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# *The* TOASTMASTER



*Melvin*

CLIMBING

# The TOASTMASTER

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## Editorially Speaking

**W**ITH all our speech evaluation, let us take time occasionally to do a bit of self-inspection and appraisal. We can dish it out to others. Can we give it to ourselves, and take it?

Not many of us are granted the gift "to see ourselves as others see us," but any person with sufficient fortitude to be honest with himself can take a semi-detached look which will pay good dividends.

By means of photographs we can get a fair idea of how we look to others. Speech recordings will help us to realize how we sound. These experiences may very well have a humbling effect on us, but they may also point the way to improvement, and so they are worth while.

If we will be brave enough to turn on ourselves the criticisms which we offer to those whom we evaluate, we can make notable improvement in our own performance.

This matter of self-appraisal is given vigorous treatment in the New Testament, where we find Jesus speaking to his followers in these words:

"Why do you note the splinter in your brother's eye and fail to see the plank in your own? How dare you say to your brother, 'Brother, let me take out the splinter that is in your eye,' and you never notice the plank in your own eye? You hypocrite! take the plank out of your own eye first, and then you will see properly to take out the splinter in your brother's eye."

Similarly, when you mention the lack of gestures, or the poor use of words, or the illogical organization of materials, or the lack of earnestness shown by another speaker, turn those same criticisms on yourself next time you make a speech.

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## Can Speech Impediments

**T**HE answer to this question is that it depends upon the nature of the impediment. There are various kinds of hindrances to speech. Some of them yield to simple methods, applied with care and persistence, while others take expert treatment, and some are almost beyond help. Some stammerers have found valuable help in their membership in Toastmasters, but the club cannot be classed as a universal panacea.

There are certain types of defective utterance which result from malformation of some parts of the vocal apparatus. There may be the cleft palate, the high-roofed mouth, the overgrown tonsils and obtrusive adenoids. Such conditions will respond only to surgery.

Another kind of defective speech arises from improper formation of sounds. There are people who appear not to understand how to use the tongue and teeth in speaking, and their articulation is faulty in consequence. These can be helped by friendly advice and instruction.

There was a young man who did not sound *l* properly. He made it more like *r*. When he said "leader" it sounded like "reader" or

"weader." His trouble was that he had never learned that he must place the tip of his tongue against his front teeth in order to produce the *l* sound. He tried to articulate it with a flat tongue, which is a physical impossibility. A Toastmaster friend showed him how to place his tongue, and after a little practice with the new position, his trouble vanished.

There are a good many cases in which friendly counsel can help. Frequently, the victim does not realize his own trouble, and thus he proceeds to increase his difficulty by bad practice.

The commonest kind of stammering is likely to be the result of a nervous condition, growing from tension and uncertainty. It is an exaggerated form of the hesitation which we Toastmasters strive to suppress. The same conditions which cause a talker to "grunt" or to start his sentence with "and-uh" or "well-uh" become intensified through nervous anxiety until a genuine case of "stammers" may be built up.

Before attempting to tell anyone how to correct his habit of stammering, we need to study the nature and cause of the difficulty. Diagnosis must precede prescrip-

## be Cured?

Let no one accept the suggestions in this article as professional, technical, clinical or otherwise finally authoritative. They are offered simply as the result of extensive observation and experience. The plans have worked in some cases. At the worst they can do no harm.

tion. We shall consider the case of the sufferer who has no special trouble with enunciation or articulation, but who has fallen into the habit of stuttering or hesitation.

You will observe, first, that the man is nervous. He is not sure of himself or of what he wishes to say. He is subconsciously afraid of people, and he lacks confidence in himself. He is self-conscious rather than self-confident.

You can see that he expects to stammer, and that he is tensing himself against it. His throat and facial muscles become tight when he speaks. What he needs is relaxation, both mental and physical.

When he is alone, he can talk or repeat poetry or sing without any difficulty. Even when he is with people, he can recite or sing without hesitation, but when he tries to talk, he breaks down.

Correct breathing is a good place to start our curative process. This is not forced breathing, but natural inhalation and exhalation, practiced, when convenient, in rhythm. Along with right breathing should come cultivation of the lower pitch of the voice. The nervousness which encourages stammering also helps to produce the thin, high-pitched tones which characterize the stam-

merer. Use of the deeper tones gives one a sense of power which helps to maintain poise and confidence.

Next comes the practice of thinking before speaking. Many a case of hesitant talking arises because the speaker plunges into speech before he knows what he wants to say. Then he hesitates and stammers as he hunts for words to express thoughts which have not developed.

Perhaps he merely wishes to remark: "It is a delightful morning, Mr. Bumpus." If he plunges into that simple statement with his usual speed and tension, he can find two or three stuttering points in it. His throat will contract and his eyes will roll and he will be in a state of distressing embarrassment.

On the other hand, if he will carefully think through the words, consciously relax his throat, and remind himself that Mr. Bumpus is not an enemy to be feared, probably he will speak without hesitation; but if he starts with tight muscles and mind, restrained by the fear of failure, stammering is almost certain to result.

This type of hesitation is largely a state of mind. One may stumble into the stammering habit

quite unconsciously through speaking before he thinks. He reaches for words which do not come. He worries about his lack of fluency, and the worry fixes the bad habit more firmly. Presently he becomes so troubled about it that he is reluctant to talk at all.

Sometimes there is in the background a childish experience of shock or suppression which needs to be searched out by a psychiatrist before stammering can be cured, but except in extreme cases, the victim can apply the simple remedies and win the victory. The simple, nervous habit of stammering can be greatly helped, if not completely cured, by following an uncomplicated system of procedure.

1. Cultivate relaxation of mind and muscle.
2. Breathe normally, rhythmically; not spasmodically.
3. Use the lower tones of the voice.
4. Think before speaking.
5. Rehearse what is to be said before saying it.
6. Try to get out of the habit of expecting to stammer.
7. Substitute self-confidence for self-consciousness.

If any member of your Toastmasters Club is troubled with stammering of this type, take him aside for a quiet conference on how to overcome it. Do not call attention to it in evaluation before

the club. He knows that he stammers, without your telling him, and if you call general attention to it, you may cause him to develop still further fears and repressions. Private counseling can be done without embarrassment, and it is likely to lead to good results. Try to show him how he can increase his self-confidence by speaking before the club at every opportunity.

If members of your club are seriously addicted to the hesitating, disturbing "grunt" habit of filling pauses with senseless noises, let them be warned that they may be laying the foundations for a serious case of the stammers. See that they are encouraged to try to learn to think before they speak. Any man can profit by developing a habit of self-castigation whenever he interlards his words with grunts.

Many cases of nervous hesitation have been helped by training in the Toastmasters Clubs, and many more may gain such benefits if their fellow members will make a special effort to aid them.

Even if you, yourself, are so fortunate as to have no trouble with hesitation, you can still do yourself a favor by practicing relaxation, correct breathing, use of the lower pitch and, supremely, by learning to think before you burst into speech.

## On Whose Shoulders?

By Homer Davis

LIKE lambs to the slaughter, the peoples of the world have been led again and again by speakers who persuaded the unsuspecting, the misguided, the uninformed, the emotional, the ever-believing populace.

Now, more than ever, we are vulnerable targets because of the power of radio, TV, and the prolific press—more vulnerable also because unethical leaders and fanatics have learned techniques of persuasion from the masters, Hitler, Tojo, Mussolini and others. We are vulnerable to speakers who use our podiums and our classrooms, and we have little power to resist except the power of our own discriminating minds.

We, therefore, shoulder a responsibility as listeners. Through our training in evaluative listening we must more critically test

In our studied effort to become effective speakers, we must not slight the equally important phase of Toastmasters training—analytical listening and factual evaluation. Mr. Davis brings out several basic reasons why the latter may be ever more important today than the mere learning to make a convincing speech.

fact, evidence, proof, logic, and sincerity. We should not be content to evaluate a speaker only by his manner, language, showmanship, and appeal. *What* he is saying and *why* he is saying it are of more importance than *how* he says it.

