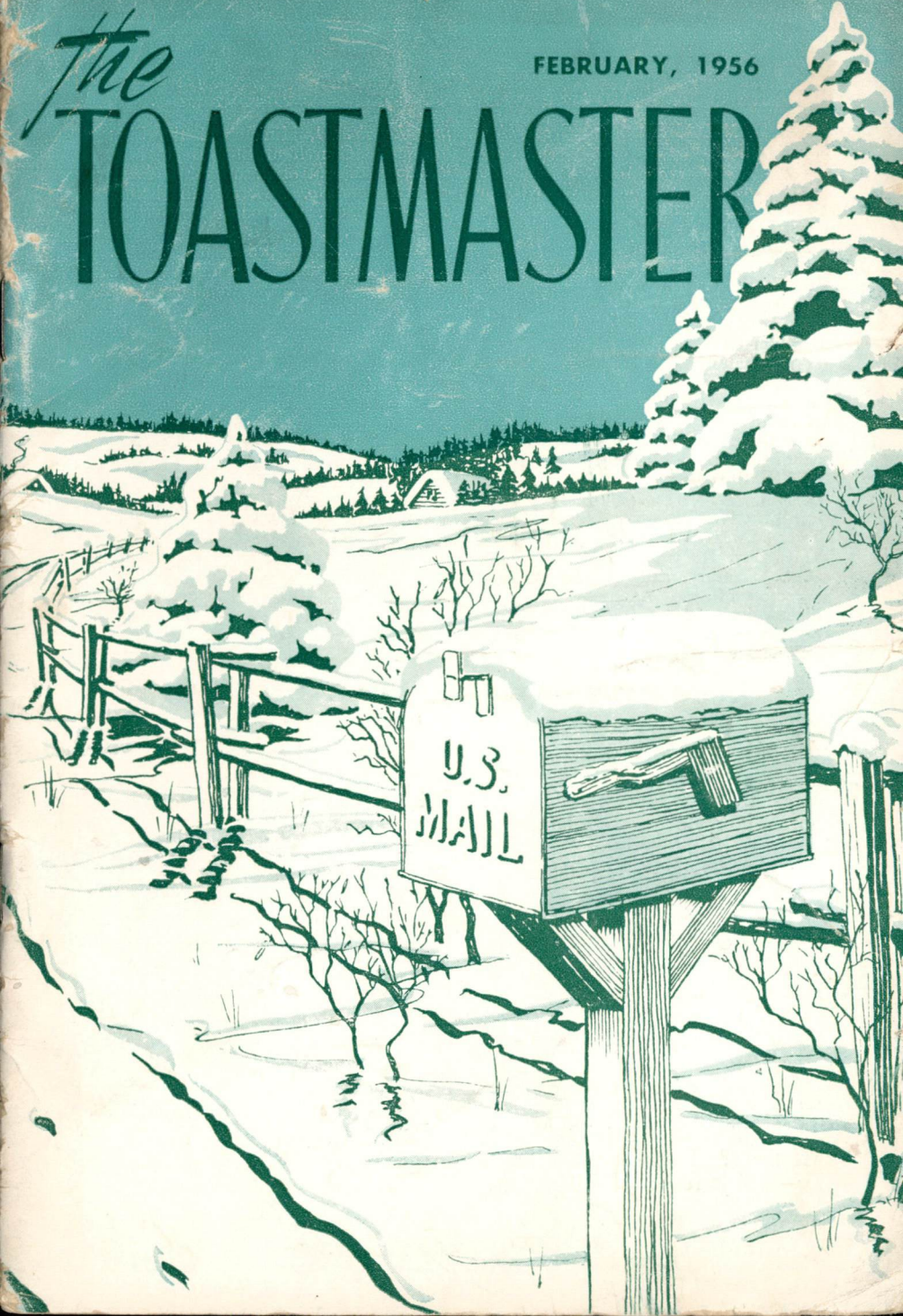


*The*  
**TOASTMASTER**

FEBRUARY, 1956



## AMONG OUR CONTRIBUTORS

**S. DAN DANIELS** (*A Great Man Passes*) heads the Advertising and Publicity Department of Western Electric's Radio Division in New York City. Dan is a member and co-organizer of the Broadway Club No. 1000 and Chairman of Public Relations of the Greater New York District 46. He also edits the Broadway Club's publication, "The Speaker," with a weekly circulation of 300, no less! Toastmasters will remember him from his program appearances at International Conventions in Denver (1953) and Los Angeles (1955) . . . **TOM O'BEIRNE** (*Bonnie Scotland*) of Rutherglen Toastmasters No. 1012, is now Governor of Area 5, District 18, Scotland. This is his second appearance in *The Toastmaster* . . . **LAURANCE G. WOLFE** (*Nuts to Notes*) is Administrative Vice-President of the Twelve-Twenty Toastmasters of New York City. He is an employee of the U. S. Treasury, and was Publications Director of the American Heritage Foundation when it sponsored the nationwide tour of the Freedom Train . . . **DR. EDWARD W. POTTS** (*Present-*

*ing the Truth*), Minister of the First Methodist Church of St. Joseph, Mo., is also President of the new St. Joseph Toastmasters No. 984, and the holder of many offices devoted to community welfare . . . **ROSCOE STOVALL** (*The Telephone*) is president of Stovall & Associates, dealers in laundry and dry-cleaning equipment, was first President of the Indianapolis Toastmasters No. 385, and the first Indianapolis Toastmaster to complete Basic Training . . . **GORDON M. DEYE** (*Toastmasters for Businessmen*) is assistant manager of the Toledo Trust Co.'s book-keeping department, member of the Board of Governors of the American Institute of Banking, Toledo Chapter, and immediate past Secretary of Area 9, Dis. 28 . . . **ERNEST FRUHBauer**, whose "*Price of Membership*" appeared last month is President of Business Men's Toastmasters No. 281 of Omaha. He is in the real estate business, and manages 611 apartment units at Offutt AFB, which were built by his firm . . . There's the buzzer—more next month.

## EDITORIALLY SPEAKING

The importance of the message determines the delivery.

An advertising dodger may be carelessly tossed upon a lawn or porch. It may or may not be picked up, or the wind may toss it into the nearest gutter. But a letter entrusted to the mails reaches its destination in spite of storm or sleet. It finds its way to the loneliest farmhouse as easily as it does to a city flat. And no one doubts, as he drops a letter into a mailbox, that its delivery will be quick and accurate.

The sole criterion for determining the manner of delivery is this—will it do the job? Will it get there? Dog sled or helicopter—will it reach its destination?

A message which does not reach its destination is one which might as well never have been written. It is the complete failure in communication.

History abounds with dramatic stories of important messages delivered against odds, from the bringing of the good news to Ghent to Captain Rowan's search for Garcia. The day by day delivery of the mail is not so dramatic, but it gets there. Day by day conversation may not be of earth-shaking import, but if it is honest and sincere, it also deserves to get across, to reach its mark.

Communication is a two-way road. Let's get our messages delivered!

# The TOASTMASTER

For Better Thinking—Speaking—Listening

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Ralph C. Smedley—*Editor-in-chief* · Wayland A. Dunham—*Editor*

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Address all Communications

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The equipment may be all there  
but it won't work unless you make

# Contact!

**I**T HAD been one of those mornings. Everything had gone wrong. The plant grievance committee had just left my office, and while they hadn't exactly slammed the door, I could feel it still quivering.

Bad as the morning had been, the afternoon promised to be worse. For I couldn't put off any longer the problem the committee had tossed into my lap. I had to do something about Jim.

Jim is our plant foreman, and one of the best. He knew his job, could unwind a mechanical problem in a split second, could keep the wheels humming and production high. He had a hair-trigger temper, a fierce and truculent independence, and a deep-rooted suspicion of the front office. He also

had the worst case of B.O. I had ever encountered.

The committee had just told me that they couldn't work with Jim any more.

And I had stuttered and hedged, told them of all the ways we had tried to help Jim, tactfully—a sport shirt at Christmas, and the rest. It didn't work. They didn't soften a bit. You can't get production out of disgruntled employees—and I was responsible for production.

To get my mind off the situation, I picked up the outline of the speech I was going to make at Toastmasters meeting that noon. I was proud of that speech. I was talking about our product, and its importance to our nation's progress. My thoughts were well organized. My beginning was ex-

cellent; my conclusion carried, I thought, a wallop.

But my mind kept reverting to Jim. If I couldn't straighten him out, I wouldn't be concerned with our product much longer—the New York office would see to that.

Then suddenly it hit me. What was the use of learning how to make a speech—what was the use of being able to stand on my feet with confidence, with no fears as to eye contact, delivery, enthusiasm—if I couldn't get an idea across to one single man? I laid my speech tenderly and reverently in the waste basket, and went out to the club meeting.

