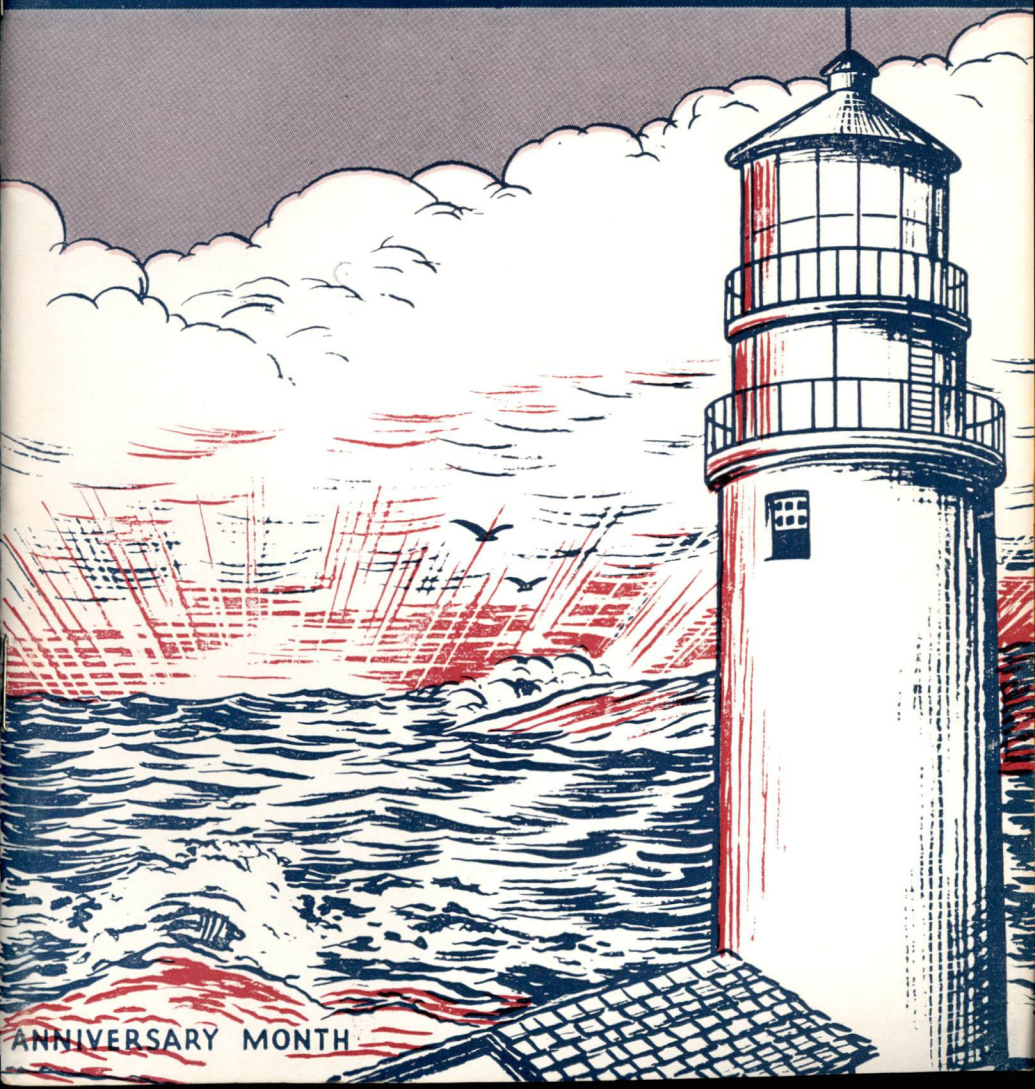


OCTOBER 1955

*the* TOASTMASTER



ANNIVERSARY MONTH



For Better Thinking—Speaking—Listening

# *The* TOASTMASTER

Official Publication of

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See INDEX—inside back cover

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 1834 active clubs—located in the United States, Alaska, Australia, British Crown Colony, Canada, Channel Islands, Cuba, England, France, Greenland, Guam, Hawaii, Iceland, Japan, Philippines, Scotland, South Africa, the South Pacific Islands and Venezuela.

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Among our contributors—see page 30

## *Editorially Speaking*

### Happy Birthday to Us

October is the anniversary month for Toastmasters. It was in October of 1924 that the Number One Club was established. Six years later, also in October, the federation of Toastmasters clubs which marked the beginning of Toastmasters International was formed.

In considering a cover theme for October, we thought first of a large birthday cake, complete with candles and pink icing. That symbolic cake has been cut many times, and there is no Toastmaster, past or present, who has not received his slice.

Then we got to thinking about Toastmasters itself, the organization, and the ideals back of the organization. And we were reminded of a lighthouse, standing strongly above rocky shoals where angry waves pound, sending its message out to the world.

A lighthouse is a functional thing. It is not built primarily for beauty, yet its straight, severe lines have been an inspiration to numberless artists. A lighthouse has a job to do, and does it well. It is a guide, a beacon, a focal point by which mariners may chart their courses. In order to endure, it must have strength to withstand the forces of wind, sea and storm. It must be of firm construction. It must be dependable.

The thirty-one years that have passed since the founding of Toastmasters have not been smooth and easy years for the world. Too many of them were war-torn and atrocity-filled; through others stalked the spectre of a great economic depression. Nor can it be said that we face with quiet minds and untroubled hearts the frightening potential of the Atomic Age. Yet through the years the steady growth of Toastmasters has proved one great fact—it is founded upon a rock of strength; it functions, it endures.

What do we mean by

# MAKING THE SALE

**W**HAT do we mean by the phrase, "making the sale"? The salesman knows full well that it is that all-important signature on the dotted line that he is aiming for, and its appearance is tangible proof of his success.

But what does it mean in the deeper sense? What is its significance? It is a phrase used frequently in Toastmasters clubs, to professional salesmen and non-salesmen alike.

Well, when Ug the Caveman first persuaded his tribe to hunt in a better spot than the one they had been using, he made the sale. He put across his idea. He thereupon became the leader of the tribe, and held his position until young Og developed a better idea, made the sale and ousted him from his place.

Our complex civilization has developed many mechanical devices, including the almost inconceivable electric brains, which can do many things better than man can do them. But there has never been invented a substitute for creative thinking. Though fantastic machines compute figures with astronomical speed, though they tabulate, record, select and spew out answers, we must still concede that a creative idea is born only in the creative mind of man.

Ideas, however, no matter how excellent in concept, would be still-

born if they could not be implemented by creative expression. They must be put into words, and the words used to convey and spread them to other minds. Words are the hammer strokes that shape the steel of ideas into a shining sword.

But we must remember that increased ability in expressing an idea, in convincing others, in making the sale, carries with it increased responsibility. A rabble-rouser may incite a mob to violence and in a certain sense is therefore successful. Hitler and Mussolini sold their ideas with remarkable success, yet the end was defeat and desolation.

Making the sale, therefore, is not enough. We must also be sure that the sale is worth making. Responsibility is the price of leadership. Clear thinking is the first ingredient of responsibility.

It sounds rather like a large order, doesn't it? Can we qualify? Why, certainly we can. There is no magic cloak of super-ability that falls on some and skips others. It is simply a matter of exercising the Toastmasters formula of better thinking, better speaking, better listening.

To return to salesman parlance, first be sure you have a good product, believe in it thoroughly, then, brother—*make the sale!*

OCTOBER, 1955





## "Progress Unlimited"

By John W. Haynes  
President, Toastmasters International

What does the Annual Convention of Toastmasters International mean to you, Mr. Toastmaster? If you were not one of the 2162 who registered and attended in Los Angeles last August you may have no more than a casual interest in knowing that the annual business meeting was conducted and new Board members elected.

The convention theme, "Progress Unlimited," will die as a meaningless slogan and the time, effort and money expended will be wasted if the fruitful events are not harvested so that all members may profit.

We can enjoy "Progress Unlimited" if we remember, as Thomas Fuller wrote, "Knowledge is a treasure, but practice is the key to it."

The lessons learned were many but some are most obvious:

1. Every assignment in Toastmasters is a training ground for growth. Those who accepted the responsibilities of their assignments and gave their best efforts to fulfill them turned the key which opened new treasures of knowledge and experience.

2. The educational sessions which unfolded a richer life for every Toastmaster in three phases of his development, economic, community and personal, gave inspiration and proof as well as the means by which we travel the road of "Progress Unlimited."

Fortunate are they who could attend to participate and see, hear and evaluate. But their personal gain can be increased by carrying back home to their fellow members the lessons learned. The coming year can be rich in educational presentations inspired by the convention program and presented throughout the districts, areas and clubs. Those who received will gain new treasures in the practice of giving to help others to grow.

