

THE *Toastmaster*

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*The REDWOOD HIGHWAY
NEAR SAN FRANCISCO*



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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Your Board Of Directors In Action



The Board of Directors of Toastmasters International in session at Indianapolis, January 31, 1948. President George Benson is seen presiding, with the Directors grouped around him, while many visiting Toastmasters look on to see how the organization operates.

The Convention Call

By GEORGE W. BENSON

As instructed by the Board of Directors of Toastmasters International, meeting in Indianapolis on January 31, 1948, I hereby issue the official call for the Seventeenth Annual Convention of the organization, to be held on July 26, 27, 28 and 29, in the City of San Francisco, California, for the purpose of transacting the business of the Corporation, and attending to such other matters as are for the good of the work.

I remind you that every Toastmasters Club is a member of the Corporation, and is therefore entitled by our Constitution to be represented in the Convention by two voting delegates, and by as many visiting representatives as may be desired. Every Club is urged to have its delegates present for the full period of the Convention, to participate in the deliberations and actions, and to contribute to the extent of their ability to the advancement of the Toastmasters movement.

The program, as planned, offers a rare opportunity for educational improvement for every man who attends. The recreational facilities of the Host City are unexcelled. The privilege of fellowship with representative Toastmasters from all parts is something not to be lightly regarded. From every angle, organizational, and personal, attendance at this Convention should be a "must" item on the summer schedule of every Toastmaster for whom it is by any means possible.

I hope to see YOU in San Francisco in July.

En Route To The Meeting

The Mid-Winter Meeting of the Board of Directors, held in Indianapolis, made it possible for the officers and directors to spend time in various districts as they converged on the Indiana Capital for the session. Thus, the inspiration of their presence was carried to many points without excessive demands on the time of our busy officials.

President Benson, Treasurer Grube, and Directors Olson, Jeffers and Jorgensen, all met in Chicago for a meeting of District Eight on January 29. Secretary Howorth and Director Clark were scheduled for a meeting in Albuquerque, but Clark's plane was delayed, leaving Howorth on his own. The two men were together in St. Louis, where they joined Director Mann in another meeting before the three went on to Indiana. Vice-President McAninch and Director Reed attended District meetings in Tulsa and in Waterloo.

Following the meeting, several of the men were able to make further local visits before returning to their homes. President Benson and Director Price were among these, making a special visit to District 13, Western Pennsylvania on Monday after the Directors' meeting.

In Indianapolis

All officers and directors (with the exception of Donald Nelson and Ralph Smedley) had arrived in Indianapolis by the evening of Friday, and all were settled in the

Severin Hotel, where the sessions were held. Instead of being limited to the formal business meetings, the men found themselves in a continuous conference which lasted most of the time for two nights and one full day, and gave an exceptional opportunity for study of problems and exchange of ideas.

Half a hundred local Toastmasters assembled with the official group on Friday evening, for an informal discussion. Past District Governor Joe Hendrickson, general chairman of the local arrangements, presented the group to President Benson, who outlined the work in a brief "keynote" speech.

After hearing reports from the men who had made visits on the way, the President asked Executive Secretary Blanding to conduct a general discussion, which was carried on at a rapid rate until reluctant adjournment at a very late hour. The discussion was loaded with vital questions and comments for the welfare of the entire Toastmasters program. Ideas brought forward will be put into action in the months to come.

The Board Meeting

The formal sessions of the Board began Saturday morning, January 31. Routine reports from all officers and committees reflected a tremendous amount of activity in all points, and an encouraging growth in efficiency of operation, education and promotion. These reports are shown in detail in the minutes of the meeting, and their consequences will be seen in

various actions and activities which will be announced later, when more fully matured.

With only a brief pause for refreshments at noon, the Board carried on through the afternoon, with an increasing number of visitors gathering to see how the work is done. So many more had come in who were not present for the morning session that Secretary Howorth reviewed the morning's work for their information before proceeding with the regular order. Reports continued, giving previews of Convention arrangements, speech contest details, club-of-the-year, nominating committee, past-presidents' committee, and all the other lines of activity. Each report showed the results of tireless work

and study, and indicated means for enlarging and improving present techniques.

The place and time of the Seventeenth Annual Convention were set by formal action, and the President was authorized to publish the official call for this event. The date for the next meeting of the Board was fixed for July 27, in San Francisco.

The meeting adjourned at 5:20, barely in time to get ready for the evening dinner and program which gave the local Toastmasters their real opportunity to meet and hear the leaders of the movement.

Saturday Evening

Some 150 Indiana Toastmasters and their ladies met for dinner, with the visiting Board members



Studying the agenda for the Board Meeting are President George Benson, Past Governor D. Joe Hendrickson and District Governor H. O. Johnson, of Indianapolis, and Vice-President I. A. McAninch. It was the carefully planned and timed agenda which made possible great accomplishment in so short a time.

as the guests of honor. District Governor H. O. Johnson was in charge, aided by local officers.

Past President Rinnert was Toastmaster for the evening's program. He established a fast pace and scintillating example for his panel of speakers, and then turned them loose, the speakers and their subjects being as follows:

1. Executive Secretary Ted Blanding, on "The Home Office and Its Service to the Club."



Geo. Benson

(Blanding created a diversion by asking the President to call an extraordinary session of the Board right on the spot, to transact unexpected business. This was done, and the "unexpected business" proved to be the formal approval for six new charters which had been asked for by clubs since Blanding had left the Home Office a few days before.)

2. Secretary Briggs Howorth, on "The Club and the District."

3. Treasurer Bob Grube, on "Where the Money Goes."

4. Vice-President I. A. McAninch, on "Men Wanted."

5. Director George Reed, on "Your Toastmaster Magazine."

6. Director James Clark, on "The Convention City."

7. President George Benson, on "The Golden Gate in '48."

In timing, planning, audience interest and general effectiveness, this program was a notable demonstration of the results of training in Toastmasters clubs. It made an

appropriate close for the long hours spent in the business sessions of the day, and sent every person present away with a new conception of what the work holds for him and his fellows.

Accomplishments of Meeting

It is impossible to give a detailed listing of the actions taken, but certain highlights of general interest are noted here:

1. A recommendation for further study of the enlargement of *The Toastmaster Magazine*; a recommendation that the Club Directory be published annually rather than twice a year, as at present.

2. A report that the Past-Presidents' Council is studying a "Speech Library" project.

3. Plans to eliminate disadvantage to the first speaker in speech contests, by experimenting with an "ice-breaker" as first man on the contest program, said "ice-breaker" not to be a contestant.

4. Appointment of chairmen for the Zone Speech Contests: (A) Nelson; (B) Jeffers; (C) Price; (D) Clark; (E) Reed.

5. Decision to hold this year's Club-of-the-Year competition on lines similar to those followed last year.

6. Action looking to an increase of the minimum number clubs required to organize a new district from the present figure of 6 to a proposed requirement of 10.



I. A. McAninch

Cartoons by Lyle Warrick

7. Proposed action to prevent illegal use of the name "Toastmasters Club" by groups not authorized to make such use.

Comments

From Nick Jorgensen, of Seattle:

"For over ten years I have belonged to a Toastmasters Club, and often have I wondered just what made Toastmasters International tick. At this Board meeting I found out. From the moment of arrival I was impressed by the serious attitude, the realistically sound and intelligently enthusiastic atmosphere evident throughout the company. I noted the frankness of the discussions, and the friendly and broad-minded adjustment of differences of opinion. To me, it was a demonstration of

hard-hitting, hard-thinking business men at work, all of them at all times with the purpose to find what was best for Toastmasters as a whole."

From Joe Hendrickson, of the host city:

"We are very much indebted to the Board for choosing to meet in Indianapolis. The occasion left our District with greater inspiration and renewed enthusiasm for Toastmasters. The whole event was a challenge to us who have been serving here as leaders. We must increase our number of leaders and give them the opportunity for training and experience. The Board meeting in Indianapolis was good for District Eleven, and it was a revelation to all of us of the greatness of our organization, and the possibilities for growth."



At the dinner table on Saturday evening, these leaders of Toastmasters were ready for their part in the program. They are: Secretary E. Briggs Howorth; Director James A. Clark; Mrs. Hendrickson; D. Joe Hendrickson; Past President Jos. P. Rinnert; Mrs. Johnson; District Governor H. O. Johnson; President George Benson; Vice-President I. A. McAninch; Treasurer Bob Grube; Director George Reed; Executive Secretary Ted Blanding.

