

# THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

APRIL, 1946  
Vol. 12—No. 4



Wise Toastmasters are planning to be in  
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International

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# THE Toastmaster

Official Publication of  
Toastmasters International, Inc.



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APRIL, 1946

Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International.

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APRIL, 1946

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## Speech of the Month

### A Speech Is Like A Dress . . . .

By Toastmaster A. J. SCHREPPFER, of the Progressive Toastmasters Club of Huntington Park, Calif.

Another "speech on speech" rings the bell this month. You will get some good ideas on speech timing from this original treatment.

To be effective, the speech and the dress should be short enough to be interesting, yet long enough to cover the subject adequately. As a general rule in either case—the shorter, the greater the interest.

Yet it's always desirable that the impression left have impact, and that the interest aroused be more than merely passing.

Besides being functional, a dress should be well designed, fit perfectly, and present a pleasing effect—almost an ideal formula for a speech.

Fashion designers learned long ago that dresses can be overdone. The more material used, the less revealing the result. So with speeches. That's why we Toastmasters have time-limit training. It teaches us to be brief, to get to the point, and from there to the conclusion. We standardize on the 5-minute talk.

#### *Time Is Fleeting*

Time is measured by the clocking device. At the red light, you have 30 seconds to finish your speech. When the buzzer buzzes—that's all, brother.

Measuring *time* is simple. Measuring *material to fit a given time period* is the problem. Let's get back to our original premise and see what we can learn from style creators.

The dress (at least the old-fashioned kind) consists of three parts—a bottom, a middle, and a top. Nowadays they sometimes leave out the middle—an interesting idea, but we can't be that radical about our speech design.

#### *Three Parts to Speech*

Anyway, a speech still has three parts—the opening, the body, and the close. Keep those parallels in mind.

The dress designer doesn't spend a lot of time fussing with the bottom. He goes around it once, sees that it's at the right level. Then he's off, to the more important job to be done elsewhere. A hem-line is sometimes described as "exciting." That's what our speech-opening should be. Spend just enough time on it to get going. About half a minute.

Now we come to the body of the speech. Like the dress designer, we find that here's where

things really have to be covered, and with the skillful touch. Don't skimp on material here. The presentation should be well-rounded and smooth; but leave something to the intelligence as well as the imagination. About 3½ minutes on this.

And now, the top of the dress, or what we have been working up to—the climax of the speech. You haven't much time left, and must work fast. You bring your ideas together and do a neat job of zipping the whole thing into something pleasing and effective. This should be the most arresting, the most revealing part of your whole effort. About 1 minute.

Now, let's see what we have. Opening, ½ minute. Body, 3½ minutes. Close, 1 minute. Total, 5 minutes. Average speech delivery is from 75 to 100 words a minute, or 500 words in 5 minutes.

## Set An Example

A Toastmasters Club is supposed to demonstrate, at ever meeting, the best in speech, in chairmanship, and in program. Any meeting or any program which is less than the best is unworthy of the Club. To be sure of its being the best, careful planning is essential. Those who have the responsibility for preparing the program and conducting the meeting are responsible for presenting a complete and satisfying performance, as near to perfection as is humanly possible.

*You can't afford to let down even once.*

## NERVOUS WHEN SPEAKING?

*"Don't be nervous. Do as I do. Whenever I get up to speak I always make a point of taking a good look around at the audience, then I say to myself, 'What a lot of silly fools!' and then I always feel better."*

—Winston Churchill's advice to speakers.

## Time For Audience

Using sentences of from 10 to 15 words each, you'll need only five or six sentences a minute. If you expect to pause for effect, or until riotous laughter subsides, take enough material out of your speech to make up for time lost in waiting.

When you next work on a speech, think of a dress. Not a skirt, mind you, because a skirt is supposed to go only to the middle, and then stop. With a speech you simply can't do that! It must go all the way.

While thinking about a dress, keep your mind on your speech. Then keep your speech within time limits. That's being a good Toastmaster; and when you sit down, you'll have earned what the boys will be giving you—ap-  
plause!

## Your Time Is Valuable . . . .

By FRANKLIN McCRILLIS, President  
Toastmasters International.

In every individual there are two psychologies fighting for supremacy. There is the desire to get ahead, to accomplish something, to be and to do better—and there is the desire just to have fun, to enjoy life, to say "We live only once. Let's play while we are still young enough to enjoy it."

Which of these two governs your performance in your Toastmasters Club?

If you fail to appear when you have a program assignment, because you have a chance to see a basketball game, go skating, or spend a social evening with friends, is the time you spend all lost?

"All work and no play," you may argue, "will make Jack a very dull boy." And you may also say, "This business of don't waste the shining minutes is overrated. If time once spent cannot be recaptured, certainly opportunities for enjoyment may be lost in the same way. I'd like nothing better than a chance to roam, to fish, to have, if I may, Don Blanding's quiet 'V a b a b o n d House'."

When you give that answer, you

overlook the true values in your Toastmasters membership, and the latent possibilities in yourself. The man who attends his club every week and accepts every assignment is gaining out of all proportion to the man who does not take his club seriously. In the Toastmasters Club we not only build our public speaking ability, but we develop qualities of leadership which actually improve our ability to enjoy all the blessings of life.

You may point out men to whom speaking comes easily, who seem to gain even through attending irregularly and giving little attention to their performances. But think how much better those men would be if they did put thought and effort into their assignments. Think how much better they would be in character if they were thoughtful enough to attend regularly and help the other members through supplying both audience and helpful criticism.

Your time in a Toastmasters Club is valuable, both to you and to each of the other members. By steady application, you will gain in your personal speaking and chairmanship ability, in understanding of others, and in the human qualities of true citizenship which come to the man who extends the Toastmasters hand of fellowship.

