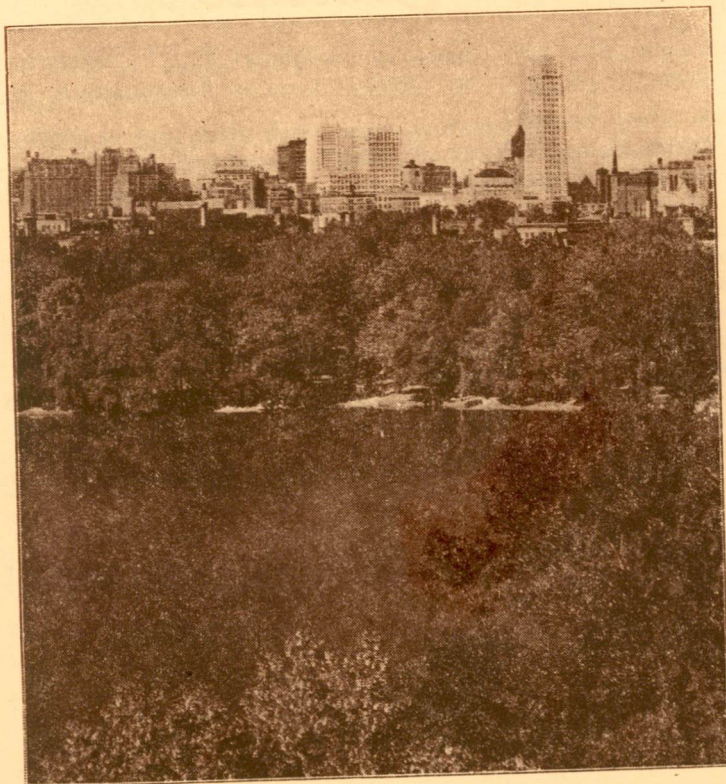


# THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

January, 1947

Vol. 13—No. 1



*Skyline overlooking Loring Park, in Minneapolis,  
where Toastmasters will meet for their greatest  
Convention, August 11 to 14, 1947*



TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is an organization of more than 445 active clubs, located in the United States, Canada, England and Scotland, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Chairmanship—Listening

(For information, address Toastmasters International, Santa Ana, California)

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NOTE: NEW LOCATION OF THE HOME OFFICE—In the Santa Ana Community Center, 1104 West Eighth Street.

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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.

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## Speech of the Month

### Soap In Your Ears . . . .

By PAUL C. LAW

Paul Law is a member of Spokane "Tuesday" Toastmasters No. 105. He is chief announcer on the staff of Radio KHQ, so that when he talks about "soap operas" he speaks with authority. Before coming to Spokane, he was with KUTA, Salt Lake City, and prior to that he had radio experience in Missouri and Illinois. He came out of the Navy last year with rank of Lieutenant (sg) after having started as an enlisted man. His speech is selected for this month's place of honor because of his clever use of humor, as well as because of the popular interest in his subject. This is the kind of speech which can be expanded for use before other audiences.

If you listen to your radio during the day, you must have become radio-active so far as "soap operas" are concerned.

Or perhaps you have made a daytime social call on some friend, while the radio was on. You entered the door, smiled, then advanced to give him a cheery greeting, only to be stopped cold in your tracks with: "Shh-h-h! Joyce Jordan is about to have her baby!"

You, my friend, have walked right into the middle of a "soap opera."

Why are such programs called "soap operas"? Well the plots are 99.44 percent pure hokum; and they leave you in a lather, feeling all washed up.

I have done extensive research work on the subject and after arduous hours, I have broken them down into three major classifications.

First is "The Benefactor." This type is exemplified by such char-

acters as Pappa David who, in the past few months, has saved thirteen people from self-destruction, reformed two confirmed hatchet-murderers, kept twenty-five couples out of the divorce courts and saved an entire city from the Black Plague. Ma Perkins is another outstanding example. She has done more good in one year than the Community Chest, the U. S. O., the United Welfare Agency, UNRRA and twenty-four chapters of the Loyal Order of Moose.

We pass quickly to the second type, "The Siren." Typical is Helen Trent (who is trying to prove that a woman can have romance and beauty up to and including her 95th birthday.) In the past two months, she has been twice in court, has completed three divorces, has aroused the romantic interest of three veterans, one college professor and two Turkish diplomats, and has scorned the affection of her kindergarten days sweetheart.

Third, we have "The Meddler." Example, "Front Page Farrell and the Mrs."

Since August 1st, they have saved the secret of the atom bomb, prevented secret agents from kidnaping the President, solved the case of The Missing Bubble Dancer, and exposed a billion dollar black market in catsup.

In my miniature research laboratory I have gathered together a composite cast for a soap opera, which we shall title "Portia Perkins on the Road of Life Can Be Beautiful." Here is the cast:

Portia is either 24 or 54 years old. The experiences she has been through suggest the latter figure; the announcer's description of Portia suggests the first.

Davey Jones, her three-year-old son, home on sabbatical leave from the Homeville Reformatory.

Rosmo Culdine, Portia's first husband. He is working on the Montgomery Ward Atomic Fission

Research Commission.

Doc Pepper, Portia's faithful confidant, who can operate on humans, cows, ducks or squirrels with equal ease, and who is a great philosopher.

Manda Sniffloz, Portia's mother-in-law by her second marriage. She's a stinker five days a week.

Orlandes d'Ortez, former Italian fascist, who has been won over to democratic principles by constant reading of "The Rover Boys."

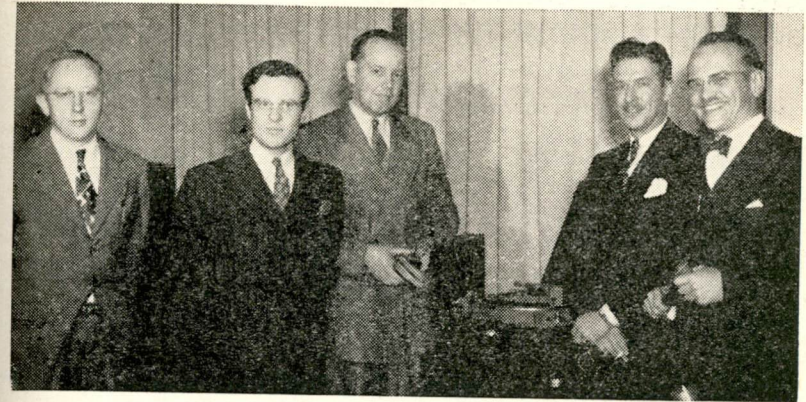
Now, there's your "soap opera" in a nutshell, ready to go on the air. I've summed up my own feelings about the business in the following quatrain:

I'd rather be whipped by my  
own little wife  
Than listen to Portia facing  
life.  
You can shoot me at dawn, or  
hang me at three—  
But don't force me to hear  
Joyce Jordan, M. D.