The District Governor Resolves

Whereas, the first of March marks the beginning of the last one-third of my term of service as District Governor; and

Whereas, in spite of all that has been accomplished during the preceding months of my term, dozens of tasks are yet uncompleted, many projects for advancement are not even started; and

Whereas, I am determined to leave my work as nearly as possible in a state of completion, so that my successor may start his duties under the most favorable circumstances, therefore be it

Resolved, That I, Governor of District of Toastmasters International, do highly resolve that I shall set myself from this day forth to perform, promptly and in the most effective manner, for my own good and peace of mind, and for the furtherance of the work of Toastmasters in all parts of my District, the following tasks:

1. I shall complete without delay the plans for the spring meeting and speech contest in the District, including date, place, program, and early notification to all the Clubs under my jurisdiction.
2. I shall confer with all my Area Governors as to plans, programs, dates, locations and other details for the Area Speech Contests, and as to procedure to bring out full attendance of members to these and to the District Speech Contest.
3. I shall stress the importance of timing and punctuality for all such group gatherings, endeavoring to bring every Area and District Speech Contest to a close at a reasonable hour, with a clear understanding that in no case shall such an event continue beyond ten o'clock at night.
4. In conference with the District Officers, I shall appoint a nominating committee to recommend a list of officers for the District for next year. This committee will include representatives from all parts of the District.
5. I shall get my records into good order to present to my successor when the time comes. These records will show a true and complete account of the plans of the present year; names of men who have proved to be good and dependable workers; unfinished tasks, and recommendations for things which ought to be done; and a complete financial statement which shall go to each Club in the District.
6. I shall check up on all the clubs in the District as to use of Basic Training, Progressive Training, Speechcraft, and Parliamentary Training, and list them as to what they have done.
7. I shall clear up all loose ends of the work, finish such projects as can be completed, and make the way clear and easy for my successor.
8. I shall send in my completed reports to the Home Office at an early date and shall be ready to attend the Convention at San Francisco in July. If possible, I shall make this trip in company with my successor, so as to share with him all my experience, and help him get thorough preparation for his task.
9. I shall help my successor in every way possible, without interfering or seeming to dictate to him; and I shall now and hereafter work within my own Club to help make it the best one in the entire District.
10. I shall wind up the financial and business affairs of the District in an efficient and businesslike manner, making certain that the next administration shall have a sufficient fund in the District Treasury to carry through the first few months without embarrassment.

Having adopted these resolutions, I now set my face toward the closing date of June 30, assured in my own mind that the affairs of District shall be competently administered in the way of achievement during the remaining months of my opportunity in service.

The President's Message

By GEORGE W. BENSON

A Toastmasters Club would be a dull place were it not that the imagination is stirred in the meetings. Ideas are bound to come where men are thinking, talking, listening and evaluating. To be required to think is one of the first demands of education. In Toastmasters you have a rare opportunity for developing imagination and learning to think.



Imagination sets men apart. Some can devise, dream, scheme, plan or present better than others, but all can learn to do better. The repeated experiences of using the imagination tend to make each succeeding experiment more productive.

There are two kinds of imagination, creative and synthetic. The latter is used when effort is expended to develop new uses for old ideas. It isn't creative; it uses old methods, old plans, and imagines new uses or new means for improvement in use, understanding or methods. Toastmasters should make every effort to employ this kind of imagination in connection with our educational material, our method of criticism, program planning, officer installa-

tion and organizational set-up. We may believe that it is satisfactory, but by exercising your imagination you can discover improvements.

Creative imagination is what Ralph Smedley used when he thought of the idea of Toastmasters. Also, it is the process of developing a speech that is original in your mind. Your creative imagination will demand that the talk you make is the product of your own thinking. If it is the result of your having read or heard something somewhere, it involves synthetic imagination. This type of imagination is just as valuable, just as wonderful as the creative.

All ideas, whether new ones, or improvements on old ones, are the product of imagination. Also, imagination becomes weak if not used. It is as in speaking; without practice, the facility is soon depreciated.

Too many speakers fall into a dull, factual style, which is tiresome to those who listen. It takes vision to put life into the speech, and imagination goes hand in hand with vision.

In every speech experience, every criticism, make use of imagination. Strive to do it differently, more effectively. One reason why Toastmasters work is so successful is that it compels you to use your imagination, and imagining is fun. Keep exercising your imagination!

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Your Best Critic . . .

The Toastmasters' wives attending the Saturday evening (January 31) District 11 dinner in Indianapolis were reminded that they could be their husbands' best critics. Intended as a serious statement, this remark occasioned a round of laughter, to the speaker's surprise. (Perhaps it was delayed action on one of his earlier jokes.) The merriment followed the statement that the *Toastmaster Magazine* would publish some suggestions on how wives should criticize. Of course, we mean *speech* criticism! Many jokes have been told and cartoons published concerning speech practice at home. It's no laughing matter! (Some wives think it's painful.)

But, seriously, wives are more anxious than anyone else (except, perhaps, the audience) that you perform creditably whenever you speak . . . Then use their in-

terest. Ask them to be constructively critical. Let them read some of the Toastmasters educational material on how to evaluate. Then use their criticism, and you will be a better speaker.

We hope to publish, in the April issue of *The Toastmaster*, some specific suggestions for "your best critic."

The Speaker's "Profile"

A new critique form has just been issued by the Educational Bureau which promises to introduce a fresh note into speech evaluation in the clubs. Built on the basis provided by the judging sheets to be used in the Inter-Club Speech Contests and Finals, this form is arranged so that a simple process of checking the speaker on a dozen points will make it possible to show the speaker his "profile" by drawing connecting lines. This is similar to the "graphic form" previously offered, but it has been simplified and improved for easier use.

The Dead Line

Contributions for publication in *The Toastmaster* should be received in the Editor's Office not less than 30 days before date of issue in which they are to appear. Because of the large amount of material sent in, it is not always possible to use contributions immediately. Date of publication must be left to the discretion of the Editorial Committee. Promptness in reporting events of unusual interest and significance is very important.

What's Going On

Aloha, Honolulu

The Toastmasters Club of Honolulu received its charter at an impressive meeting on January 20, marking the formal establishment of our movement on the Island of Oahu. The club starts with 30 active and four associate members. An excellent precedent was set in the issuing of a complete roster, with brief biographical sketches, of the charter members, a document which will gain in interest with the passage of years. The roster of names reads like a veritable "Who's Who" of Honolulu, with titles like manager, superintendent, special agent, director and the like on almost every page.

Front Page News

Roaming Reporter Austin Conover is always sure of a good story when he visits the Hollywood Toastmasters Club meeting. The Hollywood Citizen-News of January 24th carried a two column, front page story by Conover, discussing the speakers and the speeches presented at that week's meeting of the Toastmasters, and paying high tribute to the work they are doing. This goes to prove that other matters than movies and radio engage the attention of citizens of Hollywood. This Toastmasters Club has its full quota of 30 members, plus a number of associates.

Blue Ribbon Toastmasters

Walnut Park-Southgate Toastmasters Club, of Huntington Park, Calif., uses an unusual form of recognition, for exceptional service. This consists of a small strip of blue ribbon, to be pinned on the lapel of its proud possessor, constituting him a "Blue Ribbon" member. The award may be won by service in many lines. Distinguished service as table topic-master, toastmaster, speaker, grammarian, general critic, or as an officer or committeeman may bring the decoration. Suggestion of some plan of action which brings definite benefit to the club, or introduction of a guest of unusual interest can bring the recognition.

It is worthy of note that this special award goes for service done for the good of the club itself. It has stimulated interest in club improvement.

Juniors Celebrate

The Junior Toastmasters Club of Coeur d'Alene celebrated the completion of four years of speech training in January and started out on the fifth year, with a special anniversary program. This club, sponsored by the Coeur d'Alene Toastmasters Club, has done exceptional work in developing its members in their youth so that they may speak well and lead capably in maturity.