Ours also is the responsibility of helping others to evaluate what they hear and see. We are bombarded by appeals from strangers who come into our homes by air, on screens, and through the printed word.

Let us not be cynical, nor yet oblivious to the truth, unpleasant though it may be. Let us be analytical as to why others bid for our attention. We are obligated to test the ideas of those who would persuade us and lead us. The principles of good and right are simple, yet coupled with our insistence upon truth, these principles serve as tests by which we accept or reject persuasion. In the minds of men who question and think rest the security and happiness of all.

### Quote of the Month

*"We do not SPEND our time in Toastmasters . . . WE INVEST IT."*

*"Those orators who give us much noise and many words, but little argument and less wit, and who are the loudest when least lucid, should take a lesson from the great volume of nature; she often gives us the lightning without the thunder, but never the thunder without the lightning."*

—Burritt

# Discrimination

**H**ERE is a good word which has fallen on evil ways. Modern usage has given it a connotation far from its proper meaning.

To discriminate started out with the meaning of selection, or judgment. It meant to distinguish accurately; to observe differences. It comes from the Latin word *discriminare*, to divide, or separate. It is related to our word discern, which comes from Latin *discernere*, with the similar meaning of distinguishing between.

Thus, when you decide to eat an apple instead of an orange, you are discriminating. Your choice is determined by your own tastes and preferences, and it need not imply any thought of derogation to either fruit.

All of life is ruled by choices, based on discrimination, which is a form of criticism, or evaluation, or appraisal.

In recent years, discrimination has become a political term. It has been taken over in the contest against unfair dealing with minorities. Racial discrimination, or political discrimination, or other forms more or less objectionable, have given it the unpleasant meaning which it now bears.

That is unfortunate, for it is too good and meaningful a word for such treatment. We need discrimination, in its better sense, in all relations of life, but we cannot use the word now without running into misunderstanding through its degenerated meaning.

The language has many such cases of words which have slipped from dignified and worthy meanings into uses far beneath their better selves.

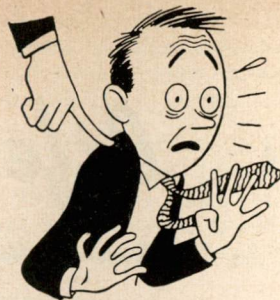
Propaganda is a familiar example.

Pope Urban VIII (1623-44) instituted the College of Propaganda for the training of priests who were to go out as missionaries, to propagate the Gospel. See what has happened to it now, when it means a scheme or plan for the propagation of some system, which may be very bad indeed. To label any doctrine or idea as "propaganda" is to bring it immediately under suspicion.

## WARNING

**All despotism is bad; but the worst is that which works with the machinery of freedom.**

—Jun.us



# YOU ARE THE EVALUATOR!

**S**PEECH evaluation is a simple matter. It is a function which you perform many times a day. Whether you are listening to a speaker on the platform or to someone in casual conversation, you experience a reaction, either favorable or unfavorable. If you have the opportunity to express this reaction to the speaker, you can help him.

There are three fundamental questions involved in all speech evaluation.

First, did the speech please me? Did I like it? Why, or why not?

Second, did the speaker do anything for me? Did he persuade, inform, convince or entertain me? Did he give me anything worth remembering?

Third, if I had to listen to this speaker again, how could he improve his speech so as to make it more acceptable, helpful, convincing or entertaining for me?

The answers to these three questions will naturally involve a number of details. The speaker's voice or posture or gestures or pronunciation or arrangement of materials may have attracted or repelled me. All the technical de-

tails of speech may be concerned, but I need not try to cover all of them. In one or two minutes of comment, I cannot hope to give a complete course of instruction in the art of speech. I can touch on a few of the most important items of the speech, and so I must choose them with care.

I can help myself to become a better evaluator if I apply this method to many of the talks I hear.

Why did I buy a certain article? Why did I vote for some person or proposition? Why did I contribute to some cause? Why do I consider a certain acquaintance a bothersome bore, to be avoided when possible? Why do I seek out the company of another, whose conversation pleases me?

We normally react to every bit of talk that we hear, either positively or negatively. By studying our own reactions and the reasons for them, we improve our own performance, and we cultivate the habit of evaluative listening. This is what the evaluator should do in his own Toastmasters Club. The formula is simple. Its application is not difficult.

Let us have more and better constructive criticism.



# New Life

*In Old Brain Cells*

By Ernest Wooster

**G**RAY matter that has enjoyed a restful and unbroken coma for most of an individual's life can be awakened to lively and useful functioning.

It occurs when the trained tongue expresses present thoughts, exhausts the current fund of information, and compels the mind to supply new material.

Learning to speak on subjects chiefly of interest to the speaker, to air preconceived or inherited notions and popular prejudices, or merely to repeat the refrains of radio and press may produce an agile tongue. But this suppleness of tongue with nothing worth while to express can be as unprofitable as a modern car with no roads to run on. Toastmasters who never progress beyond this point are only apparently successful, not actually so, or at least they fall far short of possible attainments.

The man who has never been able to find the right adjectives, who stumbles over descriptions and whose words are never ade-

quate to express his thoughts, who misuses verbs and substitutes slang and trite expressions for good English, will discover new outlooks as he corrects these faults.

Sluggish brains become active. The mind expands. It reaches out for new ideas. Projects which could never even be considered, much less conceived, come within the grasp of the Toastmaster who permits his mind to develop with his tongue.

This process is accelerated when self-assured speech broadens the horizons, subdues the inhibitions, modulates the emotions, replaces prejudices with tolerance, makes the mind more absorbent of facts, more analytical, more courageous.

The triumph of overcoming fear, of progressing in word usage, and of selecting from a wider range of subjects has an almost chemical effect on the mind.

Many a Toastmaster has surmounted economic difficulties, hurdled traditional barriers, pro-

moted himself to greater usefulness and has surpassed his former apparent abilities when his better functioning tongue inspired his mind to better work.

The self-assurance of a trained tongue is translated into the self-confidence of a trained mind. The man who grows in speaking ability grows proportionately in mental ability.

As mental processes develop, the Toastmaster will unhesitatingly undertake ventures which would previously have seemed impossible of accomplishment.

But only he who will seize the opportunities which this new mental development brings will reap the greater benefits. The profit may be demonstrated in salary or business or professional advancement. It may be manifested in wider civic services. Or it may lie only in an inner self-confidence and satisfaction which produce a serenity, strength and poise previously unknown.

It is the unconscious or subconscious growth that brings to Toastmasters their greatest and most lasting reward.

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## Speech Without Words

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**T**HE question has often been discussed whether, if man were deprived of articulate speech, he would still be able to think. The example of the deaf and dumb, who evidently think, not by association of sound, but of touch—using combinations of finger-speech, instead of words, as the symbols of their thoughts—appears to show that he might find an efficient substitute for his present means of reflection.

The telegraph and railway signals are, in fact, modes of speech, which are quickly familiarized by practice. The engine driver shuts off the steam at the warning signal, without thinking of the words

to which it is equivalent; a particular signal becomes associated with a particular act, and the interposition of words becomes useless.

It is well known that persons skilled in gesticulation can communicate by it a long series of facts and even complicated trains of thought. Roscius, the Roman actor, claimed that he could express a sentiment in a greater variety of ways by significant gestures than Cicero could by language. During the reign of Augustus, both tragedies and comedies were acted, with powerful effect, by pantomime alone.

—William Mathews, LL. D.

## THE SPEAKER WE ALL LIKE

1. He appears to enjoy speaking and is in thorough good humor.
2. He is enthusiastic about his subject and vigorous in his treatment of it.
3. He develops his speech with due recognition of the time he is allowed.
4. His speech is logically organized.
5. He addresses all his remarks to all his audience, with no parenthetical and inaudible remarks to the chairman.
6. He gives something of himself, something that cannot be got from books; at the same time, he gives something from books, something that represents genuine study in preparation for his speech.
7. If he must read his speech he reads it well and he is able to depart from his manuscript at times.
8. He makes no apologies, either to begin or to close his remarks. He knows that if his speech is poor the audience will find it out without his laying emphasis on the fact.
9. He summarizes at the close of his speech the heart of the message he wants to leave with this audience.
10. He remembers that the audience is made up of his equals, his inferiors and his superiors. He tries to say something that the slowest can understand and something that will set the most brilliant to thinking further.
11. He remains until the meeting adjourns.