3. There is no problem which we encounter, as Toastmasters or individuals, for which we cannot find a workable solution. Most problems are created by people. Communication is the key which opens the treasure of understanding. But communication is not by means of a broadcasting station only, or a one-way street. We must receive as well as transmit to achieve an interchange of ideas and opinions.

Yes, the Annual Convention has real meaning to every Toastmaster. This event terminates the old year and launches a new one. It is a time for many resolutions. The most important can be that made by each Toastmaster, to put into practice the knowledge that is available to him. This way he will travel the highway of "Progress Unlimited."

A horse race is won in the

## HOME STRETCH

By Robert B. Cooke

**T**HEY'RE off! A clean break at the gate—Great Potential is coming into the lead—at the far turn it's Great Potential by two lengths—in the back stretch it's Great Potential by five lengths—coming into the home stretch it's—Wait! No—yes—Great Potential turns off the track! He has dropped out of the race!"

Does this sound like an odd horse race to you? It is indeed, but it is no more strange than something which happens in Toastmasters far too often. Many Toastmasters of great potential make early, rapid gains in speaking, but lose interest just as they are approaching the higher phases of speech training—the home stretch.

There are three steps in becoming an accomplished speaker. First there is the overcoming of stage fright and nervousness, and acquiring the ability to stand on one's feet and deliver a speech.

Second, there is the acquisition of various speech techniques, involving the use of gestures, voice modulation, organization and others.

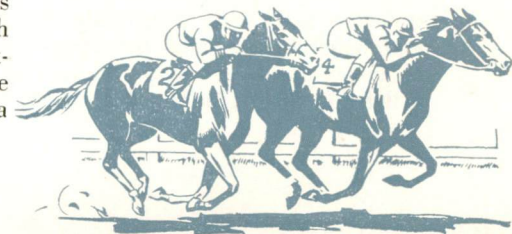
The third and most important step, the home stretch, embraces the more subtle techniques which are essential to the polished speaker. It includes a sense of where and how humor should be used, a

feeling of balance of the speech tools formerly acquired, and all the other fine points which give to the speaker a professional quality.

Too many speakers leave the track before entering the all-important home stretch. Why?

It would seem that there are three reasons for this loss of interest. First, they think of Basic Training as a course of speech instruction instead of an introductory preparation for the real training which is to follow. As a result, when they finish the series, they often feel that they have "graduated" from Toastmasters and that there is little further for them to obtain from continued membership. The truth, of course, is that Basic Training is much like boot camp in the Navy—indoctrination for the training which is to follow. In Toastmasters, the real training comes from participation in all club activities and programs, especially the club programs as outlined by the Home Office.

The second reason is that speakers may not find sufficient challenge in their speech projects. This





may be due to lack of specific speech assignments or to improper interpretation of speech assignments in the training program.

The third reason for loss of interest is lack of sharp and searching evaluations. As a speaker improves, the standards for his evaluation should be raised. When an experienced speaker receives an evaluation consisting of general praise and very minor criticism, he is forced to one of two conclusions. He feels that he has reached the top, or that Toastmasters can no longer aid him in overcoming his deficiencies. Either conclusion sets the stage for the loss of a Toastmaster of great potential.

What can we do to eliminate these causes of declining interest? First, we can encourage members to follow some definite speech program. This should include Basic Training, Beyond Basic Training, or programs based on advanced planning.

Second, the Educational Com-

mittee should assist the speaker by tailoring the phases of a training program to the needs of the individual. It should recommend different types of speeches in order to broaden the speaker's range. This would also assist him in developing his own strong speech styles.

The third step includes effective evaluation for advanced speakers. At this stage of a speaker's progress, the evaluators should get tough and refuse to accept an average performance as "a good speech." They should point out areas which need improvement and suggest methods for effecting such improvement. They should not be petty and carping, but should be definite and forceful.

If we give more challenging assignments to our speakers and provide them with truly helpful evaluation, interest in Toastmasters will continue indefinitely and no one will drop out of the race in the home stretch.

Ever ask yourself-

## "WHAT AM I AFRAID OF?"

By Ernest Wooster

**F**EAR is a sort of mental Man Who Came to Dinner. Your own special trepidations may have taken up residence in your mind when you were very young. It may be that your parents, with generous assistance from relatives and neighbors, opened the doors of your receptive young intellect to let these fears in. In fact, they

practically kicked them in and shut the door.

Probably you have long since forgotten the circumstances. By now you may not even be aware that these unwelcome guests are permanent residents in your subconscious mind, exercising an amazing and unrealized influence.

Consider for a moment the

speaker you are to evaluate. Why does he say what he does in the way he says it? How much is due to a baseless timidity? You know he could do better than he does. You suspect that he also knows it and wants to improve.

What is the barrier that he doesn't quite hurdle? What is it that ties his tongue and his hands—that keeps him from being more fluent, using more gestures?

Let's examine some of these "afraids."

Our hands are handcuffed by our fear of being too demonstrative. Latins do not have this limitation. But most of us of English or north European descent seem to possess an inborn horror of hand gestures, or of modulating our voices very much. We preserve a dignified and unimaginative monotony of voice and keep our hands inactive.

It isn't that we can't do what the Latins do, but only that we are dismayed at the idea of breaking our customary immobile attitude. We are afraid that we may appear a little ridiculous or undignified if we use our hands to help express our ideas, or raise and lower our voices.

We seem to lack the spirit of adventure, lack it so completely that we fear even to try any changes.

Mistrust of big words is another ghost or fear that we fail to lay.

The use of unusual words will not necessarily result in a better speech, but willingness to try them will make a better speaker. We frequently hide this particular fear by pretending to scoff at words of more than one or two syllables.

The fear of new ideas is probably the most crippling of all of the phantoms to which we give brainroom. We are afraid to cut through the jungle of respectable, accepted ideas which are comfortable and go uncriticized.

In this case, it is the fear that we may be thought unconventional, perhaps even a little subversive, if we analyze any long accepted custom or notion. We may adventure timidly into this field if we can place the responsibility for the idea on someone else.

It requires courage to drive out these well-established fears. But the speaker who does so often finds to his surprise that his hearers like new ideas better than they do the dog-eared ones conventionally offered. They appreciate the vividness of free gestures and voice modulation.

Let's get rid of the old fears! Originality is always welcome. Let's break the chains of old inhibitions and reticences. Perhaps, in so doing, we may help others to gain the courage to cast off their own shackles, and join us as we say to ourselves, "What am I afraid of?"



**REMEMBER:** The most important seat at a Toastmasters meeting is the one you occupy.





## YOU WEAR

## YOUR WORDS, TOO

By Ted Blanding

**T**HE alarm clock jangles. Another day, bringing new people, new experiences, new responsibilities. To face it you must look your best.

You wouldn't dream of going out in a crumpled shirt or a grease-spotted tie. You select a freshly-pressed suit, clean shirt, tie and socks that blend, then leave the house confidently, ready to face anything the day may bring.

But are you?

Do you ever stop to think, as you give yourself that last quick check-over in the mirror, that your words show up as plainly as your necktie?

You may be a wonderful guy at heart. Your friends love you. Dogs and children adore you. But what about business acquaintances, or the man you were introduced to at luncheon today and who may—or may not—become a client tomorrow? They haven't time to discover your hidden worth. They are forced to judge by the surface. And a careless "I have went" shows up worse than a hole in the knee of your trousers; a casual "he done good" is more obvious

than a gravy spot on your lapel.

Most of us pick up careless habits of grammar and diction, habits that cling like burrs. How do you get rid of them? You may wish you had paid more attention to Miss Smith in English I, when she expounded the mysteries of nouns, pronouns, gerunds, etc., but you can't go back to her.

How did you get the habits in the first place? They came by imitation, unconscious imitation, of poor models. So try imitation again, but this time make it conscious, and select your models from those whose speech you admire. Ask your friends to help you. Ask your evaluator and the grammarian at Toastmasters meetings to check you carefully, not only during your speech, but for your conversation all through the meeting. Then practice. Practice the correct form until the error grates on your ear like a sour note from an amateur cornetist.

It can't be done in a minute, or a day. But it can be done, and it is not too difficult. Primarily, it is a matter of focusing attention. After a while, you will find that

the whole pattern of your speech has improved. Not only do you speak correctly, but you speak fluently, easily, and forcibly.

I was reminded of this problem the other day in a conversation with a friend. He has occasion frequently to hire men for mechanical jobs.