Conn-Me-Mass

Toastmasters Clubs in New England are stepping out on a program of inter-club visitation, in spite of widely scattered locations. Boston Toastmasters (No. 502) and New Haven's Connecticut Yankee Chapter (No. 536) broke loose the last of January and held the first joint meeting of Toastmasters in all New England, assembling at the Connecticut city. A week later, the Hub group presented a demonstration Toastmasters program before the Rotary Club of Cambridge, Massachusetts, thus furthering the effort to establish additional chapters in Greater Boston. Plans are under way for an interchange with the Toastmasters of Portland, Maine (No. 288) at an early date. Emphasizing the wide spread of Toastmasters, it is noted that Ervin Pietz, President of Boston Toastmasters, is a former officer in the Toastmasters Club of Portland, Oregon. It is the feeling of the men of Boston that the work of introducing Toastmasters training in the northeastern states is just beginning to get under way.

Swap Subjects

Vigo Toastmasters, No. 322, of Terre Haute, solved the problem of finding what to talk about by requesting each member to bring in a speech title on a subject which he would like to hear discussed. These subjects were then traded around, so that each man had the subject for his next speech assigned by a fellow member. Good idea.

Another T. M. Club Forming

From the bulletin of the Oregon Toastmasters Club, No. 424 comes the announcement of another Toastmasters Club being formed in that state. It says, "We are to have twenty guests at our next meeting. These men are interested in forming a new Toastmasters Club and are coming to see how Oregon does it."

Not New But Good

The Newark, Ohio Toastmasters Club, No. 511 has been on the air for the past three months. During this short time they have received many compliments from their listeners, but the most cherished commendation came from the manager of the radio station. He said, "Your program is one of our best."

What Would You Do?

At Jeannette, Pa., the Program Committee fixed up plans for a "Situation" night. A special "situation" was created for each speaker, who then carried on as best he could. The announcement warned: "Often at a banquet or meeting we have seen the chairman call for a 'few remarks' from someone who has not been assigned to a place on the program, or even told that he may be called upon. Would you be ready with something appropriate if called on unexpectedly? Would you stammer in embarrassment? You never can tell when the situation will occur. This plan is to help you be prepared for any eventuality."

Bowling Team

The weekly bulletin "Talk" of the Mt. Olivet Toastmasters Club at Minneapolis reports that their bowling team does its stuff every Wednesday night after the regular meeting. By practicing speech the ball into rolling them a "strike" each time.

These Men Sing

Atlanta Toastmasters Club, No. 266, as reported in "Southern Accent", has gone musical. A new procedure has been established, which provides for the singing of a familiar song following the invocation at the start of the meeting. "Very enjoyable," is the verdict.

Help Polio Campaign

The Bluegrass Toastmasters Club of Louisville, Kentucky, contributed their time and speaking ability in behalf of the Polio campaign in Jefferson County. These Kentuckians believe in helping their community by applying their speech training to worth-while projects.

For Veterans' Hospital

At Jeannette, Pennsylvania, a Veterans' Memorial Hospital campaign is on the way. Toastmasters are active in the campaign of education and publicity. Edward R. Marian, secretary of Jeannette Toastmasters, is giving aid on the Speakers' Bureau, in which many Toastmasters are taking part.



VIRILE VIKINGS

When President George Benson went to Northfield, Minnesota, to present Charter No. 560, he found the "Vikings" living up to their name, many of the members having developed their whiskers for the occasion. While the hirsute decorations do not show up heavily in the picture, because of their Nordic complexion, they were much in evidence at the charter meeting. Picture shows President Benson holding the charter, surrounded by the "Vikings."

The "New Look" Wins

Demonstrating versatility of the members, and adaptability of Basic Training and Progressive Training for practical use, Saguaro Toastmasters Club No. 16, of Tucson, staged an unusual program at their annual joint meeting with the Tucson Chaparral Toastmistress Club.

The members of Saguaro Chapter are pledged to complete Basic Training this year. They are also using Progressive Training Schedules in their program. This meeting featured the formal debate suggested in Progressive Training for January. Each Toastmaster debater used Basic Training assignments for his debate speech. The subject was the "New Look" in women's fashions. The men opposed it, while the women upheld it. (The women won the decision, by vote of the audience.)

Debater John Epley (Deputy U. S. Marshal) used B. T. No. 6 for his pattern in the debate, while John Rauscher, (Water Department Engineer) used B. T. No. 3. Chairman of the debate Emil Soukop, Saguaro's Educational Chairman, used B. T. No. 7, "The Big Broadcast," with realism, for the event was broadcast by Station KCNA. President Jonathan Schultz used B. T. No. 10 for his oration of eulogy "To the Ladies."



Winning debaters of the Chaparral Toastmistress Club were congratulated by President Jonathan Schultz, of Saguaro Toastmasters. Mrs. Blanche Teitelman accepts his compliments. Next is Mrs. R. R. Hinnant, President of Tucson League of Women Voters. Ralph R. Guthrie, Past President of Toastmasters International is seen next; John Epley, debater; Mrs. Thelma McQuade, Past President of International Toastmistress Clubs; Debater John Bauscher, and Mrs. John Barringer, President of Chaparral Toastmistress Club. Mrs. Teitelman and Mrs. Hinnant were the winning team which upheld the "New Look" in debate.

Doings In The Dominion

"Amateur Night"

Victoria Union Toastmasters Club (Victoria, B. C.) reports an ingenious plan for getting new members into stride. For the "Amateur Night" program, each new member, of whom there were several, was coached by his sponsor in preparing his first speech, which was then carefully evaluated by the Basic Training method. The ice was broken with excellent speeches, and the program in itself was of a high grade, though given by beginners.

The Spreading Influence

Barrie Goult, Past Governor of District 21, writes concerning efforts being made by Harry Olden, formerly a member of Victoria Toastmasters Club No. 38, to establish a Club in South Africa. Olden has interested a group of men in Germiston, and has asked for permission to start the Club. Germiston is a town in South Transvaal Province of the Union of South Africa, and the Club there, when organized, will be our farthest south, and at the greatest distance from the Home Office.

Winnipeg-Regina

Distance may impede, but it does not stop growth in the great northern reaches. Winnipeg, recognizing the value of training given by four Toastmasters Clubs, establishes another, the "Somerset" Toastmasters Club, which will receive Charter No. 581 in the near future. Westward from Winnipeg about 150 miles, we find Brandon, with Club No. 293. Something like 300 miles further west, across in Saskatchewan, is the city of Regina, the flourishing center of the province of which it is the capital. Toastmasters training is to be made available to the men of this city, with the granting of Charter No. 577, to the "Wascana" Toastmasters Club of Regina.

Congratulations to Governor E. J. Coyle, of District 20, on this spreading out of his responsibilities. There is still abundant space to the westward before District 20 will have occasion to adjust boundaries with Governor E. M. Whyte, of District 21. Both Governors are entitled to praise for their excellent service and worthy accomplishments in their districts with the great distances.

Good thoughts are blessed guests, and should be heartily welcomed, well fed, and much sought after. Like rose leaves, they give out a sweet smell if laid up in the jar of memory.

Rev. Charles Haddon Spurgeon.

Ten Commandments Of Selling

APPLIED TO TOASTMASTERS CLUBS

By GEORGE W. WESTBERG, Executive Toastmasters Club, Des Moines

During my more than thirty years in the field of selling I have spent many dollars for materials written by sales authorities. All of these have been good, and worth the money. But I have never enjoyed any sales training course more than I have enjoyed my work in the Toastmasters Club, where each weekly meeting brings one face to face with one's "trainers", the other members.

Here are "ten commandments" for the salesman which are closely related to the work in our clubs, and which are worthy of study by every speaker.

First: Always be on time. When you have a sales appointment, be a few minutes early. Never keep a customer waiting. If you are detained, phone him, or get word to him in some way.

Second: Always be neat. This means clothes well pressed, clean shirt, hair well groomed, nothing gaudy. Be conservatively well dressed.

(Both of these rules apply to the speaker as well as to the salesman.)

Third: Don't be egotistical. No one likes a bragger; everyone likes a good listener and modest talker.

(In a Toastmasters Club, egotism is quickly spiked by the critics.)

Fourth: Always be pleasant.

Remember, the show must go on no matter how hard the task. And we must smile while doing it.

Fifth: Be truthful. Make sure that there is nothing in your sales presentation which will embarrass you later.