## PICNIC

This festive-sounding word seems to be an English invention. It is traceable back to about the year 1800. The custom, then as now, was for those who intended to be present for the picnic to supply the eatables. A list of what was considered necessary was drawn up and passed around, each person picking out such article of food or drink as he was willing to furnish. The name of the article was then "nicked" off the list. Hence this sort of social occasion became known as a "pick-and-nick" which, by natural transition, degenerated into "picnic."

Though the word is comparatively recent, the custom is centuries old. The spelling is tricky. When you add an extra syllable, as in "pic nicking" or "picnicker" (yes, there is such a word) you must be sure to insert the "k" in its proper place.

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ARE you getting rusty? How about a tune-up and overhaul? Avoid the same old trip. Take a new road. Adventure a bit.

It is easy to relax and merely enjoy the club programs with little thought of trying new methods and new routes.

When you hear a good performance, capitalize on it. Try the methods you see successfully used by others. You can modify them to suit your purposes. They may even be a springboard for original ideas of presentation.

For yourself—and your club—explore and try new uses of humor, charts, drawings, gadgets; get your audience to participate in easy experiments as you explain. Include quotations, read a fitting poem, try some characterizations as you tell a story, jerk a tear or coax a lump into listeners' throats. Unusual comparisons, vivid descriptions, atmosphere and mood will provide variety and interest for you and your audiences.

For practice in versatility there are unlimited audience situations you can assume, then design your speeches to fit. For example: tell an audience it is the jury and you are the defendant pleading for your life. Simulate a serious talk about the birds and bees carefully worded for effectiveness with a boy or a group of boys. Stop a mob you imagine is about to lynch a man; tell the Literary Club what stand they should take on the purchase and distribution

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## ADVENTURE

### A BIT!

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of controversial books by our public libraries.

For a change, depending on the audience and occasion, you may clown it, or challenge your audience, get their goats, kid them, lead them down a blind alley purposely, and then tell them you don't believe what you've said. You can work from a whisper to a shout. For contrast, step on the gas with excitement then slow down with reverence or reflective thought . . . these changes of pace give variety. They hold attention and carry meaning vividly if well done.

But, don't get in a rut! You might get better mileage, interest, or results for yourself and others if you travel in a Model T one time, then a Cadillac. A truck or a jeep may serve best for a rocky trail and a heavy load. It is too easy to use one style and be stuck with it.

Precautions, good judgment and tact are required, too. Perhaps you have washed and polished a car to make it attractive and found you wet the distributor and could go nowhere.

Consider the many avenues, vehicles, and means for traveling your road to successful speaking.

# It's a Good Idea

## ■ Mystery Man

The Glass City Toastmasters of Toledo have come up with a splendid idea, designed to sponsor good fellowship and plenty of handshaking. The arrangements committee for a scheduled mystery night designated one member as the *Mystery Man*. It was announced that this man would hand a complimentary ticket for dinner to the 20th member or guest with whom he shook hands.

## ■ Melodrama

Topicmaster Walt Fleming of the Los Caballeros Toastmasters of Westwood Village, Los Angeles, pulled a new one out of the bag recently when he presented an old fashioned melodrama in which the hero was put into a seemingly unescapable situation to be rescued by the first speaker, placed in jeopardy again by a second, rescued by a third, etc. It was found to be good for about four rescues before changing subjects.

## ■ Remote Control Exchange

When Russell H. Kellogg, the imaginative and versatile Educational Chairman of Boone (Iowa) Toastmasters, looked about for new worlds to conquer, his fancy took him to a far off Pacific isle — but suppose we let Russ tell the story:

"This morning we air mailed a tape recording from our Club to the Wailuku Club No. 910 of Wailuku, Maui, Hawaii. In making this recording we introduced each Toastmaster by his title or office if he had one, or by his first name if he held no office. The Toastmaster then told his name and his business with whatever comments that he cared to make. The Educational Chairman added whatever he thought appropriate. Following the introduction two speakers were introduced, gave their speeches and were evaluated.

"Frankly, if we did make the recording, we were well pleased with the results. A number of men not only got a 'kick' out of introducing themselves to a Club some 4000 miles away but got an equal reaction from hearing their voices as others heard them.

"We are anticipating a reply from the Wailuku Club inasmuch as the Educational Chairman is the manager of KMVI, the Voice of Maui. I know that Dick Mawson will have not only facilities for making a recording but the imagination to create something that will top our effort. We shall look forward to their reply."

## ■ Here's Another —

At some future meeting, ask each speaker to take the floor for one minute, following the critics and time-keeper, and permit him to alibi. (If your club runs true to form, most of the fellows will be more constructively critical of their own errors than negatively apologetic. It should be an interesting experiment in any event.)

Suggested by—  
Hartford City (Ind.)  
Toastmasters

## ■ Use This

— After receiving an effusive introduction: "Now I know how a waffle feels when syrup is poured over it."

—Ashland (Ore.) Toastmaster  
Bulletin

## ■ This and That

According to "THE UBIQUITOUS BUZZER" voice of the St. Louis Toastmasters Club, they have recently indulged in an ASSIMULATED program. An explanation of just what kind of a program this was is invited . . . . . ROLLIE STEPHENS of Atlanta's Henry W. Grady Toastmasters, upon hearing that jungle Toastmasters in Africa limit a speaker to the length of time he can stand on one foot, tried it out on his club. No

comments as to its success or failure have been forthcoming . . . . . TED TALBOT of Sunrise Toastmasters of Phoenix showed real Toastmaster spirit, as well as personal ingenuity, when he refused to let his club down. Having been charged with the arrangements for an important club meeting and then unexpectedly called for duty in Tucson, Ted completed his assignment and put the whole thing on tape for reproduction at the meeting . . . . .

JAMES P. HALBERT, publicity chairman of the Tyler (Texas) Toastmasters, reports a flurry of membership applications following the presentation of "miniature Toastmasters meetings" before several service clubs and civic organizations of that city . . . . . Another idea from a St. Louis club (these St. Louis Toastmasters are full of new wrinkles) this time from the Midtown Toastmasters, GEORGE BOARDMAN PERRY reporting: It seems that they schedule their meeting two weeks in advance — and if the participant notifies the program chairman one week in advance that he will be absent FOR A GOOD REASON, they reschedule him for a later date. If he fails to notify, he loses his turn and his name goes on the "Fowler-Upper" list published in the club bulletin. To fill a program vacancy a name is drawn from a box containing the names of all club members and that man does the honors impromptu . . . . . The first Toastmasters club to be established within the FORD MOTOR COMPANY, the Ford Toastmasters of Canton, Ohio, has recently been chartered in the Canton Ford Division. According to Secretary Harry A. Thomas, the charter party was a gala event and the members are all keyed up for topnotch performance as the eyes of Detroit are focused on this experiment in better communication. HAROLD HEYDON is the club's first president . . .

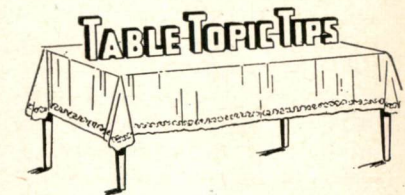
## ■ It's A Good Idea—

—to experiment. The best of clubs gets into ruts. Programs and procedures which are topnotch for a while, get "club-worn" and are uninteresting. Set

your imagination to work and experiment with fresh ideas—new ways of presenting the same old basic truths which have made Toastmasters such a sound and worthwhile experience.

It has been said that there are ten thousand effective ways of communicating the idea—"I love you." If that be true, certainly there must be several dozen ways of demonstrating each basic phase of Toastmasters training.

Try your hand at finding a few new ones. Test them in your club. And then share them with other Toastmasters by submitting them to the *It's a Good Idea* pages of your magazine.



When the scheduled Topicmaster breaks a leg or something and you are asked at the last moment to act in his place, always have a few "dandies" tucked up your sleeve.

