

The TOASTMASTER

For Better Speaking, Listening, Thinking

AUGUST, 1957



Neither snow, nor rain, nor heat . . . stays these couriers . . .

IN THIS ISSUE: Communications Grow by Mail – by Walter Myers
Great Recordings • Release from Tensions • Don't Be Afraid of Fear

THE LAST FREEDOM

Motivational Research is an assault on the last barriers of personal privacy. The implications are disquieting.

Intensity of competition for the consumer's dollar has subjected him to importunities and advertisements exploiting his sight, sound, smell, taste and touch. All five senses are appealed to and sometimes, we think, a sixth—nonsense.

Relying on the fiction that a man's home is his castle, the consumer has retreated indoors, turned the key and pulled down the shades. Of course, direct mail is still shoved under the door and radio and television literally bore from within. However, we can always tear up the mail and turn off the radio and television. Until the advent of Motivational Research, a man had his defenses.

Advertisements, up to the present, have been based on two premises: (1) a man won't buy unless he wants something; (2) if you learn what he wants and appeal to it, he'll buy.

Motivational Research has gone beyond this: if you learn *why* a man wants something, you can make him want what you want him to want—namely, what you've got.

This has sinister and far-reaching aspects. Our probing knowledge of man is teaching us how to manipulate him, not by appealing to his reason but by pinpointing his basic motives and using them

to induce decisions of our choice rather than his own. Motivational Research will reduce and may ultimately eliminate free will. Man has taken a long step towards making other men robots.

Commerce has no corner on the use of such knowledge. If you can make a man want your brand of catsup, as knowledge of Motivational Research increases you can make him want your brand of government. Since democracy itself is predicated upon free choice of action by thinking men, Motivational Research and Democracy are antipathetic.

We welcome new knowledge. However, we think Motivational Research carries implications requiring acceptance of new concepts of social responsibility by its practitioners. It raises the question of imposing social controls on its use for the general welfare and the preservation of the state.

From Pericles to Harold Laski, philosophers and students of government have been concerned with the maximum freedom that can be achieved for the individual within society. No longer is this the primary concern. The perimeter of personal freedom has constricted; free men today must fight to protect the last inner bastions of privacy, man's mind and emotions—his freedom to choose, be it garments or government.

—M.F.

The TOASTMASTER

For Better Thinking—Speaking—Listening

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*Executive Secretary,
Toastmasters International*

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ON THE COVER

*While most of us swelter
in August heat, it's winter
down under. The
mail goes through in
spite of weather.*

*Photo courtesy of the
U.S. Post Office Dept.,
Washington, D.C.*

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AUGUST, 1957



By WALTER MYERS

COMMUNICATIONS

THE first Cro-Magnon man to take rock in hand and draw the pre-historic equivalent of "John loves Jane" on a cave wall, unwittingly became the first letter writer. The United States Post Office Department is a direct lineal descendant and result of that first recorded communication.

From those early crude scratches in a cave at Dordogne to the complex network of wires and services centering in Washington D. C., is a long yet logical road. Not content to remain forever in a cave, man and his thoughts have travelled; with them travelled the progress of civilization. After all, what is progress—or for that matter, education—but thought spread afar?

In the communication and free exchange of thought there is no greater agency than the United States Post Office. Communication is its business. It carries the thoughts of men and handles many of the material things which

thought produces. Diverse as they are, they all become one in the postman's bag. The same mailbag carries the ponderings of the philosopher and the vagaries of the fool, the dreams of the reformer and the designs of the wicked, the fancies of the flirt and the solemn obligations of the businessman. It holds the musty code of Hammurabi and news still wet with printer's ink; it protects with the same care the perfumed note of the millionaire's daughter and the smudgy envelope of the slum-dwelling widow.

The load this mailbag carries is tremendous. During 1956, the U.S. Post Office handled over 56 billion pieces of mail. Each piece was accepted, transmitted and delivered with equal care and equal respect. The sender and the receiver of every one of those pieces could be sure that their confidence had not been misplaced nor their privacy violated no matter how many hands had touched the communication.

Walter Myers, Assistant Postmaster General of the United States from 1940 to 1953, has had a brilliant career of public service, including positions as City Attorney of Indianapolis, Speaker of the Indiana General Assembly, Counsel for the Elections Committee of the U. S. Senate, and membership in the "little cabinets" of Roosevelt, Truman and Eisenhower. His latest novel, "Melted Like Snow," has just been published.

GROW BY MAIL

These ideals of care, safety and privacy are taken for granted by the general public. To all those connected with the Service, they are a matter of pride. We realize, even if the general public does not, that the secure, confident, *taken-for-grantedness* of the U.S. mails constitutes a trust of the highest order. Without this concept of trusteeship, there would be no reliable postal system since the sender of a message could have no assurance that it would reach its destination, or that it would not be examined along the way, with possible censorship and reprisal. It is unfortunately true that there are still countries in the world today where the latter condition exists. There are still places where a citizen dare not set down his thoughts and feelings on paper and send them through the mail to friend or family. There are still countries of an unfree world where news is not freely disseminated through open

channels. This impairment, this stultification of communication is a tyranny which thinking people cannot and will not forever endure. Conversely, free communication among free peoples gives assurance of continuing democracy, and is one of its greatest benefactions.

The men of the Postal Service know that without a means of such free communication, business, personal relationships and government would stagnate and degenerate. Our nation could not exist.

The postman's arms encircle the world. He takes in clattering city and quiet valley, arctic ice and sun-baked desert. He is at home on snow shoes, with horse and buggy, on the fastest train, the largest ocean liner, or the plane which cuts through the air with the speed of sound. His burden is as sacred to him as his faith. He is proud of the trust reposed in him; he despises the rare offender who betrays that trust and must be pun-

ished. Of all public servants, none is more devoted than the Postal employee.

The business of the Post Office is communications, and its operation can certainly be termed "big business." The U.S. Post Office Department owns and operates between 3500 and 4000 post office buildings, and in addition leases between 18,000 and 20,000 other structures, ranging from huge parcel post stations to quarters—often cramped quarters—for fourth class postmasters. It employs over 500,000 workers. It maintains a fleet of motor trucks running into the thousands, with garages to house them and facilities to keep them in order. That handy mail box on the corner did not sprout from a seed. It had to be planned, constructed and placed, and must be continually serviced. Supplies must be provided for the post office, too—supplies which include almost everything, from the coal and oil which heat the buildings to the lowly and much-damned post office pen.

The department also maintains a division which studies and tests ways and methods of doing things better and cheaper. Suggestions for the betterment of the service are always welcome. Although a great deal of criticism has been leveled at the department for inefficiency and old-fashioned methods, an examination of the facts proves such charges to be unjustified. It is regrettable that some of this criticism is disseminated by publications which have benefited most from liberal mailing privileges, and which would be forced to curtail

sharply or even shut up shop, if such privileges were withdrawn. The Post Office Department has improved and continues to improve in productivity of the workers and economy of operation, despite the constantly increasing volume of business imposed by population increases and other circumstances, and the universal rise in cost of living.

The average postman and the average postmaster are good public relations men. They sympathize with the problems and recognize the hobbies of their clients. When the proposed earth satellite is launched, I have no doubt that some enterprising postmaster will find a way to have a postmark automatically stamped in Outer Space to titillate the stamp collectors.

Like every public service agency, the Post Office sometimes has its difficulties. Some things for valid reasons must be unmailable. Baby chicks, for instance, may be sent by post, but not grown-up fowls. By hook or crook an enterprising Californian once mailed from Los Angeles to San Francisco an old rooster who sang his song of praise at three o'clock in the morning. When accused of a postal violation, the sender contended that what he had mailed was a baby chick—but the mails were so slow, the chick grew up in transit. The receiving clerk retorted that if the sender would tell him the name of the breed which could grow up in ten hours, he would quit the Post Office and raise broilers. Five hours from egg to oven—a chance to make a million dollars in a few months!