When my turn came to speak, I faced the group. "Fellows," I said frankly, "I have a problem, and I need your help." Then I told them the situation. I described Jim in detail, his good points and his bad ones. I told them what I had to do.

"Now," I concluded, "I want each of you to be Jim. Get inside his skin. Think the way he thinks, feel the way he feels. I'm going to tell you what I shall have to tell him. Then you tell me."

Wow! They certainly did tell me! But at the end of the session, I found myself with some utterly new points of view. And best of all, I knew what I was going to say, and how to say it.

In those few minutes, I discovered something important. Communication, I found, is more than making a speech. It's an everyday, all-day affair. It exists in a simple "Good morning" as well as in a presentation before the Board of Directors.

Toastmasters training teaches us to discard our inhibitions. It shows us how to talk. We learn to stand on our feet and express our ideas before people, and get those ideas across. We learn to listen intelligently and constructively.

I don't know a single one of our group who, after a few months in the club, cannot get up before an audience and express himself well.

But if we stop there, if we make speech-making our goal, then, my friends, we are only getting one small part of Toastmasters. We're only taking half our dividends.

I was talking with a Toastmaster the other day. He had made a lot of progress, wonderful progress.

"I'm afraid I'm going to have to become inactive for a while," he told me. "Business is taking up a lot of my time, and you know I've just been elected to the school board. I've learned a lot out of Toastmasters, but I think I can go it on my own now, though of course I'll miss the fellowship."

I took a deep breath. "Pal," I told him earnestly, "I think you're wrong, and I'll tell you just why I think so." Then I told him my story. I guess it was another example of communication, for he told me afterwards that it started him on a lot of thinking. Anyway, he's still a member, and I notice that he uses the club to help him with his problems, too.

Incidentally, I'm still in charge of production, and the bonus I got last Christmas wasn't hard to take. Jim is still foreman, too. The employees just elected him manager of the bowling team.



## DYNAMIC DISTRICTS

By John W. Haynes  
President, Toastmasters International

**WE** WOULD not be surprised if personnel of long-established districts, well indoctrinated in Toastmasters procedure, assumed an attitude of self-satisfaction. History is replete with stories of dynasties that have risen and then fallen because of complacency. Success and demise do not necessarily follow in chronological order. However, vigilance is required to prevent backsliding.

While all Toastmaster districts are enjoying good health, those with well established backgrounds might look to their laurels.

New districts are on the march!

Your President herewith reports an eyewitness account of exhilarating enthusiasm and peak performance on all levels during a flying trip to the deep South (U.S.A.) where Toastmasters activity is comparatively new. Four districts were visited, two of which are in the formative (provisional) state.

Opportunities were afforded for conferences with district and area officers and attendance at two week-end District Fall Educational Conferences. Two other districts scheduled well-attended, special mid-week meetings. The results were inspiring.

Conclusions drawn from observation of excellent performances in budding districts are these:

1. Years of development have culminated in crystallization of methods and materials for use by all districts, old and new.
2. Toastmasters International attracts an above-average type of individual capable of utilizing our materials.
3. Toastmasters personnel are spurred to thorough application of materials through recognition of benefits to be derived for use in business, community and personal life.

Because we have reached new heights with improved methods and materials in many departments, and with clubs chartered past the 2,000 mark, we could grow complacent. But we must not. The challenge and the need for improvement still exist. All districts can be dynamic and all members aided even further along the way of Progress Unlimited.

## ARE YOU A MEMBER OF THE MUMBLE JUMBLE GANG?

By Cal Orr

**A** HANDSOME young friend of mine found himself in an elevator the other day with a cute blonde operator. Temptation hit him. He pinched her.

She jammed the elevator to a stop, flung her arms around him, kissed him passionately and cried, "Darling, where have you been all my life?" My friend stammered, "Hey, I'm a married man," and she said, "Oh, that's all right—*mumble, mumble, laugh.*"

Didn't get that punch line, did you?

Now you know a small measure of the frustration I and many other hard of hearing people go through every day.

Good enunciation is important. I wasn't conscious of this until I became hard of hearing. Then I began to realize that many other people have the same trouble.

If you think you're getting everything you say across to everyone you talk to, brother, you're

in for a shock. At least one person in ten has some hearing defect. Most of us hate to admit it, even to ourselves. But listen to a joke sometime when you are in a group, then ask several people, "What was that last line? I didn't get it." You'll find that a lot of others didn't get it either. They laughed to be polite.

Yes, we hard of hearing people miss a lot. But maybe you're missing something, too, by not getting through to us. It may be that a rather important person, only slightly hard of hearing, will miss the punch of your sale.

The other day I stopped at a gas station. After filling the tank, the attendant smiled and grunted something. I smiled too, and agreed that it was a nice day. He gave me a glare of disgust, nodded toward the car hood, and sneered, "Yes or no?"

So the next time I buy gas, it won't be at that station. I'll get my car serviced where the attendant is

courteous and I can talk and hear without effort.

Why all this difficulty, you say? Why don't you and the others wear a hearing aid? Well, I'm happy to report that my hearing is slowly improving, after a fenestration operation. I may be able to get by without an aid most of the time. But that is beside the point.

A hearing aid is a poor substitute for a good pair of ears. It's the best available, but still poor.

For one thing, it is non-directional. You can't tell where the sound is coming from. In talking with a group of people, you must be constantly on the alert to see whose lips are moving.

It does not weed out distracting noises. A sermon can be completely garbled when someone in the next pew shuffles his feet. High pitched sounds are difficult to comprehend.

Hearing aids, even the best of them, can't be adjusted quickly for loud and quiet noises. Try listening to "Dragnet" with one!

There's another argument: Why not learn to read lips? Yes, lip-reading has a lot of advantages,

but you begin to wonder about it when you meet so many people whose lips fail to form words, or people who lower their heads or talk with their hands over their mouths.

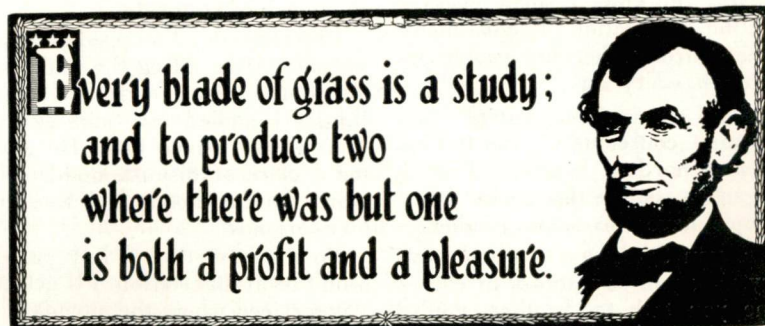
You probably associate with many hard of hearing people, unknowingly, every day. For the most part, they are people who tend to withdraw into themselves because they can't understand what is being said, even with the finest of hearing aids.

Believe me, you do them, as well as yourself, a great favor by speaking clearly. I don't mean shouting. I mean enunciating clearly, not slurring your words, talking without hands in front of your face, and being careful not to let your voice drop too much.

Toastmasters training is a wonderful aid in overcoming bad speech habits. I implore you to take even greater advantage of this opportunity, not only in your speeches, but in your every day conversation.

I assure you that it will pay off.

*(In case you are worried about the joke, relax. There wasn't any punch line. I just made the whole thing up.)*



*Let us speak for the purpose of . . .*

## PRESENTING THE TRUTH

By Edward W. Potts

**A**S I ENTER into a new phase of life with Toastmasters as a focal point, a line I once read comes often to my mind. "There is the man whose pain is so great that his voice breaks the silence."

Why does anyone speak his mind? It should be for the express purpose of presenting the truth.

It has been said that human speech is one of the most difficult of all the arts. It involves as much talent and cerebration as any of the modes of creative expression. As such, it deserves the same respect that one would pay to a splendid painting or a soul-stirring symphony. It should not be indulged in merely for the pleasure of hearing one's own voice. It should never be used to titilate the ego.

We should speak only to influence people to see and accept the truth. Idle talk is of no value and can sometimes be dangerous. The greatest skill in the art of human utterance is to know when and where to speak—and above all, to know when to keep still. When his pain is so great that a man must speak, he should do so with incisive restraint.

"Everyone should stand on his own head," is a quip credited to the famous Disraeli. It should be a foremost rule in guiding one's public utterances. When we speak according to the conviction of our own minds, we move our fellow-men to think and to plumb the depths of the idea presented.

Whether or not people agree with us is a secondary and minor matter. If we speak with a soul-felt urgency, we have spoken the truth as God gives us to see it. That is the quality that made Lincoln great.