## Use Of The Dictionary

By Toastmaster

J. MARSHALL HALL

San Diego Toastmasters Club

The dictionary is the Toastmaster's best friend. From it he obtains the tools used in speech making. He may even occasionally get the ingredients for a speech. It is possible for the definition of a word, plus a little personal experience or observation and imagination, to provide all that is needed for a five-minute talk.

The main use of the dictionary, however, is to obtain the right words for clothing our ideas. A jeweler does not use a rag for displaying a jewel. He uses a piece of velvet so that the jewel stands out in all its luster and beauty. So ideas, when draped with proper words, capture and hold the attention of the hearer.

Begin the study of a word by noting its pronunciation. The pronunciations change. We may believe that we know the word, but it is wise to check up.

To fix a word in your mind as to meaning, we recommend these steps: 1. Derivation. 2. Development, or obsolete use. 3. Current meaning. 4. Its use by authors or speakers. 5. Synonyms.

By derivation we mean the process by which it came into the English language. As a foreign word, what did it mean? This is its root meaning and if we heed it, it may stay in our memory. The same is true as to development. Is it a compound of other words? Study its history and



(Cartoon by Shafer)

background, and you will get a better sense of it.

After analyzing the current meaning, study its use by authors, and you will see how you may take some liberties with the word. Memorize the synonyms, and then if you get into a dilemma and cannot remember this word, one of its synonyms will come to the rescue.

Any unabridged dictionary gives this information. If we give attention to each feature of the word, it will become so incorporated into the memory as to make it hard to forget.

The grammarian's task in the club is closely related to the dictionary. All too often, the Toastmaster fails to appreciate the grammarian's value. The speaker questions the grammarian's adequate knowledge about grammar and use of words. This is a mistake.

Criticism of our diction is one means to make ours a better club and our members better speakers. Diction and dictionary go together. Your dictionary is one of your best friends.

## What a Toastmaster He Would Have Been

By RALPH C. SMEDLEY

Peter of Picardy, better known as Peter the Hermit, born about 1050 A. D., set all Europe aflame with his preaching of a mission to free the Holy Land from "infidel" possession.

Sometimes a man gets hold of an idea, and it shapes his whole



life. Sometimes an idea gets hold of a man, and if it is a great idea, it makes him great. All depends on the idea and the man.

Peter the Hermit was one man who got hold of an idea which immediately took hold of him, changed the course of his life, and made him one of the great ones of all time.

He had already served as a soldier under the Counts of Boulogne when, as a young and enthusiastic religionist, he betook himself to the austere life of a hermit. He was a dreamer—a visionary. The solitary life of a hermit intensified his dreaming.

their attitude toward the Christian tourists.

Peter determined that the Christian nations of Europe should never rest, so far as he was concerned, until they had driven the infidels from the land once trodden by the feet of Jesus.

This was a wild boast for an obscure monk to make, but he gained audience with the Pope, who favored the idea, and gave him letters of authority. Thus armed, Peter set out on one of the greatest preaching missions in history.

William of Tyre, one of the chroniclers, has a note about him to this effect: "He is little and contemptible in person, but of lively wit, and has a clear-seeing eye and pleasing, and a free-flowing speech is not wanting to him."

Further than that, we know that Peter was by nature a gifted orator, whose literary equipment was as meagre as his wardrobe was scanty. He compensated for his ignorance and lack of rhetorical skill by his passionate appeals and loud ejaculations, calling upon Christ and the saints and angels in paradise, with whom he claimed to be on speaking terms.

He preached to high and low, to all who would listen, on highways

and in churches, carrying on until words and breath failed him. Then he would take to weeping and groaning, beating his breast and pointing to the great crucifix which he always carried.

The multitude listened with rapt attention. They showered him with gifts which he flung to the poor. There was no logic in his preaching, nor was there any art in his delivery except the art of sincerity and fanatical conviction. Any clear-minded opponent could have shot his argument to pieces in a few minutes, but no argument of reason or logic could prevail against the conviction of a divinely appointed mission. His appeal to the emotions was stronger than any logic.

Peter's greatest difficulty was not to persuade the people to enlist in a crusade, but to keep them from starting out immediately and without preparation. The precipitancy of their response forced him to lead an expedition before things were ready, and led to the first disaster in this long story of triumph and disaster.

The man who had set Europe in motion, ignorant and fanatic though he was, had the satisfaction of beholding results which the greatest orators of Greece or Rome would not have dared to dream. He pushed the western nations to the East. He saw Jerusalem delivered from infidel hands. The Holy Sepulchre was reclaimed. It was the grand achievement of the eleventh century. And it all started from the preaching of Peter the Hermit.

The secret of Peter's power lay somewhat in the temper of the age, as is the case with every great orator; but it was more largely due to the fact that an idea which pervaded the air of the times had taken complete possession of a man, who believed himself sent on a definite mission to his generation.

Peter's oratory, rude and uncouth, was like the age in which he lived. But it had in it the ring of all genuine eloquence, sincerity and directness, plus something which that century permitted—a wild abandon to the impulsive utterance of conviction, without art and without restraint.

You cannot measure such oratory by today's standards. Its only criterion is its measure of success—its final effectiveness—which is the final test of all true eloquence in every age.

Peter would not be very acceptable as a member of a modern Toastmasters Club. He would be impatient with our methods of "practice" speaking. He never made a speech without expecting results and, expecting them, he got them.

Profit by the example of this orator.

Never let a great idea take possession of you unless you are willing to devote your life and all you have to it. But if you do get a truly great idea, and are willing to let it "get" you, and take you to the ultimate end, there is no predicting what that end may, nor to what great achievements you may be led.

