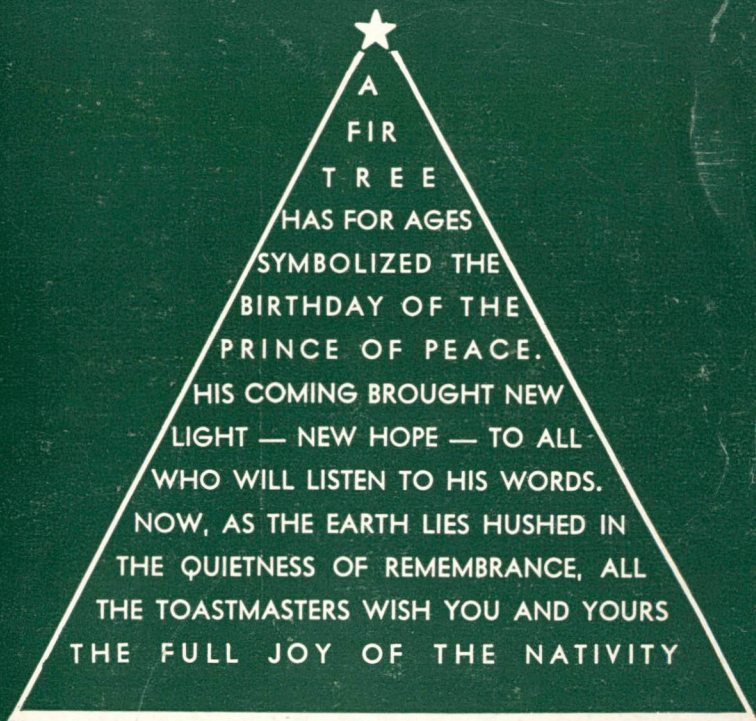


THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL



AND
A

HAPPY
NEW YEAR

DECEMBER
1951



TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 1020 active clubs, located in the United States, Canada, England, Scotland, South Africa, and the Hawaiian Islands, devoted to the work of helping men to become better speakers.

DECEMBER 1951

Vol. 17 — No. 12

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Santa Claus Orates

It was the night before Christmas — most important night of the entire year. Toastmaster Santa Claus addressed the assembled reindeer in these words —

Fellow Christmas Workers: Never before in the history of our endeavor has greater opportunity been presented than we find this Christmas — 1951.

All over the world, the lights of Freedom are dimly blinking instead of shining with the steady brilliance of our Northern stars. Everywhere little children are filled with fear instead of with Christmas cheer. Stockings hung up with hopeful anticipation may be found in the morning empty as they are tonight, with no bulging of mysterious packages left by us.

And so I am adding to my usual last-minute instructions. Not only are we to fulfill the customary obligations to those children whose chimneys open wide for my visit. Not only are we to cover the usual routes. We are taking on additional territories where the dimming lights portend a darkness we cannot penetrate.

I call upon you for greater speed and many more miles of travel this Christmas, for more effort and greater results. I know that as good fellow workers you will respond in the spirit which has made us a part of man's greatest institution, the one in which mere mortals tie up in packages their material embodiments of God's greatest gifts to man — love and understanding.

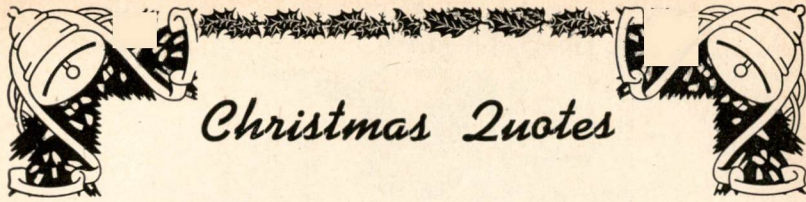
And now — Up and away!

PRICE \$1.50 PER YEAR

Printed in U. S. A.

HOME OFFICE ADDRESS: TOASTMASTERS INTERNATIONAL, SANTA ANA, CALIFORNIA

HOME OFFICE—Santa Ana Community Center, 1104 West Eighth Street. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International. Published monthly at Santa Ana, California. Copyright 1951 by Toastmasters International. Name Registered, U. S. Patent Office. Entered as second-class matter, Oct. 25, 1941, at the Post Office, Santa Ana, California; act of March 3, 1879.



Christmas Quotes

William H. H. Murray (1840-1904)

The false forget, the foe forgive, for every guest will go and every fire burn low, and cabin empty stand. Forget, forgive, for who may say that Christmas Day may ever come to host or guest again.

Phillips Brooks (1835-1893)

Everywhere, everywhere, Christmas tonight!
 Christmas in lands of the fir-tree and pine,
 Christmas in lands of the palm-tree and vine;
 Christmas where snow-peaks stand solemn and white,
 Christmas where corn-fields lie sunny and bright.

Lady Pamela Wyndham Glenconner (1871-1928)

Giving presents is a talent; to know what a person wants, to know when and how to get it, to give it lovingly and well. Unless a character possesses this talent, there is no moment more annihilating to ease than that in which a present is received and given.

Edmund Vance Cooke (1866-1932)

'Tis not the weight of jewel or plate,
 Or the fondle of silk and fur;
 'Tis the spirit in which the gift is rich,
 As the gifts of the wise ones were;
 And we are not told whose gift was gold,
 Or whose was the gift of myrrh.

Carolyn Wells (1869-1942)

I love the Christmas-tide,
 and yet,
 I notice this, each year
 I live;
 I always like the gifts I
 get,
 But how I love the gifts
 I give.

William Makepeace Thackeray
 (1811-1863)

Christmas is here:
 Winds whistle shrill,
 Icy and chill,
 Little care we;
 Little we fear
 Weather without,
 Shelter about
 The Mahogany Tree.

Don't Muff YOUR CHANCE

By Ralph C. Smedley

*Chance happens to all, but to turn
 chance to account is the gift of few.*
 —Bulwer-Lytton

WILL YOUR big chance ever come? And if it comes, will you be ready to take advantage of it?

Probably not, unless you have formed the habit of being at your best always. It could be your hard luck to have Opportunity knock on your door just at a moment when you are completely unprepared. The only safe plan is to be prepared all the time.

Last summer, the sales manager for one of the great oil companies was driving across the country. He was on vacation, and his car bore no identification of his official connection.

