

# THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

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MINNESOTA IS CALLING  
16TH CONVENTION  
TOASTMASTERS INTERNATIONAL  
MINNEAPOLIS - ST. PAUL  
August 11 to 14, 1947



ST. PAUL SKYLINE FROM ACROSS THE RIVER

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TOASTMASTERS INTERNATIONAL, Incorporated In 1932, is a non-profit, educational organization of 500 active clubs, located in the United States, Canada, England and Scotland, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Chairmanship—Listening

(For information, address Toastmasters International, Santa Ana, California)

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NOTE: NEW LOCATION OF THE HOME OFFICE—In the Santa Ana Community Center, 1104 West Eighth Street.

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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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# Speech of the Month

## Psychiatric Values of Toastmasters Training

By ROBERT J. PATTERSON, of Bartlesville, Okla., Toastmasters Club

This speech by Toastmaster Patterson presents a clever use of humor, with a background of serious scientific fact. Specialists in the treatment of nervous disorders are coming to recognize the value of speech training and exercise as a therapeutic agent, and it is a fact that in some cases patients have been advised to get into a Toastmasters or a Toastmistress Club as part of their treatment. Because of the practical value in the speech, the Editors asked a wellknown physician, himself trained in the Toastmasters Club, to review the article and add his comments. These comments, by Dr. Merrill W. Hollingsworth, should be read in connection with the speech by Mr. Patterson.

Being an active Toastmaster inevitably changes a man for the better. The training challenges you, mentally and emotionally.

Indeed, I find Toastmasters training so effective that I recommend it in place of being psychoanalyzed.

Of course I realize that psychoanalysis is quite the thing today. Many people talk about it. Some of them try it. If you consult a psychiatrist, particularly one of the psychoanalytical school, he will probably tell you that the one sure way to cure whatever is wrong with your mentality is to be psychoanalyzed.

But psychoanalysis is a rich man's luxury. The ordinary person can hardly afford even the time, much less the money it takes. To be properly psychoanalyzed requires an hour a day with the analyst for months—even years. Even at the most reasonable rates, most of us can't afford this.

Besides all that, I think that the

Toastmasters Club beats psychoanalysis because it compels you actually to take hold of yourself, get up on your feet, and talk. Contrast this with the lazy way of lying on a psychoanalytical couch and telling your troubles to the analyst so that he can find what is wrong with you and bring it out into the open.

Before I joined the Toastmasters Club, I took one of these personality analysis quizzes to find out if there was anything really wrong with me in the mental sense. The result was very sad, for I found that I had a serious case of schizophrenia, complicated by paranoia and dementia praecox. Any one of these three is enough to send you to the insane asylum, but instead of consulting a psychiatrist or a psychoanalyst, I joined Toastmasters. I would like to have you compare my present condition with my former low estate.

For example, in the matter of clothing I have changed complete-

ly. Formerly I went bareheaded. I thought that wearing a hat was sissified. Now I no longer follow that practice, but wear a Stetson "Royal Flagship" model at all times.

Before I became a Toastmaster, I had only one suit. It was a blue serge, very plain, and quite shiny, especially on the seat. Since joining the Toastmasters Club, I have acquired a complete wardrobe of two suits.

My habits have definitely changed for the better. For example, when I would drop a letter into a mailbox, I used to work the lid up and down several times in order to be sure that the letter had gone down. With my new control, I simply drop the letter and go away, confident that the force of gravity is still effective.

In the old days, when I went out a door I would test it by turning the knob repeatedly from the outside before closing it. Today I walk out boldly and never bother with this precaution. The consequence is that I frequently go out without my keys and find myself locked out, and forced to ring the bell.

But it is in the matter of looking at people while conversing with them that I have changed most completely. Formerly this thing of looking at people used to worry me, for I had read somewhere that you were supposed to look at a person in the following fashion while talking with him: You started at the center of his forehead and went over to his right temple; then back to the

center; then down to his chin; then up to one ear lobe; then back to the center of his chin and up to the other ear lobe. Then you came back to the center of his chin and up to the center of his forehead; then to the left temple and back to the starting point. You were supposed to repeat this process so long as you conversed with him. Nowadays I don't bother with that at all, and it is a great relief. I just look at him and let him worry about how he looks at me.

In all seriousness, I believe that the greatest psychiatric value of Toastmasters training is that it teaches us not to take ourselves too seriously. As you give your first few talks before the club, you are likely to think that the heavens will fall if you do not perform exactly according to rule. You have a terrible responsibility. You are self-conscious.

After you have given a few talks, you realize that it is not so terrifying as all that. You learn to relax. You begin to be your natural self, and then you can enjoy your own talks. When that happens, your audience will enjoy your talks with you.

It is customary and right for us to emphasize the value of speech training in the Toastmasters Club, but we must not forget that there are many other values as important—perhaps even more important than merely acquiring skill in making speeches.

And so I suggest and recommend that every one of us make full use of our very best "psychiatrist", our Toastmasters Club.

## The Doctor Agrees

Comments on the speech on "Psychiatric Values of Toastmasters Training" as given by Dr. Merrill W. Hollingsworth, B. Sc., M. D., F. A. C. P., and Past President of Southern California Medical Association. Dr. Hollingsworth was for years a member of Santa Ana Toastmasters Club No. 15, and thus he is thoroughly conversant with our methods.

The average man in the street considers himself emotionally stabilized, if he gives the matter a thought. But let circumstances suddenly plunge him into some new situation, such as the necessity of facing an audience — making a speech in public — and his self-assurance melts away like an icicle in hot water. For the time being, he presents some of the symptoms of a person with a nervous breakdown. His mouth becomes dry, his tongue sticks to the roof of his mouth, and his heart beats so fast and so hard that he wonders if the people seated beside him can hear it.

Psychiatrists have the choice of several methods in treating a nervous breakdown. Two of these methods are habitually used by Toastmasters in overcoming self-consciousness in the speaker. And, remarkably enough, when a person has overcome self-consciousness as a speaker, he suddenly discovers a newly acquired ease or emotional stability which can carry him through any ordeal.

The two methods used in the Toastmasters Club are the ones known scientifically as the "forced" and the "good example" techniques.