## Impromptu Speaking . . . . A Symposium

Most of our speaking is done impromptu—that is, without preparation, on the spur of the moment. In conversation and in general discussion, we make up our speech as we go along. That is one reason why much of it is pointless, disconnected, ineffective.

It takes training and experience to produce a successful impromptu speaker or discussor. It is in impromptu speech that we most definitely "think on our feet."

In the Toastmasters Club, the "Table Topic" section of the regular program is provided to give this training in impromptu speech. It helps a man to develop the habit of quick thinking and brief speaking. It prepares him for intelligent discussion in other groups.



### More Practice

Since we adhere to the principle of "learning by doing," and since we insist on much practice as a fundamental in gaining speech facility, the "Table Topic" serves a double purpose in that it gives every member a chance to be on his feet at every

meeting. Thus it supplements the practice given in the occasional formal, prepared speeches.

The "Table Topic" discussion thus has at least two practical values. It helps the member to learn to think on his feet, and it gives him frequent practice in facing the audience.

## Only Two Minutes!

By WILLIAM WAKEFIELD,  
Coronado Toastmasters Club

What can you say in two minutes?

A great deal—plenty, in fact, on most occasions. The value of a speech does not depend on its length.

Eighty-two years ago, two men met on a battlefield for a dedication ceremony. One was a world-famed orator. The other was a country lawyer, who happened to hold the highest office in the land,

## New Table Topics

By CLIFF MASSOTH, Deputy Gov.  
Central Toastmasters Club, Chicago.

To gain confidence, to develop poise, to learn how to rise to the occasion—these are the rewards offered for our use of the 120 golden seconds each of us has in the "Table Topics" period of each meeting.

In the Chicago Central Toastmasters Club great emphasis is placed on the "Table Topics" and each Topic Master does his best in providing topics to stimulate

(Only Two Minutes!)

but was not generally considered a brilliant speaker.

Edward Everett spoke first. For two hours he held the crowd enthralled with his eloquence.

The other man, tall, awkward, hesitant, began to speak. "Four-score and seven years ago our fathers brought forth on this continent a new nation . . ."

Lincoln's five-minute talk is known to every schoolboy. It is firmly established as a classic in English.

Edward Everett's oration is forgotten. It was a good speech, but in spite of its length, it left out the vital something which would have made it live.

Everett talked for two hours. Lincoln talked for a little more than two minutes.

"What can one say in two minutes?"

He can say a mouthful, if he has it to say.

The opportunity that was Lincoln's is ours, in our Toastmasters Club. Do you feel slighted because you are limited for the time to a two-minute speech? Remember, you can make those two minutes count for everything. You can learn, through this training in condensed speech, how to say a great deal, and say it in a very short time.

We used to have a slogan in Toastmasters which ran: "More speeches, better speeches, shorter speeches." There is no better chance for us to capitalize on this principle than in the "Table Topics" discussion period in our club meeting.

(New Table Topics)

thought. Here are examples of recent topics which have produced results:

Topic master Walter W. Voss, chemical engineer from Cardox Company, stirred the imagination with a set of topics phrased as startling questions:

"What would life be like if hairs were equipped with nerves?"

"What would it be like if everyone told the truth?"

"What would it be like if we did not have to sleep?"

You could almost hear the brains cells crackling as the impromptu speakers tried to shift their thinking to the different worlds created by these questions.

Edgar P. Hermann, of La Salle Extension University, also dodged the easy method of asking questions taken from the daily newspaper. He played on our emotions, and tried to arouse various emotional reactions.

He named an emotion, as anger or fear, and asked the speaker to tell a story which would evoke that emotion in his listeners. The list of emotions to be aroused included hunger, pride, gaiety, shame, worry, irritation, happiness. What story could you tell, in two minutes, which would make your audience feel hungry, or angry, or happy?

On another occasion, Topic Master Acree Pace, of the Illinois Central Railroad Company, asked his speakers to face dramatic situations calling for quick and effective answers. His questions were like these:

"You are in court, charged

with speeding. Guilty, or not guilty?"

"You have just won the \$100 prize in a sales contest. You must say a few words at a testimonial dinner."

"You drove an attractive widow home after a party, and your motor stalled on the way home. Explain to your wife your getting home at 4 a. m."

"You have won a great Dane in a raffle, and are called to the microphone to say a few words over the radio."

Answers to these and other questions based on embarrassing situations added humor to the program while testing the ingenuity of the speakers.

Ivan Ericson, of Swift and Company, used a series of "If I were" situations which brought out some brilliant examples of quick thinking and speaking. Here are some of his questions:

"If you were editor of the Chicago Tribune, what sort of paper would you put out?"

"If you were President of General Motors, how would you handle the strike?"

Success with "Table Topics" means work and study and preparation. Keep it out of ruts. Careful planning and constant attention to variety will make this period the brightest spot in the whole meeting.

Don't squander those 120 golden seconds of time.

## How To Handle Table Topics . .

Set apart a definite time for it—preferably the latter part of the meal period. This should not run more than 25 minutes.

Limit the speakers strictly as to time. If possible to allow each speaker two minutes, that is good. If there are too many speakers for this, lower the limit. Eliminate from the discussion those members who are assigned to places on the regular program, as speakers, toastmaster, and general critic.

Do not permit the discussion to run beyond the time of keen interest and lively participation.

Urge the Table Topic Masters to make thorough preparation, and to secure variety both in subject material and in manner of handling.

Study the folder on "Table Topics" provided by the  
EDUCATIONAL BUREAU  
Toastmasters International  
Santa Ana, California

## What's Going On

News of Toastmasters Clubs, gathered from all quarters. Has your Club made a discovery, invented a procedure, performed a notable service? Write in and tell about it. Let us know "What's Going On."