(Likewise, be truthful in your evaluations, so that they will ring true to the speakers.)

Sixth: Don't ramble. Keep right on the course, and you will not get side-tracked, if your sales talk is organized.

(Again, if you ramble in your speech, your time will be up before you get back to your subject.)

Seventh: Don't argue. You may win the argument, and lose the sale. Never argue with your prospective customer.

(And never argue about the evaluations. Accept them as honest opinions and try to profit by them. They are meant to help.)

Eighth: Know your product. This is one of the most important points. Be ready to answer questions on any point.

(Be sure of your subject when you speak before your club.)

Ninth: Be enthusiastic. The enthusiasm you put behind your sales talk is emblematic of the size of the order you hope to get.

(It takes enthusiasm, conviction, force, to make your speech effective.

Tenth: Try to remember. Remember not only your sales talk, but the names and faces of the people you deal with.

(Each individual's characteristics are different from all others, but everyone likes to be remembered by name. It is important for all of us, whether salesmen or speakers, to remember people we meet. Different characteristics help us remember individuals.)

These are the "ten commandments" of selling. You can see how they tie in with what I consider one of the greatest of sales training courses, the Toastmasters Club. Each one of us is a salesman. Each has something to sell. Each can learn vital lessons in salesmanship in his own Toastmasters Club, which will help him to "sell" himself, his idea, his goods, to the best advantage.

You Drive It

By CHARLES COVER, of Zanesville Toastmasters Club No. 257.

In the good old days an automobile salesman had to be smart!

Remember? The **first thing** he did when he demonstrated a car was to get you behind the wheel. Immediately, a subtle sense of ownership crept over you.

You were driving.

I believe that the same principle underlies our interest in Toastmasters. We participate.

Almost all other organizations, so far as I know, bring in outside talent to entertain and to put over the programs. They put the outsider behind the wheel. The average member is content to sit back and watch. He has no incentive to take an active part. A few dynamic souls at the top of the club keep things moving. The members merely belong to the club.

How different it is in our Toastmasters Club!

Here, as in the demonstrator's car, every member has his chance to **get behind the wheel**. There are no "top members" to keep things moving. It is like perpetual motion—and every man takes his important individual part.

The newest member in the Toastmasters Club takes his place side by side with the old-timer. Under such conditions, the new member will bring in new ideas which he learns to present with brevity. And under such conditions, Toastmasters can never grow old. We shall never lack enthusiasm and drive.

Instead of our members belonging to Toastmasters, the Toastmasters Club belongs to us. It is our club, because we are behind the wheel.

The California Language

II.

Rule 1, for all Convention visitors, is to avoid the use of "Frisco" when referring to our host city. It is *San Francisco*, and the time is July 26 through 29.

The principal highway extending north and south through the state is known to true Californians as "El Camino Real," which marks the course followed by the early Spanish Padres, and which is the old route from Mission to Mission. It is pronounced "el ka MEE nyo ray ALL" and its literal meaning is "the highway royal," or "King's Highway."

You will be impressed by the prevalence of names using "San" and "Santa." These two words refer to saints. Santa is the feminine and San is masculine. Santa Monica and Santa Clara, for instance are names of female saints, while San Juan, San Jose and San Miguel recall men who achieved sainthood.

There is an added interest to these names when we remember that each one is a memorial to some person of notable character. San Juan Bautista is easily interpreted to mean St. John the Baptist, and San Pedro translates into St. Peter. San Marcos recalls St. Mark, while San Lucas is St. Luke in English. No so clearly do we see St. James in its Spanish counterpart, San Diego. The story is that in 1602, Gen. Vizcaino sailed

along the coast and landed on the feast day of St. James. To celebrate mass in due form, he built a hut and called it San Diego, and that is the name today of California's southernmost metropolis.

It is impossible to give any exhaustive list of the names you will encounter, but here are a few selected ones which frequently cause trouble to the new comer. Get the general idea of the vowel sounds, and watch out for "J" and "L" and you should have no great difficulty.

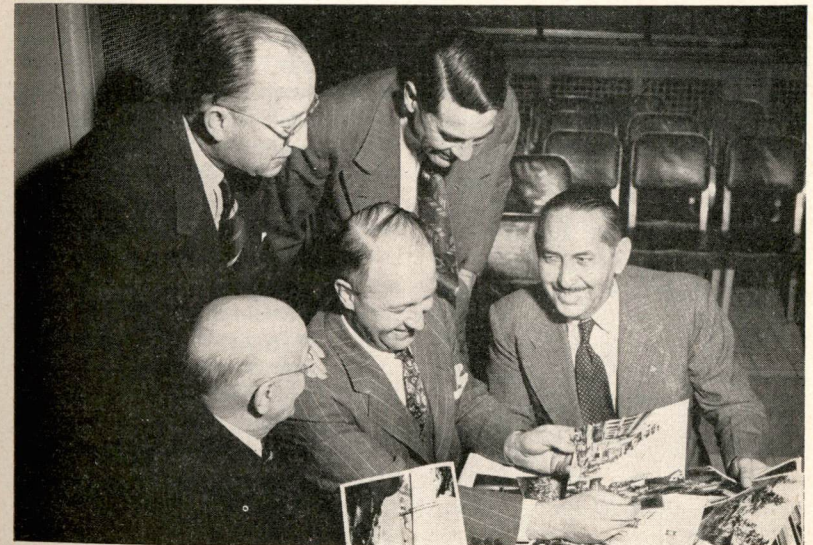
<i>Spelled</i>	<i>Pronounced</i>
San Juan - - - - -	San Hwan
San Rafael - - - - -	San Ra FELL
Sausalito - - - - -	Saw sa LEE to
Tamalpais - - - - -	Tam al PICE
Yosemite - - - - -	Yo SEM it ee
San Miguel - - - - -	San Mig ELL
Vallejo - - - - -	Val LAY ho
Dolores - - - - -	Do LO reez
Cabrillo - - - - -	Ca BREE yo
Ojai - - - - -	O high
Matilija - - - - -	Ma TIL i ha
Conejo - - - - -	Co NAY ho
Tujunga - - - - -	Too HUNG a
Santa Ynez - - - - -	Santa ee NEZ
Guadalupe - - - - -	Gwad a LOO pe
Salinas - - - - -	Sa LEE nas
Madrone - - - - -	Ma DRO na
Escondido - - - - -	Es con DEE do
San Mateo - - - - -	San Ma TAY o
San Luis Obispo - - - - -	San loo is o BIS po
San Martin - - - - -	San mar TEEN
Coyote - - - - -	KI ote

THE RECORD OF GROWTH

"700 by 70"

No.	Name	Town	District
569	Ames — Ames, Iowa.....		19
570	Stevens Point — Stevens Point, Wisconsin.....		6
571	Mt. Sentinel — Missoula, Montana.....		17
572	Magic City — Birmingham, Alabama.....		U
573	Detroit — Detroit, Michigan.....		U
574	Irwin — Irwin, Pennsylvania.....		13
575	Moscow — Moscow, Idaho.....		9
576	Stillwater — Stillwater, Oklahoma.....		16
577	Regina — Regina, Saskatchewan, Canada.....		20
578	Monday "Y" — South Bend, Indiana.....		11
579	Sioux City — Sioux City, Iowa.....		19
580	Syracuse — Syracuse, New York.....		U
581	Somerset — Winnipeg, Manitoba, Canada.....		20

Back of each of these chapters there is a story as interesting as the one about the Ferguson Toastmasters Club, which is to be found on page 24. Each club represents the fruition of some man's unselfish hopes and plans. "The extension of the Toastmasters Clubs is an adventure in fellowship, a cooperative reaching out for a common goal."



At the Indianapolis Board Meeting, convention plans were thoroughly discussed. Here you see five of the men looking things over. Standing are Director George Reed and District Governor H. O. Johnson. Seated are Carleton Sias, of Waterloo, James Clark, of San Francisco, and Executive Secretary Ted Blanding, talking about "The Golden Gate in '48."

Toastmaster Magazine Writing Contest

★ ★ ★ ★ ★

So You Have Stagefright

By T. O. WHITE, of Birmingham, Alabama
Toastmasters Club, No. 512

(Educational)

To many people, stagefright is a terrifying experience. Almost everyone suffers from it to some degree, but to the beginner in speech it may become a distressing affliction.