"Of course," he said, "I know that good English may not be the primary requisite for running a machine. This one man who applied was experienced and well qualified for the job. But he simply murdered the King's English

every time he opened his mouth. I knew that his very presence around the plant would be an irritation to others. So I picked the other candidate. He hadn't quite as much experience, but he was quiet and soft-spoken, and expressed himself well. He's working out splendidly, too."

Yes, good speech grooming pays off. It pays off dollar-and-cents-wise, and it pays off in self-confidence and poise. It commands the respect and attention of your fellow men.



### Toastmasters Are Versatile, Too

*Editor's note: Toastmasters training is a factor which governs our everyday living, and applies in all our contacts with other people. This is a gospel which we have continually preached, in the columns of this magazine and elsewhere. So we were delighted when this illustration arrived from Willard M. Hanzlik of the Sandpipers Toastmasters Club No. 1131 of Seal Beach, Calif.:*

Since I fell from a slippery ladder on the Monterey Oil Island offshore about a month ago, my Toastmasters activities have been substantially curtailed. A month of immobility induces a gloomy state of mind, especially in an active guy like me. Contemplation of three months more of same induces more gloom.

Then one evening about a week ago, Sandpiper's President Mike McGrath dropped in. He took one look at me and said "Good gosh!" and left.

The next evening, while I was fiddling aimlessly with a scrabble board, Mike returned. He was carrying a bowling ball bag.

The bag was only a ruse. In it he had clippers, shears, towels, and all the accoutrements of a barbershop. In less time than it takes to tell it, Mike had the tangled fuzz off my head and was tossing his tools back into the bag. "Okay, Bub," he said briskly, "you'll keep now without spoiling for a couple of weeks. I'm rushed for time—got an appointment to write an insurance policy tonight." And off he whisked, leaving me feeling like the sweet girlie ads on TV.

It wasn't until the next day that I realized that Mike had lifted my gloom along with the excess hair. And now I ask you, how many TM clubs have presidents smart enough to combine insurance and barbering? It fits: barber shop, TM, insurance. Mike gets them in the chair, straps them down, waves his razor, and exercising his Toastmasters training sells life insurance like mad.

It works. How do I know? He doesn't realize it yet, but I'm Mike's next customer!



# It's a Good Idea ■ ■ ■

## ■ Introducing . . .

Practice in the art of introductions was afforded the Jewel City (Glendale, Calif.) Toastmasters when Topicmaster John Alles gave each one a slip of paper bearing the name of the man he was to introduce, but also careful instructions—"Do not mention the name." He was also instructed to avoid direct references to positive identification characteristics such as occupation, but to draw on more subtle aspects. The man introduced was the next to perform. This made the exercise self-criticizing, for as soon as a member recognized himself, he rose in acknowledgement.

## ■ Take Your Choice

San Angelo (Texas) Toastmasters have come up with a new wrinkle for Ladies' Night. The ladies eat dinner with the Toastmasters, then have their choice of adjourning for Bingo or remaining for the speeches.

## ■ Were You There?

Howard I. Bond, President of the Evergreen (Tacoma, Wash.) Toastmasters, is trying out a gimmick with which he hopes to jar loose the "stay-at-homes" and improve attendance.

Each absentee receives a personally written letter from the president which begins with the jingle:

Last Monday, in a certain chair  
A certain member wasn't there;  
He was somewhere—that's why we say  
"No wonder Bond is turning gray!"  
and then goes on to make him feel rather ashamed of himself!

It seems to have worked wonders for the Evergreen Club and may possibly warrant your consideration.

## ■ Eye Witness

A table topic which provided much amusement to the Cascade Toastmasters of Eugene, Oregon, started when the

Topicmaster, in lieu of announcing a subject, walked over to another member and put jam in his cereal, cream in his coffee, patted him on the head, tweaked his ear, and made himself obnoxious in general. Members were then asked to describe what they had just seen. Some strange versions resulted.

## ■ Official Hecklers

To add spice to a meeting, it's a good idea sometimes to follow the example of the Cascade (Eugene, Ore.) Toastmasters, and appoint a pair of official hecklers, unknown to the speakers. These hecklers employed every device possible to throw the speaker off balance—they whispered loudly, signalled for coffee, passed notes and created distractions of every sort. This is especially effective when worked on topnotch speakers who are accustomed to holding the rapt attention of their audiences.

## ■ Famous People

Topicmasters who are interested in careful and extensive preparation may develop an interesting and instructive table topics session by assigning to each participant a historic character or a personality in the current national or international scene. The challenge is to answer a question or to discuss a subject—in the first person—that such individual would be particularly interested in or qualified to speak on.

## ■ Honored Guests

Toastmasters of the Ashland (Ore.) Club gave free rein to imagination when Topicmaster Don McMurchie challenged them: "If you could invite anyone from the past or present to dinner tonight, whom would you invite and why?" Some of the chosen guests were: Ben Franklin, Will Rogers, Dr. Albert Schweitzer, Christ, George Washington, W. C. Fields, Ralph C. Smedley.

## ■ I'm the Guy Who—

When table topics get into the doldrums and become a chore instead of an inspiration, try a stunt—a guessing game. The Topicmaster introduces the first speaker of a pair and requests him to give a one minute autobiography of a famous character of a designated period, such as the Revolution, Civil War, etc. The speaker must not mention names or places but strives to make his presentation so explicit that the second Toastmaster may pick up where he leaves off and finish the story in an additional minute. The second speaker ends his talk by revealing who he is.

## ■ What's My Line?

Table topics was designed not only to challenge Toastmasters to speak impromptu, but to develop quick and analytical thinking. Several clubs have recently reported they are using a session of "What's My Line" to good advantage.

The Topicmaster is the "guest" and assumes an occupation. Each Toastmaster around the table may ask questions until he receives a "no" answer. Ten "noes" cause the answer to be given and a new occupation chosen.

## ■ Nonsensical

Usually the Topicmaster is supposed not to take advantage of the speaker by trying to confound him. But occasionally, it is not only wise but lots of fun to announce that the idea is to stump the speaker and challenge him to rise to the occasion.

Rather than presenting subjects requiring technical answers, it is better to employ the humorous or nonsensical topic which may be handled as repartee. Carefully planned and handled, it can be more fun than a barrel of monkeys. Conversely, it can be the grandpappy of all duds. Don't try it unless you can give it plenty of thought and careful planning.

## ■ Bullfest

A good old-fashioned bullfest makes a topnotch table topic occasionally. Strict parliamentary rules should apply,

and the Topicmaster as chairman must rule the session with an iron hand, demanding that each speaker be recognized by the chair and speak for no longer than one minute. "What can we do to improve our programs?" is a worth while subject and as many as can be heard in the allotted time should be encouraged to speak. The club Executive Committee will do well to make careful notes and follow through, but it should be announced at the beginning that the session is just a "talkfest" and is not an official business session.

## ■ Preacher Night

Many of our ministers, priests and rabbis could use a bit of Toastmasters training. But—who are we to suggest it?

Here's a way to expose them to Toastmasters without even a suggestion they may need it.

Hold a "Peace" night, in which all speeches are to be on "Ways to Peace" and invite the community clergy to form an evaluation panel. The result will be interesting and possibly surprisingly worth while.

## ■ Use Your Magazine

If you are looking for a good program feature, *it's a good idea* to follow the example of the Chatham (Chicago) Toastmasters who recently devoted a meeting to *The Toastmaster*. Assigned speeches dealt with the book section, vocabulary aids, "It's a Good Idea" and general fundamentals of publicity. Practically every item in the magazine was analyzed and utilized. Considerable satisfaction was expressed that one publication could hold so much worthwhile material.

## ■ Many Happy Returns

And while we're on the subject of the birthday of Toastmasters International, how about celebrating the birthday of your own club? Plan a program around this theme, which not only offers many possibilities for an interesting meeting, but presents a chance for a constructive evaluation of your club in its accomplishments and aims.



# LAFF LINES



Selfish Motive: A sign on a large department store in Houston, Texas, reads as follows: "Drive carefully, for the life you save may be one of our customers."

"She's an after dinner speaker."  
"She is? I didn't know that."  
"Yes. Whenever she speaks to a man, she's after dinner."

"Are you the girl who took my order?" asked the impatient man in the cafe.  
"Yes, sir," the waitress said.  
"Well, I declare!" he beamed. "You don't look a day older!"

"Dad, why can't a man have more than one wife?"  
"As you grow older, my boy, you will learn that laws are written to protect those incapable of protecting themselves."

Two dogs were having a chat one day and one of them noticed the other was feeling awfully low. So he said to his friend, "Why don't you go to see a psychiatrist?"

