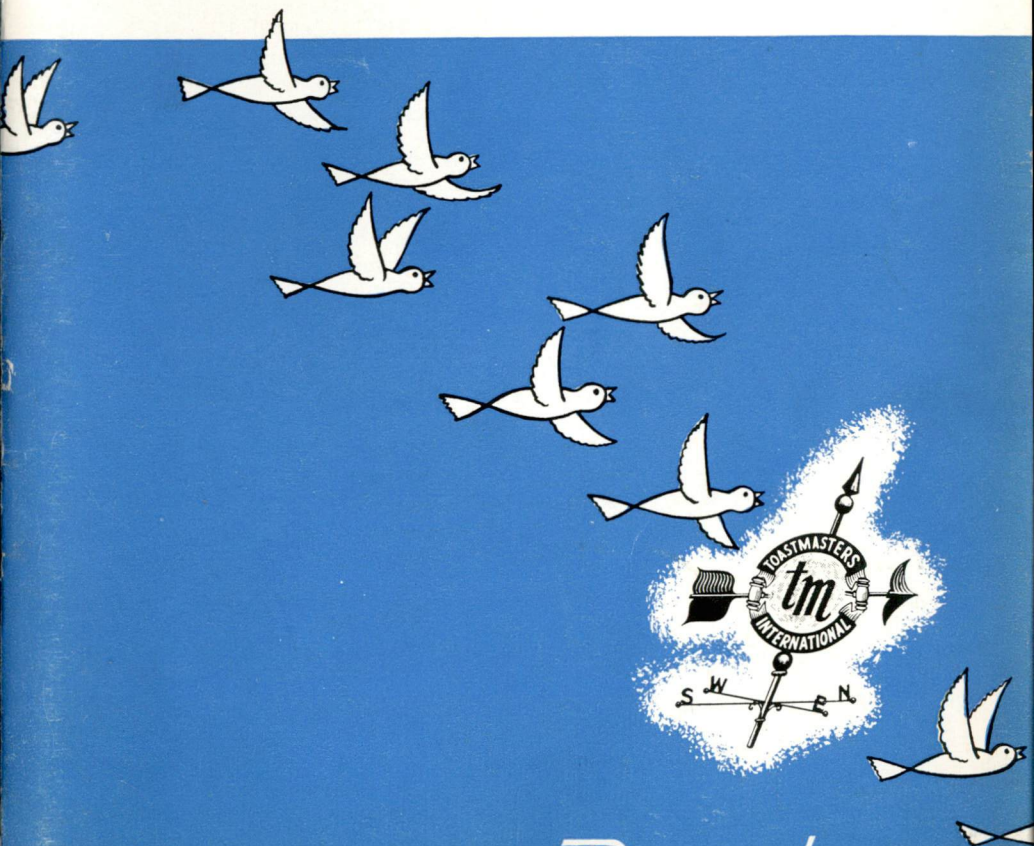


APRIL 1954

The TOASTMASTER



Direction

The TOASTMASTER

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Editorially Speaking

LOOK BACK at the last speech you made, and ask yourself if you made your point.

Did your audience know just what you wanted done about it?

Did they accept your proposition? Did they, individually or otherwise, do anything about it?

Did you, yourself, have a clear idea of what you wanted to accomplish? If not, you can hardly blame the others for not getting it.

If you don't know your purpose, and if you do not make it clear to those who listen, why make the speech?

A new member, giving his first talk, presented a vigorous appeal for volunteers to help in a worthy local cause. The next day, he called on the club president and said:

"I am going to resign from the club. I realize now that I am a failure, because I didn't get a single volunteer after all my urging."

The president persuaded him not to quit, on the ground that he might do better with some practice, but the novice's sense of failure gave the president a new conception of the possibility of getting results from a speech in the club.

Every speech should have a definite purpose. Every speaker should judge his success or failure by the accomplishment, and each evaluator should base his criticism on the fundamental question: "Did the speaker make his point, accomplish his purpose, and was it worth making?"

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Inspirit

By Russell V. Puzey, President Toastmasters International

MAY I speak principally to club officers this month? Your term of leadership will be replete with alternating moments of joy, frustration, hope and despair. Above all, it will be a year filled with action and trial, with the privilege of leading a group of ambitious, serious-minded and intelligent men. Consider this period a precious gift from friends to be enjoyed rather than an onerous burden forced upon you.

Preparation is essential. Prepare for each meeting and prepare for the full period of your office. Preparation includes knowing everything possible about your job that can be learned from your predecessor and from International literature. It also includes a general knowledge of the duties and responsibilities of all other officer positions, both subordinate and superior. Set up goals to be accomplished, time tables to be met, and establish the mode of operation. Adapt your program to changing conditions, but strive always for the main objective.

Study all that has gone before and is presently in effect; keep, build on, and improve the good; have courage to discard the bad. Remember—bad habits gather momentum by unseen degrees as brooks make rivers, and rivers run to seas. It is amazing how fast a club can deteriorate through insidious little deflections from good practice. Be alert for inertia, indifference and sameness. Be alive for imagination, variety, interest and fellowship. Prepare carefully for each meeting so that it will provide a stimulant to the minds and aspirations of each member.

Courage is another essential. One man with courage is a majority. Dare to do all that becomes a man. The bravest are the tenderest, the loving are the daring. Have the strength and find the way to do those things that must be done. Condemn the faults but not those who fail! Above all, dare to be true—nothing can justify a lie. A fault which goes uncorrected creates two lies. Courage is not necessarily force. Force overcomes only half the foe, as one who is forced to accept an opinion without satisfaction to his intellect that the opinion is true, often remains unconvinced.

(continued on page 28)

Every Speech is a

SALES TALK

By Wayland A. Dunham

WHETHER YOU realize it or not, you must be a salesman to get the best out of life.

In your job, you may have no direct contact with the buying public, but still you have a selling job to do. To accomplish your work effectively you must be able to communicate properly with your associates and your superiors. You must sell yourself and your ideas to those around you — and this involves speech.

If you would lead a successful home and social life, you are continually required to talk, and the better you learn to express yourself the surer you are to gain favor and prestige with those with whom you converse.

The successful husband and father, the man who wins friends and admirers in his church, lodge and other social activities, is not necessarily the one who talks much. He may be retiring in nature and have little to say. But when he does express himself he has something worth listening to and says it in a convincingly sincere and pleasing manner.

Your first job in any sales talk is to gain the interest and confi-

dence of your listeners. It makes no difference as to the nature of the subject. It may be an effort to convince your family that a hunting trip in the Canadian woods is the ideal plan for your vacation, or to sell a large city jobber on the idea that he should sell your mouse traps exclusively.

Next, you must be able to back up your appeal with factual data which will prove your point. You must present these facts clearly, briefly, enthusiastically and confidently, but always with careful consideration of your buyer's interests and his personal well-being.

The clincher, the getting the name on the dotted line, the winning a point, is considered by many to be the most important part of a sales presentation. Important as it is, this is not necessarily so.

One of the most successful salesmen I know insists that he has never actually sold a bill of goods in his life. "I have a superior product," he explains. "I present this product as effectively as I know how. I study the national and local markets carefully and never approach a prospect without a detailed analysis of his

methods of merchandising and his sales history; then I give my recommendations and let him make his own decisions.

"I would much prefer to lose a sale and make a friend than to profit momentarily by a sale and lose the confidence of a man who might some day become my best customer."

The interesting thing about this salesman is that in bad times as well as good, he is the leader in his field. When a merchant finds he must cut down on his buying, he lets go of competitive lines and concentrates his buying from the man who has never let him down.

But what has this to do with making a sales talk and with the man who is not a professional salesman?

Everything! It is the attitude

toward life that counts — the natural inside friendliness, the sincerity of purpose, the growing sense of brotherhood and good will.

