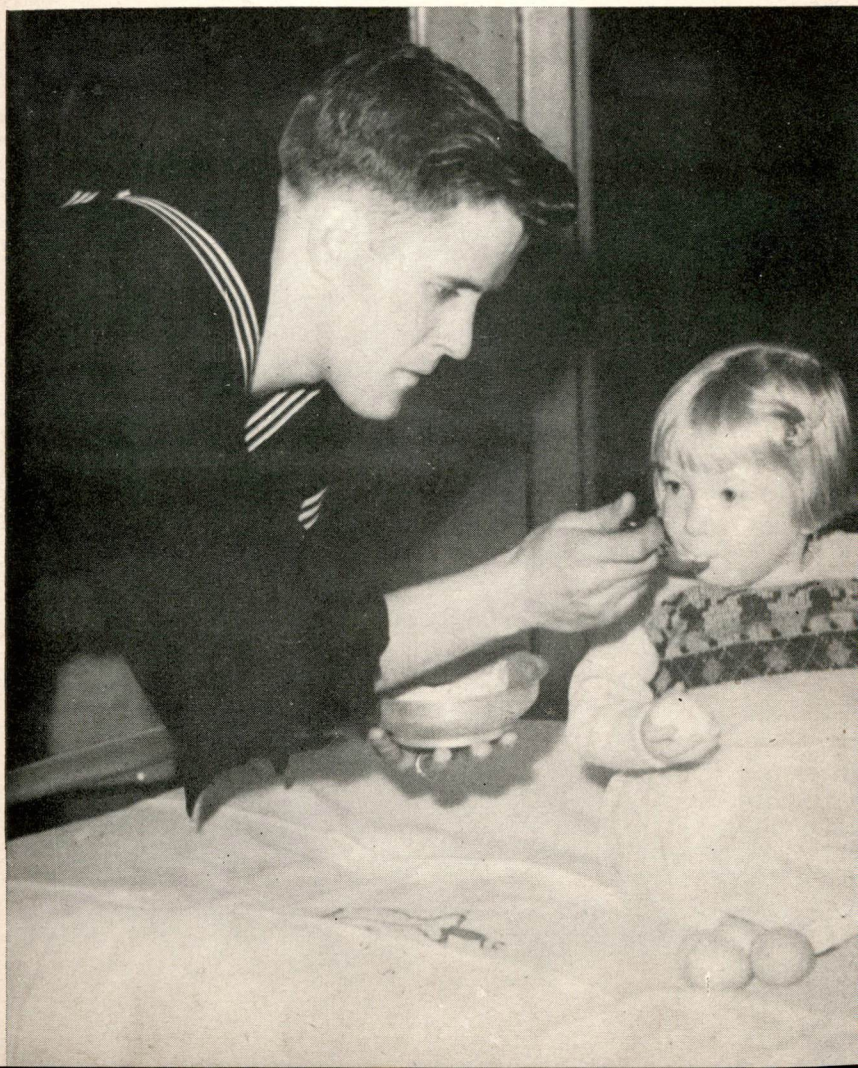


THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

December, 1950

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TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 900 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.

For Better Thinking—Speaking—Listening

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

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BIG BROTHER IN GLASGOW

The ice-cream man is a sailor from a U. S. destroyer which visited Glasgow. The wee lassie is Patricia McConaway. The pact of friendship is being made in East Park Home, a hospital for children. Several sailors visited the Home while on leave, carrying candy and ice cream and other treats for the young folks. The photograph is reproduced by courtesy of "The Bulletin and Scots Pictorial," of Glasgow, and it was procured for us by veteran Toastmaster William Goldie, of Gourrock, who sends Christmas greetings in behalf of Scotland to all Toastmasters.

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Merry Christmas



CHOOSE YOUR OWN GIFT

THE JOY OF BELONGING

By RALPH C. SMEDLEY

The Toastmaster is an individualist. In spite of his individualism, he is not an isolationist. He is a social being.

He seeks self-improvement. He is moved by the purpose to make himself better, reinforced by the conviction that he *can* be better than he is.

As an individual, he is trying to develop his talents and learn how to use them better. That is his immediate goal.

But he is part of a great team, every member of which is intent on the same objective. As is the case with any team, each member, seeking his own advancement, helps all the others to win.

In the Toastmasters Club, each member helps all the other members in his effort to secure the greatest good for himself.

That is part of the *joy of belonging*.

Everyone likes to "belong." He wants to feel himself an integral part of something active, vital, worth while. Because he belongs to the movement, it belongs to him, and it becomes a personal interest and responsibility for him.

