The Unusual Situation" was outstanding, both in value and presentation. Topic master Bill Croahan was its inventor.

The first speaker spoke one minute on "Toastmasters." At the end of his time the last noun he uttered became the subject for the next speaker who then spoke for one minute, etc. This certainly provided everybody with an opportunity to "Meet the Situation."

From The Ubiquitous Buzzer,
St. Louis Toastmasters

Sure, There's Still Time!

—for last minute reservations at the Convention in Denver.

The "Toward New Horizons" theme has made such an impact upon our membership as a whole that we already have a near record prior-registration.

But because we knew the Convention, as scheduled, would be a terrific drawing card, we planned *big* and still have accommodations for you.

So come and bring the family — even if it's a last minute decision.

Use THE TOASTMASTER

Your monthly magazine is designed and published for you. Within a year's span most of the questions you would ask are answered in its pages and most of the subjects you would like to brush up on are discussed and reviewed.

The trouble is that in this busy world we don't always take time to read each issue from cover to cover. Then when we do want to refer to a special article, the magazine is misplaced.

The ideal system is to have a special binder — just made for *The Toastmaster* (see back cover) — and to immediately insert each new copy as it arrives. The twelve issues accumulated by the end of the year will form a complete volume of Toastmasters information.

It is made even more convenient and useable by a subject index published in the December issue.

Every club educational and program committee should possess one of these binders and gradually build a file of invaluable Toastmasters information — for ready use.

Well Said

Toastmasters training has marked a turning point in my life. Acquaintance with men of high ideals and ambitions has helped. The training has given me four definite benefits: Increased confidence, ability to express myself more freely, to take severe criticism and use it, and to listen analytically. If everyone could gain these four things in life, I believe that there would be no such a crisis in world affairs as we now have.

Cliff Smith, Fort Collins, Colorado

It is the individual man in his individual freedom who can with his warm spirit mature the unripe world.

Christopher Fry

Sense of Power

"The practice of public speaking, the effort of marshalling all one's forces in a logical and forceful manner, to bring to a focus all the power one possesses, is a great awakener of all the faculties. The sense of power that comes from holding the attention, stirring the emotions, or convincing the reason of an audience, gives self-confidence, assurance, self-reliance, arouses ambition and tends to make one more effective in every way."

From Chamber of Commerce
Club, Tacoma
(Marden)

The Wizard of "Ahs"

M. Richard Goldsworthy of Yosemite Toastmasters, Madera, California, reports the practice in that Club of awarding a caricature trophy called "The Wizard of Ahs" to the Toastmaster guilty of the most *ahs* in his formal speech.

This sportive method of criticism is reported to have done much in reducing the incorrect use of this troublesome word—as well as adding considerable constructive gaiety to the meeting.

Tell A Story

A story which illustrates and enforces the argument helps a political speech, and it is often the only part of the speech which is remembered. I have often heard people say to me: "I heard you speak thirty, forty, or fifty years ago, and this is the story you told."

My Memories of 80 Years
Chauncey M. Depew

Free Speech

It is a paradox that every dictator has climbed to power on the ladder of free speech. Immediately on attaining power, each dictator has suppressed all free speech except his own.

Herbert Hoover

Consider the following familiar forms and note the uselessness of the italic word in each:

1. Tom sat opposite *to* me.
2. Where are you going *to*?
3. I am going later *on*.

Conjunctions Are Small Words

The little word *and* is the commonest one in daily use; *man and woman*; *over and under*. Our speech is full of this word. It can hardly cause us much trouble, except when we call it "and-uh" or suppress it until it becomes hardly more than a grunt, or use it as a sentence starter.

The real trouble comes with conjunctions used in pairs, which are called correlatives. Some of these are *both, and; either, or; neither, nor; so, as; not only; but also; whether, or*.

Neither has the negative suggestion, and should be used with *nor*. Example: He can neither read *nor* write.

Either should be followed by *or*.

Example: You may either walk *or* ride.

Both - and constitute a pair which should not be separated.

Example: That man has *both* ability *and* education. Don't say "That man *both* has ability and education."

Whether - or frequently lend themselves to redundancy.

Example: I don't know whether to go to the office, or whether to play golf.

Do not repeat the *whether*. Instead, say, I don't know whether to go to the office or to play golf.

So - as are used with the negative.

Example: She is not so strong as he.

But when there is no negative implication, we use *as - as*.

Example: I am as strong as you.

Small Matters — Small Words

All these suggestions are in line with the rules of good diction. They are not so vital as many matters which have been presented in these articles, but proper attention to them results in habits of speaking well.

Our speech is largely a matter of habit. We get into the way of saying things in a certain way, and it is hard to get over it. Thus it is very important that we form good and acceptable habits in our talking. It is no harder to form a good habit than a bad one.

In Political Affairs

English is a funny language, the way we talk it in America. Just the other day I heard a man speaking of a candidate, and he said, "If Jones only takes this stand when he runs, he'll have a walk-over."