In our Toastmasters Club we find a happy combination of friendship and rivalry. We discover a medium for experimentation and practice in selling our ideas and embracing the ideas of others. We learn the mechanics of effective sales presentations and cultivate new patterns of self-expression that win friends as well as points of discussion. We develop leadership potentials in ourselves we did not even guess existed and we profit in both our personal and business lives.

If every speech we make as a result of our Toastmasters association is not a sales talk, and an excellent one, we have missed the main point of our training.

All Aboard!

TAKE US for a ride on the Toastmasters Railroad.

First, announce your destination. This can be done in your title, or introduction by the chairman. Then, make your opening phrase say:

"All Aboard!" Give us in the audience the sense of excitement experienced at a train departure.

As you leave the station you will want to make your passengers comfortable. A little humor or a compliment to the audience will serve nicely.

Then, give us a feeling of forward movement to a station. This is your first point, followed by a pause.

Then, another forward thrust, faster this time, to a slightly more important way station. This is your second point. After a shorter pause, you pick up still more speed and permit us to see the most beautiful scenery you have available. Show us a Horseshoe Curve, or, better yet, a Grand Canyon, if you possibly can conjure one up for us. This is your main premise and your climax.

Finally, you come gracefully to a stop at your prearranged destination. We are satisfied that we have arrived. We show you this by our applause and approbation. You have made a good talk. You have kept us on the track. You have taken your audience for a ride on the good old TMRR.

By Frank Wilhelms, from District 13 News

HOW TO USE FIGURES

— AND KEEP YOUR AUDIENCE AWAKE

By Edward J. Hegarty

AT BEST, figure data are dull. If you have to use them in a talk you are making, give some thought to making them interesting. Here are some suggestions:

Show the figures

Don't talk figures without showing them. Put the figures on a chart, or write them on a blackboard. Let the audience see as well as hear.

Use as few as possible

When you have a tabulation, use as few items as you need to make the point. For instance, if you want to show the growth of a fund over the previous ten years, say, "Here is what it was ten years ago. Here's what it was five years ago. Here's what it is today." Three figures on a chart are easier to understand than ten figures.

Don't mind the odd cents

Say three million, or three and one-third million, a figure the listeners can picture quickly, rather than 3,364,392.00. Use about, and over and almost—you don't need to be exact to make your point.

Give the audience a copy

Not long ago a speaker needed the use of a chart to talk about figures in considerable detail, but it was impossible to get the chart large enough for the audience to see. In this case he gave each member of the audience a copy of the chart. Then as he told his story, he asked the audience to make certain calculations on the copies.

Tell an anecdote about the figures

Let's say you want to make a big point of the fact that the government is going to spend twelve million dollars on a project. Why not use an anecdote to make that figure stick? That anecdote can be about the idea behind the project, about the man who is pushing it through, about the political angles involved, about the persons who will benefit. Audiences like stories, and your story can be slanted to build up your statistics.

Build it up with personal gossip

Quote the names of persons the audience knows and tie the names in with your data. Before you talk discuss your figures with a number of friends. Then report

what you said to these friends and what they said to you.

Put it in terms of the audience

Reduce the figure to terms the man in the room can easily understand. Let's say you are using, "Farm income in this country was twenty-six billion dollars last year." What does twenty-six billion dollars mean to the man in the third row? He can't appreciate it. Yet we can put that figure in terms he can understand. With seven million farms it is about \$3,700 per farm. That's about \$300 per month or ten dollars per day. Now you are using figures the average fellow can understand. The 26 billion may be most impressive, but the 70 bucks per week is something that any man can comprehend.

Ask questions about it

You can strengthen the point you want to make by asking questions about your statistics. Let's say that you want to use the fact that most of the automobiles in the country are ten years old. Make the statement, then ask, "How old is yours?" This gets him to relate it to his daily experience, and he is more likely to understand and retain it.

Let them help

Many times you can make your data stick by having the audience help you build them. Let's say you want to add two figures. You put down the figures, one under the other, then the line under them, and ask the audience to give you the answer. This centers all attention of your audience on the figures.

Localize your figures

Always try for figures that apply locally. Don't use national figures if you can get state or county or town figures. The man in the audience is more likely to understand these.

Use pictorial methods

There are many pictorial methods for presenting statistics. Use these wherever possible. Remember, however, that the audience must see the symbols and recognize them.

When you are writing a speech remember that your statistics will perhaps be the dullest part. They may be interesting and exciting to you, and perhaps to some of the audience — but not to all of them. So if your statistics are not very important, don't use them. If you simply must use them, then try some of these devices to make them interesting.

Mr. Hegarty is Manager Sales Training, Electric Appliance Division, Westinghouse Corporation. This is a condensation of his article reprinted, by special permission, from Printers Ink, Copyright 1949 by Printers' Ink Pub. Co., Inc., 205 East 42nd Street, New York 17, New York.

A Bostonian was showing a visiting Englishman around. "This is the Bunker Hill Monument, where Warren fell, you know."
The visitor surveyed the lofty shaft thoughtfully. "Nasty fall! Killed him, of course?"

IT WORKS!

By E. E. Stephenson

SINCE OUR club was formed, it has acquired prestige not only for the club itself but for its individual membership. Wherever Toastmasters is mentioned in any of the activities in the Company, people recognize the existence of such an organization and look upon its members as being a group who have the ability to stand up on their feet to "say what they are thinking and prove that they are thinking what they are saying."

Whenever one of our members is called upon to make a presentation, participate in a panel discussion or conference, or in one of our staff meetings, the fact that he is a Toastmaster causes those in his audience to expect a better than average presentation. The fact that most people have had no training whatsoever in practical speech techniques seems to set apart the individual who, through Toastmasters, has trained himself to do a better job.

For men in business, particularly those who have the opportunity of making a speech only two or three times a year, Toast-

masters is a boon. Were it not for Toastmasters training and the experience of being able to get on his feet each week in Toastmasters meetings, the speaker would be at a loss for words. He would not have the poise or stage presence which is valuable to anyone who is called upon to speak before a group.

This was brought out forcibly when our club was new. During the first meeting, while I was still acting as temporary president, I decided to call on two of the new members for a minute and a half impromptu talk, and so indicated my intention to the membership. All twenty-five of the men practically turned their backs toward me, hoping that I would not choose any of them. Now in our meetings, it is not only difficult to prevent these men from getting up and "orating" but we have found it necessary to provide a series of light signals indicating the amount of time allotted to each speaker and cutting him off if he goes over the agreed time limit.

Prior to formation of our club, our Company held staff meetings presided over by our Vice-President. As you know, the idea of

such meetings is to acquaint management with the progress being made in the various departments of the business, as well as to keep all departments informed regarding the various activities for the purpose of efficient coordination. As our Vice-President would call on each person on the staff, a great many of them would have "nothing to report." In many cases, this was not because things weren't happening in their departments, but rather as a result of fear or nervousness in speaking before a group. Much valuable information was lost as a result of this situation.

It was decided to form a Toastmasters Club in order to overcome, on the part of the staff members, their inadequacy to make a presentation. Nowadays, those members of the staff who are in Toastmasters are ready and able to make a satisfactory presentation. Management has recognized this change in attitude, too. As a matter of fact, many of our men have discovered themselves and in turn management has seen fit to promote some of them to much better positions. One of our men is Assistant Advertising Manager, another is in charge of Advertising Media and Schedules, and still another is Assistant Mas-

ter Mechanic. Quite a few are now District Managers in the field, and several have been made Zone Department Managers.

Having been the founder of this club within the Nash-Kelvinator Corporation, I find great satisfaction in the knowledge that I have contributed to the progress of many of the members of the Club. At the same time, I feel that much of the success of the members and of the club itself has "rubbed off" on me, since there has been progress and advancement in my own position. Above all, I am proud to have contributed to the success of other men by promoting an outlet for those whose opportunities have been limited to self training.