The individualism of the Toastmaster does not imply isolation or separation. It involves cooperation and fellowship. It leads to service in a

variety of ways. It makes the man a more useful individual member of the group in which he lives.

Christmas is a time for fellowship — for enjoying to the fullest extent the privilege of belonging. It is a sad time for the one who is solitary and isolated while people all around him are experiencing the joy of belonging to families, churches, societies and clubs of all kinds. He needs the sense of participation to make his own life fuller and more satisfying.

Belonging to a Toastmasters Club brings one into the fellowship of high-minded, forward-looking men, who are seeking the best for themselves. The spirit of mutual helpfulness generated by the program of evaluation and suggestion, and the atmosphere of endeavor and the goal of achievement, — these combine to bring the member into a realization of the true meaning of the joy of belonging.

The individualism of the Toastmaster is not the solitude of the hermit. It is the effort which makes him a better team worker in all relations of life. Because he is better, the groups to which he belongs are strengthened and improved. The deepest joy of belonging comes as one learns to cooperate and contribute and help.

ULTRA-Personal Gifts

By GEORGE W. S. REED, President of Toastmasters International



Compiling a "gift list" is difficult for many persons. The search for unique or at least "different" gifts for this person and that person takes on desperation as Christmas approaches. May I make some suggestions?

To your own ingenuity I leave the selection of the material gifts themselves — the doll for Daughter, the football for Son, the fur coat for Mother, the book for Friend, etc. . . But now I dare to suggest that these articles, welcome as they may be, are as nothing when compared to the matchless gifts which our Toastmasters training should help us to create and give to our loved ones and friends.

"For Instance?"

Let us give to our children, with carefully chosen words and on more frequent occasions, the encouragement and counsel which will add so much to their lives. It may also give them deeper love and respect for Dad.

With words and expressions chosen with equal care and spoken with all the sincerity which we are constantly reminded is so necessary for successful speech, let us give to Mother the knowledge of our own love for her and our appreciation of all she does for us. When this is done, material gifts take on deeper significance regardless of their intrinsic value.

For the entire Family, a richer life can be given by conducting our own skillfully conducted "Table Topics" at each meal. Intelligent table conversation in the Home has been neglected.

Public Gifts, Too

Few of us may ever be able to give to the community in which we live, buildings or parks or great endowments. But ours is the opportunity to give such greater gifts as civic appreciation for and adherence to higher ideals of public welfare. With our speech we can counsel and guide our neighbors and associates in citizenship, in business, in religious and social matters. But to do so successfully requires all the more consummate skill for which we strive in Toastmasters.

Merry Christmas to ALL!

THE Toastmaster

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A Widening Field

The scope of work included in speech training has greatly expanded in recent years. Its extensions into all phases of life are amazing, even to those of us who are closest to it.

For ages, public speaking was "oratory." The speaker was supposed to be endowed with special qualities, including unnatural voice tone and impressive appearance, and only a favored few were eligible to thrill the multitude with their voices.

At just about the turn of the century, some daring souls ventured to suggest that public speaking was simply public talking, and that a public speech could be considered as amplified conversation.

This concept of speech has opened the way to a vast development.

We have learned that anyone with ideas may be a speaker, if he will learn how to communicate his ideas to other people. We have discovered that public speaking techniques are applicable to ordinary conversation. Indeed, if they are so applied, "ordinary" conversation becomes extraordinary.

The techniques of speech have been carried into business management, selling, letter writing, employer-employee relations, personnel work, — in fact, into all sections of life in which communication is involved.

The methods used in organizing materials into a speech are applied to organizing programs, campaigns, public enterprises and private projects of all kinds. We are amazed to see how readily the simple processes of public speaking fit into all such matters.

The problem which confronts the leaders in the Toastmasters movement today is principally the question of which ones of the many matters require most immediate attention—which ones should be emphasized now. As we come to the end of 1950, it is with a sense of much accomplished, and much more yet to be done. It will take the best thinking of all of us to accomplish even a part of what we ought to do.

How Do You Wear Your Speech?

By GARRET B. BRADLEY, of San Mateo, California, Toastmasters Club
Toastmaster Bradley is the hardware and tool buyer for Sloss & Brittain Wholesale Hardware Company of San Francisco. He finds daily occasion to apply his Toastmasters training in his business. He is chairman of his club's Educational Committee.

(The speaker appeared before his audience with his necktie twisted far to one side. Apparently unconscious of this fact, he started his speech.)

A deacon on his way to church heard a voice from the side of the road calling, "Help! Help! Help me out of here!"

The deacon looked, and found a frog in a deep mud hole.

"I can't get out," the frog said. "Please give me a lift."