To which the other dog replied, "You know I'm not allowed on the couch."

"I'd like to stop off and have a drink with you but I've got to go home and explain to my wife."  
"Explain what?"  
"How do I know. I'm not home yet."

Little Boy: "I can beat you in any race you pick and give you a head start."  
Second Same: "Okay, let's slide down the bannister."

Kitty: "Jack is awfully smart. He's got brains enough for two."  
Kat: "Congratulations, dear! He's just the man for you."

On a bus a man gave his seat to a woman. She fainted. On recovering, she thanked him. Then he fainted.

A wealthy farmer decided to go to church one Sunday. After the services, he approached the preacher with much enthusiasm: "Reverend, that was a damned good sermon you gave."

"I'm glad you liked it, but I wish you wouldn't use those terms in expressing yourself."

"I can't help it, Reverend. I still think it was a damned good sermon—and I was so impressed I put a hundred dollar bill in the collection box."

"The hell you did!" exclaimed the preacher.

Financial wizard: "Where in heaven's name does all that grocery money go that I give you?"

Wife: "Stand sidewise and look in the mirror."

Friend: "Has your wife changed very much since you married her?"  
Husband: "I'll say—my habits, my friends, and my hours."

A nagging wife, who had been driving her husband to distraction, relented and on his birthday bought him two ties. The husband, finding them on his dresser, happily put one on and came down to breakfast.

The nagging wife took one look at him and snorted:

"Hmmpmmpphh! So you didn't like the other one, huh?"

**Subtlety is the art of saying what you think and getting out of range before it is understood.**

if you would make the sale

## Say What You Mean

(Heaven help the audience when a speaker is lost in the fog)

By Owen E. Nicewarner

**H**AVE you ever tried to find your way in a fog? If you have ever lived in a seaport town, you know that all-pervading, obscuring mist that shuts off your vision and obstructs your path. Your ears remember the steady, slow, rhythmic note of the fog-horn.

That is one kind of fog. There is another, even more prevalent. I refer to the fog of words, which can obscure speaking and writing equally.

Simplicity, a wise man once said, is widely praised but narrowly practiced. Unconsciously we fall into complexity when we write an article or make a speech. It is hard to overcome.

What kind of writing do people like to read? If they are forced to, they will take complex material and study it. But their preference is for simple, well written things. Would you like proof of this? Think of the Bible, the best seller of all times. Norman Vincent Peale's "The Power of Positive Thinking" has headed booksellers' lists for three years. Think of Shakespeare's plays. (You don't think Shakespeare's plays are

simple? Try them! Believe it or not, Shakespeare wrote simply. His vocabulary may be a trifle archaic now, but his plays were written for the 16th century "movie" crowd.)

Let's look at our popular magazines. *The Atlantic Monthly*, generally thought of as a high-brow publication, uses a vocabulary on the level of a high school senior; *Time* prefers that of a sophomore; *Reader's Digest*, of a freshman. Most popular women's magazines stick to an eighth grade knowledge of words.

What makes readable writing? Let me illustrate in reverse. Just the other day, across my desk came a piece of Government literature which quoted from the Internal Security Act of 1950. One paragraph was given. That one paragraph was one complete sentence. That one sentence contained 212 words.

What are some of the principles of good writing? There are three basic ones, which deal with: 1, sentence length, 2, choice of words, and 3, construction of the sentence.

In most popular magazines, sen-

(Continued on page 30)

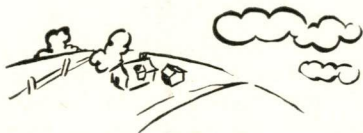




# REPORT

of the

## 24th Annual Convention



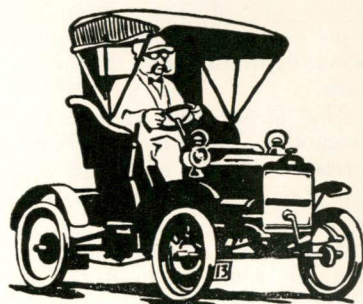
By Air

### 1. THEY ARRIVED

IN DROVES\*

\*Mr. Toastmaster

and family



by motor car

2. **They came** from Scotland, Australia, Alaska, Canada and most of our 48 States: from Portland, Maine, to San Diego; from Victoria, B. C., to Key West, Florida; from Montreal to Paducah; from Topeka and Oshkosh.

3. **They experienced** the usual pleasures and inconveniences of travel—the making of new friends—the visiting of world-famous points of interest, alluring night spots, emporiums of gastronomical delights, movie and TV studios, cultural presentations by the score and almost every kind of entertainment that one could wish for—and best of all, the most successful educational program a Toastmasters convention has ever produced.

4. **Because of their coming**, club, area, district and International officers have become more effective leaders. . . . Toastmasters in every category discovered for themselves the international significance and growing power of our movement as well as a more realistic approach to successful club operation . . . *plus* a renewal of inspiration and personal dedication to the principles of Toastmasters.

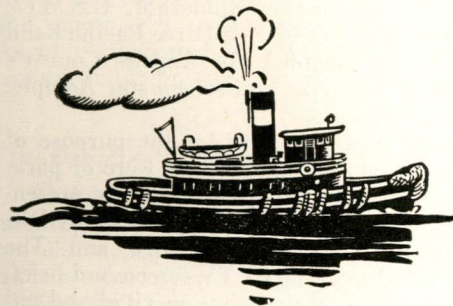
### The Purpose:

To bring Toastmasters training into a dynamic relationship with our business, social and personal lives; to effectively translate educational programs into a practical and usable force which will react to our collective and individual betterment; and to inspire us toward seeking ways and means for better understanding and communication between all mankind.

To this end, Toastmasters offers "Progress Unlimited."

START NOW!

By ship



to plan  
your 1956 vacation

to include the

DETROIT

CONVENTION

August, 1956

and by train to Los Angeles





## THIS WAS IT

### The Program:

Of particular significance was the assembling of Toastmasters from all parts of the English-speaking world in the city of Los Angeles for the 24th annual convention August 17-21. It marked a return to the state in which Toastmasters International was founded, and the large attendance was visual demonstration of our theme, "Progress Unlimited." The beautiful new Hotel Statler was a beehive of organized activity as Toastmasters convened for the educational sessions or with their ladies enjoyed the many special events planned by the active and enterprising Local Activities Committee.

The opening of the convention on Wednesday evening under the aegis of President Griffith was highlighted by an impressive ceremony in which an official citation from the U.S. Marine Corps was presented to Dr. Smedley and Toastmasters International in appreciation for services rendered to the Marine Corps. The citation was ordered by General Shepherd, Commandant of the Marine Corps in Washington, D. C., and was delivered by General Stanley Ridderhof, U.S.M.C., retired. A color guard and the Aircraft Fleet Marine Force Pacific Band assisted. Other guests at the opening included Los Angeles County's colorful and famous Sheriff, Eugene Biscailuz, and screen star Adolphe Menjou, who delivered the keynote address.

Since Toastmasters conventions exist primarily for the purpose of work, education and inspiration, the educational sessions were of paramount interest to all attending. Dramatic, visual and dynamic presentations were made under the headings of "Practical Application of District and Area Work," "The Club and Educational Progress," and "The Member." The use of a simulated "Murrow-type" TV screen and brief, forceful skits in blackout technique made their points in vivid and unforgettable fashion. Emphasis was laid upon Toastmasters in action. As is customary in a Toastmasters convention, activators and speakers were drawn from Toastmasters membership, and there was such an abundance of excellent material and man-power available that it proved once again the ability of Toastmasters to develop and inspire leaders. THE TOASTMASTER regrets even more than usual its limitations of space; we would like to give a personal pat on the back to every participating Toastmaster for his excellent presentation. But it would require the entire magazine space to give each one his due. Let it suffice to say that each one fitted smoothly into the theme of the whole, and each added a worthy and memorable part to the total structure.

### Special Events:

Traditional in a Toastmasters convention are the special events—Breakfast with the Founder, the Fun Luncheon and the President's Banquet and reception. These enjoyed their customary success and will be long remembered by those attending. Special guest speaker at the banquet was actor Leo Carillo, affectionately known in the West as "Mr. California himself." He spoke on "The Romance of California."

The International Speech Contest was held out-of-doors in the beautiful Hillside Theatre at Occidental College, whose eucalyptus-shaded campus is a quiet oasis in the heart of the busy city.