Photo courtesy of Los Angeles Post Office

Everybody communicates by mail

Despite headaches and increasing work load, the Post Office continues to remain true to its trust. So, when you open your mailbox and pick up that handful of bills, super-market ads, announcements of sales and perhaps a picture postcard from Aunt Jennie in Florida, don't curse the mailman. These, too, are part of the democratic way of life. These, too, are a part of those guaranties of free speech and free press we treasure.

Until that unlikely day when all men shall have become mind readers with built-in transmitters and receivers, thought uncommunicated is only subjective mental exercise. It is of little worth save to

the thinker. To have effect, to be of consequence, to influence others, to advance civilization and, so far as we know, to set mankind apart from the rest of Creation, thought must be expressed; it must be communicated. Until thoughts are shared—even complaints about the postal service—there is no communication. Without communication, each man is indeed an island. Without an orderly, free, responsible method of distributing and transmitting man's thinking—in short, without a postal service—that road which led from the caves of Cro-Magnons to the world of today would become for civilization a dwindling trail to oblivion. ★

CRUCIFY

"Ain't" NO MORE

By FRED RUTLEDGE

A GREAT injustice has been done to one of our most basic of words. This word is small, but extremely important. Unpretentious as it is, it renders a very necessary service to our language. Yet it has been excluded from a select clan. It has been denied a privilege enjoyed by all its brothers and sisters!

The small word is *am*, and it has been denied the official blessing of legal marriage to the word *not*. All the other members of the family *to be* enjoy official recognition of their contractual forms: *are—aren't, was—wasn't, were—weren't, is—isn't*. All are socially acceptable. But the union of *am* and *not* has produced a bastard—*ain't*.

This union has been denied recognition by practically all of our purported authorities on the English language. Its progeny has been barred from decent society. The purists withdraw from it, so to speak, the hem of their garments.

Our progenitors elected to banish this faultless contraction from the list of socially accepted terms for

reasons known only to themselves. Why was it banished? Was it because it is hard to pronounce? This could not possibly be true; it is easy to pronounce and sounds exactly as it looks. Was it because it is hard to spell? This also seems very doubtful.

There have been a few theories propounded to explain this expulsion of *ain't* from the great garden of our English language. I, a layman, would like your permission to present an hypothesis for your consideration.

You will notice one thing in common among all the accepted contractions of the verb family *to be*: the "o" in *not* has been supplanted by an apostrophe. This is the only difference between the contraction and the divided form of expression: *was not, wasn't; were not, weren't; are not, aren't; is not, isn't*.

Now what happens when you contract *am not*? You cannot express it as *amn't*. This is impossible to pronounce and digresses from the eloquence of continuity.

The savants who agreed on the basic axioms of our language realized that this contraction would be a Quasimodo—a deformity, a monstrosity. Piously they eliminated it in order to keep the language pure.

Some years later an aggressive, loquacious non-entity conceived the idea of changing the "m" to an "i", thereby permitting a fluent expression of the contraction. This idea was, to the savants, completely beyond the pale. But the damage had been done.

The word had been created and was used. It was never accepted, because the clan held tenaciously to the premise that since the con-

.....

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.....

traction did not follow a rigid pattern, it could not be accepted.

This reasoning was only pseudo-logic. They permitted other contractions which did not follow that same rigid pattern. They permitted *shall not* to be contracted to *shan't*—instead of *shalln't*—a somewhat clumsy word and difficult to pronounce, especially for one who had a slight tendency to lisp.

These graybeards from an intellectual ivory tower had indulged in a prerogative usually considered peculiar to the proletariat. They had permitted an insignificant point to develop into an issue.

Such an attitude was evil, and our continued rejection of this good

word vindicates the statement of Shakespeare when he said "The evil that men do lives after them; the good is oft interred with their bones." Their stubborn persistence in the rejection of this contraction, even while they permitted other rules to be broken, has resulted in an impoverishment of our language.

In place of the interdicted *ain't I*, a logical expression, these embellishers of language proposed that we say *aren't I*. This places a singular subject with a plural predicate—a definite violation of good usage. It also produces an effect of pursed-up, prissy, mealy-mouthedness. Away with this pusillanimous begging of the question, this hypocritical avoidance of a good, robust phrase, this running-for-refuge to an unworthy, contrived hybrid! I, for one, will have none of it.

How long are we going to remain shackled to the opinions of men long since dead? When are we going to stand firmly on our own two feet and use words which are easily spoken and which clearly express our ideas?

This revolution will be born when we don the mantle of fraternal union against outmoded concepts of conduct and speech, inherited from our ancestors. Modes of speech suitable to the stilted social life of the past are out of place in our modern society, where proletariat and blue blood rub shoulders at the country club.

Let's modify old English and create contemporary English. Let's use language in step with our times!

I ain't going to refrain from using contemporary English—if you aren't. ★

ACROSS the DESK



Executive Secretary
Toastmasters International

By TED BLANDING

I find the morning mail a continual source of inspiration, encouragement and interest.

Recently a letter came "across the desk" from Dick Van Derhoof, Training Supervisor for Lockheed Aircraft Corporation, Missile Systems Division, at Van Nuys, Calif. The letter was in answer to the "bosses' letter" which the Home Office sends (if requested) on completion of Basic Training.

"We at Lockheed Missile Systems Division have a formalized system," Dick writes, "by which . . . we make appropriate notations in personnel, management selection and departmental records of progress. Heretofore we have not included Toastmasters. . . . It (the system) has been used exclusively for what we call a formalized program, e.g., attendance at college classes, etc.

"It is my personal feeling that the Toastmasters' program is every bit as worthy of our official note as are other types of courses and classes. . . . I feel that it will be to a man's better interests to formalize his success in our record system. Also, I feel it will be to the Club's advantage for us to do this."

This personal appreciation (while not a company expression) of the work being carried on in our training is gratifying. While Toastmasters has neither intention nor desire to encroach upon the field handled by training supervisors in industry, we continue to study the problems of industry and management in communication and leadership, with a view to enlarging our service in that area.

Dick's closing statement pleased me. He says: "May I in closing state that, in spite of my years of college teaching and radio work, it is my intention . . . to join Toastmasters myself."

Twenty years ago I had the same feeling. I am as convinced today as I was then that our movement can render great service to men wishing to develop themselves for leadership in the world today.

listen and learn from . . .

Great Recordings

By KEITH OLIVER

MANY people have musical record collections. Some favor "pop" tunes, others the classics. As a Toastmaster, however, the spoken word is music to my ears, so I'm building my record collection around drama and readings.

Excellent records are now available which provide the opportunity to hear acknowledged masters of the English language. I have found a number of these records most helpful to my progress in Toastmasters.

For example, from two speeches by Sir Laurence Olivier as King Henry V on the record "Scenes from Shakespeare's *Hamlet* and *Henry V*" (RCA Victor LM 1924), I have learned much about how to build to a crescendo of high enthusiasm—how to "whoop it up!" as called for in our "Be in Earnest" speech number two.

Both speeches in the play are given to the English army just before going into battle. It's a ragged little army, far outnumbered by the foe, but King Henry sweeps his men forward to victory almost by the power of his voice alone.

"On, on, you noblest English! . . . I see you stand like greyhounds in the slips . . . straining

upon the start. The game's afoot! Follow your spirit! And upon this charge! Cry, God for Harry! England! And Saint Geo---orrrr-ge!"

It lifts you off your feet!

In the second harangue to the army, Shakespeare has King Henry paint a word picture of the honors and advantages that every soldier will enjoy unto his old age whenever mention is made of that day's battle.

"Yearly . . . will he strip his sleeve and show his scars and say 'these wounds I had on Crispian's Day' . . . and Crispian's shall ne'er go by from this day to the ending of the world . . . but we in it shall be remembered."

Then to make his soldiers want even more to be victorious with him, King Henry speaks to them as "we few, we happy few, we band of brothers . . . for he today that sheds his blood with me shall be my brother!"

Finally, he compares their situation with "gentlemen in England now abed" and completely turns the tables on any thoughts that it might be better to be home and away from all the danger by saying:

"Gentlemen in England now

abed shall think themselves accursed they were not here, and hold their manhood cheap while any speak that fought with us upon Saint Crispian's Da-a-a-ay!"