*Thank You!*

I join with all members of the staff at the Home Office in expressing thanks for the many Christmas greetings and remembrances received from Toastmasters in all parts. It is impossible to acknowledge all of them separately, so we are asking you good friends to accept this word of appreciation, while we say to every one of you "The Same to You!"

*Ralph Smedley*



Yakima Toastmasters Club No. 318 does take back-talk. The Yakima organization has made arrangements with Jack Clarke, manager of radio station KIT, to record once a month the talks of speakers and critics. Toastmasters in the picture are, left to right: Arvo Niemi, Jack Ames, Clarke, Dr. A. J. Myers, and Stan Lebens, president. Oscar Martin, another Toastmaster, took the photo.

Seven Yakima men went to the neighboring city of Ellensburg October 23 to help start a new Toastmasters Club there. Norman Howell was elected temporary president of the Ellensburg group, consisting of 20 men.



At Albuquerque, old-timers turned out en masse to welcome Ralph Smedley when he visited them on October 21st. The group shown in this picture includes 12 Past Presidents of Albuquerque Toastmasters Club No. 122, plus the present President, Ed Marchant. Those shown in the lower row are James McLaughlin, Newt Rumble, Jim Barry, Lawrence Van Lanningham, Frank Martin and Dick Milner. In the upper row are Bill Patten, Walter Suhr, Ernest Polansky, President Ed Marchant, Smedley, George McKim, Bob Clark and Frank Gabriel. Since Smedley's visit, two new chapters have been launched in Albuquerque, and the club has assisted in the chartering of the new club at Clovis, N. M., where Walter Suhr officiated in presenting the charter.

## More Milestones! . . . .

By JOSEPH P. RINNERT, President of Toastmasters International.

On January 18, 1947, the Directors of Toastmasters International will hold the 1946-47 mid-year Board meeting in Chicago. For the first time in history our Board of Directors will meet in a city east of the Rocky Mountains.



Chicago was selected as the meeting place primarily because it is a focal point for the various Directors as they travel from their respective homes in ten cities located throughout the United States. Thirteen of the fourteen Directors, together with Executive Secretary Blanding, will attend the meeting.

The itineraries of the Directors have been coordinated so that at least one Director, and in some instances several Directors, will be present at meetings planned in several cities to be visited en route. The meetings will include joint meetings of clubs, charter night parties, area meetings and district meetings. There will also be meetings of some of the officers and Directors with the Convention Local Activities Committeemen in Minneapolis and St. Paul to assure complete coordination between the plans for local activities and the educational and business program for the Twin-Cities Con-

vention August 11-14, 1947.

Ten Districts will receive visits from International Directors as a result of this mid-year Board meeting. Our Founder, Ralph C. Smedley, recently visited five other Districts as well as a number of clubs in areas not yet assigned to Districts. The six Districts located west of the Rocky Mountains have each been visited by at least one International Director since the July 1946 Convention in Seattle. This means that, also for the first time in history, every one of our twenty-two Districts except for District 18 in Scotland will have been visited by an officer or Director of Toastmasters International during one fiscal year.

Correspondence with the District Governors and Lieutenant Governors indicates that the various meetings will be well attended by Toastmasters who want to benefit from the experience and knowledge of the men who serve as Directors of our organization. They will not be disappointed, for the Directors are selected not only because of their devotion to the organization but also because of their ability to help the District officers and the individual clubs take full advantage of the training program of Toastmasters International.

And so the year 1947 will start with new impetus as these "milestones" are set up on the highway that Toastmasters must travel.

## Directors' Appointments

Rinnert and Blanding will be in Chicago Dec. 17th (Area meeting) 18th (Board meeting) and go on to Minneapolis for the 19th for a conference on convention plans.

Benson and Alexander will attend meetings in Indianapolis and South Bend on Dec. 16th and 17th, the Board meeting in Chicago on the 18th, and the District 8 Conference on the 19th.

McAninch and Clark will visit Des Moines on the 16th and attend the Chicago meetings, Area, Board and District, on 17th, 18th and 19th.

Grube goes to Spokane for the 16th, with the 18th and 19th in Chicago. McCrillis is at Chicago for 17th and 18th, visiting Boise on the 20th.

Buoen visits St. Louis on the 16th, then takes in the Chicago meetings. Chamberlain and Reed will visit Phoenix on the 15th, Omaha on the 16th, and Chicago on 17th, 18th, 19th.

Jeffers and Welker will be in Chicago the 17th and 18th, returning to Minneapolis for convention committee meeting on the 19th.

Nelson visits Billings on the 16th, going on to Chicago for the meetings of 17th and 18th.

Headquarters for the Directors in Chicago will be the Stevens Hotel.

## From Scotland . . . .

District Governor William Goldie reports progress in District 18.

At the municipal elections in November, four Toastmasters were elected to the Gourock Town Council, and one to Greenock Town Council. In Gourock, the men thus honored were Peter R. Jacobs, Past President of Greenock Toastmasters and Lieut. Governor for Glasgow Area of District 18; Sloan MacMillan, D. S. Webster and Ian Fletcher, members of Gourock Toastmasters Club. When the new Council was formed, Sloan MacMillan was selected Provost, and D. S. Webster was appointed Honorary Treasurer.

At Greenock, David Boyd, member of Greenock Toastmasters Club, became a member of the Town Council.

In Glasgow, D. M. Wright, Past President of Glasgow Toastmasters, has been promoted from a post as manager of a small branch

of the Bank of Scotland to be manager of their most important branch in Glasgow, and says that without his training in Toastmasters, he probably would not have won the position.

J. Barrowman, Jr., was elected President of Glasgow Toastmasters, but has had to resign on account of an important appointment as Interim Secretary of the National Coal Board. He states that but for his experience in Glasgow Toastmasters Club he would not have had courage and confidence to interview the important personages through whom the appointment came.

Rev. Oscar Green, of Palo Alto, who is enjoying a year of study at Edinburgh University, attended the charter meeting of the Commercial Bank of Scotland Toastmasters Club on December 6th, and proposed the "toast of the club."

# THE Toastmaster

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## Are We "Typed"? . . .

Not infrequently you hear it said of a speaker, "He talks like a Toastmaster."

Is that complimentary, or otherwise? Is it a fact that our training in the Toastmasters Club tends to type our speaking? What is a "typical" Toastmaster's style, if there is such a thing?