This is Ashland, Kentucky, speaking. They put on a radio forum over WMC1 on War Memorials at a recent meeting. These Toastmasters meet regularly at the Henry Clay Hotel in Ashland, and they have set a record for good work. Cooperative? When the Editorial Board sent out a letter asking for information, Club President Joel S. Stahl responded with a 4-page letter giving a detailed account of how Ashland Toastmasters work. That tops the list.

### Englewood Expands

"Let's double our membership," said the members of the Toastmasters Club of Englewood, Illinois.

They had a good club but the roster was not filled. They agreed that it should be built up. The question was, how to do it.

Speechcraft was the answer.

A special committee was appointed to develop an effective speech course based on the Speechcraft material. Herman W. Seinwerth, a charter member, and a past president, with a back-

ground of experience in speech teaching, took the leadership, and with the help of the committee, built up a course which was calculated to do the work.

Publicity was given to the project. Bulletins, newspaper advertisements and personal interviews were used in the selling.

Eight sessions were devoted to the course. Every class member was appointed to speak once at every session. Prizes for best work were awarded by popular vote. Good work was expected and achieved.

The project has been successful. The membership was doubled, and some had to be held out for lack of room. Most interesting is the fact that 100 per cent. attendance was the rule at most of the class sessions.

President W. J. Tunny and his associates in leadership are to be congratulated on the success of Englewood's venture in "Effective Speech."

### Toastmasters Won the War

So writes J. E. Stoddart, Secretary of Gopher Toastmasters Club, of Minneapolis. At least, says he, they helped win the war, with their talking and fighting.

The Gopher Club contributed manpower out of all proportion to its membership. Its membership is in the lower age brackets, and when the call came, it very nearly cleaned out the roster. Formed in 1940, this young club gave 32 members to the armed services, but in spite of that, it carried on throughout the war. Of these 32 Toastmasters, 20 won commissions as officers in Army, Navy, Coast Guard and Army Air Corps. There are two Purple Hearts, representing wounds received in six engagements. Another Gopher looks back to 18 months in a German prison camp.

Romance blossomed on the field of battle, and Major Robert B. Jaccard, a Gopher serving in the Italian Theater, has married a French countess. He is now in Russian territory.

For three years, all members in service received issues of the

"Gopher Gavelmaster," the club bulletin, which was used as an exchange for letters and news. It recounted at-home activities of the club, and carried news about the men in uniform. The 6-page "Gavelmaster" was issued monthly, and was the tie by which Toastmasters in distant places were kept in close touch with Toastmasters in the home town.

### Broadcast

At a recent meeting of the San Luis Obispo Toastmasters Club, through the cooperation of Station KVEC, the entire table topic discussion was recorded. The topic was "Labor and Management." A thirty-minute period was given to it. Two short, prepared speeches were given for introduction, and then came the general discussion, with a final two-minute summary to conclude it.

The recording was broadcast by the station at ten o'clock the same evening, giving the speakers the chance to hear their voices on the air. It brought out much favorable comment, with the result that it has been made a regular weekly feature on Station KVEC. It is heard regularly on Friday evenings at 10 p. m., Pacific Time.

### Speech is Salesmanship

From the Bulletin of Chief Seattle Toastmasters Club:

Speech making is group salesmanship. Selling is done through the medium of expression by proper choice of words. Words not only convey certain ideas, but they draw pictures in the minds

(Continued on page 14)



4. And so the new club met. It took 10 days to sign up the 30 men. Then it took a couple of weeks to tell other men that the roster was filled, but that they might become associate members. Ted Luckey, shown presiding, was made president. James Anderson discusses a point of procedure, while the other 28 men listen and get ready to show up his argument.



1. Over a 10 o'clock cup of coffee, these Santa Ana business men talked about the club. "We need the other club here in town," said "Sunny" Sundquist. "I know a dozen fellows who want to get in. Here's Doc Coulson, for instance, and Ted Luckey. They do need the training. How about it?" "Sure, we ought to take care of these men," said Ted Blanding. "I don't know anything better we can offer them than Toastmasters training. I'll tell you how it goes."



2. Out on the street, headed back to business, they paused to work on a "prospect," and to make a list of others. "Shorty" Harrison agreed that it would be good for him, but said, "I can't make a speech, and who would listen to me if I could?" "Well, it might help you when you get hold of a tougher customer," said Doc Coulson. "O. K., then," said "Shorty." "I'll come in." It did take long to list 15 men as live prospects. "Let's meet for lunch tomorrow and we'll make plans," said "Sunny."

### Things Happen Anywhere

Chapter 100, in Santa Ana, suspended during the war, met with other members meeting in another club. This is how it was revived.



3. So they met for lunch, and talked. Ted Blanding, Executive Secretary for T. I., explained how the club works. In the picture are shown (left to right). "Pete" Cooley, City Editor of the Santa Ana Register, Ralph Juilliard, Advertising Manager of the same, James Anderson, investment counselor, Burr Shafer, cartoonist and music dealer, Sunny Sundquist, insurance underwriter, and Ted Luckey, Branch Manager of the Burroughs Office Machines Company. They studied how to organize and operate, added to the prospect list, and set the time for the first club meeting.



5. Burr Shafer, nationally famous cartoonist, whose clever drawings enliven the pages of THE TOASTMASTER, tackled his first speech. "It wasn't as bad as I expected," he confessed. "I believe I am going to enjoy talking. I know I'll enjoy hearing the others." In the background, the plaques shown on the wall are, left, the honor roll of Santa Ana Toastmasters Club, No. 15, and right, the charter of "Smedley Chapter Number One," with honor roll attached.

(Continued from page 11)  
of listeners. By using voice gestures we place emphasis on important words. To sell Toastmasters, we must create a mental picture for our prospective members. If we draw a bad picture, we do the cause harm—if we paint a good picture, we gain a useful member.

