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The

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ISSUE



For Better Thinking—Speaking—Listening

The TOASTMASTER

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TOASTMASTER INTERNATIONAL is a non-profit educational organization of 1819 active clubs—located in the United States, Alaska, Australia, British Crown Colony, Canada, Channel Islands, Cuba, England, France, Greenland, Guam, Hawaii, Iceland, Japan, Korea, Philippines, Scotland, South Africa, the South Pacific Islands and Venezuela.

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ES SU CASA

What makes a city?

Obviously, the people who live and work within its boundaries have something to do with it. Climate, location, industries all have their share.

But what makes the special *flavor* of a city—that indefinable something that makes New York different from New Orleans, Chicago from San Francisco? It has been said that a blindfolded traveller, set down at midnight in the streets of any metropolis, can sniff the atmosphere and tell where he is. While this tale is probably a bit exaggerated, it is true that each city has its own special, recognizable personality.

The personality of a city, like the personality of an individual, is compounded of many simple things. Its streets, its buildings, the trees that line its boulevards and the flowers that grow in its gardens, all contribute. There is the history of its oldest buildings, the beauty of its newest.

To Toastmasters whose thoughts these summer days are turning conventionward, the city uppermost in their minds is Los Angeles, the convention city. What do you think of when you hear the name? Sunshine, palm trees, movie stars, radio and TV stations, beaches and bathing beauties, the Brown Derby—true, it has all these.

But there is more. There is the personality of Los Angeles, its heritage of hospitality from the days of the Dons, the welcome inherent in the old Spanish phrase of greeting: "Es su casa," or, freely translated, "My house is yours."

So on the cover of this month's TOASTMASTER, our lovely senorita waits beside the old Mission bell that will ring to welcome Toastmasters to the convention of friendliness, of fellowship, of improvement, of new horizons, of "Progress Unlimited."

Welcome, amigos. Our house is yours.

NOW IS THE TIME

—for all good men to come
to the aid of their country

By Wayland A. Dunham

THIS is a call to *minds*. It is a call to every Toastmaster to take seriously his great opportunity of learning to analyze everything he hears or reads, especially regarding the precarious situation of the world today.

But analysis alone is not enough. He must weigh the issues logically and impartially in order to form his own decisions as to what is best for his country and his world. Then he must voice his heart-felt conclusions in a manner that will demand the respect and the consideration of his audience.

The remark of Stephen Decatur: "Our country! . . . may she always be in the right, but our country, right or wrong," still holds good in an extremity. But we, citizens of a democracy, have a duty to see that our country is *right*, before such an extremity occurs.

We have all listened to opinions—sometimes even in our own Toastmasters clubs—spoken by men whose loyalty is unquestionable, but who have not bothered to seek out the facts. Nor have they applied objective and logical reasoning to the information which they possess.

We are living in a time when blind acceptance of partisan arguments of party or class must give way to clear-minded consideration of the question in the light of what is right or wrong. We must study and prepare ourselves to meet the loud rantings of a vocal minority whose object is to lead us off on tangents that will weaken our belief in democratic procedures and our personal liberty.

But refusing to accept such false doctrines is not enough. We must become ardent evangelists for the democratic truths in which we believe. Only by meeting fire with fire may we sweep all people into a mental and spiritual conflagration that will purify world thinking and establish liberty and justice for all.

Who knows—posterity may yet read in its history books: "Our democratic way of life was saved from destruction by a group of men who re-kindled the spark of individual freedom in their hearts and then undertook to sell this freedom to their fellow-men."

Toastmasters may well be such a group.



What about this

RIGHT TO QUESTION?

By Homer Davis

WE COULD go overboard exercising our right to question. Instances are not hard to find in our homes, clubs, conferences and in national committee and legislative groups. We need controls and guard rails, or at least life savers which can be used to assist worthy groups seeking truth, agreement, and cooperative thinking and action. As leaders we are interested in the welfare of our groups but our methods of questioning must be conducive to cooperative progress.

Unlimited and irrelevant questioning can exceed the limits of patience and fairness, at the expense of clear thinking. Pursuit of a speaker by challenges to his ideas at an inappropriate time can hinder constructive effort.

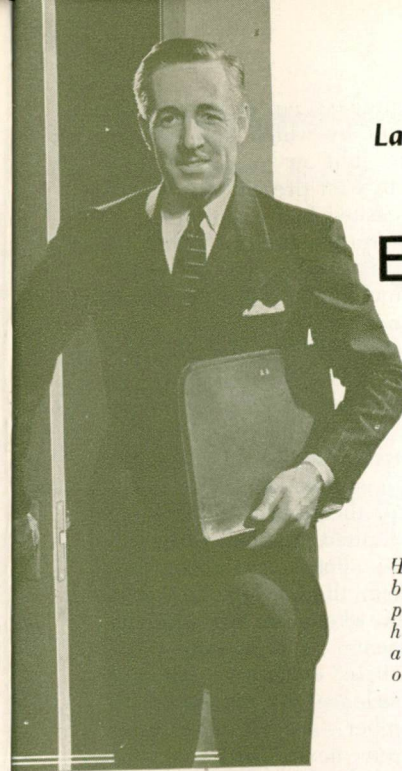
The right to question therefore has limitations, must be used with discretion, yet must not be neglected. There is greater danger in neglecting the right to question than in the abuse of that right.

What right have the members of a club to question what other members say? If the speaker is trying to persuade the group to pay higher dues, to support an outside cause, or take any action as a group, the members have a right, if not a duty, to question.

How do we question what is said? If a speaker attempts to persuade us we have the right to ask: What good will it do to accept your plan? What are the disadvantages? How will the plan be worked? Who will be involved? What is the history of similar plans? Who are the people who agree and disagree with such a plan? With such questions as these in mind, we should listen and request adequate answers from those who would persuade us. Daily we are given answers that "four out of five say so," that "doctors approve," that "movie stars are successful because they use a certain product," and some people really are persuaded, at least enough to harbor the idea.

Let us question before we are too easily moved by emotion and appeals to our security, pride, integrity and affection. It is a matter of good thinking, good judgment, good evaluation.

Evaluation is questioning. By questioning we find better ways and better answers for what we do and what we think. When we evaluate and question let it be done within the limits of need and purpose, and in an attitude of constructive and cooperative achievement.



Language Power is a-

BAROMETER of SUCCESS

How successful may we expect to be? How far may we expect to advance, both economically and socially? The power to express ourselves adequately has been described by eminent men as a barometer by which we may measure our expectations of success.

By John D. Griffiths

BERNARD BARUCH, one of our best-known elder statesmen, when asked what he considered the prime requisite for success, said: "The ability to talk, to speak publicly and sell yourself." Thomas J. Watson, President of International Business Machines Company, when asked the same question, answered, "The development of a good vocabulary."

From time immemorial, forceful speakers have risen to power. This has recently been exemplified by Roosevelt, Churchill, Hitler and Mussolini. Though we may disagree with their methods, aims and political philosophies, we

must recognize that each one of them was a forceful and convincing speaker to his particular audience. Hitler appealed to the emotional hysteria of the masses; Churchill, perhaps the most eloquent of them all, pleaded for sanity and reason. But all of them could persuade and convince by the force of their speech.

Words are important! This fact is brought home to us daily, in our everyday lives, in everything we do, by everyone with whom we come in contact. People judge us by what we say, and even more by how we say it. Our speech is representative of our breeding and indicative of our background.

In our reading, we have all been thrilled by the words of the great masters of literature. We admire their descriptions of nature, their forceful strokes as they show and develop plot and character. Yet how rarely do we try to emulate their style in our own talk!

Our language is perhaps the most romantic and fascinating aspect of our daily life, but rarely do we take the fullest advantage of its possibilities. Through language we can find great joy and satisfaction as we express our innermost thoughts and ideas. With language power we gain confidence in ourselves, and confidence increases as we gain the respect and admiration of our contemporaries. By the power of language, we may become an influence for good in our community.

Furthermore, language power means earning power. Capabilities and skills being equal, it is the man who can express himself who forges ahead. It can happen to

you. Language power may be the instrument by which you can get a better job, or climb to new heights in your present one. Words can be cashed in for dollars.