The test of a speech is in its effective presentation of truth. Suavity, finesse, diction and posture are secondary. Let us concentrate on ideas, the progress and elucidation of great truths, for only then can we relieve the void in our lives and correct the errors of living.

What does an audience demand of a speaker? It insists, first, that the speaker himself be genuine; second, that he know something worth while and know it well; third, that his own feelings and conviction be fully enlisted in the theme that he presents; and fourth, that he talk straight to the point in simple, natural, forceful language.

# It's a Good Idea ■ ■ ■

## ■ International Vision

Members of Sioux Falls (S.D.) Toastmasters Club recently learned that a Y.M.C.A. secretary from Ethiopia was residing in their town for a year, while on an educational mission. They invited him to be a guest at a club meeting, and he is now an enthusiastic member. When he returns to his homeland the latter part of the year, he plans to organize a Toastmasters club among his colleagues.

And so the onward progress of Toastmasters International continues.

## ■ Right Shift

Columbia Empire Toastmasters (Portland, Ore.) thought that table topics were going to be easy when they received a slip prior to the meeting, each bearing a topic. But after considerable cerebration while eating, members were confounded when Topicmaster Dennis Beach introduced each participant, then had him pass his slip to the person on his right, while he received a slip from the member on his left. Swift switching of trains of thought produced some excellent runs.

## ■ Distracting

Businessmen's Toastmasters and the newly-chartered Westside Toastmasters (Omaha, Nebr.) recently held a joint meeting at which something new was added. Educational Chairman Kenneth J. (Gus) Nelson of the Businessmen's Club arranged for a battery of movie and still cameras, complete with dazzling floodlights and popping flash bulbs. These provided excellent training in giving the group an idea of what extra distractions there can be in maintaining audience contact.

Films and slides were later shown at a Ladies' Night, amid hoots and howls of appreciation.

## ■ We Know a Man—

—who had trouble in timing his speeches. Then he chanced upon a happy answer.

Every day he drove to his office over the same road. One evening as he passed under a railroad trestle, he began going over the five minute speech he was giving that evening. Five minutes later he passed a tree which grew grotesquely on the bank. But he was only two-thirds of the way through his speech!

This gave him an idea. Carefully spotting other landmarks spaced one, two, three and four minutes from the trestle at his usual speed, he decided to practice future speeches whose divisions conformed to these time points.

Today his speeches exactly meet the allotted time. He has developed a time consciousness that vies with the clock for accuracy.

## ■ Word-Watcher

Word-conscious Toastmasters of Orlando, (Florida) Club No. 28, have appointed for their meetings a new guardian—a "word-watcher." His insignia of office is a dictionary. After the report of the Grammarian, the Word-Watcher takes the floor, and brings to light any word misused, or any word which he feels should be called to the attention of the group, for definition. The definition of the user and the definition of the dictionary are compared.

It builds a vocabulary and discourages sloppy word usage at one blow.

## ■ Ladies Night

Here is an explosive subject for a Ladies' Night debate: "Resolved: that men are better drivers than women."

If there chance to be a Toastmaster's wife "willing and able," it would be an interesting experience to appoint her as critic of the debate.

## ■ You Tell Us

Executive Committees of clubs often come up against dead ends in their search for answers to club problems.

When the club president finds himself Topicmaster, he could well put such questions to his participants. This should gain many ideas which may prove just the answers.

Who knows—perhaps the least vocal member of the club may be a deep thinker and has designed a marvelous idea in his mind but has hesitated to express it.

Sometimes it is best to approach the subject in an abstract way as being the problem of another club. The resultant suggestion may then be given by the "timid" person without fear that his answer would be criticising his own club processes.

It's worth trying.

## ■ Debate with a Difference

Accused of having no imagination and being content to have his club programs lack the spark, John S. Honaker of the Fairborn (Ohio) Club decided to change things. Comes a debate—a little better than average in content—"Resolved that one gets more for his money by buying a used car than a new one." Many fellows might be content to allow such a controversial subject to develop its own interest, but not John. "Here is the gimmick," he writes, "that not only gives us desirable publicity in the local press, but a chance at two new prospects. We invited a used car dealer and a new car dealer as guests, to act as judges for the debate."

## ■ Procrastination

The Van Nuys (Calif.) Toastmasters have an excellent habit of announcing general subjects for table topics some weeks in advance.

A recently announced subject centers around "Some day I'll do it," and bids fair to be a bang-up session, where inhibitions will be cast aside and wishful thinking may possibly be crystallized into action.

## ■ Off Their Chests

"What is your pet gripe about the world in general? What is your most burning curiosity?" These questions started one of the best table topics discussions the Lincoln Trails Toastmasters (Mattoon, Ill.) had enjoyed for a long time. It feels wonderful to get something off your chest, especially when you can start it with a thunderous "Why?"

## ■ Party Planks

With an election year on the rise, Topicmaster Art Peil of the Syracuse (N.Y.) Toastmasters threw out a timely challenge: "Tonight you are a member of the National Policy-Making Committee of a political party. What single major campaign promise do you want this committee to adopt?" Replies included such thoughtful answers as: Farm Surplus Relief, Education, Good Roads, a Sound Tax Structure, and others. It's a good way to examine your political thinking.

## ■ Halfway Point

Meeting the other fellow half way is a good policy at any time, and the Tyler (Texas) Toastmasters took it literally when they met the Palestine Club in a joint meeting at Jacksonville, a town halfway between the two. The two clubs held a most successful meeting and had the opportunity to demonstrate to an interested group of Jacksonville men how a Toastmasters club functions.

As a result, a new club is being formed in Jacksonville.

Photo shows the members of the Tyler Club about to board their chartered bus for Jacksonville.



When We Travel . . .  
When We Speak . . .  
We Need

## Eloquent Hands

**M**OST of us use signs and gestures to clarify and lend emphasis to our speech, but we would be in difficulties if we had to depend altogether upon signs to communicate with each other.

We may use the beckoning gesture, which means "Come here," and we say "no" by a shake of the head, but beyond a few such automatic motions we do not depend on sign language. But if we had to communicate with someone who spoke and understood only some language unknown to us, signs would become very important to both of us.

An interesting example of such necessity and how it was met is related by William Lewis Manly in his book "Death Valley in '49," which describes the struggles of pioneers headed for California in the gold rush days, before roads, or even trails, had been broken.

Somewhere in what is now Colorado, the travelers encountered friendly Indians whose chief tried to be helpful, so far as language differences permitted. Mr. Manly wrote:

"I was quite familiar with the sign language used by all the Indians, and found that I could get along pretty well in making him understand, and in knowing what he said. I asked him first how many days or sleeps it was from there to 'Mormonee.' In answer, he put out his left hand and then put two fingers of his right hand astride of it, making both go up and down with the motion of a man riding a horse. Then he shut his eyes and laid his head on his hand three times, by which I understood that a man could ride to the Mormon settlement in three sleeps, or four days."

Mr. Manly wanted to know whether the party could risk floating down the river (a tributary of the Colorado) in boats or on rafts. The chief drew a crooked line in the sand to represent the river. On both sides of the line he placed stones, evidently intended to represent mountains.

Then he put his hands down, one on each side of the crooked line, and then raised them as high as he could, crying "e-e-e" at the

top of his voice. The explorers had no difficulty in understanding that the river was extremely crooked, and that it ran between towering canyon walls.

That was a slow method of communication, but it served. Life in our complex times would be difficult indeed if we had to depend upon signs alone. It would be much too slow and indefinite for practical purposes. We should be grateful for the gift of speech, and we should try to make all our speech as good and useful as possible.

People who are deprived of the ability to speak do develop amazing skill in using the sign language, but in this case also, both speaker and audience must understand the signs.

The inconvenience of sign language, even to one who understands it, is emphasized in the

story of a man, a deaf mute, who came home very late one night to find his wife, also a mute, waiting up for him, full of wrath at his tardiness.

Using the finger code, she told him off in plain and positive terms. Then just when he was about to undertake his own defense, also by hand, she snapped off the light and left him speechless in the dark.

In her own manner of speaking, she brought the subject to a very definite conclusion.

Regardless of the language we speak, our hands are an essential part of our communication. By wise and appropriate use, we add visible eloquence to what we say. It pays to cultivate gestures as a part of our speech training, always remembering to "be neither a statue nor a windmill."



The faults of others are like headlights on an automobile. They only seem more glaring than our own.