'Tis True

The night falls, but does not break.

The day breaks, but does not fall.

Goods loaded on a ship are called a cargo, but goods loaded on a car are called a shipment.

Our UNSPEAKABLE LANGUAGE

The Paradox:

A paradox is something which can't be, but is, such as a white blackbird sitting on a wooden milestone eating a green blackberry.

The Argument

Two men had an argument which grew very warm as it progressed. Finally one talker tried to squelch his opponent with this blast: "Why, you poor, unsophisticated, ignorant idiot!"

"On the contrary," said the opponent, "I am not poor." The argument ended there.

Off and On

Two professors of English were riding uptown on a Broadway car. There was a traffic jam, and they decided to walk. After they had proceeded a block on foot, they saw their car go past without them, and one professor said to the other:

"I thought we would get on better if we got off, but now I see that we would have been better off if we had stayed on."

APPRECIATION

A Big Word

With A Bigger Meaning

Is there anyone present who does not like to receive a word of commendation for work well done?

If so, we shall interrupt the proceedings while this calloused person makes his exit.

* * *

Those of you who remain have frankly admitted thereby, without arm-twisting, that you do enjoy appreciation. You like to be told that you have made a good speech, or put on a good demonstration, or changed a tire with skill and speed, or painted the kitchen floor so that it looks like a professional job. Perhaps you are willing to agree that praise makes you work the harder to do better.

The next step is to remember that others are like you in being susceptible to appreciation.

If a man speaks with a good, resonant voice quality, it does no harm to tell him so, and to advise him to cultivate those fine tones. If his speech reflects careful preparation, or thorough understanding, or sincere conviction, let him know of your favorable impression. He will try harder next time to justify your praise.

Commendation is easier to take than condemnation, and it is likely to produce better results.

That rule works in the office or store or shop just as well as in the Toastmasters club.

Suppose you look over the shoulder of the mechanic in your shop to see how he is getting on. You observe awkwardness or lack of skill or ignorance in the way he works. There are two ways in which you can administer correction.

One way is to "bawl him out." You can shout, "You poor boob! Don't you know any better than to do that? Get out of the way and I'll show you how that drill should run."

The other way is to remark quietly, "I never saw it done like that before. Perhaps you have found something new. Show me again how you do it."

Then watch him carefully as he repeats the operation. Say to him, "Do you suppose it might go better if you tried it this way?" Then show him the right way to perform.

If you did it the first way, you made an enemy of the fellow, and he will find a new job as soon as possible, or if he stays with you, he will turn out faulty work, just to get even.

If you did it the second way, he will feel that you are his friend,

and he will try harder to do better. He doubtless has sense enough to appreciate your not calling him down. You have shown a spirit of co-operation to which he should respond.

Harsh words are not good, whether in your evaluation of a speech or in your instruction of an employee. Sarcasm and sharp reproof will set up negative reactions in the person reproved which will get in the way of his improvement.

For example, in dealing with the little fellow at home, suppose you snarl at him, "Quit making that noise and come here, or I'll skin you alive!" or some such "loving" remark. He may come,

but he will hate you for making him do it.

On the other hand, suppose you say, "Hi, Junior, what do you suppose I have over here? Come over and I'll show it to you." He will love you for treating him like a human being, especially if you really have something to show him. And of course you will give him a friendly pat just to show that you appreciate his prompt response.

Appreciation is such a simple little thing that we overlook it far too easily. The application of appreciation takes the grit out of the gears of everyday living and makes the machine run smoothly. It costs little and is worth a lot.

Words

*God wove a web of loveliness,
Of clouds and stars and birds,
But made not anything at all
So beautiful as words.*

—Anna Hempstead Branch

Toastmasters Prayer

Teach us economy in speech that neither wounds nor offends, that affords light without generating heat. Bridle our tongues lest they stampede us into utterances of which later we shall be ashamed. May we seek clarity rather than cleverness, sincerity instead of sarcasm. May we be kind in our criticisms of others, and helpful by telling how to correct the fault. Forgive us our friendly faces masking cold hearts, our fine words covering shabby thoughts, our big pretensions and our little deeds. Teach us to number our days that we may apply our hearts unto wisdom.

—George W. Kunkle, Yankton, South Dakota

What's Going On

Clipper Skipper



When the Aloha Toastmasters of Hawaii held their weekly meeting on board a Pan American World Airways "Strato Clipper" June 16, Chester Horn, President of the Club was made an honorary Clipper Skipper and given the honor of christening the ship for the day the Clipper "Toastmaster." Thirty members of the Club were guests of Pan American. The unusual club meeting was arranged through Gene Stober, PAA Assistant Station Traffic Manager in charge of cargo and an Aloha Toastmaster himself. (Pan American photo)

Speech Course Sponsors

The Nanaimo Club of British Columbia engaged in a noteworthy project last spring when they sponsored a junior public speaking course in the High School of that community.