This much desired faculty, this ability to express in words your thoughts and ideas, gracefully and authoritatively, is not an inborn characteristic. It is not bestowed on a favored few and withheld from others. On the contrary, it can be acquired, and in fact usually must be. But the method is simple. One procedure—perhaps the easiest of all—is to take a limited number of words from the dictionary each day, study them thoroughly, and then use them whenever the opportunity presents. In this, as in every worth-while endeavor, patience and persistence pay dividends.

Remember—success may hinge upon your next word. If you would rise to the occasion, carve each word carefully before you let it fall.

Simple—When We Pull Together

Ages ago a flock of quail lived in a forest. They might have been happy, but they were in great dread of their enemy, the quail-catcher. He imitated the call of the quail, and when they gathered together, he would throw a great net over them, stuff them into his basket and carry them away to be sold.

Now, one quail, very wise, said: "Brothers, I have a plan. When the fowler throws his net over us, each one put his head in the net

and lift it up together and fly away with it. When we have flown far enough, we will let the net drop on a bush and fly from under it."

All agreed. Next day, the fowler threw his net, the birds lifted it together and flew away with it to the bush, where they escaped.

This happened many days. At last the fowler's wife became angry and said: "Why is it that you never catch any more quail?"

(Continued page 25)

Let's not be
STUPID

A MOTORIST had a flat tire in front of an insane asylum. He removed the flat, carefully placing the rim bolts in the hub cap for safekeeping.

Just as he was about to reach for the bolts to fasten the spare, a tank truck and trailer came roaring by. He leaped to safety but the truck struck the upturned hub cap, scattering the bolts into the weeds by the side of the road.

The hub cap was retrieved quickly but after a long hunt only one bolt could be found. Disgustedly the driver flopped down on the bank to ponder what to do.

"Why don't you take a bolt out of each one of the other wheels?" The remark came from a fellow who had been watching the proceedings from a spot inside the institution fence. The relieved motorist eyed his benefactor critically.

"Are you a patient here?" he asked.

"Why?" was the observer's reply.

"Why, you don't sound crazy to me. That was the sanest suggestion I've heard for some time."

"Well," was the cogent reply, "I may be crazy, but I'm not stupid."

tm

Easy Does It

The young father, pushing a baby carriage, seemed quite unperturbed by the wails emerging from it.

"Easy now, Albert," he said quietly. "Control yourself. Keep calm."

Another howl rang out.

"Now, now, Albert," murmured the parent. "Keep your temper."

A young mother passing by remarked, "I must congratulate you! You know just how to speak to babies—calmly, gently." She patted the youngster on the head and cooed, "What's bothering you, Albert?"

"No, no," cried the father, "his name is Johnny. I'm Albert."

Vacation Blues

My secretary has gone on her vacation.
My sekretery has gohn on a spree.
My sekeratiry has goon oh hyr vaykashion.

O bring bacque mi seceratery tu me.

Bring bac% oK bling back
Oh bling b5ck mu sectery to mi, tu me:
Btung bicq, ocsling 8ack.
OO Blynck ba" mg t½pys//? to m¼.
Odaern'

—The Editor

Eggs of discontent are hatched by people who sit around.

Don't be afraid to be different. Your way may be the better one.

—Paul Talbot

By Ralph C. Smedley



So You Have to Make a Speech ?

O.K. -- Take a Subject!

TALK about your own business. Find speech material in your daily work.

Any man who follows an honorable and productive occupation has at his hand a fund of lively, interesting and useful material for his speeches. Let him use a bit of imagination and originality along with observation, and speech themes will fairly leap at him.

The shelves of any grocery store teem with good suggestions for study. The hardware store is a veritable museum of human history and progress in invention. The tables and show cases in the dry goods store are loaded with stories.

The history of silk and of linen, two of the oldest fabrics, will repay study and will work into a speech of absorbing interest. Cotton and wool, the grading of cloth, the count of linen threads, the weaving of patterns, and a score of other trade matters will provide inspiration for many speeches.

The professional man is sur-

rounded by speech materials, on his own desk or in his office.

The civil engineer can recount the story of some great construction enterprise, such as Boulder Dam, or the Eiffel Tower, or the Galveston Seawall, or the pyramids of Egypt. He can explain the construction of a modern highway or of a railroad, or he can describe the building of a bridge. Why does a building not fall down? What are the values of reinforced concrete? Discuss the spider as a construction expert. These are a few of the items which would be of interest to every intelligent person, if they are well presented.

The chemist and the physicist have a tremendous volume of material. Consider modern progress in science, in the revealing of nature's secrets. Take a text book in chemistry or physics written in 1900, and compare it with one of the present day. Observe the number of new elements which have been discovered, and the new re-

actions which have been brought into use.

The whole field of atomic research and of nuclear reactions is open to the student. It provides an inexhaustible supply of material for the imagination.

The chemist might take for his speech title, "Magic in the Test Tube" and build up a most attractive offering, without going beyond his own laboratory.

The lawyer and the doctor have in their possession facts which are not only full of interest, but which are of definite value to every listener. The attorney can do good service and attract favorable attention by talking about "How to Make Your Will" or "Don't Die Intestate." He can tell his audience how to keep out of jail, or how to safeguard the title to property, or any one of a dozen professional secrets good for the public to know.

The doctor has the vital facts about human health. He can discuss modern methods of medical practice as compared with those of ancient days. The medicine man of early times makes a good background for his successor, today's physician. People are interested in health and how to keep it. The doctor has the answers. Let him talk about them.

The banker and the economist have vast stores of interesting material, most of it unrecognized. Human nature as observed at the teller's window is interesting, informative and amusing. Every experienced banker has his fund of stories about peculiar customers.

The agriculturist, whether he be a farmer or a rancher, deals with the supplies of food so vital to human life. The cornbelt farmer has a great story to talk about in the development of the modern hybrid strains of corn which have almost doubled production. Industrial uses of the soy bean have revolutionized farming in some parts, but people generally do not know about it. Farm machinery of today, compared with that of fifty years ago, gives a story full of interest.

And so it goes, through all the occupations of men. The commonplace matters of daily life are strange and intriguing to those who do not know them. Every man has plenty of material in his own day's work, if he will use his imagination and his information, with a touch of originality in presenting the facts.

All this is of far more value than most of us realize, not only because of its interest, but also because our presentation of it creates understanding and good will on the part of the public. Talking about our own work builds good public relations.

Do not hesitate to talk shop. Do not make it your only theme, nor let it become boring. Let people know that you know other things than your daily work, but let them know at the same time that you do know your own business well enough to talk about it intelligently.

The things you know best may be the very best things for you to talk about.

It's a Good Idea ■ ■ ■

■ Your Club as a Laboratory

The Home Office has been literally deluged of late by letters from men in almost every walk of life telling how they are using their respective clubs as a place to put their business ideas to a test before a friendly yet highly critical audience.

A series of articles is now appearing in *The Toastmaster* on this subject. Why not put it to work in your club?

■ Stretch that Vocabulary

Topicmaster Vaughan Pierce of the Sunrise Toastmasters (Phoenix, Ariz.) introduced a table topic session that all members agreed was most instructive. Each member dipped into a grab-bag for a slip. On each slip was written an uncommon word. Pierce called on each member to use his word, or look it up in the dictionary and read the definition aloud.

■ Boomerang

Bob Dafford of Syracuse (New York) Toastmasters proved his own attentiveness and ability to remember when, as Topicmaster, he turned the tables and called upon previous Topicmasters to answer the especially difficult questions they had imposed upon fellow members. The faltering replies (in many instances) were gleefully received, especially by those who had been previously challenged with the question.

■ Visual Evaluation

The club program said "Special guest evaluators on use of lips and enunciation are Marcus Tibbetts and Lynn Miller." What the members of AIResearch Toastmasters (Los Angeles, Calif.) did not know was that the evaluators could not hear a word said. They were lip readers and based their written evaluations on what they saw the speakers say. The result is that all members have resolved to pay more attention to enunciation from now on.

■ Get Them Into the Act

"How can we get guests to participate in a meeting?" was a problem that worried William A. Benston, vice-president of the Federal Toastmasters Club of Portland, Ore. So he decided to vary the usual procedure slightly, and had the guests introduced after the formal program. Each guest spoke for at least a minute. "After a meeting the guests are more at ease and feel more like speaking when introduced," was his conclusion.