This experience varies from a mild, tight, tense feeling to the "shakes," a pounding heart, a quivering voice, throat lumps, fainting sensations, and even speechlessness.

In dealing with stagefright, understanding of its cause is most helpful. In the first place, extreme shyness usually dates from some unfortunate childhood experience. Perhaps the victim forgot a reading or missed a line in a play. Perhaps he was pushed too hard by over-zealous parents, or awed into timidity by association with some outstanding playmate. Whatever the cause, shyness should be understood as something acquired, not an inherited weakness.

Following such a childhood experience, the policy of retreat is practiced, and the pattern of trepidation is enlarged into a deep-rooted habit.

The second fact we must understand is that shyness, stagefright, lack of confidence, *can be over-*

come by practice just as it was acquired by practice. It will be difficult at first, because any fixed habit is hard to overcome, but it can be done. Will power, determination and persistence will be required to break the habit. Practice in speaking, and lots of it, will cure any case of stagefright.

It is helpful to the shy person to understand clearly the mechanics, the natural processes involved in his experience. He should know that there are powerful drug factories in our bodies, located near the kidneys, known as the adrenal glands. When we are faced with a task requiring extra effort, these glands begin to function, injecting a powerful stimulant into the blood stream. The whole system is mobilized for action. When so spurred, people do great things. Great athletic feats are accomplished, great military victories are won, great speeches are made.

To the shy person, the first speech is just about the biggest thing ever. Consequently, he overloads his system with adrenalin, and it increases his nervous tension. If he gives up at the first or second attempt, he is "licked." If he perseveres, he soon finds that making a speech is not nearly so critical a situation as he first thought, and his adrenalin secretion is gradually reduced to the amount really needed to give him force and enthusiasm.

The individual afflicted with stagefright should learn to consider his nervousness as an asset rather than a hindrance, because it is easier to reduce the production of his drug factory than to increase it. Furthermore, he may find encouragement in the fact that many of the greatest accomplishments in the world have been by people who have had to overcome their shyness and timidity.

For the beginner in the Toastmasters Club there are numerous effective sedative measures. He must learn to use them.

Thorough preparation, including careful timing, will be a big help. Don't worry about the speech in advance. If a nervous feeling comes over you every time you think about giving the speech, burn up this energy by keeping busy. When the evening arrives for you to make the speech, walk into the meeting room with a smile, forced, if necessary. Circulate among the members, talk with them, relax. Forget that you are to make a speech. During the dinner, take a lively part in the conversation, and do whatever you can in table topics and the business portion of the program to keep you from worrying.

When you arise to speak, breathe deeply and deliberately. If the pressure is terrific, stumble over a chair, or intentionally drop your notes as you take position. These apparent mishaps will bring a sympathetic chuckle from the members, and the exercise of re-

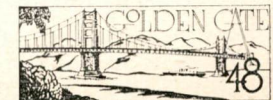
covering from the stumble or picking up the notes will help you to relax.

Do the best you can, remembering that the fate of humanity does not depend upon your speech, but that there is the chance of an important achievement in self-control for you.

After the speech is finished you may still feel nervous. The tension may continue after the close of the meeting. But don't lose your night's sleep. Relax by taking a brisk walk in the fresh air. Take some mild setting-up exercises before going to bed. Burn up the excess adrenalin and relax in body and mind.

As a fellow sufferer, I have been told (and I believe it) that every Toastmaster who perseveres eventually learns to speak well. He acquires a new understanding of himself and his powers. He learns how to control and use his natural abilities.

He gains materially but, much more important, he grows spiritually and socially. He learns of the great privileges of service to his community and to his associates. The victory which he has won over his fears makes him a better man. When understood and controlled, his shyness and his emotional nature can be made friends and allies on the way to achievement.



Why Should You Speak?

By GLENN ENGBRETSEN, Vice-President,
Loyola Del Rey No. 499

(Inspirational)

Why should you speak? You can say a few words and start a riot—or a panic; you can say a few words and be sued for everything you possess; you can say a few words and land in jail—or get shot! So, why should you speak?

You have heard the old clichés—"the pen is mightier than the sword," and "the power of the press." Actually, the pen and the press have no "power"; this "power" is in the words which are reproduced by the pen and the press. Words are the instruments we use to transfer ideas and thoughts from our minds to the minds of others. If those thoughts and ideas are honest, true, and of potential benefit to the people, they will have tremendous power when translated into the proper words. Unfortunately not all words are honest and true; some are cheap, shoddy and meaningless.

When I was twelve years old I saw an advertisement which read: "Receive giant mails; send ten cents." I looked in my hot little hand and I had ten cents, so I sent it in. And I got those "giant mails." For weeks and weeks and weeks the mailman came to our house every day with his arms full of mail for *me*. I had invitations to join hundreds of the most exclusive lonely hearts clubs in the

country. I could have purchased the finest and most alluring perfumes ever concocted by man for twenty-five cents a pint. For a dollar down and a dollar a month I could have learned to develop my muscles so that I would have become one of the strongest men in the world. Yes, I received millions of words for my dime—but I was still short-changed. Because the words were weasel words, cheap, shoddy and untrue; words connived at to get something from others for less than value given.

I sometimes think that the reason the world finds itself in these periodic crises is because the common, average intelligent peoples of the world do not speak for themselves. They have fallen into the unfortunate habit of allowing the professional word users to speak for them. I do not mean to indict the preachers, the teachers, the lawyers, the writers and the politicians. Neither do I wish to praise them too highly, because it seems to me that they have made less than completely effective use of the words which have been at their disposal.

We cannot expect the professional word users to speak for us. They are far too busy, as a rule, speaking for their jobs, and for the perpetuation of the institutions which they represent.

We must speak for ourselves. In this enlightened era there are millions of peoples in the world with good minds; there are millions of us with good basic edu-

cation. Ideas and thoughts which may be of great benefit to mankind may come to any of us. But unless we are able to speak up and express these thoughts and ideas in understandable words, they will die within us. Many of the finest ideas which have been put to use for mankind's betterment have not been the result of just one man's thinking. They have become effective because many people had good thoughts and ideas and were able to express them. The interchange of these ideas resulted in philosophies and movements which materially assisted the world in its forward progress.

They tell you there is no defense against the atomic bomb. Don't you believe it. There *is* a defense against the atomic bomb. That defense is words—not the words you hear around you today—not the words you read in your newspapers—but the words which can and will be spoken right out of the hearts and souls and minds of the people.

One of these days some one of us is going to get an idea that will set the world on the road to moral recovery, to universal peace and individual freedom. It would not surprise me if the person who conceived this idea and was able to express it should turn out to be a Toastmaster.

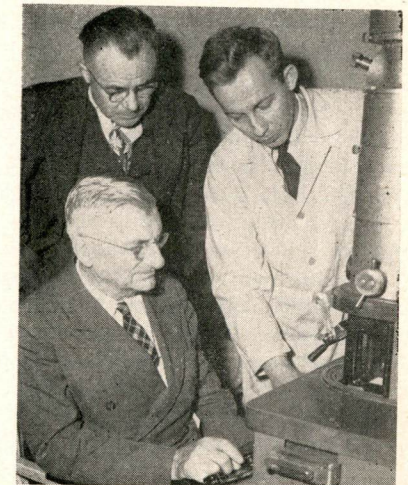
Why should I speak? Because—if you want a better and finer world, you are going to have to speak for it!

From Burbank's Bulletin

"The critics are becoming increasingly sharp. They are measuring each speaker against the pattern assigned him instead of just comparing him with the other speakers."

Technicians Are Trained

The value of Toastmasters training for technical men is constantly being demonstrated in Akron, where engineers, research men and executives in all lines in the city's great industries are members of our clubs. This fact was thoroughly impressed on Ralph Smedley when he visited the "Tire City" last November, and met many of the men who are taking advantage of the opportunity.



In the Firestone Laboratories, at Akron, where numerous Toastmasters are at work, District Governor Si Blinn and Founder Ralph Smedley are introduced to the workings of the electronic microscope, by physicist Russell B. Keller.

Batter, You're Up!

By WILBUR M. SMITH of the Editorial Staff

IT IS AS MUCH FUN to organize a speech as it is to play baseball, and just as exciting. You can make a game of it.

