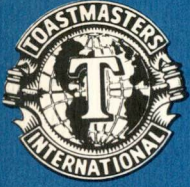



JANUARY, 1960



THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



HONOLULU
TOASTMASTER
TOWN OF THE MONTH

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A Toastmasters club is an organized group providing its members with opportunities to improve their abilities to speak in public, conduct meetings and develop their executive abilities. In congenial fellowship, ambitious men help each other through actual practice, mutual constructive criticism and the assumption of responsibilities within the organization.

Each club is a member of Toastmasters International. The club and its members receive services, supplies and continuing counsel from the Home Office.

"As a man speaks, so is he."—Publilius Syrus, 43 B.C.

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The TOASTMASTER

For Better Thinking—Speaking—Listening

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Common Speech Practices That Annoy Audiences

By RALPH N. SCHMIDT

THERE ARE MANY practices common to speakers which annoy and irritate alert and intelligent members of audiences, practices which the effective speaker avoids.

I. Perhaps the most common of these practices is that of falsifying. Unfortunately, it is a practice common to the most moral of men. It is indulged in by men in public life, and by men who would like to be and are actively seeking public life. It is also a practice of those who avoid public life.

It is found most frequently in introductions to speeches, where it is confused with rhetorical exaggeration. A speaker who often tells his audience that "As I was on my way to the hotel this evening, to keep my promise to talk with you about . . . I found myself inadvertently involved in a situation so unusual that I cannot help but tell you about it." He follows this state-

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ment with a series of purported facts which are, indeed, unusual (or would be if they had actually happened to him). The experience is one which illustrates clearly the theme or message which the speaker has chosen to present and "leads in" to that prepared message beautifully. It appears to be an ideal introduction.

But there are individuals in his audience who know where he was immediately prior to his appearance at the hotel, know that the experience he related could not have taken place as stated! There are other individuals in the audience who have heard this same identical unusual experience related by other speakers on other occasions, and who cannot be induced to accept as coincidence the fortuitousness of the event for each speaker. There are still other individuals in the audience who recall reading just such an unusual experience, either recently or in the past, in a printed publication.

The attention and interest of these members of the audience is gained and held by the speaker, but it is not centered on the theme or message the speaker is trying to present. It is, instead, centered on where and when the individual heard or read that story before—on why the speaker tried to make them think that he had actually had such an experience, and on whether or not the speaker is just as unreliable about other purported facts, and whether it will be worth their while to listen to him.

This is falsification, it is not rhetorical exaggeration. The lat-

ter is an exaggeration of something which everybody knows and understands to be an exaggeration and which is done, not with the intent of deceiving, but for the purpose of creating good will. A speaker uses rhetorical exaggeration, for example, when he says, "I am the world's worst golfer; what happened on the course this afternoon was an accident." Every one knows that there must be several worse golfers somewhere in the world and, if the speaker happens to hold a club championship in that very community, every one knows that it is the speaker's way of belittling his own achievement.

There are, furthermore, ways of using a good story and personalizing it without falsifying. There are ways of making sure that the audience knows that the speaker is not trying to give the wrong impression. One of these is to use the little word, "suppose." "Suppose that, as I was on my way to the hotel this evening. . . ." The use of just that one word at pertinent points changes the story and restores the ethical standing of the speaker!

Another way is to give credit to the original source of the story. "I am sure that most of you have read the story which recently appeared in . . . and that you remember it. I'm going to tell it again because I feel that it makes unmistakably clear the point that I want to discuss with you. . . ." Such a statement is straightforward. The audience is interested in finding out if the story to be told is the one they think it is, and to see in just what way that story

bears upon the announced title of the speech. When the story comes from another speaker instead of a publication, it is just as easy to say "One of America's best loved speakers (or most famous, or other accurate designation) frequently tells this story to illustrate the point. . . ."

II. A second very common and very annoying practice (and of speakers who ought to know better) is that of stating the title of the speech immediately prior to the opening sentence. If the title of your speech has been given by the program chairman in introducing you to the audience, there is no need for you to repeat it. If it is printed on the official program for the occasion, or was mailed in advance to the membership, or appears on the bulletin board or marquee, there is no need for you to repeat it. If it has not appeared or been given to the audience in any of the above mentioned (or other) ways, there is still no need for you to make a point of stating it.

The purpose of the title is to create interest in your topic, to get the audience to want to hear you speak on this subject. If the audience is already there, and if you are going to begin your speech with your next sentence, how much time is there for the statement of the title to create additional interest? Seconds at the most! So why try? Get with it!

When the speaker finds it necessary to state his title, older members of the audience are likely to find themselves reminiscing of the days when prize speakers stepped to the platform, curtsied or bowed,

took a step forward, announced their selection, took a step backward, then began to speak. The contrast between the nostalgic picture of the past and the adult (or addled) speaker in modern dress contributes to the annoyance and irritation of the practice.

Begin your speech with your introduction, not your title! If the title was well chosen, it will appear unmistakably as your speech progresses. If it was not well chosen, its lack of appearance will be a boon.

III. A third common practice which annoys listeners is that of changing the topic without any advance warning to the audience. Most groups which request and invite speeches also give publicity to the speakers and to their topics. They give advance publicity as well as publicity after the event. People who come to hear the speaker and his message are anticipating that a specific subject is to be given as unique a treatment as the speaker is capable of giving it, or as accurate and clear, or as inspiring—or entertaining. Some members of the audience have made a sacrifice in order to be there at all—because they desire (may even crave) knowledge on that subject. To blithely present another speech on another subject (or aspect of the original subject) is to irritate and annoy some members of the audience (it should be *all*) to the point of overt expostulation—although too frequently to those seated nearby instead of directly to the speaker!

The least the speaker can do is to explain in his opening remarks

that he is not developing the topic which he had promised, giving some cogent reason for his dereliction, and clearly stating the topic and theme which it is his intention to develop in place of the promised address. This makes it possible for those in the audience who came especially to hear the advertised address to leave quietly and unobtrusively. It makes it possible for those who remain to reorient themselves and to become receptive to the "new" message. Unless the reason for the change is truly cogent, however, there always remains some rankling and exasperation.

IV. A fourth common practice which annoys listeners and predisposes them to antagonism toward the speaker is the practice of greeting everyone on the platform and in the room before beginning the speech! When every individual and group represented is included in the greeting, the irritation is both at the time consumed and at the formality and old-fashionedness of the procedure. When individuals no less important to the occasion are inadvertently omitted from the greeting, or when large segments of the audience are not included, the irritation is at the ineptness, inconsideration, or pompous ignorance of the speaker. No matter what the case, the results are not good for the speaker!

The antiquated greeting of the formal debater, "Mr. Chairman, Honorable Judges, Worthy Opponents, Ladies and Gentlemen," is

almost balm on our ears when compared with that of some speakers mistakenly seeking good will for themselves: "Mr. Chairman, Judge Black, Colonel Brown, Reverend White, President Green, District Potentate Orchid, Distinguished guests from Alpha Chapter, Distinguished guests from Omega Chapter, Brothers and Sisters of the Loyal Order of Rhetoricians, Ladies and Gentlemen."

All of the above individuals and groups could have been combined into the simple "Mr. Chairman, friends" or "Fellow Rhetoricians." On the 4th of July the greeting might well be "Fellow Americans." On Valentine's Day it could be "Fellow Believers in the Power of Love." Each occasion and each audience carries its own "built in" and appropriate greeting. Don't stoop to antiquated concepts of what is "proper" and appropriate. Yet, be proper and appropriate to the current situation.

Just because speakers frequently use these (and other) practices, do not emulate them blindly. Examine them, analyze them, observe their effect on the audiences—then make up your own mind about the practices which you will use! ❖



Dr. Ralph N. Schmidt of Syracuse, New York, is Associate Professor of Speech at Utica College.

Small Club or None?

Some practical advice from a man who has founded both large and small Toastmasters clubs.

By RICHARD N. THOMPSON

IF THE QUESTION is merely whether to have a small Toastmasters club or a large Toastmasters club, the question should always be resolved in favor of a large club. Normally, a club with a solid 40 members on the books and enough on the waiting list to take care of turnover and attrition is best. But there are times when organizing a large club is an impossibility.

In areas removed from large population centers, the Toastmasters club must rely for its membership upon those living within a reasonable distance from the available meeting place. In such situations, it is often impossible to or-

ganize a large club. The only hope may be to form a club with the bare minimum of members permitted by charter rules. Under these conditions, should a club be organized or should the idea be abandoned?

As a Toastmaster thoroughly indoctrinated with the idea that Toastmasters is the best time-tested method for training speakers who can hold their own when faced with almost any type of situation, I believe that even a small club offers great rewards to its members. As one who has assisted in the organization of several small clubs, my experience and observation may be helpful to those who want

to keep their club alive but find it impossible to increase the limited membership.

First, it must be clearly understood that the small club requires more attention and planning than the larger one. The burden falls on fewer shoulders; the planning comes from fewer heads. Experience has taught me that these are the essentials for the formation of a small club:

1. There must be at least 12 members who are sold on the reputation and effectiveness of Toastmasters and/or have an unflagging determination to learn how to speak in public.

2. At least four members must have some administrative or executive ability, plus common sense and tact.

3. At least one member, and preferably two, must have knowledge of how a Toastmasters club functions.

4. At least one member must be interested enough to provide financing until the club gets a good start. Of course, it is much better if several are willing to share the initial financial obligations.

5. At least one member must have the qualifications to serve as a public relations man until the club is on its way.

There are other factors, but in my judgment, these are essential to success. If these ingredients are present, a small club can be organized, but extreme care should be exercised. To fail not only hurts you and the club, it injures the reputation of all Toastmasters in the area.