#### *The "You" Approach*

From the Bulletin of Englewood (Chicago) Toastmasters Club:

Borrow a lesson from the successful salesman, and vitalize your talks by speaking in terms of audience interest. Listeners like talks that relate to their own interests, to extraordinary facts, to concrete facts—talks which make pictures, which are about people and, most important, talks in which *you, the speaker*, appear to be interested. Strike a responsive chord in the hearts and minds of your audience by focussing the force of their attitudes and desires behind the content of your message.

#### *"Golden Gavel"*

Victoria (B. C.) Union Toastmasters are promoting an interesting speech competition this spring under the name of the "Golden Gavel" competition. It is open to any person in Greater Victoria who is over 18 years of age and who has had not more than one year's training of experience in public speaking. A perpetual trophy in the form of a gavel, made from lignum vitae taken from the hull of the Prince Robert, by Harvey Phillips of the Union Club, will be awarded the

winner, who will also receive a miniature "golden gavel" as his permanent trophy. Preliminaries will be held April 10th, and the finals April 24th, in the City Hall Auditorium.

#### *Quotes by Wholesale*

In connection with the new Toastmasters Club being formed at Pullman, Washington (District 9) an unusual piece of work has been done by Frank E. Balmer, one of the members. He has compiled a collection of more than 100 wise sayings about speech and the use of words, quoted from sources all the way from the Bible to Shakespeare, Lewis Carroll and Emerson. This list, mimeographed, has been made available to all the members of the new club who should find in it basic material for speech training.

#### *Uncle Joe's Boys*

From "Cannon-Bawls," bulletin of Danville Toastmasters: Evidence that the Table Topic was well chosen is seen in the words of President Morrison: "Never before have I known a Table Topic which so many seemed to know so little about and yet talked so much about."

#### *Moberg Volunteers*

Hilton Moberg, of Chicago, is a good example of how an enthusiastic Toastmaster works. A member of the Wilson Avenue Toastmasters Club, he has been instrumental in establishing two new chapters in Chicago, and he has signed up as a charter member of the new Irving Park Club, to which he is transferring. He

has worked faithfully with Lieutenant Governor James Doyle in adding these new units. He says that he is so keenly conscious of the good he has derived from Toastmasters work that he wants to share it with everybody.

#### *Peterson Helps Veterans*

O. T. Peterson, of San Jose, former Governor of District Four of Toastmasters International, and member of the Board of Directors, has come home from 18 months of service with the Red Cross in the Southwest Pacific to take up a new work with the Veterans of Foreign Wars. Pete is a veteran of World War I, and he understands the needs of returning service men. His work is with a new division to be known as The Education and Employment Department of V. F. W. He will head this new activity at the National Headquarters of the organization.

#### *Reedley Gets Credit*

In line with a recent suggestion in this Magazine, the Toastmasters Club of Reedley, California, reports that this club has been accepted by the schools as an acceptable means of getting credit for advancement in the teaching

profession. Participation in the Toastmasters Club is accepted as credit in place of summer school attendance. This reflects credit on Reedley Toastmasters.

#### *They Will Fly*

San Diego Toastmasters plan to fly to Seattle for the Convention. They hope to charter a plane and take along a strong delegation.

#### *Royal Arcanum News*

Secretary Roy E. Harjula, secretary of Royal Arcanum Toastmasters Club of Minneapolis, writes: "Being a new club, we literally gulp down all the information we can get. The TOASTMASTER, with its wealth of suggestions is the best source for information. It has been most helpful. It is interesting to see what other clubs are doing. Our Lodge News carries good publicity for our club. At a recent Ladies Night (our first) we convinced our ladies on the value of our work. They promised that they will hereafter be appreciative listeners when friend husband talks to himself before the mirror. We have a policy that one meeting each month is devoted to a joint session with another Toastmasters Club."

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#### *Members' Emblems*

Many clubs are ordering Toastmasters lapel buttons for all their members. Some are presenting a button to each new member. These emblems are now available in satisfactory supplies. Order them from J. A. Meyers and Company, 1031 West Seventh Street, Los Angeles, California.

## Why Be Nervous? . . . .

By Frank Paulding, of the Victoria Toastmasters Club  
Victoria, B. C.

Nervousness, embarrassment, apprehension, fear are common complaints. Speakers universally suffer from them. What are the reasons for this?

Everybody speaks. Speaking is the most common form of self-expression, which in turn is one of the great human instincts, yet everybody is nervous. But there is no real reason for deep-seated embarrassment, fear, suffering and the resulting inefficiency.

Let us study the matter in three areas: the speaker, the speech, and the audience.

### *Concerning the Speaker*

The main reason why a speaker suffers from nervousness is the feeling of inferiority to the situation. There is a task to be done, a statement to be made, an audience to be faced, and the would-be speaker feels that the responsibility is overwhelming and that the experience is likely to be painful and unsatisfactory. This brings a sense of weakness.

Back of this feeling is inexperience. The cure is to stand up and speak. This will do more for the speaker than reading a score of books on the technique of public speaking.

### *Concerning the Speech*

Another important reason for nervousness is the speaker's consciousness of being unprepared. This is a legitimate fear, not to be overcome by practice. It can be overcome only by being pre-

pared in general for ordinary occasions, or in detail for a specific occasion.

Related to unpreparedness is lack of knowledge of the subject. This will cause even a good speaker to be nervous, to go round in circles, and to present a weak argument. The obvious remedy is to make thorough preparation beforehand.

### *Concerning the Audience*

The main reason why a speaker must conquer nervousness is that it is contagious, and may infect the entire audience. The hearers may not understand their anxious feeling toward the speaker, and they may attribute it to various causes. The real cause, of course, is that the speaker's fears have carried over into the minds of the hearers.