The deacon, conscious of his Sunday-go-to-meeting clothes and polished shoes, replied, "I can't help you now, but on my way home I will get you out."

Returning from the church services an hour or two later, the deacon found the frog high and dry on the bank, contentedly snapping flies.

"You told me that you couldn't get out," he remarked to the frog. "I was going to help you."

"Yes," replied the froggie, "I didn't think I could make it, but a snake dropped in there with me, so I just had to get out."

That is the way with too many of us—we spend our lives in a hole because we think we can't get out.

Whether you are actually in a mud hole or not is a relative matter. Wherever you are, you want to climb higher. Just as the frog wanted to get out of the mud hole, you must get on to higher levels.

The only way you can climb is by taking advantage of your opportunities when they present themselves. Probably the greatest opportunity of your life is right here in this Toastmasters Club. But you are not fully aware of the opportunity. You have not realized the values of better speech. If you were really aware, you would be taking your Toastmasters training a lot more seriously.

Daniel Webster said: "If all my possessions and powers were taken from me with one exception, I would choose to keep the power of speech, for by it I could recover all the rest."

He was fully aware of the values of good speech, and that was a long time ago. Good speech is vastly more important today, and it is becoming still more so as each year passes.

Today a man is paid in accordance with his ability to think. But you can't think without words, and you can't communicate without speech.

Since we are paid in proportion to our ability to think, and since we cannot think without words, we find that better speech has a definite dollar value. Of course there are many other values affixed to good speech, and inseparable from it. Some of these are prestige, self-respect, self-confidence, the respect of our fellow men, a fuller and happier life. But speech for many of us can be estimated in terms of cash.

Speech is the most obvious thing about us. When management is looking for executive ability. It sees you through your speech. Your speech is your label! A can of fruit with a dirty or obliterated label may remain on the grocer's shelf forever, or until he throws it away; but the can with a clean bright label, telling a clear story of its contents, will be snatched up quickly by some eager customer.

How do you wear your speech?

Lady Astor remarked, when addressing a group of British peers, "It is a pity that the most intelligent and cultured man present is wearing the most clumsily knotted tie." Instantly every man's hand shot to his tie to make certain of proper adjustment. (At this point, the speaker paused and adjusted his own necktie.)

Yes, your tie is very conspicuous, and you are all very conscious of your ties. When I stood up here before you with my tie twisted away off to one side, you noticed it at once. Most of you checked to see if yours were straight. You felt sorry for me. You gave me pitying looks.

Not one of you would think of appearing in public wearing a tie as crooked as mine was. But, how do you wear your speech?

Your speech is one hundred times as conspicuous as your necktie. Do you wear your speech clumsily knotted, poorly arranged? Unfortunately, most of us do.

What can we do about it?

With a little regularly applied effort, each one of us can attain better speech right in the Toastmasters Club. We can learn to wear our speech in a fashion which wins favor for us from all who meet us. In your club you sow a little effort and reap a lot of benefit.

If your speech is on a low level — in a hole — don't wait, like the frog, for the snake or some tragic happening to scare you out and upward. Exert yourself right now, and put yourself on to new levels of achievement.

Wear your speech, as well as your necktie, so that it will enhance your appearance and improve your situation among men.

DON'T MAKE US GUESS

By HUGH FRAZEE, of Cero Toastmasters Club, Cicero, Illinois. This club is made up of men connected with Cero Steel Products Corporation.

Our language was born during the cave man era, with the use of word pictures.

These cave men learned in the only way that any of us can learn — by comparing something unknown with something which is known. They started by using the simplest elements and objects — the sun, the moon, the day, the night, the water, and such familiar things — much as our American Indians did.

A journey to the next water could be so many moons or sleeps. A hand placed on the stomach could indicate hunger.

Largely as a result of this picture-mindedness of our ancestors, we use many word pictures in our speech today. By the use of picture words we can make the abstract become concrete—the unknown, understandable.

The ordinary talker seldom is satisfied to make a simple assertion and let it go at that. He does not lamely say that he is *limp*—he is as limp as a rag; he is not merely *hungry*—he is as hungry as a wolf. What he has to do is not simply *easy* — it is as easy as falling off a log. A line is not just *crooked*—it is

as crooked as a dog's hind leg. Every such comparison gives us a picture and adds fresh life to what we say.

But, unless we are mentally on the alert, and unless we exert our imaginative powers to create the snap and crackle of novelty, we fall into the lazy habit of repeating the same analogies and comparisons until they are tiresome and pointless.

To prevent this we turn to our senses—the senses of touch, sight, smell, taste and hearing. Here we have an entire warehouse of word pictures to draw from.