A large club may roll along on

initial momentum. It may start slowly and gradually pick up speed. It may lose steam and require revitalizing, but generally it will come through.

The small club cannot afford these ups and downs. If it goes down, it goes out. It must be gassed, greased and primed without let-up. No rest is possible until the club has at least 12 members who can be counted on to attend regularly, take part regularly and pay dues regularly.

Advertising is an important factor for clubs in larger cities, but in smaller communities advertising may turn out to be a negligible factor in building membership. The secret in the smaller community is personal contact, with enthusiastic selling by one or more organizers who *know* the value of Toastmasters training.

In the larger club, the organizer may have a series of satellite committees or committeemen with whom he keeps liaison. In the smaller club, the contact must be continuous and the organizer or organizers must keep the reins in control at all times. The organizers of a large club can delegate quite freely. Organizers of a small club must check frequently to see if the delegations that are made are being carried out, and be prepared to step in if they are not.

During the early stages of organization, the three most vital cogs in the small club are the educational vice president, treasurer and president—in that order.

If the program of speech training is workable and valuable to the members, they will keep the club

functioning. It is the duty of the educational vice president to make the program workable and valuable.

Finances are all important to the small club which must keep its budget small. A good treasurer is a prime necessity. It is assumed that during the organization period, the organizer will act as secretary. He may also act as treasurer.

Other offices may also be combined, but eventually a full-time president should be elected to take some of the burden off the organizer. The election of a permanent secretary or secretary-treasurer should follow.

In a small club, it is a mistake to take a good educational vice president and make him president. It is better temporarily to combine the two positions than to risk blunting the initial impact which is so necessary for success. When two organizers are working together, the one with the most speech experience should be

chosen educational vice president.

Although it is always best to have a meeting with a meal, this is not always possible for the small club. Small clubs must often adapt themselves to unusual meeting conditions.

Remember, a small club seldom has a second chance. If you are thinking of organizing one, and after considering all the pitfalls still believe it should be organized, go ahead. You will find the problems greater; the going slower and at first agonizing. But there are rewards. There is more fellowship in the small club and opportunities are more available for those who really want training in speech.

It has been demonstrated time and again that the methods of speech training used by Toastmasters will work successfully under normal circumstances. In organizing a small club, you are playing the game with certain cards stacked against you. It can be done, but play your hand carefully. ♦

Lt. Col. R. N. Thompson, AF, Ret'd, is president of the Jacksonville (Ala.) Toastmasters 2476-48. He has had a wide experience in organizing Toastmasters clubs, notably the two military clubs at Clark Field, P. I. He started his career as a teacher of languages, but soon became a teacher of speech, for the University of California (extension) and other institutions in the U. S. and abroad. A former member of the U. S. Diplomatic Service, he is the author of the book "Languages of the Philippines" and has contributed many articles to technical and literary journals.

The Case of the Frustrated Governor



By DON HUGHES

THE LETTER WAS WAITING when I got home from work at 5:30. I knew right away it was from District 40 Educational Chairman Otto Althoff. "The old boy's slowing down some," I muttered as I opened it. "This is only the third letter this week."

Otto suggested that as governor of Area 5, I might like to prepare a talk for the next District Council meeting on the subject, "What an Area Governor Needs from His Club Officers."

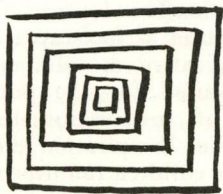
"Now if that isn't a switch," I said to myself. "Here I have been thinking they were supposed to need me!"

However, I accepted Otto's generous offer. Then I spread out a clean white sheet of foolscap (never try to be creative on ordinary paper) and waited for the pure white heat of inspiration to creep over me. Perspiration crept over me, the children ran over me, electric fans droned over me, but inspiration stayed away. In despera-

tion I doodled. I doodled furiously like an artist pouring his feelings into an abstract painting. Still no inspiration!

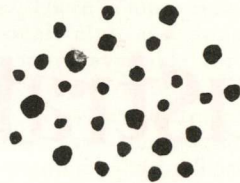
The next day I mentioned my plight to a colleague who had dabbled in psychology in college. "Jack," he said (he always calls me Jack—he took a memory course and the first time he saw me I was changing a tire), "Jack, you're like any normal neurotic. You've got needs—plenty of them. But you just won't admit it. You keep trying to suppress them. Run—don't walk—to your nearest psychiatrist, my boy."

When Saturday came and I still had not written a word I slipped off to the offices of A—, B— and C—, the greatest things in head-shrinking this side of Brazil, still clutching my sheets of doodles. I was ushered into a quiet, modern, well-lit room. Three benign faces listened while I explained my problem and laid the sheet of doodles before them. Their eyes lit, knowing smiles crossed their faces and nods of agreement passed back and forth. "Young man, just sit back and relax. Your case is simple—the symptoms are obvious. Take the first doodle—this series of boxes within boxes:



"A clear sign of latent claustrophobia. You are afraid of small, cramped quarters."

"Well," I murmured, "since I became Area Governor I feel as if everything is closing in on me. Speech Contest, Education, Membership, Public Relations — all those things that need seeing to. Of course! I'm subconsciously yearning for volunteers from the club officers to help me!"

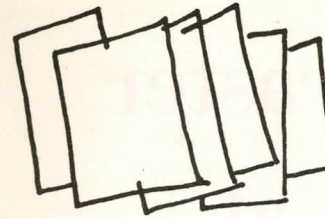


"This cluster of dots," the good doctor went on, "indicates a tendency towards autophobia. That is, you have a fear of being alone."

"That's easily explained," I said. "I have a fear of poorly attended Area Council meetings. The thought of area officers making speeches at each other, nobody else around, brings out a cold sweat on my hide. I'm just yearning for a full attendance at area affairs."

"This next doodle, which resembles a series of pieces of paper," the second doctor volunteered, is what we call the Althoff Syndrome.* It is a complex condi-

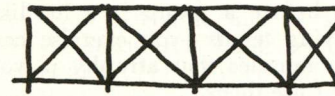
* Since this syndrome is peculiar to the southern half of Ohio, readers who are members of the American Academy of Psychiatry may not recognize this term.



tion which, in terms you can understand, involves a fixation with the art of letter writing."

"Ah-h, now I see. I'm in need of correspondence from the club presidents in the area. Letters that will tell me what's going on, what problems exist, or just give an opinion on current Toastmasters proceedings."

"It's hard to believe," the third doctor said, "that one man can suffer both from claustrophobia and agorophobia at the same time, but these fence-like doodles are a sure



sign of agorophobia and show that you also have a fear of open spaces."

"Well, Doc," I volunteered, "that's an easy one. Every area governor fears open spaces—open spaces at the Area Speech Contest tables. Clearly I need the club officers to generate enthusiasm for this event and push the sale of tickets."

"This last doodle," he gravely informed me, "shows a touch of schizophrenia in your little befuddled brain. This is a definite indication that you have a split personality."



"This one, Doc, is easier to explain than it is to cure. It simply means I'm split between trying to be an active member, a good area governor and a conscientious participant in the District Council (to say nothing of earning a living, raising a family, being of service to the community, etc., etc.)."

"To sum up your case, young man," the doctor said as he reached for the phone to call the nearest rest home, "you are psycho-neurotic. To put it very bluntly, and in plain words, you are nuts!"

"Of course I am, Doc," I shouted as I dashed toward the freedom of the great outdoors, "I'm nuts about Toastmastering! Every area governor is. We'd have to be to take a job like this!" ♦

Don Hughes, governor of Area 5, D.40, is a member of the Valley Toastmasters 1162 of Cincinnati, Ohio, and Market Research Specialist for the General Electric Co.

A Broadcaster Looks at Toastmasters

By BRUCE DAVIES

AS A PROFESSIONAL radio broadcaster since 1943 I feel fairly well adjusted and confident when I begin my early-morning program of farm news, markets and weather. My travels take me everywhere: I average 24,000 miles a year attending farm meetings, preparing tape recordings, speaking before farm and city organizations and just meeting interesting people.

However, I recently joined Toastmasters Club 229 in Omaha, Nebraska, at the invitation of one of the established members. It has been one of my most interesting ventures.

One of our Toastmasters recently asked me why I had joined. "After all, you make your living by talking . . . this ought to be kid stuff for you!"

It was a logical question. I might have said modestly that I was really a poor speaker, but that would have been fishing for a compliment.

I answered his query this way: "Conducting a meeting and speaking before a group is a lot like playing tennis—you exercise certain muscles that atrophy if you don't use them."

Actually, speaking is like playing a piano. A professional knows he must practice constantly if he is to better himself, and he becomes rusty if he doesn't use discipline in his practicing. A Toastmasters club makes me practice and try to better myself!

One of the occupational hazards of this job of radio broadcasting is the sterile condition in which you work. You look at a microphone

Bruce Davies has been broadcasting since 1943, in Kansas City, Chicago, and Omaha. He is at present Farm Service Director for Station KFAB of Omaha. He is a member of the Omaha Toastmasters Club 229-24. "I'm still on Basic Training," he writes, "and find it most rewarding!"



instead of an audience. The listener can switch to another station and you'll never know the difference. But facing a live audience is a real test. An attentive speaker can soon spot inattention, and he'd better get busy if he is to hold his audience!

Every speaker, good or bad, has certain annoying mannerisms that he doesn't know exist. Even his wife won't tell him, and if she does, the lecturer is liable to lecture her about being hyper-critical. "You just don't understand me," he says, and goes off to pout.