What I have said above could be summed up in one sentence: "Toastmasters is a great opportunity for the individual who knows his limitations and wants to improve himself for the benefit of his own condition as well as that of his neighbor."

Toastmasters International is a great organization. It is an education and an opportunity to advance your personal interests in any business or professional field. I am very happy to be a member.

E. E. Stephenson is Marketing and Analysis Manager for Nash-Kelvinator Corporation, Detroit. The above is a portion of a letter received by your Editors from Mr. Stephenson as an expression of his gratitude to Toastmasters training for the wonders it has wrought among the staff members of his Company.

★ A Real Brain Teaser

Mark two minus signs and one plus sign between the numbers below, without altering the numerical succession, and see if you can make all the digits equal to 100. 1 2 3 4 5 6 7 8 9 equal 100.

(Answer next month)

You can't just read about it

You "Gotta" Do It

YOU CAN'T learn parliamentary procedure by reading about it.

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

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

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

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

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

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

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

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

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



On December 11th at the King's Head Hotel, Darlington, the charter of the premier club in England was presented to the President, Mr. T. Stubbs, by Mr. David L. Moffat, Governor District 18, at a dinner to celebrate the occasion.

The Sergeant-at-Arms, Mr. C. Shutt, welcomed the guests who included the Mayor of Darlington, Councillor C. Anderson, Sir Fergus Graham, M.P., Mr. David L. Moffat, Mr. James Ewart, No. 18 District Organizer, Mr. Alec Knox, President of the Annan Club with three of his co-members. Mr. H. Dodsworth, Vice-President, proposed the toast, "The County Borough of Darlington," to which the Mayor responded. Mr. J. L. C. Corry, the Secretary-Treasurer, proposed, "Guests and Kindred Clubs," and referred to the Scottish element in the program and recalled the visits of the reivers* across the border in bygone days. Replies were given by Sir Fergus Graham and Mr. A. Knox, both of whom mentioned that their ancestors were concerned in those skirmishes.

The high light of the evening was when Mr. Moffat presented the charter. He said, "It is a great honour and privilege to present the Charter to the first Toastmasters Club in England. I bring you greetings and best wishes from the Glasgow Club, which was the first in Scotland. When the Angles invaded Britain the Acute Angles went to Scotland, the Obtuse Angles remained in England, but I will say that the Right Angles are in Darlington."

*Scottish for raiders or robbers.

A Salute to Darlington

He paid tribute to the Sassenach members of the Scottish clubs and was delighted with the standard in Darlington. The President, Mr. T. Stubbs, in his reply of thanks, told of the club's early days and how happy he was to see in so short a time the culmination of all our efforts.

The Deputy Governor, Mr. Alan Johnson, explained to the non-Toastmaster visitors how Toastmasters originated and how it functions. He pointed out that the name was not so appropriate in England, as the task of a Toastmaster was that of an announcer as so ably exemplified by Mr. Kenneth Howard, who was Toastmaster for the evening.

In reply to "Toastmasters International" Mr. James Ewart, who with Mr. Moffat attended the 22nd Convention in Denver, Colorado, last year, impressed upon members the advisability of keeping the meetings on the light side. "Enjoy your fun," he said. "And do extend your speaking ability. Seize every opportunity you may have to address meetings, and so improve your power of speech."

Mr. G. D. Jameson proposed a vote of thanks not only to the "top table" but also to the Sergeant-at-Arms for organizing the dinner, to the Toastmaster of the evening, and to Mr. Harry Hayman and his accompanist, Mr. R. Burgin, who entertained during the interludes. The singing of "Auld Lang Syne" brought a very memorable evening to a close.

By Alan Johnson, Deputy Governor Darlington Toastmasters

Why I Joined Toastmasters

The personnel of every large manufacturing plant, warehouse, or shipyard develop a language all their own. Public transportation is no exception. This language with its many terms is always expressive, highly colored, and often vulgar, if not outright profane. Individuals constantly exposed to this verbiage find it creeping into their daily speaking habits, until it becomes a living part of their vocabulary. At home, in social gatherings, or in public places, the terms are used unconsciously and often to the embarrassment of the speaker, when he realizes what has slipped out.

I found myself using these trade expressions in outside conversation. Too frequently I would have to translate my remarks into understandable English for the listener. It was therefore necessary that this habit be broken. But how to do it effectively was a question. I had heard of Toastmasters and their splendid record of speech improvement. An investigation was made through the co-operation of a friend, and shortly after I became a Toastmaster.

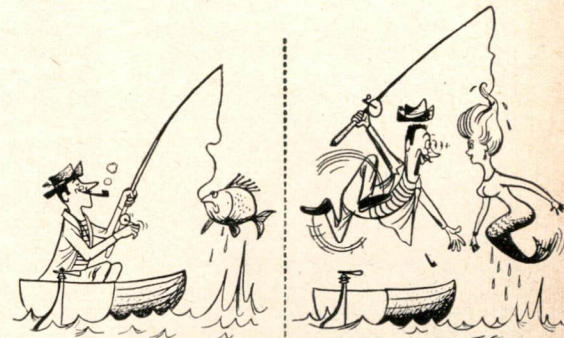
The habit is now broken completely. My speech is measurably improved. I realize that good speech must be constantly practiced and that there is always room for improvement. For these reasons I shall continue in Toastmasters.

By J. C. Schrepfer

Showmanship

"All the world's a stage, and all the men and women merely players." A stage performance runs smoothly when the stage manager has things under control, and when all the preparations have been well made. The toastmaster or master of ceremonies is like the stage manager. He makes the arrangements and presents the "players" and they put on the show. He does not steal the spotlight. He makes it easy for his performers to do their best. He is the genial host, the one who puts everyone at ease and strikes the keynote for a successful program.

Demonstrate
your enthusiasm for
the
CONVENTION
IN
WASHINGTON D.C.
by doing something
about it.



This
is
interest

This
is
ENTHUSIASM!

It's a Good Idea

■ Display Your Emblem

It is a privilege to be a Toastmaster and we should all be proud of the fact that we belong to one of the finest self-improvement organizations in the world.

Almost every city, town and hamlet is posted with highway signs of Rotary, Kiwanis, Lions and other worth-while clubs. Is a Toastmasters sign among these for your town? Consult your Toastmasters catalogue and price list for various types and sizes.

Decals, also, may be secured from the Home Office for use on windshields and other glass surfaces. Electros in several sizes may be ordered for use on stationery, programs, etc.

Ours is an attractive emblem and is rapidly attaining stature among the emblems of the world. Let's display it freely.

■ Ideas to Share

Are you topic poor? If so, put your mind at ease. There is a "Topic Bank" being held in trust for you by your Educational Chairman. Make a withdrawal. Consider the fact that no collateral is necessary. Nor is there any carrying charge or interest. It is yours for the asking.

From Plus Two Toastmasters Bulletin, Fort Worth

■ Noteworthy

Practice making mental notes of every speech you hear. Ask yourself:

What did I like about the speech?

What did I not like?

What was the speaker's purpose?

Did he make the sale?

Were he to ask me for suggestions, what would I tell him?

Such a technical approach to listening may spoil a speech for you, but take that into consideration also.

If you might have enjoyed it without such technical dissecting and if the rest of his audience seemed to enjoy it, there must have been some quality present that you might well emulate.

■ Check and Double Check

"He made an unusually good after dinner speech."

"What did he say?"

"He said, 'Waiter, give me the check.'"

From The Evaluator, Hermiston Toastmasters

■ The Answer

Business men, economists and salesmen constantly study the business cycle in order to determine what to do in certain times. Cycles develop in our own Toastmasters Clubs. The quality of a club's program is reflected in the constancy of attendance. A well-planned and well-executed club program leads to a "high" in membership and attendance. Lack of thorough planning, along with inadequate functioning of club officers, invariably brings about a "low" in the Toastmasters club cycle.