■ Toastmasters Scholarship

Toastmasters of the Gate City (Fargo, N. D.) Club believe that they have a first in their award of a scholarship in Toastmastering, given to the member who uses his speech training for the greatest good to the club and the community. It includes cost-free participation in club functions for six months. First to receive the award is the Rev. William Buffton, Methodist pastor serving congregations at Casselton, Wheatland and Absaraka, and also studying for a master's degree.

■ One Man Can Work Magic

Men who are equipped to speak their convictions have a duty to perform.

Stress this fact in your clubs. Realize that you and your convictions may light a spark that may cause a world conflagration for justice and freedom for all mankind.

Washington, Jefferson and Lincoln discovered this. Lincoln was a seeming failure until a stronger challenge than he could meet alone took possession of his soul. When he became articulate, his idea swept the nation.

■ A Fuller Life

When ideas are temporarily running low or you have been asked at the last minute to fill in for an absentee Topicmaster—try the general subject of "How has Toastmasters membership

and participation opened up the potentials of a fuller life?"

Don't just launch the idea and then sit down to finish your dinner, but study each participant in the light of his growth and subtly challenge him to reveal the less obvious factors that have added zest to living.

The response will probably be both interesting and stimulating.

■ Correcting a Pet Peeve

Topicmaster Eldon Scripter of Ashland (Ore.) Toastmasters deserves a nod for finding a new twist for the old table topic wheeze of "What is your pet peeve?"

His questioning revolved around such a peeve, but his demand was that each speaker propose an appropriate and effective remedy.

■ Mr. President

If your club has the tardy habit, and if you have hesitated to begin until at least a majority of the members have arrived, listen to the words of a man who now holds a responsible position in Toastmasters International:

"I have never made a fetish of promptness—at least to the degree of boasting about it, but somehow I had expected it from Toastmasters. My club was one of the worst offenders and I vowed a secret vow that if ever I were elected president I would change things.

"Eventually I was honored by that position. On the night I first officiated in this capacity, one other Toastmaster and I were the only ones present at 6:30. I admit that I was tempted to set my watch back, but then I decided now was the time if I were to snap us out of this habit.

"At exactly 6:30 I rapped the gavel. My colleague led the salute to the flag and I said grace. Never shall I forget the look on the first few stragglers' faces as they discovered the meeting in process and dinner being served.

"Next meeting 18 were present at the scheduled hour, and the following meeting only two came in late. That was many years ago, but timing has become a tradition in our club and today we have few if any late-comers."

■ Summer Table Topic

One of those summer picnics or backyard patio meetings around the glowing embers of a fire may be made especially enjoyable and educational by playing a game during the Table Topic period.

For instance, the Topicmaster suggests a fish story, explaining that the speakers in turn shall name a fish preceded by a descriptive adjective beginning with the same letter.

Each speaker must not only repeat the entire story to date, but must add his portion to the tale.

Such a story might run:

"Once upon a time a goggle-eyed goldfish set out to find a mate—"

Second speaker repeats the above, then adds: "and he happened upon a runty rock cod."

Third: "who admitted his deficiency as a provider and recommended the frisky flying fish, who had seen plenty of the world, etc., etc.—"

Those who fail, drop out. The last one still going is declared the winner.



TALK IT UP! Person to Person!

LAFF LINES

"Did you give your wife that lecture on economy you talked about?"

"Yes."

"Any results?"

"I've got to give up smoking."

The preacher in a very small village was about to move on, after one year of service. He was surprised when the church officers asked him to stay for another year. All his predecessors had moved after just one year.

"Why do you want me to stay?" he asked.

"Well, sir," the spokesman replied, "we don't want no preacher anyhow, and you are the nearest to none that we ever had, so we want to keep you."

Little Boy: "Are you a public servant?"

Cop: "Sure thing."

Little Boy: "Well then, mind this kid brother of mine while I go fishing."

First Golfer: "The traps on this course are very annoying."

Second Golfer (trying to putt): "Yes, will you please close yours?"

First you carry the bride over the threshold—then she puts her foot down.
—Mesty Barber

Daffy Dimple, the office pest, wants to know why it is that nice smooth boys are much rougher than the big, rough ones?

WORK WITH WORDS

A foreign diplomat at a Washington dinner really gave himself a *workout* with American words. He mentioned to his dinner partner that he had a beautiful and intelligent wife, but alas, no children. Then as further enlightenment seemed to be expected, he continued haltingly: "You see, my wife is unbearable." This was greeted with a puzzled glance, so he stumbled on: "I mean, my wife is inconceivable." Seeing that this too was not understood, he finally blurted: "That is, my wife is impregnable."

Washing windows so bored a sweet young housewife that she forgot she was hanging out of an open window. Losing her balance, she fell to the ground and lit in a garbage can, where she just sat, disgusted. A Chinese student passed by and saw her.

"Americans velly wasteful," he reflected. "That woman good for ten, twenty years yet."

Orator: "If all the women were taken out of circulation what kind of a nation would this be?"

At this point a young man in the back row shouted: "Stag-nation!"

An elderly woman chided her husband for not assisting her up the steps.

"Henry, you ain't as gallant as when I was a gal."

"Nope," replied Henry, "and you ain't as buoyant as when I was a boy."

"Aren't you the fellow who sold me a car a few weeks ago?" inquired a man who stopped at a used car lot.

"I sure am," smiled the salesman.

"Well, tell me about it again," said the buyer. "I get so discouraged."

Neal O'Hara—Quote

TO PROVE THE POINT THAT

AN ADVERTISEMENT IS LIKE A SPEECH

-STUDY MODERN ADS

IN FACT, a display advertisement actually is a written speech.

Consider the type of advertising being done nowadays by some of the great corporations in some of the most influential magazines. Many of these displays, occupying one or two full pages and published at great cost to the advertiser, are designed as builders of good will rather than as direct sales agencies.

One of the great insurance companies uses articles of worth on subjects of general interest, written by experts. Studies on such subjects as how to choose a life's work, how to cultivate good health, or how to promote happy family relations are printed in prominent space, with no insurance propaganda except for the modestly displayed name of the company sponsoring the article. In this case, the advertisement is quite definitely a written speech, capable of being read aloud by the speaker.

That kind of advertising is excellent as a builder of good public relations, and it must pay or it would not be continued.

But even the conventional type of advertisement bears the characteristics of a speech.

It has a definite purpose: to promote the sale of the product. It is attractively presented, designed to attract favorable attention.

It conveys information, and an appeal for action.

It reaches a positive, definite conclusion.

An advertising man uses much the same strategy in preparing his advertising copy as the speaker employs in preparing his speech. He begins with a study of the product. He considers how it is made, how it is packaged, and what good results from its use. He is concerned with the size, the quality, the color or the shape, and he is especially interested in the selling price. He analyzes various selling methods and approaches to the customer.

He puts his ideas on paper. There are a number of selling points. He makes notes of these and considers their probable appeal to customers. He selects some of the best ones, and then tries to condense the words so as

to make attractive headlines. He might just as well be working on the points for a speech. Organizing a speech is much like organizing an advertisement.

In harmony with these "headline" items he develops some interesting copy about the product and its benefits. He emphasizes what it will do for the customer. He makes sure that his language is plain and clear.

Just as a speech requires a catchy title, some dramatic statements, some illuminating illustrations, so the advertisement calls for good art work, attractive headlines, a quality which holds interest. Both speech and advertisement need attractive layout, or style of presentation, together with showmanship, exhibits, human interest examples.

An advertisement cannot "fade out." It must present the argument and appeal so that action will result. It invariably closes with the "do it now" or "see your dealer today" or "use this blank to send in your order" technique. If it does not clinch its purpose, it is not a good ad.

You have heard a speaker wind up his talk with "I guess that is about all I have to say. Thank you." That kind of conclusion left you cold, unless it made you hot under the collar to think that you had wasted your time listening to the speech. You wanted the speaker to tell you just what to do, and why it will be to your advantage to do it.

Winning the cup is an honor, but making each speech better than the one you gave before is the most worth-while accomplishment, and in that respect everyone can be a winner.

Every speech is a selling talk. The speaker is selling information, entertainment, inspiration, or whatever it may be, but he is above all selling an *idea*. The success of his speech is measured by the extent to which he leads the audience to accept his idea.

Study the best advertisements you can find. Study to see whether they appeal to you, and why. Consider the layout, the plan, the logic, the interest-arousing elements, the illustrations, and study with greatest care the conclusion, the appeal, the final sales thrust.