A practiced radio broadcaster uses little in the way of physical gestures; he depends on the highs and lows in his voice, and upon pauses for effect in order to put across a point. After a time, he drops all hand gestures and eye contacts completely because they aren't necessary in front of a microphone. When he's called upon to talk before an audience, his

speech is lacking in these two important factors.

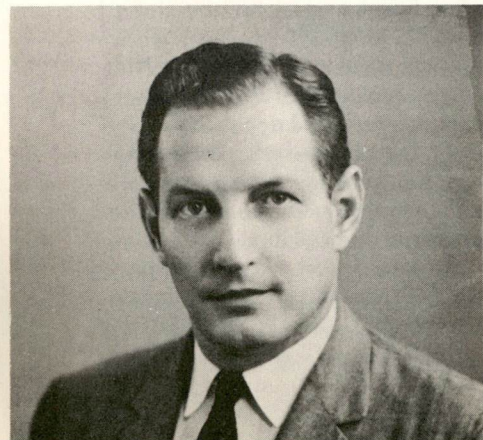
I'm glad I have the radio experience, however, in my activities with Toastmasters. For one thing, radio has taught me the value of brevity. It has taught me the secret of editing material ruthlessly in order to develop one important point in a talk; and it has taught me the secret of organization. Furthermore, it has given me valuable training in voice control and modulation.

But I feel a need for the closer contact with people you get when you look them right in the eye. Not only that, there's a real challenge when you're called upon to be master of ceremonies at a dinner, to keep the audience under control, and to introduce the important speaker of the evening.

Any speech effort can be fun, and I hope to make my association with Toastmasters a profitable and an inspiring one. ♦



"Hey Officer! Follow that Guide!"



By JOHN KERN

A GENERATION AGO, few movie thrillers were complete unless the pursuing hero leaped onto the running board of an ever-ready roving patrol car and, pointing ahead to a fast-vanishing vehicle, commanded "Hey Officer, follow that car!"

Every Toastmaster has attended a meeting during the past 12 months in which the Basic Training Manual was either absent or, if present, practically ignored in all or most speeches.

And, just as frequently, in the critique, there has occurred the situation where the evaluator stepped up, sans guide, wrinkled scratch sheet in hand, and opined, "enjoyed your speech, but. . ." proceeding to deliver his stereotyped "constructive criticism" completely without rhyme, reason, or results!

Thus, there arises the setting for a present-generation "hero" in Toastmasters. If his club is in this dangerous situation, it is time for him literally to leap on the running board of activity and to the educational vice president give the order, "Hey Officer, follow that guide!"

John Kern is insurance manager of Southern Industries Corporation, a holding company of Mobile, Ala. He is Educational V-P of Mobile Toastmasters 226-29, and active in many community and religious organizations.

Such paraphrasing of the formula for successful movie production of two decades ago would guarantee real results in speech training—to the speaker in finer talks, to the evaluator in sharpened technique, and to the audience in more enjoyable listening!

The club in which the officers demand that all members use the Basic Training Manual should count its blessings—because all units are not so precise. In fact, there are clubs in which the use of the manual is, by far, the exception rather than the rule. Not only does such delinquency breed undirected training for the speaker, but it also fosters unregulated and unfair evaluation. A classic example of the damage that can result from such evaluation occurred at a recent area speech contest, in which the winner executed, with impassioned artistry, an oratorical gem of old-time magnitude, but which, in reality, orbited far beyond the norms of speaking as outlined in the manual. Because of evaluation inspired by histrionics instead of the deliberate logic of the manual, three other excellent speakers failed even to place or show!

But the real trouble created by failure to follow the prescribed line is not the damage done to speech contestants. It is the damage inflicted to the everyday speaker, especially the beginner and the mid-point trainee—those who so badly need to be influenced along a sound course, with well-patterned instruction and evaluation.

One reason given by some Toastmasters for not following the manual is, "Oh, I finished Basic long ago. . . !" For that accomplishment a member should be justly proud. But he should also be well into Beyond Basic Training, which in itself has a manual that should be as diligently followed as the one assigned to the beginner.

It is superfluous to argue the merits of required use of the Basic Training guide—nothing in Toastmasters can speak so masterfully for itself. All one needs to do is consult the member who has completed Basic Training, or, compare the clubs in which the manual is taken lightly to the ones where it is taken seriously.

The Basic Training Manual will not necessarily make the Toastmaster a finished speaker. But one may rest assured that by the time he gets around to "Carrying On" he will have been thoroughly exposed to the key ingredients of effective oral expression. Too, he will know the major obstacles to his own advancement and how they might be overcome.

Thus, should a club find its standards have slipped to the point where the training manual is virtually ignored, and where the evaluator, from a smudgy envelope-back, drones in a stereotyped tone ". . . enjoyed your speech, but," then it is suggested that some modern hero take matters into his own hands, leap onto the floor, and to the man-in-charge, command in no uncertain terms, "Hey Officer, follow that guide!" ♦

NOTES *from the* HOME OFFICE

For his table topic, Dave Presnell of Club 1682, Chattanooga, Tenn., was asked to tell how he would have evaluated Lincoln following his Gettysburg Address. "Well, Abe," said Presnell, "I thought your opening was strong, but you lacked humor. Another thing, Abe, you spoiled the whole effect by assuming the 'fig leaf' stance all the way through your speech."

* * *

Being away from home is no excuse for a Toastmaster to miss a meeting. No matter where you go in the free world, you're never very far from a Toastmasters club, and the network of clubs continues to grow.

During 1959, in addition to several hundred new clubs in the United States and Canada, charters were also issued to clubs in Australia, Bermuda, British Guiana, Canal Zone, Curacao, England, France, Germany, Greece, Haiti, India, Japan, Okinawa, Panama, the Philippines, South Africa, and Spain.

Two clubs chartered last year refuse to stay put. They're what the Home Office call the "floating clubs." They're on the *USS Saratoga* and the *USS Everglades*.

* * *

We often wonder how names are chosen for club bulletins. How Club 392, San Diego, Calif., chose "The Equalizer" as the name for its weekly bulletin is explained in a letter from Educational Vice President John Bogen:

"When the old West was first settled, it was dominated by the hardy, husky frontiersmen who controlled the West by brute strength. The weakling was at a disadvantage. Then came the era of the 'six gun,' which became known as 'the great equalizer.' It liberated the small man from control of the brute. The man in control was the one who had the fastest draw.

"Today we cannot settle our disputes with guns. We must resort to words. Surely it cannot be denied that what the six gun was to the old West, speech is to the present—The Equalizer."

* * *

Toastmasters who want to improve their conversational techniques might consider membership in the C.T.A. The C.T.A. is the Conversing Travelers' Association and it is explained in part in a clipping from the *Manchester Guardian* sent to the Home Office by S. R. Thompson, past president of Club 757, Victoria, British Columbia.

"It was formed at Letchworth in 1950," reports the *Guardian*, "and it now has about a thousand members indulging, as a matter of principle, 'in topical conversation with strangers of either sex to relieve boredom when traveling.' The association badge, with a copy of the rule book, costs five shillings a year. Once the badge—silver lettering on a blue background—is recognized, members are at liberty to start talking. The rules say that

the conversation is to be 'discontinued' at the end of a journey 'unless by mutual consent'—a saving clause if ever there was one."

* * *

In the interest of good citizenship, members of Esco Toastmasters Club 2358 and Esco Night Owls Toastmasters Club 2477, Portland, Ore., are attending a series of economic seminars designed to promote a better understanding of the competitive enterprise system. The seminar for Club 2358 is held for two hours at the conclusion of the regular club meeting on Monday evening. The Night Owls, who meet at 1 a.m., Wednesday, hold their seminar at 1 a.m., Thursday.

Although attendance at the seminars is voluntary, they have been well attended and discussions have been extremely lively. Study materials are provided by the U.S. Chamber of Commerce and the Oregon Effective Citizens League. Harold Gowing, Esco public relations director, is in charge. Moderators are Jack Sieforth and Bill Walkins. Walkins was the first president of the Esco Toastmasters Club when it was organized three years ago.

* * *

POSTSCRIPTS: "The Role of American Business in Advancing Community Health and Welfare Activities" was the title of George Mucey's address at the Public Service Award Dinner of the Huntington, West Virginia, Life Underwriters Banquet. The Huntington Underwriters were honored by the Institute of Life Insurance and the National Association of Life Un-



Bill Walkins of Esco Club conducts seminar on American economy.

derwriters for conducting an outstanding public service program. Mucey was asked to speak as Pennsylvania State Chairman for the March of Dimes and as first vice president of Toastmasters International. . . . The New York Grand Jury Association asked SEC Toastmasters Round Table Club 1041 to submit names of members interested in serving as New York County Grand Jurors. . . . For his 10 years of outstanding service to Toastmasters, Club 305, Wichita Falls, Texas, presented Hal W. Yeager with a certificate for meritorious service which awarded him a lifetime membership in the club. . . . Congratulations to International Second Vice President Herman E. Hoche for his promotion to commander in the Navy's Medical Service Corps. . . . Bib Brownold found a sure way to attract attendance to a meeting of Club 1876, New York City. He offered a share of stock in one of America's largest corporations as a door prize.

The Gift of Tongues

By DAVID J. SULLIVAN

Vice President, Petroleum Heat & Power Company, Inc.

WE CAN BELIEVE with Shakespeare that a rose would smell as sweet by any other name because we know that, despite the confusion of tongues at the Tower of Babel, a rose has remained sweet in every language.