—Bulletin, Waterloo, Iowa, Toastmasters

■ Teach Them Timing

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

■ Audience Participation

Occasionally it might be a good idea to allow a brief period of audience questioning to follow each speech.

Such a plan may cause speakers to study their subjects more carefully and weigh their words more thoughtfully, realizing that they may be called upon for more information than they possess.

This is an excellent expedient when the speaking panel is abbreviated by absentees.

■ Interest Getters

Good attendance and good programs walk hand in hand — they are equally important and equally responsible for the other's existence. But you must keep your members informed on *what's coming up*, and the more enticing the publicity the better.

Here is how the Minneapolis Toastmasters announced its next week's program in its weekly bulletin:

"Just think of hearing Harry Mattison extend himself into the future with 'My Version of a Toastmasters Club Year 2053'. You're sure to benefit by Ronny McClintock's discussion of 'A Functioning Educational Committee in Your Club'. As a new member, Ed Mjos will present his reactions: 'Viewing Toastmasters Club No. 75 as a Newcomer'. By contrast, Bud Fitch will tell us: 'How Toastmasters Training has Helped Me'. 'A Knot in the Thread' will be developed by George Hudak, a subject he will handle admirably."

■ Your Diction

Some time ago *The Toastmaster* offered a test of diction submitted by the Shell Toastmasters of Los Angeles. It is so worth while that it bears repeating.

If you can read the following paragraph without mistakes in 15 seconds, your diction is well above average.

"I bought a batch of baking powder and baked a batch of biscuits. I brought a big basket of biscuits back to the bakery and baked a basket of big biscuits. Then I took the big basket of biscuits and the basket of big biscuits and mixed the big basket with the basket of biscuits that was next to the big basket and put a bunch of biscuits from the basket into a box. Then I took the box of mixed biscuits and brought the basket of biscuits and the box of mixed biscuits and the biscuit mixer back to the bakery and opened a can of sardines."

■ Ladies Night Tip

Don't be too rough on speakers whose wives are present, for most wives don't like to see their husbands taken apart. They insist on doing the job themselves.

■ Next

The "Top O' The Morning" Toastmasters of Phoenix have a club "Barber" who keeps his razor well sharpened for any "Word Whiskers" that may be discovered.

■ Heterogeneous

The Sandpiper Toastmasters Club of Seal Beach, Calif., has proved the old saying that "variety is the spice of life."

"How could you ever find sameness in a speech program," writes Willard M. Hanzlik, Publicity Chairman of that club, "when your membership is made up of such a heterogeneous bunch of fellows as the following:

"A retired lumberman, a city manager, a realtor, the personnel director of a foreign employment firm, a motel operator, the owner of an industrial X-ray company, a druggist, an oil engineer, two aircraft engineers, a lunch counter operator, a printer, the superintendent of a Coca Cola plant, two ceramics manufacturers, an author, a retired grocer, a drug salesman, the junior partner in charge of the west coast office of an international engineering firm, the sales superintendent of a major transportation company, an electrical contractor, a clerk. Among current prospects is a young man deeply interested in church work.

"The complete diversification indicated has been a strong factor in making our club interesting to its own and to potential members."

■ Know Your Neighbor

The week between April 25th and May 1st is *United States - Canada Good Will Week*. It would be a *Good Idea* if Toastmasters Clubs on both sides of the border would celebrate this week with a complete program designed to acquaint us with the interesting features of the other — its history, its government, its people, its natural resources, its climate and the like. Your local library should have all the source material you will need.

We will all be the richer for taking part in such a program.

Build With Club-of-the-Year

One of the greatest Americans of all times, Teddy Roosevelt, very forcibly explained his success when he said: "I am only an average man, but, by George, I work harder at it than the average man."

There is a tremendous amount of meat in this simple statement for all of us. As Toastmasters we are constantly competing with other Toastmasters, and our clubs are also competing with other clubs. It is this competition — this working harder than the average — that drives us on to achieve greater heights.

For many years the Club-of-the-Year Contest has been held annually among Toastmasters Clubs. The purpose of the contest is not to select and honor one, or a group of clubs, that did an outstanding job for the year. Rather it is to inspire the thousands of Toastmasters to work harder that they might achieve to a greater degree the development of leadership ability in speech. The Club-of-the-Year competition is the "yardstick" by which we measure our club standing and stimulate it to do its best in service to each member. It is a membership improvement program.

To insure uniformity all entries are reported in the Standard Club-of-the-

Year Book which may be ordered from the Home Office. The book provides standard report forms which allow point values on:

Membership
Attendance
Educational Projects
Inter-Club Activities
Special Events
Extra Achievements

The present contest will close April first, so that the entries may be judged in their respective areas and districts, with the leaders being forwarded (by July first) to International for further competition.

The 1954-55 Contest starts April 1, 1954. Now is the time for your club to obtain its Standard Club-of-the-Year Book so that the officers will have time to study it, organize their program, and start with the bell.

The regular use of and adherence to Club-of-the-Year standards not only help to build your club as an outstanding force in the community but materially help each member to realize the full benefits of Toastmasters in personal self-improvement.

Order your Club-of-the-Year Book now and start in the pole position April first.

By D. Joe Hendrickson, Chairman



So You Want a Speech Subject!

Try one of these:

- How to delegate responsibility.
- Judging and selecting people to help you.
- Opportunities; not problems.
- Getting people to want to work.
- How to follow up.
- How to discipline encouragingly.
- Planning promotion.
- Why join Toastmasters?

If you can administer in Toastmasters you can do it on the job.

How does the club member encourage better officer performance?

What would be a reason for leaving Toastmasters?

Stodious research, prior discussion with fellow members and officers, analytical reasoning and careful preparing should make a speech on any of these subjects worth while to both speaker and audience.

The Club Bulletin

A WEEKLY bulletin, carrying news of the club, is a valuable asset to any Toastmasters Club. Many use it. Others should do so.

It need not be expensive. A favorite form is a mimeographed sheet, mailed once a week to the members. The mimeograph stencil costs about twenty cents and the mailing takes two cents postage. In every club there is someone who has access to a mimeograph or other duplicator.

What to Print

The bulletin, first of all, must show the name, number, and location of the club. It should show also the name and address of the editor. (You would be amazed to see the number of bulletins coming to the Home Office which can be identified only by the postmark.)

The programs for coming meetings should be shown plainly, giving details, so far as possible.

Brief reviews of notable speeches at the last meeting may be given, together with personal items of general interest.

Too much personal "ragging"

should be avoided. Fun is desirable, but not too much frivolity.

Occasional brief articles on educational topics are good. Apt quotations and illustrations can help speakers.

The bulletin should inform the members about the club work and about each other; about how to make better speeches; about affairs of the District and Area, and even of Toastmasters International.

It should be worth putting into the hands of a prospective member as an inducement to join. It should reflect the spirit and purposes of the club.

Plan Your Bulletin

Put the costs in your budget. Place the responsibility in good hands for editing and publishing. Make sure that the mimeographing is legible — not sloppy. Give the editor sufficient assistance.

Always mail one copy to the Home Office. Remember that it goes for two cents postage unless in a sealed envelope.

Make your bulletin a credit to the club and to the movement.





You Are Invited To —

WASHINGTON D.C. -- *The Nation's Capital*

TOASTMASTERS INTERNATIONAL

23rd Annual Convention

August 26, 27, & 28, 1954

COURTESY

Capital Transit Company, Washington, D.C.