He stopped for gas daily at the company's service stations, and he always observed the men. Of course they had no idea that they were on trial. Many of them were careless. Some were discourteous and inattentive, slighting their work and the customer. He took notes and said nothing.

In one small city, he drove up to a service station, and a young man came out to wait on him. This young fellow, to the visitor's surprise, spoke good English. His clear and correct speech reflected

an understanding of his work and an interest in his customer. Good speech enabled him to serve better and to arouse the interest of the tourist.

"Do you belong in this town?" the customer inquired.

"No sir," the youth replied. "My home is in Chicago. I am here attending the University."

"I see," said Mr. Big. "So you are working here at the station to help out on college? And what is your major?"

"Industrial chemistry."

"Well, here is my card," said the customer. "When you are ready for a job next spring, look me up. If you are as good at chemistry as you are at work in the station, I can use you. You are the first service station attendant I have seen in a week who talked decent English and who seemed to care about what he was doing."

That young man was ready to open the door when Opportunity knocked.



THE Toastmaster

Official Publication of
Toastmasters International, Inc.
A non-profit educational corporation



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The Toastmaster Magazine, Santa Ana, Calif.

Get All You Can

We are wisely admonished by St. Paul to remember that it is more blessed to give than to receive, but we must not overlook the corollary fact that in order to give, it is necessary to get. We must have before we can share.

Thus, unselfishness is seen as a type of enlightened self-interest. The principle of Toastmasters training is selfish on the surface, for it is dedicated to self-improvement for self-advancement, but back of that is the fundamental purpose, which has been expressed in the phrase: *The more you get, the more you can give.*

Acquiring for the sake of gain and possessions is an ignoble pursuit. Selfish hoarding of possessions tends to stagnation and

death. Releasing of one's possessions, putting them into productive circulation, leads to increase and vitality.

The ideas in your mind, the knowledge you have gained, your skills and your abilities all are given you to be used. If you selfishly hoard them, they produce no good either for yourself or for others, but if you release them in service and in production for the general good, they grow and increase in value.

A great educator said: "If you would learn anything for yourself, teach it to another."

Someone else has stated it: "The things I kept, I lost; the things I gave away, I kept."

In the realm of mental and spiritual gifts, there is this glorious fact: Each of us may gain all he will accept without impoverishing any other person. That is not always true in matters of money and real estate. Your acquisition may take away from others.

But in matters of the mind, your wealth deprives no one of anything. On the contrary, it helps to enrich all.

In Toastmasters training there is enough for all of us to gain everything, and still leave plenty for the others.

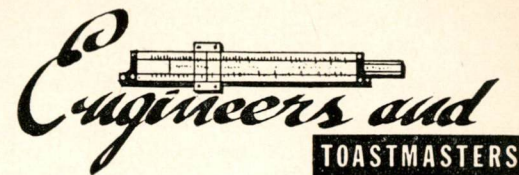
In your own club, *get all you can, for the more you get, the more you can give.*

**A Man there was;
They thought him mad.
The more he gave,
The more he had.**

—John Bunyan

PROFESSIONAL MEN ON THE PLATFORM

Men in the learned professions know a great deal; but to know is not enough. They must be able to share their knowledge through speech, for the good of all.



By Ralph Updegraff, Chief Industrial Engineer, Bearing Factory,
Division of Timken Roller Bearing Co., Canton, Ohio

ENGINEERS are notoriously poor letter writers and poor speakers. Today, largely as a result of Toastmasters and other post college training, this situation is being corrected. It did exist, largely because the engineer is so busy in college with his major studies that he usually has no time to worry about effective speech.

That is one of the basic errors in our conception of education. Most of us think of education as a process of acquiring information, a "pouring in," if you please, of information to the mind. The word *education* itself shows that this is not accurate, as it comes from a Latin word meaning "to lead out" and not "to pour in." A more accurate definition of the Toastmasters movement is hard to find. Toastmasters will lead out the sleeping potentialities which are buried deep inside every individual.

As an engineer, I have been asked to tell what Toastmasters can do for engineers. I feel somewhat qualified to talk on this sub-

ject for two reasons: (1) I am an engineer, and (2) I am a Toastmaster.

In case any of you think that the type of engineer I am about to discuss is a man who runs a railroad engine, let me assure you that I am interested in the professional man, "the man who has studied how to harness the forces of nature for man's benefit"; the man who traditionally is inarticulate in a group of more than three persons; the man who does not know what to do with his hands unless he has a slide rule or a drawing instrument in them.

One of the most important things an engineer must do is to let people know what he is doing. This is the first place in which Toastmasters training is helpful. It gives you the self-confidence necessary to speak up and let the boss know what you are doing.

I am an industrial engineer, and Industrial Engineering is in the field of human engineering. Therefore, we do not have a set of rigid

mathematical and empirical formulas as do the mechanical, structural, and civil engineering fields.

For that reason also, we find that one of the more lucrative branches of our profession is management consulting. These consultants tell me that many times they are retained by companies to do a certain job only to find that the present industrial engineering department men are doing that very job and doing it well; but *no one knows it is being done*. Don't let that happen to you. Put your Toastmasters training to work. Look up, speak up, and move up.

The second very important lesson that I learn from Toastmasters is that I must be prepared. When I go to a meeting, I have learned, from Toastmasters, that in order to sell I must proceed in a certain fashion: (1) Present the problem. (2) Point out the possible solutions. (3) State my proposals and outline the reasons for my stand, point by point. (4) Conclude by showing why my proposal is superior to the alternate solutions.

The Right Presentation

I recently attended a conference at which a proposal was being made that would save the company a considerable amount of money and would also result in a great reduction of errors. This proposal affected several departments. I saw this fine idea go over like a lead balloon because the leader of that conference had not taken the time to prepare a presentation. I

also saw a man who had had Toastmasters training revive this idea only a week later and sell it lock, stock and barrel. The proposal was the same, the savings were the same; but this time the presentation was engineered by a man who knew how.

Lead Them into Action

The engineers are in constant contact with another group of individuals: the people who work with us. Have you ever received an assignment about which you were completely enthusiastic? You called in your associates and started to lay out your plans. After talking for 20 minutes you asked if there were any questions. As you looked at your fellow engineers, you got a few blank stares and somebody said, "What do we do first?"