Toastmaster Herb Glover, new Governor of District No. 21, is shown presenting diplomas to three of the large class of graduates.

During the graduation dinner, a complete speaking program was presented by the class under the able supervision of their instructor Toastmaster Jack Kidson, also of the Nanaimo Club.



Industry Alerted



The Fall River Club recently experienced one of its most colorful programs in a visit to the Firestone Industrial Products Company, Fall River, Massachusetts, a division of the Firestone Tire and Rubber Company.

Dinner was served in a plant dining room with Mr. Russell J. Barber, Superintendent of Production, as host.

Irv Adams, Club Vice President and Firestone Safety Director, served as Toastmaster and introduced an all-Firestone cast in which each outlined a particular feature of the manufacturing operations. Area Governor Chester A. Stoekel of the Firestone Laboratory served as General Evaluator.

High light of the evening was a plant tour wherein each of four groups was provided with a guide and given a most instructive trip through all production departments.

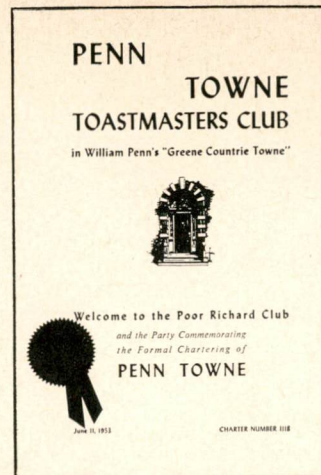
Molalla Buckeroo



No, that's not the young lady's name, but it is the name of the annual event held each Fourth of July and for which Dico Toastmasters of Portland, Oregon, are sponsoring her as Queen.

In other words, we have caught President Sherm Shaw in a moment of extra-curricular club activity, introducing Miss Loraine Ridenour whom Dico Toastmasters had voted to sponsor in the Molalla Buckeroo celebration.

Paging Poor Richard



Even the shade of William Penn itself would sit up and take notice upon receiving an announcement, program, menu like the one pictured above.

President Louis A. Fischer and his official family did themselves proud in staging this affair and if its auspicious start is any criteria, this new Club in Philadelphia will be a Club to watch.

Penn Towne Toastmasters Club will hold forth at 6:15 P.M. on the first and third Tuesdays of each month at 1319 Locust Street, Philadelphia. The latch string is always out to visiting Toastmasters.

Scout Counselors



The Raisin Toastmasters of Fresno, California, appear to be delighted with their successful counselor program for the Boy Scouts of that vicinity. This particular service is to aid them in their Merit Badge requirements for public speaking.

Shown in the photograph are Treasurer Dean Woods, Secretary Vernon Walker, President Evins Naman, Scouts Leslie Naman and Charles Pashayan, Vice President Dr. Dave Silverman and Sergeant-at-Arms Wayne Johnson.

Special Honor

Members of Glendive (Mont.) Toastmasters buy and wear their own pins whenever they please; but the Executive Committee of that Club feels that when a member completes Basic Training, he then merits official recognition in the form of a Toastmasters badge presented by the Club.

Art Harpster (left) and John Cook were the first members to qualify. They are pictured above being thus signally honored by their wives.



"For Crying Out Loud"

Frankly, the only reason we are publishing this very "unnewsy" photograph, showing George Reed (left), former President of Toastmasters International and now Governor of District No. 1; President Paul Raack of sponsoring Club of Sherman Oaks; Fred Dobbratz, President of the new Van Nuys Club, and Regional Director Upton, standing as though to be shot by a firing squad during the charter party of Van Nuys No. 1259, is because of the very human letter of enclosure by Paul C. Gentry, Secretary of the new Club. It reads in part:

"I can hear you now, as you glance at the accompanying photo: 'For crying out loud! Didn't those Van Nuys (Calif.) Toastmasters read our article in the February issue of THE TOASTMASTER, titled — 'For crying out loud' ???"

"We were sabotaged. The photographer dashed into our meeting and informed us he had exactly three minutes . . . See?"

Moral: Every club should have a professional photographer of its own.



Battle Dress



When the Bellflower (Calif.) Toastmasters found their membership getting dangerously low, they went on the warpath and put on Speechcraft with vengeance.

Now, with membership back to full strength and several associates waiting to become regulars, Ronnie Fipps (shown above) has put away his Chief's bonnet and settled down to become a good Toastmaster.

Ronnie boasts some Cherokee and some Choctaw blood and is quite an authority on Indian lore. The headpiece, which he made himself, contains 167 colorful eagle feathers, pelts of five muskrats and many smaller pieces. Perhaps Ronnie might lend it to some other club having membership trouble!

Aloha Hal

Word has just been received of the death of Toastmaster Harold Hodder, Captain Marine Corps U. S., and member of Arcadia (Calif.) Club No. 115.

Harold was a runner-up for honors in the 1951 International Speech Contest at San Diego. He passed away July 18 at his home in Whittier having just returned from active duty in Korea.