Although some of this may seem overly dramatic for direct application to general public speaking, I have found that a touch of the dramatic goes over quite well and I have appropriated Sir Laurence's intonations to build suspense, to whisper fearfully, to pause for effect, or practically to scream for action.

It lifts them off their feet!

Vocal Variety

Another exceptional record in my opinion is the one by Jose Ferrer, giving highlights from the motion picture *Cyrano de Bergerac* (Capitol S283).

In the famous "nose speech" there is a remarkable lesson in word pictures, diction, and vocal variety, as Cyrano teaches his adversary how to describe his (Cyrano's) great nose.

He describes the nose first in terms and tones that are aggressive, then friendly and kindly, then insolent, then cautious, thoughtful, familiar, and eloquent.

(This is good practice for Toastmasters to be able to project vocal variety that expresses each of those qualities as desired.)

Again in the "No, thank you" speech on the same record, we hear tones of nostalgia, anger, firmness, in a rising crescendo.

For an example of hilarious vocal variety, I know of no better recording than the one by Paul Rogers of The Old Vic Company (*Westminster Spoken Arts* 732).

Mr. Rogers plays the part of Fat Jack Falstaff in Shakespeare's *Henry IV*. He does the famous scene in which Falstaff justifies himself to his friends for an act of cowardice and then later does a short play-within-a-play imitating the old King giving a lecture to young Prince Hal.

Listening to this record, done by an outstanding character actor, helps give me courage to "let go and give out" on vocal variety. Mr. Rogers makes it obvious what can be achieved through voice gestures.

I always have the hope, too, when listening to such superb enunciation as that of Sir Laurence Olivier or Paul Rogers and when hearing Shakespeare's never-to-be forgotten word pictures, that some of it will rub off on me.

Poetry-Drama

Probably the greatest American poetry-drama on records is *John Brown's Body* by Stephen Vincent Benet (*Columbia Entre OSL181*), (OL-4690/1). This unparalleled work on the Civil War presents that conflict in terms of several unrelated stories of people who became involved. Although not as directly applicable to public speaking as some of the readings already mentioned, *John Brown's Body* has many beautiful and memorable passages done by Tyrone Power and Raymond Massey. As with all good speaking, there is something to be assimilated from it in terms of vocal variety, diction and enunciation.

For direct speech instruction, there is a record set out now by a Professor Wallace House (*Folkways* FP8010). This set of two re-

cordings deals with offensive regionalisms in speech such as the unpleasant sounds of Brooklyn, the New York glottal stop, and southern or midwestern slurring. For those whose voices may suffer from one or another of these speech defects, it is probably helpful to hear them described, learn what is their cause, and thereby start on the road to their elimination.

For Clear Enunciation

Personally, I feel I get more benefit from hearing good, nationally acceptable speech than from hearing bad speech with corrections. Some of the clear, meaningful enunciations on the following recordings have impressed me greatly:

Alfred Drake reading "The Rubaiyat" and "Sohrab and Rustum" (*Caedmon TC 1023*); Frank Silvera and Hurd Hatfield reading from "Hearing Poetry" (*Caedmon TC 1021*); David Allen reading "Leaves of Grass" by Walt Whitman (*Poetry Records PR 300*); Norman Rose reading "Verses of Today—Poet's Gold" (*RCA Victor LM 1813*); Anthony Quayle reading "Sonnets of Shakespeare and Elizabethan Lyrics" (*Spoken Arts 729*), and Tyrone Power reading "Poetry of Byron" (*Caedmon TC 1042*). I feel I get more from these than from specific instructions about enunciation.

Reference Library

I look upon my spoken word records as a reference library of good speech that I may turn to for enjoyment and for painless instruction, as the mood strikes me.

There are, of course, many other recordings that I have not mentioned. Some are too "hammy" for my taste. Others just fail to hit the mark at all. Particularly useless from the point of view of a Toastmaster, are those records I have heard of poets reading their own works. There may be exceptions. I haven't heard any yet.

Schwann's long-playing record catalogue lists the spoken records that are currently on the market, along with names of producing companies. These companies will

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Keith Oliver, Account Executive with WJIM-TV of Lansing, Michigan, is a member of the Capitol City Toastmasters No. 639.

.....
send their catalogues on request. However, a word of caution: *Listen before you buy!* A title that sounds good, even by a celebrated voice, may not prove out.

Public libraries in some cities have spoken word record collections. You may borrow and try out before you buy. Ask your record dealer what he has in stock that you may audition.

Incidentally, Caedmon, at 460 Fourth Avenue, New York 16, tell me they will give 20% off on their records to Toastmasters. When ordering, you must send along a TOASTMASTER magazine masthead.

There is also some interest, according to a letter I have from RCA Victor custom record sales division, in preparing special custom records by well-known personalities if enough groups such as Toastmasters are interested. ★

your club offers

RELEASE

from

TENSIONS

By FRANK W. BENUM

IN AN age which takes pride in its realism, its ability to face facts—in short, to face *life*—we are prone to overlook the necessity for occasional escape from its harshness. Day dreaming, imagination and reverie are not only valuable in themselves, but as psychotherapy they enable us to preserve our balance under the pressures of life. We need not apologize for them—they are not vices which weaken us, but tonics which strengthen us for the daily struggle with life.

There are psychotherapeutic values in Toastmasters for which no apology is needed. Consider the place of your Toastmasters club in your weekly calendar.

The world is full of tensions. The complexities, problems and annoyances of the modern age are creating a race of nerve-racked, ulcerated creatures instead of men.

Medical doctors, psychiatrists, neurologists and even quacks have more patients than they can handle. They themselves suffer from the same illnesses that they are trying to cure. The use of barbiturates, analgesics and nerve tonics is increasing wildly. In spite of cancer scares, cigarette smoking is steadily increasing.

Alcohol sales are spectacular. Social drinking—which is now the polite term for moderate indulgence at any time of the day or night—is accepted in business, society and even in some churches. Alcoholism is no longer degrading, but merely unfortunate.

The primary reason for these tensions is the state of the world. Nationalistic forces are growing and racial differences are increasing. Minor wars spring up here and there. Each one is potentially the trigger for a major world conflict. Behind each such event stands the spectre of world annihilation by nuclear power.

As east races west for brainpower, manpower, production, military power and economic and political strength, Mr. Average Man struggles for the good things in life. High taxes, family demands, high spending, bosses' demands and the continuous struggle to exist, all add pressure on him.

In the morning he must choose between lack of sleep and no breakfast. The rush and crowding of traffic ensure that he arrives at work nerve-racked and exhausted.

All day he is forced to work at a rate beyond his mental and physical capacities. His day is one of

continuous frustration. He bolts his lunch. By quitting time he is in the same state as he was when he arrived—nerve-racked and exhausted—only far more so.

He struggles frantically to reach home—an illusory haven of rest and peace. He finds chaos. The washing machine has broken down. Johnny has the measles. Dinner has not been started. The Joneses are expected to arrive at eight.

After a tiresome evening of poor bridge and non-stimulating conversation, he stumbles off to bed well after midnight, half-drunk and filled with unappetizing and indigestible food and coffee.

A physical and nervous wreck, he collapses into restless sleep, only to be awakened sporadically by the wailing of infants, by violent stomach pains.

At dawn he falls into a dreamless sleep. From this he is awakened

.....
Frank W. Benum, Superintendent of Continental Aviation Weather Services with the Meteorological Service of Canada, is past Educational V-P of Broadview Toastmasters No. 1569 and Assistant Governor of the Toronto Area.
.....

by a merciless alarm clock. The routine has started all over again.

Toastmasters offers our Mr. Average Man two hours each week during which he can escape from his mad world. It presents him with two precious hours of sanity, reality and relaxation.

Each week at exactly the same time the writer has plodded wearily from his office to the meeting place of his Toastmasters club. With each

wearry step he has cursed himself for being so stupid as to add another burden to his already over-taxed body and mind. Frequently he has wondered whether he will survive this added ordeal.