### Local Events:

Los Angeles and its environs are famous for their spots of tourist interest, and not a small part of the convention's success was due to the efforts of the Local Activities Committee to provide means and opportunity for visitors to enjoy as many of these as possible. Under the capable leadership of Chairman Jack Haynes and Assistant Chairman Fred Garlock, many trips were arranged. Outstanding were the tour of Hollywood, including visits to Warner Brothers Studios, the homes of the stars, and climaxing in dinner at the famous Farmers' Market; and the Harbor tour and visit to Knott's Berry Farm and Ghost Town, where the old West has been authentically re-created in all its color and charm. Of special interest was the Fall Fashion Show, and Los Angeles vindicated its reputation as one of the style centers of the country in the presentation of "Fashions for Fall."

### Dr. Smedley's Address

With the conviction that our Founder, in his own succinct and inimitable manner, crystalized the ideas and ideals of the 24th annual convention in his speech at the opening, we wish to share with all our readers some excerpts from his speech of Wednesday, August 17:

Without communication, there can be no exchange of ideas, knowledge, experience. Without such exchange, there is no progress, no understanding, no civilization. With it, "Progress Unlimited" is a positive possibility rather than a remote dream.

Thus it appears that in the simple processes in the Toastmasters Clubs, we are dealing with the most fundamental facts of human existence. We are doing much more than merely helping men to become able to stand before people and deliver speeches. We are helping each other to build ourselves and our civilization by the intelligent exchange of ideas. We are discovering and developing latent powers through the practice of revealing our thoughts by speech.

*(Continued on page 18)*



# The Convention as Caught by a Candid Camera



As our candid photographer roved about the convention, he captured many of the personalities present. For instance, Jack Haynes and Fred Garlock (center) chairman and assistant chairman of the Local Activities Committee, beam with pleasure as they contemplate the successful climax of their work. Or maybe they are congratulating each other on their elections as President of Toastmasters International and member of the Board of Directors, respectively. Slightly to the left, Past-President Griffith ends his tour of duty in a blaze of glory. Lower left, Dr. Smedley and General Ridderhof view the citation from the U.S. Marine Corps.

To the right, screen star Menjou and Executive Secretary Blanding pause in their chat to pose for a "brother act." Toastmasters and their ladies pause a moment in their activities, attend the fashion show, or wave from the Tanner bus which is about to transport them on a fun-filled trip to many points of interest. The pictures of the educational sessions show that it was not all fun, and the meeting of the Board of Directors (upper right) underlined the serious purpose of Toastmasters. The heading sketch is from the facile pen of Milton Levy, President of Sierra Toastmasters, Fresno, Calif. Convention photos by King Photo Service.



We cannot but be chagrined by the failure of many to see beyond the immediate goal of learning to make speeches; but we must never lose sight of the higher and more impelling motives, as we try to lead men into the higher levels—into that greater fullness of life which is their privilege.

One of our problems is that of helping all our members to realize that life in itself is an education, and that all cultural growth comes through directed, intelligent effort. Part of our task is to arouse in the mind of the member the desire to explore and create for himself, rather than to depend on guidance from some outside source. It is far easier to follow instructions and to do as you are told than it is to blaze new trails, or to exercise your own initiative.

It would not be difficult for us to write books giving explicit and detailed directions to our members, telling them just what to do or say in any situation. That really would be simpler than trying to show them how to find out the answers for themselves; but it would defeat our purpose, which is to help members to develop their abilities, and to live so that their own lives may be enlarged and made more full.

The task of your Educational Bureau is to help each club and each member to present a top grade performance at every opportunity. It is a task which calls for superior ability on the part of the Educational Committee of Toastmasters International, and for willing cooperation on the part of every group of club officers. It is the supreme task of leadership in Toastmasters.

The last ten years, since the close of the World War, have been a time of remarkable growth, taxing our resources even while extending our influence to the far corners of the earth. The privilege of service granted to us has been great beyond our fondest imaginings.

But let no man confuse bigness with greatness and goodness. By our loyalty to the ideals which brought us into being, and by our spirit of willingness to serve and to help, we have come to our present situation of influence for good, as guardians of the right to freedom of speech, and as exemplars of the kind of speech which deserves freedom by its quality.

We have not sought political or other power, beyond our policy of preparing our members for better citizenship, and through these members we have been able to exercise an influence for good in many fields.

The question before us today is not one of size but of kind. It is not a matter of saying, "See how big we are!" Rather, let us ask, "How much good are we doing?"

As we promote our ideal of "better thinking—better listening—better speaking" we shall lead our members into the larger and richer life which every man has a right to seek for himself in nations which recognize the worth of the individual and his right to freedom of expression.

## MEET YOUR NEW OFFICERS AND DIRECTORS

1955 — 1956

President.....	John W. Haynes
Vice-President.....	T. Vincent McIntire
2nd Vice-President.....	Paul W. Haeberlin
Secretary.....	Aubrey B. Hamilton
Treasurer.....	Emil H. Nelson
Past President.....	Charles H. Griffith
Educational Director.....	Ralph C. Smedley
Executive Secretary.....	Ted Blanding

### DIRECTORS

*Kenneth Froelich	George Mucey
Fred H. Garlock	William Patten
J. O. Grantham	Clifford Smith
Odell F. Hartz	*Stanley T. Weber
Glen Holsinger	*Joseph P. Williams, Jr.
*John M. Lamparter	*Robert N. Wood

\* Held over from 1954-55 Board

### International Speech Contest:

Of high quality and intense interest were the speeches presented in the finals of the speech contest. Each contestant spoke earnestly and with deep conviction on his theme, and impressed his audience even while he entertained them. So excellent were their presentations that the judges experienced difficulty in deciding the standing.

The speakers were:

\*Charles W. Bryant, Tacoma, Wash.; \*\*Lt. Col. George C. Eisenhower, Montgomery, Ala.; Dwight R. Johnson, Playa del Rey, Calif.; Travis W. Freeman, Tulsa, Okla.; Paul A. Mulready, Mankato, Minn.; R. Robert Rothel, Inkster, Mich. Chairman of arrangements was Joseph P. Williams, Jr., and Bertram H. Mann acted as toastmaster of the evening.

\* First place

\*\* Second place

### Club-of-the-Year

In the Club-of-the-Year competition, the following were chosen as the ten top clubs. The order of their appearance does not denote rank.

No. 8, Glendale No. 1, Glendale, Calif.	No. 406, Richland, Wash.
No. 51, Lincoln-Douglas, Springfield, Ill.	No. 654, Commodore, Decatur, Ill.
No. 54, Pacific Beach, San Diego, Calif.	No. 830, Uptown, Chicago, Ill.
No. 135, Sierra, Fresno, Calif.	No. 845, East St. Louis, Ill.
No. 375, Fort Collins, Colo.	No. 1433, Blue Stem, Bartlesville, Okla.



**TOASTMASTERS INTERNATIONAL**  
(A California Corporation)  
**BALANCE SHEETS**  
JUNE 30, 1955 AND 1954  
ASSETS

	June 30, 1955	June 30, 1954
<b>CURRENT ASSETS:</b>		
Cash	\$129,238.93	\$ 92,317.23
Invested funds:		
Savings accounts	52,000.00	50,500.00
U. S. Treasury Bonds	3,000.00	3,000.00
Accounts receivable	8,808.60	7,449.77
Prepaid expenses	2,850.00	2,550.00
<b>TOTAL CURRENT ASSETS</b>	<b>\$195,897.53</b>	<b>\$155,817.00</b>
<b>EQUIPMENT AND LEASEHOLD IMPROVEMENTS:</b>		
Equipment	\$ 54,768.45	\$ 33,258.60
Leasehold improvements	12,265.07	12,265.07
	\$ 67,033.52	\$ 45,523.67
Less accumulated depreciation and amortization	35,878.05	25,463.20
	<b>\$ 31,155.47</b>	<b>\$ 20,060.47</b>
<b>OTHER ASSETS:</b>		
District reserve funds:		
Demand deposits	\$ 10,719.58	\$ 7,911.77
Savings accounts	12,500.00	12,500.00
U. S. Treasury Bonds	2,500.00	2,500.00
	\$ 25,719.58	\$ 22,911.77
Liability for district reserve accounts	25,719.58	22,911.77
	\$ —	\$ —
	<b>\$227,053.00</b>	<b>\$175,877.47</b>
<b>LIABILITIES</b>		
<b>CURRENT LIABILITIES:</b>		
Accounts payable	\$ 11,829.38	\$ 10,194.90
Advance convention deposits	3,837.50	1,248.50
Payroll and payroll taxes	6,960.54	5,338.80
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$ 22,627.42</b>	<b>\$ 16,782.20</b>
<b>RESERVES:</b>		
Liability on retirement contract	\$ 4,500.00	\$ 3,000.00
Estimated expense of Los Angeles convention and related Board of Directors' meeting (Note B)	9,400.00	—
	\$ 13,900.00	\$ 3,000.00
<b>MEMBERS' EQUITY (Note C):</b>		
Restricted	\$126,738.87	\$ —
Unrestricted	63,786.71	156,095.27
	\$190,525.58	\$156,095.27
	<b>\$227,053.00</b>	<b>\$175,877.47</b>

See notes to balance sheets.