Inter-Racial Communication



Another step was taken toward "better understanding through better communication" recently when Granada Toastmasters met with a delegation from the Japanese Chamber of Commerce of Southern California.

This was the first of a scheduled series of exchange meetings. The entire program was designed to give the guests a complete idea of how a Toastmasters club meeting functions.

The Japanese delegation included Paul Takeda, Chamber Manager, Matao Uwate, Director of Public Relations Bank of Tokyo, Susumu Kurihara, realtor, and Hiroshi Hirohata, insurance broker.

The guests were invited to participate in the table topics program. This they gladly did and successfully too for Susumu Kurihara was judged best table topics speaker.

In photograph President Tom Young welcomes the group as Walter Landor, Dep. Gov., smiles his approval.

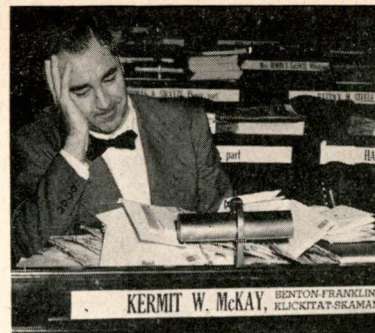
District Four Grand Slam



A homer with the bases loaded is a ball player's dream. District Four made its dream come true recently, with Nick Jorgensen and Ted Blanding on hand to lend an official flavor as four new charters were presented to the Presidents of new luncheon clubs in San Francisco. The Palace Hotel was the scene of this historic event and the presence of the ladies made the evening more pleasant.

Nick Jorgensen (center) is shown with Dick Carrington, Jack Bloch, Brad Palmer and Dan McCarthy representing newly chartered Clubs Nos. 1241—Argonaut, 1242—Blue Monday, 1243—Cable Car and 1244—49ers, all of San Francisco.

Legislator



Just ask Kermit McKay, Richland No. 406, the question, "What can Toastmasters do for me?" But ask at your own risk, for the result is like the bursting of a dike. This normally quiet individual becomes a "man with a message" and from then on you can't shut him up.

The above picture shows him at his desk at the Washington State Capitol at Olympia. Without any previous political experience Kermit went out last November, spoke to several thousand people, and got himself elected as Representative of Washington's 16th district, an area only slightly smaller than the combined areas of Delaware and Connecticut. Now Chairman of the important Reclamation and Irrigation Committee, he is also the only engineer in the Legislature.

Kermit gave his first Basic Training speech four years ago, and says he emerged from that ordeal a quivering, perspiring wreck. Since that time he has served in most of the offices in his own club. This year finds him Governor of District 33.

He attributes all his success to Toastmasters, feeling that the training and fellowship of this group gave him the self-assurance so necessary to the effective communication of ideas to others. Kermit also suggests that more Toastmasters might well take their citizenship responsibilities seriously enough to run for office.

Good Neighbor

Hope J. Moffatt, Governor of District 20, presents Charter No. 1224 to George Shafer, first President of the newly organized Toastmasters Club in Devon, Alberta, Canada.

Affairs of State



Ted Blanding of Toastmasters International grips the hand of Secretary of State John Foster Dulles at a reception in Washington June 4. Mr. Blanding was one of 165 delegates of national organizations invited to Washington to hear top-ranking members of the Administration discuss foreign policy problems. Assistant Secretary Carl W. McCordle stands behind Mr. Blanding.

Mutual Security Director Harold E. Stassen, Senator Alexander Wiley, Chairman of the Senate Foreign Relations Committee, and High Commissioner for Germany James B. Conant spoke to the conference and discussed international issues in seminar sessions.



UNZIP YOUR LIP

Having ideas in your mind and not putting them into circulation in speech is like having money in your pocket and not spending it. The potential value is there, but neither money nor ideas will buy anything until you turn them loose.

Self-expression helps us to grow and to develop. The speaker has to sell his ideas, his goods, his cause—even himself. His speech is the sales process. In ordinary conversation, every man is “selling” himself every time he talks. He is creating an impression on those who hear him, and the good or bad of that impression depends on how he presents himself through his words.

Ability to speak clearly, concisely and convincingly is the key by which the door of opportunity has been opened to many a man. People judge him very largely by what he says, especially if his words are backed up by deeds. I have seen multitudes of men promote themselves, win advancement, step up to higher salary brackets, greater influence, and larger opportunities for achievement, simply because they learned to interpret themselves to other people through speech. The man who can talk in public is the natural leader in his own circle, and in widening circles as his abilities become known. Success in public speech almost invariably leads a man into a larger life and increased usefulness.

AND BEND AN EAR

Every speaker should learn to be a good listener. And by being a good listener, I mean a listener who listens analytically—one who digests what he hears, who does not swallow it whole and without question, but always seeks to find the truth. Analytical listening, critical listening, or speech appraisal, as you may prefer to call it, should be practiced by every person as a protection against spellbinders, stampeders and inciters to mob action. It is like the well-known sales resistance in that it helps one to resist the emotions of the moment, and to act on sober second thought.