Here is one that brought enthusiastic and favorable comment for an impromptu Topicmaster who tried it:

Take the alphabet as a guide. The first man you call on selects a word beginning with the letter "A." You then assign him a subject based on that word. The second speaker is assigned "B," etc., until all eligible topic speakers have been on their feet.

You may complicate the situation somewhat by assigning letters at random instead of in sequence or by asking a speaker to take the opposite approach to a subject already talked upon.



"You can have

# Fun

on a ranch"

**M**Y wife and I do . . . at the LP Bar located up in rolling hill country beyond Coberg, Oregon. We've known Lu and Lolly, the couple that own this ranch, for a long time. Their house sits a little way below Christmas Tree Hill. We call it th Old Lady. It waits for us neat and prim on its cushioned seat. It blinks when we're looking up from the valley. It pulls us up faster with unseen hands as we bump merrily along on a graveled road. The moment we enter the main gate I recall happy boyhood times.

In the back yard area, patrolling the outer boundary, we meet a gander brigade first: five, six, ten, maybe . . . honking from stem to stern with all the oomph they can muster. With lady friends "setting" close by . . . attentively watching their performance, how can they help but put on a splendid show?

Much to my wife's amusement I go by these honking fellows at a rather fast clip. On the other side, safely out of reach of them, we run into Jet and Sharkey. "Good old watch dogs!" I tell them. At once their growls change to yips of joy; their tails signal:

—says Toastmaster J. Conrad Lehl of Portland, and then he goes on to tell us how. Here is a simple, rollicking, easy going yarn, whose sole purpose is to entertain. It is a type and style of a speech, reporting on a vacation, which Toastmasters delight to hear.

"Friends, we allow you all privileges on the premises." Cats and kitten are everywhere we step. Guiena hens cavort amongst these in an intoxicated manner. Down in a ravine, near by, cattle lift their heads to bellow greetings.

Then . . . we see the owners . . . flying out the back door. Their welcome—the old fashioned variety . . . straight from the heart, wonderful to hear: "Rest in the living room; dinner will be ready in a jiffy."

In the quiet homey house of these two, I sit and look out through walls, mostly windows, at green and brown hills; at a canopied sky; at a pear orchard, blossoming, or bearing, perhaps; at toy structures that are neighboring ranch and farm buildings in the valley below. From distance, my eyes travel last to a position directly in front of the house. There I see working over the fenced-in lawn section . . . giving it a crew cut, one of the most practical lawn mowers a man can put into operation, which of course, is Lu's horse.

You can have fun on a ranch. You can find rest, visit with unpretentious friends, be with animals, pets you like. You can listen to pleasant conversation, eat good food, and see a large portion of the beauty God put on earth for all mankind to enjoy.

## What Is Your Name?

**Y**OU have three names. Everyone has at least that many.

Two of these names are beyond your control, but the third one is definitely of your own making.

The first name is the one which came to you by inheritance. It is your family name. If your father's name is Smith or Johnson or Spoopendyke, then that becomes yours by inheritance and you have nothing to say about it.

As a rule, family names are based on circumstances or events of ancient days, and back of most of them there is a definite meaning. Some great-grandfather, many times removed, lived in a certain place, or followed some trade, or had some individual characteristic, such as being tall or short, blonde or very dark, dependable or dishonest. His neighbors gave him a name based on some characteristic, so as to distinguish him from other men. That may be the background of your name.

### Family Names

Perhaps your name is Smith, in which case it is likely that some remote forebear was an ironworker. If that ancestor was a carpenter, your name may be Wright. If your name is Wainwright, probably great-great-grandfather built wagons, or wains. If your name is Fletcher,

the ancestor must have been a maker of arrows, while if you are Weaver, there is a textile worker somewhere in the background. Perhaps the old fellow lived in the forest, or at the foot of a hill, or near a shallow crossing of a stream, in which case you may be called Woods, or Underhill, or Ford.

Whatever the inherited name may be, there is nothing you can do about it, unless it is so ridiculous or hard to spell that some relief must be sought. In that case, you can go to court and have a legal change of name. If your inherited name is Knicklebuster, or Gutzmelpfferghym, or something equally difficult, the court will grant permission to reduce it to simpler terms.

### Given Names

The second of your three names is the one given you by your parents. This one distinguishes you from the others who bear the same family name. It may be a traditional name in the family such as John or James or Thomas. It may be given you in honor of Uncle Theophilus, with the hope that he will remember you in his will. It may be a favorite name with your father or mother, or it may be something romantic which catches their attention because of its poetic qualities.

The story is told of a young mother who wished to christen her little daughter "Hortensia." The father did not like the name, and he opposed it strenuously, but to no avail. Then he adopted other tactics.

"It really is a pretty name," he said. "It carries pleasant associations. My first sweetheart was named Hortensia."

After a moment's reflection, the young mother remarked, "I guess we will call her Mary, after your mother."

Parents could save their children much embarrassment if they would think about the implications in the combination of names or initials.

Those of us who have names, both inherited and given, which are not inharmonious, nor objectionably suggestive in combination, should be grateful to those who are responsible for our naming. Those of us who have the privilege of giving names to helpless infants should watch ourselves lest we hang some obnoxious cognomen upon one who deserves better treatment.

### The Name You Make

Your third name is the one you make for yourself. When you come to this one, you have complete control. "Making a name" for yourself is your privilege. It is your obligation. It is inevitable. It is inescapable. You have been making it all your life, and you are making it today. It is good or bad, honorable or shameful, just as you make it.

Some men make a name in business, some in a profession, others

in literature or the arts or sciences. Some make a name in crime and iniquity. It is for every man to choose what name he will make for himself.

The name you make is called your reputation. It indicates the impression you have made on other people. It may not be a fair or correct reflection of your character, but it shows what others think of you.

Do not underrate the importance of that third name which you make.

The writer of the Book of Proverbs expressed it in these words: "A good name is rather to be chosen than great riches."

And so it appears that you can make your name, regardless of the name you inherited, or the one which was given you at birth. You can add honor and fame to the inherited name by the meaning which you attach to it by your own life and conduct.

The family name of Washington was respectable, but not greatly distinguished until George Washington came on the scene, and made the name a synonym for high character, for integrity, for patriotic devotion and unselfish leadership. The Lincoln family was nothing out of the ordinary until one man's life lifted it from obscurity and made it one of the great names of all time.

"What is your name?"

Whatever it may be, you can make it stand for things great and good, or for things petty, and commonplace, dishonorable. You are the master of your third name. Make it a good name.

## Enunciation Does It!

**M**ANY words are abused in speech by reason of careless enunciation or articulation of sounds. Slurring and telescoping of essential parts of words are the commonest faults in enunciation. They may not seriously interfere with understanding, but they do give an impression of carelessness which is not compatible with good speech.

In the matter of pronunciation we may consider whether aviation is to be pronounced "aye-aviation" or "av-aviation," but when it comes to correct enunciation, we are concerned with the person who slurs the second syllable so that it sounds like "avashun." That is poor enunciation. Remaining in the air, consider the word *aerial* which properly has four distinct syllables, with the accent on the second. Common usage, or common carelessness, has changed it to "ariel" in many cases, a three syllable word accented on the first.

You may have heard someone remark, "I gotta go." You understood his meaning, but you did not gain respect for his style of speaking.

Attention to enunciation may slow your rate of speech to some extent. Perhaps that is not bad. Try this sentence which you may

use for practice as you train your lips and tongue to do their duty:

*Meticulous attention to correct enunciation is essential for effective speech.*

### For Practice

Here is a list of words frequently mispronounced because of careless enunciation. Almost any reader will find some words which he uses incorrectly. Note that some, like *athletic*, wrongly get an extra syllable, while others, like *Arctic*, are allowed to drop an essential consonant sound.

Read the list carefully, giving each word its full value. Watch yourself in ordinary speech to see what errors you make with these words. Then try to improve, not only on these, but on others which you mishandle.