The "forced" method is used to

carry a person through his speech by compulsion. He is assigned to speak, and he has to do it. Then he has to do it again on the next assignment. Similarly, an aviation instructor will force a student to fly as soon as possible after experiencing a crash or a close call. A successful experience replaces the sense of failure.

The "good example" method consists in setting up before the patient something which he can be encouraged to imitate. He sees someone doing successfully what he would like to do.

In the Toastmasters Club, the struggling beginner sees a fellow-member facing the audience, and hears him making a good speech without too much evidence of distress. This experience helps him to develop a recognition of the fact that it is not only well done, but apparently a simple thing to do.

Mr. Patterson, in his humorous treatment of the subject in his speech, has dealt lightly with some important and fundamental facts which should be recognized by every serious-minded Toastmaster in his approach to his training in speech. I can agree with him that Toastmasters training has definite values from the standpoint of the psychiatrist.

# THE Toastmaster

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## Watch The Clock . . .

The timing of programs as well as of speeches is a vital point in Toastmasters training.

It is as important to fix the time for the meeting to end as to determine when it shall begin; even as in a speech, the opening and the conclusion are the high points, and time limits are to be observed.

Timing should not be made a fetish nor a burden. There are times when more time is required than was allowed. If the matter is important and really deserves added time, that should be taken rather than neglect what needs to be done. But a schedule carelessly arranged, a meeting loosely planned, can waste countless minutes of valuable time, which no busy man has to spare.

It is a good idea—a most excellent idea—for the president or chairman to plan his club meeting

on a detailed schedule, fixing the limits on each part or feature, and then running by schedule as though he were engineer of a fast train on a single-track railroad.

The general outline of the meeting is definite. The president knows when he must call to order, how long he should allow for serving of the food and for business. He knows exactly when he should introduce the Table Topics Chairman, and when the impromptu discussion should end. He will permit no embarrassing pauses nor long-winded overtime.

When the time comes for the speech program, all business and other matters have been handled. The Toastmaster is introduced on time, and he carries his program through on time.

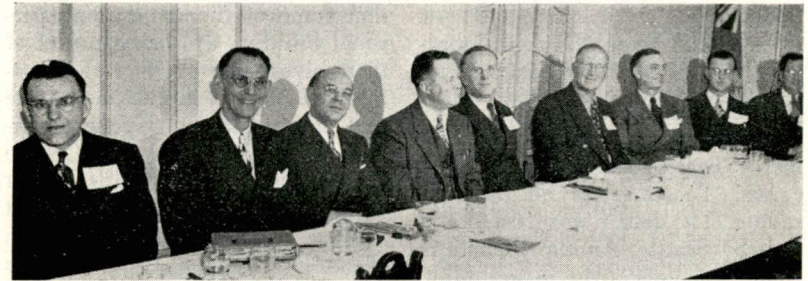
And when the program is ended, the President, if he is a real President, does not hesitate and mumble "is there anything further to come before the meeting?" *He knows*, for he planned it, and has arranged for everything to be done *on time*. No, he does not wonder if there is "something else which someone would like to bring up." He looks at his watch, looks at his schedule, and says, "The meeting is adjourned."

Plan a meeting as carefully as you would plan a speech. End it as vigorously and as positively as you would conclude the speech.

Don't wind up your speech with a useless "Thank you for your attention," and don't clutter up the conclusion of your meeting with "Is there anything more to come up?"

## 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."



District Twenty, our one truly International District at present (including Clubs of Winnipeg and Brandon, along with parts of Minnesota and North Dakota) was honored recently when International Treasurer Robert L. Grube visited a joint meeting of the clubs of Area 2, at Grand Forks.

In the picture are seen Oliver Ellingson, of Grafton, Robert L. Grube, Treasurer of Toastmasters International, Dr. George Swendiman, of Grand Forks, Cyrus Lyche, of Grand Forks, District Governor Glenn E. Johnson, of Moorhead, Dr. F. E. Weed, of Park River, Emmett Neff, of Grand Forks, and Robert Ackerman and Glenn Christie, of the Northland Toastmasters of Thief River.

### Remarkable Richland

"Details are now being worked out," writes Deputy Governor Tom Purton, "for the two clubs in Richland, Washington, to charter a five-car train to take the entire membership to the Minneapolis Convention. It is hoped that the train can be parked within a few blocks of the Convention Headquarters, so that the delegates can live in their cars throughout the trip."

These clubs held a most successful "Officers' Training Program" on April 2, when complete and detailed instructions were given to each officer. And in March,

they gave full assistance and cooperation in establishing a Toastmistress Club for the benefit of the women of Richland. Get this crowd of Toastmasters to Minneapolis and they will really wake things up.

### How Good Are You?

New President J. Allen Hodges, of San Diego Toastmasters Club (No. 7) on being installed into office, set up his platform and goal in the words: "I will be as good a President as you are members." Was that a promise or a threat?

### For the Critic

When evaluating a new member, clear away the mountains before starting on the molehills. Too long and too detailed a criticism may make the new man feel he is a hopeless case. Suggest a remedy for every weak point mentioned.

—Quoted from "Tidbits," bulletin of Fresno Toastmasters.

### International Debate

Seattle Junior Chamber of Commerce Toastmasters debated Vancouver Toastmasters on daylight saving. The debate was held in and won by Seattle. Another debate is slated for Vancouver in mid-May. Last year, the debate trophy was won by the team from Vancouver Toastmasters. Interest is keen in the competition between these clubs in Washington and British Columbia.

### Sincerity Wins

Toastmaster Maurus Roy, writing in the "Analyzer" of Jeanette, Pa., Toastmasters Club, has this to say about the speaker's sincerity:

"If a man is sincere, and has a good working knowledge of his subject, he can sell his ideas, come what may. His enthusiasm will strengthen his weak punch lines, limber up his stiff gestures, and make him forget his lack of preparation. Then, with the constructive criticism he receives and the fine examples of speaking he witnesses at every Toastmasters meeting to serve as a guide, who knows what heights he may attain!"

### Free Advertising

Minneapolis Toastmasters Club (No. 75) one of the convention host clubs, put on a "Plug Your Product" program. Every speaker was at liberty to advertise his favorite product. Editorial comment in "The Gavelier" suggests that some of them did some personal building up, being proud of themselves, as a product of Toastmasters. But it is safe to venture that Harry Mattison spoke favorably about glue, and that George Benson had kind words about Texaco products, and that Watt Welker found something good in Westinghouse, just to mention a few enthusiasts.