We learn to speak by speaking. Practice is the price of success in speech. The only way to become and continue to be a good speaker, in my opinion, is to keep at it. Even an able orator loses his inspiration and his fire when he grows rusty through lack of practice.

Manners and Mannerisms

The word “manner” comes from the Latin *manus*, the hand. It refers primarily to method of action.

Through long usage it has taken on a number of related meanings, so that we now use it to indicate a habit, a kind of species, an aspect, a style, behavior, demeanor, system, even our polite and graceful social practices.

From this simple word has come “mannerisms,” which means a peculiarity of style or behavior. Unfortunately, the word has taken on the sense of something undesirable, as an affectation or artificial trick of behavior, consciously assumed. This leads to a general condemnation of mannerisms which is not fair nor desirable.

We shall do ourselves a favor if we disregard popular usage, in so far as speech mannerisms are concerned, and carry the thought of mannerisms as being either good or bad, rather than all bad: for it is our mannerisms, our

style in speech, which give individuality and distinction to what we say.

Think of mannerisms as habits. A habit is some settled custom or style of performance, thought, conduct, so customary that it is done unconsciously. If the habit is good and helpful, it is a very good thing for it to be formed, so that it can be performed without conscious volition. If it is bad, attention must be directed to its elimination.

Good mannerisms are as necessary for the speaker as good manners are for the well-bred person. Bad ones are as objectionable as halitosis, B.O., and picking the teeth or performing manicure operations at the table.

Evaluation helps, provided the evaluator is wise enough to hit on the detractive mannerisms, and recommend their removal, while he commends the good habits and suggests their continuance.

LET THIS BE

A WARNING TO YOU

Newspapers report that Mayor A. W. Shackelford, of Lethbridge, Alberta, was severely shocked and narrowly escaped serious injury when the current from two microphones passed through his body while he was making an announcement.

The Mayor made the same mistake that is made by thousands of speakers who grasp the mike standard when they start to broadcast. There seems to be an instinct to reach for support, and that smooth, shining rod tempts the unwary one to take hold of it.

The experienced user of radio or public address systems knows that the equipment is to be ignored. He does not lay hold of the standard, nor shove the mike around, nor get right down and shout into it. He finds out what is his best distance from it, and then talks as though it were not there. People can listen without ear pains, and without distraction.

When you use a microphone, be the master. Do not let the equipment intimidate you. Mouth your words fully, articulate distinctly, speak directly toward it, but otherwise disregard it.

HOW WE TALK

First, you do not open your mouth wide enough to let the voice out clearly.

Second, you talk with tight throat muscles, which form your tones too far back. This costs you resonance and good quality.

What can you do about it? You can intonate

WELL!

WELL!

WELL!

Speak those three simple words, first making sure to open your mouth to its limits. Exaggerate the opening. Drop your jaw. Speak on a descending scale of three tones, as if you were starting to sing "Three Blind Mice."

Then make a definite effort to bring the tones to the front of your mouth. Imagine that you are forming the tones on the tip of your tongue, with the close cooperation of your lips. If your throat muscles, when you apply your fingers, feel like a steel collar, try to loosen them. A deep, luxurious yawn helps to relax those tight tissues.

When you have achieved success with the "wells" you may go on to the next exercise for relaxation, resonance and lip-limber-

It is very likely that two things are wrong, if you are one of that majority whose voice is not so good as it ought to be.

ing. This is an old, familiar one. Simply say, in loud, commanding tones, "How now, brown cow." The first two words will be spoken at a slightly higher pitch than the other two, and you will give a definitely interrogatory inflection on the last word. Prolong the syllables slightly, so that it sounds like "How-oo now-oo, brown cow-oo!"

These two exercises can be practiced any time, anywhere, just so you are not in the company of any people who might be disturbed or amused. A grand chance comes when you are driving your car, alone. You can speak in harmony with the purring of the motor, and no one will be the wiser.

If you will stick to daily practice for one month, always watching the opening of your mouth and the loosening of your throat, people will begin to notice a new quality in your voice.

Try it. It costs you nothing but a little effort. It cannot harm you. It may, just possibly, produce results that will delight you. Start it today.

Well! *Well!* WELL!

Recommended Reading

By R. C. S.



Who Speaks for Man? This is the stimulating title of one of the most significant books of the year.

Norman Cousins, Editor of *The Saturday Review*, is the author of the book published by The Macmillan Company and priced at \$3.50. It may be ordered from Toastmasters International.

It has been in preparation for a number of years, the material being accumulated as the author has traveled over the world, turning the eye of a keen observer upon what he saw in such widely scattered parts as Oak Ridge, the Cyclotron at Berkeley, Korea, Ceylon and India. He is interested in people and their problems. He recognizes their differences as they face the present crisis, and he tries to interpret their attitudes realistically.