What's Going On

● It's Club Tradition

"Spellbound they listened to the speaker's voice as in slow, measured rhythm it continued:

"You'll have to . . . excuse the pauses . . . in my speaking . . . as I am . . . forced to wait . . . for my iron lung . . . to give me . . . the necessary breath . . . to talk."

"It brought a lump to the throat and each club member was lost in his own thoughts as the wire recorder clicked off. There was no applause, nothing to break the almost painful silence until Dr. James Stewart stood up and said: 'Herb Merrill was out of the iron lung for almost four minutes today.'

"From Strong Memorial Hospital where he is a victim of polio, Herb was carrying on a tradition of the Toastmasters Club. His courage recalled memories to many club members. Some remembered when their voices came brokenly too, not while they waited for a machine to give them breath but while they waited for strength to continue. They had been on their feet but only because they had been hanging on to the lectern to support shaking knees."

These are the opening paragraphs of a full page, profusely illustrated editorial, by Floyd King in the Democrat Chronicle of Rochester, New York.

It tells the story of Toastmasters in a big way, as well as the particular accomplishments of Rochester Club 476 and its illustrious members.

The photograph shows Herb making his recording. He is assisted by his wife Dawn, who happens to be a nurse, and by Jerry Bliss, a fellow club member.



● Directors Meet

Those who may think that to be elected to the Board of Toastmasters International means honor and glory with little or no work, are badly mistaken as the accompanying photograph of the recent Board meeting at Albuquerque will attest.

Reading from left to right are: Director Welsh, Binker, Emerson, Castle and Hamilton; Executive Secretary Blanding; Secretary McIntire; Director Nelson; the stenotypist; President Puzey; Founder Ralph Smedley; Director Holsinger; First Vice-President Griffith; Treasurer Haerberlin; Second Vice-President Haynes; Directors Mattocks, Hendrickson and Merrick; and immediate Past President Jorgensen.

● Congratulations, Aliquippa

Volume 1, number 1, issue of THE QUIPMASTER, monthly bulletin of Aliquippa (Pa.) Toastmasters, has made a recent appearance. It's newsy, inspirational and educational and a worthy voice of a progressively fine group of men in Western Pennsylvania who are seeking the best in Toastmasters.

Write Editor Elmer L. Thomas, 3018 Scott Ave., Sunset Hills, Aliquippa, Pa., to be put on their exchange list.

● Speakers Bureau for District 13

Plans are under way to establish a Central Speakers Bureau in Pittsburgh, Penna. The Bureau will operate as a District function and will serve two needs. The primary reason for establishing this Bureau is to organize a pool from which officer training crews can be drawn. It is hoped that better officer training will be reflected in more efficient clubs, resulting in greater benefits to the individual Toastmaster. The second purpose is to provide a list of capable speakers who may be called upon to participate in civic and charitable causes when good speakers are needed.

● Waterloo TV

Announcing a simulated television program as staged at a club meeting by the Waterloo, Iowa, Toastmasters.

Program Schedule

The Man on the Street

Ever popular Cy Bartine, the roving reporter, interviews Myles Cronin, Charles Smith, Ray Mayes, and Don Whitmore.

What's New In Education

An experienced educator, Delbert Fiscus, presents a new approach to an ever difficult problem, "Conducting Panel Discussions."

Black Hawk County Forum

With Dr. Richard L. Hoy as moderator, the Forum discussion group this week considers a timely subject: "Death on the Highway." Panel members are Paul Brasch, Bill Nanny, John Stevens and Kermit Ecklein.

News Commentary

Keith Murrow Cook reports the news as he sees it, assisted by staff experts: Dr. Clarence "Grammar" Clark, Victor "Microphone Technique" Foster, Bill "Delivery" Ward, and Cap "Purpose" Sias.

Announcer

Frank McLendon

Technician

George Brown

● MAY WE AGAIN MENTION THE WASHINGTON CONVENTION

August 26, 27 and 28

● A Family Affair

When the G.E. Electronics Toastmasters Club of Syracuse, received its charter recently, it turned out to be quite a family affair. Bob Debes, the new Club's President (r) had the honor of accepting the charter from his brother, John L. Debes III (l) of Rochester, Secretary of District 34; while John L. Debes, Sr., of Syracuse, father of the two and Governor of the Central New York Area, looked on with pride.

In commenting on the presentation District Governor Carl Weber expressed the thought that "in Toastmasters the combination of Debes to Debes to Debes may become as famous as the old Tinkers to Evers to Chance combination in baseball."



● Junior Toastmasters

Lloyd Plummer, Governor of District Five, believes in constructive publicity for Toastmasters among the youth of his District. High school students are brought into speech competition, first on an Area basis and then on a District. Local clubs are the sponsors.

Shown in the photograph are: Richard Skinner of Vista, winner of plaque and runner-up; Governor Lloyd Plummer; David Criegh of Escondido, winner of top honors; and Conni Gibson of Fallbrook, who captured third award. These men recently won such honors at the contest conducted by Area Three, Lloyd B. Turrentine, Governor, and held at the regular meeting of Camp Pendleton's Staff NCO Toastmasters Club.

David Criegh will go on to San Diego to represent Area Three at the District level where he will compete with all other Area winners for the District High School championship and grand prize award.



● Assured Performance

When Ellis Arnold of the Commodore Toastmasters of Decatur, Ill., was appointed general chairman of the state convention of the Illinois Fuel Merchants Association, he had many misgivings.

Then, remembering that a Toastmaster is always ready and willing to tackle any speaking situation, he decided to go ahead and give it the best he had.

The convention was a great success and so was Toastmaster Arnold. A recent letter from him is filled with appreciation for the training that made such excellence possible.

"I cannot praise Toastmasters training enough," he writes. "I unashamedly borrowed from every Toastmaster source possible. I read every piece of literature many times and studied every article on chairmanship I could get my hands on.

"Thanks to the Lord, and Toastmasters, I was spared the agony of many mistakes. I shall always treasure in memory the SOTTO VOCE comments of two of the professional speakers as they came to the platform.

"In acknowledgement of the 'reverse twist' I used on him, the humorist, said, 'That was the gosh-darndest introduction I ever had' and later told me I had brought him several extra laughs because I had carefully built up the audience to expect a heavy message of pure philosophy. The inspirational spellbinder with the serious message said, 'That was fine' as he came close to the mike. For him I made a bald steal of the introduction example from Borden's PUBLIC SPEAKING AS LISTENERS LIKE IT.

"This experience proved to my own satisfaction that I had come a long way through Toastmasters training. It also brought into focus the much longer trail to Toastmaster proficiency. The next time I am chosen to preside I hope I shall have traveled that trail to the point where I will give a star performance."

● Lectern Efficiency

Paradise Point Toastmasters of the Second Marine Division at Camp Lejeune, North Carolina, have built themselves a lectern. Actually it was constructed by Toastmasters Chan Olson and Fred Lewis, but the whole club enjoys pride of ownership and use.

Viewed from the front it appears much like any other well-designed and fabricated floor lectern, but here the similarity ends. The lower portion contains a lockable compartment for club paraphernalia. The upper part provides an open shelf for the club library. There is a built-in automatic timer, complete with buzzer, which flashes a green and then a red warning signal immediately in front of the speaker.

The top surface is covered with green billiard table felt except for a small hardwood square for gavel rapping. It is lighted by an indirect fluorescent light. But cleverest of all (no, you wouldn't guess it in a hundred years) is a pull-out platform at the base so that Marines who are slightly shorter than the usual six feet may speak at an altitude on a par with their taller buddies.

But even that's not all. When the meeting ends, the lectern is lifted onto a specially built dolly, covered by a canvas jacket that zippers down the middle, and then is rolled away to the storeroom until next meeting night.

* * Correction Please! * *

Date for the trip to MOUNT VERNON during our Washington Convention (as publicized in the March issue of THE TOASTMASTER) was incorrect: It should have read "Thursday, August 26th" instead of Friday.