### Tyro's Testing Ground

One of the most important phases of Toastmasters training is the ability to speak on the spur of the moment—to think on one's feet. The testing ground is the "Table Topics." How many of us show the benefit of our training by giving a clear, concise and interesting little speech in the allotted time? Not many. Too much time is taken in grasping for words and then rambling on while these are being organized.

—Quoted from "The Tyro Toastmaster," St. Louis.

### The "Cool Toaster"

This is the title of the bulletin published by University Toastmasters (No. 304) of Seattle. Possibly the coolness may be explained in part by the fact that R. A. (Jack) Frost is a prominent member of this club.

### Millions for Mankind

"What could you do if you were given a million dollars to use solely for the good of man mankind?" was the question set up by Topicmaster Bill McDonald at a recent meeting of the East Liverpool Toastmasters Club, as reported in the "Toaster News," which adds, "You might know that someone would retort: 'Even for the good of mankind, charity would begin at home'."

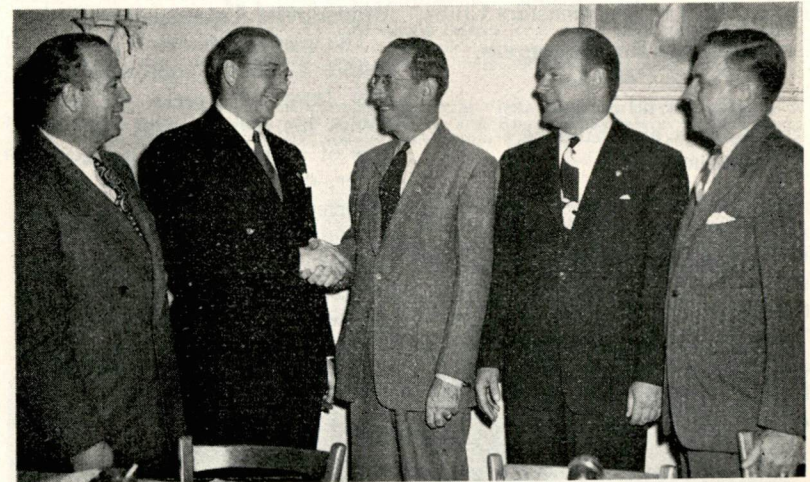
This East Liverpool Club recently made the mistake of changing from a weekly meeting schedule to every other week, with the result that attendance promptly

fell off about fifty percent. What to do next is clearly indicated.

### Progressive Perfection

The Progressive Toastmasters of Huntington Park, California, have been on a 100 per cent attendance campaign. On April 10th they reported ten consecutive meetings with perfect attendance. It must be something in the atmosphere. They have set a record for all Toastmasters Clubs in this remarkable demonstration of interest.

Quoted from a recent issue of the club's bulletin: "If two partners in a business always agree—one of them is unnecessary."



The ambassadors Toastmasters Club of Los Angeles played host to the Speakers' Group of the Los Angeles Department of Water & Power, modestly acclaimed as the world's largest municipally owned utility. The entire program was recorded, and then played back for the benefit of the participants.

In the picture are seen, left to right, W. H. Hill, Governor of District One, President J. P. Rinnert, who is greeting Frank Twohy, Assistant Controller of the Department, and a featured speaker on the program, Milton Schwartz, president of Ambassadors Toastmasters, and Sam Nelson, Department Engineer.

## Questions

Vigo Toastmasters, of Terre Haute, have decided to permit the questioning of speakers by the audience on subjects discussed. That may cause speakers to study more carefully into their subjects and weigh their words more thoughtfully, realizing that they may be called upon to add more information than they possess.

## Looking to Ashland's Future

Ashland, Kentucky, we mean. What about its future? The Toastmasters will peer into the crystal ball and bring out surprising revelations in their series of programs on "Ashland: The Next 15 Years." Here is the series of general themes, such as could be copied by any Toastmasters Club:

1. History and Resources.
2. Public Personnel.
3. Industrial Vistas.
4. Taxes and Finance.
5. Education.

Five speech subjects are suggested under each general heading. For instance, under "Taxes and Finance" here are the suggestions: "Kentucky's Income Tax," "Ashland's Tax Problem," "Taxes and Industry," "Taxes on Real Estate," "Banks and Business."

## "The Two-Tener"

Back in circulation once more is the bulletin of Sioux Falls Toastmasters Club (No. 210) which travels under the caption, "The Two-Tener," carrying its cargo of announcements and club news.

## Table Topics Again

To the member who wishes to improve his ability as an extemporaneous speaker, probably no part of a Toastmasters Club meeting is more beneficial than the time allotted to discussion of current topics. The Table Topic Master would do well to remember that one-half of the time allowed for the Table Topics should *not* be used to express his opinions. He should ask the questions and the members should do the discussing.

—Myron Leighton, in "The North Wind," bulletin of King Boreas Toastmasters Club, of St. Paul.

From the "Gavelier", Bulletin of Minneapolis Toastmasters Club

The speaker, through the use of visible symbols, audible symbols and language, seeks to arouse within his listeners the same feelings of surprise, fear, pain, grief, anger, disgust or pleasure that he experiences as he discusses the subject in hand.

Shorter and better speeches are certainly being made these days by the members of our club. The training we receive in this respect is worth all the time we spend on it. Many long-winded speakers would do well to join one of our chapters.

"When a critic, tell the truth till it hurts, and say to your victim, 'Be thrifty if you will, but do not save these bad habits I am pointing out, for you can be sure they will never serve you.'"



THIS EXECUTIVE COMMITTEE WORKS

The Executive Committee of Toastmasters International meets periodically to attend to the organization's business. This picture was taken at a recent meeting held at the Home Office where finances and convention plans required major attention. It took an eight-hour session to cover the work.

The picture shows Treasurer Robert L. Grube (left) checking up on figures, with President Joe Rinnert, Secretary I. A. McAninch and Executive Secretary Ted Blanding, seated at the table. Standing are George Reed, Ralph Smedley, A. K. Chamberlain, and Past President Franklin McCrillis.