Mr. Toastmaster, Mr. Engineer, you failed; you didn't do the job. When you go home, get out your *Basic Training* manual and look at Project No. 11. You'll find out just where you failed. You didn't get their attention, you didn't show them a need, you didn't show them how to satisfy that need, you didn't make them visualize the results, and *you didn't lead them into action*. In short you didn't sell; and, no matter what they call us, we are all salesmen. You are selling a product and that product is you, *the greatest potential product there is*.

As engineers, part of our job is to keep up with new developments in our field. We do this to a great extent by attending conferences. How many times have you gone to a conference or a technical

meeting and actually fallen asleep? Because of the material? Because you were not interested? Absolutely not! You fell asleep because the speaker did not use *Basic Training* Number 3: "Building a Speech;" or *Basic Training* Number 5: "Vocal Variety;" or Number 8: "Word Pictures;" or Number 9: "Working with Words."

Just because you are an engineer don't think that you cannot make your explanations in a language that can be understood by both technician and layman. Einstein explains his theory of relativity so that even his wife can understand. He says, "The theory of relativity? Very simple. It works like this: If you sit in the dentist's chair for 5 minutes, it seems like 5 hours; but if you hold a beautiful blonde on your lap for 5 minutes, it seems like 5 seconds."

I could go on at great length

Doctors and **TOASTMASTERS**

By Dr. Clifford L. Graves, of Ocean Beach Toastmasters Club, San Diego

"The next speaker on our program is Doctor Thaddeus E. Zilch of Kankakee."

Doctor Zilch leaps forward, stations himself on the platform, whips out a sheaf of papers, clears his throat, cleans his glasses, adjusts the light so that it shines directly into his listeners' eyes,

about the many advantages Toastmasters can bring to engineers, but you know all of them. That is why you are Toastmasters. But let me say this to you. Put your Toastmasters training to work *every day*. Everything you do can be planned, presented, and sold with the lessons you learn from Toastmasters.

As engineers and as Toastmasters, *you* hold the world in the palm of your hand. *You* are the quarterback on the team of Industry. The future of the world is *yours* to shape. Don't fumble the ball, — don't let that world slip out of your hand, for if it does *your* world is going to break. Be prepared to call the right signal, be prepared technically and then put on that final polish of Toastmasters. Always keep the goal in front of you, and remember, — to be the winning quarterback *we must look up, speak up, and move up*.

clutches the lectern, and rivets his eyes to the printed words in front of him. He's off! For the next forty minutes, all that is heard is the steady drone of his voice, the periodic rustling of the pages, the restless shuffling in the audience.

Doctors who go to medical conventions are only too familiar with

this scene. They accept it as a necessary part of the treatment, something to be endured, the price of medical progress. After all, a doctor is a learned man. He deals with a complicated piece of machinery. Naturally he talks about it in complicated terms.

Dead Language

For the past five years I have attended the forums on fundamental surgical problems of the conventions of the American College of Surgeons, forums at which bright young men report the results of their work. Their speeches have one virtue: They are limited by the program chairman to ten minutes. And yet, they are all *read* instead of *spoken*. These bright young men who spend a whole year or more investigating a particular subject do not trust themselves to talk about it without resort to a prepared manuscript. They feel that whatever they have to say will be more effective in the stilted, stereotyped, pompous phraseology of scientific English. Their thoughts may be original, but their language is dead.

As a perfect example of how to convert a simple idea into jargon, I fished this sentence out of the lead article in the *Journal of the American Medical Association* of August 11th: "One of the chief reasons for the inability to make a definitive judgment respecting the effect of a proposed therapeutic measure is the lack of an adequately established estimate of prognosis that could be used as a bench mark from which to judge the re-

sults of treatment." There are just two things wrong here. In the first place, the author uses three times as many words as he needed, and in the second place the sentence has no natural pauses. It just goes on and on and on. When you try to read it aloud, you run out of breath somewhere in the middle. No spontaneous speech could ever be as bad as that.

Offhand I cannot think of any kind of speech that sounds better read than spoken. Of course, there are a few gifted people who can *read* a speech and make it *sound* as if it were spoken, but they are far and few between. For most of us, the process of reading takes up so much energy that we have nothing left for interpretation. All our attention goes to the printed page instead of to the audience. Under such circumstances there is no animation, no rhythm, no natural flow of words.

Art of Oral Expression

Isn't it a pity that so few educated men take the trouble to acquire the art of oral expression? All they have to do is to realize their weakness, do some soul searching, and join a Toastmasters Club. It is as easy as that. As far as I am concerned, every doctor in this country should have Toastmasters training. If that were so, our staff meetings would be a lot shorter, our journals would be a lot more readable, and we'd all have a lot more time to play golf! And, best of all, we should be able to enjoy our conventions without Doctor Thaddeus E. Zilch.

These Minutes Are YOURS

By Ernest S. Wooster

One hundred forty-four minutes during 1952 are yours for speaking in your Toastmasters Club.

Those are the golden minutes in which your mind, your voice, your lungs, your hands, your eyes express your improvement.

Those two and a half hours scattered over 52 weeks are your opportunity to improve your ability as a public speaker.

In the average club, for 12 months, six minutes each month, you'll make formal talks.

Two minutes each month you will tell some other member what's wrong with him and how to overcome his defects or deficiencies. That is, as a once-a-month critic, you will use two minutes for this purpose. You are, for these two minutes a teacher.

Four minutes each month—one minute each week in the well-regulated club—you express your ideas on the table topic.

That is six plus two plus four — a total of 12 minutes each

month. In a year it amounts to about two and one half hours of steady talking. Maybe you will go a little overtime in talks or table topic, but also maybe you'll miss an opportunity or two. So the net time will be about two and one half hours.

That's your year's allotment of speaking time.

If you miss one formal talk, it costs you four per cent of your time-account. If you miss one opportunity as critic, pass one chance on the table topic they cost you respectively, a little over one per cent and a little under one per cent.

This time-account in the club bank is yours to draw upon at the rate of 12 minutes per month. But if you fail to draw, you forfeit the time. It is yours, either to use or to lose.

If you use it, you improve. If you don't, it is gone forever, and with it that much of your opportunity for advancement, not only in the club, but probably in many other ways, perhaps in actual money income.