● Welcome, Newfoundland

When Placentia Bay Toastmasters of Argentia, Newfoundland, was chartered recently, it became the first club to include men from all of the armed services plus the Coast Guard.

The photograph, taken at the charter party, shows Club President Col. R. T. Engle, USAF, accepting the charter and a list of charter members from Col. H. E. Frink, USAF, Past President of the Iceberg Club, Narsarsuak, Greenland AFB.

Note the doll mascot standing at its own small lectern, which formed the table center piece. It cleverly carried the theme of the evening—that it is from little things big things grow.

Off Beat

- a few notes off the record

"What flavors of ice cream have you?" queried the customer.

In a hoarse whisper the waitress replied:

"Vanilla, strawberry and chocolate."

"Have you laryngitis?" asked the customer sympathetically.

"No," she answered with great effort, "just vanilla, strawberry and chocolate."
—Industrial News Review

When telling a joke, keep it short. If you build it up and stretch it out, you give your listener more time to think of a worse joke to tell you.

Heckler—An impediment to speeches.

Modern youth has a lot of energy, a great deal of which is Miss-directed.
—Changing Times

The thing that keeps a lot of men broke is not the wolf at the door, but the silver fox in the window.

Thinking draws blood from the feet to the head. That's why thinking twice about a proposition often gives people cold feet.
—The Rotarian Magazine

Work is something that when we have it we wish we didn't; when we don't have it we wish we did; and the object of most of it is to be able to afford not to do any some day.
—Phoenix Flame

"This has gone far enough," said the stern parent when his son brought home a 3 D report card.

With Washington taking the shirts off everyone's back, it's a lucky thing they've got some bureaus to keep them in.
—Quote

About the only way a bachelor makes a good husband is jealous.

Wifey—"I was a fool when I married you."

Hubby—"Yes, but I was so infatuated with you that I didn't even notice it."

Whatever trouble Adam had,
No man, in days of yore
Could say, when he had told a joke
I've heard that one before.

Junior: "Papa, are you growing taller all the time?"

Senior: "No son, why do you ask?"

Junior: "'Cause the top of your head is poking up through your hair."

A small Japanese student once wrote in an essay on relaxation:

"Shut the door of think and rest your tired by suspended animation."



Howdy

- "How do you do?"
- "How do ye?"
- "How d'ye do?"
- "How de do?"
- "Howdy?"

They all mean the same, when used as a friendly greeting. All the forms derive from the original polite inquiry as to one's welfare. The habit of contracting or telescoping words has reduced the four complete words in the original to the one short, contracted, portmanteau word so commonly used.

Perhaps "howdy" is quite as correct as "how-do-you-do," but its informality should serve to guide one in usage.

Another form of greeting which has been reduced from a sentence to a syllable is seen in "How are you?" This was shortened into "H'ar yah?" That was still too long, and so it became "Hi-yah?" From that it was a natural shift to "Hi!" which, while not exactly a formal or dignified greeting, still serves the purpose.

Till — Until — 'Til

These three words come from a common source, and are used interchangeably. Whether you say *till* or *until* is a matter of little

consequence. The dictionary says, "There is no marked difference in meaning between *till* and *until*; in usage, *till* remains the usual form, but its compound *until* is preferred as the opening word of a sentence, and often in more formal writing."

It is important to remember that the two syllable word has only one terminal *l*, while the one syllable word has two such terminal letters.

The trouble begins when people mistakenly write 'til, putting an apostrophe in front of the word which should be spelled simply *till*. "This store is open 'til 9:30 p.m." says the advertisement. The form has become quite common. The use of the supposed contraction saves not a single character. Nothing is gained by doing it wrong. Let's spell it right.

Fulsome

Here is a word of slightly offensive meaning. We use it to mean unpleasant, repulsive, disgusting. Originally it meant abundant, overfull, copious. Then it came to mean overfed, overgrown, coarse, gross, satiating, offensive. When we speak of "fulsome praise" as we sometimes do, we mean that it was overdone, and that there is a suggestion of insincerity. Flattery is hardly so strong a word, but it is in the direction of becoming fulsome. The word is all right, but please don't exemplify it in your own talk.

Recommended Reading

By R. C. S.



Sources of Material

There are many organizations in America which offer excellent material for speakers on various lines. Most of this is available at no cost, or at nominal charges.

The Chamber of Commerce of the United States has gone to unusual lengths in this line, in producing a series of 17 pamphlets dealing with a great variety of subjects connected with business. The Chamber of Commerce is interested in promoting discussion of these matters wherever people get together. Consider the possibilities in subjects like these:

- The Mystery of Money
- Money, Income and Jobs
- Sustaining Prosperity
- Spending and Taxing
- Individual and Group Security

A letter addressed to:

Economic Research Department
Chamber of Commerce of the United States
Washington 6, D. C.

will bring you a copy of the introductory pamphlet on "Developing Business Leadership" without charge. This gives details on the pamphlets which are available, and on their cost. From reading it you can find how much material, and of what kind, is to be obtained. Your club's program committee may be able to work out programs of speech and discussion which will be of definite personal value to the members.

Another source is in the publications of The Foundation for Economic Education, Inc., Irvington-On-Hudson, New York, which publishes a great deal of authoritative material dealing with economic and social problems. These publications are available at very small cost. The men who write them are specialists and researchers. Possibly their views are not always completely unbiased, but any person of adult mind can gain notable benefits by reading what they present, and the speaker can gather almost unlimited speech material.

Every Toastmaster, whether in America, or Great Britain or the islands of the sea, should know about the work of UNESCO, that important department of the U.N. There has been controversy about its service, so that many good people are confused and misinformed as to its aims and operations.

David Apter, formerly a member of a Toastmasters Club in Los Angeles, is on the staff of UNESCO in Washington, and he will be glad to send information to any Toastmasters Club. There is abundance of program and speech material in it.

Address David Apter, in care of The United States National Commission for UNESCO, Washington 25, D. C., and he will send you informative materials.

WELCOME, STRANGER!

For obvious reasons, the name of the writer and the names of the clubs he visited are not given here, but the moral is equally obvious: Welcome the visitors who come to your club.

WHEN I was on an eastern trip recently, I visited two different Toastmasters Clubs. In each case, I was a stranger. The two experiences were so strikingly different that they made a deep impression on me.

In the first visit, I arrived a few minutes before meeting time. A dozen men were already in the room, and others kept arriving with me and after me. I needed no one to show me the place, for there was a sign, a Toastmasters emblem on the door.

As I entered, I was immediately seized upon by a genial young chap who introduced himself as the Sergeant-at-Arms, and who gave me the warmest kind of welcome. When I told him that I was from California, he shook my hand again, and wanted to know if I ever visited Santa Ana.

Then he passed me on to two other men, older than himself, who turned out to be veteran Toastmasters, full of enthusiasm and of hospitality. In the five minutes before the gavel sounded, I had met almost every man in the room. When the time came for introductions I discovered that I was only one of three visitors, one

of them a visiting Toastmaster, and one a guest of a member. All of us were pleasantly introduced, each by the man sitting next to him, and we were given a special word of welcome by the president.

I shall always carry a pleasant memory of that club and its hospitality.

A few days later, in another city, I crashed the gates at another Toastmasters meeting. At least, it was announced as a meeting of Toastmasters, but I would never have known it for the same organization as the one I attended a week before.

I got there five minutes before the scheduled time, and located the meeting place with some difficulty, by asking three different employees of the restaurant. The first two didn't know. The third, the cashier, was able to say, "Oh, yes, they meet over in that room," with a vague wave of the hand.

I went over there, and found not a soul except a waiter who was filling water glasses. He said the Toastmasters were to meet there, so I stayed.