Since Babel, written words have formed a part of the geology of humankind. Man's history is fossilized in their deposits and the "microscope" which reads them is the dictionary. In it we find words, those marvelous instruments of human speech, which can repel or attract, persuade or disparage. With words we fabricate vivid pictures of man's outer world and his inner self. The method of constructing these word pictures varies with the language, giving different modes of thought to the different peoples of the world. In some languages, the case, mood, person, gender and number are formed with separate words, or with irregular endings to existing words, in a haphazard manner. Other languages make use of wonderfully precise and regular case endings which are indeed a stroke of genius.

Yet who did all this, again and again, all the world over, now for an ancient people more civilized than we, and again for savage tribes crudely primitive? Who invented language?

Language is no substitute for thought, but what would become of thought without language? As one tries to word his ideas ever more precisely he generates greater power of expression. Our often over-confident friends, the Intelligence Testers, have established the startling fact that command of language goes hand-in-hand with high general ability.

Those who have striven, perhaps for years, to word serious ideas simply, sincerely and accurately; who know how hard it is to do, how long it takes to learn, may be pardoned if in the presence of windy rhetoric, or the rasping sound of slang vocabularies, they find some polite way of changing the subject. Slang is the slag-heap of languages. Here and there in its pile is an uncut gem, but in the lapidary of words, he who already possesses thousands of cut jewels

that flash and sparkle, grows fastidious about slag.

In speech man is so like a god, he finally outwings words themselves and creates new languages which lie beyond words. Music is one, mathematics another. Composers of symphonies express thoughts that are otherwise beyond the reaches of our souls; philosophers, balked by the meaning of words, resort to mathematical symbols.

Beautiful speech, like good writing, is a life work. To view one's mother tongue from the external standpoint of a foreign language is like the artist backing away from his easel. It provides a broader perspective and fuller un-

derstanding. French has elegance and precision; German has tenderness and vigor; Italian has music and grace; Latin is terse, and Greek tingles with the electricity of genius. English, having gathered from all of these, is symphonic in resource and variety. It also has grave defects. One is its lack of precise case endings, another the chasm between the written and the spoken language. Yet here daily on our very tongues is the stuff of fine art. Those who cultivate it to mastery are able to wield a power that can illumine minds, defend the injured, comfort the afflicted and fill the world around them with intelligence and harmony. ♦

All the world's a stage, and all Toastmasters merely players. They have their exits and their entrances and one Toastmaster in his time gives many speeches, his acts being seven ages. At first the infant, Breaking the Ice and Being in Earnest. Then the whining schoolboy, with shining morning face, Building a Speech and Using His Hands. Then the lover, sighing like furnace, with a woeeful ballad of Vocal Variety and Speech Building. Then a soldier, full of strange oaths and bearded like the pard, Reading the Speech, sudden and quick in quarrel, seeking the bubble reputation with Speech Illumination. Then the justice, with eyes severe and beard of formal cut, Working with Words, full of wise saws and modern instances and Special Types of Speech; and so he plays his part. The sixth age shifts into the lean and slipper'd pantaloon, Organizing the Speech, his youthful hose, well saved, a world too wide for his shrunk shank, and his big manly voice, turning again to childish treble, pipes and whistles in his sound. Last scene of all that ends this strange eventful history, is second childishness Carrying On and mere oblivion, sans teeth, sans eyes, sans taste, sans everything.

—Bob Margulies (with apologies to Shakespeare)

Reprinted from "The Wind Tunnel" Bulletin of Douglas TM Club 1510, Long Beach, Calif.



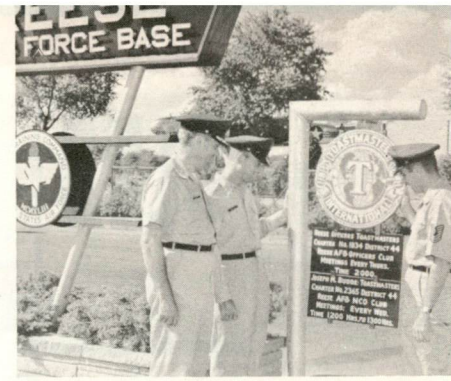
Maj. Otis L. Varden (rt) cuts slice of cake for incoming Pres. Eugene L. Brissey as final official job as President of Club 1333, Tachikawa AB, Japan



New Pres. Edward Zumbach (l) Ad V-P David Mellott, Sec. Monroe Coburn, Sgt.-at-Arms Gus Vender, Treas. Forrest Lane give heave ho to old Pres. L. V. Martin, Public Service TM's 2236, Phoenix, Ariz.



Allen Fish, immediate past president (l) discusses club policies and plans with Ben Wright, newly-elected president of Oakville (Ont., Canada) Club 2245



Col. Harold T. Babb (l) Base Deputy Commander inspects new TM sign at Reese AFB (Tex.) with club presidents Lt. Harvey Wayne (1834) and M. Sgt. Alfred Monteith (2365)

TOASTMASTERS TAKE THE SPOTLIGHT



Pres. B. G. Dillow receives gavel from Wing Comdr. A. W. G. Stuart, R.A.F., at officer installation of Burtonwood (Eng.) Club 2322. L. to rt., Ad. V-P Wm. Appleton, Sgt.-at-Arms James Fowler, Ed. V-P W. P. Howe, Treas. R. Rietschlin and Sec. D. A. Rollins. Club members are both British and American



▲ Capt. Wm. F. Wesanen (second from left), Commanding Officer CBC Davisville, R.I., dedicates TM plaque as (l to r) Area 7, D-31 Gov. William Patty, Ad. V-P Benjamin Curtis, Club 1749, and Pres. Alexander McPhillips, Club 146, approve

Founder Ralph C. Smedley with Past Pres. Ben Schelgel cuts first slice of cake at anniversary meeting of Smedley No. 1

Int. Pres. Emil H. Nelson (rt) presents "The Story of Toastmasters" to Tulsa (Okla.) Mayor James L. Maxwell, in exchange for key to city. D-16 Governor ▼ Travis Freeman looks on



D-36 Lt. Gov. Maurice L. Etzell explains TM Manual to Frank J. Barley (l), Director of Bureau of Inspection and Classification Audits, and Warren B. Irons, Executive Director U. S. Civil Service Commission



CLUB TO CLUB

Concentration Exercise

Topicmaster Irle R. Hicks gave our club a new idea on the value of table topics when he announced the session as an exercise in concentration. The topic was to be held to one subject word only, with each thought coming from that word, to be followed in thought, not by related items, but by returning to the original word. For example: using the word *dog*, the participants were instructed not to run a chain of thought such as "dog, meat beef, cow, milk, etc.," but to come back to the original word, as "dog, animal, dog, shaggy story, dog, hunter, dog, pet dog, etc." Words given to each member were chosen in relation to the member's occupation such as: *milk, railroads, grapes, oil, money, vegetables, rivers.*

Members vowed that this one really taxed the little gray cells, but found it so stimulating they have asked for a similar session soon.

**Triangle Toastmasters 1223-40
Covington, Ky.**

Challenge to Membership

"Can you replace the face in the photo above as a dynamic, qualified speaker? If you can, then there is a place for you in the recently chartered Bossuet Chapter of Toastmasters International here at Chateauroux Air Station. If you can't replace the face, then there is also a place for you in the Bossuet Club."

This announcement appeared in the *AMFA News*, the newspaper of the Chateauroux Air Station in France, under a picture of a speaker behind a lectern. The speaker's face had been blanked out, and a large question mark substituted. The article reported the chartering of the new Bossuet Club on the base. It concluded: "The membership of the Bossuet Club is made up of Toastmasters ranging from accomplished speakers to those learning the art of good speech delivery, and there is additional room for more members. Yes, even you."

**Bossuet Toastmasters 2445-U
Chateauroux Air Station, France**

* * *

Three-Ring Induction

It was a circus when the East St. Louis Toastmasters recently inducted new officers. The entire program was built around a circus theme. Ringmaster Gaylord Powell was appropriately dressed in white tie and tails, while Topicmaster Tony Kruta was attired as a clown, handing out such topics as "I was a tightrope walker for the F.B.I.," and "I play a tambourine on the trampoline." Longer speeches also were planned around the circus theme.

The entire "spectacular" provided a most successful Ladies' Night and Officer Installation event.

**East St. Louis Club 845-8
East St. Louis, Ill.**

Mystery Speaker

Our club conceived the idea of having a "mystery speaker" to cope with the problem of absentee speakers. During recess, while the tables are being cleared, the toastmaster of the evening and the program chairman choose their man. The "victim" is usually an old-timer or someone who has been in the club long enough to handle the situation. Care is taken not to choose newcomers or anyone who might be embarrassed by the ordeal.

Toward the end of the speech program, the toastmaster announces that the time has come to hear from the mystery speaker. He then gives the man's name, and the title of his speech. He then ad libs for a minute or two so the poor speaker will have time to collect his thoughts, then repeats the introduction.

The speech title assigned concerns some field in which the member is known to be interested. To a mystery speaker who was active in church work, the title was: "The Place of the Church in Community Life." An ardent golfer was given: "How I Made that Birdie on the Ninth." Our main concern is to spark the speaker, to get him going on familiar ground.

As we have a full club, every member stands a chance of being called on for this extemporaneous speech about twice a year. So far, we have made the rounds once and every active member has had a turn. It has proved extremely popular; after his experience of speaking for seven minutes or so, unprepared and without notes, the speaker knows he can think on his feet, and without notes!

**Glendale Toastmasters 8-52
Glendale, Calif.**



Yawn Patrol TM's hold impromptu meeting

Impromptu Demonstration

Five members of the Yawn Patrol Toastmasters Club recently presented a completely impromptu speech program before the Sertoma Club of Omaha, Nebr. Speech titles were drawn from titles submitted by Sertoma members and the Toastmasters had approximately fifteen minutes in which to prepare their talks.