Get your enemies to read your works in order to mend them,
for your friend is so much your second self that he will judge
too like you.

—Alexander Pope

Impromptu Speaking

Fully 90 per cent of your speaking is done impromptu.

In ordinary conversation, in arguments and discussions of all kinds, you speak on the spur of the moment, usually just as things pop into your mind, without much attention to logic of arrangement or style of expression. The art of thinking on your feet, or of speaking as you think, is a very desirable one to cultivate. Attention given to this will result in improved conversational style, and in ability to win more arguments, make more sales, and convert more dissenters.

First, let us clear up one point.

In Toastmasters Clubs, we use the word *impromptu* to signify speech which is made without preparation. We apply *extemporaneous* to the speech which has been prepared in outline and substance in advance, but which is put into words and sentences on the occasion of delivery.

Thus the extemporaneous speech differs from the written or memorized speech in that the ideas, thought out in advance are clothed in words at the time it is presented by the speaker.

Because so large a part of our speaking is done impromptu, it is extremely important that we gain training in this art. That is the basic reason for the portion of a Toastmasters Club meeting

designated as "Table Topics" or "Trigger Talks." In this period, under the guidance of a competent leader, each man has the chance to express himself on some assigned subject or question. In the space of from 60 to 90 seconds, he condenses and states, more or less convincingly, his thinking on some topic of current interest.

If the Topicmaster understands his obligation, and discharges it competently, every member gains by the participation. If it is handled carelessly and without proper preparation, the benefits are lost.

Fortunately, this type of speech can be practiced by every person, every day, and many times a day. All of us talk. We can learn to talk better.

There are simple principles to be kept in mind, even in conversation.

1. **Think before you speak.**
2. **Plan for what you want to accomplish.**
3. **Plan how you are going to word your thoughts.**
4. **Speak without hesitation, and stop when you have said it.**
5. **Consider whether you have anything to say which is worth saying.**
6. **If you have nothing to say, don't talk, but if you have a thought to express, put it into an acceptable package.**

Words. . .

BASIC TOOLS OF PROGRESS

By H. L. Eggleston, of Toastmasters Club No. 8, Glendale, California

SOME YEARS ago the Notre Dame football team trailed at the half in a crucial game. During the intermission the players slumped down on the benches — broken hearted, humiliated. The door opened a crack and Knute Rockne appeared. He seemed confused, looked around inquiringly, and said, "Excuse me, I thought these were the quarters of the Notre Dame Football Team." And with that, he left. Those were the only *words* spoken during the intermission. In the second half, that beaten team, spurred by the challenge voiced by their coach, achieved a great victory.

Consider the difference between a monkey and a human being. Monkeys, of course, cannot pass on from one generation to the next, nor from one month to another, the experiences they have had — the things they have learned. Human beings can. But they can do it only through the medium of *words*.

Do you suppose that the engineer, with all his automotive skill, could alone and unaided and without communicating with others, build an automobile like the one he drives? Could you? Could I? Could the most skilled individual

build a refrigerator or any of the other conveniences we enjoy today — without communicating with others? Certainly not. I like to believe that "All the progress we have made in our civilization since the beginning of time has resulted from the intelligent cooperation of many skilled individuals — past and present — who have learned all they know through the medium of *words*."

How did the physician acquire the skill and knowledge enabling him to carry on the practice of his profession? How else if not through the medium of *words*? — *words* uttered by instructors in medical school; *words* printed in textbooks, in reference books; *words* exchanged in countless discussions with confreres.

The lawyer — confronted with a difficult legal interpretation that for the moment may have him stumped — does he give up? He will diligently search the books in his library; and there, in the *words* of a jurist of another day, he will find a precedent that will guide him in the solution of his problem.

So too, we, in our daily activities will find it advantageous to understand clearly the true mean-

ings of *words* and to acquire skill in their proper use. For in these confusing times, we are bombarded continuously with *words* of doubtful meaning — “Not” *Words*, *Weasel Words*, *Specious Labels*, *Gobbledygook*. We must learn to evaluate. We must look beyond the *words* themselves to perceive the real purpose for which they were uttered. We must discover the motive, the basic intent of the user.

If we do not do this effectively and if we do not foster the practice by others, we permit — yes, en-

courage — the kind of misdirection and corruption so prevalent today and in recent years. And we ourselves become confused, bewildered.

But if we do discipline our minds in clear-cut evaluation, we will move toward the kind of creative thinking that made this country great. For *words* are tools of thought every bit as much as they are tools of speech. When we skillfully coordinate their use as thinking tools and speaking tools we will discover that *words* are truly basic tools of progress.

IF I had a good education
 If I had money
 If I could get a good job
 If other people understood me
 If I did not fear what they would say
 If I had been given a chance
 If I now had the chance
 If I were only younger
 If I could meet the right people
 If I had the talent some people have
 If I dared assert myself
 If the boss only appreciated me
 If I could just get started
 If I had the personality of some people
 If my talents were known
 If I could just get a break
 If I only knew how
 If everybody didn't oppose me
 If I were sure of myself
 If luck were not against me
 If people would only listen to me
 If people didn't have it in for me
 If I only had embraced past opportunities . . .
 If you are using any of these alibis —

BROTHER, YOU NEED TOASTMASTERS!