First, with pencil and paper, draw a diamond like the one on the next page. While doing this remember that the audience will represent the fans, and it is before them you are to prove your merits as a Babe Ruth or a Ted Williams. When the diagram is completed it is time to organize the speech.

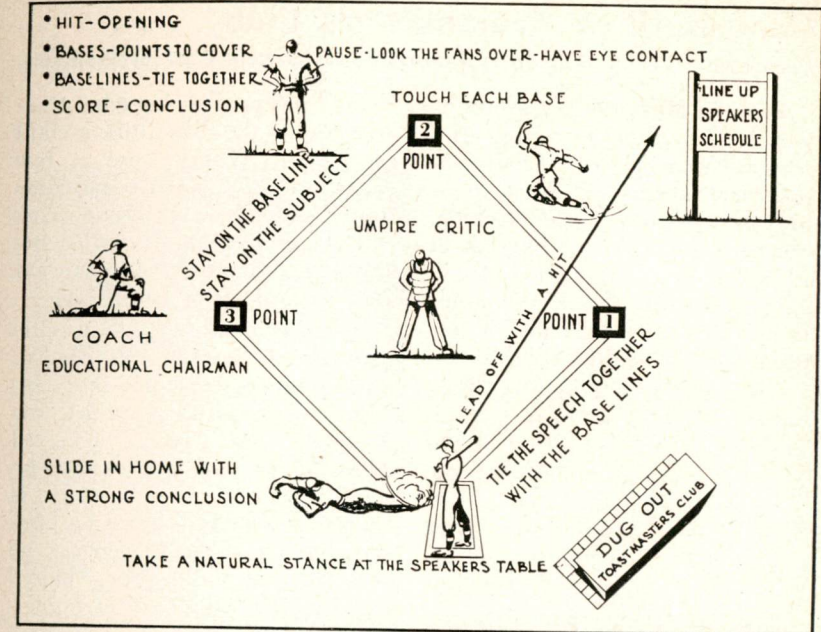
Step up to the batter's box—the speakers' table—take your natural stance and then lead off with a hit. Make this hit in the form of a startling statement or a humorous story, but get the attention of the rooters at once. Don't fan the air with clichés and strike out on audience interest. Take care that you don't knock a high foul ball out of the park by starting off at such a high level or with such great momentum that it cannot be sustained. For the initial hit just pop one out over shortstop, which will easily take you to first base.

First base is the first point in your talk. Don't let yourself be thrown out here, or you will be out of the game. Each base may represent a point in the speech. If only one or two points are to be made, you can skip one or two of the bases, but land heavily on the ones you touch.

Be sure to stay within the base lines when going from one base to the next. The base lines tie the speech together and keep you from wandering into the outfield and off the subject. You must touch each base if you are going to cross home plate and make a score.

The body of the speech is exemplified by the running of the bases. It is here the many thrills of baseball are found. Show the fans that you can run like a professional by taking a wide lead off base with a humorous story. Then return to base and reiterate that point. Pause, look the crowd over, and then dash ahead to the next base with a vigorous metaphor or an exciting simile. Change your pace now and then. Don't be caught napping off second base by speaking in a monotone. A good illustration of a point, a pleasant smile or a forceful gesture will help keep the cheering section interested in your progress around the diamond. It is time, too, to let the spectators see the panorama of the ball park, so add some word pictures to the talk by means of active verbs and descriptive adjectives. Give the grandstanders a good show. Give them their money's worth in excitement and interest—with you as the hero of the day.

With the points made it's time to put across the winning run—the score. This is done in the conclusion. This is the climax. In an explanatory



speech you sum up the points and tell how they affect your audience. If it is an entertaining speech, you can end it with a humorous story.

Most talks, however, are sales talks. You sell the listeners on doing something. Literally show the fans how to sign the sales contract by the action you put into your run for home plate. Reiterate the points as you leave third base; build the talk up to a crescendo with fast moving power words, a strong voice and a determined drive. Push your sales point home emphatically as you go sliding into home plate amid the cheers and applause of the crowd.

While playing the exciting game of baseball, you have two faithful advocates. First is the coach, your Educational Chairman, who will patiently show you how to make a hit, run the bases and score the run. Heed his advice and practice what he tells you. Second is the umpire, your critic, who will tell you when you failed to touch a base or when you got off the base lines. Listen attentively to him too, so you will learn to play the game according to the rules.

At your Toastmasters Club you are in the speakers' dugout. When the lineup—the speakers' schedule—has your name upon it, remember your fellow Toastmasters expect you to be on hand to play the game. Organize your speech as if it were a baseball diamond. Be prepared—because—Batter, You're Up!

Genesis Of A Toastmasters Club

Condensed from the Bulletin of Ferguson Toastmasters Club, of St. Louis.

Early in May, 1947, a group of men were holding a meeting in a church basement room. Chairmanship and ability to speak their thoughts clearly were lacking. Someone suggested: "Why don't we learn to conduct meetings in good order, and speak our minds in public?" A new "baby" Toastmasters Club was the result.

Several men of Ferguson, wishing to learn how such a Club works, attended a meeting of the St. Louis Tyro Toastmasters Club. They liked what they saw. They shared their enthusiasm with others of the community, and arranged a demonstration meeting.

June 11—Members of Midtown, Tyro and Metropolitan Toastmasters Clubs put on the demonstration before a meeting in Ferguson, and 22 men agreed they wanted a club.

June 17—These prospective members met and learned how to start. They elected temporary officers, and asked Toastmasters International to let them proceed.

June 26—The first regular Toastmasters program was presented. The men who participated realized from this experience their great need for the training.

July 3—The permission to operate as a "Provisional Toastmasters Club" was received from T. I.

July 10—Ferguson Toastmasters Club was formally organized with 24 members. Officers were elected and by-laws adopted.

July 17 to August 25 — Our

"baby" was progressing educationally despite the difficulties a child encounters. There were a few "swear-words", some off-color stories, an occasional strong drink with the dinner, but discipline immediately administered corrected these beginnings of bad habits.

It was evident that a systematic schedule of training was needed. Basic Training was put into use. Thenceforth, improvement was notable. Our "baby" received many bumps and bruises, but no serious ailments developed. He is an egotistical child, brags on himself, has ideas, but in general, he is a normal child, our "baby" club, and we are proud of him.

August 25—He becomes "ours" legally! Toastmasters International succumbed to our excellent record and good behavior, and granted us Charter No. 525.

International Director Bertram H. Mann, of St. Louis, presented the charter, and Mayor Harry O. Vosburgh, of Ferguson, presented the gavel, in the presence of a round hundred admiring Toastmasters and their friends.

This is the story of the conception and birth of the Ferguson Toastmasters Club, typical of hundreds of chapters. It is told in this fashion just to show how naturally and simply such a thing takes place. Did someone say that it is hard to start a Toastmasters Club? Don't you believe it! Men want it. All they need is a chance.

Toastmasters In The News

Wins Both



At the Norwalk, California, Toastmasters Club, a cup is given to the best speaker at each meeting, and another smaller cup is presented to the one showing most improvement. For the first time in the Club's history, both cups were won by the same speaker. The picture shows the proud winner, Bob Boyd, with his two prizes. Boyd is an insurance underwriter, and is a charter member of Club 426. His speech was on "An unforgettable Character," and it was given with all the grimacing and barking of the "character" he described.

He Was A Gainer

"A member of the Wilkes-Barre Toastmasters Club gained in two ways when he became a member a few months ago. Not only has he improved in the art of public speaking, but he also won the free diaper service when his wife presented him with a baby boy born January 2nd. The free diaper service was made available by Toastmaster Charles Cronin, manager of the American Diaper Service, who offered the award to the member of Wilkes-Barre Toastmasters Club who first had an addition to his family in 1948. Fred Kegley is the lucky father."

—From the Wilkesbarre, Pa.,
Sunday Independent.

This Club Advertises

Toastmasters of Priest River, Idaho (No. 285) are going after Basic Training in a big way, and they are offering the men of their community the chance to go with them. Here is the advertisement which they carried in the *Priest River Times* on January 22:

FOR MEN ONLY

The Priest River Toastmasters Club is now starting a new course with Lesson I of Basic Training. A fine time to start this worthwhile training.