Picture shows, left to right, Vern Wilke, Sertoma Club president, and Yawn Patrol members Charles Tice, whose topic was "When am I going to sell my home?"; Dick Lynch, speaking on "Do parents accept their responsibilities?"; Ted Voet, Administrative vice-president, in charge of program; Al Bebut, on "Love life of a jelly fish," and Dick Martin, whose topic was "Khrushchev."

**Yawn Patrol Toastmasters
1852-24
Omaha, Nebr.**

Club Holds "Church" Meeting

Here is a program variation our club used recently:

Four members who were working on Beyond Basic Training needed microphone practice. We decided to hold our meeting in the chapel of Restland Memorial Cemetery, where a loud speaker system was available. Dinner (box lunches from a local caterer) and the table topic session were held in the employees' lounge. Club members were told that they were to assume that they were members of a church governing board, and the topic session asked, "What is best for our church?"

We then moved to the chapel for four prepared sermons. The toastmaster of the evening was chairman of the pulpit committee of the church, presumably seeking a new pastor. Four candidates each preached a trial sermon, and the congregation (club members) voted for their choice as pastor. We had four fine sermons.

The beautiful chapel gave an atmosphere of dignity and reverence to our meeting.

**Town North Club 1718-25
Dallas, Texas**

* * *

Maverick Night

Our club recently held two outstanding meetings. The first was "Maverick Night," conducted by Ed. V-P Horace Booth. No one knew what part he would have in the program until he received a card giving the assignment. Cards were presented as the member came in to the meeting. Each member performed exceptionally well, and not one traded off his card or indicated in any way that he was not satisfied with his assignment, and each one had the opportunity to stand up and speak up.

The second program was given at our officer installation banquet, when Past President C. W. Doyle gave a speech on the history of our club. His title was "Tribute to a Dreamer," and the speech was dedicated to Professor Kay Forman, professor of speech at Texas Christian University. Professor and Mrs. Forman were honored guests at the meeting.

**Plus Two Toastmasters 349-25
Ft. Worth, Texas**

* * *

Going, Going, Gone

Our club recently devised a method of increasing our treasury balance, having an enjoyable table topics session, obtaining practice in auctioneering, having an excuse to shout, gesture enthusiastically, think rapidly, and dispose of some white elephant.

Each member was instructed to bring, unwrapped, some object, which he was given one minute to auction to the members—an excellent opportunity for enthusiasm, vocal variety, volume, and meaningful gestures. Members bid for the object, and the highest bidder when the timekeeper's bell rang at the end of one minute received it.

A prize was given to the auctioneer who attracted the highest price, and successful bidders paid the money into the club treasury at the end of the meeting.

**Executive Club 412-50
Los Angeles, Calif.**

To facilitate service, include club and district numbers in all correspondence with the Home Office.

Microphone Technique

"Microphones: Their Selection and Use" was the theme of a recent meeting of the Uptown Toastmasters of Chicago.

Bob Atherton demonstrated different types of mikes by switching from one to another during his educational session talk on their use. The entire program, including table topics, business session and speeches, had been planned to include mike use, so every member present had at least one opportunity to try his skill.

Uptown makes a practice of training its members to speak under varying conditions. We frequently rearrange our meeting room, change position of lectern and podium or remove them altogether. We also emphasize speaker-evaluator exchanges with other clubs.

**Uptown Toastmasters 830-30
Chicago, Ill.**

* * *

Receive Certificates

Fifteen members of the Cuyahoga Heights 1894 and Valley View 2096 Toastmasters clubs of Cleveland received their Basic Training Certificates of Merit from the "boss." Fred M. Hauserman, president of the E. F. Hauserman Co., presented the certificates. All men receiving awards were Hauserman employees. Club 1894 is made up of supervisors, and Club 2096 of salaried employees.

Awards were made at an informal dinner. As each man received his award, his picture was taken by the company photographer and a print was later given to him.

In the picture, Mr. Hauserman (second from left) is presenting certificate



Bob Atherton shows mikes to Uptown TM's



Cuyahoga Heights and Valley View TM's receive certificates

to Al Zyback, as Ernie Ponstingle, president of 1894 (left) and Tony Dolejs, president of 2096 (right), look on.

**Cuyahoga Heights Club 1894-10
Valley View Club 2096-10
Cleveland, Ohio**

Judging the Humorous Speech Contest

By RON NADLER

HAS YOUR CLUB, area or district held a humorous speech contest lately?

If not, you should try one. Properly used, humor is a valuable tool for the Toastmaster, and some experience in giving humorous speeches is necessary for well-rounded speech education. In addition, a contest devoted to entertaining, humorous speeches ranks high on the list of events which, carefully planned, can generate considerable enthusiasm, interest and constructive competition.

A humorous speech must be a good speech as well as a funny one. It should be more—far more—than a series of amusing stories strung together; it must have both purpose and point. While its principal objective is to entertain the audience, all essential speech elements should be included, and the result must get across the point of the talk to the listeners.

One of the difficulties in planning a humorous speech contest is that no set standards seem to be available for judging the event. Obviously, a fair and impartial judging system is important to sustain interest, and, of course, to make certain that the award goes to the best speaker. Proper judging is also essential to the success of fu-

ture contests, to attract contestants who will put forth their best efforts and to attract audiences who will attend in the expectation of hearing something worthwhile.

Area 8 of District 12 was recently faced with this judging problem in planning an area humorous speech contest. This was especially important, since we were subsequently to be hosts at a district humorous contest. A committee was appointed by the Area Council to study the matter. After considerable thought and discussion, a form was proposed which may offer some ideas to other areas faced with a similar problem.

We started with the familiar and time-tested judging sheet provided by Toastmasters International. This, as most Toastmasters are aware, lists under the heading "Speech Items" eight categories: *Voice*—pitch, flexibility, volume, use; *Physical*—appearance, gesture, poise, movement; *Speech Structure*—opening, body, close, marches; *Development*—pattern, material, organization; *Language*—grammar, pronunciation, style, appropriateness; *Manner*—directness, assurance, enthusiasm; *Speech Value*—ideas, logic, contribution, impressiveness; and *Effectiveness*—achievement of pur-

pose, interest, reception. Each of these is given a point value, totaling 100. Brief descriptions are given on the opposite face of the judging sheet.

We decided that for our contest we would eliminate the "Effectiveness" category and replace it with two new sections, "General Humor," including audience amusement, interest and reception, and "Laughs. Specific descriptive paragraphs to cover the new ratings were added to the instructions for the older categories. General humor, we explained to the judges, is the principal purpose of a humorous speech, and is measured by the interest and reactions of the audience. Judges were instructed to watch for the development of humorous situations and the quality of humorous descriptions, as well as for achievement of the purpose—general entertainment.

The weight given to the various categories was designed to provide a reasonable balance between points given for general speech values and points given for humorous aspects of the speech. To continue working on a 100-point total, we reduced the established TMI point weight for the first seven categories. "General Humor" was given a point value of 12 for top or "excellent" performance.

The "Laughs" category was not given a definite point rating. Its object was to show the number of laughs which the speech drew from the audience. And we meant hearty laughs, not merely a titter or faint ripple of amusement. At the bottom of the sheet, boxes were provided for the judges to record each laugh,

and the total was entered as the point value for the section. We told the judges: "Laughs" constitutes the total number of *recognizable* laughs by the audience during the speech. A hearty general response should be distinguished from a mere chuckle or snicker and also from isolated, forced or courtesy laughs and from the mere amusement of individuals or small groups. Laughs are to be recorded *during the speech* and totals transferred to the score columns."

We hoped that in this manner the combined ratings would produce an over-all measure of humorous speech effectiveness. By using the two humor categories, we felt that the judges could distinguish fairly between a really good speech and one consisting only of a series of funny stories.

We used our new form at the Area 8 and the District 12 contests, and found it to be most successful. The judges had no difficulty in following instructions, rating the general humor, and keeping track of the actual number of laughs in the boxes provided.

As a check on the effectiveness of the score sheet, we polled a number of people in the audience at both contests. In each case we found the adjudged winners were also the ones selected by the majority of the listeners. ♦

Ron Nadler is educational chairman of District 12 (Nevada) and past president of Desert Toastmasters 1864, Las Vegas. He is a research metallurgist for Titanium Metals Corporation of America in Henderson, Nevada.

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

The Tables Are Turned

For years we have heard the complaint that the Home Office sent out so much material to club officers and other leaders that no one could take the time to read it. Our helpful suggestions were not welcomed, because of their quantity.

This complaint came in reverse last October, when we heard from various sources that our helps were needed, and had not been received. It is gratifying to know that these mailings were missed.

The reason was simple. Changes were being made in the machinery of our mailing system. The manufacturer of the newly purchased equipment was delayed in making delivery. For a period of several weeks we were stymied, right in the busiest season, and so all of the mailings did not get out on time.

This was regrettable in one sense, but rather interesting in another, since it did reveal that many of our men really do want the materials, even though they may complain about the quantity sent to them. But this is one of the drawbacks about modern mechanization. When we are set up to operate by machinery, and the machine

does not operate, it is very difficult to establish an effective operation by hand without serious delay. Even the best of machines will break down sometimes, but we can't get along without them.

In a New Form

Helps for the club officers are now available in a different form, although the materials are much the same as before. Two attractive brochures have been prepared, one for the president, and one for the educational vice president. These carry suggestions month by month for the two officials. They replace the monthly mailings previously used. It is hoped that by putting the program suggestions and operational ideas for the entire year into these compact booklets, the work of club leaders will be expedited and made simpler.

This new arrangement permits the educational vice president to study the suggestions for the entire year, and to select and adapt these suggestions in program planning for use as may be found expedient. Thus we emphasize again the fact that we try to suggest ideas and plans for the clubs to use as they

desire. We do not prescribe and dictate, but suggest and recommend.