—By Ted Felton, of Los Caballeros
 Club No. 322, Santa Monica, California

New Clubs

WHEN AND WHERE THEY MEET

- 204 AKRON, Ohio, (D 10), *Professional Engineers'*, Tues., 6:30 p.m., Macko's Restaurant, Barberton, Ohio.
- 402 ALEXANDRIA, Minn., (D 20), *Town & Country*, 1st-3rd Thurs., Garden Center.
- 626 LYNDEN, Wash., (D 2), *Lynden*, Tues., 6:45 p.m., Lynden City Hall.
- 700 FORT ATKINSON, Wis., (D 6), *Fort Atkinson*, Wed., 6:00 p.m., Blackhawk Hotel
- 990 REEDSPORT, Ore., (D 7), *Port Umpqua*, 2nd-4th Thurs., 7:00 p.m., Gardiner Fire Hall.
- 991 SANTA ANA, Calif., (D F), *El Toro Civilian*, Tues., 6:30 p.m., Rossmore.
- 992 FONTANA, Calif., (D F), *Fontana*, Tues., 6:45 p.m., Harold's Charcoal Broiler.
- 993 CORPUS CHRISTI, Tex., (D 25), *Corpus Christi*, Mon., 6:30 p.m., Nueces Hotel.
- 994 EDINA, Mo., (D 22), *Edina*, 2nd-4th Mon., 8:00 p.m., Baring Country Club.
- 995 BLOOMINGTON, Ill., (D 30), *State Farm*, Mon., 6:15 p. m., Rodgers Hotel.
- 996 DETROIT, Mich., (D 28) *N-K*, Tues., 5:30 p.m., Shore's Cafe, Dearborn.
- 997 KINGSFORT, Tenn., (D U), *Kingsport*, Tues., 6:00 p.m., Kingsport Inn.
- 998 MOBILE, Ala., (D 29), *Port City*, Wed., 4:15 p.m., Brookley Air Force Base.
- 999 LOS ANGELES, Calif., (D 1), *Los Angeles*, Alt. Fri., 6:15 p.m., Los Angeles Athletic Club.
- 1000 NEW YORK, N. Y., (D U), *Broadway*, Thurs., 5:15 p.m., 195 Broadway, New York.**
- 1001 TOLEDO, Ohio, (D 10), *Toledo*, Mon., 6:30 p.m., Central Y.M.C.A.
- 1002 MOBILE, Ala., (D 29), *Brookley*, Tues., 7:00 p.m., Brookley Air Force Base.
- 1003 ELGIN, Ill., (D 30), *Elgin*, Thurs., 11:50 a.m., Y.M.C.A.
- 1004 LOS ANGELES, Calif., (D 1), *C. A. A.*, Wed., 5:00 p.m., Broadway-Westchester, Los Angeles.
- 1005 BANFFSHIRE, Scotland, (D 18), *Buckie*, Alt. Thurs., 5:45 p.m., Fowler's Rooms.
- 1006 BEARSDEN, Scotland, (D 18), *Bearsdan*, Mon., 7:30 p.m., Bearsdan Public Hall.
- 1007 DAVENPORT, Iowa, (D 19), *Quad-City*, Mon., 6:00 p.m., Watch Tower Inn.
- 1008 LIVINGSTON, Mont., (D 17), *Livingston*, Thurs., 6:00 p.m., Park Hotel.
- 1009 KANSAS CITY, Mo., (D 22), *Kansas City*.
- 1010 PHILADELPHIA, Pa., (D 13), *Liberty Bell*, Mon., 7:00 p.m., Central Y.M.C.A.
- 1011 ROANOKE, Va., (D U), *Roanoke*.
- 1012 RUTHERGLEN, Scotland, (D 18), *Rutherglen*, Alt. Wed., 7:30 p.m., Rutherglen Co-op Society, Ltd., Tea Room.

The Philadelphia Story

THESE WORDS were exemplified when Toastmasters International moved east to the Philadelphia Conference, Oct. 26 - 27. In symposiums, panels, round-table discussions, and speeches, the participants proved that **BETTER COMMUNICATION MEANS BETTER BUSINESS** (theme of the two-day conference) and that improved communication may be obtained through proper education in a Toast-

"EDUCATION IS OUR BUSINESS"

Ralph Amelley

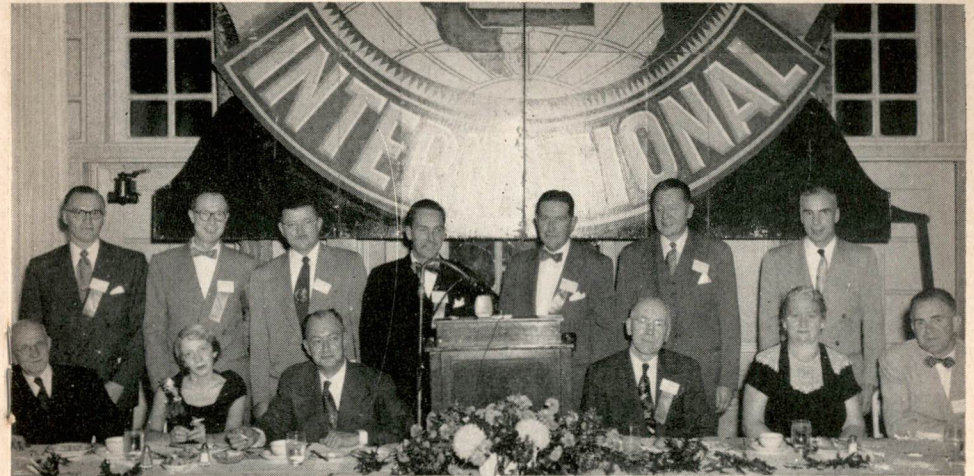
masters Club. Stressing the importance of speech fundamentals, club management, and business training, Toastmasters demonstrated speech education in an atmosphere of fellowship and geniality at each session. Those in attendance readily approved the International's newest project of bringing speech training to the very doorstep of its members and wrote their own personal story of the Philadelphia Conference.



First Lieutenant Clinton Faldland and Captain J. F. Hering of Club 296, Cherry Point, N. C., are shown as they prepare to fly to Philadelphia for the Toastmasters Conference.



Enthusiastic arrivals are Ken Aldrich, governor, Provisional District, Washington, D. C.; Merritt Robinson, governor, Provisional District of New York State; Dick O'Brien, governor, District 31; C. Fred Cueni, Jr., governor, District 14; and the governor of host District 13, Martin F. X. Ivers.



The head table at the President's Banquet shows Director Haeberlin, Administrator Smith, Speaker Wright, Director McIntire, District Governor Ivers, President Johnson of Club 1000, and Speaker Aldrich. Seated: International President Sias, Mrs. Brash, Chairman Brash, Toastmaster H. B. Ripkee, and International Vice-President and Program Chairman Nick Jorgensen.



International Vice-President Nick Jorgensen of Seattle, Washington, on the left, presents Charter 1000 to J. Albert Johnson, president of Broadway Club, New York City.