Each one of the twenty-seven chapters is of value in its own right, but if one had to be content with only a part of the book, the last seven chapters should be selected for study. "Antidotes to Provincialism" is a challenging essay. "What About Russia?" is both startling and revealing. In "Two Guesses About Tomorrow" will be found a careful analysis of the world situation in the light of accomplishments and failures of

the United Nations and its predecessor, the League of Nations.

The reader needs to approach the study of these important chapters with an open mind. Some of the ideas advanced will arouse negative reactions, but the honest reader will have to admit the force of the supporting arguments.

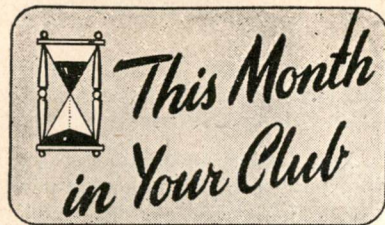
Man can live without civilization, is the author's belief. In fact, "man preceded civilization and is now surviving it." He may even have to abandon civilization as we now know it in order to continue to survive.

But the human will is recognized as one of the most inexorable forces in the universe. If that will can be focused upon things constructive and peaceable, man can survive, and he may go forward into new phases of living. If we continue to plan for war and conquest, the resulting destruction will be thorough and horrible.

Mr. Cousins sincerely believes in some kind of world federation, which can come through revision and improvement of the present U.N. The final sentences of his book are striking:

"War is an invention of the human mind. The human mind can invent peace with justice."

PROGRESSIVE



September is an important month in your club, for during that month you will take steps which will largely determine your club's effectiveness during this all-important winter season ahead.

Election of Officers. 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 men best fitted for the jobs are chosen as your leaders.

Officer Training. The new officers take over active duty the first meeting in October. This allows several weeks after election for the new leaders to secure information of their duties. As quickly as the (old) secretary reports the election outcome to the Home Office, your new president receives a large package of *officer information* which he is to distribute to the new official family. If you are a new officer and don't receive yours promptly — ask him for it.

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 demand prompt attention by the new president. Fit your men to the jobs. Give them authority to act. Then *follow through* to see that they do act. 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 the first of October, but program plans must be ready before that for the month.

Programing. The point of emphasis for September is "Better Evaluation."

Study how and why we evaluate.

Study evaluation from the standpoint of salesman and customer, employer and employee.

Apply principles of evaluation to personal and business relations.

Learn to take it as well as give it.

My Personal Project

In September I shall strive to be constructive in my evaluation of all club activities, stressing new and improved methods rather than being critical of the old.

PROGRAMING



October is the month for making practical application of all the theories studied during the preceding months.

It is a month of *Purpose* — a month for *Making the Sale*.

Your life should be planned.

Your speech should be planned.

Your Club's programs should be planned.

Each plan depends upon purpose. Discover that purpose and build your plan around it. The more careful the plan, the better your chances are for accomplishing the purpose — for *Making the Sale*.

October Programs

1. Install new officers with proper ceremony. Possibly even ask the mayor or some other local dignitary to be the installing officer. Invite the press to be present and take pictures. If your club could use a new member or two—add a line to the newspaper notices to the effect that a few vacancies occur and those interested should contact . . . etc.

2. Anniversary Programs. October 22nd will be the 29th birthday of Toastmasters. It is an excellent time to review Toastmasters fundamentals, its history, its goals of accomplishment. A full program may be given over to it or

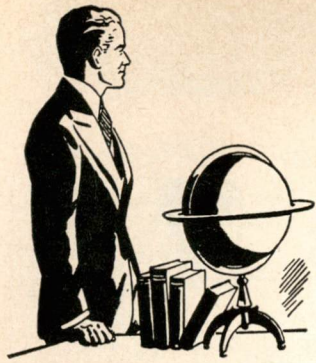
one ten-minute speech—and possible table topics.

3. Fire Prevention Week. The great Chicago fire, October 8, 1871, which, according to legend, was occasioned by a rebellious cow in Mrs. O'Leary's barn kicking over a lantern, started America thinking and planning how to prevent this useless waste of property and life.

Any fire insurance agency in your community will be happy to provide all the information and clever ideas you will need for an interesting and instructive program.

Table Topics

A frank discussion of individual purpose. Why did I join the club? What I expect to receive? Am I getting what I expected? Does officer training offer sufficient inducements to warrant the time expenditure necessary? What of value am I *plowing back* into Toastmasters?



IMPROMPTU SPEAKING

Impromptu speech, such as one uses in conversation or in informal discussion, makes up perhaps ninety per cent of the average man's talking. Practice in this kind of talk is as essential as training in formal speech.

The "table topics" feature in the Toastmasters club is intended to give training in good impromptu speaking. It should be utilized by each member as a privilege and a serious part of his training.