Test your own speeches by the same principles. Study the opening, the argument, the illustrations, the conclusion as though the whole composition were an advertisement, or a sales talk delivered to a customer to whom you hope to sell a household appliance or a piece of real estate or an insurance policy. Does your speech have the qualities which you have observed in the advertisement?

Speeches are intended to win supporters and influence people. Advertisements must win customers and influence people to sign on the dotted line. The techniques are similar. The speaker and the advertising man face similar problems, and each can learn from the other.

Study advertisements, remembering that a speech is like an advertisement, just as an advertisement is like a speech.

—San Carlos-Belmont (Calif.) TM Bulletin

The Seasoned Toastmaster

By Joseph P. Curry, Jr.

AS THE earth turns on its axis and the pageantry of the seasons unfolds, the Toastmaster is reminded of his own progress. His steady growth is like the maturing of the year, from seedtime to harvest.

The winter of Toastmasters training is represented by the early meetings after joining. How rough the weather seemed at times! Evaluation was impersonally harsh as the wintry winds, and even gentle criticism was like the bite of frost.

Came the spring! The speeches, while they might still cause wobbly knees, were no longer the agony they once had been. The evaluation became as gentle as the breeze, comparatively speaking. Our ability to speak and plan our speeches budded and began to flower. Eye contact and hand gestures became natural and easy. With the springtime of growth we no longer felt that nasty gnawing sensation at the pit of the stomach.

As we progressed further, the flowers of ability began to blossom forth into maturity. Cultivation was still necessary, of course. The gentle rain of evaluation and

constructive criticism and the essential sunshine of applause helped to make our speeches the kind that appealed to each audience.

As our abilities and craftsmanship in Toastmasters progress from the seedling to maturity, so does our belief in and need for continued Toastmasters training evolve. Suddenly we look back and see ourselves as we once were. Then we survey what we are now, and envision what we some day hope to be. What a delight to realize that our efforts are being rewarded!

Knowing this, we begin selling Toastmasters training to our friends and acquaintances with honest enthusiasm. Selling Toastmasters soon becomes second nature. We succeed without half trying, because we are walking advertisements of what Toastmasters training can do.

The autumn of Toastmasters brings the joy of harvest—a fuller life, a basic understanding of rewarding communication and the joy of sharing.

Many catch a glimpse of further horizons in area, district and International experience, which brings into focus the opportunities for extended training in the higher echelons of management and leadership with resultant financial success and service to one's fellowmen.

Whatever your goal, the harvest time finds you better equipped and more effectively articulate in using that equipment toward building for yourself *a fuller life*.

Even—

REGIMENTATION

has its points

REGIMENTATION is a word of offense to the lover of freedom, the believer in the worth of the individual and his right to self-determination. We who live in free lands, with the rights of speech, choice of occupation, location, political and religious affiliation and the other things which are inherent in human liberty, resent being regimented, ordered around, arbitrarily herded into groups and made to conform to patterns with which we do not agree.

But even in the lands where freedom reaches its broadest expression, we are subject to regimentation in a multitude of ways which we do not resent, because we have accepted them for our own protection. Conformity is part of the price of living in a human society.

For example, what difference does it make whether you drive on the right side of the road or on the left? Each side is well paved, offering good opportunities for progress.

Really, it makes no difference, provided everyone conforms to a standard practice. In America, we keep to the right. In England or Scotland, we stay to the left. That makes it hard for the American taking his first drive in Britain,

and equally hard for the Briton trying out an American highway. The man who ventured, in either case, to exercise his inalienable right to choose for himself would be inviting himself to a hospital or a cemetery. There is safety in conformity.

The point is that while each of us has rights as an individual, our rights are limited by the rights of others. When individual rights come into conflict, there must be adjustment, compromise and agreement on a course mutually acceptable. We proceed to regiment ourselves by respecting the rights of others.

This self-imposed regimentation extends into every phase of life in a civilized community. Our cities are zoned for certain purposes. If we live in a residential section, we cannot keep cows or pigs or chickens, as we could if we lived in the country. We are not at liberty to throw our trash in the street, nor to set up a machine shop next door to our neighbor's bedroom window. If we wish to build, we must conform to setback regulations and other rules enacted for the protection of the community. In a word, we must respect the rights of our neighbors if we would have our own rights safeguarded.

No matter how free and independent we may feel, we cannot escape regimentation, but we can refuse to be bound by rules promulgated by a selfish dictator who seeks to impose his will, regardless of human rights. This is where we find the difference between regimentation enacted by a majority for the general good, and the restrictions imposed by a dictatorial, authoritarian despot or government. Free people can order themselves around, but they do not want to be pushed around by anyone else.

This principle carries over into the field of speech.

Public speaking, as practiced today, enjoys a great degree of freedom from strict rules. Men are permitted, even encouraged, to speak in the style best suited to them as individuals. Certain basic practices are recognized as being more desirable than others. Such matters as selection and arrangement of materials, use of illustrations, choice and pronunciation of words and effective opening and conclusion of a speech are rather well standardized, but even in these as in other phases, great liberty is allowed.

This was not so in the days of our grandparents, when "oratory" was in full flower.

In those times, there were strict rules for the speaker to follow, both in arrangement and delivery. Our present free and easy way of informal speaking, conversational speech, would have been discounted as unworthy of the name of oratory.

Lincoln is a classic example of the speaker ahead of his time. Today, he would be quite in line as a public talker, but he was never rated by his contemporaries as a great orator. He was just a plain-spoken, homely citizen, talking to a crowd as he talked to a group, saying what he thought without much embroidery or affectation. He must have been disappointing to lovers of oratorical exhibitions, but what he said stayed with his hearers.

Freedom in the manner of speaking is characteristic in the Toastmasters Club. There are certain standards for effective speaking, but these standards relate to results achieved rather than to the methods and techniques of the speaker. Each man is encouraged to follow the style best fitted to his own personality and his message.



"I see that the Communists rejection of the U. S. rejection of the Communist rejection—has been rejected."



DO YOU SPEAK CALIFORNIAN

SEÑOR — SENORA?



THE problem is really not so difficult, since the American-English language is currently in use in California. You need not carry a phrase book when you visit the Golden State.

But there are certain peculiarities of pronunciation and usage which should be kept in mind if you wish to avoid the suspicion of being a "foreigner," or, as it is sometimes called, a "tenderfoot."

To begin with, the convention city is Los Angeles, pronounced "Loss Anjelus," or "Loce Angeles" giving the *o* its long sound, and hardening the *g*. The first is perhaps the more common usage; the second is preferred by people who appreciate the beauty of its Spanish heritage. You may take your choice, but remember, never pronounce it "Los Angel-EEZ," and never, never assume undue familiarity and refer to it as "Loss." That is a fighting term.

As a matter of fact, the original name given to the haphazard collection of adobe huts established in 1781 by Governor De Neve, was "El Pueblo de Nuestra Señora La Reina de Los Angeles," which lovely liquid phrase translates into "The

City of Our Lady the Queen of the Angels." It is not necessary to use the complete title. Angelenos are friendly, tolerant people and will permit slight lapses; you may even refer to their city as "L.A." But do not, as you value your welcome in the West, use the term "Frisco." Say "San Francisco" when you refer to the beautiful city beside the Golden Gate.

The history of the settlement of California is written in the names of its towns and cities. Those whose names show Spanish derivation were established either by the brown-robed friars of the Missions or by General Gaspar de Portola and his Spanish soldiers as they traveled the country from end to end. Towns with obvious Yankee nomenclature came later (Bakersfield, Fullerton, etc.) with the advent of the Americans, or "Gringos."

While California is not noted as being an unusually religious state, its early settlement was made by people of deeply religious nature, the Mission fathers, who marked their course up the Coast with a series of Missions, each one a day's journey from the next.

These Missions were named in honor of Saints and notables of the Church. This accounts for the prevalence of names using "San" and "Santa," since these two words refer to saints. *Santa* is the feminine and *San* the masculine form. Santa Barbara, Santa Monica and Santa Ana, for instance, are names of female saints, while San Juan, San Jose and San Pedro are easily recognizable as St. John, St. Joseph and St. Peter. San Francisco gets its name from the Mission San Francisco de Assisi (St. Francis of Assisi) while San Diego, the metropolis to the south, was named in honor of St. James, since it was on his feast day that Gen Vizcaino first landed in its beautiful harbor. "Diego" is a Spanish form of James.