NOTE A—Inventory: The Board of Directors has resolved to return to Toastmasters' previous policy of not including inventories in its financial statements. Accordingly, the inventories have been removed from the prior year's figures in the interest of present comparable balance sheets. The inventory at June 30, 1955 and 1954, respectively, was \$40,639.01 and \$40,667.31, stated on a basis of cost (first-in, first-out) or market whichever is lower.

NOTE B—Convention: In order to more closely relate the financial statements with the results of the operations assigned to a particular Board of Directors, the Board has elected to accrue the estimated amount of \$9,400.00 for expenses of the Annual convention and Board meeting to be held in August, 1955, by charging the amount against operations for the year ended June 30, 1955. The expenses of \$15,394.15 for the Washington convention in 1954 have been charged directly against members' equity rather than against the operations of the current year.

NOTE C—Members' equity: The Board of Directors has established a policy restricting members' equity in an amount equal to fifty percent of the expense of the preceding year. Fifty percent of this reserve shall be maintained in the form of demand deposits, savings bank accounts and United States Government bonds. A summary of the members' equity is as follows:

	June 30, 1955	June 30, 1954
Balance beginning of year	\$156,095.27	\$156,749.72
Less:		
Inventory at June 30, 1955 removed from books (Note A)	—	40,667.31
Expense of Washington convention, August 1954 (Note B)	15,394.15	—
Add excess of income over expense for the year	49,824.46	40,012.86
Balance end of year	<b>\$190,525.58</b>	<b>\$156,095.27</b>

NOTE D—Retirement plan: Toastmasters has established a contributing pension plan for employees with three years of continuous service and attained age 25. The employee contributes 3% and Toastmasters 5% of the payroll of eligible employees. Contributions to the plan by Toastmasters during the year amounted to \$1,668.20.

**STATEMENT OF OPERATIONS**

	Year ended June 30, 1955	Year ended June 30, 1954
<b>INCOME:</b>		
Per capita payments	\$141,482.84	\$119,500.05
Literature and supply sales	65,523.57	51,232.50
Magazine subscriptions	61,585.13	52,146.73
Service charges	46,050.00	39,763.43
Charter fees	16,100.00	15,250.00
Interest	2,083.18	1,946.70
Other	1,515.95	73.97
Increase in accounts receivable at June 30, 1954	—	2,120.66
	<b>\$334,340.67</b>	<b>\$282,034.04</b>
<b>EXPENSES:</b>		
Salaries, wages, and supplemental benefits	\$114,641.15	\$103,810.06
Purchased materials, supplies, and services	99,439.63	101,939.54
Travel	27,359.12	14,446.16
Postage	14,837.51	13,132.10
Depreciation and amortization	13,882.02	9,680.83
Other	14,356.78	10,469.05
	\$284,516.21	\$253,477.74
Excess of income over expenses for the year	\$ 49,824.46	\$ 28,556.30
Increase in inventory during the year (Note A)	—	11,456.56
Transferred to membership equity	<b>\$ 49,824.46</b>	<b>\$ 40,012.86</b>

Board of Directors  
Toastmasters International  
Santa Ana, California

We have examined the balance sheet of Toastmasters International as of June 30, 1955, and the related statements of operations and members' equity for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

Effective July 1, 1954, Toastmasters has elected to return to its previous policy of not including inventories in its financial statements. Also, it elected to accrue the estimated amount of expenses of its Annual Convention and Board of Directors Meeting to be held in August.

In our opinion, the accompanying balance sheet presents fairly the financial position of Toastmasters International at June 30, 1955.

**TOUCHE, NIVEN, BAILEY & SMART**  
Certified Public Accountants



# HOW TO

## TALK WITH YOUR HANDS

By Warren O. Mendenhall

A scarecrow, flapping its arms in the wind, has no meaning nor use except to frighten the buzzards and the crows.

Useless flapping, even when politely called gestures, has no place in a good speech.

Meaningful gestures do add much to force and clarity in speaking. Bodily movements, particularly movements of the arms, hands and fingers, have four principal functions in connection with communication. They are:

1. To point the way, or direct.
2. To illustrate—show how.
3. To add emphasis.
4. To welcome or repel—to call together or disperse.

In Toastmasters practice we might add another clinical function—that of using gestures to help the new speaker lose his nervousness, or at least have a place to put his hands. However, this is definitely a crutch, and should not become a permanent part of the technique of the experienced speaker.

The four functions listed above have a concrete and practical application in good speaking if, by use of gestures, the talk is clarified and made more meaningful and convincing.

A speaker may wish to designate a direction to be followed or

a course to pursue. He may wish to indicate upward progress. Emphasis is gained by natural and appropriate gestures at the right points.

The successful Toastmaster learns to make every movement significant and useful in its contribution to the speech.

The third function, that of emphasis, is easily overdone. The old time orator, the soap-box spell-binder, the political rabble-rouser, may make much use of table pounding and wildly waving arms. The best speakers do not make frequent use of such gymnastics. Gestures of emphasis have their important place, if properly timed, if apparently casual and natural, and if spontaneous rather than obviously forced.

The emotional aspects of speaking are involved in the fourth function mentioned. The open arm of welcome, the fronted palm of rejection, the two-handed, widely inclusive gesture of acceptance—all these carry emotional weight. The minister or evangelist may use them often, but the average Toastmaster seldom needs them.

Gestures may be likened to the workman's tools—useful when needed but never to be dragged into a job just for show.

The scarecrow's limbs dance aimlessly in the breeze. The windmill, equally dramatic, accomplishes something as it whirls. The Toastmaster need not take the windmill for his example. Certainly he will not imitate the scarecrow. He will use gestures when gestures are needed, and he will make them contribute power to his speech.

**YOUR BOSS  
IS INTERESTED  
IN YOU!**

### WE QUOTE:

"Bostitch-Western, Inc. is both happy and proud to have such a man as Mr. Lakin in our organization. Only a comparatively few men will subject themselves to voluntary training for self improvement, and needless to say, this is something that all of us should do in all stations of business life from the chairman of the board of a corporation and continuing down the line with all men who have anything to do with making public contacts.

The Home Office recently received a most interesting letter from E. William Clauson, Assistant Manager of Bostitch-Western Co., Inc. of Los Angeles. This was in reply to a letter sent out upon the completion of Basic Training of one of the employees of that company, M. F. Lakin. We are quoting it in part to illustrate the interest continually displayed by Management in Toastmasters training.

"I also want to thank you for the pamphlets enclosed with your letter which explain the method by which men train themselves for leadership capacity. As a matter of fact, I found these pamphlets so interesting that I plan to ask Mr. Lakin to state the aim and purpose of Toastmasters International during our next sales meeting with the hope that other men in our organization will avail themselves of the opportunity to gain self improvement."



### To Those Who Must Drink

Why not start a saloon in your home? Be the only customer and you will not have to buy a license. Give your wife \$55 to buy a case of whiskey. There are 240 snorts in a case. Buy all the drinks from your wife at 60 cents a snort and in 12 days when the case is gone, your wife will have \$89 to put in the bank and have \$55 to start in business again.

If you live 10 years and continue to buy all your booze from your wife, and then die in your boots from the shakes, your widow will have \$27,085.37 on deposit—enough to bury you respectfully, bring up your children, pay off the mortgage on the house, marry a decent man, and forget she ever knew you.

### BELIEVE IT OR NOT!

**The head makes a thousand mistakes where the heart makes one.**



# You and Your Club

By Ralph C. Smedley

## Sales Talk

Many people do not like the suggestion of "selling" as applied to speeches. There seems to be some sordid, dollar-chasing connotation in the expression which is somehow discreditable—*declassé*.

But honestly, is there anything so very bad about seeking financial gain? I know of very few people, if any, even among Toastmasters, who are completely aloof when the dollars are in sight; and I see nothing wrong in the acquisitive attitude, when kept under control. Therefore I shall continue to use this phrase, with apologies to anyone who may be offended, at least until a better wording appears.

Some years ago, a loyal Toastmaster approached me with a complaint about our insistence on "selling" in our speeches. I agreed with him that it is not altogether satisfactory, and asked him to suggest a better way of saying it. He promised to do so, but I am still waiting for his suggestion.