The two minutes or less allotted to the speaker in "table topics" will be sufficient to permit him to make an acceptable, although very brief speech, provided he thinks quickly and phrases his thoughts carefully. If he is inclined to grope for words and thoughts, and to talk in the style of "Well, I don't know very much-uh about the subject, and-uh I haven't much to say," he is wasting his own time and the time of his hearers. He need never talk in that fashion if he will develop the habit of looking quickly for an attitude which he may assume, and then building up an approach to that position on the question.

The Topicmaster is responsible for providing a thought-provoking topic, which he introduces briefly in such a way as to start the thought processes in the minds of the members. He may propound a controversial question, indicating that it has several sides or viewpoints. He may raise a problem with various solutions. He may offer a choice of three or four topics, each of which can be dealt with variously.

Here are some timely, thought-stimulating topics which can be used by the Topicmaster who needs a suggestion:

1. What do you think of the United Nations? Can it be made to work as a means for promoting world peace, or should it be discarded in favor of some other plan of international cooperation?
2. The old-fashioned method of electing "electors" to select a president whom we have already chosen by popular vote should be abolished. What plan should be adopted in its place?
3. There are altogether too many deaths and injuries from accidents, in the homes and in places of business as well as in traffic. In Britain and other parts of the world, as well as in America, the accident rate is unreasonably high for intelligent, civilized people to tolerate. What can be done to reduce the accident rate?

4. Has the nationalization of industry been successful, in America, Britain, or in other parts of the world? What is good about it? What is bad about it? What is to be done about it?

5. Assume that you are out of a job, and in great need of finding one. What would be the best way to go about it? What is the way to apply for a position, once you have found an opening?

6. What kind of business letters do you like to receive? What kind will sell you on the proposition offered?

7. How do you read a book, in order to get the best from it?

8. We know that there are many "hidden taxes" on most things we buy. Who pays these taxes?

9. What kind of life insurance

should a man carry? What do you want your own insurance to do for you?

10. Suppose that a stranger were to ask you about your home town—why you like to live there, and what there is to recommend it. What kind of short speech will you make to cause him to move to town, assuming that he is the kind of person you would like to have for a neighbor?

To insure a profitable period of discussion, the Topicmaster plans in advance, so as to select a topic of timely interest, and one on which the members may be expected to have knowledge or opinions.

A good impromptu discussion, like a good program or a good speech, is the result of careful planning.



Neither praise nor blame is the object of true criticism. Justly to discriminate, firmly to establish, wisely to prescribe, and honestly to award — these are the true aims and duties of criticism.

Simms

The critical faculty has its value in correcting errors, reforming abuses, and demolishing superstitions. — But the constructive faculty is much nobler in itself, and immeasurably more valuable in its results, for the obvious reason that it is a much nobler and better thing to build up than to pull down. It requires skill and labor to erect a building, but any idle tramp can burn it down. Only God can form and paint a flower, but any foolish child can pull it to pieces.

J. M. Gibson

Even a dog will cease to wag his tail if you don't pat him sometimes.

anon.

If we would guide by the light of reason, we must let our minds be bold.

Justice Brandeis



Question:

We have tried many suggestions given in your pages and yet seem to have little success in boosting our membership. We have twenty so-called active members but do well to average ten to twelve in attendance. Is there anything else you can suggest?

Answer:

The most important thing to attract new members and keep your old ones is to carefully plan and schedule your meetings in advance. Make them interesting, full of punch and enthusiasm. Vary them and be imaginative in their presentation.

Then when you really have something interesting to offer, programwise — put on a Speechcraft Course. Properly presented it is almost a sure guarantee for a full membership roster. Write us for further details.

Question:

Is a meal considered a “must” for a Toastmasters meeting? Several of our members would prefer to convene after dinner.

Answer:

This procedure was originally established not only to save valuable time by using the dinner hour, but to get entirely away from the stuffy feeling of a schoolroom and to take advantage of that spirit of camaraderie so easily engendered while supping together. You will do well to move slowly in changing this time-honored custom.

TALK

(continued from page 3)

“The next day the superintendent called me in and we had a frank talk. He wanted to know where I found the ideas I had talked about and how I had learned to speak them. I told him. The result was that I was pulled off the truck and put into the office in publicity and public relations work.

“That was three years ago. There have been some vacancies, and I have been lucky enough to be on hand when they needed a

man to promote. I guess I did a little promoting myself when I learned to talk. Anyhow, here I am, in a job that was made to order for me, and I am here because I knew how to talk when the right time came.”

There seems to be no doubt about it that if a man knows what he is talking about, and knows how to talk when talking is in order, he is in line for advancement.