The only educational club for men in town.

The Club Workshop

Working With Words

The "point of emphasis" in the Progressive Training Schedule for March is on words and how to use them. Copies of the "Schedule" have been sent to every Toastmasters Club. In the "Schedule" there are many suggestions for vocabulary improvement.

This issue of *The Toastmaster* carries an unusually large amount of material on words, emphasizing again this "point of emphasis." Every Toastmaster should seek during March (a) to add several new and usable words to his vocabulary; (b) to improve his use, both as to pronunciation and meaning, of the words now in his vocabulary.

Program Suggestion

There is an article in the February issue of *The Reader's Digest* which should be read and studied by every Toastmaster—by every citizen of the United States, for that matter. This is the very first article, entitled "A Canadian's Memo to Uncle Sam." If the writer of that article has his facts straight, the conditions are such as to call for thinking and action.

Most of us like to think of Canada as a highly esteemed friend, a nation of people just as truly American as those who live south of the boundary line. We want the relations between Canada and the United States to be those of friendly, understanding, mutually helpful neighbors. The writer whose

article appears in the *Reader's Digest* discusses matters which sound far from neighborly. Let this article be made the subject of speeches, debates or discussions in every Toastmasters Club, both in Canada and in the United States.

Write to Program Service, *The Reader's Digest*, Pleasantville, N. Y., for a specially prepared program outline on this subject.

Election Days

March is election month in Toastmasters Clubs.

Refer to the Standard Club By-Laws. Article IV, Election of Officers: Sec. 1. Nominations for Club officers shall be made by a Nominating Committee appointed by the President at least two weeks prior to the election. This committee shall consist of three active members.

Sec. 2. Election of officers (other than the Deputy Governor) shall be held at the first meeting in March and September. New officers (other than the Deputy Governor) shall take office at the first meeting in April and October.

By the way, does your Club operate according to the Constitution and By-Laws? It must, if it is a good Toastmasters Club. But sometimes the newer members know nothing about the fundamental law of the organization. For their benefit, schedule at least one talk during March on the Standard Constitution and By-Laws of the Toastmasters Club.

THE CLUB WORKSHOP (Continued)

Lively Language

The speaker has to depend upon the quality of his words to arouse interest and stimulate thought and action. Prosy language induces drowsiness on the part of the audience. Lively language stimulates imagination.

"The man walked across the street."

That is a plain, matter-of-fact statement. We know that the man got across, but that is all. Did he hurry? Did he stroll? Was it a busy street or a quiet byway? What sort of man was he? In short, are there details which would help to create a picture, to make the matter more clear and graphic if they were stated?

We reach for the Thesaurus, to see what words are available.

For "man" we find such words as person, personage, fellow, individual, creature, mortal, party, wight, guy, codger, chap, dignitary.

For "walk" we might use travel, pass, move, wander, rove, wend, direct one's course, betake oneself, peregrinate, skip, hurry, meander, stroll, hustle, scurry, stalk, march.

"Street" could be varied with roadway, thoroughfare, avenue, highway, pavement, parkway, boulevard, turnpike, terrace, speedway.

As an exercise in choosing and using words, try to say "The man walked across the street" in various ways which will tell different stories, create different pictures.

By substituting words, we can say, "A fellow strolled across the highway." Next, tell what kind of a "fellow" he was. Suppose we say, "Our town's only dignitary strolled across the avenue." Here, then, is a word picture. We have not only identified our original "fellow", but we have also suggested that our town is not large, by saying, "Our town's only dignitary."

Let us elaborate on the "dignitary." We may tell of his mood and his circumstances. "Our town's only dignitary, desolate and discouraged, strolled across the street." But if he was "desolate and discouraged," he would hardly "stroll." More probably he would "wander, and for emphasis we can add "aimlessly."

We could add here something to describe his peregrinations such as, "with his mind confused by the recent death of his beloved wife." Our statement now reads: "Our town's only dignitary, desolate and discouraged, with his mind confused by the recent death of his beloved wife, wandered aimlessly across the avenue."

We do not really have to say "across the avenue." We can illuminate our wanderer's course by implication, as, "wandered aimlessly from the crowded street corner to a quiet, shady spot on the opposite curb."

Possibly the simple sentence with which we started is all that is needed in the place where it is used. The scene may have been

THE CLUB WORKSHOP (Continued)

set, with full description of the man and the street and the movement. But you can help your own vocabulary by building the descriptive words into the statement.

Study this one, quoted from Max Eastman's tribute to his mother, in "Heroes I Have Known."

"She had two indispensable gifts of the orator — self-possession, and a thrilling voice. When she rose to speak, you knew at once that she was in complete command of the situation, and you felt at ease."

That expresses it vigorously, picturesquely, artistically. What he meant to say, phrased in simple

language, was, "My mother was a good speaker." But when you put it that way, you take all the life and beauty from the picture.

For a good exercise in English, try taking a simple sentence and building it into a picture gallery. See if you can invent some unusual descriptive phrases, such as the one about "the juke box that looked like a rainbow on a spree;" or, "leaves turning cartwheels on the lawn;" or Christopher Morley's "Gay little clothes on the line, plumped out by the wind as though waiting to be spanked."

Put life into your language and people will listen to you with pleasure—may even quote you.

A Lively Table Topic

Emmett E. Stoddard, President of the Toastmasters Club of Oregon City, Oregon, reports on a table topic discussion of unusual interest and challenging quality. It is recommended for use in every Toastmasters Club.

The Educational Committee had prepared a sheet for each member, headed: "American Freedom—What It Means to Us." Below, in symmetrical columns were the lines:

- * "It means—Liberty"
- "It means—Responsibility"
- "It means—Loyalty"

There were 24 different "meanings" listed on the sheet. Each member was asked to select the "meaning" which appealed to him, and to speak for his two minutes on that interpretation of American Freedom. With such subjects, the members spoke enthusiastically, sincerely, even eloquently.

Here are the words suggested as "meanings" of Freedom. Borrow the idea. Prepare the lists. Put them into the hands of your Topic Master. You will like the result.

- | | | |
|------------------------------|-------------------|-------------------------|
| 1. Liberty | 9. Cooperation | 17. Free Enterprise |
| 2. Responsibility | 10. Unity | 18. Freedom of Speech |
| 3. Morality | 11. Affection | 19. Freedom of Religion |
| 4. Loyalty | 12. Ambition | 20. Freedom to Assemble |
| 5. Self-Reliance | 13. Security | 21. The Right to Vote |
| 6. A Standard of Conduct | 14. Justice | 22. Trial by Jury |
| 7. Dignity of the Individual | 15. Protection | 23. Just Laws |
| 8. Respect for Authority | 16. An Obligation | 24. Sacrifices |

THE CLUB WORKSHOP (Continued)

Speech Subjects

"What to talk about" is a question which may be answered for many by a study of the following speech titles, gathered from many clubs. Note, that besides selecting a general subject or theme for the speech, the speaker is under obligations to word the title so as to help create interest.

- "How Often Should I Change the Oil in My Car?"
- "Snowstorms Are Costly."
- "Our Subterranean City" (underground wiring, water and drainage systems).
- "My Home Town."
- "An Unforgettable Character."
- "Why Tell a Lie?"
- "Vertical Transportation" (A discussion of passenger elevators and how they work.)
- "The Flood of 1947" (A talk on traffic problems).
- "Your Last Will and Testament" (A good subject for a lawyer).
- "Just an Idea."
- "Puns."
- "Tombstones."
- "Our City, Past, Present, Future." (Good for three talks).
- "Advertising Could be Honest."
- "Don't Be Smug."
- "Why Juvenile Delinquency?"
- "Things to Come."
- "New Frontiers of Science."
- "Aim High."
- "Customers I Have Met."
- "Courtesy on Both Sides of the Counter."
- "How to Talk on the Phone."
- "My New Television Set."

- "Delirious Drivers."
- "Little Drops of Water."
- "Your Old Age Pension."
- "Chain Letters."
- "If I Lost My Job."
- "What Columbus Really Discovered."
- "Brothers Under the Red Skin."
- "The Freedom Train."
- "What Does a Diplomat Do?"
- "I'm Scared!"
- "I Remember Vaudeville."
- "I Read My Dictionary."