With this new plan, monthly mailings will be greatly reduced in volume, and in some cases eliminated. Thus, officers will be relieved from the burden of reading so much material in small consignments, and will have the entire stock of suggestions for the year available at all times. We hope club officers will recognize the merits of this method, and that they will keep the complete sets of material at hand ready for use when needed.

Programs for a New Year

It is generally recognized by Toastmasters of today that planned programs are essential to progress; and many who were formerly opposed to having speech subjects assigned by the Educational Committee now agree that there is merit in that method. Of course it is not intended that every speech must be on an assigned theme. Some freedom must be allowed the speakers as to what they will discuss. But in general, better programs and much greater progress will result from programs which are planned as to theme and purpose and subjects to be discussed.

I offer some suggestions for your consideration as we start on the year 1960. There is great interest and profit to be found in reviews of the men and women of the 19th Century, and of their accomplishments. Many names which were household words 100 years ago are almost forgotten today, although we are enjoying the fruits

of their labors. I suggest that some club programs be devoted to studies and reports on the lives of some of these notable characters of the past.

To that end, I am offering groups of names, rather loosely classified, with the hope that many Toastmasters Clubs will use the ideas in the next few months as the basis for some programs of great interest and with definite educational value.

These lists are not exhaustive, nor all-inclusive. Rather, they are suggestive. You may think of other names which should be included in your programs. Very well, then, include them. Let each Educational Committee study the lists and make selections which will produce the best results.

I shall appreciate any reports you may send me, indicating the success or the failure of this idea. But do not undertake the project unless you have some members who are willing to do real work on it. Adequate preparation is a necessity for presentation of any program of biographical or critical comment. That is one of the values of the plan. The men who prepare the speeches will learn much that is interesting and broadening, and they will impart this information to those who listen. Thus all will gain by it if the work is well done.

British Men of Distinction:

Alfred Tennyson
William Morris
Robert Browning
Charles Dickens
William Makepeace Thackeray
John Richard Green

Benjamin Disraeli
Thomas B. Macaulay
Sir Wilfred Laurier
Sir John A. MacDonald

Notable Scientists and Inventors:

Samuel F. B. Morse
Cyrus W. Field
Elias Howe
Alexander Graham Bell
Eli Whitney
Thomas A. Edison
Sir William Osler
Marie Curie
Charles Darwin
Harvey Cushing

American Men of Letters:

Ralph Waldo Emerson
Henry W. Longfellow
Oliver Wendell Holmes
James Russell Lowell
Nathaniel Hawthorne
Washington Irving
James Greenleaf Whittier
Henry D. Thoreau
Walt Whitman
William H. Prescott
Samuel L. Clemens

Men of War:

Napoleon Bonaparte
Prince von Bismarck
General George A. Custer
General Ulysses S. Grant
Admiral George Dewey
General Robert E. Lee
General William Booth
General Henry Martyn Robert

Unusual Americans

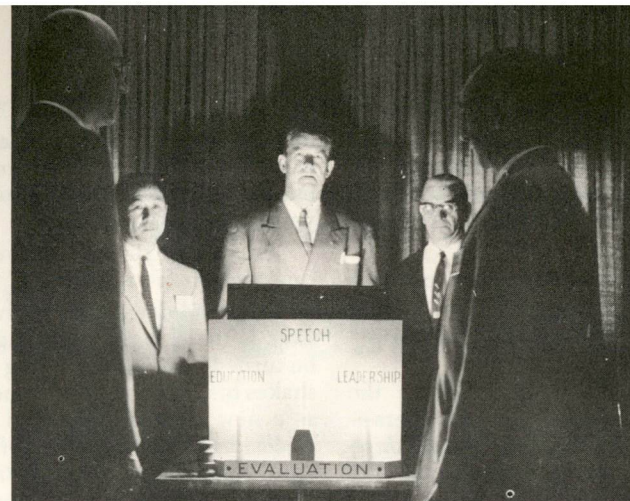
Clara Barton
Harriet Beecher Stowe
Timothy Shay Arthur
Susan B. Anthony
William H. McGuffey
Dwight L. Moody
Henry Ward Beecher
Edwin Booth
Phillips Brooks
P. T. Barnum
John James Audubon
William Allen White
Oscar Hammerstein
Thorstein Veblen
Henry George
Helena Modjeska
James J. Hill
Henry E. Huntington

Undertake something that is difficult; it will do you good. Unless you try to do something beyond what you have already mastered, you will never grow.

—Ronald E. Osborn

Aversion from reproof is not wise. It is the mark of a little mind. A great man can afford to lose; a little insignificant fellow is afraid of being snuffed out.

—Robert Cecil



Toastmasters F. H. Hoernschemeyer, E. B. Togasaki, J. A. Youngblood, M. Vos and C. J. Bartholomew participate in Gaveliers' candlelight induction ceremony.

Induction by Candlelight

By ROBERT A. BRIGGS

“CANDIDATE BROWN, you have attended at least four Toastmasters meetings and have fulfilled all membership requirements as set forth in our by-laws. You have been accepted as a member of Gaveliers No. 1596.”

The Gaveliers Toastmasters of Detroit, Michigan, have always felt that the induction of a new member should be a real ceremony, dignified, impressive and memorable. It should indicate to the new member that he is starting upon a road which leads to the goal of better communication—a rewarding road to travel.

We tried several ceremonies before settling on our “induction by candlelight.” It is now a club tradition, although it may contain variations from the ritual according to the desires of the administrative vice president, who presides.

Our principal prop is a candle holder with three candles illuminating the words “Speech, Education and Leadership.” Across the base of the holder is the word “Evaluation.” This faces the room. Behind it stand the presiding officer and the rest of the club officers, their faces lit by the light from the lec-

tern. The other club members form two lines. The candles are lit, the room lights extinguished, and the sergeant-at-arms escorts the candidate to his position in front of the candles.

The flickering shadows create a solemn atmosphere as the administrative vice president continues his words:

"You now stand before the guiding lights of Toastmasters—*Speech, Education, Leadership*; all these firmly based upon the foundation of *Evaluation*.

"Before we formally induct you into the club, there are certain things you must understand.

"Our original invitation to you to join our club was extended only after careful consideration of your qualifications. We decided that not only did our club have something you can use, but *you* have qualities that can help us. This is important because no other organization is so dependent on member participation.

"We want you to understand that you must not accept this membership lightly. You must realize that you are charged with certain responsibilities:

"You are to attend regularly.

"You are faithfully to fulfill all the assignments in the Basic Training Manual.

"You are to accept any assignment given you.

"You are charged to prepare honestly for your assignments.

"We expect you to be loyal to the ideals of Toastmasters.

"Be warned that this is a lot of work, but if you do all these things

your rewards will be great. Toastmasters will give you a wealth of experience which will fit you for useful activities throughout all your relationships in life.

"Candidate Brown, do you accept these responsibilities?"

The candidate's affirmative answer is the signal for the lights to be turned on. The presiding officer shakes his hand, and welcomes him as a new member. He then introduces him to the club officers, stressing his new title, *Toastmaster Brown*. Next he turns to the club members, saying: "Fellow Toastmasters, I wish to present our newest member, *Toastmaster Brown*." The club members come forward, take the hand of the new member, and welcome him warmly into the club.

After the congratulations, the club's administrative vice president hands *Toastmaster Brown* his *Packet of Greetings*, a copy of the *Basic Training Manual*, the *Club By-Laws* and the *Gaveliers Club Manual*.

We are aware that there may be some Toastmasters who would consider this ceremony extremely formal. But I can assure you that in our club, it accomplishes its purpose. The new man knows that he is a member. And we believe that one of the most memorable occasions of his club career is his induction by candlelight. ♦

Robert A. Briggs is president of the Gaveliers Toastmasters Club 1596-28, Detroit, Mich.

*Don't stop . . . your very next speech
may turn out to be . . .*

Your Best One

By L. KENNETH WRIGHT

A FAMOUS SCULPTOR was once asked what he considered his best work. He replied, "My next one."

Have you given your best speech yet? Will your next one be your best one? The help you need for it may be found in *Beyond Basic Training*.

All too often it happens that when a Toastmaster completes *Basic Training*, he feels that his work is done. He has accomplished that which he set out to do. His knees no longer click together like castanets when he gets up to speak. His voice does not squeak in the middle of his best sentence. He can look at his audience instead of at a spot three inches from the left-hand corner of the ceiling. He gestures when he wants to, not when he can't think of anything else to do. He can organize his talk into beginning, middle and ending. In short, he has finished his *Basic Training*, he holds his Certificate

of Merit in his hands, and sighs that there are no further worlds to conquer. He either drops out of the club then or settles back into a complacent rut.

The satisfied member might do well to ask himself a few questions: How many times have I talked to a group outside my Toastmasters club? Have I ever spoken to an audience of 50? 100? 500? 1,000? Have I talked on the radio? Over TV?

If his answers leave him a bit less comfortable than he was before, it is time for him to investigate *Beyond Basic Training*.

Beyond Basic Training, by Ralph C. Smedley, is a series of 20 projects, designed for the man who has progressed beyond the fundamentals of public speaking. It may be obtained from the Home Office of Toastmasters International upon evidence that the *Basic Training* projects have been satisfactorily completed. The price is \$5.

The entire course is built around definite speech situations, or applications of the principles of speech. Each assignment is planned to present a different speech experience, and each assignment opens a door to new achievements.