Again, the audience may be nervous and apprehensive because the speaker is not at home on his subject, or because he lacks proper platform technique, or simply because he does not understand the audience reaction. All these register with the audience and cause them to dislike a speaker, which in turn affect him still further.

Here again the cure is obvious. The speaker must definitely study his audience, find out their desires and their possible reactions to his speech. In addition, the speaker should study basic psychology, especially as related to

crowds. He will then be able to put into his speech those factors which will make the audience feel at home with the speaker.

### *In General*

The cure for nervousness is three-fold. First, there is inexperience; second, there must be preparation; third, there must be an understanding of the audience.

Few speakers face an audience without some degree of apprehension, chiefly as to whether they will do their best. This is quite different from the embarrassment and nervousness caused by inexperience and fear. A little nervousness exhilarates, and causes a speaker to rise to greater heights.

Recognition of public speaking

as an art—the art of self-expression—should enable the speaker to understand that there is no royal road to success. Every art must be slowly, even painfully learned. Whether it be painting or piano playing, no art is achieved overnight. The reason there is so much careless and ineffective public speaking is that people do not treat it as an art. When skill is gained in any art, a conscious feeling of personal superiority to the situation develops. This is particularly true in the realm of public speech. Nervousness, with its attendant evils, is definitely eliminated by this sense of superiority.

Why be nervous? You need not, if you are willing to make the effort to overcome.

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## WHEN "TEDDY" WAS SCARED

"Rough Rider" Theodore Roosevelt is supposed to have been fearless in the face of any danger, but there were times when he was frightened, and admitted it.

On the evening of his first diplomatic reception as President, the long line headed by ambassadors, foreign ministers and distinguished army and navy officials in gorgeous uniforms was passing slowly before him. In the line was a woman who knew the President well, and who expected a hearty greeting. To her surprise, Mr. Roosevelt merely inclined his head and bowed to her along with the throng.

An hour later she met the President in the reception room, and he spoke to her in the friendliest way.

"Why didn't you come in time for the reception?" he asked.

"I did," she replied, "and you did not even recognize me."

"Impossible!" exclaimed the President, "but," and he set his teeth together hard, and whispered, "to tell you the truth, I was so afraid I wouldn't do the right thing that I could not think of anybody except myself!"

## Trite Expressions . . . .

By FRANK O. COLBY

Mr. Colby is the author of a nationally syndicated newspaper feature dedicated to better speech, and of several books on the subject. This article is condensed from a longer one on "Cliches" which he will send you if you request it, and send him a self-addressed, stamped envelope.

Trite expressions are described in one of my books as, "the mummies of words and expressions, once vital and vigorous, which have died of exhaustion." Another good name for them is cliches, pronounced klee-SHAYZ.

Cliche is a French loan-word which means literally, "a stereotype plate; a photographic negative," hence, by extension, anything turned out monotonously in large quantities; therefore, words and expressions that become hackneyed and worn-out by overuse.

Trying to write "elegantly" is the cause of almost all bad writing; and elegant writing invariably has a dank and sepulchral odor. Here are a few of the cadavers whose moldering bones yearn for the sanctuary of the tomb:

A better place in which to live; a rocky road to travel; among those present; at long last; breathless suspense; cheered to the echo; cries aloud for; do everything possible; doing a great work; enjoyable occasion; flood of tears; hectic experience; he said, and I quote; irony of fate; gallant allies; nestled among the

trees; order out of chaos; the proud possessor; thunderous ovation.

We are all acquainted with the girl who has but two adjectives to her name: "grand" and "loathsome." Everything in life is one or the other—her boy friend, her new dress, the dance last night, Van Johnson's latest movie—these are "grand." On the other hand, she describes as loathsome the flirty blond at the office, slush-covered sidewalks, musical commercials (perhaps she's right there) and the head cold she feels coming on.

One should strike the happy medium between the "grand-loathsome" inarticulateness and the "elegant" manner of "talking like the dictionary." But above all else, we should examine our vocabularies for cliches, and see to it that they are laid away in decent burial.

My *cliches* pamphlet is a must for writers and students of English. For a free copy, send a stamped, self-addressed envelope to Frank O. Colby, 3221 Huntington Place, Houston, Texas.

*Any word, used too often, becomes a bad word.*

—Smedley.

## It's a Good Idea

By RALPH C. SMEDLEY

Note: The Editorial Committee insists that these thoughts on "Speech Starters" be used as this month's "good idea" section.

For stimulating suggestions which lead to study and provide speech subjects, I recommend the essays of Arnold Bennett. These are available in several volumes under the title of "Things That Interested Me." You will find these in your City Library, along with other good things by Bennett, including "How to Live on Twenty-four Hours a Day."

Let me give you a few quotations which indicate what I mean by "speech starters."

"For those with the slightest natural inclination towards the study of mankind, an inquiry into the history of their environment will provide one of the most absorbing and profitable diversions that can be conceived. Furthermore, it will banish ennui and quite cure the common distressing delusion that one's own town, district or suburb is humanly less interesting than, say Canterbury, Warsaw or Constantinople."

That is, your own city, county or state offers opportunities for study and research sufficient for a pleasing and useful hobby. I know a man who lived in the foothills, and who developed a whole laboratory, physical, chemical and biological, from the materials available within a mile of his home.

I know a Toastmaster who has collected an extensive library of Californiana and who, when he can be persuaded to talk about it, has

a vast fund of unusual and highly interesting data on the history of the West. A man living in Springfield, Illinois, or in Rawlins, Wyoming, or in Pendleton, Oregon, can find a wealth of material within arm's reach.