Nine times out of ten, when you hear someone accused of talking "like a Toastmaster" it means that he speaks briefly and to the point. Sometimes it refers to the absence of the "ahs" and "err-r-rs".

On the other hand, it is not unusual to hear the remark, after listening to some prominent personage stumble through a poorly prepared or delivered speech: "He ought to join a Toastmasters Club."

From these observations it

seems reasonable to conclude that Toastmasters are "typed" definitely and desirably by their training in brevity, directness, conviction and preparation. But are there other possibilities of being "typed" in less desirable ways?

The danger of falling into a set form of speech, due in part to natural tastes and characteristics and in part to the habit of speaking to the small, well known group of fellow Toastmasters, is a very real one. This is why the Educational Bureau is so insistent on program variety. This is why constant pressure is brought to bear on program committees to expose the members to many different speech situations, so that they may be ready to adapt themselves quickly to unexpected situations, and also be able to present material in the manner best suited to the audience or the occasion.

This is why, also, that all clubs are urged to adhere to the standard practice of speech evaluation by members, to the exclusion of professional critics. In spite of our best efforts, we do tend to make our speeches to win approval from our critics. If the critic is one who is heard regularly, we soon learn to "type" him, and we point our speeches to win his commendation.

Yes, Toastmasters training does tend to "type" us as speakers, but so long as it produces a good "type" we need not worry. Only when the style of speech before the club makes us unacceptable as speakers before other audiences, need we be concerned.

## What's Going On

News of Toastmasters Clubs, gathered from all quarters. Has your Club made a discovery, invented a procedure, performed a notable service? Write in and tell about it. Let us know "What's Going On."

### "A Bang-up Performance"

That is how District Governor Frank Taylor characterized the "Social Night" put on by San Mateo Toastmasters on Nov. 22. This was a well planned dinner dance, with a program of music and entertainment, in addition to a regular demonstration of speeches and criticism. The speakers represented San Mateo Toastmistress Club, and the Burlingame, the Peninsula and the San Mateo Toastmasters Clubs. The Toastmistress Club had charge of the table topics. The performers were stimulated to their best efforts by the formal surroundings and the large audience. So they had a grand time and learned a lot, too.

### Cure for Nervousness

A thought for consideration—if you are inclined to be nervous or to wonder about the reception of your speech. You are paying (by your dues and your own attention to the other speeches) the rest of us to listen to you practice your speech, and for evaluation and pointers to improve your next speech. So do not be nervous, and do not resent the suggestions for improvement. — Hugh M. Riddle, in The Atlanta Drawl.

### The Number One Principle

To the true Toastmaster, the

number one principle of Toastmasters International, "To promote the growth and establishment of Toastmasters Clubs throughout the world," does not mean just to increase the number of Toastmasters Clubs for the purpose alone of giving greater strength to the organization. It means forgetting of self-interest by the individual and, instead, the making of an honest effort, even to the extent of self-sacrifice, to aid other



This is Charter No. 370, which was presented to the Fargo Toastmasters Club by Tracy Jeffers, of St. Paul, Past Governor of District Six, and present member of the Board of Directors. The man at the receiving end is A. I. Johnson, Deputy Governor of the Fargo Toastmasters. And if you think that Tracy failed to mention next summer's convention at Minneapolis-St. Paul, you just don't know the man.

men in helping themselves to become more articulate and more useful citizens.

—Waldo Luebben, in *The North Wind*, Bulletin of King Boreas Toastmasters of St. Paul.

#### *He's An Artist*

The editor of "Toast", bulletin of the Lincoln, Nebraska, Toastmasters Club, embellishes his pages with clever cartoons. If he would send us copies of the ones on "Preparation", "Declamation", and "Evaluation", we might give the benefit through this Magazine to all our readers. Don't forget the Chinese maxim, that "one picture is worth 10,000 words."

#### *Practice Is Precious*

According to the last six months' records kept by Sheldon Stone (educational chairman) we have only 8 to 10 prepared assignments a year, so we can't afford to miss even one. The chart prepared by the Program Committee gives us a correct picture of our individual participation and activities. (Also the abstention therefrom!)

—From Toastmaster's Tidbits, Fresno, California.

Note to the Editor: Is "precious" the right word to use in that title?

Answer: Yes, it is exactly right. "Precious" comes from the Latin *pretium*, meaning price, or value, or merit. That is where we get the word "price." Precious means, according to Webster, "valuable, rare, expensive, costly, dear." Certainly practice is valuable, and it costs something.

#### *Wise Words*

Every successful speaker prepares his speeches. You are not fooling your audience when you

get up to deliver a speech which you have not carefully prepared. You can keep the audience from being listless by having a well prepared speech.

And the toastmaster can't be indifferent and yet be a successful toastmaster. Arrange your program in advance. Know your speakers and their topics. And introduce the speakers in such a way as to make it easy for them to do their best.

—From Progressive Fearless, Huntington Park Progressive Toastmasters Club.

#### *Where Is Guam?*

Cliff Rhodes and Art Troischt are on their way to Guam where they hope to start a Toastmasters Club. An old member, Henry Hugo, is already there, so we look for the formation of Club No. 5-A.

—Safety Valve, of Santa Barbara Toastmasters.

#### *"Something New"*

Something new will be added in that each of the speakers on the program will be prepared for a two-minute "question period" to answer questions from the floor about his speech subject.

—The Blurp, of Eli Lilly Toastmasters of Indianapolis.

Note: That sounds like a good idea for a brief "forum" session. Put the speaker on the spot. Make sure he knows what he talks about.

#### *Taking Hold*

Basic Training is taking hold. After an uphill fight by the Educational Committee we begin to see more and more evidence of it in our panels of speakers. Just why

it should have been hard to get B. T. started here is a mystery, because there actually is less work involved in preparing speeches with it than without it. But it has started, at last, so let's all take a hand at it.

—San Diego Bulletin, of Club No. 7.

#### *Opportunity—and HOW*

When you invite a man to visit Toastmasters, you ask him to consider an unusual opportunity. For in this Club, well informed through literature published by a national organization, he may practice the fine art of public speaking, and will develop greater powers of expression. He will unfold and bring into play better parts of his personality. As his speeches are evaluated by experienced speakers, he will be able to revise his speeches and change his delivery in order that he may continue to improve. But, as speaking is an art, he may never cease to grow! Tell your friends about this great opportunity; bring them in, and they will always be appreciative.

—From Southern Accent, of Atlanta Toastmasters

#### *Startling Questions*

Who said that criticism was a bouquet of roses with nectar—and bees! And did we hear somewhere that the gap between probabilities and possibilities is Basic Training?

—From Toaster News, of East East Liverpool Toastmasters Club.