AND STILL ANOTHER STORY IN THE CONFERENCE BOOK WILL BE WRITTEN WHEN THE MID-YEAR BOARD MEETING AND ZONE "A" CONFERENCE IS HELD IN OREGON ON JANUARY 18-19, 1952, AT THE MULTNOMAH HOTEL

In Portland

What's Going On

In Jacksonville



This is a line-up of part of the members of the new club at Jacksonville, Florida, as they appeared on the evening of their chartering. In the line you see: L. Pate Jackson, president; Bill Woolery, vice-pres.; Herman Hesse, sec'y-treasurer; Bill Mordecai, sgt-at-arms; Jim Satterfield, ed. chairman; Pete O'Connor, dep. gov.; Walter Swindells, past sec'y-treasurer; Hank von der Hyde, past president; Joe Brinkley, past dep. gov.

FIRE! FIRE!

Almono Toastmasters Club No. 951, of Pittsburgh, had an unusual interruption in the midst of their charter presentation, when smoke entered the dining room, and fire engines pulled up in front of the building. The men were relieved to learn that it was not their "hot air" which had started the blaze. The fire was quickly extinguished, and their meeting carried on. A feature of the program was the speech by Educational Chairman Nick Mamula, who compared the club with a rose, which develops beauty under careful treatment. He had a large red rose at hand, illuminated to represent the reddening of the rose, and when the lights were turned off, this furnished a striking illumination for the speaker's remarks.

South Bend Records

Scottish Rite Toastmasters Club of South Bend, Indiana, has acquired a tape recorder. The Table Topics are recorded at each meeting, and these are played back as part of the educational period. The club has adopted the policy of recording the first speech of each new member, holding it in the archives for future reference.

From Eli Lilly's Blurp

Remember, on *Basic Training*, this isn't a race to complete your "training" program. The incentive is not to "*finish*" your use of the Manual, but rather to *use* it. Every time you give a talk, build it around some one of the lessons in the Basic Manual. Take the criticism on each lesson as many times as you feel may be desirable.

Far North



Ocean Falls, B. C., is a company town, operated by Pacific Mills, Ltd., makers of pulp and paper. It is 400 miles north of Vancouver, on the rugged British Columbia coast. But this small, remote town of 3000 people boasts of more Toastmasters per capita than any other settlement on the continent, having not just one, but two Toastmasters Clubs. It is far north, and quite isolated from other Toastmasters Clubs, but excellent work is being done.

The two clubs held joint installation ceremonies, when T. D. Syme was inaugurated as president of Haida Toastmasters Club, and J. Rogers took over for Tye Toastmasters. In the picture, President Rogers receives the Tye gavel from Past President M. Patterson.

Brothers in Toastmasters

Two brothers and one brother-in-law, charter members of their respective Toastmasters Clubs, have just completed terms as president of their chapters in Winona and Mankato, Minnesota, and Huron, South Dakota.

The brother in Mankato is Dr. M. L. DeBolt, optometrist, who



V. F. Ellies, C. E. DeBolt, Dr. M. L. DeBolt

started with Minneopa Toastmasters Club No. 819, in 1950. The other brother, C. E. DeBolt, is manager of the Millwork Factory in Huron, where he has been president of Club No. 878.

V. F. Ellies is the brother-in-law, a member for four years of Winona Toastmasters Club No. 497. He is principal of two grade schools in Winona's public school system, and was president of the Rotary Club last year.

A Novel Reason

From the bulletin of Sandia Toastmasters Club, of Albuquerque: Randy Parsons begs off to inactive status to raise chinchillas.

NUGGETS FROM CLUB BULLETINS

In other organizations to which I have belonged, it is considered bad form to discuss politics, religion, and other subjects of a highly controversial nature. I believe that Uncle Joe Cannon chapter of Toastmasters *seeks and encourages differences* of opinion, while condemning *indifference* of opinion.

As a suggestion for a Table Topic, consider the following: "As a member of the United Nations we advocate the sending of delegations into certain countries to guarantee the holding of fair elections. Therefore, should we not, as a gesture of good faith, invite the United Nations to supervise our coming national election?" If you don't like that one pick your own; but I'll have you know, suh!, where I come from that subject would be considered highly controversial.

—Cannon Bawls (Uncle Joe Cannon Club, Danville, Illinois)

Brevity is the soul of wit.

Lincoln's Gettysburg address contains 266 words.

The Ten Commandments contain 297 words.

The Declaration of Independence contains 1500 words.

The OPS regulation establishing prices for cabbages contains 26,911 words.

Draw your own conclusions.

—The Weekly Wonder (Club No. 129, Quincy, Illinois)

It seems to me that one of the most important benefits to be derived from Toastmasters is often overlooked. It is the art of listening. In order to fulfill one's ambition to become an expert Toastmaster, it is very necessary to master the techniques of listening. These techniques then become one of the principal items in the make-up of one's personality.

A good listener is a welcome addition to any group, whether that group be a board of directors, a conference between labor and management, a political rally, or just the gang in the locker room after a game of golf. He is welcome because he listens attentively to what is being said, weighs what he has heard; and when he speaks, his words show thought and respect for what has already been said.

Let us resolve to practice the techniques of good listening so that we may profit individually, and to encourage and stimulate our speakers to even greater heights.

—Dico Dispatch (Dico Club, Portland, Oregon)

PET AVERSIONS IN SPEECH

In *The Toastmaster* for October (page 29), it was suggested that readers might like to send in some lists of favorite dislikes in diction. Some readers have responded. No doubt others will be heard from.

Here are some suggestions from Norman Odom, of Cascade Toastmasters Club, Eugene, Oregon:

Wrong: Any place; every place; no place

Right: Anywhere; everywhere, nowhere

Wrong: Could of; ought to of

Right: Could have; ought to have

Wrong: These kind; those kind

Right: This kind; that kind

Each, everyone, etc., are singular, and should be used with singular verbs and pronouns. Say "Everyone is busy," not "Everyone are busy." Say "Each person did his part," not "Each person did their part."

Never use *myself* as a subject.

Say "in regard to," never "in regards to."

Say "different from," not "different than."

Use "as far as" or "as fast as," not "all the farther" or "all the faster."

Dr. Clifford L. Graves, of Ocean Beach Toastmasters Club, San Diego, does not like these usages:

"I insisted on him going home at once."

"Due to" for "because," or "on account of," as in "Due to the weather, the game was called off."