After a while, two or three men came in, but they took no notice of me. Others entered, and they

visited quite happily among themselves. Presently I saw another shrinking violet standing by the wall. He looked much as I felt, so I asked him if he were a visitor. Yes, he was a local resident who had been invited by one of the members to come to the meeting, but his host was not yet on hand.

We had a pleasant visit together, uninterrupted by any of the apparent members. My fellow stranger's friend got in just as the gavel sounded. The chap at my right spoke to me once to ask me to pass the salt, but the rest of the time he conversed with a man across the table. I was able to enjoy the very good dinner without interruption.

They had a fair program, and the visitor who had been invited was introduced by his host, but no other introductions were called for, so I kept quiet. Just before the meeting ended, I saw one of the men whispering to the president, who then announced that there was a stranger among them, and asked him to introduce himself. With a sort of "Who, me?" feeling, I told them who I was and where I came from. After the meeting three or four of them stopped to say "Howdy" on the way out, but there seemed to be no consciousness of any failure in hospitality.

When I returned to my own club, I was in a critical mood, watching for evidences of interest in visitors, and I was greatly relieved to note that our Sergeant-

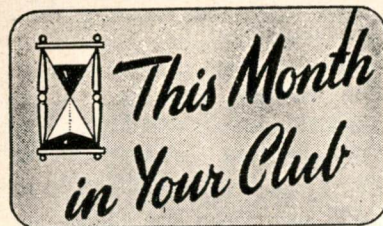
at-Arms had stationed a man at the door to greet every man who entered, whether member or visitor. That was a help, but I observed that after greeting one or two guests as they came in, he passed them on with no provision for further attention. In my opinion his right course would have been to call some member to look out for introducing the visitor to others. My club was far better than the worse club I had seen on my trip, but far below the standard of the better one, and I made it a point to let the fellows know what I thought about it.

When their attention was called to the matter, the men agreed with me that our fellowship, or hospitality, needed bracing up.

They agreed that every member should be counted on the hospitality committee, and that no man was free from responsibility for greeting guests. The Sergeant-at-Arms was instructed to put two men at the door, so that one could get away momentarily to introduce a visitor to some other men. The president agreed to make a feature of introducing visitors early in the meeting.

Our club has become much more cordial in its welcoming, and I know of several men who have come as guests and who were so much attracted by the sense of fellowship that they asked for membership. In fact we have been awakened and our friendship is strengthened by our welcoming attitude toward the visitors.

PROGRESSIVE



Persuasion is fundamental in speech. Rarely do you utter a word that does not have a sales motivation behind it.

"Please pass the butter," usually occasions a satisfactory response from a wife at breakfast, where "Pass the butter," uttered by a surly husband sometimes does not.

"Oh, I'm so sorry," spoken with sincerity usually brings a forgiving smile from the fellow whose pet corn you have just stepped on.

A word of friendly commendation may *sell* new confidence to one enveloped in gloom and discouragement.

April in Toastmasters is a month when we devote our major attention to the study of how to persuade — how to sell ourselves, our ideas, our merchandise and services.

Co-operate fully in this club activity. Study to perform your part to the best of your ability — but don't let it stop there. You can take what you learn with you and apply it to every phase of your life. There is no greater ac-

complishment than learning to sell happiness and friendship by every word you utter.

Evaluation

Every evaluation during April should be predicated on one simple question: "Did the speaker make the sale?" and your consideration of his speech should evolve around this point.

More important, however, than your analysis and conclusion is how effective can you *make your sale* in showing the speaker how to correct his errors and strengthen his sales appeal. You too are on the spot, Mr. Critic, for you likewise have a sale to make.

New Officers

April finds new officers taking over the reins in most clubs. Whether you are an officer or not you should be interested in seeing that these new leaders are properly inducted and adequately briefed in their duties. Their successful administration depends to a large degree on the co-operative interest and alertness of every club member.

Much of the club business and training is carried on by committees and all members are called upon to serve. Committee work is the first step toward leadership. Regardless of how new or inexperienced you may be, here is your chance to make your inspiration and enthusiasm a power for good.

PROGRAMING



May is the month for *discussion*. All the processes of *group thinking* and *talking things over* should be employed in club meetings.

It is important that every Toastmaster learn to stand up before a group and express his thoughts in an interesting and informative manner, but the opportunity to speak formally is not an everyday occurrence.

On the other hand, hardly a day goes by but that each one of us is faced with the chance, and often the need, to join in group discussions. If we are trained to treat the matter under consideration objectively and at the same time in the spirit of friendly interest, we will gain not only stature in our own group, but opportunities to extend our influence and further develop our worth.

In this hectic period in which we live, the world has need for men who know how to think dispassionately, analyze efficiently and express themselves effectively.

There is no better laboratory for idea experimentation, problem solving consideration and progressive projection than in our Toastmasters club.

Make May a month of practice in all forms of group thinking and expression. It is an ideal time to resolve club problems and, by popular consent and support, lay plans for increased club excellence.

Table Topics

By May, your new officers should have their plans all set and in process of activation. All committees should be hard at work. The time, therefore, should be ripe for *talking thing over* with the general membership. Many clubs do this as a Table Topic exercise.

For an early meeting in May the Topicmaster designs his program for this purpose, calling on each committee chairman to make a two minute report. The president should be introduced last and allowed five minutes for a general summary, as well as to touch on plans not mentioned by his committeemen.

If your meeting time schedule will allow, it may be desirable to plan ten to fifteen minutes for general discussion following the brief presentation.

Strong clubs are usually clubs whose members are privileged to participate in and become a part of all club plans and considerations. You will do well to adopt this procedure.

Be industrious; labor mightily at this opportunity of leadership. Labor, you know, is Prayer. Taste the joy that springs from labor. Yours is a twofold job. You must learn the art of leadership while improving or maintaining conditions best calculated to provide full opportunities to the membership for learning the lessons that are in Toastmasters. You are teachers as well as leaders and you will never know where or when your influence stops. Poor leadership will cancel good work but good leadership will never cancel poor work unless it persists for a long time. Remember the Apostle Paul cried out that all he wanted was to do right but all that he did seemed to be wrong, yet his contribution to the world cannot be measured. We will not succeed unless we try, and we often succeed when we feel that we have failed.

Learn to know those who support you because of belief in principles; learn to know those who oppose you from envy. Be concerned about those who do not honestly understand. You will learn that dependence on others is perpetual disappointment, but your job is to have people do what you can do. We are all inclined to judge ourselves by our ideals and others by their acts. Be lenient, patient and understanding but prod and urge frequently and earnestly; make the other man perform. The best in anyone is something to admire; never laugh or belittle an honest or a best effort. Your period in office will be a success if you have fired the imagination of someone, caused someone to extend himself, instilled an awakened sense of responsibility in the group, or caused a man to find courage, especially if that man is you. Above all, the officer structure exists only to further the work of the individual club member.

Mr. President, you must live in the white light of publicity with emulation and envy ever at work. Your reward will be recognition, your punishment denial and detraction. When your work becomes a standard, it also becomes a target of the envious few. If your work is merely mediocre you will be left severely alone. No one will attempt to slander or surpass you unless your work be stamped with the seal of genius or originality. Spiteful little voices are a sure sign that you are right. Calumny will sear virtue itself if possible. That which is good or great makes itself known no matter how loud the clamor of denial. That which deserves to live—lives! Will your term, your ideas, your efforts live, or wallow in mediocrity? The answer lies in you alone. There is no greater personal satisfaction than the feeling of pride you enjoy in having done your best. Let us revel in a job well done.



LOOK, FELLOWS

YOU HAVE A PERSONAL STAKE IN SEEING TO IT THAT YOUR NEW OFFICERS GET OFF TO A FLYING START. SO WON'T YOU. RIGHT NOW. BEFORE YOU FORGET ABOUT IT. CHECK WITH YOUR CLUB SECRETARY TO MAKE SURE HE HAS FORWARDED THE NEW ROSTER TO SANTA ANA?