Here is another suggestion from Mr. Bennett:

"Why not deliberately set about the formation of a library? People collect cups and saucers, tankards, snuffboxes, fans, models of ships, gramophone records, swords, pictures, even postage stamps. Why not collect books? With great respect for the august collectors of postage stamps I would say that books are almost, if not quite, as interesting as stamps. . . . Books can be read, and stamps generally can't."

For example, I know a Toastmaster who is collecting books on speech—a regular Toastmaster library. Such a hobby of collecting books with a purpose is worthy of any man's time. And it has endless supplies of "speech starters."

"The papers are adorned with numberless advertisements of experts who offer to teach the art or craft of earning incomes. But I doubt if I have ever seen the advertisement of an expert who was ready to teach how to spend incomes."

Doesn't that give you an idea for several talks? And couldn't you accomplish some good by furnishing to your fellow men information on this point which Mr.

Bennett finds neglected? Wise, productive investment of money, time and talents—there is a study to challenge your best thinking.

Here is a paragraph directed to actors. Substitute the word "speaker" in place of "actor" and see what it says to you.

"An actor's first business is to be clearly heard, not only in the first row of the stalls, but also in the back row of the pit. . . . Nearly all good actors are perfectly audible; a few bad actors are perfectly audible. A large proportion of actors, if at rehearsals you tell them that they are not audible, begin to shout, or at any rate to put a

strain on their throats. Audibility has nothing to do with shouting. They have simply never learned how to pitch their voices. They don't know the first thing about voice production."

I recommend that you get hold of Bennett's "Things That Interested Me" and read for yourself. If you have trouble finding speech subjects, he will solve your problem. In any case you will be in for some delightful, leisurely reading which cannot fail to stimulate your thinking and give you a good supply of "speech starters."



From the Deep South comes this picture of Mobile, Alabama, Toastmasters Club No. 226. It is our one club in Alabama. These men have voted to purchase a voice recording outfit so that the members may hear themselves. They are also securing Toastmasters lapel buttons for all the members. The member shown in uniform is Herb Lowell, C. P. O. in the Coast Guard, who is returning to his native Massachusetts after proving that a "D-Yank" can win his way in Mobile. He is a charter member of the club and was president in 1942-43.

## Public Prayer Is Public Speech . . . .

Private prayer is conversation or communion of the individual with his God.

Public prayer is a form of public speech, in which the one who leads in the prayer addresses God in behalf of his congregation, and attempts to lead their thoughts into appropriate ways.

Success in public prayer requires preparation, in common with all public speech. Too much public praying is done altogether impromptu, with the result that some strange requests are addressed to the Almighty, as in the case of the preacher, carried away by his own fervor, who prayed the Lord to "bless all the people of the uninhabited portions of the earth."

Every man who believes in God ought to be on speaking terms with Him. Every man ought to be able to address a petition to his Creator, whether in private or in public. And every man who claims even the rudiments of education ought to know how to word his prayers.

One of the commonest forms of public prayer is that of "asking the blessing" or "saying grace" before meals. True, it is matter of form in most cases, and yet it seems only reasonable that people of culture should remind themselves of their debt of gratitude for daily bread, or at least for strength and opportunity to provide bread for themselves. Any intelligent man ought to be

able to stand and say "Thank you, God, for letting us live and work together."

It is pathetic to see a roomful of men ready to eat, and perhaps one or two out of fifty or a hundred willing to speak in behalf of the rest in giving thanks. It does not speak well for our religious faith nor for our ability to express ourselves.

Every man who holds to a belief in God as the Creator and Sustainer of life ought to be ready to bear witness to his belief, at least to the extent of saying "Thank you." Every wise man provides himself with some form of words which he can use if called upon unexpectedly, for no one knows when he may be asked by a flustered chairman to "lead us in the invocation."

Here is the way one Toastmaster prepared himself for emergencies. We are indebted to L. B. Hill, of the Santa Ana Toastmasters Club, for the following:

"Dear Heavenly Father, we thank Thee for Thy mercies and loving kindnesses to us. Bless this food, and strengthen us by it; sustain us in this strength and enlighten us with Thine intelligence, that the words of our mouths and the meditations of our hearts may be acceptable to thee. Amen."

## Officers' Quarters

### Spring Reports

On March 15th, the forms for the semi-annual report, due April 1, were sent to every club. These forms were sent this time to the Club President instead of the Club Secretary, with the hope that the President will encourage the Secretary to return the report promptly.

### New Officers

In most of the clubs, elections were held in March, with the new officers being installed the first of April. To every new President, as soon as the report of the election is received in the Home Office, there is mailed a package of materials for his information and for the instruction of his associates in office.

This material *cannot be mailed* until the name of the new President has been received in the Home Office. Any new President who has not received his "President's Kit" is urged to write at once to the Home Office and ask for it.

### Down to Work

The on-the-job President has already held sessions with his Executive Committee and his Educational Committee. Plans are being made for the next six months. Every officer is informed on his duties. Each committee is working.

The Educational Committee has made plans for variety and progress in the training of the members. The Program Committee has its schedule laid out for at least two months. The club is facing the summer with faith, hope and courage.

### The Secretary

Perhaps the Secretary was re-elected. If so, he understands his duty. If he is a new one, he has much to learn. The retiring Secretary is responsible for sending in the semi-annual report. If he is on the job, the report is already in the mail.

The Secretary needs a complete and compact record book. If he hasn't one, he should interest himself in the new form recently published by Toastmasters International and sold for \$1.25, complete. It was designed for use in our clubs, and is a time-saver for the Secretary.

### New Bulletins

"Program Planning," revised and improved, has just been published. This should be in the hands of all club officers.

Forms for evaluation, three excellent new ones, are available now, in monthly supplies, free of charge. These are not furnished in wholesale lots. Emphasis is placed on variety in evaluation. Competent judges call these new forms "the best yet."