Two hours later, well fed, educated, amused and entertained, he goes home a new man. The problems of the world, the office and home have shrunk considerably in size. He has regained his perspective. His incipient ulcer has been given a severe setback.

Wherein lies the success of Toastmasters in providing a cure for so many ills? It does not lie in any one thing. It is a combination of many factors. The food is normally no better nor worse than food provided elsewhere. But instead of ketchup, it is served with the condiments of good fellowship, good will, intellectual stimulation.

The ideas expressed at a Toastmasters meeting may be no better nor worse than you will find elsewhere. But they are well presented. The creativeness of the speeches, the program and the evaluations stimulate an answering healthy creativeness in the mind. The challenge to thinking is presented and accepted. One becomes relaxed.

Best of all are the evaluations. Evaluations of the speeches develop the ability to evaluate other things. One evaluates one's own life, his family, his business, and the entire outside world. The proper perspective returns. Exaggerations and distortions vanish.

Toastmasters was formed to train the individual in the art of effective speech. It also provides a way to effective living. ★

Watch That Achilles Heel!

By EDWARD D. GILLAM

*An Open Letter to:
Toastmasters International
Santa Ana, California
Attention: Executive Secretary*

Gentlemen:

WE NEOPHYTES—Toastmasters to be—spend hours in selecting material and preparing speeches. We are supposed to use proper English, and our grammar should be above reproach. Careful enunciation and diction are of the utmost importance. Our voices should be pleasant and our modulations agreeable and effective. Gestures are important. Cliches, aspirated pauses, repetitious and unnecessary “ands” are frowned upon.

When we first enter upon our Toastmasters training, we are, so to speak, rough stones. We must be carefully polished before the gem-like qualities are brought to light. These are merely a few of the many facets that must receive attention before we become jewels in Toastmasters.

Now the purpose of this letter is to stress the fact that if we are ever to sparkle as trained Toastmasters, we must first polish up on each weakness which we can uncover. Half-polished, half-prepared, is not enough. We must be fully prepared.

At every public function where speeches are in order—banquets, dinners, luncheons—Toastmasters

always sit at the head table. They occupy, so to speak, a spot front and center. The head table is the focal point for everyone attending the affair. Therein lies our Achilles heel.

I need not remind you, Mr. Executive Secretary, that when the great Achilles was a newborn babe, his mother carried him to the River Styx, and immersed him many times in its waters. This rendered him invulnerable. There was, however, one slight miscalculation. As she dipped him, she held him by the heel—and it was this unguarded, unprotected heel that later caused his death.

Too many of us have less than perfect table manners. Yet we sit at the head table, in the public eye for hours, demonstrating our ignorance to all those who know better. We are only fooling ourselves. Formal dress, fancy words and a ready smile are simply not enough.

Toastmasters' table manners vary from excellent to disgraceful and include everything in between. It is our thought that through regular evaluations at Toastmasters meetings, this condition could be remedied. We would all improve, some perhaps more than others, but for all of us it would be an interesting education.

Mr. Secretary, if you were to say that we are supposed to know how

to eat, that such evaluation has no place in Toastmasters, we would not agree. Look around you at your next meeting.

Obviously, we are supposed to know how to talk, too. Yet we use evaluators to keep us improving.

Emily Post and Amy Vanderbilt do not always agree on etiquette, but certainly there are enough basic rules that would allow us to install an evaluator on table manners into the framework of our regular meetings. Three to five minutes would suffice for his remarks.

Can you see the potential lessons to be learned? The self-confidence and improvement it would gener-

.....
*Edward D. Gillam is a member of the
Main Line Toastmasters No. 1198 of
Ardmore, Pennsylvania.*
.....

ate? The humor it could evoke? It would surely add to the general interest of the meeting.

We Toastmasters seldom make major mistakes in table manners, it is true. There are, however, plenty of small details and refinements to provide improvement.

We know that our members would not tie their napkins around their necks. We are sure they would never spread an entire slice of bread or roll at one time, and they only cut their meat piece by piece as it is eaten. They know that the soup spoon is used away from them, and they would never, never cool their coffee in the saucer. Peas are never eaten on the broad side of a knife (without mashed potatoes) and certainly we have never seen anyone drink out of a finger bowl.

Seriously, however, observation

will show that many of us are cultivating bad habits. We have our elbows on the table while eating. We butter a piece of roll or bread with a flourish instead of keeping it unobtrusively down on the bread and butter plate.

Some of us do not keep one hand in the lap while eating with the other. A few of us attempt to hold a conversation with our mouths full. Many of us invite the waiter to serve us from the wrong side by moving over to the left when we sense that we are to be served. We should show the waiter and others that we know better. Too many of us forget to let the waiter know that we are finished and ready for our dessert by leaving the knife and fork parallel to each other across the center of the plate.

It was not our intention to list a set of rules. It is our hope only to give you food for thought, and to present an idea that has merit.

Perhaps someday the Mainline Toastmasters Club will be remembered for its pioneering, in the establishment of an evaluator of table manners for Toastmasters clubs. This is, of course, Mr. Executive Secretary, if you give the idea your blessing and the proper publicity to other clubs. We await your reply with interest.

Sincerely yours,

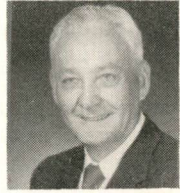
.....

Toastmasters! This open letter has not been mailed. Whether or not it should be mailed is for you to judge. Perhaps we should try out the idea expressed, and if it proves as much fun and benefit as I feel that it would be—then perhaps we should send this letter. ★

Meet our 1957-1958 . . .



1—Paris S. Jackson



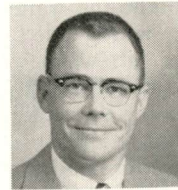
2—Myrtle L. Scott



3—Russell H. Backus



4—Robert W. Newell



5—Leonard Lundmark



6—Norval Anderson



7—William E. Dudley



8—Arnold Denkert



9—Vincent P. Slatt



10—LaRue A. Thurston



11—Joseph D. Ellis



12—Sydney McGuire



13—Glenn Webster



14—Richard H. Gober



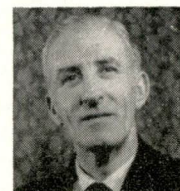
15—G. W. Carlson



16—J. Wendell Kerr



17—Wallace Waddell



18—Ian D. McIntyre



19—George Dane



20—Marvin E. Hansen

DISTRICT GOVERNORS



21—Jack W. Gillis



22—Ivan J. Schurr



23—O. J. Wright



24—Dr. L. G. Lefler



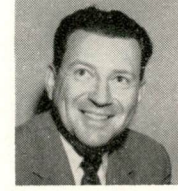
25—Richard N. Smith



26—Melvin A. Jabara



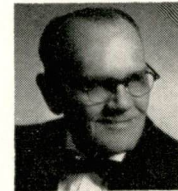
27—Milton S. Levy



28—Richard Newman



29—Richard O. Martin



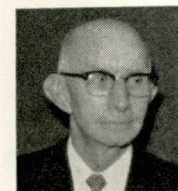
30—Forest Highland



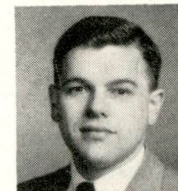
31—Robin D. Willits



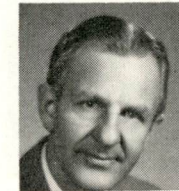
32—Charles Way



33—Ernest Wheeler



34—John McKeehan



35—Victor W. Stracke



36—L. Kenneth Wright



37—Billy T. Hylton



38—A. L. Trimp



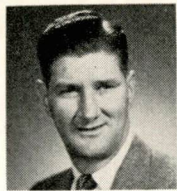
39—John J. Holt



40—George F. Roesch



41—G. R. Allen



42—George Cameron



43—John L. Cottrell



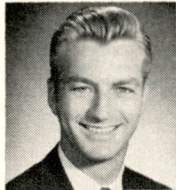
44—Hal W. Kirchoff



45—Carl W. Becker



46—G. Henry Leslie



47—Donald M. Larson



48—Hilton Watson



49—Harry Matsumura



50—Max Sacks



51—Ralph O. Lines



52—Robert Feindel



53—Vincent Marzullo



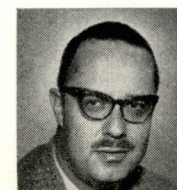
54—Charles Hanford



55—Andrew Kopriva



56—Alston McAnear



57—Lothar Salin



58—Archie Lugenbeel



Convention Bulletin

Plans for the three educational sessions at the Dallas convention, August 22-24, are crystallizing into a program promising to be one of the most helpful and practical ever presented at a Toastmasters gathering. The sessions are planned around the theme: The Toastmasters Idea—What It Is, How It Works, Why It Works.