## What Selling Means

Consider just what we mean by "selling talk." The phrase has a wider meaning than we sometimes give it.

In connection with speech, it does apply to the salesman who is trying to sell an automobile or a suit of clothes, an insurance policy

or a piece of real estate, but it goes much further than that. It applies to ideas.

Every time we make a speech, we try to present some idea, information, or exhortation in such a way that it will win acceptance from our listeners. We try to "sell" our thought to those whom we address. This is true in conversation as in public speaking.

The success of our speech depends on how well we sell the idea.

It may mean dollars, or prestige, or social and civic preferment.

It may be the preacher, trying to win people to the Christian way of life, or it may be a politician, seeking votes, or it may be a popular entertainer, seeking to sell his entertainment so that he may get other engagements.

With that understanding, that "selling" talk is basically persuasive talk, consider how the October Point of Emphasis may be used in your club, and in your speeches.

To make a successful sale, you must believe in what you offer, know it thoroughly, be ready to point out its values, and show your hearers how it will be good for them. This means that you must be in earnest, sincere and honest in your presentation, and that your material must be so arranged as to lead up to the final moment when the audience will accept your offering.

That is good practice for anyone, at any time. Even if your Educational Committee does not take the trouble to urge you to use the Point of Emphasis, you can emphasize it in your own speech. If you will devote special attention to this one item during October, you will gain by it.

Put purpose and plan and conviction into every speech.

## October Events

There is no shortage of speech and program material in this month. From Columbus Day to Hallowe'en, October is rich in historical events. Your problem is to choose from the abundance.

There are certain special days. Don't overlook them:

## Our Birthday

October has a double significance for Toastmasters. The Number One Club was organized October 22, 1924. The organization of associated clubs known as Toastmasters International had its beginning on October 4, 1930, making this the 25th anniversary of that start. Every club will do well to plan one program in commemoration of the founding of our movement.

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## The Golden Gateway

Traveling in many lands, one encounters difficulties with languages.

One traveler hit upon the scheme of learning in each language the expression of "Thank you." He reports the use of these words has gotten him almost everything he wants—they are perennial passports to the hearts of all. In seventeen languages did he use his expression. The average person has difficulty in saying "Thank you" in one.

## Fire Prevention Week

Our clubs can render important service by building one program of the month around this subject, and by offering speeches covering it for outside groups.

## United Nations Day

This event, with worldwide significance, comes in October. Whether you are for it or against it, you ought to use this opportunity to inform yourself better and to spread your well digested and authoritative information.

Discuss what the U.N. has accomplished in 10 years, or why the U.S.A. should get out of it, or why we should stay in, or what we may expect in the next 10 years. You might do a good service and at the same time gain experience by giving a talk on "What It Is," or "What It Does," or "How It Works."

If you need information, you may write to the Business Advisory Committee, 345 East 46th Street, New York 17.

## New Officers

Help your new club officers get off to a good start for their administration. Now is the time to plan for a winter's work of more than ordinary value.



Too often it's in

## HOW WE SAY IT

By W.A.L. Knox

**T**OASTMASTERS are trying to learn how to say things. It is amazing how often we find out that it's not alone *what* we say but *how* we say it.

Recently I saw, or rather heard, an example to prove this—an expensive example of failure to “make the sale” because the man did not know how to say it.

A jury was hearing a trial in a lawsuit involving an automobile accident. Any lawyer will tell you that here of all situations, is the ultimate in the endeavor to make a sale. Each party litigant summons all the resources of law and fact to convince the panel that he has the right side of the case. He is selling something and he wishes them to buy it.

The man who was asking the jury to award him money for his injury was testifying. He was being cross-examined by the attorney for the opposite side. The point under attack at the moment was the state of sobriety of the man's wife, who was driving when the accident occurred. The lawyer was trying to establish the point that both had been drinking, although there was little evidence that the wife had been doing so.

But when the lawyer asked him whether or not it was a fact that he didn't drive because he was “drunker” than his wife, the man replied, “I've never been too

drunk in my life to drive a car.”

Certainly, *how* and *what* are not completely separable. But turn that around any way you like, change the emphasis or inflection (vocal variety) you still come up with the interpretation that no matter how drunk he was accustomed to becoming, he still didn't think it enough to stay away from the wheel of a car.

Now, we suppose we know what he intended to convey; that like many another citizen he took a drink or two, realized that he was affected by it, and was intelligent and sober enough to avoid the possibility of injury to others by having someone else do the driving. He could have made it a recommendation for his cause. Reflect a moment on the myriad methods of expressing this situation. Assuming the substantive integrity of the witness, note how the impression could have been planted in the minds of the hearers that he wasn't such a bad fellow at all! If he was so consistent and truthful, then the side of the case he represented must be the right one. He should be awarded a judgment against the wrong one.

You don't have to guess—you know already that he lost his case. He didn't make the sale because of *how* he said what he meant—because he didn't know Toastmasters!

Toastmasters, Attention!

## WE MUST PROTECT OUR NAME!

By Bertram H. Mann

**T**HE Board of Directors of Toastmasters International counts on the fifty thousand Toastmasters everywhere to help protect its exclusive name and insignia.

The revered name “Toastmasters” and the familiar identification emblem featuring the letter “T” and the crossed gavels, are the most valuable, or more properly, invaluable, properties of Toastmasters International. The machinery, inventory and equipment at the Home Office, our copyrighted literature and our contracts with the talented Home Office personnel are worth many thousands of dollars. But none of these is irreplaceable, nor would the loss or impairment of any be as devastating as the loss or impairment of our exclusive, intangible property and goodwill in what are, technically, our marks. Thus, Toastmasters International cannot afford to tolerate any challenge to or dilution of their rights in these marks.

The value of such marks is determined by how extensively and clearly the public associates them with the goods or activities of a particular person or corporation. Names like “Coca Cola,” “Kodak,” “Budweiser,” “Bayer's,” and “Rotary,” well known everywhere in connection with superior products and services, are valued in the mil-

lions by their respective owners. Their propagation and preservation occupy the time and talents of vast and expensive advertising, sales and legal staffs.

Unfortunately, those who toy with or sleep on such assets may find them dissipated or nonexistent. The now generic names “cellophane” and “aspirin” were once arbitrary, enforceable trade-marks, too. Their owners, however, some years ago, to their chagrin, found that due to their carelessness, these words had lost their significance as indicating origin. The courts refused to support their claims of exclusive rights because they had permitted wide use of their marks merely to describe transparent sheeting and a magical pain killer, instead of making sure that the words were used, exclusively, to indicate the source of the goods. As examples of careful handling of valuable marks, note how the word “Scotch” is invariably used on the goods and in advertising in connection with a descriptive term, as “cellophane tape,” and how the name “Frigidaire” is always spelled by its owner, General Motors Corporation, with a capital F.

The law will come to the assistance of those who diligently construct and preserve valuable trade-mark rights, whether they be business establishments or organiza-



tions such as Future Farmers of America, The Y.M.C.A., Cornell University or Toastmasters International. The courts will enjoin and penalize those who seek to take a free ride by confusing the public into thinking it is getting something it is not. They will do as much for Toastmasters International, in case someone should persist in transgressing on its clearly defined, intangible property rights, just as surely as they will exact retribution from those who steal its money or machines.

Now that Toastmasters International has become firmly established in every state in the United States and in most English speaking countries, the rewards of plagiarism are proportionately great. If one wants to organize a public speaking or leadership training club in St. Louis, Victoria, Seattle, Los Angeles or Edinburgh, he can assure himself of considerable initial momentum by letting it be known that his activity is associated with or approved by Toastmasters International, the recognized leader in this field. Better still, he can call his group the "Free Ride Toastmasters Club." He might add, even, the legend "not associated with Toastmasters International"—but all to no avail. *The name "Toastmasters" cannot, legally, be used in any way in connection with public speaking or leadership training activities, without authority from the Board of Directors of Toastmasters International.*

The Board needs your help. Examples of plagiarism or other misuse of these marks in ways

inimical to the exclusive interests of the International should be reported, promptly, to the Home Office. All Toastmasters have the right and privilege to wear and display the cherished emblem of Toastmasters International, but even individual Toastmasters, or Toastmasters Clubs and Districts, without authorization from the International ought not reproduce the emblem, or the title name Toastmasters International, particularly, for others. In order to insure distinctive uniformity of its attractive design mark, the emblem, the Board authorizes the Home Office to furnish and widely distribute jewelry and display materials of approved configuration. On the other hand, the name "Toastmasters" having no essential design or pictorial feature, may be reproduced freely by Toastmasters for their own use in connection with approved activities. The name, of course, is always presented as a proper noun, with the initial T capitalized, and never in its common noun manner when referring to our organization or its members.