## From the Daily Mail . . . .

*What is a "Bonspiel?"*

Dead Editor:

In the letter from Winnipeg reference was made to the "largest bonspiel" in the world. What is a bonspiel? Do you eat it, drink it, or play on it? I ask to know.

Constant Reader.

Dead Constant Reader:

We are glad you asked that question. It proves that you read the Magazine with care, and that you are not ashamed to be ignorant.

A bonspiel, dear friend, is a curling field. Curling is a popular outdoor game for four persons, devised by some Scotsman, in which smooth, flat stones weighing about 40 pounds each, and called "curling stones" are made to slide across smooth ice at a mark or goal. If you wish to enjoy Winnipeg's "largest bonspiel" at its best, hurry right up there before the ice melts.

### *Why Not Advertise*

Why don't you run some advertisements in the Magazine, especially about books on speech preparation and materials?

Inquiring Toastmaster.

Dear Inquirer:

The answer is simple. Our Magazine is an educational publication, not commercial. If we accepted paid advertisements, it would change our status as to mailing privileges, and would cost much more than it would pay. Instead of paid advertise-

ments, we make it a practice to publish reviews of new publications (sometimes of old ones) which will help our members. The trouble is that only a few such new books are really worth much. We don't care to advertise anything we cannot definitely recommend. Folks who claim to know tell us that the publications of Toastmasters International are just about tops in this line. If you have specific questions about textbooks, shoot them along and we'll give you our best judgment.

### *Better Criticism*

Dear Editor:

If there any way our club can learn to do better speech evaluation? Dou you have any forms which would help us?

Criticus.

That is a timely question. We have the answer. We are sending you a supply of three new forms for criticism, enough of each to last for one month. When you have used these, ask for more. We hope soon to have several more such forms.

No one form of evaluation should be used continuously for more than one month. Each form should be used long enough to let every member be exposed to it. You will observe that the forms we send you are very different from each other. That is the way to approach criticism—from various standpoints. Of course a study of the book, "Speech Evaluation" is fundamental.

## Attractive . . . .

### *Seattle in July*

The program for the 15th Annual Convention of Toastmasters International at Seattle, July 25 to 28, has been outlined by the committees in charge. Look it over, and see if you can resist the urge to attend.

### *Wednesday, July 25*

Conference on District Affairs—a school of instruction for District Governors and other District Officers. This carries through morning and afternoon. Evening brings the open meeting of the Board of Directors, preceded by a dinner, which is open to those who make advance reservations.

### *Thursday, July 26*

Excursion to Victoria, B. C. Luncheon at Victoria. A beautiful boat trip on Puget Sound. Inspection of the attractions of the City of Victoria, where the Toastmasters Clubs of the city will be our hosts.

During the day, in Seattle, the speech contest preliminaries will be conducted.

### *Friday, July 27*

Morning, Convention Session, devoted to educational work, and conducted for benefit of all club officers and members.

Afternoon, the Business Session of the Convention.

Evening, The Inter-Club Speech Contest for the Dunlap Trophy.

### *Saturday, July 28*

Morning, Educational Session of the Convention.

Noon, The Fun Luncheon.

Afternoon, Final Convention Session, devoted to club affairs and educational demonstrations.

Night, President's Dinner and Ball.

### *Sunday, July 29*

Ascent of Mount Rainier. Luncheon on the Mountain.

Special events for the ladies are planned for each day. There will be no dull moments.

### *Accommodations*

Some 500 hotel rooms have been reserved, with prices ranging from \$4 to \$7 single, and from \$4 to \$10 double. The rule is, first come, first served. For best selection of hotel space, write now to Earl Meeks, Registration Chairman, 509 Pike Street, Seattle 1, Wash.

The cost of registration, including all dinners, luncheons and excursions, has been set at \$12.50 for men, and \$10.50 for women.

*Now is the time to plan for your best vacation of all time, at Seattle, July 25 to 28.*

## OFFICERS AND DIRECTORS OF TOASTMASTERS INTERNATIONAL

- Franklin McCrillis, President, P. O. Box 2076, Seattle, Washington.  
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 Ted Blanding, Executive Secretary, Pacific Bldg., Santa Ana, Calif.  
 Ralph C. Smedley, Founder and Honorary President, Santa Ana, Calif.

## DISTRICT GOVERNORS

- Founder's District, John H. Pratt, 429 West Terrace, Altadena, Calif.  
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 District Fourteen, W. B. Farnsworth, P. O. Box 1719, Atlanta 1, Georgia.  
 District Fifteen, Earl Olson, Idaho Power Company, Boise, Idaho.  
 District Sixteen, R. M. McMahan, P. O. Box 2590, Tulsa, Oklahoma.  
 District Seventeen, Carl W. Lehmann, 209 Tenth St. North, Great Falls, Mon.

## Forceful Thinking . . . Effective Speaking . . .

These are the need of today, says ERIC A. JOHNSTON,  
President of the United States Chamber of Commerce,  
and "Czar of the Movies."

"Some of us may think that the day of influential public speaking is over. We may think that it belongs to the past, along with Patrick Henry, Daniel Webster and Henry Clay.

"On the contrary, there was never a time when effective presentation of ideas by one man or a group of men, perhaps delivered informally, could exert more influence for good than right now. A movement to encourage skilled, enlightened public speaking cannot fail to be worth while.

"The force of thought will be with us always. Forcefulness in presenting these thoughts is inevitably a matter of practice and training. For lack of such practice and training, much forceful thinking is lost beneath the proverbial bushel basket.

"We ought to up-end those baskets and bring it out. Toastmasters International has found one way to do this, and more power to it."

Note: Mr. Johnston has been acquainted with the Toastmasters movement for years, through the clubs in and near Spokane, his home town. The above message was addressed to John A. MacDonald, Governor of District Nine.