These are the Charter members of the new Jaycee Toastmasters Club, No. 430, of Sioux Falls, So. Dak., who were present to receive their charter at the hands of District Governor Carleton Stas. The occasion was a joint meeting of the new chapter with Sioux Falls "Two Ten," Sioux Falls "Sodak," Sioux Falls Toastmistress Club, and the newly organized Sioux Falls "VA" Toastmasters Club which is just applying for its charter. Four Toastmasters Clubs and one Toastmistress Club—not a bad showing for Sioux Falls.

## Favorable Publicity . . . .

Unusual both in amount and in quality is the publicity being given Toastmasters Clubs locally and the Toastmasters movement in general.

A full page spread of pictures and story dealing with Greysolon Toastmasters Club (No. 217) was featured by the Duluth *News-Tribune* in its pictorial section for Sunday, March 16. Pictures showed the timing device, the presentation of the trophy for best speech of the evening, the transfer of custody of the "mascot," which goes to the member who pulls the biggest "boner," and a session of the Executive Committee, as well as one of a member whose short speech is limited by the time he holds a block of ice in his hands.

Chicago *Daily News* feature writer Phil S. Hanna recently attended a meeting of the Cook-Du-Page Toastmasters Club (No. 290) at Hinsdale, Illinois, and was so impressed with what he saw that he gave it a two-column spread in the April 9th issue of his paper under the head, "Club Teaches Members to Think on

Two Feet." Any subject or activity which rates 22 column inches in the Chicago News, with a reporter's by-line and a two-column head, must be of some importance.

*Personal Efficiency*, "The Success Magazine," published by the La Salle Extension University of Chicago, for present and former students, devoted four pages of its April issue to a story, with pictures, of the work of the Toastmasters Clubs and the values of the work. This magazine reaches some 25,000 men who have taken extension courses with La Salle in accountancy, management, law and many related subjects of business efficiency, thus making it exceptionally valuable publicity for our movement, since it goes to the sort of men who need and want our training. Especial interest attaches to the fact that Edgar P. Hermann, editor of the magazine, is himself a member of the Central Toastmasters Club (No. 96) of Chicago, and an enthusiastic advocate of the value of our movement to the ambitious business man.

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## CLUB OF THE YEAR REPORTS

All clubs seeking club-of-the-year honors should get their materials into shape without delay. Don't neglect the "supporting evidence" in the form of newspaper clippings, programs, club publications and the like. Basic Training completions and the presentation of Speechcraft courses will count heavily.

The report form should be completed by June 1, and signed by both President and Secretary, and mailed, with all accompanying material, to Dr. Gordon R. Howard, 3906 Gage Avenue, Huntington Park, California.

## Courtesy To The Visitor . . . .

One characteristic of a good club, either Toastmasters or otherwise, is the courtesy shown to visitors.

When a visiting member appears, he ought to be made to feel welcome. He is one of us. When a visiting "dignitary" such as Area or District officer attends, whether by invitation or on his own initiative, he should be shown the special courtesies to which his official position entitles him.

But when some visitor comes in by special invitation, to participate in the program, or render some other service, surely he should be treated with more than the common graciousness.

In the Toastmasters Club, the task of receptionist and the privilege of being the gracious host fall to the lot of the Sergeant-at-Arms and his Social Committee. It is for the S-at-A to take the initiative in making sure that every visitor is cordially greeted, warmly welcomed, and properly introduced to at least a part of the local members. Every other member is entitled to assist, and it is the responsibility of each one to seek acquaintance with strangers, and to reflect the hospitable atmosphere of the club.

Some grievous social crimes are committed in Toastmasters Clubs. Visitors are left to wander without guidance, and official guests are ignored, in some—not many, we hope—of our clubs. The effect is most unfortunate. The stranger

who might like to become a member is repelled by the frigid atmosphere. The officer who would like to report favorably on the club has to give it a low rating.

If the occasion is a meeting larger than that of the regular club, the attention to social amenities is the more important. Seating arrangements should be planned in advance, and visitors greeted as soon as they enter the door, and then guided as the occasion indicates.

A club of an Area or a District is known by its treatment of visitors even more than by the excellence of its programs.

If a visitor comes to your home, you welcome him, introduce him to other, show him to a seat, and treat him with courtesy. That is, unless you are a boor, uncultivated and unmindful of your social obligations.

In your club, every member is a "host" to every visitor, but the President and the Sergeant-at-Arms are more especially so. Please, Mr. Toastmaster, make the most of your opportunity to cultivate the finer courtesies and to make your club meeting one of the places with the true "come again" flavor for every visitor.

It has been well said by one commentator that "good manners proceed primarily from good sense," and by another, "Politeness costs nothing and gains everything."

Make your club famous for its hospitality.

## Minnesota Is Calling . . . .

By GEORGE W. BENSON, Vice-President of Toastmasters International, and General Chairman of 1947 Convention Committee.

(Pictures on these pages show the Convention Committees in session)

Toastmasters of District Six are expecting you. They are making ready for your coming. They want to welcome you to the greatest convention that Toastmasters have ever held.

Of course you are coming.

Every Toastmasters Club in District Six has been given a definite assignment in preparing for and handling the convention. Every club is working, and will continue to work for the one objective of making you comfortable and happy in your attendance.



For example, Minneapolis Toastmasters Club No. 75 is serving as the Registrations and Reservations Committee. These men will handle hotel reservations and they will man the registration desk throughout the convention. Minnesota Toastmasters Club No. 166 and Conwell Toastmasters No. 82 will act with the Credentials Committee in caring for the accrediting of delegates and arranging for election details. King Boreas Toastmasters Club No. 208 is the Reception Committee, and those fellows really know how to "receive." First St. Paul Chapter No. 167 is planning all local transportation, and will have conveyances ready for you.

The Lake Harriet Toastmasters (No. 400) are fortunate in having the assignment of helping with activities for the ladies. Just imagine a whole Club of tall, handsome, hero-type men to see that the ladies have a good time.