Learning the fundamentals of public speaking is like learning the multiplication tables. The multiplication tables are valid pieces of knowledge in themselves, but of no value unless put to use. An individual may never use them beyond balancing his check book, or he may use them as a basis for calculating scientific equations which may change the course of the world. Learning the 'alphabet is another achievement for a child, but as an adult, he must read—in short, use the alphabet. Beyond Basic Training shows the way to use the alphabet and the multiplication tables of public speaking.

Occasionally I have heard a Toastmaster who has obviously become his own best evaluator. He says: "I have completed my Toastmasters training." Or he remarks, "I just don't understand why anyone fears an audience" or "a mike" or whatever. He usually adds that he doesn't feel that he needs Beyond Basic Training.

I can't help wondering a few things about that Toastmaster. Has he ever won first honors in an area, district or International speech contest? Has he shared a speakers' platform with some of our great speakers of today? With Richard Nixon, Adlai Stevenson, Robert LeTourneau, or Chaplain Albert

Karnell? Can he inspire millions of people? Does he really understand people?

It may well be that no one can truthfully answer "yes" to all these questions, but they represent a goal of achievement. Beyond Basic Training can help you toward that goal. And when you have completed the 20 projects, you will realize that there is no end to the uses to which you can put your training. "I haven't finished, I have just begun," wrote a Toastmaster to Dr. Smedley upon completion of the 20th project. Dr. Smedley adds, "There is no limit to what you may achieve, except the limits of your own energy and purpose."

It should be borne in mind that Beyond Basic Training is not a club project, that the Toastmaster is working as an individual, taking advantage of his regular club assignments on the program to present the results of his study and to receive the helpful suggestions of his evaluators.

The story is told that Henry Ford once asked a dinner guest, "Who is your best friend?" The guest named several people. "No," said Mr. Ford, shaking his head. "Your best friend is *he who brings out the best in you.*"

Beyond Basic Training may turn out to be the Toastmaster's best friend, helping him toward the speech that will be his best one. ♦

L. Kenneth Wright, past governor of District 36, is a division director in the U. S. Department of Agriculture, in Washington, D. C.

BOARD MEETING SUMMARY

The 22 members of the Board of Directors of Toastmasters International met November 13 and 14 at the Disneyland Hotel, Anaheim, Calif. During the two-day session, the board . . .

Gave clubs in Alaska and Hawaii equal status with clubs in the other 48 states and Canada.

Received and discussed tentative proposals concerning district finances and instructed legal counsel to draft appropriate bylaws changes for discussion and action at March, 1960 board meeting.

Selected Region V (Mo., Ill., Wisc., and part of Mich.) for 1963 convention site; Region III (Wyo., Colo., N.M., Tex., Kan., and Neb.) for 1964 site; Region VII (Va., Md., Del., Pa., N. J., N. Y., Conn., R. I., Mass., Vt., N. H., Me., and Eastern Canada) for 1965 site, and Region VI (Ky., Ind., Ohio, W. Va., part of Mich., and Ont. Canada) for 1966 site. Instructed the executive director to survey convention facilities in Region V and recommend 1963 convention site at the March 1960 board meeting.

Reviewed and discussed election procedures, zone conferences, 1959 convention, speech contests at all levels, presidential travel, educational projects, membership growth and public relations.

Toastmaster International Board, at Disneyland Hotel



HONOLULU—

Toastmaster Town of the Month

"Aloha" is a word of many meanings. It says *hello* and *welcome*, it bids farewell and "I wish you well," it means *friendship* and *love*. The spirit of aloha is the spirit of the Islands, the essence of Hawaii. It is particularly manifested by Honolulu, the capital city of America's 50th state.

Hawaii consists of 20 islands, eight of them inhabited. Honolulu is on the Island of Oahu, in a spectacular setting that stretches from the sands of Waikiki to the cliff, or Pali, over which King Kamehameha once pushed an invading army. It is a city that explodes with color, fragrant with flowering poinciana, shower trees, hibiscus, plumeria, ginger, where the incoming and departing visitor is festooned with leis. It is guarded by Diamond Head, fanned by the trade winds, watched by a tropic moon, lulled by Island music of ukulele and guitar.

It is also a practical, busy, cosmopolitan city of some 350,000 people, busy with its three main industries, sugar, pineapples and tourists. Honolulu is the crossroads of the Pacific where the twain have met and East and West are blended to give the city a culture both old and new. At the University of Hawaii, over 6,000 students are enrolled each year. Multi-million-dollar hotels provide the visitor with every luxury and modern convenience while Bishop's Museum offers a look at the past.

Toastmasters of Honolulu also express the spirit of aloha. The first club to be chartered was the Honolulu Toastmasters 119, on April 1, 1938. There are now 13 clubs in Honolulu and seven more in adjoining communities. Other clubs are located on the islands of Maui—Maui 910; Hawaii—Hilo 2031, and Kauai—Kauai 737. In 1958, Toastmasters of Hawaii formed District 49.

Within the past year, Honolulu Toastmasters have been hosts to two International presidents. Aubrey B. Hamilton, 1958-'59 president, visited Hawaii in August. Following his election at the August convention in San Francisco, President Emil H. Nelson toured the Islands with a group of 40 other Toastmasters from the mainland.

As the newest state in the United States, Toastmasters in Hawaii have plenty to talk about. And to them, Toastmasters everywhere say, "Aloha—we wish you well."



JUST IN JEST

To be honest, the real reason it's so hard to bring up children right is that they insist on imitating their parents.

◆◆◆
"What club do you think I should use?" the novice lady golfer asked her caddie.

"A seven," he replied.
The lady looked at the scene—a downhill lie five yards short of a wide stream. "I think I'll play it safe and carry it across."

◆◆◆
And she did!

◆◆◆
Middle age is the time of life when a man can get exhausted simply by wrestling with his conscience.

◆◆◆
The husband who puts his foot down probably had it on the coffee table.

◆◆◆
"I'm beginning to suspect that your mother doesn't think much of me," said the young bridegroom.

"Why, whatever makes you think that?" asked his bride.

"Well, those towels she sent us are marked *HERS* and *IT*."

◆◆◆
"And how is the public sentiment in your community?" asked a campaigning politician.

"Oh, about the same, I guess," replied the farmer. "There were 17 cars parked in my lane last night."

◆◆◆
Another example of history repeating itself is the invention of a machine that orders other machines around. A similar misfortune befell Adam.

◆◆◆
It's a fact that many a statement beginning with those words isn't.

During the obsequies of a friend who had taught school for many years, the parson had many fine things to say, ending on the theme that she is probably carrying on her work in heaven.

A teacher in the group leaned over to a colleague and groaned, "Good heavens, don't we ever get to quit?"

◆◆◆
A bachelor is a man who believes only the brave deserve the fair, but is still glad he's a coward.

◆◆◆
When the debts of businessmen or individuals equal their assets they go into bankruptcy. When the same thing happens to government, it raises the debt limit.

◆◆◆
The art of conversation is probably languishing because nobody nowadays seems to have time to listen.

◆◆◆
A lawyer and a surgeon rented a suite of offices and hired a receptionist to serve them both. One day a woman came in, approached the desk and said, "I've got a little wart on my neck that I want removed."

The receptionist thought for a moment, then asked, "Is the wart corporal or corporeal?"

◆◆◆
Rocky Graziano, former middleweight champ, was stopped by a fight fan who mentioned that he had once seen Rocky knocked down in a bout.

"Which time?" Rocky asked. "I got so much resin in me from knockouts that whenever I pass Carnegie Hall the violins stand at attention!"

◆◆◆
About all some people can say at the end of the day is that it's done.

Letters to the Editor

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

I have recently received a memorandum from Mr. Charles G. Berwind, President of Big Brothers of America, stating that a co-operative project has been arranged between Toastmasters International and Big Brothers of America to aid the educational and public relations program of Big Brothers.

As a member of both organizations, it is apparent to me that the potential of such an arrangement is tremendous. The purpose of this letter is to add my endorsement to this program and urge every member of Toastmasters to avail himself of this opportunity wherever possible.

Carl L. Shimek, Pres.
The Dallas Big Brothers
Dallas, Texas

Our club places a good deal of value in the use of our own letterhead in community correspondence, as well as in the use of the motto which appears thereon—"Toast of the Coast." . . . In this connection, we feel certain a good many clubs throughout the country must already use excellent letterheads and mottoes, and we wonder if any of your files might reveal the names of about 20 such clubs to whom we might write to obtain copies with letterheads and mottoes.

John Kern
Club 226-29
250 South Florida St.
Mobile, Ala.

Any clubs with letterheads and mottoes, please speak up.—Ed.

The Port City Toastmasters Club . . . has progressed from an "average" club to one of the most active in District 29. To give you an example of our activity, members of the club speak at P.T.A.'s, for Civil Defense, for United Fund and for city officials in bringing civic and community improvements to the attention of a large number of citizens' clubs. In addition to this a number of appearances are made on television.

We do not consider a member of the club beyond basic training unless after completing the Basic Training Manual, the member participates in outside speaking engagements as a representative of the Port City Club.

Our club members travel extensively in their occupational work, thereby gaining knowledge for preparing speeches on various subjects throughout the world. (Note: this has been prepared just after visiting Toastmaster Club Number 1333, Tachikawa Air Base, Japan.)

Philip D. Bosarge, Pres.
Port City Club 998-29
Mobile, Ala.

Thank you for publishing my paper ("I Hated Four Words") in your November magazine. I feel deeply indebted to you for helping me to pass my "message" on to others. It is my sincere hope that I will be able to help others by being able to tell my story.

Harry Z. Roch
Club 220-17
Great Falls, Mont.