THE HEAD OFFICE MUST HAVE THIS LIST PRONTO SO THAT THE VARIOUS OFFICER KITS, SO VITAL FOR CONTINUING CLUB EFFICIENCY, MAY BE SENT IMMEDIATELY.

DOUBLE CHECK NOW — PLEASE!

WHAT IS TIME?

TIME!

When all is said, what is time?

It is something that the speaker frequently runs out of.

It is that which hardly anyone has enough of.

Time is something which we emphasize in Toastmasters Clubs because we know it is one of the most precious of human possessions.

But time, in itself, is a human invention by which we try to adapt our energies and our production to our years. It depends on the faithful rotation of the earth on its axis and its steady travel around the sun. It is a method of dividing days and years into portions by which we can budget ourselves.

Because time is of infinite value, and because talking is one of the champion time wasters, the Toastmasters Clubs adhere to a system of strict timing. Every part of a Toastmasters meeting is carefully timed, according to a planned schedule. Every member is expected to learn how to time his remarks, and how to hold himself to his limitations. This training, this consciousness of the worth of time, is one of the great aids

to the member who seeks to learn how to invest his abilities and use his time to the greatest advantage. It helps him to learn to live on his allotment of 24 hours a day, and it teaches him to adjust his speech to the schedule.

"Time has only a relative value," said Carlyle; and Thoreau moralized, "You can't kill time without injuring eternity."

Although it is so precious an element, so closely interwoven with our hopes and ambitions and achievements, we waste it with thoughtless prodigality. "There's plenty of time," is the common cry, usually followed by "I just can't find time to do everything I should do." Presently we come to the stage of "It's later than you think."

Time is habitually wasted by long-winded speakers, and by poorly planned, badly conducted meetings. The more people there are in the audience, the more shameful is the waste of time when a speaker takes sixty minutes to present five minutes' worth of thought.

For example, if you are addressing 100 people, and you talk for six minutes, you have consumed 600 minutes, or 10 man hours. Assuming the minimum wage as one dollar per hour, you have taken ten dollars' worth of time for your speech. Was it worth it?

Time is of the essence. You can't afford to waste it.

KILLING TIME IS NOT MURDER — IT'S SUICIDE!

—Maxwell Drake



New Clubs

- 491 MINNEAPOLIS, Minn., (D 6), *Archer*.
985 SACRAMENTO, Calif., (D 39), *Sacramento*.
1093 SCRANTON, Penna., (D 38), *Scranton*, Tues., 8:00 p.m., Scranton YMCA.
1123 TACOMA, Wash., (D 32), *Emrod*, Thurs., 7:00 p.m., Mt. Rainier Ordinance Depot.
1150 CAMP PENDLETON, Calif., (D 5), *San Luis Rey*, Tues., 7:00 p.m., Base Hostess House.
1400 NOWATA, Okla., (D 16), *Nowata*, Thurs., 7:30 p.m., St. Catherine's Hall.
1472 SHELBY, O., (D 10), *Wilkins Air Force Depot*, Tues., 7:00 p.m., Wilkins Air Force Depot.
1473 MEMPHIS, Tenn., (D U), *Dixie*, 1st & 3rd Mon., 6:00 p.m., Gayoso Hotel.
1474 TORONTO, Ont., Canada, (D 34), *Toronto*.
1475 LEXINGTON, Mass., (D 31), *Lexington*, Wed., 6:30 p.m., Hartwell Farm, Lincoln, Mass.
1476 WARREN, O., (D 10), *Warren*, 2nd & 4th Tues., 7:00 p.m., Conference Room of Thomas Strip Division, Pittsburgh Steel Co.
1477 SYCAMORE, Ill., (D 30), *Sycamore*, 1st & 3rd Wed., 6:30 p.m., The Viking Room, Fargo Hotel.
1478 MOBRIDGE, S. D., (D 41), *Mobridge*.
1479 SAINT JOHN, N. B., Canada, (D U), *Saint John*, Tues., 6:00 p.m., Admiral Beatty Hotel.
1480 WEST ALLIS, Wis., (D 35), *A-C Planners*, Alt. Thurs., 5:00 p.m., Allis-Chalmers Clubhouse.
1481 LOVELOCK, Nev., (D 39), *Lovelock*, 1st & 3rd Mon., 6:30 p.m., Felix's Bank Club.
1482 DE SOTO, Mo., (D 8), *All American City*, Thurs., 6:15 p.m., De Soto High School Cafeteria.
1483 OSHKOSH, Wis., (D 35), *Oshkosh*.
1484 NATICK, Mass., (D 31), *Natick*, Tues., 6:30 p.m., Howard Johnson's opposite Shoppers' World, Framingham, Mass.
1485 JACKSONVILLE BEACH, Fla., (D U), *Jacksonville Beach*.
1486 MARSHALL, Minn., (D 6), *Marshall*.
1487 PETERHEAD, Scotland, (D 18), *Peterhead*, Mon., 7:30 p.m., Palace Hotel.
1488 DARWEN & DISTRICT, England, (D 18), *The Tower*, Thurs., 7:30 p.m., High Lawn Hotel.
1489 EAST ST. LOUIS, Ill., (D 8), *Broadview*, Mon., 6:00 p.m., Broadview Hotel.
1490 GREELEY, Col. (D 26), *Greeley Evening*.

WHEN AND WHERE THEY MEET



Question

Although our club is over two years old, our members are still working on the twelve assignments in the Basic Training manual. For this reason we have not thought it advisable to follow the good ideas in the Progressive Programing. Is it possible to use Progressive Programing when all your members are still working on various speeches in Basic Training? We all agree that to improve our club we should improve our program.

Answer

Your club has obviously misunderstood the purpose and use of Basic Training. This manual is in no sense a textbook in speech, nor is it a required usage for any club, nor should it be permitted to limit the scope of programs. No member should feel constrained to use one of the Basic Training assignments every time he speaks. Each member should be at liberty to use the Basic Training emphasis in any speech he makes, as helping him to acquire facility. The chief elements of the Basic Training project such as gestures, speech construction and the like, are used in every speech.

Programs should be planned for general interest, with subjects and situations fitted into such Basic Training assignments. It is possible for a man to use such an assignment when speaking in a debate, or as speaker in a panel discussion. Any program offered in Progressive Programing can be used in connection with any man's Basic Training assignment.

The club should not be permitted to limit its horizons by too close following of any outline or form of development. One of the great values comes from using originality and imagination in the planning of programs. And do not try to keep all the men together on the Basic Training projects. It should not be made an inflexible rule that each one must go through Basic Training. If a member has reasons for not following it, he has a right to his own decision.

In a word, use the club for the good of the men, and do not try to conform rigidly to any requirements except those which are best for the members. Our responsibility is to the individual member, whose personal progress is our goal.

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TEST YOURSELF

- ▶ As a leader, are you using your full potential?
- ▶ Do you know how to sell your ideas?
- ▶ How can you use statistics interestingly and effectively?
- ▶ Are you applying your Toastmasters training to your job?
- ▶ Do you actually practice Parliamentary drill?
- ▶ Why not sponsor a Club Bulletin?
- ▶ How can your club become a friendly club?
- ▶ Do you kill time?

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



In the Mill

—for Next Month

- **Dictators Don't Last**
they never "talk things over."
- **Words Can Work Miracles**
but you must know the trick.
- **Don't Just Talk** —
say something.
- **The Inside Secret**
of our Washington Convention.
- **Unalterably Opposed!**
... don't be that way.

BEFORE WE ADJOURN

MUCH GOOD WORK IS LOST FOR THE LACK OF A LITTLE MORE.
 E. H. HARRIMAN

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