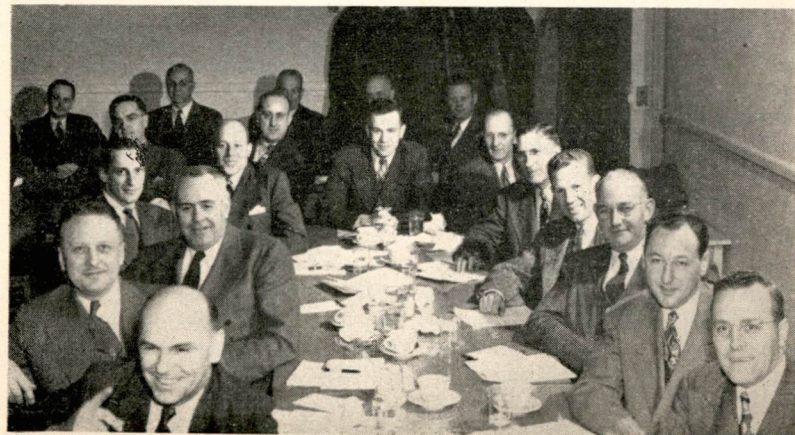
More than thirty clubs in District Six are on the qui vive, helping in every way to get ready for you and then, when you arrive, give you the warmest welcome you ever had, anywhere.

The keys of the city—of both cities—have been polished so that they gleam for presentation to you. The "welcome" signs are being put up. The royal purple carpet is ready to be rolled out.

What are you waiting for?

*We* are waiting for *you*. Make up your mind now that you are coming, and let us know your plans.

Very soon we shall need your hotel reservations. We can take better care of you if you send them in early. Plan now for the time of your life at the "Top of the Nation," a Topnotch Toastmasters Convention vacation. Minnesota is calling! Sure, you are coming!





## How To Make A Humorous Speech . . . .

By RALPH C. SMEDLEY

There are times when even the most serious speaker must relax and indulge in a bit of humor. Such occasions call for the telling of a more or less humorous story, a witticism or a pun or some such quip.

But there are occasions when any popular speaker needs not merely a bit of fun injected into his speech, but a speech which in itself is of humorous nature. It is a good thing to have on hand some sort of light, entertaining, amusing talk which can be given when needed.

There is a general impression that one must be a "funny" man in order to make a speech of the lighter sort, but that is quite untrue. The most serious speaker can treat a serious subject humorously, or a humorous subject seriously, and produce a pleasing effect.

It is the purpose of this article to show you how to select a subject and assemble material which can be built into a speech both humorous and entertaining, even though you have not the slightest resemblance to a professional "comic."

### You Can Talk About Humor

One of the easiest ways to make a humorous speech is to talk about humor, itself. Suppose you choose as a subject "American Wit and Humor," or "America's Sense of Humor," or "Laugh That Off." Either of these could be built into

a lecture of 45 minutes more easily than into a seven-minute speech, so you will have to limit your field if your time is limited.

Consider the fact that the American humor, like the language and the people, is a composite—a combination of the fun of many peoples. The Irish, the Scottish, the English, the German, the French, the Swedish, the Italian, the Negro, the Jewish jokes are all part of our national treasury of fun, along with many others which could be mentioned. A fairly serious discussion of the characteristics of these types of humor, with a few high grade examples of each, can be woven into a speech or lecture both entertaining and instructive.

For a short speech, select just one phase of the subject. For example, you could speak on "Native American Humor," and deal with the sense of humor, or lack of it, evidenced by the American Indian. Careful search will reveal some very entertaining examples of Indian wit and humor, some of it unconscious, some of it very keen. Did you ever hear a talk on that theme? Probably not. Perhaps here is a fresh field for you to enter.

Or you can select two more or less closely related forms of humor, and compare them. Study the difference between the Scottish and the Irish joke, and compare both with John Bull's hu-

mor. Investigate the Negro type of fun and try to see why it is as it is. You can do this in any part of the field, and if you illuminate your "learned" discussion with first class stories, you will win a reputation for wise and controlled use of humor.

### Talk About Exaggeration

Another simple approach is from the standpoint of that typically American kind of humor, the "long bow," the hyperbolic, the exaggerated statement. This opens the field all the way from Paul Bunyan to Bill Nye and Mark Twain. A speech on "Exaggeration, the American Type of Humor," with plenty of examples from the best authorities on tall tales, will give you a chance for a calm and apparently serious discussion of the whole subject which can be extremely funny, especially if you can tell funny stories with a straight face.

### Collect Anecdotes

A very easy, but very effective method is to collect anecdotes, attached to famous names, centering on some special theme, and weave them into a semi-serious speech, using the anecdotes as the basis for assertions and generalizations, or as illustrations.

Take the subject of "Courtesy" or "Good Manners" for example. You might start with some wise-cracking definitions of it. You could quote Lady Mary Wortley Montagu (of whom you never heard before) as saying, "Politeness costs nothing, and gains everything." Or you could refer

to Emily Post (of whom everyone has heard) who stated. "Courtesy First is Safety First." You might recall that Gelett Burgess said: "The supreme test of good manners is being able to put up with bad ones pleasantly."

You could attribute to some unidentified columnist the saying: "Politeness is like an air cushion; there may be nothing in it, but it eases our jolts." If you can overlook accuracy, give credit for that last one to Damon Runyon or Walter Winchell or anyone else whose name is well known. For all you know he may have said it, and you can be sure he will never deny it.

Quote Dr. Robert A. Millikan's observation: "The filling station men have improved the manners and courtesy of the American public more than all the colleges in the country."

Building up your speech, you can discuss courtesy as a business asset, with stories to illustrate its value; you can show how politeness helps to smooth the rough spots, oil the creaking hinges of society, even pays cash returns, for there are plenty of examples. Be careful not to become too serious about it, or you may develop into a talk which is more inspirational than humorous. That mightn't be so bad, either.

There is so much material available on almost any common subject, which can be arranged for humorous presentation, that it is merely a matter of selecting the theme, gathering ideas, and then

arranging what you have in an orderly fashion, leading to some conclusion. For even the humorous speech must have an end—a conclusion—a “so what.”

### Talk About Men

Approaching it from another angle, try a talk on “The Humor of Lincoln,” or on “Mark Twain, American Humorist,” or on Chauncey Depew or George Ade or any other well known humorist.

Go back to some almost forgotten men, such as Eli Perkins, Artemas Ward, Josh Billings, George W. Peck, Ellis Parker Butler or any others of the past generation, and collect items on their life and their special type of humor. Illuminate with stories and witticisms from their pens. Look up

some of their favorite jokes and work them into an informal biographical discussion.