#### *Quotable Quote*

"Posted Toasters" is the name of a new bulletin issued by First St. Paul Toastmasters Club No. 167. And in the very first issue appears the following trenchant saying, lifted from the *Platteville, Wis., Journal*:

"When a man gets to the point that he doesn't give a whoop what people think, he has reached either the top or the bottom."

#### *They Use Emblem*

Cactus Gavel Toastmasters of El Centro, California, use the official emblem effectively in newspaper items. They furnished the editor one of the electros, and nowadays, when there is a story about their club in the paper, the emblem goes



Cactus Gavel Toastmasters of El Centro are active in work on the air, with frequent broadcasts on K. X. O. of the Mutual Network.

In the picture, Viggo Hansen, a Past President of the club, is feeding the mike, while the Toastmaster of the evening, Bill Smith, supervises. Bill is Lieutenant Governor of the Area. Radio Station K R O P of Brawley also uses Toastmasters with good effect on its programs.

in as part of it. The idea is good and the emblem always attracts attention.

### *The Bulletin Educates*

The Analyzer, bulletin of Toastmasters of Jeanette, Pa., carries as a regular feature carefully selected paragraphs on speech training, as well as fresh ideas from the Educational Committee. This 3-page bulletin is worth reading by others than the members of that club. You might persuade Secretary-Educational Chairman Edward R. Marion to mail you a copy if you asked for it with a stamp enclosed. His address is R. D. 1, Box 434, Greensburg, Pa.

### *Club Cooperation*

Four "Mid-Town" service clubs of St. Louis have developed the friendly custom of holding a joint meeting at least once a year. The latest one in the series was on the Tuesday before Thanksgiving. Co-operating clubs are Midtown Business Club, Midtown Kiwanis Club, Midtown Lions Club and Midtown Toastmasters Club. The Toastmasters Club was host at this year's meeting, with its president, George Boardman Perry, presiding. So successful and worth while have these meetings proved that at this last one, a resolution was adopted providing for perpetuation of the cooperative plan, with a joint meeting to be held in Thanksgiving week each year.

### *Gentlemen?*

Now what do you suppose has been going on in Zanesville Toastmasters? Here is a paragraph from their "Speakeasy" which is suggestive:

"Gentlemen (or are we?) it looks as though we are going stag. Do we want our club to become known as a meeting place for racy stories? What impression do we give our guests? Surely development in public speaking includes development of good taste and discrimination in use of illustrations."

### *District Twelve*

Area Two of District Twelve, our Central California District, held a valuable conference at San Luis Obispo, out of which came a report by Lieutenant Governor Ray Sirman which is a model for completeness. Careful study was given to practical problems of club and district activity. An Area Club-of-the-Year competition is under way.

### *"Don't Wait Too Long"*

August Eisert, of Washington, Pennsylvania, Toastmasters, has written a popular song entitled "Don't Wait Too Long." It has been featured by Perry Como on the radio and it should win wide acclaim when published. It was an appreciated program item at the District 13 meeting in November, when Ralph Smedley visited the joint gathering of the clubs.



### FIRST IN CANADA

This picture records one historic event in the Winnipeg Centennial Toastmasters Club, when Alex Smith received his certificate for completion of the Basic Training Course, at the hands of President Jim Passalis. Alex is the first Canadian Toastmaster to qualify for this award. The occasion of this presentation attracted the attention not only of the Toastmasters, but also of the Toastmistress Club of Winnipeg, several of the ladies being on hand. In the center of the picture you may identify President Passalis as the Toastmaster at the left, holding on to the certificate, while the tall gentleman with the smile of realization is Alex Smith, whose name appears on the document.



Sierra Toastmasters, of Fresno, staged an impressive observance of "Founder's Day" on October 28th. Lieut. Gov. Cecil Gordon was Toastmaster for the program which was notable because of the presence of 6 of the charter members, who were drafted for service as evaluators. In the picture you see in the upper row Joe Couly, Walter Wilson, and Lloyd Berglund, all charter members, and Lt. Gov. Gordon. In the lower row are Walter Martin, charter member, C. P. McIntosh, President, and Laury Lowell, another charter member.

## The Right Of The Mike . . . .

By ERNEST S. WOOSTER

The New Member's brow was wrinkled. He was thinking.

The Old Toastmaster glanced at him sympathetically. "Working on your next speech?" he hazarded.

"Uh-huh," assented the N. M., continuing his concentrated mental activity. "Gonna make a radio talk. First one. Red Cross."

"First one? H'm'm." The O. T. was silent for a moment. "Had any radio talk instruction?"

"Radio talk instruction? Talk's talk, wherever you find it, isn't it? What's different about talking to a radio microphone?"

"When do you give this talk?" asked the O. T., ignoring the other's question.

"Day after tomorrow." The N. M. was beginning to suspect from the O. T.'s manner that there might be some difference between a microphone monologue and a speech before a visible audience.

"Can you read?" was the direct and disconcerting question next fired by the O. T.

"Can I read? Well I should hope to say so. Learned it in the third grade. Been reading ever since. Fine print 'n' everything." The N. M. affected a flippant attitude to cover a growing doubt of his preparedness for the radio assignment.

"Ever listen to Jack Benny or Fred Allen or Frank Morgan?" the older man next wanted to know.

"Yep. I've heard them."

"They were reading. Can you read like that?"

This was something to ponder. Not that he didn't know the answer, but the chasm between being able to read so that it sounds like casual or interesting conversation, and reading it with the labored intonation of the usual reading voice—this chasm was beginning to do more than merely yawn.

"How much time are they giving you?"

The N. M. thought he would have about five minutes.

"Have you timed your script so it will go precisely five minutes?"

"Gosh! No. I am just putting it together." There was a slight rasp of exasperation in the N. M.'s voice.

"Day after tomorrow," mused the elder to himself. "I hope the Red Cross drive is a success." Then aloud, "By the way, there is another small detail to be considered."

"What's that?" The microphone aspirant was becoming slightly nettled, if not wholly discouraged, as obstacles grew more numerous.

"Diction. Pronunciation. Enunciation. Saying what you have to say so that the hearers, if any, can understand. For instance, your answer to my first question was, 'Gonna make a radio talk.' You'll have trouble finding that word 'gonna' in a dictionary. Then there's the matter of sibilants."

"Sibilants?" The upward inflec-

tion of the N. M.'s voice indicated that he did not number any sibilants among his acquaintances.

"Try saying, 'Susie says the assessee trespasses on what she possesses'."

The N. M. mumbled it to himself. "Sounds like when the whistling teakettle begins to boil," he commented.

"It will sound worse over the radio," said the O. T., cheerfully.