1st Educational Session: Under the direction of Maurice Forley, Administrative Counsel, *Toastmasters International—an Evaluation*, will be considered. This will be a review of the past, an appraisal of the present and consideration of the course of future growth and objectives, from the standpoint of the organization. Paul Haeberlin and Aubrey Hamilton, 1st and 2nd Vice-Presidents of TMI, will discuss organizational and educational aspects and problems. Toastmasters attending will have an opportunity to express their views and ideas.

2nd Educational Session: Dr. Seth Fessenden, Research Consultant, will lead a group discussion on *Making the Most of Your Executive Committee*. This will center largely on the club level, and will provide "take-home" material of practical value. A number of club Presidents will present introductory material which will feed into the group activity, and audience participation is anticipated.

3rd Educational Session: John W. Haynes, Past President of TMI, has surprises in store for the Saturday afternoon session. This will deal with the personal aspects of Toastmasters activity—how the individual can get the most out of his training. Though we have been sworn to secrecy on the details, Jack, a past master among Toastmasters, always has something solid to say and says it dramatically. His program in itself will be a lesson in effective presentation.

Featured speakers at the convention will be Dr. Kenneth McFarland, appearing through the courtesy of General Motors Co., as keynote speaker on "Western Night," and the Hon. Walter Williams, U.S. Under-Secretary of Commerce, who will speak at the President's Banquet. Toastmasters will recall Mr. Williams for his inspiring words at the Washington Convention in 1954.

What's going on

The *Tun Tavern Toastmasters Club* 2325 of the Marine Corps Supply Activity, Philadelphia, Penna., recently received its charter as a full-fledged member of Toastmasters International.

The club was named after the birthplace of the U.S. Marine Corps in 1775. Tun Tavern, which still

Gov. Roddy presents charter to Tun Tavern Pres. John Losten, while Brig. Gen. H. D. Hansen looks on



TM's Zimmerman, Jacobi and Jablonski relax after contest victory



stands at the corner of Water Street and Tun Alley, Philadelphia, was a popular hostelry of the 18th century. It was chosen by Capt. Samuel Nicholas, first Marine Officer and later first Commandant of the Corps, as a recruiting site because it was a mecca for stalwart seaman and soldiers—the type of men desired for the fight for freedom. The U.S. Marine Corps was officially founded on November 10, 1775. . . .

Across the country, the Marines landed and had the situation well in hand at the Area A-1 Speech Contest of *Founder's District (So. Calif.)*. Area A-1 consists of five clubs with less than one-third of the membership Marines. At the contest, Lieutenant Colonel H. L. Jacobi and Master Sergeant Clair (Dutch) Zimmerman walked off with top honors, placing first and second, respectively. The affair was presided over by still a third Marine, Captain Ray Jablonski, Area Governor.

Incidentally, the panel of six judges included only *one* Marine.

Severe weather and serious storm warnings could not dampen the enthusiasm of the *Flying Tumbleweed Toastmasters* 2425 at their charter party. Located at the Webb Air Force Base in Texas, the new club got off to a flying start with Ken Durham, Lt. Governor of District 44, presenting the charter to Major Edward M. Schlieter, club President. Despite the weather, the affair was attended by 63 members, wives and guests. . . .

THE TOASTMASTER

. . . Clubs, Charters and Contests

From Iran, Colonel A. K. Zakby, Secretary of the *Teheran Toastmasters No. 2367*, writes of their recent charter party:

"We planned and executed a token meeting for the benefit of guests and wives . . . In addition, we had a Dr. Bryan, an outstanding figure in Iran-American circles, as guest speaker. Colonel du Moulin, who was at the time Commanding Officer of ARMISH-MAAG, presented the charter to Past President Dean.

"The total number of guests and members for the evening ran sixty. A sit-down dinner was planned rather than buffet, and fortunately, everyone was pleased with the food. I mention this, though it may seem unusual to you, because in this far-off land, it is a remarkable accomplishment when you can put on a sizable dinner and use American food completely. . . .

The World's Playground Toastmasters Club No. 1078 of Atlantic City, New Jersey is justifiably proud of its success in sponsoring the Junior Toastmasters Club of the Holy Spirit High School of their city.

Recently a highly impressive installation ceremony for officers and members of the Junior Group was held at the high school. Members delivered informative speeches based on the twelve Basic Training assignments. Before his talk, each member lighted a candle to illuminate the huge "T" which symbol-

ized their affiliation with Toastmasters International as a Junior Club. Over six hundred members of the high school student body and guests witnessed the proceedings.

Pres. Schlieter receives charter of Flying Tumbleweeds from Lt. Gov. Ken Durham



Col. du Moulin presents charter to Pres. Dean of Teheran TM's



AUGUST, 1957



Junior Toastmasters of Holy Spirit High School hold ceremony

In Morocco, the four Toastmasters Clubs at *Nouasseur Air Depot* were solicited to supply speakers for radio and assembled groups of people in behalf of a Federally approved overseas fund campaign. Their efforts were extremely successful.

At a recent luncheon of the *Nouasseur Toastmasters*, members of the other three clubs which had participated in the drive were honored guests. Certificates of appreciation were awarded to the thirteen Toastmasters who had served.

Nouasseur Air Depot TM's receive awards for community service



Don't Be Afraid of Fear

By RALPH C. SMEDLEY

FEAR is the first enemy of the speaker during his novitiate.

Unaccustomed to facing an audience, he is instinctively afraid. Reason tells him there is nothing to fear, that no one is going to attack him, however badly he may speak. The people he addresses are friendly. They want him to do well. He is in no danger of bodily harm.

But he is afraid.

Fear of the audience results from a sense of ignorance or insufficiency. The antidote to fear is knowledge. If the novice knows that he knows his subject, he has taken the first step to the conquest of fear.

Knowledge inspires self-confidence, and knowledge plus confidence will overcome fear of the audience.

There is a great difference to be noted between fear and the nervous intensity which even the ablest speaker feels when he faces a group of people whose interest he must hold. That nervous stimulation is normal and desirable. If the speaker does not get stirred up, neither will the audience.

The kind of fear which distresses the novice is that which we call "stage fright." It is readily overcome by experience and practice. The initial novelty quickly

wears off, and the speaker finds himself gaining ease and confidence, becoming better poised. But this does not happen if he is not well prepared.

The unprepared speaker has a right to be scared. His own neglect imposes the fear based on ignorance.

Fear is not only the enemy of the speaker. It is the enemy of good health and well being. Whether we are speakers or not, we cannot afford to be afraid. We must not entertain the unnecessary fears which hinder and hamper us in all our activities.

Fear depresses the organic action of the body, deranges the processes of nutrition, lowers efficiency and induces disease. Carried to excess, it may weaken the will and permanently impair health.

Just as we can rout other enemies by taking proper steps, we can kill our enemy, fear. We can overcome laziness by getting to work; cowardice by self-discipline, wastefulness by the practice of thrift; and we can overcome fear by gaining knowledge.

Emile Coue wrote: "If you persuade yourself that you can do a certain thing, provided this thing be possible, you will do it, however difficult it may be. If, on the contrary, you imagine that you cannot

do the simplest thing in the world, it is impossible for you to do it, and so molehills become for you unscalable mountains."

Don't be scared. Don't admit, even to yourself, that the undertaking is too hard for you. Don't dodge your chance to speak.

Remind yourself that you can think and talk as well when standing as when you are seated. Remember that your audience is just a group of individuals. You can converse easily with one or two people. It is no harder when there are several individuals listening to you. An audience of a hundred people is made up of individuals, any one of whom you can talk with individually. Talk with the group as with one person.