Your library has materials, some of it hidden away on dusty shelves, which will be quite new to the present generation of listeners.

Making a humorous speech takes work and study and thinking, but it is an enjoyable experience. It is highly recommended to every ambitious speaker as a means of changing his style and developing a field in which he may be a stranger. Try it for yourself, and if the first effort is not fully successful, keep on trying until you succeed or convince yourself that you are a failure in that field of speech.

### Be Prepared . . . .

An experience which is likely to happen to every speaker at least once, and maybe many times, is one which may cause extreme embarrassment unless steps are taken in advance.

You enter a meeting and are greeted by a distressed chairman who says: “Our speaker has failed to arrive! He can’t get here! We have to have *something!* Will you give us the speech?”

Yes, that sort of thing happens, more often than you think. It may happen to you. Be prepared.

Whenever you go to a meeting where speeches will be in order, ask yourself the question: “Suppose I should be called upon to speak, what would I say? What

could I say that would be appropriate? How could I say it?”

Then answer the question in your mind. The chances are at least 100 to 1 that you will not be called upon, *but it could happen*. If it does happen, you will be ready to serve without too great distress, and you may add laurels to your fame as a speaker by doing better than could be expected.

If it does not happen, you will have had the salutary experience of preparing another speech. If you are careful to make notes on it, you may have something worth saving for use at some other time. The effort will not be wasted.

Listen to the voice of experience, and “be prepared.”

### Prepare For Leadership . . . .

By A. J. SCHREPFER, of Huntington Park Progressive Toastmasters Club

The following excerpts are taken from an address given at the Seattle Convention. The material is typical of the sort of inspiring, thoughtful speeches heard at conventions of Toastmasters. Of especial interest is the fact that Toastmaster Schrepfer was recently honored by the California Association of Future Farmers of America by being named “Honorary State Farmer” in recognition of the services he has rendered to this organization of youthful agriculturists.

Leadership has definite characteristics. They are easily recognized, readily remembered. They are the combination of **Ambition, Ability and Adaptability**. The leader has ambition to improve—himself, people, things or conditions. He has ability to get things done—personally, or by constructively influencing opinions and directing actions of others, or both. He has adaptability—to get things done under varying conditions, even when circumstances are unfavorable.

\* \* \* \* \*

Leadership asserts itself! Hitler and Mussolini, Churchill and Roosevelt had opposing plans. Their forces fought the most terrible war in history. Yet these men had one thing in common. It was their ability to influence others through the spoken word. A leader's motives and actions may decide his place in history; but his most effective tool is speech.

But the real leader is more than a “good talker.” He’s a planner. He does the thinking for his group. He foresees problems, thinks them through, and comes up with solutions. The leader gives his group these specific things:

- A. **Inspiration**—Instilling in others the urge to want to do things that might otherwise not be done, or be done less capably.
- B. **Counsel**—Giving others the benefit of the leader's experience, judgment and training.
- C. **Direction**—Taking the purpose and putting it into simple, clear words that leave no room for doubt or misunderstanding.
- D. **Example**—Of superior performance—something men recognize and respect.

Leadership helps individuals accomplish more than they could by themselves. It is the finest form of service to humanity, because through it the abilities and energies of others are turned to beneficial ends. The multiplied accomplishments of the many are made possible through, and they become a tribute to, the one who leads.

\* \* \* \* \*

When a man becomes a Toastmaster, his ambition is taken for granted. Then his ability is developed and his adaptability broadened, through systematic training. Our program has come from many years of planning, experiment and expansion, and through exchange of ideas between clubs. Our work is like that of a research laboratory, always seeking improved methods of speech and leadership training. Our program is a program of preparation for leadership through training.

Need for leadership never thins out. In every field of activity and in every community, America needs competent civilian leaders as desperately as she needed leaders for her military establishments—men with **ambition, ability and adaptability**. It is fitting that we, as Toastmasters, should help provide those leaders, because we can and do offer preparation for leadership—through Toastmasters training.

## A Formula For Speech—Think It Through . .

By CHARLES HORN, of the Santa Ana Toastmasters Club, No. 15

Eye contact, hands-in-pockets, voice - from - diaphragm, d e e p breaths—all these mechanical devices which one must master in order to become an accomplished speaker are secondary to the habit of *thinking through the subject*.

Unless the speaker has thought into and through his theme, he has not made the best speech of which he is capable—the most informative, closely knit, interesting talk. Rather, he has given a synopsis. He has overlooked a story. He has turned a more or less effective spotlight on a more or less well-fleshed skeleton. A skeleton is not attractive except, perhaps, to an anatomist or a student of anthropology.

The difficulty to be overcome in a talk of six minutes, or eight or ten, is to boil down material which is ample for a speech of forty minutes. It takes condensation and selection.

Get the "angles." Fill yourself with questions as you look into the subject. Why? What? How?

Put the test of these questions to every angle, every phase of the theme. Dig into the unusual facts at every point. Perhaps you will find a good six-minute talk in what you considered merely a line, a related fact.

Possibly you may be telling a strange audience something about Southern California. You begin with the assertion: "This is a semi-tropical district, and it has

many, many—" But wait!

Why is it semi-tropic?

It is on latitude 33 north. So are Amarillo and Oklahoma City and parts of Arkansas and Tennessee. What gives to Southern California its distinctive climate?

It is the deserts on the east and the Japanese Current in the Pacific on the west. But what is this Japanese Current? What causes it? How does it flow? Where does it strike the West Coast? What might occur if the Current were deflected by an earthquake? What effect do the deserts have? Would that effect be changed by reason of more vegetation and larger water supply on the desert? Has such a thing occurred?

Thus, from the half dozen introductory words alone, one might prepare an excellent six-minute talk, perhaps presenting unusual and surprising facts and pictures to the strange audience. Possibly some of it would be surprising to an audience of oldtimers.

You see what a wealth of information could be given on Southern California, broadly, in the limited time. Similar treatment can be given almost any subject, if the speaker hunts for facts which are not already known to everyone.

Thinking through the subject helps the speaker to forget his nervousness and eliminates the sense of uncertainty. It gives him confidence, because he knows that

he knows things worth knowing.