"How close should you stand to the microphone?" he continued. "Should you speak directly into it, or stand off a couple of feet? What's your speech rate—how many words a minute? Can you clip your words off so that they don't run fuzzily one into another?"

Under this verbal bombardment, the N. M. complained, "You make it sound like a tough job. No one told me there was much to it. The committee just asked me if I would and I said I would. And I will," he added truculently.

"Certainly you will — and should" soothed his old friend. "It's merely a matter of doing it right. Now if you will just remember a few more things . . ."

"You mean to say there are things you haven't already mentioned?"

The Old Toastmaster took a notebook from his pocket. "Here are some notes I made a while ago. Most of them are from a pamphlet issued by the National Broadcasters Association."

"For instance, they admonish: 'Don't get lost in literary confusion. This is not an oration. You

have no stage, no banners, no charts on the wall, no exhibits or other visible material. You have only your voice'."

"Then they say: 'Use short sentences. Use picture words. Develop your points interestingly. Try it on a friend'."

"In another place they suggest: 'As you read each page, mark down the time it takes, page by page, at the bottom. For example, should it take you two minutes to read a full-sized, double spaced, type-written page, mark 2 at the bottom of that page. By watching the studio clock and the bottom of each page as you go along, you can check up and determine whether you are reading at your normal rate'."

"They say: 'In typing, double or triple space. Use paper that will not rattle. Underline important words, mark pauses for breath stops or emphasis, as you will—"

The New Member had listened intently to these words of experience.

"Sounds sound. I mean, sounds like good advice."

The Old Toastmaster had one more offering, slightly tinged with cynicism.

"You should, of course, get your family to listen and as many of your friends as you can, so you will have that much audience, anyway. Also, be prepared for what they will say, for it won't be too complimentary, if they are truthful. And it's well to remember that radio knobs work both ways—they turn off as well as on," he concluded.



## Thought Starters . . . .

Always do good. This will please some people and astonish the others.  
—Mark Twain.

"There is no limit to the amount of good a man can do if he doesn't care who gets the credit for it."  
—Selected.

"Remember, men of Stanford, that the world stands aside to let pass the man who knows where he is going."  
—David Starr Jordan, addressing freshman class in 1924.

No sermon seems too long if it actually arrives somewhere.  
—Christian Advocate.

Many an argument is sound—just sound.  
—Banking.

The recipe for perpetual ignorance is: Be satisfied with your opinions and content with your knowledge.  
—Elbert Hubbard.

The way to reduce self-consciousness is to focus your attention on someone else, and get it off yourself.  
—L. C. Brownson.

Never look back at the man you have passed, but always look forward to the man ahead of you. He's the man you still have to beat.  
—Selected.

"Married life has taught me one invaluable thing—to think of things far enough ahead not to say them."  
—Caption of cartoon by Jefferson Machamer, in *Colliers*.

"I wish that every young man when he reaches 18 years of age could read his own epitaph, and then live up to it—or correct it."  
—Dr. Gamble, on Fibber McGee Program.

Never acknowledge failure until you have made your last attempt; and never make your last attempt until you have succeeded.  
—Selected.

A delightful comment on democracy was made by Benjamin Franklin. A visiting European remarked to him: "How unpleasant it must be for you Americans to be governed by people whom you would never think of asking to dinner." Franklin's reply was: "That is no more unpleasant than being governed by people who wouldn't think of asking you to dinner."

### Put This In Your Prayerbook

"Lord, fill my mouth with worthwhile stuff,  
And nudge me when I've said enough."

—Selected.

## We Need a Slogan . . . .

Responding to the request for a slogan to condense the ideal of Toastmasters, Wilbur Smith, of Zanesville, comes through with:

"Toastmasters isn't a Club—it's an Education."

Herman Hoch, of Anaheim Toastmasters Club, suggests:

"Succeed through Learning."  
"Better Speeches Inspire."

From Sheldon Stone, of Sierra Toastmasters of Fresno:

"Help others to help themselves."



THEY LOOK LIKE GRAND MASTERS

But the men shown above are Toastmasters, members of the Executive Toastmasters Club of Minneapolis, who recently put on the Third Degree in the Lynnhurst Blue Lodge of that city. The team conferred the work on two members of their group. Director Watt Welker, in his report of the event, writes: "I can tell you that every word that was spoken was heard. The team has been invited to repeat this work at several other Masonic Lodges in Minneapolis." (You may have heard the rumor that our convention next summer is to be held in Minneapolis and St. Paul. These are some of the men who will welcome us.)

Upper row: Dale Bigham, Edward Grubb, Harry Cowan, Robert Spees, Ray Walters, and Ralph Hegman. Lower row: Charles Petillon, George Conrad, Clarence Gibson, Robert Cowling, and Floyd Simons.



Our new District 20 held a profitable conference at Fargo, North Dakota, in November. The notables shown in the picture include District Governor Glenn E. Johnson, of Moorhead; Joe Woodward, Lt. Gov. of Area 1; George W. Benson, of Minneapolis, Vice-Pres. of Toastmasters International; District Secretary Oliver Poole, of Moorhead; Al Johnson, Lt. Gov. of Area 4; District Treasurer Peter Setterdahl, of Breckenridge, Minn.; David Steinley, Deputy Governor of Pioneer Toastmasters of Moorhead.

## Here's A Great Speech . . . .

RALPH C. SMEDLEY

In the November Toastmaster Magazine, Ralph Smedley asked, "What Makes a Speech Great?" In the following article he reviews one speech which he considers a truly "great" one, and undertakes to explain his reasons. It is to be hoped that many readers will be impelled to look up the speech he recommends, and study it for personal benefits.

There are not many printed speeches which have power to accelerate my pulse. Lacking the personality of the speaker and the force of his enthusiasm, most speeches, when reduced to the chilliness of the printed page, are uninspiring.

The speech by Henry W. Grady, on "The New South," is one of the exceptions to the rule. No matter how often I review those familiar words, they still stir me. This is more than just another speech. It is the honest utterance of a broad-minded, tolerant, warmly sincere man in advocacy of a cause which deeply concerned him.

Mr. Grady was a newspaper man. Perhaps that is one reason I like him, for I do like newspaper men, when they are men of conviction and conscience. He was known as the wielder of a trenchant pencil long before it was discovered that he could talk as well as write.

It was after several ventures in the journalistic field that he came to the Atlanta Constitution, then, as now, a powerful influence in its field, and from that point of vantage he carried on a campaign for national unity, a typical representative of that New South in which he so earnestly believed.