Let the audience be stimulating rather than alarming, and hold on to this note of encouragement: *Training and practice will wear away the fear of the audience.*

So start with a strong, well-defined purpose when you make a speech. Talk about what you know. Act as though you were not afraid. Cultivate the feeling of confidence. Tell yourself that you have something good to share with your audience, which both they and you can enjoy. And then keep on practicing.

Another deadly enemy of the speaker is laziness. This is the twin of fear. You can't overcome fear

unless you also conquer laziness, and learn to apply yourself to the task in hand.

Thinking and studying are hard work. Indolence shrinks from them.

It is reasonable, therefore, to exhort you to be afraid of being lazy—so much afraid of it that you will not yield to the temptation to neglect or postpone preparation of the speech which you are to make. Laziness and procrastination have ruined more speeches and speakers than all the fears of the audience.

We do not have to be afraid of laziness. We can master it, and when we have done that, there will be few other fears left for us to fear.

Fear of the audience is largely a state of mind. The would-be speaker ought to be able to control and direct his mental processes. He can cultivate the positive, cheerful, hopeful attitude toward life and its activities, and as he thus creates an atmosphere of optimism, he forgets his fears. He emphasizes in his own mind the importance of the message he is to give, and the pleasure his audience is to receive. Presently his fears are lost in pleasant anticipations.

Fear and indolence are the twin enemies of the speaker. Overcome fear with knowledge and indolence with endeavor. Life will become richer and finer when these two adversaries are laid low.

When a firm, decisive spirit is recognized it is curious to see how the space clears around a man and leaves him room and freedom.

—John Foster

A FEW TO AVOID

When you have occasion to speak of presiding over a meeting, please do not say that you "chaired" the meeting. Don't even say that someone else performed that feat. Let the chairman preside, or officiate, or handle the gavel, or conduct, or direct, or lead the meeting, but please don't turn the noun "chair" into a verb.

The same appeal goes with "host" when used as a verb. Please don't let your club or your city "host" a meeting or a convention. Let them welcome, entertain, or act as host, but let us not outrage the feelings of those who appreciate good language by "hosting" any group or occasion.

When you open the meeting by pledging allegiance, please don't announce "the salute to the flag." The Pledge of Allegiance is the Pledge of Allegiance, and it should be announced by its right title.

When the leader starts the Pledge, let him not say, "Face the flag; place your right hand over your heart and repeat after me . . ." Those instructions may have been needed twenty years ago, when the custom was new, but they are unnecessary now. There are few, if any, persons who do not understand the ritual. Let the leader face the flag, start the pledge and the others will be right along with him.

When you are called upon to "say grace," or "pronounce the invocation," don't begin by saying, "Please bow your heads." That instruction reflects upon the courtesy, common sense and religious convictions of every one present.

HOW WE TALK

Leave it to the people to assume the proper attitude of reverence, each for himself, while you proceed to speak to the Father above.

When you are introducing a visiting dignitary, please don't say he is "the District Governor of District 61B." Properly speaking, he is the Governor of District 61B. The same goes for "the Area Governor of Area Five." Why repeat the word? The man is the Governor of whatever he is Governor of. Would you speak of him as "the State Governor of the State of Texas"?

Likewise, refrain from saying of your guest, "He has been a Past District Governor of District . . ." or, "He has been a Past President of Toastmasters International," or "He has been a Past Grand Master of our lodge." Don't put him in the past tense, as though he is hopelessly a *has-been*. He is now, and will be so long as he lives, a Past President, or a Past District Governor, or whatever his position may be.

Such small errors apparently result from nervousness, or from uncertainty, or from overstraining to be meticulously correct. Toastmasters should be free from such handicaps. Even small errors in diction reflect unfavorably upon your Toastmasters training. —R.C.S.

From Club to Club

(Make this your Club Bulletin Board. Send in your letters to Editor: THE TOASTMASTER, Santa Ana, California.)

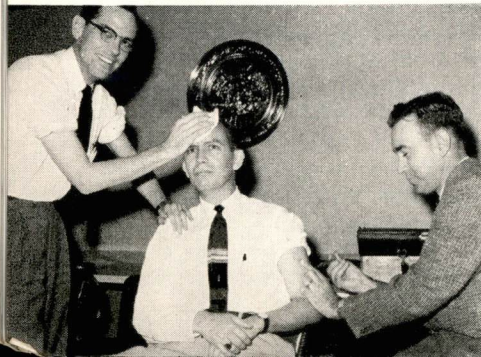
Plainview Toastmasters 763, Plainview, Texas

When Dr. James Davis gave an assigned speech before his club recently, he chose as his subject polio vaccine shots. During the course of his talk, he asked how many Toastmasters present had not received even one of the three-shot series.

Among those raising their hands were James Angel, Chairman of the Hale County Chapter of the National Foundation for Infantile Paralysis, and Tut Tawwater, Publicity Chairman for the County Polio Chapter. The executive committee invited Toastmaster Davis to bring vaccine to the next meeting. He did, and Angel, Tawwater and four other Toastmasters were lined up and shot.

A three-column spread in the *Plainview Daily Herald* gave the story and picture of the unusual meeting, and provided excellent publicity for Toastmasters and for the County Polio Chapter.

Angel, Tawwater suffer; Davis shoots



Union Carbide Toastmasters Club 1766, New York, N. Y.

Toastmaster Jim Soutter recently provided the nucleus of a Toastmasters' Library with his donation of "How to Win the Conference." The club plans to buy more books pertaining to speaking, and will put them in charge of a member who will act as Club Librarian. All members have been requested to donate books to the club which would be of help and interest to their fellow members.

* * *

Aquatennial City Toastmasters Club 534, Minneapolis, Minn.

Table topics had just been completed at a recent meeting of our club when the telephone rang. Members were surprised to hear a personal greeting from our fellow Toastmaster, Tom Winn.

A bit unusual—because Tom was speaking from the Island of Shemya, Alaska—4,000 miles from Minneapolis.

Tom spoke to us via amateur short wave radio to a "ham" operator in Minneapolis, who in turn used a "telephone patch" hookup to the telephone located at our meeting place.

Shemya is an island in the Aleutian Chain, approximately 600 miles off the coast of Russia. It serves as a refueling stop for Northwest Airlines.

Tom has been a member of Toastmasters for seven years, and is a Past President of our club. At the present time he is the Senior Engineer for Northwest Airlines, in charge of communication installations at Shemya.

THE TOASTMASTER

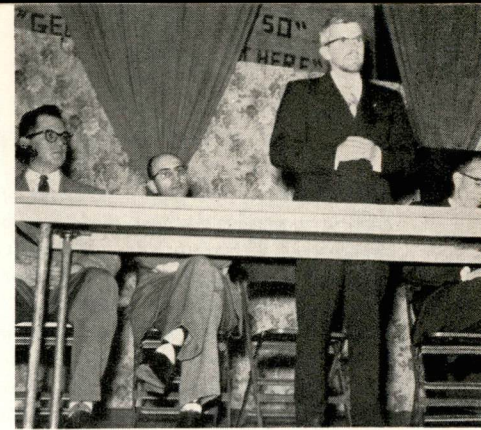
El Segundo Toastmasters Club 1058, El Segundo, California

Our club gave *love* a going-over recently in a special ladies' "Sweetheart Night" program. Special guests of the evening were Mayor and Mrs. Ken Benfield, and the President of the El Segundo Chamber of Commerce, Mr. William Brown, and Mrs. Brown. Mayor Benfield presented a plaque to Stan Suter as the club's "Man of the Year," and C. of C. President Brown welcomed the club into the family of El Segundo Civic groups.

Topicmaster Milton Reeder presented a series of questions involving love, and the trophy for best table topic speaker was won by Ed Kwinn—a bachelor—a new member inducted that same evening.