In pronouncing Spanish names, the *j* gets the sound of *h* and *ll* is pronounced rather like *y*. La Jolla is pronounced *La-HOY-a*, the San Joaquin Valley is *San-Hwa-KEEN*, while the *Mojave Desert* is called *Mo-HAH-vee*.

Vowel sounds follow fairly definite rules. The *a* is usually broadened, as in *arm*,

i gets the sound of long *e*, while long *e* becomes *aye*. The final vowel *e* usually receives an accent of its own. Thus, San Pedro is *San PAY-dro*, and San Jose is *San ho-ZAY*.

It may help you to remember that *casa* is Spanish for *house*, and if you pronounce it something like *KAH-sah*, you will be understood. If it is *Casa Blanca*, you will understand *white house*, while *Casa de Adobe* is a house of sun-dried bricks (say ah-DOH-bee.)

The tourist, however, need not be apprehensive in tackling California names. If he gets them wrong, the chances are he will be talking to some former Hoosier or Wolverine or Buckeye, who has gone through a similar difficulty himself. And there is always comfort in the thought that Californians visiting in the east, might encounter trouble with names like Oconomowoc, Patuxent, Eau Claire, Scituate, or Skaneateles.

So—adios, amigos, y hasta la vista en El Pueblo de Nuestra Señora La Reina de los Angeles!



What's Going On . . .

● Dramatic Success

Congratulations are in order for the Rothesay (Scotland) Toastmasters who entered a competition for one-act plays in the Scottish Community Drama Association Festival and emerged winners. Although without any previous stage experience, the ten members of the cast applied their Toastmasters training to the related field of dramatic art with signal success. The play chosen was the powerful "In the Zone" by Eugene O'Neill. The winners will travel to Glasgow for the finals, the results of which we are eagerly awaiting.

● Anchors Aweigh

The CPO Toastmasters Club (San Diego, Calif.) was host recently to a most unusual group of guests. The visitors comprised the Commander Air Force, Pacific Fleet Carrier Appraisal Team, and their unusual aspect was that their numbers were composed of representatives from the Far East, Mid-Pacific and the entire West Coast. Some of them had travelled from Japan, the Philippine Islands, Guam, Hawaii and Alaska—a truly diversified group of naval personnel.

● Toastmaster Sent to Penitentiary

Toastmaster Paul Madigan of the Sycamore (Terre Haute, Indiana) Club, has been sent to Alcatraz. He takes over as Warden of the famous Federal institution. Paul has headed the staff of the Terre Haute Federal Prison for some years. He is an enthusiastic Toastmaster and has influenced many members of his staff to become affiliated.

● Answer by Necessity

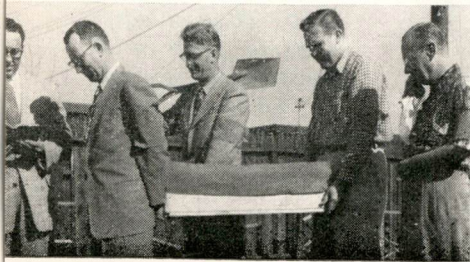
Faced with the problem of diminishing membership as club members were transferred to other localities, Anchorage (Alaska) Toastmasters put on a drive for new members. Toastmaster Morris Reese, owner-operator of the C. Street Grocery, has been doing his part in the drive. Each week when he runs his advertisement of food specials in the *Anchorage Daily Times*, he inserts an open letter to the community. It reads in part: "In working for Statehood or Commonwealth (if such it must be), I have become keenly aware of the community need for a training program—for individuals or groups—whereby interested persons may develop their ability to speak before groups and to conduct public meetings. I have found the answer to this need. It is the *Toastmasters Organization*—a world-wide self-improvement club for ambitious men."

The letter then goes on to extend an invitation to visit the club, and lists the names of five members. The ad is repeated each week, with different names inserted.

● And Tears Flowed . . .

It was a sad speech made by Toastmaster Ed Hughes of the Fairfield (Calif.) Club when he invited his fellow members to a twenty-five hundred dollar funeral. Ed had invested heavily in a philodendron importing business, but what with accidents in the jungle, overdoses of insecticides as the plants arrived in this country and general refusal to acclimatize, only one feeble philodendron survived—and that day it too had breathed its last.

Fairfield Toastmasters turned out in full force for the funeral, held in the Hughes back yard. As shown in the picture, President Ray Bergman read the burial rites while Toastmasters Len de Gallery, Willard Butler and Alan Engell were pallbearers. Hughes, overcome with emotion, looks on.



● Holding the Bone

(Not new but good)

A new trophy has been added at the Rose Hills (Whittier, Calif.) Toastmasters Club—a ribbon-bedecked jawbone of an ass. This is awarded at each meeting to the member pulling the biggest boner. Bone-holder is chosen by election at the close of the formal program. In the accompanying photo, Harold Ring, newly-elected president, is shown receiving the bone from Past President W. A. Simmons. "It's pretty hard to explain to your wife," says President Ring, ruefully.



● Successful Symposium

Glass City (Toledo, Ohio) Toastmasters Club recently held a most successful symposium entitled "The Marks of an Educated Man." The event was noteworthy in that all of the five speakers utilized were in or eligible for *Beyond Basic Training*. Subjects were "Good Mannerisms," "Power of Reputation," "Power to Do," "Use of Proper Language," and "Power of Growth." Each speaker had seven minutes for his presentation, and seven minutes for opinions, questions and interpretations. Invitations were sent out to all clubs in the area, and the only formal evaluation was provided by the First Lieutenant Governor of District 28.

● From A to Z

The Chartiers Valley (Pittsburgh, Pa.) Toastmasters recently staged a drive for more members. An excellent omen of success was observed when the first two members were added to the roster. Samuel Allinder and Raymond Zale showed by their initials that all the club has to do is to fill in the rest of the alphabet.

● Missourians Show—

Missourians in song and story must traditionally be "shown" but Bill Beukema, Club-of-the-Year Chairman of District 8, sends a report from St. Louis that shows Toastmasters everywhere. This year a total of 18 clubs in District 8 submitted entries for the COY contest. Ten of these were awarded over 500 points, and only two had less than 400 points—although several of the clubs

were less than two years old. Bill attributes this high interest and achievement to the fact that the Club-of-the-Year program was "sold" to the clubs in the district, with emphasis on the potentials of program diversification and new and exciting adventures in self-training.

● Unsolicited Evaluation

When Toastmaster Stan Anderson rose to give his five-minute talk on "The Evils of Smoking" to the Madison (Wis.) Toastmasters, he didn't know that the house loudspeaker was turned on. His presentation was most convincing, and as he mounted to dramatic heights, most of his listeners were preparing to discard their Lucky Strikes or Camels. Then a patron of the arts in the outside dining room dropped a coin into the juke box. Cutting through the climax of Anderson's arguments came the accusing voice of Perry Como: "Lies, Lies, Lies!"

● Worthy of Note!

The first registrant for the 24th International Convention of TMI at Los Angeles was none other than Roy E. Day of the South Pasadena (Calif.) Club, who wrote us: "Since I sincerely believe we are going to have an overflow crowd at every session and event, I am applying now—May 1st—even before the registrations are open, so that I may be assured of a ringside seat."

Roy has attended every convention of Toastmasters International since Minneapolis in 1946. He plans to attend the next twenty-five at least.

HOW WE TALK

"Gotta" use Superlatives?

Superlative words are good in their places. If we apply them to commonplace, mediocre objects, we reduce them to mediocrity, and our language is weakened.

For things to be wonderful, marvelous, splendid, fabulous, glorious, brilliant, they must at least be out of the ordinary. Speech evaluators have a way of trying to be complimentary by using these big words. They do better to stay closer to facts.

"That was a splendid speech," may mean, "Well, I managed to stay awake while you were talking."

"You made a marvelous speech," may mean, "You managed to keep your hands out of your pockets part of the time, at least."

Not often, in a Toastmasters meeting, do we hear a speech which can be characterized as wonderful or splendid or grand, or even marvelous. The careful speaker saves his superlatives for the superlative occasion.

You may have heard the little story which is attributed to Hollywood, in which a movie magnate was characterizing the picture which had just been filmed in his studio. "It's a great picture," he shouted. "It's marvelous! Colossal! Stupendous! Why, it's mediocre!"