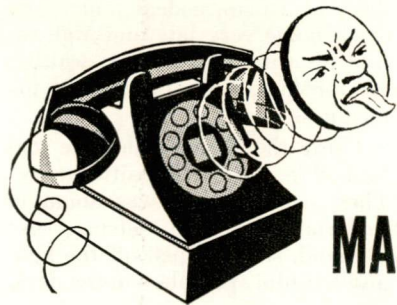
—Hudson Newsletter

Public speaking is like selling. The salesman sells goods or services. The speaker sells ideas. The salesman tests his effectiveness by the name on the dotted line. The speaker tests his effectiveness by the applause, or by the vote which is taken following his appeal. If he gets his idea across to the audience so that they will act or vote as he has urged them to do, his speech is a success.

—R. C. Smedley

This is the final test of a gentleman: his respect for those who can be of no possible service to him.

—William Lyon Phelps



*It's up to you to decide*  
*... is the Telephone*  
**MASTER or SERVANT**

By Roscoe Stovall

**T**HE telephone is a rude instrument.

When it rings, we must jump, whether we are in an important conference, or in the middle of a good night's sleep.

Although a mechanical device, it has many human attributes—mostly unpleasant. It can talk to us and hear us talk, can command or serve, can be vicious or helpful. Only through self-discipline and training can we face its challenge squarely, and make of it our servant instead of our master.

Most of us know the basic rules of telephone technique: position of the mouthpiece, the necessity of clear diction, a pleasant voice. Fundamental as these are, they are only the beginning. We still must train the telephone to take a constructive, active part in business.

In my own organization, we thought we were using the telephone correctly because we were abiding by most of the usual rules. Among other things, we asked who was calling before connecting the caller with the person desired. Our

reasoning was sound, we thought; the person called could be alerted, and perhaps pull the caller's file to avoid delay. This backfired on us. We discovered that when the called person was out, some callers got the feeling that they were being given "the run-around."

So we began to review our entire telephone procedure and came up with a set of rules which have proved effective. Perhaps they may also help you with your telephone problems.

In addition to stressing the fundamentals of good telephone usage such as the friendly voice, courteous manner and positive approach, we developed some definite rules to cover stock situations. Here are a few examples:

Customer: "Let me speak to Paul." Paul happens to be out, and this could be the answer, or the caller could be asked to leave his number for Paul to return the call. But we have found it more helpful to give a positive answer of this sort: "Paul is out. I'll connect you with ....." After this state-

ment, there is a slight pause so that if the caller chooses to object, he is given the opportunity to do so.

Customer: "Do you have any widgets?" This is a request for information which the phone girl would not normally have. In order that she will not give the impression that she is unfamiliar with the company's business, her proper reply is: "We carry a lot of stock with which I am unfamiliar. We probably do have them. I'll connect you with ....."

Customer: "What happened to that service man who was supposed to be here an hour ago?" (Or a day, or a week ago.) The complaint call is one which requires the most tactful handling. The voice of complaint is the voice of frustration and irritability.

Answer: "We have been snowed under lately, but I am sure he will get to you soon. I'll connect you with ....., and he will help you."

She has spoken about the one thing on which he will believe her to be an authority—"we have been snowed under lately." By the time he reaches his party, he is conditioned for a more fully-rounded explanation.

Most calls fall under these three categories. But a few other rules have helped us make the telephone our servant.

We attempt to recognize our callers by name whenever possible,

and preface our remarks with "Isn't this Mr. So-and-So?" We avoid using the customer's first name, but use the first name of our own people. This puts the customer on a friendly basis with us, and makes him feel that he is dealing with personal friends. We refer to our "service department," or "one of our salesmen," never "our service man," or "our salesman." This avoids giving the customer a restricted impression of our ability to serve him. We use the word "customer" as often as is convenient, as "he is talking to a customer on another line" rather than "he is talking on the other line."

A few more bits of advice have been formulated for the guidance of our people.

1. Give the customer the impression that we are big enough to serve him well, but never the idea that we are too big to serve him.

2. Make him feel that we take care of our customers and are, therefore, busy, but never too busy to take care of him.

3. Treat all callers as if they were important customers; never assume that a caller is on a lower echelon list.

There is one thing about the telephone of which we may be certain—it *is here to stay*. We must learn to use it properly, to master it completely, in order to make it our servant.

---

One of the bases of social sense in business or private life is an understanding of people. There are few gifts that one person can give to another as rich as understanding, and there are few necessities so vital.

—The Royal Bank of Canada Monthly Letter



February is a  
**TREASURE HOUSE**  
of program ideas

**T**HE Educational Vice-President of a Toastmasters Club faces the month of February with a wealth of material at hand. His problem is to find how to use this material so as to give the club members the maximum in study, preparation and delivery of talks of permanent value.

Not only does the month bring the birthdays of Lincoln and Washington, and the familiar Groundhog and Valentine's Days. There are many dates of historical importance. See what you can do in arranging some programs around them.

### American History

Feb. 1, 1893, Hawaii became a protectorate of the U.S. at the request of the Hawaiian provisional government.

Feb. 1, 1888, the Australian (secret) ballot was introduced into America at a municipal election in Louisville, Kentucky.

Feb. 5, South Carolina, 178 years ago, was the first state to ratify the Articles of Confederation.

Feb. 8, 1910, the Boy Scouts of America became an organization.

Feb. 14, 1933, Gov. Comstock of Michigan ordered all banks in the state to close for 8 days, inau-

gurating the "Bank Holidays" of the thirties.

Feb. 19, Edison patented the phonograph 76 years ago today.

Feb. 21, 1878, the first telephone directory was issued at New Haven, Conn.

Feb. 25, 1913, the states completed ratification of the 16th Amendment, authorizing the federal income tax, which shortly becomes due.

### February 12

While this date is generally observed as the natal day of Abraham Lincoln, other notables have shared it. Among them are: Cotton Mather, 1663; Charles Darwin, 1809; John L. Lewis, 1880; General Omar Bradley, 1893.

### February 22

Washington was not the only important person claiming this date. Here are others who arrived on the same date in different years: Frederic Chopin, 1810; Arthur Schopenhauer, 1788; James Russell Lowell, 1819; Lord Robert Baden-Powell, 1857; Edna St. Vincent Millay, 1892.

### Build Programs

From this wealth of material, biographical, historical, scientific and philosophical, select enough subjects for at least one program of interesting, entertaining and informative speeches. Build the program around some theme which will give unity and coherence. Urge speakers to make adequate preparation. You will have a program of conspicuous merit.

## A Great Man Passes

By S. Dan Daniels

**S**TUDENTS of the art of public speaking were shocked and grieved on the morning of November 1, 1955, to learn of the passing of Dale Carnegie, the man who taught thousands the secret of getting up on their feet and expressing themselves.

The writer had the rare privilege of knowing this great man, of being with him on several occasions and of learning first hand of his simplicity, a quality that not only made him great but enabled him to reach and influence the lives of millions.

Our friendship began with what was for the writer, at least, a disconcerting experience. Scheduled to speak at the Roosevelt Hotel one hot, sticky evening in July, 1951, we had selected as our subject, "Dale Carnegie." As we were introduced from the platform and our eyes surveyed the room, we were surprised and not a little shocked to observe in the audience none other than the subject of our speech. We immediately apprised the audience of this fact, and as all eyes turned toward him. Mr. Carnegie himself, with a grin, launched a round of applause.

How we got through that speech we will never know. We do know, however, that we made a quick platform decision. We decided that Mr. Carnegie's presence would not change the content of our speech one iota.

We had told the audience, for instance, of the first time we had heard Dale Carnegie speak. We had expected a great orator and had found instead a mild, simple, but convincing man. We told them too of how, on that occasion, Mr. Carnegie had become lost in his voluminous notes and of our mental observation, "Let's see how the great Carnegie handles this"—and how, with frankness and honesty, Mr. Carnegie did handle the situation—a predicament that would have panicked the average speaker. He had announced, "I am hopelessly lost in my notes. I hope you will bear with me until I find my place." With that off his chest, he continued to shuffle his papers. Once they were in order, he proceeded with his talk and his honesty moved the audience to a spontaneous round of applause.

Later, when we complimented Mr. Carnegie on his frankness in that situation, he replied, "Dan, never underestimate the intelligence of your listeners. That audience knew I was lost in my notes and they would have rightly resented any attempt on my part to fool them." And then he said something that we shall never forget. We recommend it to you as a mental keepsake as it applies to all phases of life. He said, "When you lay an egg, don't stand there and admire it. Just step over it and go on."

A great man passes, but his influence lives on.

There's a skirl o' the pipes

and a swirl o' the kilts . . .

as Toastmasters meet in

# bonnie scotland

By Tom O'Beirne



**S**COTLAND—land of heather, whisky and engineers!

It may not look impressive on a map, but let us do a bit of arithmetic. Multiply seventy-eight by thirty. The answer, two thousand three hundred and forty, is a conservative estimate of the number of Toastmasters in Scotland.