He was born in the day when the disagreement between the states of the North and South was nearing its climax. Just ten years, almost to a day, before the explosion into open hostilities, was his birthday. When the war came, he was too young to don a uniform, but he was old enough to feel the full effects of the conflict. His youth was spent in those bitter days of "reconstruction," when the Northern victors too often forgot to be generous, or even just. It is amazing that he should have come through such a period with unspoiled spirit, with balance and vision unimpaired.

I can recall those days of the late eighteen-eighties and the eighteen-nineties myself, and I well remember that they were not pleasant. Our little Illinois community had furnished its full complement of men to wear the blue, and our East Cemetery had plenty of soldier graves to decorate on Memorial Day. It seems to me that most of the men I knew, as a boy, had their blue uniforms hung away, to be brought out and worn on special occasions. The war was very much in our minds, and our thoughts of the South were anything but fraternal.

My father's regiment, the 114th

Illinois Volunteers, held a reunion each year, and our family used to go for the picnic. The ex-soldiers wore their uniforms and fought the battles over again, each one decorated with a bright ribbon badge. And on the badges was printed a motto which stays in my memory. It read: "We can forgive, but not forget." Henry Grady might have paraphrased it: "We have forgiven, and are trying to forget."

Probably I would have been afraid of Mr. Grady if I had met him then, for he would have been, to my boyish mind, a "rebel."

That was rather typically the attitude of the North, even on that December day in 1886, when the young Georgian stood before the New England Society of New York, at its annual meeting. He faced an audience which was less than friendly, if not actually hostile. He had been invited to speak because of the way he had interpreted the feelings of the younger generation of Southern people through his writings in the Atlanta Constitution.

Apparently he had not previously been recognized as a speaker, for this is the first appearance on the platform of which we have knowledge. But he had the best sort of equipment for making a great speech, in that he represented what was to him a great cause, and that he was moved by the spirit of a crusader, an evangelist, carrying a great message to a highly critical audience. He was not just making a speech. He was pleading for a cause.

Inexperienced as he may have been in the art of speech, he made use of one of the oldest and best bits of forensic strategy when he opened his address on "The New South" with a quotation which must have almost stunned his hearers. I believe it would be a good plan for every man who aspires to become a good speaker to memorize this opening paragraph, and review it frequently as he prepares to talk. Here it is:

*"There was a South of slavery and secession; that South is dead. There is a South of union and freedom; that South, thank God, is living, breathing, growing every hour." These words, delivered from the immortal lips of Benjamin H. Hill, at Tammany Hall in 1866, true then, and truer now, I shall make my text tonight.*

That was his start. Then he proceeded, with humility of spirit, with tactfully complimentary references to the Society, with good humor and eloquent use of historical facts, to build up an argument which virtually swept his audience off their sedate New England feet.

His humorous reference to General Sherman who, he said, "is considered an able man in our parts, though some people think he is a kind of careless man about fire," was calculated to win more than a smile.

His tribute to Abraham Lincoln is one of the finest testimonies ever spoken to the honor of that great American.

His picture of the return of the Southern Army to its devastated homes—a ragged, weary army, facing ruined cities, disrupted trade, a broken economic system, and yet with the indomitable spirit of the true American to take up the load and carry through to new achievements—that picture must have appealed to the hardest heart and the most unforgiving spirit.

He discussed the race problem frankly and fairly. He recounted the awakening of the South to an era of industrial diversification. He paid tribute to the men who fought for what they believed to be right, even though it turned out to be a “lost cause.” Without apology he defended his people, and showed their place in the American system and their right to be counted an integral part of the Union.

As he neared the peroration, he asked: “Now, what answer has New England to this message? Will she permit the prejudice of war to remain in the hearts of the conquerors, when it has died in the hearts of the conquered?”

He must have known that he had won his case when the audience broke out with a tremendous answering cry of “No! No!” in response to his rhetorical question. And so to the end of his appeal he had them with him, cheering and applauding this courageous man who had so clearly shown them the other side of the picture, with its promise of a nation united and strong.

Yes, I call that a great speech.

Even as I have been writing about it I have more than once felt the impulse to applaud, and it takes quite a speech to affect me that way as I read it.

Two months ago, in this Magazine, I tried to explain what makes a speech a great one, for me. This time I have tried to give an example of what I consider a truly great speech. This one by Henry Grady measures up to my specifications, as stated.

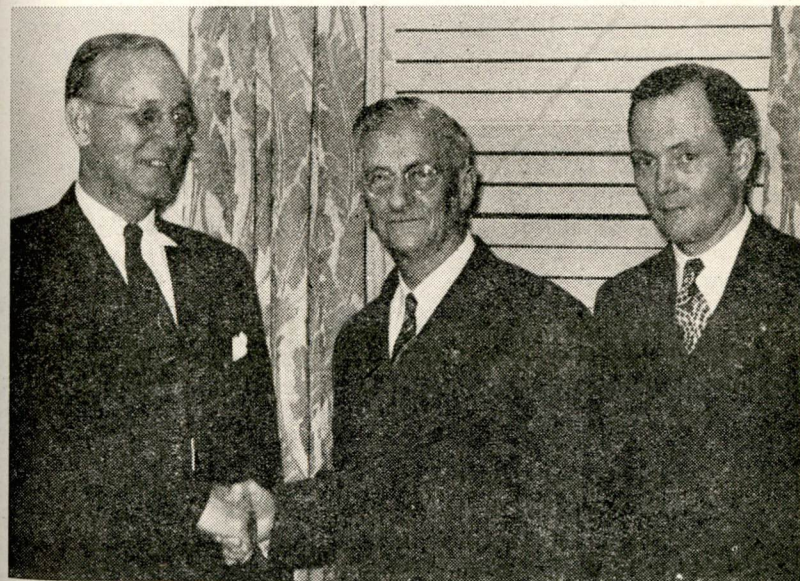
It is a great speech because it has a great and worthy purpose, which called forth the best that was in the speaker, and because it did accomplish results that were truly worth while. It was an unselfishly motivated speech, and it was marked with sincerity of conviction so deep that no one could hear it without being impressed.

Two months ago I wrote: “The thing which makes a speech ‘great’ to me is its success in accomplishing a worthy purpose, and the accomplishment must always be weighed with the worthiness of that which is accomplished.”

I am sorry that Henry Grady’s life was cut off so early, before he had the time and opportunity to carry the cause in which he believed to more and larger audiences. But I like to believe that the spirit exemplified in his speech did not die with him, but that it lives and is actively showing results in the multitudes of Americans, both North and South, who are trying to bring into reality the vision which he saw as he argued the case of “The New South.”