I said before that the way to learn something new is to compare it with something we already know. This is why we need word pictures in our speech—to make it easier for the audience to follow and understand.

For instance, you want to describe something which is the size or shape of the room, the table, the door, or some other visible object. The comparison is better than figures.

Using our sense of sight we can draw comparisons of shapes from squares, cubes, triangles, cones and other shapes. We can get colors from the leaves, from flowers,

from the sunset. In short, we can create word pictures from any visible thing.

Suppose you want to describe a San Francisco cable car. You may easily say that it is a small, old-fashioned streetcar about the length of this table at which you stand, and that the passengers sit much as your companions are sitting around the table. Imagine yourself holding on to a rail or the side of the table while the car climbs an incline which rises from the floor at this point to the ceiling at the far end of the room. You can make a vivid picture with some well-chosen comparisons.

But sight is not our only resource. Think of the possibilities in the sense of hearing and the words it suggests. To give the idea of the sudden impact of thought, we might say that an idea exploded in his head. A voice can boom or reverberate or grate or squawk.

All the senses can be called upon to give us pictures and picture-words to make our meaning clear, and clearness is an obligation of the speaker. We must never be vague—out

of focus—with our word pictures. We must make sure that the words we use bring the right pictures to the minds of those who listen.

Can you speak of any food you have eaten without drawing on the sense of taste for aid in describing it? Can you speak of the softness of a baby's skin without knowing a sense of touch?

Use the sense of smell to create a picture. Make a comparison of the aroma of coffee, or of ether, or of freshly baked bread. Speak of smoke, whether it is the fragrance of a cigarette, or of a pipe, or of a wood fire, or of burning rags or rubber. The words come crowding into your mind to describe the sensations.

Is it any wonder that I say to you: "In your next speech, don't make us guess at what you mean. Make it easy for us to see your speech, hear your speech, feel your speech, taste your speech—even if you will pardon the expression—smell your speech."?

Let your words make pictures which can be seen, heard or felt, and then we can understand you.

The right use of words is not a matter to be left to pedants and pedagogues. It belongs to the daily life of every man. The misuse of words confuses ideas and impairs the value of language as a medium of communication; hence, loss of time, of money, and sore trial of patience.

—Richard Grant White



The Professional Man

Must Speak

By CASSIUS E. PAUL, D.D.S., of Business Men's Toastmasters Club of Santa Ana, California.

Dr. Paul has learned by experience that Toastmasters training is good for him in the practice of his profession. He wrote an article for the Journal of the Southern California Dental Association, which appeared in the issue of September, 1950. This is reproduced in part for the information and encouragement of other professional men, by permission of the Southern California State Dental Association.

Many dentists fail because of a certain inborn timidity which they never quite overcome. Marvelous technicians, they are poor salesmen because in their timidity they do not appreciate themselves.

I believe that public speaking overcomes this lack of confidence. It would be foolish indeed to presume that the average dentist would ever aspire to become a public speaker; but nevertheless whether he realizes it or not, he sells or unsells himself to an audience of one person many times a day. This is definitely public speaking — the power to express oneself.

Every human being must have some emotional outlet. In the dentist's case, the best form of self-expression is the power of speech and the use of words — good words that tell the story, words that cleverly

adorn the story and establish its value.

Because our dental courses leave little time for social activities normally associated with college life, as dental students we are cheated out of this phase of social development. Later, when we take our places in the community and can arrange our own schedules, we should try to find a way to bridge this gap.

The Toastmasters Club is the medium which can be of greatest value in developing the dentist's personality. In nearly every hamlet and city in California (to name but one state), there is a Toastmasters Club, in which dentists can take an active part for the purely selfish reason of self-improvement.

Here are a few facts about the Toastmasters Club. Members meet weekly to help each

other master the art of speaking. Profiting by friendly evaluation from fellow members, these men learn to express themselves in a forceful and effective manner. However, the Toastmasters Club is no longer content merely to help men learn how to appear before an audience. The by-products — chairmanship experience, critical listening, evaluation of self and position, analytical thinking, and planning, job training, leadership responsibility, community service—are proving to be so important that the objectives of Toastmasters work

are constantly being revised and expanded.

Though some professional men believe that technical knowledge is all that is needed to insure success, I have found that the most successful dentists have also acquired practical business training and a workable knowledge of psychology. A dentist must be able to sell himself; and he must know how to analyze himself as well as his patient. To acquire these abilities, I firmly believe that one night a week could nowhere be spent to better advantage than in the Toastmasters Club.