We Gotta Get Rid Of It

Don't look in your dictionary for "gotta." It is not there yet. But at the present rate it will claim

recognition one of these days.

It stems from our tendency to overwork the various forms of the verb "get" which we interject at every opportunity. Then we slur over the pronunciation and instead of saying "I have got to be there," we make it, "I gotta be there." It may not sound so dreadful as we speak it, but in cold type it is slightly horrific.

We would do better to say "I have to be there," for there is no "getting" involved, unless we are in doubt about transportation, in which case we might be justified in saying, "I have to get there."

The other day, an enraptured reporter, telling about President Eisenhower's golf game, quoted the President as saying, "You gotta keep your eye on the ball." Perhaps the President really said that. Possibly the reporter just heard it that way, translating it into his own patois. Even the presidential wording, if he did say it, is not sufficient to justify the rest of us in such usage.

If we wish to maintain the purity of our language, we have just gotta get rid of gotta, and along with it we may well eliminate such locutions as "I'd a got-chew sooner, but the phone got outa fix."

*Bill just couldn't find his stride
until he discovered how to use—*

THE CLUB AS A LABORATORY

*Another true story by one who
has demonstrated its value*

WILLIAM BASKER, a young supervisor of agencies for a large life insurance company, had not been meeting with much success in the field. He knew his coverages, his rate books, and the "canned talks" of his publicity department, but they just didn't seem to go over.

Following the advice of an older friend, he joined a Toastmasters Club in his home community.

After making his icebreaker and a few other speeches, and sensing the friendly cooperative spirit of his fellow Toastmasters, he conceived the idea of testing a business speech he was to make at a state conclave of company agents the following week.

He did a good technical job. It was enthusiastically approved by his individual evaluator.

But the overall evaluator, a more experienced Toastmaster, dug more deeply into the subject and came up with the following:

"Joe was right in everything he said in evaluating your speech. You know your subject. You present it in a letter-perfect manner. You seem to have mastered the

important rules of proper communication, all but one — your audience relationship.

"He would probably have caught this too, had you properly set the stage by telling us you were simulating an insurance sales meeting you expected to conduct shortly and that we were to think of us as insurance agents attending such a meeting.

"I happen to make a good living selling life insurance. I will admit that you gave me several new ideas tonight which will help my future production. But frankly, I didn't like the way you presented them.

"Had I been your agent, I would have resented them because you spoke as if you were my boss and, in effect, were criticizing my way of doing business

(Continued page 28)



We are fortunate to share
his thoughts when—

AN EXECUTIVE LOOKS AT TOASTMASTERS

By David A. Griffith

Effective communication is essential in business today. The vertical line of communication within an industrial organization (such as Allis-Chalmers, for example) is especially important. If the top level executive wants to make sure that his ideas are understood by his employees, he must make sure that such ideas are properly channeled and properly *expressed*, so that each level in the vertical line is able to transmit these ideas from the level above to the next below. The top executive must also, in a reverse process, encourage the return of constructive ideas originating at the lower levels.

Communication within an industrial organization is a kind of "two-way street." Executives recognize this, and those who keep the traffic flowing along smoothly are the ones who supplement their written instructions with oral explanations.

In the modern business structure, the man who aspires to executive leadership, or to leadership at any level, should be able through his speech to make himself clearly understood. He should

also know how to listen, how to evaluate what he hears.

I know of public speaking courses which help a man to develop good speech techniques, but it seems to me that these courses don't go quite far enough. Their objective seems limited when compared to the Toastmasters goal.

When I joined the Toastmasters Club, I found that here was a place where men not only learned how to speak, but also how to listen; how to evaluate what they heard. Here was something new; something in which a man, by applying himself and using the Toastmasters Club as a laboratory, could gain many qualities necessary for effective leadership.

Opportunities for effective leaders — opportunities for advancement — are unlimited in modern industry. But I believe that a man's chance to "move up" depends not only upon his native ability, but also upon how effectively he can *share*, through the art of communication, this native ability with others, in the interest of solving given problems.

I know of no better way to acquire this kind of training than to become a member of Toastmasters.

HAVE YOU READ?



Grammar Re-visited

IF YOU are one of that vast horde of people who find English grammar a bewildering maze, take heart. Here is a book which will be a valuable aid in finding your way. It is *The MacMillan Handbook of English*, by John M. Kiersek, in its newest revised version, published by the MacMillan Company in 1954.

Although slanted primarily toward the college student, the book is far more than a text. It is written in an interesting, factual and adult style that will appeal to the mature individual who desires information and help on a specific problem. Each point is followed by an example of the correct usage.

The book is divided into sections, including mechanics of writing, punctuation, words, idioms and many others. The use of numbered divisions inside the sections, plus the bold type subject headings, make it easy for the searcher to find his answer. The very comprehensive index is also a help.

The student of speech will find several sections of especial interest and value. The one entitled "Words" lists specific ways to make your speech clear, vivid and concise. "A Glossary of Usage" will settle forever all those nagging doubts about *already*, *all right*, and *altogether*, or the dif-

ference between *most* and *almost*. The first section, "The Expression and Communication of Thought," contains material for a dozen speeches.

The Handbook is more than just a reference or a text. It is also excellent reading.

The MacMillan Handbook of English, by John M. Kiersek. Published by The MacMillan Company, 60 Fifth Avenue, New York 11. Price: \$3.00.

Roget's Thesaurus

Sure, we know, this is not a book you would pore over until 2 or 3 o'clock in the morning—just to see how it came out.

But it is a volume which should be in every Toastmaster's library, because it is the *extra dividend* in word usage.

It is not a dictionary, because it produces no definitions. It is not a book of synonyms, because it demands a more selective base for information and suggestion.

It is a magic carpet from which one may view a higher concept of word meaning and application, from which one may draw the exact word to deliver the exact connotation one wishes to imply.

PUZZLE

Which of the following is misspelled?

<i>sacrilegious</i>	<i>tranquility</i>
<i>naphtha</i>	<i>liquefy</i>
<i>picnicking</i>	<i>battalion</i>
<i>paraffin</i>	<i>kimono</i>
<i>supersede</i>	<i>rarefy</i>

(Answer on page 25)

You and Your Club

By Ralph C. Smedley

Self-Evaluation

It is difficult to get an objective view of one's own self. Whether we are trying to appraise our personal activities or the work of our organization, there is always a personal bias, but even so there is tremendous value in making the effort.

From the Home Office there is sent a check list or *Inventory Sheet* for each club. This is sent for use by the club's officers in evaluating their own club. It went to them June 1, so as to catch them in the midsummer season, when they can look in both directions, both backward and forward. This study, if honestly applied, will point the way to improvement. It should not be overlooked nor treated casually. The results of the evaluation should be reported to the members, so that they may join in the effort to improve.

Good Business

The ordinary matters of business involved in conducting a Toastmasters Club should never be permitted to interfere with the cultural and educational values of the work; but since it is impossible to gain the maximum benefits from the program of self-improvement unless the club is on a good business basis, the business matters cannot be neglected.

It is good business to study your club's finances, its membership roster, its attendance record.

Is the situation satisfactory as to dues and expenses? Does the club maintain a good credit standing by prompt payment of bills? Are the meals satisfactory, and not too expensive? Are dues promptly paid by the members? Audit the business affairs of the club as you would those of a commercial enterprise. It is good for the club, and good training for the officers.

Club of the Year

The Club-of-the-Year Book furnishes a standard of performance for every Toastmasters Club. It is not necessary that your club strive to win honors as *The Club of the Year*, but it is most desirable that it should seek to measure up to the highest standards. Right now is the time to begin to use this measuring device, to bring your club to the position of efficient performance which is the goal of every Toastmaster.

The Featured Program

The very first formal program of the first Toastmasters Club for men, held nearly 50 years ago, was in the design of a simulated situation. It represented a convention of the Stephenson County

Farmers' Association, and it served to help the novices to step out of ordinary routines and put on a most interesting meeting.

Ever since that day, simulated situations have been popular with Toastmasters in planning programs.

The *Featured Program* for July offers such an opportunity. It takes the form of a simulated occasion, which may be a meeting of the Parent-Teachers Association, the Chamber of Commerce, a session of the state or national legislative body, or a convention of some real or mythical organization. By injecting some imagination into the plans, and by stimulating both Toastmaster and speakers to enter into the spirit of the occasion, a program of exceptional merit and interest can be created.