New Clubs

WHEN AND WHERE THEY MEET

- 157 FRESNO, Calif., (D 27), *Christopher*, Thurs., 6:30 p.m., Hart's Restaurant.
- 1355 AIKEN, S. C., (D 14), *Aiken*, 2nd & 4th Tues., 6:30 p.m., Moose Club.
- 1356 WINSTON-SALEM, N. C., (D 37), *Twin City*, Bi-weekly on Mon., 6:00 p.m., Y.W.C.A.
- 1357 DENVER, Col., (D 26), *Denver*.
- 1358 PORTLAND, Ore., (D 7), *University*, Mon., 6:00 p.m., Burn's Cafe.
- 1359 BREMEN, Ga., (D 14), *Bremen*, Thurs., 6:30 p.m., Hotel Haralson.
- 1360 PORTLAND, Ore., (D 7), *Masters B.B.T.*, Mon., 7:00 a.m., Mallory Hotel.
- 1361 UTICA, N. Y., (D 34), *Utica*.
- 1362 MUSKOGEE, Okla., (D 16), *Indian Capital*, Thurs., 6:00 p.m., Severs Hotel.
- 1363 LOS ANGELES, Calif., (D 1), *Los Angeles Realtors'*, Mon., 6:00 p.m., Mona Lisa Restaurant.
- 1364 THULE, Greenland, (D U), *Top-Of-The-World*.
- 1365 COLUMBUS, O., (D 40), *N.A.A. Second Shift*.
- 1366 SPRINGFIELD, Ill., (D 8), *Clay-Webster*, Mon., 6:00 p.m., St. Nicholas Hotel.
- 1367 BIRMINGHAM, Ala., (D 14), *Southern Bell*, Mon., 5:30 p.m., Britling Cafeteria.
- 1368 LONG BEACH, Calif., (D 1), *Douglas Globemasters*, 1st & 3rd Thurs., 1:30 p.m., Lakewood Country Club.
- 1369 COLUMBUS, O., (D 40), *Columbus*.

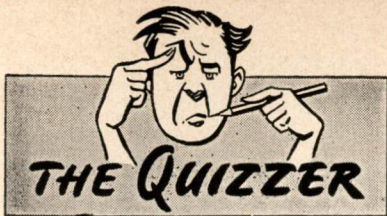
Invitation

Officers and members of new Toastmasters clubs are especially invited to attend the 22nd Annual Convention of Toastmasters International at

Denver
September 3, 4 and 5

It will be an experience you will never forget, and will do much to establish a firm foundation upon which you may build a progressively effective club.

Excellent reservations are still available.



True or False?

1. The sting of the dragon-fly is poisonous.
2. A centipede has 100 legs.
3. Mont Blanc is the highest mountain peak in Switzerland.
4. Yeast is not manufactured.
5. King John signed his name to the Magna Carta.
6. Julius Caesar was the first Emperor of Rome.
7. Hudson seal is muskrat fur dyed to look like seal.
8. Nero played his fiddle while Rome burned.
9. Daniel Webster was a nephew of Noah Webster.
10. Monaco is the smallest independent area in the world.

- Answers:
1. False. Dragon-fly has no sting.
 2. False. Centipede has only 20 pairs of legs.
 3. True. Mont Blanc is in France.
 4. True. Yeast is grown. It belongs to a class of fungi.
 5. False. King John couldn't write. He made his mark.
 6. False. Julius Caesar was not a Roman Emperor. Empire was not founded.
 7. True.
 8. False. The "fiddle" was not invented until 1550.
 9. False. They were not related.
 10. False. Smallest independent area is Vatican City—108 acres.

LIMERICK FOR SEPTEMBER

A fellow named Harry McPeak
Always froze up when called on to
speak;

But he said, "I'll improve,"
And he got in the groove,

Winner Al W. Renken
East Alton (Ill.) Toastmasters

Write a last line to the above limerick and if it is chosen *best* or *runner-up*, you will receive a copy of Dr. Smedley's book, *Speech Engineering*. Compose the limerick for use in December and win an autographed copy of *The Voice of the Speaker*. Deadline October 15th.

Last line winners June limerick

Tie for 1st: W. S. VanPoyck
Eastern Airlines Club, Miami
John F. Crawford
Taunton (Mass.) Toastmasters

Your speech can improve day by day,
And people will heed what you say;
For practice improves us,
And so it behooves us,
To do it the Toastmasters way.



2nd: Vic Scaife, Vancouver (B.C.) Toastmasters

for

To speak well at home and at play.

DISTRICT GOVERNORS

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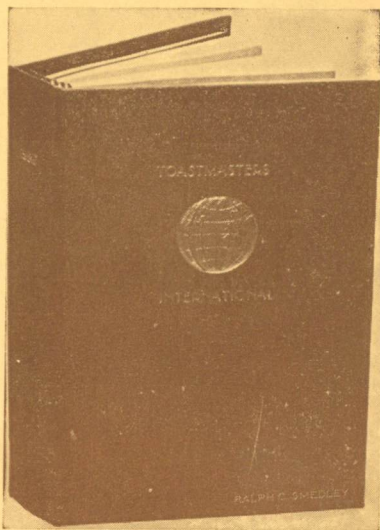
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