*attack* (not *atta~~ck~~t*)  
*attacked* (not *atta~~ck~~ted*)  
*Arctic* (not *Artic*)  
*casualty* (not *casuality*)  
*often* (of'n—not off-ten)  
*particularly* (not p'tick'ly)  
*pumpkin* (not *punkin*)  
*accessory* (not *assesory*)  
*subsidiary* (not *subsidiery*)  
*mischievous* (not *mischeevious*)  
*municipal* (not *municipial*)  
*suspicious* (not *s'picious*)  
*government* (not *guv ment*)  
*business* (not *binnuss*)  
*marital* (not *martial*)  
*statistics* (not *stastistics*)  
*athletic* (not *athaletic*)  
*recognize* (not *reckunize*)  
*drowned* (not *drownded*)  
*accurate* (not *ackerit*)  
*nuclear* (not *nucular*)  
*nebulous* (not *nubulous*)

# What's Going On

## ● Twice Chartered

A short time ago Yakima (Wash.) Toastmasters, not satisfied with but one charter, received its second one.

The real reason for this was to change the name of the club from Skookum to that of Ivan Steiner club in memory of Mr. Ivan Steiner, a blind member who had, practically singlehanded, founded the club.

Past International President Nick Jorgensen, who presented the original charter, had the honor of again officiating. Monte L. Strohl, Lt. Governor of District 33, presented a memorial plaque to Mrs. Ivan Steiner who was the guest of honor.

## ● Paul Revere Rides Again

Patriots Day, on the Lexington Battle Green, Lexington, Massachusetts.

The occasion was the annual celebration of the "shot heard 'round the world," and it shows three officers of the newly chartered Lexington Minutemen Toastmasters Club with two riders from Paul Revere's group who headed the celebration.

Lexington, where freedom's blood was first shed, is still guarding the American heritage by joining the Toastmasters movement whose members speak for Democracy.

From left to right; Sgt. Smith, Sgt.-at-Arms Frank Samuel, Pres. Ken Warden, Vice Pres. Bob Cove, Lt. Hood.



## ● Funny Business



No, these are not participants in a game of musical chairs, but Tillamook (Oregon) Toastmasters treasure hunting.

It happened one ladies night not long ago when the Toastmaster of the evening sought to relax the audience for a moment prior to the formal program.

Two members of the audience had been asked to look on the underside of the seat of their chairs. To their surprise, each had found a dollar bill fastened there. Then everyone was invited to investigate his chair's underside. No money was found, but each one did discover a miniature Tillamook cheese taped there.

The program which followed was unusually enjoyable after this bit of relaxation.

## ● What Would You Have Done?

Before Toastmasters International became so large and so international, the then less busy Executive Secretary, Ted Blanding, used to accompany a group which gave Toastmasters demonstrations before service clubs — or any other groups that would listen.

One night while he was making a somewhat impassioned declaration of the value of Toastmasters as the world's top organization in providing genuine service, a cat walked serenely and slowly down the keyboard of the piano.

Attention was instantly diverted from Ted to the cat. Unruffled by this, the speaker commented, when the cat had finished its selection, "I've given this talk many times, but this is the first time I ever heard it set to music."



## ● Toastmasters Down Under

Toastmasters reaches a new continent as the first club is chartered in Australia.

Melbourne Toastmasters held its Charter Party on June 8, at the Federal Hotel in downtown Melbourne. Distinguished guests of the evening were Mr. and Mrs. Givon Parsons, and Mr. and Mrs. P. M. Hamilton. Mr. Parsons is the American Consul and Mr. Hamilton is the Executive Officer of the Australian-American Association.

Since the club and movement are new in Australia, the three prepared talks were designed to acquaint the guests with Toastmasters International. As his theme, Toastmaster F. M. Russell drew an analogy between Toastmasters and aviation. Toastmasters International was represented as an airplane carrier. The club was represented as a plane. And the members were represented as the crew. Mr. Paul Wolfe explained the history and purposes of the carrier, "Toastmasters International," from which the clubs get their operating supplies and instructions. He said during the past year, an average of five clubs have been launched every week. Mr. Arthur Anderson explained how Club 1519 was built and the unlimited possibilities ahead. Stressing the international aspect of the club, he pointed out that there were ten Americans, two Scots, two Englishmen, and sixteen Australians in the Chapter. Among the professional men represented are doctors, accountants, architects, and engineers. Mr. Clive Jones then gave a sample flight with his spirited talk on Freedom.

American Consul, Mr. Givon Parsons, presented the Charter to President Jerry Clancy, who in turn presented Mr. P. M. Hamilton. On behalf of the Australian-American Association he welcomed the Toastmasters movement to Australia.

## ● Remember Names?

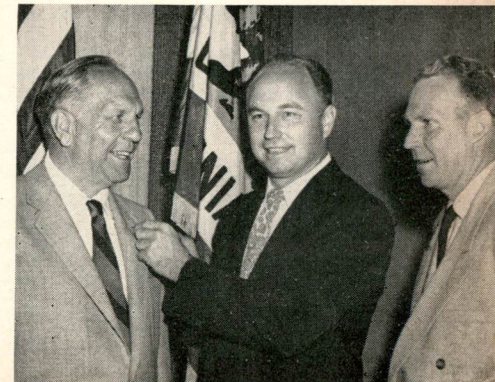
Several clubs have recently reported excellent results from using a part of Table Topic time to practice introductions. The Topic Master announces early in the session that he will call upon several of the speakers to rise and properly introduce certain Toastmasters and guests—particularly those in his immediate vicinity. This promotes getting better acquainted and puts all on notice to be sure they know their neighbors' names, residences and occupations.

Another method used stresses the practice of recalling names in rapid succession by asking that the Toastmaster called upon rise and name every other man around the table — or, if the time permits, every man (including guests) at the table.

## ● Governor Knight Inducted

Goodwin J. Knight, Governor of the state of California, is shown here being inducted into the Highlines Toastmasters Club in Sacramento. Creed B. Card, President of the club, is shown presenting the Governor with his pin as Robert Moore, Toastmasters Governor of District 39, looks on.

Governor Knight, himself an able speaker, holds that "the ability to speak is the mark of the successful man." He plans to use his club as a laboratory for practice and improvement.



● **New Hope For Doghouse Dwellers**

News has just been received for Toastmasters and others of the male species, who have been more or less regularly relegated to the family dog house by their better halves—especially on motor trips—and who may now cease to worry.

TOWSER is now being admitted into the best hotels and motels. In fact a book, "Touring with Towser," has just been published by the Gaines Dog Research Center, 250 Park Avenue, New York 17, New York (send 10c to cover mailing). It not only lists these cooperative hostelrys which accept dogs as guests, but also includes helpful data for making travel with a dog a pleasant experience.

● **Paging Sherlock Holmes**

Toastmasters have, or else would like to have, a reputation as logical thinkers. Here's a problem to test your ability . . .

A father wanted to give an inheritance to the most intelligent of his three sons so he told them that he would place either a red or black X on each of their foreheads. If any son saw two red marks he was to raise his hand and the son to know first what color X he had on his forehead was to get the inheritance. The man then placed a black X on each son's forehead. Since none of the sons saw two red X's, no one raised his hand. One son then said that he had a black X on his forehead.

Can you explain by deductive thinking only, how the son knew the X on his forehead was black?

From—Harsbault Toastmasters Bulletin

● **Pacific Army Headquarters, Hawaii**

George Emerson, left, Director of Toastmasters International, was a visitor at the Fort Shafter, Hawaii club June 22. He is shown with Syd Smith, President of the Shafter club, as they sat down to the luncheon in Mr. Emerson's honor. The Shafter club is unique in that its membership is half military and half civilian. Lt. Col. P. H. Tansey, Jr., is vice-president.

(U. S. Army Photo)



● **Novel & Nash**

Ed Olson, President of Westinghouse Toastmasters of Chicago, seems to think their secretary Jack Wolfe is about tops—at least when it comes to profiting by criticism.

Having been advised to get some dash into the reading of the minutes, Secretary Jack came up with the following—typed out on a long streamer of multi-colored tissue:

Mr. Chairman—fellow Toastmasters—to one and all, Greetings!

Evaluator John Penn, at our June 7th meeting,

Pointed out that the minutes were getting duller and duller

And suggested more drama — more humor — more color.