Because he is himself interested, his voice takes on new interest. Because the audience responds, his eye control takes on new interest. He feels the response. And because he has thought through, he finds himself pleased, satisfied, warmed by what he has accomplished.

Why? What? What happens? When? How?

These words give the key to thinking and analyzing the sub-

ject.

Think through your subject, from all angles. Fill yourself with the result. Then pour it out. Most of the mechanical details will take care of themselves, or be forgotten by the listeners. Your interest in the subject, arousing a responsive interest on the part of your audience, will create a speech of such absorbing quality that your critics may not notice, even, whether you had your hands in your pockets!



Junior Toastmasters Club at Central High School, St. Louis, sponsored by Midtown Toastmasters Club No. 283, is now functioning. Seated, left to right: Bert Mann, Governor, District 8; Ernest Clarke, Past President, Midtown; one of the Juniors; Hubert Moresberg, Past President; Geo. Boardman Perry, President, and Roland L. Meyer, Jr., Secretary.

A second club is in the process of formation and a Junior Toastmistress Club is already functioning. E. W. Alexander, principal of the school, says of this accomplishment, "I assure you that it is my personal conviction that our affiliation with your organization and your officers is one of those cherished achievements toward which all school men strive."

## The Convention Poets . . . .

Carried away with enthusiasm for the great Convention of Toastmasters International to be held in their community in August, Toastmasters of Minneapolis and St. Paul have burst into song, even to the extent of twisting popular ditties into convention propaganda. At the recent speech contest put on by Areas 1 and 4 of District Six, Toastmaster Ed Theiler, of the Minneapolis Executives' Toastmasters Club directed the singing, using, among others, these two:

To the tune of "Home on the Range"  
*Speak, Toast-mas-ters, speak!*  
 There's a critic you know by your

side.

You jump to your feet—  
 Pray for help as you speak—  
 To save you from being tongue-tied.

To the Tune of "Smiles"

There are smiles in old *Kentucky*,  
 There are smiles in *Idaho*,  
 And you'll find them down in dear  
 old *Georgia*,  
 And in every part of *Ohio*.  
 There are miles of smiles in old  
*Wisconsin*,  
 And in *Iowa* and *Tennessee*;  
 But the smiles they smile in *Minnesota*  
 Are the smiles that look best to  
 me.

## What Nation? . . . .

By GRANT HENDERSON, of Smedley Chapter Number One

There is a "nation" to suit the occasion. Sharpen your wits and test your vocabulary on this quiz. Each definition listed below can be condensed into one word, ending in "nation."

For example, if it involved the opportunity to contribute to a worthy cause, such as the American Red Cross, your word selection would be "donation." So it goes through the list. Answers listed below, upside down.

1. Putting off from day to day the preparation of a speech.
2. Considering and weighing again and again the ideas that may be used.
3. When filled with the honest purpose to make a good speech.
4. Fear of failure brings dismay.
5. Selecting and using words which portray precise meaning.
6. Throwing the spotlight on best ideas; using good illustrations.
7. Making the emphasis explosive on some strong point.
8. Spreading your ideas here, there and yonder.
9. Bringing the speech to a close.
10. Reading between the lines; filling in the gaps left open by logic.
11. Resentment aroused by expression of unworthy ideas.
12. Uniting our efforts and cooperating with the other fellows to build a better Toastmasters Club.

Here are the "nations":

- |                 |                   |                    |
|-----------------|-------------------|--------------------|
| 9. Termination  | 5. Discrimination | 1. Procrastination |
| 10. Imagination | 6. Illumination   | 2. Rumination      |
| 11. Indignation | 7. Detonation     | 3. Determination   |
| 12. Combination | 8. Dissemination  | 4. Consternation   |

## From The Mail Bag . . . .

### A Satisfied Customer

I have belonged to various organizations, and have sponsored several, as a college instructor, but I have never seen such a wonderful organization along the line of true benefits as is exemplified in the Toastmasters Club. It is a good organization, and I shall do everything I can to make it even better.

J. J. Gramlich, Educational  
 Chairman of Wichita Falls,  
 Texas, Toastmasters Club,  
 No. 305.

### "Great and Good"

Austin Conover, of the Hollywood Citizen-News, has given much space to reports on his visits to Toastmasters Clubs in the vicinity. In response to an inquiry, he writes the following general impression:

I have visited six Toastmasters Clubs in the past six months. I have been impressed by the high type of men who belong to the organization and by their eagerness to use the public speaking ability acquired in their club work for the betterment of their community. I do not wish to be unfair to other speakers whom I have heard, but I have heard in the Toastmasters Clubs a better brand of humor than I have heard elsewhere.

More power to this fine organization. It is definitely a great and good force for social advancement.

### "Five Times"

We have used the "Five Times and Repeat" forms for criticism and in my opinion, the evaluation part of our meetings has greatly improved. The club is well pleased with this form of criticism.

From Harold C. Kniebusch,  
 Chairman of Educational Committee of Tyro Toastmasters, St. Louis.

We have been using the "Five Times and Repeat" evaluation forms and have found them both useful and interesting. They are helpful, for

they induce more careful listening, and also give the new members help in matters pertaining to criticism. We have decided to plan our speech programs in harmony with the "Program Standards." We are planning a theme program, a simulated radio broadcast and a lecture type program for the near future.

At each meeting, in addition to the regularly appointed critic, four other members fill out a form for each speaker. These are handed directly to the speaker, without an oral criticism, so that each speaker gets a fair sample of the audience reaction.

From Clarence J. Fenzau,  
 Educational Chairman of Hi-Cobbers (248) Pasadena.

### Finances

The best way to finance a Toastmasters Club is with monthly dues in which are included both the regular club dues and the cost of the dinners. In our Club (Seattle Number One) each member pays ten dollars a month, which covers dinners at \$2.00 and all club expenses. Members who miss a meeting are given a credit of one dollar. This means that there is always a good balance in the treasury, which cares for our expenses and leaves enough to provide for the semi-annual "ladies' night" without extra charge to members.

From Harvey A. Warner,  
 Secretary-Treasurer of Seattle Number One Toastmasters Club.

### Induction

We always have made it a point to give new members a fitting induction, in which their responsibilities are made plain to them. At our last meeting I had our Vice-President use the form of membership charge which is suggested in the Club Manual (page 24). It made a deep impression. I believe that our older members profited even more by it than the new men.