Presentation of charter and gavel and installation of officers were the highlights of the Charter Night for Oregon Toastmasters Club No. 424. District Governor Carl Hasenkamp presented the charter, and Everett Mitchell, District Secretary, presented the gavel. Lieutenant Governor Irving Saucerman installed the officers. This newest club in District Seven is the only club in Portland holding its meetings at noon. It meets each Tuesday noon at the Imperial Hotel. Richard Cook is President, Grover Williams, Jr., Secretary, and Donald Nelson is Deputy Governor.



When Ralph Smedley visited Mobile Toastmasters, on Nov. 9th, an official welcome was extended to him by City Commissioner Ernest Megginson, while Gordon Armstrong, President of the Mobile Chapter, stood by to guarantee the quality of Southern hospitality offered by the Commissioner. The Toastmasters and their ladies turned out in full force for the dinner at the Admiral Semmes Hotel when they met the Founder.

## Officers' Quarters

Please identify yourself when writing to the Home Office. This goes for all Toastmasters, officers and privates alike.

Show the number of your club on your letter or card. Hours of valuable time are wasted each week in the Office, hunting up the location of someone who writes for something and just signs his name, without address or identification. Here is a postcard, reporting change in officers, and the only possible way to locate it is by the postmark. Not a single clue on the message side of the card, except a name—and not an uncommon name. If you don't tell us who you are, we can't even write back to tell you that you can't have what you want.

Put your name and address, with club name and/or number, right on your letter or postcard, and be sure your name is legible. (It is a good plan to date your letters and postcards, too.)

### Mr. Secretary

When you report a new member, or any other person to whom material is to be sent, *make sure the address is correct*. You would be amazed at the number of packages and letters returned by the postoffice because the address is incorrect or inadequate. This means disappointment for the man who should receive, and wasted time and expense in the Home Office. Check the address, and then double check it.

You have received copies of the new form for ordering materials. This form has been prepared to make it easy for you to order, and harder for you to make mistakes. Use the order blank, and ask for more when you need them.

### Mr. Sergeant-at-Arms

One of your duties is to see that the gavel is at hand when needed by the President. This holds true when your club is in a joint session or an area or district meeting. It is pretty embarrassing for the chairman of a Toastmasters meeting to have to hammer on the table with a cup, or tap a glass with his knife, to get order. Don't overlook the gavel. It can be carried in your pistol pocket. You are responsible.

### Personal Interviews

Educational Director Ralph Smedley has started a new series of bulletins under the heading of "Personal Interviews." The first one went out December 9th to club Presidents and Educational Chairmen. If you would like to have a copy (and if your President or Ed. Chairman has held out on you) it will be sent if you ask for it. A postcard to the Home Office is all it takes.

Then the aforesaid Ed. Dir. has prepared a short "sales talk" for Toastmasters, and one on the Basic Training possibilities. These have gone to club officers also, but again, you may have copies if you ask for them.

## Watch These Words . . . .

*Heredity* is what makes it so that if your grandfather had no children, and your father had none, it is very likely that you will be childless. It is from the Latin *hereditas*, meaning heirship, and that word is from the Latin *heres*, which means the one who takes what is left. Pronounce it he-RED-i-ty, and don't make the first syllable "her" nor "hair." If you want to add a perfectly useless word to your vocabulary, look up "heredipety."

*Caramel*, which has three syllables—not two—is a word for sugar which has been browned by heating. It is frequently shortened to "carmel" which is not a proper word in such use. "Carmel" is a mountain in Syria, mentioned in the Bible. It is also used as a girl's name, and is the name of a famous California Mission, but in both these latter cases it is accented on the last syllable—Car-MEL. When you speak of candy or sweetened popcorn, say "car-a-mel", accenting the first syllable and giving the "a" the short sound.

Caramel is from the Latin *canna*, a reed, plus *mellis*, honey. The reed was the sugarcane, of course.

*Anti*—a prefix signifying opposition, as in anti-American, anti-aircraft, should be pronounced with the "i" short, according to Webster's Dictionary. Thus, you should say "anty-body" or "anty-

climax."

This may lead to confusion with "ante" meaning before, as in antebellum, or ante-chamber. Maybe it is better to mispronounce "anti" with the long "i" so as to be sure of being understood.

Suppose you are opposed to legal procedure and want to express it by "anti-legal." If you say "ante-legal" you are using another word which means before laws were invented.

*Helicopter* is a word we shall have to use. The first "e" gets the short sound, according to Webster. Yes, it sounds like "hell" but we can't help that. It comes from the Greek *helix*, a spiral, plus *pteron*, a wing. For some reason, most of our words derived from *helix* shorten the first "e", although our "helix" gets the "e" long.

On the other hand, words derived from *helios*, the sun, usually have the long "e". So you have heliotrope, helioscope and many more.

Don't ask why, but do as the dictionary tells you. Thus you will at least have a reason to give those who disagree with you.

*Heinous* is a very strong word. You do not need it often. But when you do use it, please don't call it "hee-nious". Pronounce it "HAY nus"—just two syllables. It means atrocious, frightfully bad, as "a heinous crime."

## New Club "Gifted" Into T. I. . . . .

Santa Claus pulled the charter out of his bag for the Verdugo Hills Club, 434, when it was welcomed into Toastmasters International at the annual Ladies' Night Christmas party of the Jewel City Club, its sponsor. The presentation climaxed a gift giving ceremony which equipped the new club to function.

After the installation of Verdugo Hills Officers by Past District Governor, Jim Barnet, assisted by Deputy Governor, Jack Parkinson, the new officers received presents for their club from Jewel City. Bob Baughman presented a streamlined lighting device to Lee Benson, sergeant-at-arms. A loving cup for weekly contests was given to Les Schwaiger, vice-president, by Jim Blalock. Secretary-Treasurer, Ted Vanos, received a Club Educational Kit from Howard Littlejohn. President Joe Belanger of Verdugo Hills accepted a gavel from President Eddie Strodtman of Jewel City.

It appeared that the new charter was delayed in the mails, but Santa Claus (Past District Governor Briggs Howorth) jingled onto the scene in the nick of time and hung it on the fireplace mantel where it was garnered by Deputy Governor Mike McCaffrey for his club. The proceedings were emceed by Jack Haynes, Lt. Governor, Area 4, District 1.

Following the presentations, a Christmas program was performed by members of both clubs, including music by a 5-piece orchestra. Community singing of Christmas carols completed the program.



**Santa Was On The Job!**  
Charter Night — Verdugo Hills Club, No. 434

Officers of the new Verdugo Hills Club who received Charter from Santa Claus Briggs Howorth (insert); Jack Haynes, Lt. Governor, Area 4, District 1; Joe Belanger, President; Les Schwaiger, Vice-President; Ted Vanos, Secretary-Treasurer; Mike McCaffrey, Deputy Governor; Lee Benson, Sergeant-at-arms; Eddie Strodtman, Jewel City, sponsoring club.