From Wick and Thurso in the north to Annan and Dumfries in the south, there are seventy-eight flourishing Toastmasters Clubs. The number is increasing steadily, despite the fact that Scots have a reputation for being taciturn and slow to accept new ideas.

What is Toastmasters International like in my country? Let me put you in the picture.

In general, clubs meet every other week, and the meetings are always held in the evening. We admire our stalwart American brothers who meet in the early morning, but alas! We have neither the climate nor the inclination to follow their lead. Starting time is around 7:30 p.m., as members must have their evening meal ("tea," we call it) before attend-

ing. Except on special occasions, we never combine our meeting with a formal meal.

The place of meeting may vary from a solemn, high-roofed council hall, whose walls are redolent with the history of centuries, to a stuffy little tea shop whose walls reflect only the scent of tobacco and perfume. But the arrangement of furniture is always the same—a high table at which sit the President of the club, the Toastmaster of the evening, the club Secretary, and perhaps a few visiting dignitaries. Smaller tables focus on this center point.

A little distance from the head table stands a small table carrying a lectern. Near it sits the timekeeper, fingering the switches that control his little nest of colored lights.

At the back of the room, alone and divorced from his fellow men, sits a man with a pad of paper before him. But do not assume that his best friends have finally got around to telling him. On the contrary, it is he who will tell his friends, for he is the General Critic.

As the President rises to open the meeting, he sees before him some thirty members and guests, ranging in age from the early twenties to the mid-sixties. What kind of men are they, and how do they earn a living?

First, there are bank officials and accountants, for whom Toastmasters training seems to have a special appeal. Then come local Government employees, insurance men, retail shopkeepers, engineers, business executives, doctors, dentists, and many others. In short, they form a representative cross-section of the community, such as is found in Toastmasters clubs the world over.

The general programme is probably identical in form for weeks on end, but within this form, the content is infinitely varied. It does not differ radically from that of other Toastmasters clubs. A seven minute speech is followed by a two minute speech of evaluation, then a second speech and its evaluation. The meeting is then placed in the hands of the Topicmaster, who directs the first session of table topics.

An interval follows, during which tea is served. Members get together and trade gossip and yarns. Then

the meeting resumes for a second session of table topics, two more formal speeches, and the General Critic takes the stand.

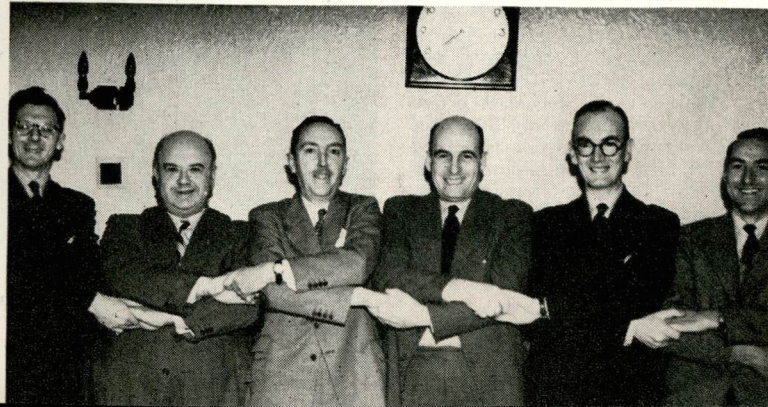
This is how the Scottish Toastmasters meet—but how about *why*? What is the reason for the striking appeal of the Toastmasters movement to Scotsmen?

The secret is simple. Many have joined for instruction, but have remained as ardent members because they have found so much more. Sympathetic understanding has encouraged the timid, and wise criticism has refined the bold. Experience has given confidence and fluency, and a sharpened sense of decision.

Above all these factors, our members find fellowship, and its ultimate expression, friendship. A member gets to know his fellow men by the best and most sincere means—the ordered expression of their thoughts.

So let us meet for a little while, talk for a little while, be thoughtful and merry by turns. As Robert Burns said, "To see ourselves as others see us," is a wonderful gift. We are humbled and warmed by that part of the vision granted to us as members of a Toastmasters club.

Rutherglen Club Officers singing "Auld Lang Syne" Photo "Rutherglen Reformer"



# What's Going On . . .



## ● Southern Trip

Toastmasters International President John W. Haynes has recently completed a tour through the southern part of the country. He attended fall educational conferences of Districts 37 and 43, and visited provisional districts in Alabama and Florida. Here he is shown with Mrs. Haynes, arriving at the Miami airport, and being greeted by Florida District Governor Ira Callman, Owen Parrish, Area Governor (rt. of Callman) and members of Marine Staff NCO Toastmasters Club No. 1423.

## ● Grand Reunion

Downtown Toastmasters (Los Angeles) are still enjoying in retrospect the successful "Grand Reunion" meeting which brought back to the club so many past members. Guest speaker was George Jessel of stage, screen and radio fame, also noted as the most active Master of Ceremonies in the theatrical world. President Ray Taylor presented Jessel with a scroll and inducted him into the club as an honorary member. Another guest speaker was Dwight Johnson, runner-up in the finals of the International Speech Contest of 1955.

## ● From Down Under

Toastmasters of the thriving Melbourne (Australia) Club recently presented a demonstration of "Toastmasters in Action" at the Melbourne Technical College. This in itself is not an unusual Toastmasters procedure, but the challenge lay in the fact that the audience consisted of prospective public speaking students in the Management Institute department of the college. The five speakers, two evaluators and Toastmaster of the evening presented such an entertaining program that a large number of students asked to be guests at the next club meeting.

## ● Visitor

Since the Ambitious City (Hamilton, Ontario) Toastmasters Club received its charter two years ago, its enthusiasm and achievement have stayed at a consistently high level. At a recent meeting, club guest "Sandy" Mac Donald was a speaker. Ten-year-old Sandy, a victim of poliomyelitis, has been chosen by the Ontario Society for Crippled Children as "Timmie" of the year, to represent all crippled children in the province of Ontario. Picture shows Sandy, center, Toastmaster Donnelly, right, and Toastmaster Dr. "Tam" Fyshe, Sandy's physician during his hospitalization.



THE TOASTMASTER

## ● Symbol

Lt. Col. R. W. Bross, USMC, is the somewhat bemused recipient of an out-sized gavel as a symbol of his authority upon his installation as President of the Quantico Officers' Toastmasters Club (Virginia). Presenting the gavel is Hank Gobeil, Lt. Gov. of Dist. 36, while Mrs. Bross assists her husband.

Guests of honor for the combined ladies night and installation included Brig. Gen. Henry R. Paige, USMC, Director of the Marine Corps Educational Center, Marine Corps Schools, and Colonel Loren E. Haffner, Commanding Officer of the Training and Test Regiment, and Mrs. Haffner.



Photo U. S. Marine Corps

## ● Stalled

This really happened, according to the club bulletin of the Columbia Toastmasters Club of Portland, Ore. In introducing the Toastmaster of the evening, the Club President stated that he "was old in Toastmasters and in the practice of law, but young in . . ." There the sentence stalled. Finally an unidentified voice from the back of the room broke the silence. "Fer gawd's sake—think of *somethin'!*"

## ● Dazzling Display

Toastmasters display windows continue to rank close to the top as a means of spreading information about the organization. Latest report of a successful effort comes from the Decatur (Illinois) Toastmasters. Their display consisted of trophies won by members, copies of Toastmasters publications, snapshots of members in action, a lectern and gavel.

Decatur Toastmasters are very pleased by the results obtained by the window first shown downtown, then moved to the outdoor showcase of the Y.M.C.A.



## ● Advantages

Father-son combinations in the same club have questionable advantages, according to Earl Sauble, charter member of Encino (Calif.) Toastmasters. After Earl's son Dick had given a few talks, Earl commented, "I have learned more about my son at Toastmasters meetings than I learned in twenty-five years as a father."

On the other hand, things are not so rosy when Dick, as his father's evaluator, begins, "Well, Dad, your talk tonight didn't measure up because . . ."

Recruitment begins at home—*or should it?*

## ● And So They Were

Unusual decorations caught the eye when Midway Toastmasters (St. Paul) were hosts to officers of District Six and three local Toastmasters Clubs at a dinner meeting. Bright yellow and black road signs dominated the dining room, reading "Men at Work." "Area 7 Takes Off," was the theme. District officers present were Helge Olsen, District Governor, Edwin T. Brown, Lt. Governor, Alton C. Clarke, Educational Director, Emil H. Nelson, International Treasurer, and Area Governor C. H. Mergens. In addition to the host club, in attendance were First St. Paul, American Legion and Zephyrus Clubs.