Now at drama I'm lousy — they don't come much worse ! !

But I do have some color — and some Ogden Nash verse.

So without further apology Here's the June 7th chronology.

The meeting was called at 6:30 by

Edwin B. Olson, our President —

A distinguished Lombard resident.

Bordon Bartage, a bowler by avocation,

Started things off with a nice invocation.

Minutes of the meeting of May third were mumbled in words which could hardly be heard!

Applicants Lynch, Vennell, Thomas— introduced by Andy —

Became full fledged members — which of course was just dandy.

Topicmaster Jack Walter, well known "Dragnet" mimic,

Used an old flight of stairs as a true or false gimmick.

Hal Gordon gave an elementary

Talk on matters parliamentary.

Toastmaster Dwyer, with 3 speakers, took the floor.

That's all he had; there wasn't any more!

Bruce Austin told of earning his first saw-buck

At Montgomery Ward, or was it Sears Raw-buck?

Another mail order deal was described by John Goryl:

His product — himself! 'Twas a tale with a moral.

"Prize winning is easy" said that bright Graig boy — Chuck;

His formula; persistence, originality — and 99% luck.

Evaluator Penn, from the wilds of Park Forest,

Dealt out bouquets and spankings —

And I felt the sorest!

That's all that transpired I'm glad to relate.

We adjourned for a beer at a quarter past eight.

# Off Beat

-a few notes off the record

After dinner speaking is an occupation monopolized by men — women can't wait that long.



**Ambition** — an itching sensation caused from inflammation of the wishbone.



A baby has been described as an alimentary canal with a loud voice at one end and no responsibility at the other.



Banquets are affairs where you eat a lot of food you don't want before talking about something you don't understand to a crowd of people who don't want to hear you.



**Big gun** — frequently an individual of small calibre and immense bore.



**Buck fever** — love of money.



**California patriot** — a man who derives a certain amount of satisfaction by being almost killed by a Florida hurricane.



Compliments are like perfume, they should be inhaled, not swallowed.



A crank is a person who insists on convincing you instead of letting you convince him.



**Critics** — people who go places and boo things.



**American idealism** — being willing to make any sacrifice that won't hurt business.



**Egotist** — person of low taste more interested in himself than you.



**The Treasury of Modern Humor**  
compiled and published by  
Maxwell Droke, Indianapolis  
(Price \$5.00)

The above definitions are samples from this 1079 page book of humor and fun. There are many thousands of screwy definitions, puns, stories, comic poems, toasts, clever ways to introduce speakers, and humorous responses to introductions. Toastmasters who have been seeking a source book of humor will do well to add this volume to their libraries.

Order through  
TOASTMASTERS INTERNATIONAL  
Santa Ana, California

WE  
TALK

Test Your Diction

In the following sentences, the bracket contains the right word and the wrong word. Underline the word you think should be used.

1. Bill (doesn't—don't) care whether he is late or not.
2. The clerk has (laid—lain) the suit aside until I decide about it.
3. The time will be divided equally between you and (me—I).
4. The book belongs to (her—she) and not to you.
5. (Whom—Who) did you see?
6. Every member knows (his—their) assignment.
7. I (can—can't) hardly hear you.
8. No one (ever—never) told me about that accident.
9. I was surprised to see him (lie—lay) on the floor.
10. I (ran—run) all the way from the corner.
11. Have you (begun—began) to read that story?
12. My friend and (I—myself) will be here at noon.

Test Your Vocabulary

In the following sentences, you will find cases of repetition, or overuse of the same word. Fill in the blanks in each sentence, but use the word in parentheses only once. Consult the dictionary or thesaurus for substitute words.

1. His (clear) . . . . . explanation of the events was convincing, and he was (cleared) . . . . . of blame.
2. If you (pay) . . . . . enough to get a good dictionary, you will be well (paid) . . . . . by the service it will give.
3. He promised to (supply) . . . . . a load of concrete, a (supply) . . . . . which should be sufficient to finish the job.
4. He set out with a (heavy) . . . . . heart, as he considered the (heavy) . . . . . tasks ahead of him and his (heavy) . . . . . responsibilities.
5. As a boy, he was very (awkward) . . . . . and his schoolmates mocked his (awkward) . . . . . manners.
6. I did not like the (sound) . . . . . of the letter, which (sounded) . . . . . as if the writer were angry because of the (sounds) . . . . . which had disturbed him.
7. Mr. Welcomer gave us a (cordial) . . . . . welcome and introduced us to his wife, who (cordially) . . . . . invited us to stay for dinner.
8. It (seems) . . . . . to me that you (seem) . . . . . thinner than you were.

*The problem of education is twofold; first to know, and then to utter. Everyone who lives any semblance of an inner life thinks more nobly and profoundly than he speaks; and most teachers impart only broken images of the truth which they perceive.*

—Robert Louis Stevenson  
(quoted in bulletin of the Broadway Toastmasters)

HAVE YOU READ?



The Phrase Finder

compiled by J. I. Rodale, published by Rodale Press, Emmaus, Pennsylvania (Price \$6.95)

Ever since Peter M. Roget, in 1852, published his *Thesaurus*, other writers have attempted to enlarge upon his idea. The *Thesaurus* still holds its place of primacy in the field, and it should be in the library of every Toastmaster.

The *Phrase Finder* presents references, quotations and explanations in connection with a great variety of more or less familiar expressions. There is, for example, a section called *The Name-Word Finder* in which numerous references are given to source material in many classifications. Suppose you are working on some theme in the field of thrift or frugality. You look in the index for *Frugality*, and there you find references to Poor Richard, Fabricius, Cato the Censor, Lycurgus, Regulus, Cincinnatus and others, whose names are associated with some form of economical dealing.

There is a *Metaphor Finder* which lists many metaphorical synonyms for commonplace words. Thus we learn that we can express the thought of dividing by such phrases as drive a wedge between; split down the middle; cut up; parcel, etc.

In the *Sophisticated Synonyms* section we get into the field of lively language, even of slang phrases. We learn that instead of saying that one was arrested, we may remark that he was pinched; that he ran afoul of the law; that he is in the toils of the law; that he has been scooped in by the constabulary.

The book represents a vast amount of work by the compilers. No doubt it will be found useful by people of impoverished vocabulary and unimaginative speech. But it hardly takes the place of the *Thesaurus*.

Practical Public Speaking

By White and Henderliden (The MacMillan Co., New York Price \$4.70)

This is a practical discussion of the problems of preparing and delivering speeches. It is designed primarily for class use, but may prove rewarding for the individual who chooses to study it.

The material is conventionally presented, following the logical sequence of Preparing the Speech and Delivering the Speech. There is a section devoted to speeches of special types, or the "occasional" speeches, as we frequently call them. In this chapter the basic principles of speech are applied to the speech of introduction, the presentation, the courtesy speech and the various other kinds of speech which need special treatment.

For the man who needs a dependable textbook as a guide in his speech career, this is a very good one. It covers the essentials adequately and with authority.

Integrative Speech

By Elwood and Raymond Murray of the University of Denver, and J. V. Garland, of Albion College. Published by the Dryden Press, New York. Price \$4.75.

This book makes a different approach to the subject of speech, both in conversation and from the platform. The authors have undertaken to present speech, or communication, as a force to integrate and bring people together when used at its best, but as a destructive and dangerous force when used ignorantly or with wrong purpose.

The book warrants careful reading by the thoughtful student.

# I LIKED YOUR SPEECH

*says the unimaginative critic*

**"I** listened with great interest. A few places could have been improved, but on the whole it was good. I liked it."

This passes for criticism and speech appraisal in many clubs, sometimes. It is like rewarding the alleged car mechanic with a pat on the back when he bungles a job. It can be compared to extending the glad hand of welcome to an illegitimate child at a family reunion.

"Listened with great interest!" Are you sure you did? Men join Toastmasters to learn. The critics are their teachers. You wouldn't tell a school pupil that you liked his arithmetic if he handed in a paper with wrong answers.

"A few places could have been improved!" What places? That's what the student wants to know, also how to improve them. He may feel flattered by your unwarranted praise, but he certainly is not helped.