To Get Results

Some men fail to realize on the possibilities in Basic Training, when they skip over the instructions, or forget to read them. The way to get the good out of each assignment is to study before you start your speech. Read each paragraph or section in your Basic Training book. Notice that the first paragraph deals with the purpose of this assignment. Next come suggestions on choosing the subject and preparing the speech. Then comes the preparation for delivery, including rehearsal, warnings on pitfalls to avoid, and specific suggestions for making the speech effective.

Not until you have read and re-read each of these instructions are you ready to face the audience.

The material in Basic Training is greatly condensed, so that there is not much to be studied, but that small portion, boiled down to essentials, must be given closest attention if good results are to be gained.

Quotes From Bulletins

Worn-out Words

The Crumb Sheet, published by Tuesday Toastmasters of Spokane, lists a group of the clichés, or trite, *hackneyed expressions, heard much too often in Toastmasters Clubs. The editor says:

"Here are a few that we use: at this time, at the present time, at some future date, as a matter of fact, each and every one of us, by the same token, none other than, so on and so forth, last but not least. And who of you can add to this banal list?" Who can't?

Pioneer Ponderings

Pioneer Toastmasters Club No. 272, of Moorhead, Minnesota, has a bulletin called "The Pioneer Bugle." A recent issue "bugled" the following:

"Talking about the observance of Brotherhood Week and Race Relations Day brings to mind the story of the Chaplain who said to his men, as World War the Second approached its close: 'Cheer up! Remember you are building a new world.' To this the war-weary GI-Joe replied, 'You're wrong there, Chaplain. We're not building a new world; that is your job and the job of the Church. We're just destroying the old one.'"

*Hackney is an English term for an ordinary horse, used for driving, as distinguished from a hunter, a race or a war horse; a "nag" as it is more commonly called in America. It is just an ordinary commonplace horse, without distinction. From this meaning we get "hackney coach" and just plain "hack," a conveyance for hire, or common trade. The "hackneyed" expression against which you are warned is merely commonplace, undistinguished, trivial, tiresome, worn out, threadbare.

Expert Evaluation

"Toast-Scripts", the lively bulletin of Greensboro, N. C., Toastmasters Club No. 439, presented an unusual feature when its editor gave his personal criticism of a speaker heard, not at a Toastmasters meeting, but at a public gathering in the city. Too bad the speaker could not have had the benefit of the evaluation. Here are the keen comments of this Toastmaster-Editor:

"The speaker failed miserably in his speech for several reasons. First, he did not have personal eye contact. He looked around, but not in your own eyes. Second, he did not say anything which directly appealed to his audience. It was all group tie-in, not individual.

Third, he was not himself. He quoted profusely from many sources, but had none of his own ideas in the talk. *Fourth.* He was not objective. He never really reached his goal. He scattered his shot so thoroughly that no one quite knew for sure just what was his purpose."

The Editors Are Pleased

From the bulletin of Cincinnati Toastmasters Club, No. 472:

"Did you read the current issue of *The Toastmaster*? The articles, "Uncollected Dividends," "Carrying Coals to Newcastle," and "School for Speech Makers" are worth 100 times the \$10 we pay yearly to International."

What! Do You Think?

By RALPH C. SMEDLEY

Thinking is hard work.

Real thinking is a rare thing, because it is hard.

The real thinker becomes the master of those who merely think they think.

A vast amount of mind-wandering and day-dreaming is mistaken for thinking by people who do not think.

Thinking is an essential for the speaker. He must think before he can speak, for the words he speaks are merely the names of his thoughts and ideas. Thoughts and words are his working tools.

But how can you learn to think? How can you control your wandering mind?

The first thing is to see the point, and the second is to stick to it—to follow through to the ultimate conclusion.

That is very much like making a speech, isn't it?

In the speech, you have to know the point, the purpose, the conclusion to be reached. You direct the speech to the accomplishment of that purpose. You ask yourself questions about the problem. Step by step, you approach the climax, establishing each item as you proceed. Presently you find yourself up against the ultimate, inevitable conclusion.

That is the process of thinking.

Ask yourself questions about the subject of your thought. Answer the questions if you can. Look up the answers in books, if you do not know them, or consult with people who should know. Distinguish carefully between opinions and facts, between prejudices and convictions. Test your own opinions by the facts. Criticize your own logic.

Put your thoughts into words, the best words you can command. Frequently the mere wording of a thought reveals its weakness, its strength, its error, or its rightness.

Above all things, think honestly, with an open mind. The facts may prove you to be wrong. Follow the facts, even though they lead you to a conclusion far from what you wanted it to be.

Honest thinking, concentrated thinking, controlled thinking, should be the goal of every sincere student. But it is hard work.

If you can really do your own thinking, you can become a master. If you let other people do your thinking for you, then you are doomed to be a follower, never a leader. It is easier to follow than to lead, so if you are looking for the easy way, don't think.

"Man thinks," said Buffon, "and at once becomes the master of the beings that do not think."

Quotations To Remember

Selected by the Editor from among his favorites.

- Boys flying kites haul in their white-winged birds;
You can't do that when you are flying words.
"Careful with fire" is good advice, we know;
"Careful with words" is ten times doubly so.
Thoughts unexpressed may sometimes fall back dead,
But God Hmself can't kill them, once they're said.
—Author Unknown.

* * * *

We are all blind until we see
That in the human plan
Nothing is worth the making, if
It does not make the man.
Why build these cities glorious
If man unbuilded goes?
In vain we build the work, unless
The builder also grows.
—Edwin Markham.

* * *

Myself when young did eagerly frequent,
Doctor and Saint, and heard great argument
About it, and about; but evermore
Came out by the same door where in
I went.
—The Rubaiyat of Omar Khayyam

* * * *

Let me die working—
Still tackling plans unfinished, tasks undone!
Clean to its end, swift may my race be run!
No laggard steps, no faltering, no shirking;
Let me die working.
—From a poem by Dr. S. Hall Young,
left unfinished at his death.

* * * *

Though I look old, yet I am strong and lusty;
For in my youth, I never did apply
Hot and rebellious liquors in my blood,
Nor did not with embashful forehead woo
The means of weakness and debility.
Therefore my age is as a lusty winter,
Frostie, but kindly.

—As You Like It, Act 2, Scene 3.

He who from zone to zone,
Guides through the boundless sky
thy certain flight,
In the long way that I must tread
alone
Will lead my steps aright.
—To a Waterfowl, W. C. Bryant

* * *

For a cap and bells our lives we pay.
Bubbles we buy with a whole soul's
tasking;
'Tis heaven alone that is given away,
'Tis only God may be had for the
asking.
No price is set on a lavish summer;
June may be had by the poorest
comer.

—J. R. Lowell

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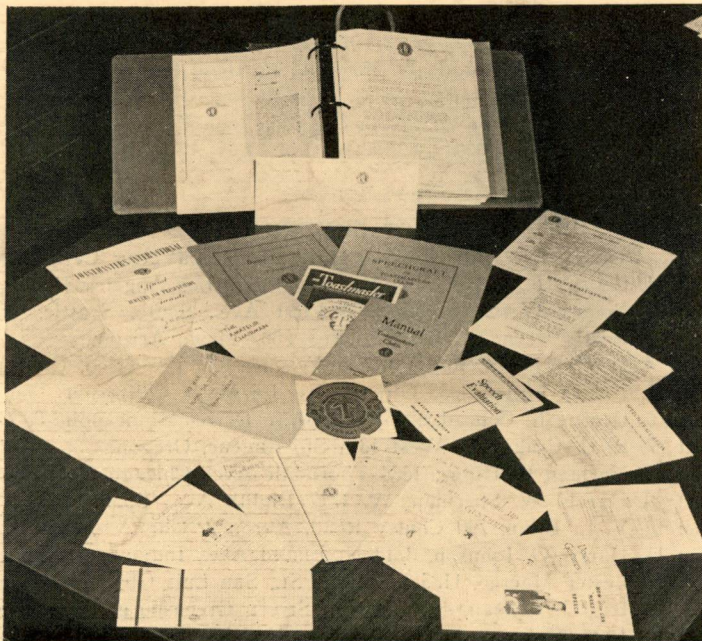
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The Toastmasters' Thesaurus



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