## HOW WE TALK

### Figuratively Speaking

"Thanks a million" is a good example of hyperbole. Others are "I'm tired to death of . . ." "You can bet your life on this," "I would give anything to be able to go," "It was a glorious speech," "Not if I live a thousand years . . ." and so the list runs on.

We have some good examples of hyperbole in words. Our common *astonish* literally means "to thunderstrike." *Surprise*, which meant literally "to seize upon" is a similar one. Such colloquialisms as *dumbfounded*, *paralyzed* with amazement, or *flabbergasted* are in the same class.

Litotes is a Greek word meaning plainness. We commit litotes when we say, "The champion played a pretty good game today." St. Paul used the figure in his words, "A citizen of no mean city."

Someone asks you, "How do you feel today?" You have your choice of exaggeration: "Like a million dollars!" or of understatement: "Oh, not too well," or you can be honest about it and say: "I am feeling about as well as usual."

Keep your eyes open as you read, and you will find choice bits of both hyperbole and litotes. Keep your wits at work, and you may devise some that are really clever; but when you do make a good one, don't work it to death. (There is another hyperbolic expression.)

Coming up next, we have *synecdoche*, *metonymy* and *personification*.



## Convention Gossip

**O**H YES, we know that it is rather early to start publicizing Toastmasters' 25th International Convention, to be held this year in Detroit, August 22-25, incl. But since it is our silver anniversary of conventions, it's going to be a very extra-special one and we want to let you in on the plans as soon as possible.

—We agree that it's still too early to get down to cases as far as *specifics* are concerned. But there are certain important *general plans* that we do know for certain and which you should know before planning your summer vacation.

—Have you ever been tempted to drive a new car home from Detroit and by so doing pay for a large part of your vacation in the freight charges saved? Here is your chance to couple business with pleasure.

—Have you hoped sometime to attend and receive inspiration from a Toastmasters convention without having to rob the First National Bank? Now is your chance.

—Have you ever wished you could see Toastmasters International at work from the inside, and catch a glimpse of that certain something which entices big men, all over the country, to leave their jobs and give freely of their time, that the affairs of Toastmasters International may be progressively directed and its benefits enriched and projected to all? Now is your opportunity.

—Gossip has it that this forthcoming Silver Anniversary Convention is to take the form of a grand preview, where Toastmasters' "New Look" is to be unveiled and all of the new streamlined features of Toastmasters training to be demonstrated for all to see.

—Fun is on the agenda, too. Nothing will be spared to bring a joyous experience to all who attend. Future bulletins will acquaint you with all that is in store.

—Last but not least, Detroit is a natural projection center for those fabulous Canadian vacation lands as well as the northeastern areas of the United States, so rich in historic lore and natural beauty.

—So plan your vacation *now*. We guarantee you will enjoy it if you take it by way of Detroit.

Before we forsake the field of simile and metaphor, we should note the fact that there are many very common and very commonplace phrases of this nature which we shall do well to avoid. There is not much of a thrill in such as these: As fit as a fiddle. As dead as a doornail. As clean as a hound's tooth. As crooked as a dog's hind leg. As nervous as a cat. As clear as crystal. As slow as molasses in January.

Those are a few specimens. You can add many more if you will listen carefully while people talk. Try to make up some better ones.

You use lively metaphors occasionally, some of them original with you. The more original and more lively you can make them, the better.

For example: The boss punctured my excuses with a question. The conversation back-fired. The traffic cop gave me a hot look. The question fairly burned me up.

### Hyperbole and Litotes

Unless you are familiar with the language of rhetoricians, you may disclaim any use of these figures. Probably you know that hyperbole means exaggeration, or overstatement. Litotes (pronounced *lye-to-tes*) is just the opposite. It means understatement.

Notes were driving me nuts  
till I said . . .

# NUTS to NOTES



**N**OTES were driving me nuts! I had floundered many times using them. Yet, like the alcoholic and his bottle, my notes and I could not be parted. I couldn't step up to the Toastmasters' rostrum without a fistful of jotted reminders.

I was about to throw in the sponge, the towel, and the carton of notes accumulated in my brief eight months as a Toastmaster, when an inspiration struck. Why not, I asked myself, find out how other speakers had met the problem? Perhaps they could show me the way to overcome my addiction.

I first approached Mr. William Jackman, President of the Investors League, a speaker I knew to be in constant demand throughout the United States.

Mr. Jackman's answer was a direct one.

"Train yourself to work without notes," he said. He explained that he writes his speeches in longhand. After that, he dictates them. He handed me an inch-thick sheaf of papers, manuscript of a speech he had delivered recently.

"You write it, dictate it, and then you know it," he pointed out as I leafed through some forty thousand words of talk.

I realized at that moment that Mr. Jackman had a memory that could very well compete with Univac. I don't. I thanked him and decided to consult mere experts instead of expert experts thereafter.

The experts, to me, were the fellows who keep me interested, entertained and instructed at our weekly Toastmasters meetings.

I came up with some interesting notes on notes:

Bill S. uses a certain formula in each of his talks. It is not to be found in books on speech-making. It is a combination of several speech formulas. For each of his five points, Bill prepares one important thought. He keys his thought to one word—and makes a mental note of the word. That's how he can deliver a stirring talk without referring to a single written jog to his memory.

Bob G. at his best is good enough to win our club championship—which he did last winter. Bob

speaks without notes. When he uses them he becomes tied and forgets completely about that all-important eye-contact.

An interesting and diverting sidelight brightened my research. It provides more than a glimmer of hope to the note-user. Jim B. of our club, I learned, had competed against five other Toastmasters in an Area contest. Jim was the only one of the six who used notes. Jim was also the only one of the six who won first place!

At this point, the results of my survey had shown that there were two sides to this question that haunted me. The spot-check had served only to reaffirm the conclusion long ago suggested to me by Rick G., one of our club's charter members, that "notes are a crutch," something we should train ourselves to do without.

How can you train yourself to speak without notes?

There are three steps which should be followed before each speaking opportunity—three steps which will provide you with an ability to talk without written reminders of what you plan to say.

Put on paper the thoughts you wish to express and arrange them in the order in which you want to present them. Expand each thought after you have drawn up this outline. Forget about polishing the wording. A clever use of words that must be memorized will not substitute for a solid thought. So concentrate on what you have to say, not on how to say it. Write your speeches in longhand until you have complete confidence in this method, and incidentally, in your-

self.

Learn the outline and the speech itself. This does not mean memorize them. It means to know what you think on your subject and the sequence in which you intend to express your thoughts. In this process, you build your belief in the things you plan to say. But you think while you're on your feet instead of parroting something from memory. Five or six readings of the outline, two or three readings of the talk itself, and you have learned them both.

I presented this formula as part of an educational feature at a club meeting. The next week a new member of our club took this part literally. He deposited his notes and manuscript in an ash tray at the opening of his ice-breaker, put a match to them, and announced, "I'm burning my bridges behind me." His talk was tied in with this thought and he did well enough to walk away with the weekly cup.

It is not necessary to burn your notes up, or even to tear them into little bits, but you certainly should practice leaving both notes and manuscript at home on the day you are scheduled to talk.

So there you are:

1. Outline and write your speech.

2. Learn them both.

3. Burn them both—

Then, fellow Toastmaster, *speak!*

*Ed. Note: The Educational Bureau of Toastmasters International does not entirely agree with Mr. Wolfe in frowning upon the use of notes, but is in accord with the idea that their improper use should be discouraged. On the occasions when notes are actually needed, the speaker should be prepared with the necessary experience in the art of handling them well.*

# You and Your Club

By Ralph C. Smedley

## The Delivery

Repeatedly we read or hear the statement: What you say is important; how you say it is hardly less important.

Articles of trifling worth may not merit careful delivery, but that which is valuable gets most thoughtful treatment.

An advertising circular may be tossed into your car window, or dropped at your front door, but a telegram or a registered letter is handed to you in person, and you must sign the receipt for it. The importance of the matter determines the care in delivery.

Your style of speech delivery is just about as important as the facts which you are to deliver. Many a fine lecture has been ruined in effect because the lecturer did not know how to deliver.

## What Is Delivery

Speech delivery involves both the ears and the eyes of the hearers.

The ears are conscious of the voice, its modulations, its quality, its tone and pitch.

The eyes are affected by posture, gestures, facial expression, and all

the visible accompaniments of talking.

Which is more important? Your judgment must tell you. Both elements are vital in successful speech.

Splendid, inspiring thoughts can be vitiated by slovenly, careless delivery, or by annoying mannerisms, whether those mannerisms offend the eyes or the ears.

## The Month's Emphasis

The month of February brings attention, in the Toastmasters Club, to matters of speech delivery. For this one month, effort is concentrated on this one essential phase of public speaking. Other elements of speech are not to be neglected, but both speakers and evaluators will concentrate on how the speakers deliver their remarks.