PULLING TOGETHER

(From page 4)

The fowler replied: "The trouble is that all the birds work together and help one another."

A few days later one of the quail accidentally trod on the head of one of his brothers as they alighted on the feeding ground. "Who trod on my head?" angrily inquired the quail who was hurt.

"Don't be angry; I didn't mean to tread on you," was the reply.

But the brother quail went on quarreling. "I lifted all the weight on the net; you didn't help at all," he cried.

That made the other quail angry, and before long all the

Detailed suggestions have been sent to the club's Educational Vice-President. For the sake of his club, he must use these ideas. No Toastmasters Club should be deprived of the benefits of the *Simulated Situation*.

That is why July's program may properly include the use of handicaps for the speaker, the creation of awkward situations, the problems of speaking in unusual conditions.

July and August are good months in which to emphasize the pleasure in Toastmasters training along with the profit to be gained.

If your Educational Vice-President has been careless about using the Program Suggestions he has received from the Home Office, stir him up with some well-placed questions.

quail were drawn into the dispute. Then the fowler saw his chance. He imitated the cry of the quail and cast his net over them. Still quarreling, they did not help one another lift the net. So the fowler lifted the net himself and crammed them into his basket.

—Adapted from the Jataka

SPELLING FUN

(answers to puzzles on page 23)

All words are correctly spelled.

Suggestion: Clip this item for your wallet and try it out on your friends as you sit around the dinner table.



For Ladies Only

By Fay Hammond, Fashion Editor,
Los Angeles Times

All Toastmasters are cordially invited NOT to read this. It's strictly for the girls; a distaff discourse on dress. Now you've been warned and you're on your own if you can't control your curiosity!

Greetings and a warm welcome to all ladies who are coming to Los Angeles for the conclave of Toastmasters International in mid-August!

Since "What will I wear?" is the first thought that pops into the head of any woman who has been invited anywhere, I've been asked to make a few practical suggestions that I hope will answer this universal question.

(If you're still reading, gentlemen, we'll let you in on a nice secret—you can pay the bills next September.)

Unless we have "unusual weather" the temperature will be on the warmish side during your stay—but bring a lightweight coat, fur stole or any other summer wrap you happen to have, just the same. Southern California *always* has cool evenings and sometimes our guests call them chilly. When the sun goes down, you'll thank me for this advice!

A brief briefing on the activities planned for you while you're here includes several day-through-dinner jaunts, via bus, to some of our "nearby" points of interest. (You'll have a new conception of mileage after these.)

Spectator sports dresses, shirtmakers, prints (those with jackets are fine) or styles made of linen, sheers, shantung, cotton or any summer silk will be appropriate and comfortable for these. Separates are good too, but, contrary to some reports, our well-dressed natives do not wear slacks or shorts for this sort of thing—ever.

We wear both light and dark colors in town. White shoes are seen on our city streets, but they're no more fashionable than they would be in New York, so use your own judgment.

There'll be several hotel luncheons and possibly one with a fashion show as the *piece de resistance*. For these you'll feel, and look, best in dressy afternoon dresses or silk suits. A hat is a must. (We're quite sophisticated and clothes-conscious at these affairs. After all, we are the third largest city in the U.S.A., you know!)

Then there will be the President's Banquet. I'm told that the men are not packing their black ties for this, but just the same, you'll want to do them proud and look your prettiest. A cocktail or short dinner dress will turn the trick here. (No hat necessary, but your stole would come in handy.)

I don't have to tell you that the right clothes will add to the pleasure of your trip and I do hope you'll have a wonderful time. The Southland is just as exciting and beautiful as it's reputed to be and you're going to love it!



HOW TO

MOVE THE PREVIOUS QUESTION

When debate on a motion has been continued beyond the limits of patience, the discussion may be terminated and an immediate vote obtained by a demand for the previous question.

Someone takes the floor and says, "I move (or call for) the previous question on (specify the motion or amendments on which the question is to be ordered.)"

The chairman states it thus: "The previous question is moved on (specify the motions on which the P. Q. is demanded.) Those in favor of ordering the previous question on (state the motion) will rise." Or he may ask for a show of hands if he prefers. If there is a two-thirds vote in favor of the motion, he declares that it prevails, and proceeds at once to call for the vote on the motion or motions affected.

The purpose of the previous question is to terminate debate and bring the assembly to an immediate vote on the questions specified. If the motion for the previous question is voted down, discussion on the matters under consideration is carried on.

Sometimes this previous question technique is used to kill a matter or to postpone action. It is not so good for that purpose

as the motion to postpone indefinitely, which is open to limited debate and requires only a majority.

Other methods for deferring action, which may be tantamount to killing it, are the motions to lay on the table, or to postpone to a definite time, or to refer to a committee.

This treatment of the previous question is used in America, and wherever Robert's *Rules of Order* are followed. British usage is almost exactly the opposite, so that the instructions given here are not to be observed by those groups operating in England, Scotland, or other parts of the British Commonwealth.



On
**GETTING
EVEN**

AN THE more I set aroun' an' thought of how he'd spoke them words of his to prick my heart an' wound my soul, th' more I felt I'd like to pay him ten times o'er—jus' heap it on an' rub it in his pesky hide—an' make him feel of all men most derved miser'ble. But nothin' seemed to fill the bill; I couldn't seem to git a plan quite low-down mean enough to pay this vengeful debt I owed to him—'til las' night when I lay in bed 'bout 'leven o'clock, a-thinkin' hard, it come to me what onct I'd heard some feller say 'bout gittin' back at folks who treat you spite-

*A fellerman had hurt me sore,
An' fer a week or mebbe more
I set aroun' an' thought up ways
To even up the bloomin' score.*

fully an' shamelessly. An' so today I had my turn at him, you bet. an' paid him off mos' handsomely—I'll say I did, an' so will you, when I have told you what I done to him, by Jinks:

I watched my chanct an' shot my wad behind his back; I slipped aroun' all Injun-like an' done that chap a kindly turn all unbeknownst to him or his.

*An' if he lives a thousan' year
He'll never know an' never hear
Who done that turn, an' I don't keer
'Cause recollec' that I'm ahead
Ten thousan' mile of him, by heck!*

—Frank Edwards Hinkle
in *Food 4 Thot*



YOUR CLUB—A LABORATORY
(From page 21)

and instructing me what to do in the future. The probable result of your speech as far as my production was concerned would have been nil—possibly even a loss to your company.

“Now if you had said—speaking to a group of your agents, of which I was one—Fellows, the purpose of my visit here tonight is not to criticize or instruct, but to get acquainted and to learn from you the secrets of your success and to share with you other good ideas I may have picked up along the way—etc.

“Don't you see? Immediately I would have become one of the group and we would all have listened attentively to your suggestions and gladly have communicated such ideas as we might have found desirable towards the effective selling of life insurance.”

Editor's Note: *The young Toastmaster who contributed this helpful hint accepted the friendly criticism and put it to work. Today he is one of the most successful underwriters on the west coast.*

His letter concluded: "I value my 'Toastmasters Laboratory' more than I can express. Here I test out new ideas and methods of presentation, always knowing I will get a frank reaction from men whose true interest is in helping me make the sale."



Question:

What business should be brought before the Club Executive Committee for their action? Should the committee order money paid out of the club treasury without bringing the matter before the club?

Answer:

The provision for handling business in the Executive Committee is intended to save time in the club meeting. There is nothing to prevent a club from dealing with all business matters if time is available.

The extent of the committee's authority should be determined by the club. The idea is that problems can be threshed out by the committee and then presented to the club with recommendations. Of course, the club is the final authority and it can approve or reject any recommendations offered.

There should be agreement on the policy which is best for the club, and then this policy should be put into effect. The policy can be changed at any time the club wishes to change it. The club is quite autonomous in its own affairs.

Question:

I don't see how any speaker can learn to use gestures satisfactorily in just one attempt. In "Basic Training," there is only one assignment in which gestures are featured. Shouldn't there be more on this important subject?