"On the whole, I liked it." Liar! You know it was not really good and your listening was probably only politely courteous. Why not give the guy the truth? He can take it—that is part of his training in the club.

Suppose instead of these well-worn platitudes you were to try the truth! You might say, "The

substance of your talk was good, but I am going to point out a few bad spots." Then say something like "See if this phrasing is an improvement. Maybe it isn't, but it is at least different and can give you some ideas of variety."

If he tried to crowd too many facts into his short talk, don't merely say this and leave him to figure out the details. Give him some samples. Show him what the important points were and the order of their importance.

If his conclusion was feeble and lacking in essential features, make it for him. Demonstrate a more forceful or convincing one. This is extremely important to the beginner.

But don't be too sure of your opinion and the value of your suggestions. You may have your own limitations and your judgment may be faulty at times. Call on another club member whom you believe well qualified to concur with you or to offer his own notion.

You can even go so far as to ask the speaker to try again, to make a new opening or conclusion. Don't be afraid to discuss his talk with him—let him question you or comment right then and there. Get yourself out of

whatever appraisal ruts the club has let you drift into and do something new, different, refreshing and novel. Make your criticism a lesson for you as well as for the member whose talk is under consideration.

Keep in mind, however, the capacity of the person you are appraising. Estimate how much he can assimilate of what you might tell him, and stop at that point.

Whatever you do, make it clear. Don't leave him in doubt. Don't let him wonder if he could do it. Show him definitely why your suggestions are based on good standard practice. Let him know why his speech will appeal more

strongly to an audience when your suggestions are followed. Give reasons, not merely statements.

A good, careful, imaginative and considerate critic can do more to develop a speaker than can any of the printed matter sent to him. Make your criticism complementary or supplementary to the printed instructions. You are the teacher making clearer the textbook instructions which the pupil has supposedly studied.

Good criticism is good teaching. The club with firm, understanding, comprehensive and penetrating analyses of speeches and speakers has successful and interested members and good attendance.

## The Master Evaluator

Thanks to the existence of our young ones for this new light on the advancement of Toastmastering. Use your child as the evaluator, a master critic in his own marvelous little way. For just 30 minutes a day read aloud to him poems, verses, and short stories. Read with all the enthusiasm of a master of the arts. Your evaluator will be both kind and considerate in evaluating your efforts. Your reward — the polish we are seeking, expressed very definitely by the emotions of your *master evaluator!*

—From Wenell Toastmasters Bulletin, Minneapolis

## SAMPLE EVALUATION

*Neither apple blossoms nor men can thrive in the wrong atmosphere. One needs the air of spring, the other the feeling of freedom.*

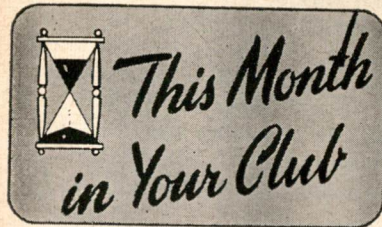
*Both blossoms and men must chance temporary setbacks, the unusual drops in temperature, a slowdown in the rate of progress. There can be no guarantees against these discomforts; they are a part of the right atmosphere.*

*Neither spring nor a people's prosperity can be legislated and controlled into perfection. Anyone who denies the logic of this invites the subsidized existence of a hothouse plant — forever living in fear that those who are at the controls might turn off the heating system.*

From Big "D" Toastmasters Bulletin, Dallas, Texas

A true critic is one who can appreciate something he doesn't like and honestly deprecate something which has common approval.

# PROGRESSIVE



Learning to speak effectively is usually associated with membership in a Toastmasters Club. This is as it should be and wise is the man who takes full advantage of Toastmasters speech training facilities.

But equally important is learning to listen to what the other fellow has to say and objectively evaluating it. This is not only valuable from the standpoint of mutual assistance within the club, but it brings us a more sure-footed approach toward meeting the problems and opportunities we face along the way of life.

## Point of Emphasis

*Better evaluation* is the suggested point of emphasis for September in all the 1700 clubs of Toastmasters International scattered throughout the English speaking world. This means more careful preparation (because being conscious of the particular stress on evaluation, you will want to give your best thoughts); more effective speaking (because you will determine to express yourself in a more effective manner); more attentive listening

(because your critics will also be striving to perform efficiently during the month of special evaluation emphasis); and more sincere consideration (because the increased clarity and effectiveness of the speeches will demand it) — not to mention a closer bond of friendship and understanding between some 45,000 Toastmasters.

Think of what such an applied emphasis could mean to Toastmasters International! Think of what repercussions it might very well have upon the world!

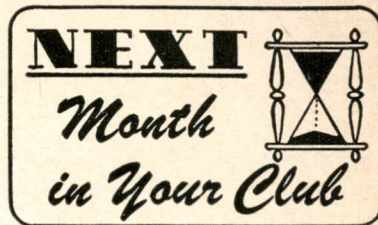
## Take Action

If your club officers are on their toes they will be planning a full month of programs stressing the vital importance of proper evaluation.

If they are doing nothing about it, you have the right — yes, the obligation — to question why. Ask to see the important program suggestions in the monthly *Progressive Programing* sent out by the Home Office several weeks ago. If the ideas sound valuable, build a fire under your club and start some action.

The day has never been in the history of the world when man has needed the ability for calm, clear, analytical evaluation so much as he needs it today — and there is no finer place to acquire this art than in an efficiently operating Toastmasters Club.

# PROGRAMING



October is a month of harvest, a time of gathering in the fruits of our labors, a period of putting them to use.

Quite appropriately, our Educational Bureau has selected *Making the Sale* as the point of emphasis for October. This gives us the chance to gather together the things we have learned through Toastmasters training and to put them to use effectively.

The Program Chairman may demonstrate his ability by selling the club on following *Progressive Programing*. The Educational Committee may put on a panel discussion to sell the idea of *Speechcraft* as a means of building club membership. The President may sell the idea of more extensive study and practice of *parliamentary procedure* and, of course, the formal speakers should stress the *selling aspect* in their speeches.

Toastmasters should occasionally back off and view themselves objectively. What do you want from Toastmasters? How can you apply the things you learn at meetings to better your business, professional, social and personal lives?

Learning to sell yourself, your ideas, your commodity, or your services is one of the most important jobs in any successful life. Whether you realize it or not, you are selling something, either

successfully or unsuccessfully, whenever you are in the presence of another.

But to sell successfully one must have a purpose and a plan.

Your life should be planned.

Your speech should be planned.

Your club programs should be planned.

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

## Special Events

*Fire Prevention Week:* In every club there are usually one or more insurance men who may develop interesting speeches on the subject.

*Toastmasters Birthday:* October is of special significance to Toastmasters, because the first Toastmasters club was established October 22, 1924 and Toastmasters, as an organization of associated clubs, had its beginning on October 4, 1930.

# A TALL TALE

TALL TALES are in vogue for outdoor summer meetings. Can you top this one?

—From The Toastmaster Weekly  
Faribault (Minn.) Toastmasters

One of our Toastmasters was explaining his failure to get promoted while in the Air Force.

"It was during the campaign in the Pacific," he explained. "Every night the C.O. insisted on getting us out of bed for an alert. After a couple of months I found a large monkey in the hills, dressed him in one of my old uniforms and trained him to run to my plane when an alert sounded, hop in, start the engine and sit there with his hand on the throttle until the all-clear was sounded.

"For weeks it worked beautifully, but one night the all-clear never came and I rushed out onto the field just in time to see my plane, with the monkey at the controls, taking off and joining the formation.

"There we were, the C.O. and I, the only two persons left on the field.

"And of course I never got promoted," he concluded, "and I wouldn't have minded it so much had it not been that the monkey was made a Colonel."

## MAKE YOURSELF HEARD

If you see opportunities for improving your club and the programs, offer specific suggestions and steps you think would help . . . and be ready to help. Opportunities for improving the programs are unlimited. It is more of a challenge if the obstacles are great. By trying you will develop your abilities to promote ideas and gain acceptance of them. Such ability will be useful in activities outside the club, thus multiplying personal opportunities for making Toastmasters training pay off. Results: more worth-while club and more success in the world.