Toastmaster of the evening Neal Elder presented the formal program. Voted best speaker was Jerry Chrysong, who questioned the trend of love as expressed in modern songs such as "Toss Mama from the Train." His title was "Say It with Music." Others who spoke were Tom Schott and Lee Schwartz, whose subjects were "Lover Come Back to Me" and "Love is a *Myth*." Schott reviewed the lives of great lovers from Attila the Hun to the Sheik of Araby, the latter being famous because his love was intense. Schwartz related Venus to a female Fagin and Cupid to a modern gun-slinger.

Mayor Benfield also officially welcomed the El Segundo Toastmasters Club into the city family, and Mr. Brown invited our club to be listed in the Chamber of Commerce Guide for 1957. This factor of inviting the official family of our city gained us considerable recognition and may be worthy of consideration by other clubs.



Lynden TM's present roving panel

Lynden Toastmasters Club 626, Lynden, Washington

Believing that the best way to get people thinking about Toastmasters in a favorable light is to show them, the Lynden Toastmasters Club has established a "Roving Panel" to participate at meetings of other organizations.

The idea originated at a regular meeting when a panel discussion on "Juvenile Delinquency" was held. The first appearance was before the Lynden P.T.A., where an audience of 150 parents and teachers heard the discussion.

The Lynden Toastmasters have set down some rules relating to panel appearances. They are: The organizations desiring a panel must notify the club at least two weeks in advance of the type of discussion desired; they must publicize the event and endeavor to get as large a turnout as possible; the control of the discussion must be entirely in the hands of the Toastmasters.

Everyone benefits from this type of performance. The organization visited gets an excellent program; Toastmasters obtains favorable publicity, and most important of all, the members participating receive priceless experience.

WHAT THE SPEECH DID FOR ME

NOTE: This is the first in a series of personal experiences of Toastmasters in making a speech that achieved recognizable and tangible results. What is your experience? Write it briefly, and send it to: Editor, The Toastmaster, Toastmasters International, Santa Ana, California. For each article we print, you will be awarded a book for your Toastmasters bookshelf.

For my latest speech assignment I chose the subject, *The Electronic Brain*. Certainly this is a contemporary topic of interest, but how many of us know enough about it to make intelligent conversation? I suppose this is what fascinated me most about the subject, and I wanted to see what could be done with it. To tackle a subject so far removed from my daily pursuits and reduce it to understandable terms for a speech was quite a large bite to chew on. But I can tell you that the mental stimulation that resulted was well worth the effort.

My first step was research, reading up on the subject. After collecting enough factual material, I proceeded to reduce the technical terminology to layman's language. This was the toughest part, and after completing it, I had no trouble in shaping up my information into a well-rounded speech, which took less than seven minutes to deliver.

The audience reaction was terrific, and needless to say, I won the cup for the evening's best speech. I believe, however, that the bonus for my extra effort lies in the fact that I have enriched my own store of knowledge as well as having contributed unusual and thought-provoking information to my listeners. I gave this talk well over two months ago, and still get comments and questions on it.

—Louis W. Spiegel
North Hollywood Toastmasters 147
California

REMINDER—ANNUAL REVIEW ISSUE

Last month we issued a request for nominations of articles our readers would like to see reprinted in the "Annual Review" issue of *THE TOASTMASTER*, which will appear in January, 1958. Response has been excellent.

The time is getting short. Send in your nominations now to:

Maurice Forley, Editor
The Toastmaster Magazine
Toastmasters International
Santa Ana, California

In sending suggestions from a club, please give us the actual number of votes cast, such as "16 votes for" This will help us to determine reader preferences in our selection of articles for future issues. Suggestions from individual members are also welcome.

STS SERVES

SPEECH TOPIC SERVICE, first announced in our January 1957 issue, has received wide acceptance. Hundreds of requests have been received for the modest offering of names and addresses of organizations primarily devoted to constructive community service or personal welfare, which offer speech kits and information valuable in the preparation of speeches.

As a result of TM inquiries, Mrs. Robert F. Leyden, Associate Director, National Organization Relations, **American Cancer Society**, is making information about Toastmasters available to nearly two million workers for that group, through its 60 Divisional offices. Mrs. Leyden believes that speaking skill obtained through Toastmasters experience will increase the effectiveness of American Cancer Society workers. We would add that the A.C.S. "Speakers Handbook" is one of the finest we have read.

Executive Director John C. Rose, piloting a spectacularly successful campaign for **Keep America Beautiful, Inc.**, has sent us his May Progress Bulletin reporting that TM's in 14 states have been supplied with KAB material for speeches in their clubs, before community groups, and over radio.

Jack C. Greig, Director, Public Education Division, **National Safety Council**, reports with some surprise the receipt of TM requests from points as far removed as Scotland and Guam, for information on traffic safety.

All Toastmasters can take pride in the mounting evidence that our members are applying their training, with benefit to others as well as to themselves.

A revised edition of **SPEECH TOPIC SERVICE** is being prepared and will be available within the next few weeks. To obtain your copy, send a note or postcard with your name and address to:

**Speech Topic Service
Toastmasters International
Santa Ana, California**

The chief difference between a wise man and an ignorant one is, not that the first is acquainted with regions invisible to the second, away from common sight and interest, but that he understands the common things which the second only sees.

—Starr King

PROGRAM SUGGESTION FOR AN AUGUST MEETING

The Panama Canal, one of the greatest engineering feats ever performed by man, was opened August 15, 1914. Let this great event prove to be the inspiration for a most informative and entertaining program for your club.

Consider the backgrounds. Let one or two speakers deal with the story of the discovery and the early uses of the Isthmus. Have one man investigate the history of the construction of the Panama Railroad, the first "ocean to ocean" railroad in America.

The early efforts of the French to construct a canal are full of interest. There were vast difficulties to be overcome. Great deeds were attempted.

How did the United States come into the picture and gain the right to do the building? How was the yellow fever menace overcome? Look up the names of Dr. Walter Reed and General Goethals and see what these men did for the cause.

Consider the canal from the standpoint of engineering. Perhaps you have an engineer or builder in your club who can interpret the process of lifting a great mass of ocean water several hundred feet above sea level, and who can demonstrate by diagrams or pictures just what an impossible task the builders faced.

Have someone study the economic values of this short cut be-

tween oceans. What effects has it had on world trade and human progress?

What is the arrangement by which the United States carries on in control of the canal? Compare the Panama situation with that in connection with the Suez Canal. What if our control in Panama were to be challenged?

Here is enough material for two full programs. Perhaps you will find it so interesting that your club will wish to devote two evenings to it. In that case, provide a logical division of the material so as to set up the two programs.

Perhaps you can devote only one evening to it. In that case, select the four or five most intriguing subjects for coverage. If every Toastmasters club would spend at least one evening on the study of the Panama Canal and its history, meanings, and values, more people would have an intelligent understanding of this mighty project than have ever understood it before.

Would that be good? Since there are fair possibilities that trouble may arise over the Panama Canal in years to come, and since so much will depend upon an intelligent handling of the problems, it seems most desirable that as many of us as possible should be well informed, and thus prepared to act intelligently.

—R.C.S.

The worst sorrows in life are not in its losses and misfortunes, but its fears.

—A. C. Benson

THE TOASTMASTER

Letters to the Editor

(Because of obvious space limitations we often print only pertinent portions of letters received. While only signed letters will be considered for publication, names of writers will be withheld on request.—Editor)

Dear Mr. Forley:

We would like to submit for editorial discussion a subject which may have arisen before but has not come to the cognizance of our present members, and so may be new to other Toastmasters also. The question might be put: "When is a Toastmaster not a Toastmaster?" The basis of the question is professionalism in Toastmastering.

Let us say that a professional speaker, one who by the nature of his occupation speaks regularly to groups of people—a radio announcer, a politician or a minister—becomes associated with a Toastmasters Club. Let us say that he has little or no competition in winning club honors, area awards or District titles. Question: Is he doing Toastmasters a service or a disservice? No doubt at the club level he may benefit club members by example, evaluation and leadership, but by making himself eligible for contests, is he not striking a blow at the foundation of the organization? How many contestants or potential contestants are saying: "What's the use? I can't compete with a professional."