"Shrapnel" used for "high-explosive shell." They are not synonymous.

"If and when." A sentence with "if and when" is always improved by leaving off one or the other.

"Aggravating" is too strong a word when "annoying" is meant.

All attempts to pronounce Latin words with the so-called Roman pronunciation. Doctors are especially likely to get mixed up. Better stick to the English pronunciation.

"Mrs. Jones and myself," for "my wife and I."

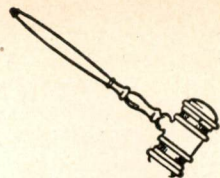
"Aviation" with the first *a* short as in "at."

"FI-nance" instead of "fin-ANCE."

"I wished I knew" instead of "I wish I knew."

"What do you know?" for "How do you do?"

THE GAVEL



By Emil Nyman, of Toastmasters Club No. 719, Salt Lake City, Utah

THE RESPONSIBILITY that you have given me and the implement you have placed in my hands give me considerable concern. This gavel gives me great power, more, probably, than one person should have in a democracy. It is a tool by which an organization is swayed for good or evil, for progress or for regression, for sense or nonsense. It behooves its wielder to be kind and considerate, at the same time to be firm and dignified. He must win the esteem and affection of his fellows while carrying on business with dispatch. May the members never think its blow ungracious or ill considered.

The gavel is a symbol of Toastmasters. It signifies that the group using it is organized, is planned, has objectives, has rules, is disciplined, is subject to authority, and is thinking.

The gavel, as it is used in Toastmasters International, is a stone worker's sledge which knocks off the rough, unsightly parts of our personalities, with poise, balance, and effectiveness as the end product. Our democratic society needs articulate, balanced, thinking, likeable leaders.

The gavel is the emblem of the builder. It could drive nails for the construction of forms and frames, but we are building reputations. We assemble joists, sills, rafters, and studding with square ends and true joints, squared and leveled for "temples not made with hands, but eternal in the heavens."

The gavel reminds me of still another hammer, namely the tack hammer, whose chief business is to drive the point home.

This implement is an emblem of still another tool, the blacksmith's hammer, by which he welds two pieces of steel together. Here, it is used to weld men to one another, in smooth, even bonds of friendship, further strengthened by laughter, frankness, and example. This hammer can touch so lightly as merely to crack an egg shell, and again it may strike so hard as to flatten a steel rail. May its operator strike with wisdom.

Now, as your new president assumes these responsibilities, may it be your good fortune to find worthy, intimate friends, to grow in your own powers, and to render more effective service while he forges with judicious blows the character of this club.

Recommended Reading

By R. C. S.



Human Relations in Industry, by Burleigh B. Gardner and David G. Moore (published by Richard D. Irwin, Inc., 3201 South Michigan Avenue, Chicago 16. Price \$5.00).

The authors have had extensive experience in the field of industrial relations. The book presents the results of their observations and studies. It deals fundamentally with the problem of handling people, managing and getting along with them at all levels of business. It is addressed to the worker as well as to top management, and to all grades between.

The manager or proprietor of a small business may find here the answers to many of his questions. The "head man" of a big corporation may likewise gain a better understanding of the attitude of his subordinates. The ambitious worker may discover the reasons for his slow advancement.

Every person who has to work with other people can gain ideas which may help him get ahead in his occupation. This is a big book (over 400 pages) and it should be read selectively, but the serious seeker after information can find it here.

The book is an interesting example of the application of the Toastmasters theory of evaluation, extended far beyond the realm of speechmaking. It deals with the

"man-boss" relations and the "man-to-man" matters which are common in every business; and while it may not always give the final solution, it does point out the ways to prevent or to remove friction.

It is refreshing to find so much emphasis on the human elements in business and industry. This book is recommended to those who employ and those who are employed.

How to Improve Business Communications (Published by Wayne University Press, Detroit 1, Michigan. Price \$1.75).

This is a report of the Business Communications Conference held at Wayne University. It is edited by Professor Spencer A. Larsen, who served as general chairman of the conference.

Chapter headings suggest the nature of the material.

Creating Advertising Copy
Direct Mail in the Sales Program
Dramatizing the Sales Manager's Message
Making Employee Communications Effective
Sales Letters That Serve and Sell

These are a few of the matters treated in the more than 200 pages of the book. They are practical, and they are fundamental in most lines of business. The treatment reflects the thinking of some 50 men who are recognized leaders in their work.

HOW WE TALK

"Are It or Is They?"

"Smith and Jones Company is glad to announce *their* showing of fall suits . . ."

"The Fore and Aft Tire Dealers" announces that *their* entire stock of tires is . . ."

Such combinations are heard daily on the radio, and even the newspapers are falling into the habit of mixing verbal numbers.

And in the "Take My Word" column by Frank Colby, there appeared, on October 7, the following statement:

"A well known and successful machinery and manufacturing company *describes* a little gadget which *they* desire to move from *their* warerooms . . ."

It must be good usage, coming from the authoritative typewriter of Mr. Colby, but it still sounds odd to one whose ears are attuned to the nuances of grammar, as it used to be taught.

But who cares except some old fuddy-duddy who remembers the time when a noun made up its mind whether to be singular or plural, and then stuck to it through an entire sentence?

Ignoring the Infinitive

Many people say that they "plan on going" or "plan on doing," quite oblivious to the fact that they really "plan *to* go," or plan *to* do." These same people frequently promise to "try *and* do" something, which, technically interpreted, is different from what they mean, which is that they will "try *to* do" whatever is to be attempted.

Filling Up Vacancies

There are some locutions which add nothing and detract a great deal, but which are constantly in use by talkers.

Here are a few of them:

"What not?"

"Or what have you?"

"And so forth and so on?"

"As you might say?"

No doubt there are occasions when use of one of these phrases is good and desirable, but those occasions are comparatively rare. The person who acquires the habit of using them frequently and indiscriminately merely advertises the fact that he runs out of ideas. Check your speech and see if you are unconsciously making use of the time killers and space fillers. Then cut them out.

"Further Ado"

"Without further ado" is a dead give-away. Those words simply mean, "Since I can't think of anything else to say, you take over."

—From the "District Digest," published by District 8, George Boardman Perry, past governor.