In this concentration, do not give too much attention to minor matters, and do not insist on absolute uniformity. Each speaker has his own style of delivery, and what is offensive in one case may be acceptable in another. The point is to watch those things which detract, and correct them, while noting the helpful items, and encouraging them.

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Most footprints on the sands of time were left by work shoes.

—Town Journal

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*Courage is not the absence of fear—it is the mastery of it.*

# Toastmasters For Business Men

By Gordon M. Deye

**T**OASTMASTERS for me—a business man? Your first reaction may be: "But I never intend to be an after-dinner speaker or even a toastmaster."

That may be true. But you may have the occasion to give a committee or findings report in your business, or in some organization to which you belong. Perhaps you have already had that experience. Were you a success? Did you put over your points in the way you desired?

What is this recurring disease that afflicts us whenever the boss calls on us for some reason to explain our position or to stand on some point? The symptoms can be easily recognized. We shift our weight from one leg to the other; unexplained itches develop; our hands fumble from pocket to pocket and finally come up with a cigarette.

Have you ever noticed how easy it is to talk with a business associate or a client over the telephone, yet how reticent you feel about meeting that same person in a face to face situation?

All of this ill-at-ease feeling is

a very normal thing. Very few of us are born with the inherent ability to stand on our two feet and deliver a coherent talk. Here is where Toastmasters come to the rescue and help their fellow members to develop good speaking habits.

By constant practice, each member rids himself of the fear of facing an audience. He learns to think while speaking—not merely to utter words, but to use reason and logic.

Here is a very important thought: Toastmasters are not professional speakers. They are men of business, industry and education. You might call them ordinary men, except that they are making a concerted effort to improve themselves, to become more valuable assets in their chosen fields.

We can not all learn to play golf like Ben Hogan or Sam Snead. But with practice we can certainly better our score. So it is with Toastmasters training. We can all better ourselves according to our natural talent by fully utilizing our God-given abilities.

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The best cure for worry, depression, melancholy, brooding, is to go deliberately forth and try to lift with one's sympathy the gloom of somebody else.

—Arnold Bennett

# Word Clinic

ANY word that is worth using is worth pronouncing correctly. But pronunciations vary with time and locality. The dictionaries recognize two different pronunciations in numerous cases, giving one of these as preferred, and the other as permissible. In the following cases, the pronunciation is that of Webster's New International Dictionary, Second Edition.

acumen a *ku* men  
(not *ak u* men)  
acclimate a *kli* mit  
(not *ak li* mate)  
accurate *ak u* rit  
(never *ak er* ate)  
accessory *ak ses* orri  
(not *as sesory*)  
athletic *ath let* ic  
(not *ath a let* ic)  
adult a *dult* (not *ad ult*)  
aerial a *e ri* al  
(not *ariel*)  
amenable a *me na* bl  
(not *a men a bl*)  
acoustics a *koos* tiks  
(not *a kows* tiks)  
arctic *ark tik*  
(not *ar tik*)

As a general rule, the best pronunciation is that one accepted and used by the majority of educated people. The makers of our dictionaries endeavor to reflect these accepted pronunciations. They do not always agree. Webster's Dictionary is the standard adopted by Toastmasters International. Some of the pronunciations are different from those used in Great Britain.

prestige pres *teezh*  
(not *press tij*)  
audacious au *day* shus  
(not au *dash us*)  
benignant be *nig* nant  
(not be *nine* ant, although it is formed from the *nign*, pronounced be *nine*)  
biography buy *og ra phy*  
(not *bee og ra phy*)  
bovine *bo vine*  
(not *bo veen*)  
cerebral *cer e* bral  
(not *ce ree* bral, nor *ce ree* brum)  
confiscate *con fis* cate  
(not *con fis* cate)  
integral *in te* gral  
(not *in teg* ral)

## PUZZLE

### HOW'S YOUR BRAIN?

This is a trick—so don't say we didn't warn you.

Read this sentence:

FEWER FUSE FAILURES ARE THE RESULT OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF YEARS.

Now, count the *F*'s in that sentence. Only once—don't go back and count them again.

Answer on page 28

# HAVE YOU READ?



## Where Did You Come From, Little Word?

We know what it means, but why do we say it that way?

When you pull the wool over one's eyes, you aren't dealing with the product of a sheep. You can bark up the wrong tree without being anywhere near a wood, and a round robin has no connection with a red-breasted bird.

How did these picturesque expressions originate? Webb B. Garrison became curious, and set out to trace the beginnings of many common words and phrases. He uncovered a multitude of fascinating facts, and soon his short, amusing "word stories" began to appear in various publications ranging from the *Bankers' Monthly* to the *Ladies' Home Journal*.

These philological paragraphs have now been collected into one volume, entitled "Why You Say It," and published by the Abingdon Press.

This is a book which all lovers of the English language will find impossible to put down until it has

been thoroughly explored. It is a gold mine of delicious tidbits of happy and irrelevant information of the type that will enliven your talks and make you eligible for a TV quiz program.

Readers will be surprised to find how many of our modern slang expressions are actually very old. The term *clink*, used to designate a jail or prison, dates from 16th century England. A *pretty kettle of fish*, meaning a mixed up mess of any sort, was in use around 1740, and *side-kick*, meaning partner, was thieves' argot even earlier.

Not only phrases, but interesting word derivations are explored in the volume, and readers will be interested in the origins of *musket*, *navy*, *handkerchief*, *pineapple*, and a host of others.

The whole family, from grandma down to the youngest teenager, will enjoy this book. It is happily illustrated with amusing cartoons by Henry R. Martin.

*Why You Say It*, by Webb B. Garrison, Abingdon Press, Nashville 2, Tenn. Price: \$3.95.

## INVOCATION

We ask this evening the supreme and omniscient Wisdom which orders and directs the universe in a manner beyond the understanding of man, to guide us in our relations each with the other here tonight, and every day of our lives; for it is only through this guidance, coupled with the individual effort to understand, and therefore to love each other, that mankind will attain the peace and happiness so universally desired.

—Given before the South Shore (Chicago) Toastmasters, by Chester Fearheiley

# A Columnist Looks At Toastmasters

(Condensed from *The Decatur Review*)

By Ellis Roberts

A couple of years ago I declared, somewhat dogmatically, I'm afraid, that I wasn't going to make any speeches. Not ever.

Last year, however, I spent some time in England, and on my return was greeted by invitations to appear before clubs and organizations.

It appears that clubs are hard up for speakers.

Well, after considerable soul-searching, I relented, and with my notes clutched in my hot little hand, I began the knife and fork circuit.

I broke the ice with a talk before a small group of men, progressed to women's organizations, then went on to big service clubs. A dozen times each meeting, I wished I were somewhere else. Anywhere. Even back in the Army.

It's something like a long wait in a dentist's office when you know

he's got an unpleasant job in store for you.

So I took steps to learn the fundamentals of speaking in public. I joined one of the Toastmasters clubs in Decatur and have received a great deal of help from the constructive criticism exchanged by the members. (Except that I still can't keep my hands out of my pockets.)

If you feel—as I did before I got my feet wet—that you would rather take a beating than get up and make a speech before your group, I recommend a Toastmasters club to you.

I still don't know much about public speaking and I still get a little nervous. But the experience has been illuminating and rewarding. It is a source of great personal satisfaction.

I haven't felt like that since I learned to swim.

## Answer to puzzle:

*There are seven F's in the sentence you read. An average intelligence recalls four of them. If you spotted five, you're above average. If you got six, you can turn up your nose at most anybody. If you caught all seven you're a genius, and a lot too good to be wasting your time on foolishness like this.*

## STAGE FRIGHT?

*call it . . .*

# STIMULATION

*and put it to work*

By Dr. Ralph C. Smedley

**T**HE inexperienced speaker suffers discomfort at the thought of standing before an audience. His discomfort becomes much more real when he actually faces the crowd. His knees may quake, his voice quiver, his throat become dry and his mind go blank. All this is normal, but unnecessary.

Fear of the audience is a mental attitude. It can be replaced with confidence, another mental attitude. When confidence takes the place of fear, speaking becomes a pleasure to the speaker.

But many experienced speakers complain of feeling nervous when they rise to talk. They confuse fear with the emotional stimulation which every speaker should feel when he faces an audience. The two are quite different phenomena.

It is natural and right for a speaker, even the most experienced, to feel a nervous tension when he stands up to speak, but this does not imply fear, nor is it the same as the soul-shaking "buck fever" which assails the novice.

The speaker must himself be stirred if he is to stir his audience. There is a nervous stimulation in speaking before an audience. The

larger that audience, or the more strange it is to the speaker, the greater his nervousness is likely to be. Don't let it frighten you.