This is a serious problem and one that could result in deterioration of morale in area and district activities. Naturally, in any discussion of it no one club should be singled out as the instigator of the discussion, but we would very much like to have the matter brought under scrutiny.

*Engineering Toastmasters Club
Seattle, Washington*

Dear Editor:

The May 1957 issue of THE TOASTMASTER contained an article about tape recorders being used at one of our meet-

ings of the Yawn Patrol Toastmasters Club 1852. As club Secretary, I have been asked to call your attention to the fact that the club address was shown as Denver, Colo., instead of Omaha, Nebr.

Apparently, information was supplied on stationery of The Denver and Rio Grande Western Railroad, resulting in Denver being listed as the address of the club, in error.

*Yours very truly,
Eddie R. Nelsen
Yawn Patrol Toastmasters 1852
Omaha, Nebraska*

Dear Mr. Forley:

I think half-page pictures similar to the small ones of the Nieman-Marcus models published in the July issue would promote interest in the magazine.

Also, I believe solicited advertising could cut costs. Larger pictures illustrating speeches and reprints of famous or excellent speeches would be of more interest than pictures of unknown Toastmasters.

*Sincerely,
R. J. Duncan
Helmsmen Toastmasters
Club 2412
Arlington, Va.*

Dear Mr. Forley:

May I offer something for the lighter side, for Toastmasters?

*"Be Sincere
Be Brief
Be Seated"*

*Regards,
H. E. Cohen
Charlotte Toastmasters No. 1600
Charlotte, N.C.*

AUGUST, 1957

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New Clubs

(As of June 1, 1957)

- 357 WINDOM, Minnesota, (D-6), *Windom*, Wed., 6:00 p.m., Driftwood Steak House.
- 666 FORT WAYNE, Indiana, (D-11), *Farnsworth Electronics*, Mon., 5:30 p.m. Farnsworth Electronics.
- 1795 WASHINGTON, D. C., (D-36), *HHFA*, Wed., 12:10 p.m., National Housing Center.
- 2088 WILLOWDALE, Ont., Canada, (D-34), *Lansing*, Mon., 7:30 p.m., Burnett Avenue School.
- 2496 FALL RIVER MILLS, California, (D-39), *Pit Falls*, Wed., 7:30 p.m., Pit No. 1, PSEA Recreation Hall.
- 2497 SHELBY, North Carolina, (D-37), *Shelby*, Tues., 6:00 p.m., Hager's Restaurant.
- 2498 INDIANAPOLIS, Indiana, (D-11), *Early Bird*, Sat., 8:00 a.m., McClarney's Famous Restaurant.
- 2499 LOCKPORT, Illinois, (D-54), *Lockport*, 2nd & 4th Thurs., 6:15 p.m., The Blue Willow Restaurant.
- 2500 WALTERBORO, South Carolina, (D-58), *Walterboro*, 6:30 p.m., 1st & 3rd Tues., Twinkling Star.
- 2501 OLONGAPO, Zambales, Philippines, (D-U), *Olongapo*, Thurs., 6:30 p.m., Admiral Terrace.
- 2502 PARIS, France, (D-U), *Le Bon Mot*, 2nd & 4th Thurs., 6:30 p.m., Hq. U.S. European Command Officers' Club.
- 2503 CHEYENNE, Wyoming, (D-55P), *Warren*, Wed., 5:30 p.m., Skyline Lodge, Francis E. Warren AFB.
- 2505 DUBOIS, Wyoming, (D-55P), *Dubois*, 2nd & 4th Tues., 7:00 p.m., Dubois Community Hall.
- 2506 MEMPHIS, Tennessee, (D-43), *Globe and Eagle*, Wed., 11:15 a.m., Petty Officer's Club, NAS-NATTC.
- 2507 BROWNSVILLE, Texas, (D-56), *Los Habladores*, 2nd & 4th Tues., 7:00 p.m., Landrum's Restaurant.
- 2508 LONG BEACH, California, (D-51), *Easy Chairs*, Tues., 7:00 p.m., Long Beach V. A. Hospital, Ward N-8.
- 2509 PULLMAN, Washington, (D-9) *Campus*, 2nd & 4th Fri., 7:00 p.m., Compton Union, Washington State College.
- 2510 CHANDLER, Williams AFB, Arizona, (D-3), *DeNiza*, Mon., 7:15 p.m., NCO Prep. Academy.
- 2513 PHILADELPHIA, Pennsylvania, (D-38) *Bull Horn*, Wed., 12:00 noon, Commissioned Officers' Mess.
- 2514 DECATUR, Alabama, (D-48), *Decatur*, Wed., 6:15 p.m., Why Not Cafe.
- 2516 OAHU, Hawaii, (D-49), *Hui Olelo Kane*, Tues., 11:00 a.m., Barbers Point CPO Club.
- 2517 MERRILL, Wisconsin, (D-35), *Lincoln*, 2nd & 4th Tues., 5:30 p.m., Badger Hotel.
- 2518 KEMANO, B. C., Canada, (D-21), *Kemano Valley*, Thurs., 7:00 p.m., Kemano Rod & Gun Club Clubhouse.
- 2521 MIDDLETOWN, Pennsylvania, (D-38), *Olmsted*, Wed., 5:30 p.m., American Legion Home.
- 2522 VALLEJO, California, (D-4), *Mare Island*, Mon., 5:10 p.m., Mare Island Central Cafeteria.
- 2524 ALBUQUERQUE, New Mexico, (D-23), *Beta Alooster*, Wed., 11:45 a.m., Coronado Club.
- 2526 BEAVER FALLS, Pennsylvania, (D-13), *Beaver Falls*, Wed., 7:00 p.m., Annex Bldg., Babcock & Wilcox Company.
- 2527 CONCORD, North Carolina, (D-37), *Concord*, Mon., 6:30 p.m., Hotel Concord.
- 2529 SUNNYVALE, California, (D-4), *Lockheed Eldorado*, 6:15 p.m., alt. Mon., Old Plantation, Los Altos.
- 2530 CHICAGO, Illinois, (D-30), *Motorola*, biweekly Tues., 6:00 p.m., Austin Y.M.C.A.
- 2531 PHILADELPHIA, Pennsylvania, (D-38), *Prosit*, Thurs., 7:30 p.m., 2009 Spruce.
- 2533 HENDERSON, Nevada, (D-U) *Stauffer Chemical*, 2nd & 4th Tues., 4:45 p.m., Royal Cafe.
- 2534 ALBUQUERQUE, New Mexico, (D-23), *Early Birds*, Mon., 7:15 p.m., Desert Sands Motel.
- 2535 WILMINGTON, Delaware, (D-38), *Chemical Capital*, Tues., 5:45 p.m., Y.M.C.A.
- 2536 RIVERSIDE, California, (D-F), *Rohr*, Thurs., 8:00 p.m., Ivan's Continental Restaurant.
- 2537 CANOGA PARK, California, (D-52), *Rocketmasters*, 1st & 3rd Thurs., 7:00 p.m., Golden Bull, Chatsworth.
- 2539 SAN DIEGO, California, (D-5), *NEL*, Tues., luncheon at 11:30 or dinner meeting, U. S. Navy Electronics Laboratory or other designated place.
- 2540 MINNEAPOLIS, Minnesota, (D-6), *Minneapolis*, Thurs., 6:30 p.m., Minneapolis Post Office Building.
- 2541 NORFOLK, Virginia, (D-36), *Naval Supply Center*, 1st & 3rd Wed., 12:00 p.m., Tidewater Room, Naval Supply Center.

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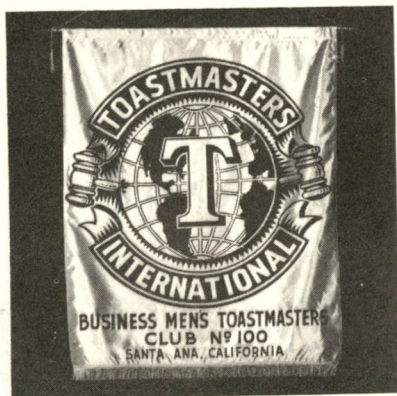
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