## It Could Happen To You . . . .

By FRED FAULL, SR., of Yusef Kahn Grotto Toastmasters Club, of Akron. These paragraphs are taken from his news report on the club, published in "The Amulet" of November, 1946.

One situation in which you are most likely to find yourself—one which will make you feel your need for Toastmasters training, is to be called upon to ask the blessing of God at a meal, in the presence of acquaintances before whom you do not wish to appear ridiculous.

When that happens to you, and you feel your heart drop till it hits your boot heels, it is too late to start learning. Get ready ahead of time.

It is pathetic to see a roomful of men all ready to eat, and to find perhaps only one or two out of a hundred willing to speak in behalf of the rest in giving thanks. It does not reflect credit upon our religious faith or upon our ability to express ourselves.

You are not treating yourself fairly when you elect to remain among the ninety-eight percent

who are speechless.

Toastmaster Faull has spoken a wise word here for every Toastmaster. It is the custom in Christian communities to express gratitude for food before eating it. Every man ought to be enough of a man to say "Thank You" to the Creator in such circumstances.

In a well-conducted Toastmasters Club there is opportunity for every member to gain experience in this little ceremony. Don't miss your chance.

It is quite in order to prepare in advance a simple form of "blessing" or "grace" and memorize it. To do so is to be prepared for what may otherwise be an embarrassing emergency. For instance:

"Be known to us in breaking bread,  
But do not then depart.  
Saviour, abide with us, and spread  
Thy table in our heart."

## Toastmasters Regret This Loss

A. T. (Ted) Dahlstrom, President of the Englewood, Illinois, Toastmasters Club, No. 156, died suddenly on December 3rd, following a serious operation. Ted had been a member of the club since 1942. Elected President last September, he had already made ambitious plans for advancement which were just beginning to produce results. Dr. W. Byrne, the Vice-President, has taken over the presidential duties.

## The Voice of the Speaker . . . .

### No. 1

This is the first of a series of articles on Voice Improvement. If your voice is perfectly satisfactory to you and to all who hear you, don't bother with these articles. If you feel the need of improvement and are willing to work for it, save this and following articles as the basis for your studies.

Harrison M. Karr, in his excellent book, "Your Speaking Voice," writes: "A good voice will not make a good speaker. It will not put thoughts into his head. It will, however, add enormously to the conviction and persuasiveness of the expression of such ideas as he has. Given its proper place as an auxiliary to ideas and not a substitute for them, the expressive voice can and will be of inestimable advantage to the speaker."

Every normal person can have a good speaking voice if he will make the effort to develop it. He has the raw materials. All he needs is a plan, and a determination which will keep him working the plan.

### The Friendly Quality

A primary requirement for a good voice is the quality of friendliness.

Too many voices are set on a harsh, scolding, unfriendly note. They repel, even when the speaker wishes to attract.

The friendly quality of the voice is largely a matter of habit. It reflects a state of mind—a spiritual quality. To develop friendliness takes mental control.

### The Method

First, cultivate the habit of thinking in a friendly way about people.

Second, when you speak, make it a point to put the friendly note into what you say. "Put a smile in your voice."

This does not mean that you are to approach everyone with a grin on your face, or with trivial, silly, or even witty words. In every speech, however serious and weighty, hold the attitude of good will, and exclude the hateful, antagonistic, fault-finding undercurrents which introduce negative qualities.

For example, speak the words: "What are you doing here?"

You can say these words to indicate extreme annoyance, as when you find the small boy playing on your newly planted lawn; or to express friendly interest, as when you meet an old friend in a strange place; or to express various shades of meaning. The chances are that you will get on better even with the small boy if you keep the snarl out of your tone.

One of the first rules of salesmanship is "win your prospect." You can't do this by insulting him, or scolding him, or showing that you think him a fool.

The same rule holds for the speaker.

Try to win favor through a friendly approach.

Think friendly thoughts about people.

Remind yourself of the friendly approach which wins good will every time you start to speak.

Put a friendly word, a cheerful word, a note of commendation, into every speech.

Suppress tendency to scold or find fault unpleasantly.

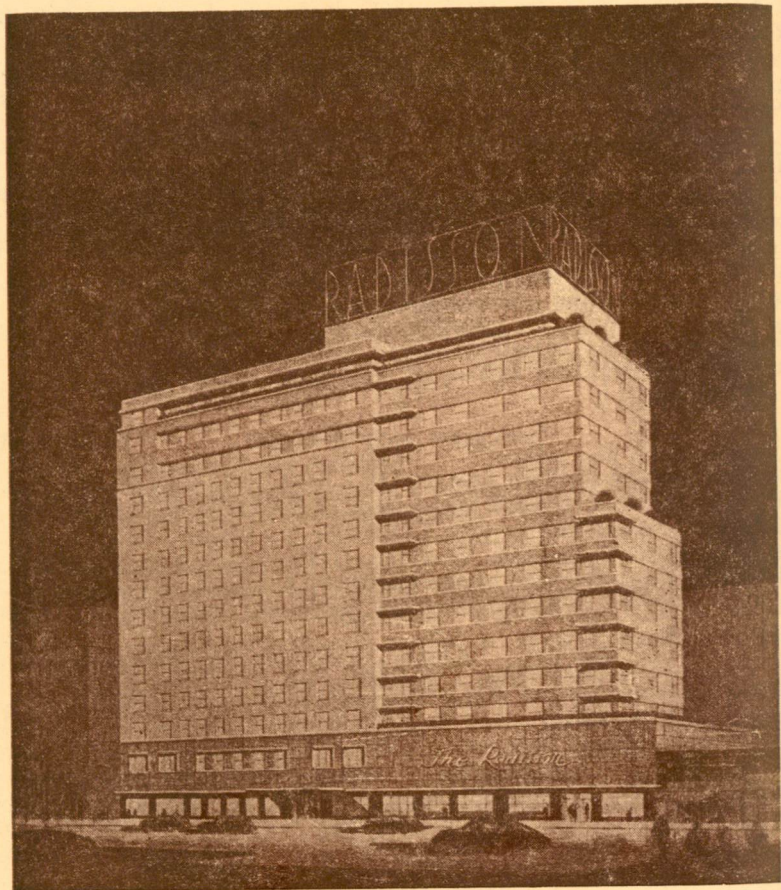
Practice friendliness every day.

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HOTEL, RADISSON — Minneapolis

Headquarters for the 1947 Convention of Toastmasters International, August 11 to 14, for which the Toastmasters Clubs of District Six are busily preparing.

PLAN YOUR VACATION TO INCLUDE THE CONVENTION