From Cecil Hagen,  
 President of "Tuesday" Toastmasters Club, of Spokane.

## Slips Of Speech . . . .

Many errors and awkward constructions can be avoided by a little care in wording a sentence.

For instance, "I am often taken to be he" is just a little pedantic in sound, although grammatically correct. It would be much easier to say "I am often mistaken for him," and it would express the same idea.

"The one who I thought would not help" is correctly worded, but not very smooth. It could be said, "The one from whom I did not expect help."

A speaker eloquently declaimed, "He, more than any other person, or others like him, were responsible for this catastrophe." What did he mean? Probably the real thought was that "He and others like him were responsible."

"Between each speech there will be a two-minute interval," said the chairman of the speech contest. That really couldn't be. What he meant was that "there will be a two-minute interval between speeches," or "After each speech there will be a pause of two minutes." Pretty hard work to insert an interval "between" one speech.

"He behaves in an humble manner," is not good practice today. There was a time when the "h" in humble, hotel, humor and some other words was elided. Careful speakers today aspirate the "h" and it is correct to say "a hotel," "a humble manner," and so on.

"He has no business to be here" is commonly heard, when what is meant is "He has no right to be

here."

"My subject is entirely different than his," said the speaker. He forgot that "different" denotes separation, or distinction by separation, and thus takes "from" rather than "than" or "to." Don't say "different than" or "different to." Make it "different from."

### Errors in the Mail

People are just as careless in writing as in speaking. Here are some examples culled from recent letters received at the Home Office.

"The secretary and myself will meet you at the hotel," wrote one Toastmaster, arranging for a visit. He would better have said, "The secretary and I will meet you." Myself is an emphatic form.

"We are planning on starting our Speechcraft course next week," came from another. We wish he would say, "We are planning to start." That is better form, and it eliminates two bothersome items, the "planning on," which is incorrect, and the doubling of the "ing" syllable.

"I only have two copies of Basic Training, and we have four new members who need them," suggests a common misuse of "only." As a rule, "only" modifies the word nearest to it. In the sentence quoted, it literally means, as it stands, that "I, only, have two copies of B. T." What the writer meant to say is "I have only two copies." It is a small matter, but one might as well get it right.

## Stories You Can Use . . . .

Tie a story to some notable person, and it gives added authority and personality to the illustration. Sometimes a good anecdote furnishes a text for the entire speech. In such a case it is good procedure to open the speech with the story.

### SOCIALISM

Andrew Carnegie was one day visited by a socialist who preached to him eloquently the injustice of great fortunes. He advocated more equitable distribution of wealth. Carnegie cut the discussion short by asking his secretary for a statement of the amount of his possessions and holdings. At the same time he consulted the figures on world population in an encyclopedia. He figured briefly on his desk pad and then instructed his secretary; "Give this gentleman sixteen cents. That's his share of my wealth."

### ADVERTISING

Mark Twain was editor of a small Missouri newspaper in his early days. One day he received a letter from a subscriber, stating that he had found a spider in his paper, and asking if this was an omen of good or bad luck.

Mark Twain wrote in reply: "Finding a spider in your paper is neither good nor bad. The spider was merely looking over the paper to see which merchant was not advertising so that he could go to that store, spin his web across the door, and lead a life of undisturbed peace ever afterward."

### POVERTY

Coming back again to Mark Twain, we find that while he was a young and struggling newspaper writer in San Francisco, a lady of his acquaintance saw him one day with a cigar-box under his arm, looking in a shop window. "Mr. Clemens," she said, "I always see you with a cigar-box under your arm. I am afraid you are smoking too much."

"It isn't that," said Mark Twain. "It's just that I'm moving again."

### CENSORSHIP

According to John Gunther, an American journalist in Japan wrote a friend in America and added the note, "I don't know that this will ever arrive, because the Japanese censor will open it." A few days later, he received a note from the Japanese postoffice saying, "The statement in your letter is not correct. We do not open letters."

### COURTESY

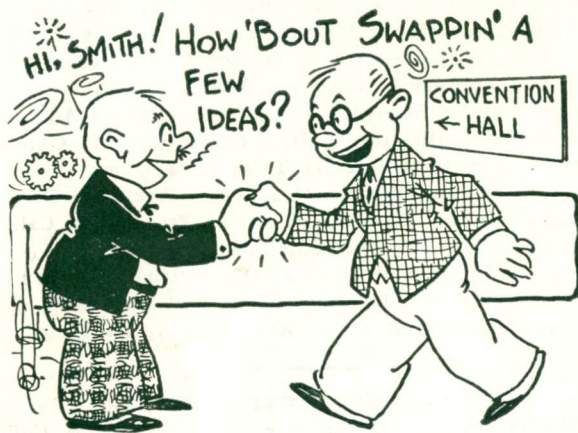
A favorite story of Winston Churchill's is said to be the one about the Earl of Birkenhead, as a young barrister. He became involved in a controversy with the Judge over some aspect of a case. Their remarks grew more and more heated and personal. At last the Judge said, "Young man, you are extremely offensive." "Yes," replied the Earl, "we both are. But I am trying to be, while you can't help being."

### THE PEACEMAKER

It was a common practice with Lincoln to discourage unnecessary lawsuits, and consequently he sacrificed many opportunities to make money. One man who retained Lincoln to bring suit for \$2.50 against a debtor would not be put off in his passion for revenge. Lincoln therefore gravely demanded ten dollars as his fee. Receiving it, he promptly handed half of it to the poor defendant, who then confessed judgment and paid his debt of \$2.50. Thus the suit was ended, with the creditor paid and the debtor with money in his pocket.

Dr. James F. Bean  
1013 Milan Ave.  
So. Pasadena, Calif.

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LEARN BY SEEING—

- Installation of Officers
- Induction of New Members
- Training of New Members
- The Program Committee in Action
- The Educational Committee at Work
- A Typical Club Meeting
- A Discussion Group

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*Exchange Ideas - - - Listen and Learn*  
*Education - Inspiration - Entertainment - Fun*  
*Good Fellowship*

**Toastmasters International Convention**  
Minneapolis - St. Paul - - August 11 to 14, 1947

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