Toastmasters, based on a good idea, has challenged and inspired men throughout the English speaking world. It is no great task, now, to organize new clubs and keep existing clubs at full strength. Its product is in demand. Such is the power of good will, fostered and preserved. Such is the appeal of success, justly earned. Such is the charm of a name and design which are found everywhere in good company and wisely protected.



*Editor's Note: We have just received an interesting letter from our old friend Herman E. Hoche, who frequently contributes to these pages. His letter contains such a worth while message that we desire to share it with all our readers. We quote in part:*

"Ted Johnson's article on page 11 of the June TOASTMASTER is a superb example of positive advice. With respect to the mechanics of his presentation, what is so outstanding? The absence of negatives. The preponderance of positives. Not once in his article or in the ten rules does he say what not to do. Everything he says is a suggestion on how to communicate effectively by telephone. He avoids the 'don'ts'.

"This is the principle by which our evaluation as individual critics can be most effective. To call attention to an obvious fault is a simple matter. What really helps the speaker is to suggest how he can improve. Many times this takes hard thinking on the part of his evaluator. But it is his responsibility in fulfilling his obligation as a Toastmaster.

"Lest I am misunderstood, all matters of import should be subjected to minute negative criticism. Thus we examine our own thinking and important matters in conference. But the Toastmaster wants to know *how* he can improve. Let's not burden him with 'Don'ts.' I suggest we all re-read Ted Johnson's article on page 11 of the June TOASTMASTER. Then, for our next assignment as individual critic, let's apply the principle of his excellent article. Let's suggest to the speaker what he can do for improvement."

#### Question:

*Which is better, to let the speakers choose their own topics, or to have the Program Committee assign them? Which plan gives the best training for the speaker and less headache for the Committee?*

#### Answer:

Use both plans. Each has its advantages. Neither should be used exclusively. There is definite value to the speaker in having to study and prepare on some topic outside his own field. Even if the subject is in his field, it is good training for him to adjust his speech so as to fit in with others. If he is called upon to speak before audiences other than his own club he will frequently find a theme suggested. He must be ready.

At the same time, he should be given plenty of opportunities to choose his subject and prepare his material along the line of his own interest. If the club is following Program Suggestions from the Home Office it will use many special types of program, in which the style of speech is indicated rather than the exact subject. But some of these suggestions provide for definite subject assignment.

In the Basic Training course, the nature of the speech is suggested, but the choice of the topic is left to the speaker. Variety in form and theme is always important, so as to give the member the widest possible experience in various styles of speech.



## Among Our CONTRIBUTORS

**ROBERT B. COOKE** (*The Home Stretch*) is president of the Farm Bureau Toastmasters of Columbus, Ohio. He joined the Farm Bureau Insurance Co. on graduation from Ohio State, and is now Special Assignments Analyst in the office of the Controller. . . .

As Civilian Senior Training Supervisor of the Naval Ammunition Depot in Crane, Indiana, **OWEN E. NICEWARNER** (*Say What You Mean*) has plenty of opportunity to put his Toastmasters training into action. He is a charter member of the Lake Greenwood Toastmasters Club of Crane. . . .

**BERT MANN** (*We Must Protect Our Name*) is so well known to Toastmasters as a past member of the Board of Directors and International Treasurer, that he needs no biography. A patent attorney and Acting Patent Counsel for the Carter Carburator Corp. of St. Louis, he has also served T. I. in a consulting capacity in connection with trade mark and unfair competition matters. . . .

**W. A. L. KNOX** (*How We Say It*) is president of Los Caballeros Toastmasters of Santa Monica, Calif. **WARREN O. MENDENHALL** (*How to Talk with Your Hands*) is Assistant County Superintendent of Schools for Orange County, Calif., and a member of Smedley Club No. 1.

### Make the Sale

(from page 11)

tences run from 10 to 17 words. The best advice is, keep your sentences short.

Most magazines do not use the high-powered, three or more syllable words. *Time* restricts itself to 10% of the longer words; the pulp magazines to 3%. So when you are writing or speaking, prefer the familiar word to the unfamiliar, the concrete to the abstract. Get down to fundamentals. It is one of the best ways to dispel fog.

The same rule of simplicity applies in sentence construction. Do not overload your sentences with adjective or adverbial clauses. Avoid dangling phrases. Let your sentence move straight to its goal.

Fog can creep in very insidiously. For instance, a fellow meeting the shipping clerk in the hall might say, "Hey, Joe, if you need

any more shipping stickers, let me know."

The same man, putting it into writing, might come up with this: "If the supply of stickers furnished you is not sufficient to meet your requirements, apply to this office for additional copies."

A top-management directive might even read as follows: "In the matter of procuring additional stickers to be affixed to material being shipped from this plant through general mailing facilities, the employee whose duties require the use of said stickers should make application, in writing, to the office of supplies at least four days before complete depletion of the existing stock, in order to obtain additional stock of same so that the normal flow of material shall not be impeded."

Here in Toastmasters, we learn that clear speaking and clear writing demand clear thinking. Let's come out of the fog!



## New Clubs

- 274 KENNEWICK, Washington, (D 33), *Tri-City*, Thurs., 6:30 a. m., Arrow Grill.
- 364 REPUBLIC, Washington, (D 9), *Republic*, Tues., 6:30 p. m., P. U. D. Auditorium.
- 712 ROSEVILLE, California, (D 39), *Roseville*, Mon., 6:45 p. m., Youth Building, Placer Co. Fairgrounds.
- 1026 WATERLOO, Iowa, (D 19), *Fork & Gavel*, Thurs., 6:15 p. m., President Hotel, Gold Room.
- 1174 OWOSSO, Michigan, (D 28), *Owosso*, 2nd & 4th Wed., 6:30 p. m., Owosso City Club.
- 1865 YORK, Nebraska, (D 24), *York*, Mon., 6:15 p. m., McCloud Hotel.
- 1866 GUAM, Mariana Islands, (D U), *Guam*.
- 1867 KINSTON, North Carolina, (D 37), *Stallings Air Base*, Thurs., 6:15 p. m., Stallings Student Dining Hall.
- 1868 LOMBARD, Illinois, (D 30), *Lombard*, 2nd & 4th Mon., 8:00 p. m.
- 1869 HARLENGEN, Texas, (D 25), *Harlingen Air Force Base*, every other Tues., 6:30 p. m., Officer's Club.
- 1870 JOLIET, Illinois, (D 30), *Joliet Amersteel*, Thurs., 5:15 p. m., 927 Collins Street.
- 1871 MOSS POINT, Mississippi, (D 29), *Moss Point*.
- 1872 HILLSBORO, Texas, (D 25), *Hillsboro*, Mon., 6:30 p. m., Del Mar Hotel.
- 1873 CLARKSVILLE, Tennessee, (D 43), *Clarksville*, Mon., 6:30 p. m., Royal York Hotel.
- 1874 FAIRFIELD, Alabama, (D 14), *Fairfield*, Tues., 5:30 p. m., Fairfield City Hall.
- 1875 AMARILLO, Texas, (D 44), *Thursday Night*, Thurs., 6:30 p. m., Herring Hotel, Room 205.
- 1876 NEW YORK, N. Y., (D 46), *S. E. C.*, Mon., 6:00 p. m., Advertising Club of New York.
- 1877 HICKORY, North Carolina, (D 37), *Hickory*, Fri., 7:00 p. m., 35 First Avenue N. E.
- 1878 PALMDALE, California, (D 12), *Palmdale*, Thurs., 7:00 p. m., Welch's Cafe.
- 1879 RALEIGH, North Carolina, (D 37), *North State*, Tues., 6:30 p. m., Parker's Cafeteria.
- 1880 MONAHANS, Texas, (D 44), *Monahans*, Thurs., 6:15 p. m., Cottage Inn.
- 1881 DALY CITY, California, (D 4), *Daly City*, Thurs., 6:30 p. m., Westlake Lodge, Clubroom.
- 1882 PEARL HARBOR, T. H., (D U), *Navy*, every other Thurs., 12:00 noon, Pearl Harbor Commissioned Officer's Mess.
- 1883 RED WING, Minnesota, (D 6), *Red Wing*, Wed., 5:45 p. m., St. James Hotel.
- 1884 YAMOTO, Japan, (D U), *Matsushima*, Thurs., 6:30 p. m., Camp Matsushima Officer's Club.

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