## BRAINS ARE NOT ENOUGH

Don't envy the man with brains — unless he uses them and gets along well with people. Perhaps you have worked with someone of keen intellect who makes numerous mistakes, jumps to conclusions, skims over instructions which require studious attention, and shows impatience and exasperation with others who work less rapidly. There is a need for minds of different temperament, speed, and brilliance. Our clubs contribute to the training and teamwork which take advantage of differences among men.

# GUEST INFORMATION

Columbine Toastmasters of Denver uses an effective method of unobtrusively acquainting guests with pertinent information concerning what the Columbine Toastmasters Club has to offer, the method of procedure toward obtaining these benefits, and the cost involved. The following is printed on a card and handed to each guest during dinner:

The purpose of this statement is merely to answer some of the questions which often are asked by guests prior to submitting applications for membership.

Guests who become members are furnished complete information, issued by Toastmasters International, outlining the purpose and the procedures of a duly organized Toastmasters Club.

We are a duly organized Toastmasters Club; a member of Toastmasters International, whose headquarters is in Santa Ana, California.

### Our Purpose:

- To aid our members to master the difficult art of public speaking;
- To teach them to appear effectively before any audience;
- To train them for leadership and for chairmanship in meetings of all kinds;
- To correlate Toastmasters training with job training.

### Our Place and Time of Meeting:

We meet each Monday evening, at the Argonaut Hotel. Our meeting time is from 6:00 P.M. to 8:00 P.M.

### Cost of Membership:

Each member is charged an initiation fee of \$5.00 payable at time application is made; and dues of \$1.00 per month.

### Eligibility for Membership:

If you are at least 21 years of age and have attended two of our meetings, you are eligible to submit an application for membership.

### Number of Members:

We restrict our "active" membership to thirty members, so that during each meeting period every member can participate in some way. However, even though our active membership is fully recruited, we accept new members as "associates," in which classification they remain until vacancies in the active membership permit their transfer to that status. In the meantime, associate members have all the privileges of active members except voting and holding of office.

If you have any further questions, do not hesitate to ask them. If you are eligible to submit an application, our secretary will gladly give you the necessary blank upon request.

*Let the one you would welcome to your hospitality, be the one you can welcome to your respect and esteem, if not to your personal friendship.*





## New Clubs

- 445 PITTSBURGH, Penna., (D 13), *Dravo*, Alt. Thurs., 5:15 p.m., Dravo Corp., Neville Island, Pittsburgh.
- 563 POCATELLO, Ida., (D 15), *Pocatello*, Wed., 7:30 p.m., Hotel Bannock.
- 716 WACO, Tex., (D 25), *Heart of Texas*, Tues., 6:30 p.m., Tally-Ho Room, Raleigh Hotel.
- 1215 GLENWOOD, Minn., (D 20), *Lakeland*, 2nd & 4th Tues., 6:00 p.m. American Legion Club Rooms.
- 1283 LOS ANGELES, Calif., (D 1), *Kentwood*, Mon., 6:30 p.m., The Family House, 1614 Centinella Avenue, Inglewood.
- 1584 BISHOP, Calif., (D 12) *Bishop*, Thurs., 7:00 p.m., The Golden State Cafe.
- 1585 PERRY, Okla., (D 16), *Perry*, Fri., 6:15 p.m., Roads Cafe.
- 1586 HAMILTON, Ontario, Can., (D 34), *Ambitious City*, Thurs., 6:00 p.m., Roberts Restaurant.
- 1587 COLDWATER, Mich., (D 28), *Coldwater*, Mon., 6:30 p.m., Arlington Hotel.
- 1588 DENVER, Colo., (D 26), *South Denver*, Tues., 7:00 a.m., Murphy's Restaurant.
- 1589 HARVEY, Ill., (D 30), *Harvey*, 1st & 3rd Thurs., 6:30 & 7:30 p.m., Harvey Memorial Y.M.C.A.
- 1590 WAYNESVILLE, N. C., (D 37), *Waynesville*, 2nd & 4th Mon., 7:00 p.m., The Lodge.
- 1591 MEMPHIS, Tenn., (D 43), *Mallory*, Alt. Fri., 6:00 p.m., Officer's Club, Mallory Air Force Depot.
- 1592 BROOKLYN, N. Y., (D 34), *Brooklyn*, Alt. Wed., 5:00 p.m., Retail Credit Company, 237 Park Place.
- 1593 MANCHESTER, N. H., (D 31), *Queen City*, Wed., 6:15 p.m., Manchester Country Club.
- 1594 ENUMCLAW, Wash., (D 32), *Enumclaw*, Thurs., 8:00 p.m., Lee Hotel, Coffee Shop.
- 1595 DETROIT, Mich., (D 28), *Spellbinder*, Mon., 5:30 p.m., Butcher's Inn.
- 1596 DETROIT, Mich., (D 28), *DECO*, Tues., 5:30 p.m., Butcher's Inn.
- 1597 ASBURY PARK, N. J., (D U), *Asbury Park*, 1st & 3rd Thurs., 6:30 p.m., Colonial Inn.
- 1598 CHICAGO, Ill., (D 30), *Wednesday Bell*, Wed., 5:15 p.m., 20th Floor, 208 West Washington.
- 1599 CHICAGO, Ill., (D 30), *Tuesday Bell*, Tues., 5:15 p.m., 208 West Washington Street.
- 1600 CHARLOTTE, N. C., (D 37), *Charlotte*, Mon., 6:00 p.m., Minute Grill.
- 1601 RIVERSIDE, Calif., (D F), *FMC*, Tues., 6:00 p.m., Mike's Cafe.
- 1602 WHITTIER, Calif., (D F), *East Whittier*, Tues., 6:30 p.m., Shangri-La Restaurant.
- 1603 ALLIANCE, Neb., (D 26), *Alliance*, Mon., 6:30 p.m., Alliance Hotel.

## WHEN AND WHERE THEY MEET



### QUESTION

*When I am called upon to be a critic for a fellow Toastmaster, it sends a chill up my spine. I find speaking much easier. Yet I want to give this fellow the best evaluation that I can, thereby helping us both.*

*What do you recommend in the way of reading matter that might be of help to me to be a better listener and critic? I already have the book *SPEECH EVALUATION*. If there are others I would like to know of them so that I can get busy reading.*

### ANSWER

Careful reading of *Speech Evaluation* should give you a good start on this work. I know of no other book on the subject to which I could direct you. Indeed, the art of evaluation is not learned from books, but by practice.

Try evaluating every speech you hear, whether at church or in a service club or any other place where speeches are made. Ask yourself these questions:

1. Did I enjoy the speech? Why?
2. What did I not like about it? Why?
3. Did the speaker have a purpose? What was it? Did he achieve it?
4. What would have made the speech more effective and enjoyable?
5. How can this speaker improve himself?

Honest answers to those questions will give you a good basis for evaluation. If you are an evaluator in your Toastmasters Club, base your speech of evaluation on those questions. Always keep in mind that the important item in evaluation is to give your reaction and say why. If you will have these five questions fixed in your own mind, and make your speech the answers to the questions, you should make an excellent evaluation speech, free of too detailed an analysis.



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## TEST YOURSELF

- ▶ Why learn to listen analytically?
- ▶ What are the three simple rules for evaluation?
- ▶ Is there hope for old brain cells?
- ▶ What do you want from a speaker?
- ▶ Are you in a speaking rut?
- ▶ Do you discriminate?
- ▶ Can you tell a tall tale at the drop of a hat?
- ▶ How can you help get your club on its toes?

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



## In the Mill

—for Next Month

- CONVENTION REPORT  
 ... by your Washington Correspondent
- SELLING IDEAS  
 ... so they will stay sold
- DON'T DRAG YOUR FEET  
 ... or you drag all of you
- GETTING ALONG WITH PEOPLE  
 ... is lots of fun
- MAKING THE SALE  
 ... is the end of all talking

## BEFORE WE ADJOURN

Only the game fish swims upstream.

—John Trotwood Moore

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