Normally, you can speak better before an audience than you can in private practice, because the presence of the people is a challenge to you to do your best. If you insist on thinking that you are afraid when you are merely stirred up, you take on an unnecessary handicap.

If you have something to say about which you are in earnest, you can think just as well when standing as when sitting. If you doubt that, try to make your speech on some topic which really gets you, and try to make it while sitting down. As you become excited and in real earnest, you will be unable to remain seated. Your earnestness will overcome your fears. Your mind will work under the stimulation of your emotions.

Be in earnest, full of enthusiasm, and you will forget to be afraid. Even an untrained speaker, ignorant of all the principles of public speaking, can make a good, convincing speech when he gets down to business in real earnest about something which interests him.



## LAFF LINES

The newspaper reporter in an interview with a man who had just celebrated his 100th birthday asked, "And to what do you credit your longevity, Mr. Jones?"

"I don't exactly know—yet," drawled the old-timer. "But I'm dickering with two medicine companies right now."

Throat specialists say that smoking makes women's voices harsh. If you don't believe it, try flicking your cigarette ashes on the rug.

**Women prefer a man who has something tender about him—especially if it's legal.**

A young couple were exchanging ideas on marriage. "I won't get married," said the boy, "until I find a girl like the one Grandpa married."

"They don't have women like that today," said the girl.

"No?" said her boy friend with relish. "He just married her yesterday!"

**Selling is a little like hog calling—it isn't the noise you make, it's the appeal in your voice.**

**Old Joe Jones says, "There is one thing to be said about ignorance—it sure causes a lot of interesting arguments."**

A good wife is one who stands by her husband in troubles he wouldn't have had if he hadn't married her.

Kitty: Whenever I'm down in the dumps, I get myself a new hat.

Katty: So that's where they come from!

The big business man had died and gone to—well, not Heaven. He had hardly settled down for a nice long smoke when a hearty hand slapped him on the back, and into his ear boomed the voice of a persistent salesman who had pestered him on earth.

"Well, Mr. Smith," chortled the salesman, "I'm here for the appointment."

"What appointment?"

"Don't you remember? Every time I entered your office on earth, you told me you'd see me here!"

—Tracks, Chesapeake & Ohio Ry.

**It's every girl's dream to be swept off her feet by a man she can dominate.**

### Unhappy Ending

Then there was the Toastmaster who thought up a really terrific anecdote. It was stolen by columnists, picked up by TV comedians, and pretty soon friends were telling him his own story back again. Everywhere he went, he heard it again and again.

It was a sad case of the tale that dogged the wag.

**It's great to live in a free country. If you don't like the weather where you live, you can move somewhere else and not like the weather there, either.**

Little Johnny was sick, and his mother said to the doctor, "Is the trouble in his appendix?"

"No," replied the doctor. "It's in his table of contents."



## HOW TO

### PRESIDE OVER A PROGRAM

Frequently a man without much experience is asked to preside over a program of entertainment at some special event, and is concerned lest he overlook an important phase of his functioning as toastmaster. Almost as many "don'ts" as "dos" are involved in advice to him.

The nervous, uncertain, reluctant toastmaster, or the over-confident, boisterous "lay-'em-in-the-aisles" type, is likely to make a mess of his performance and send the audience away displeased and disappointed. The good toastmaster or chairman of the program is confident, poised, tactful, reasonably dignified, genial, friendly, and thoroughly conscious of the responsibilities of his position.

#### On the Negative Side:

Don't assume that the toastmaster must be a clown or a professional comedian.

Don't be apologetic, either for yourself or for the speakers.

Don't mix up your list of events so that you lose your place. A good plan is to list each performance on a separate 3 x 5 card, and to place these in order of succession. You can note all needed information for your introduction on this card.

Don't get the idea that you are the star of the program. You are merely the starter, the introducer,

the springboard for the speakers.

Don't start off by explaining that "the toastmaster is supposed to tell a story." Don't drag in a story or joke unless it fits the occasion and helps the program along.

Don't show off your awkwardness or unpreparedness. The audience does not need to be told that you are going to be a flop.

#### On the Positive Side:

Remember that your position is that of intermediary between the performers and the audience. Your primary business is to present speakers, singers, tap-dancers or whatever you may have on the program, so that the audience will accept them optimistically, and the performers will be made to feel welcome and comfortable.

You are not the speaker or the entertainer, and you have no right to consume the time allotted to the performers. You can demonstrate your own ability as a wit by being brief and concise in your statements.

Introduce the speakers as you would like to be introduced, not with gushing words of flattery, not with involved biographical details, not with embarrassing stories, but with an air of friendly expectancy.

While the speaker is talking, you will give close attention. You will not devote yourself to your notes, or whisper to your neighbor, nor yawn nor close your eyes. You will pretend to be interested, even if he is a bore.

When the speech is finished, speak appropriate words of appreciation, but do not overdo it.



## New Clubs

- 1251 NOBLESVILLE, Indiana, (D 11), *Noblesville*, 1st & 3rd Thurs., 6:30 p. m., Elks Club.
- 1555 HALIFAX, Nova Scotia, (D U), *Simpsons & Simpsons-Sears*, Thurs., 5:45 p. m., Simpsons' Cafeteria.
- 1951 ABILENE, Texas, (D 44), *Abilene*, Mon., 5:45 p. m., Windsor Hotel.
- 1952 HONSHU, Miho Air Base, Japan, (D U), *Tottori*, Tues., 7:00 p. m., Miho Air Base.
- 1953 GENEVA, New York, (D 34), *Geneva*, Wed., 6:00 p. m., Y. M. C. A.
- 1954 AGANA, Guam, Mariana Islands, (D U), *Agana*, Thurs., 6:30 p. m., Shrine Club.
- 1955 PHILADELPHIA, Pennsylvania, (D 38), *Columbus Council (K of C)*, 2nd & 4th Thurs., 6:30 p. m., Penn-Sherwood Hotel.
- 1956 FORT WORTH, Carswell AFB, Texas, (D 25), *SESORANS*, 2nd & 4th Wed., 12:00 noon, Ridglea Country Club.
- 1957 WINNER, South Dakota, (D 41), *Winner*, Mon., 7:30 p. m., Grossenburg Recreation Room.
- 1958 SARASOTA, Florida, (Prov.), *Sarasota*, Mon., 8:00 p. m., County Court House.
- 1959 LOS ANGELES, California, (D 1), *Rexall*, Thurs., biweekly, 5:30 p. m., Smiths Fish Shanty.
- 1960 PERTH, Scotland, (D 18), *Perth*, 2nd & 4th Thurs., 7:30 p. m., The Waverley Hotel.
- 1961 ANNAPOLIS, U. S. Naval Academy, Maryland, (D 36), *ANNAPOLIS*.
- 1962 BURLINGTON, North Carolina, (D 37), *Alamance*, Tues., biweekly, 7:30 p. m., Western Electric Company, Inc.
- 1963 SAN DIEGO, U. S. Naval Training Center, California, (D 5), *Naval Training Center*, Thurs., 11:45 a. m., Service School Command Technical Library.
- 1964 NEWARK, New Jersey, (D 46), *Newark*, every other Thurs., 6:00 p. m., Rock Spring Corral, East Orange, N. J.
- 1965 DENVER, Colorado, (D 26), *Timberline*, Wed., 6:00 p. m., Bob Allphin Restaurant.
- 1966 FURSTENFELDBRUCK, Germany, (D U), *Sprech Meisters*, Thurs., 11:30 a. m., Officers' Club, Furstenfeldbruck Air Base.
- 1967 DICKINSON, North Dakota, (D 20), *Queen City*, Thurs., 6:15 p. m., American Legion Club.
- 1968 KODIAK, Alaska, (D U), *Kodiak Island*, Tues., 6:30 p. m., Island Fountain.
- 1969 BANNING-BEAUMONT, California, (D F), *Pass*, Mon., 6:30 p. m., Hart's Drive-Inn Cafe, Hwy. 99, 1/2 mile west of Banning.
- 1970 BARBERTON, Ohio, (D 10), *Barberton*, Tues., 6:00 p. m., Elks Club.
- 1971 LONG BEACH, California, (D 1), *Douglas Aero*, 2nd & 4th Wed., 7:00 p. m., Dovalis Ranch House, 101 Highway.
- 1972 HUNTSVILLE, Alabama, (Prov), *Huntsville*, Thurs., 6:00 p. m., Yarbrough Hotel.
- 1973 SAN ANTONIO, Texas, (D 25), *Fort Sam Houston*, 4th Wed., 12:00 noon, 4th Tues., 6:30 p. m., Fourth Army Officers Mess, Fort Sam Houston.

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