Answer:

Certainly it is not expected that the speaker will limit his work on gestures to one attempt. Neither is it expected that he will be satisfied with his Number Four in *Basic Training* if he presents it just once. Every student should repeat each assignment as many times as may be necessary to gain skill. In almost every case, the assignment should be given at least twice. In such matters as gestures, vocal variety, reading and similar projects of special difficulty, it is in order to work the assignment over three or four times, until reasonable progress is made.

But as to gestures, you must use them in every speech you make—not just once, in a special project. In fact, what you gain in each *Basic Training* assignment should be carefully reviewed, and carried over into all the speeches you make thereafter. Success in speech is a matter of practice and review.

In Memoriam

We are saddened by the recent passing of Grant Henderson, of Santa Ana. For many years he was a faithful Toastmaster and was the author of some of our most useful training materials in parliamentary procedure. All of the clubs are familiar with *Henderson's Parliamentary Guide*, as well as many other voluntary contributions which he made to the progress of Toastmasters. He served as official parliamentarian at several of our International conventions, and was always available to answer inquiries as an expert on parliamentary matters. We shall miss him.

Among Our CONTRIBUTORS

HOMER DAVIS (*The Right to Question*) found that his degree in speech from the University of Utah landed him in so many different occupations (all involving communication) that he finally settled for teaching—speech, of course—at Chaffee College, Ontario, Calif. During his sabbatical year of 1953-4 he was associated with the staff of the Home Office and also assisted in program preparation for the Denver and Washington International Conventions. His home in Claremont is his starting place for various projects, most of them centering around his special interest in group leadership and discussion techniques. . . .

JOHN D. GRIFFITHS (*Barometer of Success*) has his own barometer for fair sailing through a busy course of activities. As Assistant Superintendent of Agencies for the Jefferson Standard Life Insurance Company of Greensboro, N. C., he is instructor for the Company's sales training school, school for career underwriters, regional training seminars and other organized training programs. This keeps him busy hopping about the country, but not too busy to be active in civic and community affairs, and never too busy to attend the Greensboro Downtown Toastmasters, where he is immediate past-president. He is in great demand as an inspirational speaker for both sales and non-sales groups. . . .

Greensboro really headlines the news this month, for **JOSEPH P. CURRY, JR.** (*The Seasoned Toastmaster*) also hails from the southern city, where he is on the advertising staff of the Greensboro News-Record. Advertising lured him away from aeronautical engineering as a career when printer's ink seeped into his blood. He has been a weekly contributor to *Topics and Tattle*, bulletin of Club 1386, since its inception, writing a column entitled "Curry-Osities." . . .

DAVID A. GRIFFITH (*An Executive Looks at Toastmasters*) climbed the executive ladder at Allis Chalmers step by step. After his stint at Carnegie Tech, he joined the company and is a veteran employee of 32 years. In 1954 he became General Manager of the Pittsburgh Works. In 1950 he organized the Allegheny Toastmasters Club, and credits his Toastmasters training with having played a large part in his success.

If you would BUILD ATTENDANCE in your club:

1. Elect club officers who are enthusiastically alert to club potentials.

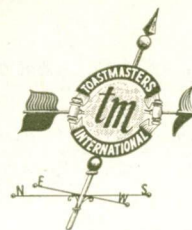
2. Select a program committee that has imagination, knowledge of Toastmasters materials and a willingness to apply themselves to the job on hand.

3. Hold regular meetings of this committee and schedule programs well in advance so they may be publicized to the membership.

4. Read and seriously consider Program Suggestions from the Educational Bureau.

5. Treat evaluation as a vital process of Toastmasters training.

6. Begin on time. Close on time. Maintain a spirit of challenge and enthusiasm that will keep every member alert and on his toes. Then paint some S.R.O. signs—you'll need them.



New Clubs

- 744 COLUMBUS, Nebraska, (D 24), *Columbus*, Tues., 6:15 p.m., Louie's Restaurant.
- 1217 PERHAM, Minnesota, (D 20), *Perham*, 1st & 3rd Mon., 6:15 p.m., Silver Grill Cafe.
- 1567 MARIETTA, Georgia, (D 14), *Cobb County* Wed., 6:00 p.m., Horace Orr American Legion Club.
- 1798 OMAHA, Offutt AFB, Nebraska, (D 24), *Offutt*, Mon., 5:45 p.m., Officers' Mess.
- 1799 ORD, Nebraska, (D 24), *Ord*, Wed., 6:30 p.m., Ord Bakery.
- 1800 CAVITE, Luzon, Philippines, (D U), *Corregidor Memorial Chapter*, Mon., 6:30 p.m., Pagoda Restaurant, Cavite City.
- 1801 FRESNO, California, (D 27), *Cecil Gordon*, Wed., 7:00 a.m., Hart's Restaurant.
- 1802 FRESNO, California, (D 27), *Fresno*, Wed., 6:45 p.m., The Hut.
- 1803 SANTA CRUZ, California, (D 4), *Downtown*, Mon., 12:10 p.m., Roudell's Coffee Shop.
- 1804 TARBORO, North Carolina, (D 37), *Tarboro*, 1st & 3rd Mon., 7:00 p.m., Community House.
- 1805 KANEOHE BAY, MCAS, Oahu, T. H., (D U), *NCO*, Mon., 6:00 p.m., Staff NCO Club.
- 1806 BREMERTON, Washington, (D 32), *Downtown*, Tues., 12:05 p.m., Cliff's Top O' The Town.
- 1807 WATERFORD, Michigan, (D 28), *Waterford*, Thurs., 6:45 p.m., Community Activities Bldg.
- 1808 INDIANAPOLIS, Indiana, (D 11), *Citizens*, 2nd & 4th Thurs., 6:00 p.m., Citizens Gas & Coke Utility, 49 S. Pennsylvania.
- 1809 READING, Pennsylvania, (D 38), *Reading Jaycee*, 2nd Wed. & 4th Thurs., 7:30 p.m., Berkshire Hotel.
- 1810 TAMPA, Florida, (D U), *Tampa*, Mon., 6:15 p.m., Cricket Tea Room, 241 Hyde Park Ave.
- 1811 PARKSVILLE, B. C., Canada, (D 21), *Arrowsmith*, Tues., 6:30 p.m., Stella's Cafe.
- 1812 SUSANVILLE, California, (D 39), *Susanville*, Fri., 6:30 p.m., Mt. Lassen Hotel.
- 1813 TROY, Montana, (D 17), *Kootenai Valley*, Mon., 6:45 p.m., Moose Hall.
- 1814 CHICAGO, Illinois, (D 30), *Windy City*, 1st & 3rd Tues., 6:00 p.m.
- 1815 LITTLEFIELD, Texas, (D 44), *Littlefield*, Mon., 6:30 p.m., Town House Restaurant.
- 1816 ASHEBORO, North Carolina, (D 37), *Asheboro*, 1st & 2nd Wed. & on Thurs. the balance of month, 6:15 p.m. Ce-Tell Restaurant.
- 1817 DAVENPORT, Iowa, (D 19), *On The Spot*, Sun., 2:00 p.m., YMCA Building.
- 1818 ST. PAUL, Alta., Canada, (D 42), *St. Paul*.
- 1819 SHERIDAN, Wyoming, (D 26), *Sheridan*, Wed., 6:30 p.m., Western Hotel Dining Room.

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In the Mill

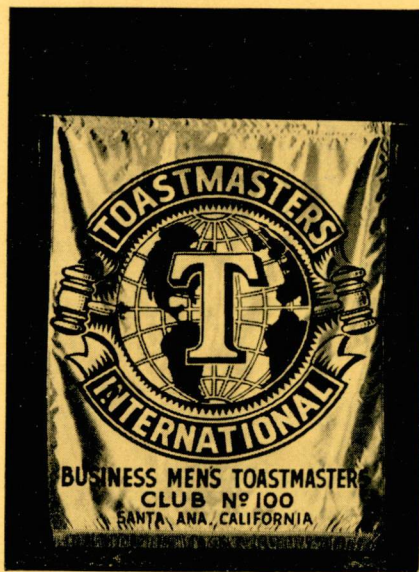
- FEARS AND PHOBIAS—
 . . . we all have 'em
- LET'S TAKE INVENTORY
 . . . and get rid of worn-out words
- SAY "AH"
 . . . if you want to improve your voice
- ESTABLISH YOUR ROOTS
 . . . and you'll find yourself flourishing

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An echo does have the last word, but it doesn't contribute much that is new.—Creviere.

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