The attached Toastmasters publicity was clipped from *The Sample Case*, official publication of the United Commercial Travelers, Columbus, Ohio, with a circulation of 250,000 in the U. S. and Canada. . . . I am the local secretary of the Evansville Council No. 14 where we have a membership of 2,700. I am also the present secretary-treasurer of the No. 1 Toastmasters Club 337 of Evansville, Ind. . . . You will note from the clipping that we train our line officers through the Toastmasters Club, and this has prepared them for higher offices in the state. . . . and my Toastmasters training was of great assistance to me. So much so that some time ago I was invited to deliver the eulogy for Hon. James G. Daly, former editor of *The Sample Case*, before the national convention. . . . I felt that if Toastmasters did not do anything else for me than to prepare me to deliver this eulogy before a group of more than 500 delegates from all over the national domain, it was worth all previous effort.

O. A. Weillbrenner
Club 337-11
Evansville, Ind.

Thank you so much for your comments on the article I wrote for *The Toastmaster* magazine.

materials in this vital area (the free enterprise system)—and it is a wonderful happenstance that your magazine is in a position to either supply them or direct those interested to where they may be obtained.

C. W. Plattes
General Mills, Inc.
Minneapolis, Minn.

The list of reference material compiled by Mr. Plattes in conjunction with his article, "The Speech that was Never Made" (*THE TOASTMASTER*, Sept. 1959) is still available at the editorial office on request.—Ed.

The Educational Committee of our club has placed into effect an evaluation procedure which it feels results in considerable aid to the speakers of the evening in that it enables our members to improve at a more rapid rate.

As each speaker gives his talk, the six members comprising the evaluation committee fill out an adaptation of one point of the International's outline, indicating appropriate remarks for each of the various points covered by the form. One man listens only for the total effect while the others concentrate on technique. At the conclusion of the program, the committee meets and each member comments from his notes pertaining to each of the speakers. Upon agreement by the committee, a complete speech evaluation outline is typed for each individual and given to him as a guide for future presentations. . . .

M. M. Bassett, Jr.
Ad. V-P, Club 1953-34
Buffalo, N. Y.

May a farm wife say a word in praise of her husband's Toastmasters club, The Commodores [797-2].

Through a kind boss, my husband was invited to join Toastmasters. His joining has made it possible for us to attend dinners and banquets . . . to get out and mingle with lovely people we would perhaps never meet. . . .

The Commodores are all very fine speakers. They are a real credit to the Navy and Toastmasters and to all of us.

You are welcome to print this, if women are allowed to say a word or two. I try to be a good listener too.

May God bless you all. Your magazine is very fine reading. My husband takes them to work and reads them during lunch hour.

Mrs. Gilbert F. Parrott
Bothell, Wash.

New Clubs

(As of November 15, 1959)

- 471 CLINTON-SHERMAN AFB, Oklahoma, (D-16), *Red Sands*, 2nd & 4th Mon., 6 p.m., NCO Club.
- 773 ALEXANDRIA, England AFB, Louisiana, (D-29), *Non-Commissioned Officers*, 2nd & 4th Tues., 7 p.m., NCO Club.
- 1090 LANCASTER, Pennsylvania, (D-38), *Conestoga*, 1st & 3rd Tues., 6:15 p.m., Howard Johnson's Restaurant.
- 1312 ALLOA, Clackamannanshire, Scotland, (D-18), *Alloa*, 1st & 3rd Mon., 7:30 p.m., Crown Hotel.
- 1518 SEMBACH AIR BASE, Germany, (D-U), *Non-Commissioned Officers*, every other Wed., 1200 hours, Sembach Air Base.
- 1526 SPRING VALLEY, Minnesota, (D-6), *Root River*, Wed., 6:15 p.m., Park View Cafe.
- 1601 SAN BERNARDINO, California, (D-F), *Advanced Systems*, Thurs., 12 noon, Colonial Room, Norton Air Base.
- 1663 LOS ANGELES, California, (D-51), *Cornbinders*, 1st & 3rd Mon., 6:30 p.m., Enoch's Steak House, 8730 Long Beach Blvd., South Gate.
- 1931 SYACUSE, New York, (D-34), *Dynamic*, Thurs., 12:30 p.m., Moran's Rathskeller, 1205 West Fayette Street.
- 2014 WASHINGTON, D. C., (D-36), *PENTAF*, 1st & 3rd Wed., 12 noon, General & Flag Officers Lounge, Pentagon.
- 2336 DUMAS, Texas, (D-44), *Dumas*, Mon., 7:30 p.m., Commissioners Court Rm., 2nd Floor, County Court House.
- 2440 PRESQUE ISLE AFB, Maine, (D-45), *Misselmen*, Wed., 7 p.m., Officers Club.
- 2457 PORT ELIZABETH, South Africa, (D-U), *Algoa*, 1st & 3rd Fri., 5:45 p.m., The Technical College.
- 2466 WINSTON-SALEM, North Carolina, (D-37), *Southern Bell*, 1st & 3rd Wed., 6:30 p.m., Baptist Hospital Cafeteria.
- 2481 NEWELL, South Dakota, (D-41), *Newell*, 2nd & 4th Mon., 6:30 p.m., Hospitality Room, Butte Electric Cooperative Bldg., Butte Electric Cooperative, Inc.
- 2599 BRUNSWICK, Georgia, (D-14), *Navy Glymco*, Fri., noon, Commissioned Officers Closed Mess, NAS Glymco.
- 2619 LANGLEY AFB, Virginia, (D-36), *Tactical Air*, 1st & 3rd Wed., 12 noon, Langley Base.
- 3018 TITUSVILLE, Florida, (D-47), *Titusville*, Wed., 6:30 p.m., Space Room, Terrace Motel.
- 3037 BROAD BROOK & WINDSOR LOCKS, Connecticut, (D-53), *Hamilton-Standard*, 1st & 3rd Tues., 6 p.m., Schaub's Restaurant, 72 Post Road, E. Windsor.
- 3038 WINTHROP, Massachusetts, (D-31), *Winthrop*, Thurs., 6:15 p.m., The Winthrop Arms Hotel.
- 3039 BELTSVILLE, Maryland, (D-36), *Agricultural Research Center*, Wed., 4:45 p.m., Plant Industry Station.
- 3040 NEW YORK, New York, (D-46), *Long Lines*, Thurs., 5:20 p.m., 32 Ave. of the Americas.
- 3041 BETHPAGE, L. I., New York, (D-46), *Grumman*, Tues., 5:30 p.m., Frank's Alibi, Hicksville, L. I.
- 3042 HOMESTEAD AFB, Florida, (D-47), *Coral Glades*, Sun., 8 p.m., Homestead AFB, NCO Club.
- 3044 WASHINGTON, D. C., (D-36), *Commerce*, Wed., 12 noon, Presidential Arms.
- 3046 FORT WORTH, Texas, (D-25), *Fort Worth CPA*, Mon., 5:30 p.m., Cross Keys.
- 3047 KILLEEN, Texas, (D-25), *Killeen-Hood*, Mon., 7 p.m., Fort Hood Officers Open Mess.
- 3049 WEST DES MOINES, Iowa, (D-19), *West Des Moines*, Tues., 6 p.m., Val Lanes Bowl.
- 3051 SANTA BARBARA, California, (D-12), *Woodland*, Tues., 5:30 p.m., 101 West Canon Perdido Street.
- 3054 TORONTO, Ontario, Canada, (D-60), *York*, Mon., 6 p.m., Victoria Hotel, 56 Yonge Street.
- 3055 HOUSTON, Texas, (D-56), *Traffic Club*, 1st & 3rd Mon., 6 p.m., Bill Bennet's Grill.
- 3058 USS EVERGLADES, (D-U), *USS Everglades*, Tues., 2 p.m., Crew's Lounge aboard ship.
- 3059 INDIANAPOLIS, Indiana, (D-11), *NAFI*, Wed., 4:30 p.m., Naval Avionics Facility, 21st & Arlington.
- 3060 FULLERTON, California, (D-F), *Hughes-Fullerton*, 1st & 3rd Wed., 6 p.m., Cirque Restaurant, Imperial at Fullerton Road, La Habra.
- 3061 NEW YORK, New York, (D-46), *Grand Central*, Tues., 12 noon, Grand Central RR Y.M.C.A., 224 East 47th Street.
- 3062 GALION, Ohio, (D-10), *Galion*, Wed., 6 p.m., Galion Bowling Center.

DISTRICT GOVERNORS

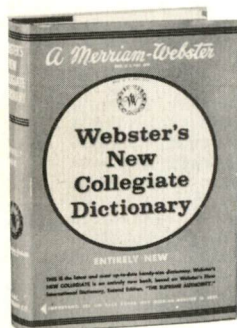
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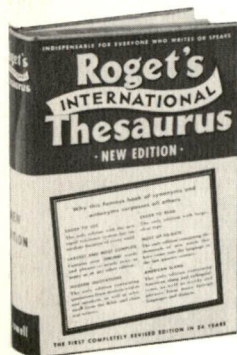
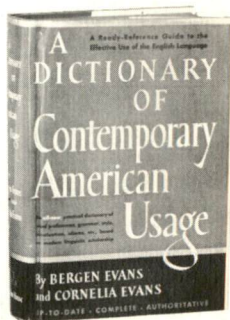
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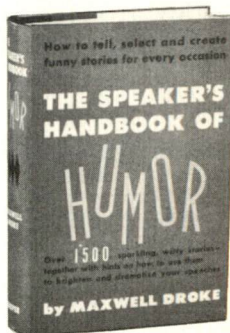
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Add 10% shipping and packaging charge. Calif. Clubs add 4% sales tax.

Order from Toastmasters International, Santa Ana, Calif.

(Include club and district numbers to facilitate handling)