It's a Good Idea

This Is for You

One very good idea is to turn now to pages 30 to 32 of this magazine, and observe the carefully worked out index to *The Toastmaster* for 1951. Preserve this issue and the other eleven which have been published during the year as a valuable reference in your further speech training. You may be interested to know that this index is the work of Miss Margaret Tedford, of the magazine staff.

A second good idea is to run quickly through the pages to see just which articles have suggestions which may help you, personally, or which may help your own club as a whole. Then put those suggestions to work. It is part of the purpose of the magazine to filter to you the accumulated experience of more than 1000 Toastmasters Clubs, so that you may profit thereby.

For Better Evaluation

Try appointing two evaluators for each speaker. Give them three minutes to discuss the important items they have observed in the work of the man they were to

cover. Then let the General Evaluator review the work of these pairs of critics. Let each speaker have the benefit of *two individual* opinions on his effort.

Always keep the month's *Point of Emphasis* in mind in evaluating speeches.

Come back frequently to the old form for evaluation:

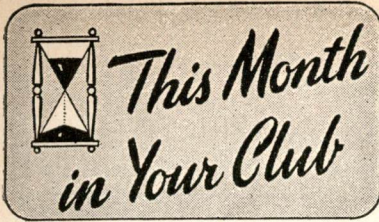
1. Did he have a definite purpose?
2. Did he make the sale?
3. Was it worth making?
4. What was good about the speech?
5. What was not good?
6. How can this speaker improve?

For Better Diction

Appoint a careful observer to watch for words mispronounced or misused. He will make a list of them at each meeting. Periodically (once or twice a month) have him present these words to the club, either orally, or written on the blackboard. Names of offenders need not be mentioned, but any man who persists in an error after being thus impersonally warned, must eventually be told off by name.

For January

Speech Engineering is the Point of Emphasis for January. Brush up on matters of speech construction, organization of materials, outlining, planning and building. Refer to **Basic Training**, assignments 3, 6 and 11, for helpful material.



Entertaining Speeches— Colorful Programs

That is the *Point of Emphasis* for December. Give it plenty of emphasis in your club.

The spirit of Christmas is in the air. Make the most of it.

The Entertaining Speech

It may be humorous, but is not necessarily so. You can entertain an audience with description, with selling talk — even with informative material — if you put it into lighter vein. It may combine information with entertainment. Even an educational talk can be made entertaining, and it is likely to be longer remembered than if it were merely dull facts.

Put life and variety into your speeches and your programs this month.

The Educational Committee

Mister Educational Chairman, when you meet with your committee this month — or any month — to plan programs, try to be prepared. You must be far ahead of the committeemen in your knowledge of the matters involved.

You know the *Point of Emphasis*. You know the suggestions

which have been mailed to you. You have ideas about what should be accomplished by the members of the club. *You have a purpose in mind.*

Start with the *Point of Emphasis*. For December, it is training in entertaining speeches, showmanship, colorful talks and variety.

For January, it goes into more serious things: Speech Engineering; how to plan and construct a speech. Keep looking ahead.

Table Topics

Consider the Table Topics. What is the purpose of this exercise?

It is to train the members in the art of impromptu speaking. To give them this training, there must be carefully planned topics. Include suggestions about these topics in your program plans.

Use one parliamentary practice session. Such a theme as a motion to abolish Santa Claus, or to have all Christmas gifts paid for by taxation, or some other nonsensical proposition which will give the men a chance to have fun while amending and referring and rising to points of order may be used. Put a good parliamentarian in charge.

Use another discussion period for a series of two-man debates, using the positive-negative plan. The Topicmaster prepares a series of controversial questions or statements. He calls on the speakers in pairs, asking one to speak in the affirmative and the other to take the negative, on each subject offered. Thus, he may say: "The in-

crease in postal rates is unreasonable," or "Freedom of the press is threatened," or "War is inevitable," or "Our city is being ruined by poor traffic controls." There are hundreds of controversial topics. Select a dozen or so, word them so as to provoke discussion, and start the debate.

Keep all the Table Topic discussions lively and entertaining. To do this takes planning. Lead your committee in making plans.

Speech Programs

Plan the programs to give opportunity for showmanship. There may be a special Christmas meeting, perhaps with families present, and gifts for children, distributed by Santa Claus. Let yourselves go in presenting a lively, enjoyable, Christmas event.

Devote one evening to a study of your own city and its affairs. What matters of local interest should be discussed? It may be parks or water supply or sewage disposal or street cleaning or traffic control or any one of many subjects. Your speakers might be able to present valuable ideas.

Spend one evening on talks about important historical events which have occurred in December. Among these are the Monroe Doctrine promulgated in December, 1823; the Boston Tea Party; the Wright Brothers' First Flight; the Louisiana Purchase; the Gadsden Purchase; President Wilson's Landing in France in December, 1918; Birth of Clara Barton, Founder of Red Cross; Iowa Admitted to the Union;

Birth of Connie Mack; Pilgrims Landed at Plymouth; Joe Stalin Born (12/21/1879); Slavery Abolished in U.S.A.; Mississippi Admitted to Union; Alabama Admitted to Union; Indiana Admitted to Union; Amundsen Reached the South Pole; First 10 Amendments to Constitution (Bill of Rights) Adopted.

What an array of speech subjects! Perhaps you should spend two evenings on these. Each one of them offers opportunities for entertainment combined with information and enlivened with showmanship.

Educational Talks

By all means have someone talk on how to make an entertaining speech — how to put showmanship into your delivery.

If you have not had one on how to use biographical material, schedule it this month.

Let one speaker review "Special Types of Speech" in *Basic Training*, (No. 10).

Evaluation

Appoint the General Evaluators for the month, and advise each one of them that he and his helpers are to concentrate on entertainment values, as affected by material, delivery and use of exhibits.

Plan for a Purpose

Let the Educational Committee determine the purpose of each meeting, and then plan to accomplish that purpose in the training of the members. Every speech must have a plan and a purpose. So must every meeting — every program.

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WHY were the saints,
saints? Because
they were cheerful when
it was difficult to be cheer-
ful, patient when it was
difficult to be patient; and
because they pushed on
when they wanted to stand
still, and kept silent when
they wanted to talk, and
were agreeable when they
wanted to be disagreeable.
That was all.

It was quite simple and
always will be.