New Clubs — When and Where They Meet

- 894 NAPOLEON, N. D., (D 20), *Napoleon*, 2nd and 4th Mondays, 6:00 P.M., Jewel Room, Gem Cafe.
- 895 CINCINNATI, Ohio, (D 10), *Williams*, Mondays, 6:30 P.M. Williams Y.M.C.A.
- 896 FAIRBORN, Ohio, (D 10), *Fairborn*, alternate Fridays, 8:15 P.M., Assembly Room, Firehouse.
- 897 BANGOR, Maine, (D 31), *Bangor*, Wed. 6:00 P.M., Y.M.C.A.
- 898 WASHINGTON, D. C., (D U), *Monument*, Thursdays, 11:30 A.M., O'Donnell's Restaurant.
- 899 CHINA LAKE, Calif., (D 12), *NOTS*, Mondays, 5:30 P.M., Poppalardio's Supper Club.
- 901 McKEESPORT, Pa., (D 13), *McKeesport*, alternate Wednesdays, 6:15 P.M., Y.M.C.A.
- 902 ALIQUIPPA, Pa., (D 13), *Aliquippa*.
- 903 DALHART, Texas, (D 25), *Dalhart*, Tuesdays, 8:00 P.M., De Soto Hotel.
- 904 GRAND RAPIDS, Mich., (D 28), *Cosmopolitan*, Wednesdays, 6:15 P.M., Y.M.C.A.
- 905 HOT SPRINGS NATIONAL PARK, Ark., (D U), *Hot Springs National Park*, Fri. 7:30 P.M., Park Hotel, Fountain St.

Reissued Charters

- 107 SAN JOSE, Calif., (D 4), *San Jose*.
- 373 EMPORIA, Kan., (D 22), *Emporia*.



By T. VINCENT McINTIRE,
Past Governor of District 10.

- and COSTLY

Not so long ago, a Toastmaster in Cincinnati made this statement to his club:

"The amount of supervision required for an employee determines his value to the employer. Usually the reason people need supervision is that they make mistakes and therefore are less valuable. One difference between a person making a high salary and one on a lower salary is that the one who makes fewer mistakes needs less supervision and so is worth more to the organization."

We can't dispute what this man said. It is self-evident. It is printed here in the hope that the readers will take it as a challenge to themselves.

The Toastmaster who says, "I get to make a speech," is vastly more valuable to his organization than the one who says, "I've got to make a speech."

Winning success is a matter of attitudes — not platitudes. The element of luck is minor, for our observations indicate that good luck comes only to those who do not include it in their plans.

Attorneys who win cases and doctors who save lives concentrate on self-perfection. The successful businessman treats possibilities as prob-

abilities. Success is the reward for being the most nearly perfect.

Contrasting proof is that while few of us are rewarded for our deeds, all of us are judged by our misdeeds.

Extend this Toastmasters thought to include nations and civilizations. It has been said that about one fourth of the world's energy is used up in repairing mistakes.

When one considers how nations have been lost, how careers have been ruined, how even our civilization is threatened because of errors in judgment, one wonders whether the estimate is not just a bit too conservative.

Thinking of "you and your job" we are reminded that you are valuable in proportion to your ability to keep from making mistakes.

It is useless to wish for a better world unless we commence with ourselves. Self-improvement begets opportunities. For most of us, Toastmasters may be the last chance for opportunity.

Let's take it, and make the most of it.

A Prescription for a Speech

By THE OLD TOASTMASTER

"I'll tell you how to make a speech. It's simple.

"First, you know what you're going to say. That is, you know what you want to tell the people. You know what you want them to do.

"Next, you think it over. You think of how to say it. You try to think it in plain words that everybody will understand.

"Third, you say it. You don't grunt and hesitate, and say 'Um-m-m' or 'Ah-h-h-h.' You start right in and go ahead. You make it plain.

"Presently, when you have said what you had to say, you stop talking. That is it — you just stop when you are through.

"And that is all there is to making a speech. If you have an idea, dress it up in plain, simple words, say it without hesitating, and stop, you will have made a good speech."

So spoke the Old Toastmaster, and having said what he had to say in plain words, he stopped.

O verbose and loquacious friend, give heed to this prescription and go thou and do likewise. Then you will never lack an audience to listen to your words — and act.



THE DIRECTORY

The annual publication of the official Directory of Toastmasters Clubs comes as a supplement to the January issue of THE TOASTMASTER. Copy for this Directory must be at hand for the printer not later than December 5th. Every club secretary has been notified and requested to send in the needed information. If the information is not received, your club cannot be properly listed.

DON'T BE LEFT OUT

Peculiar Accents

If you speak with some special type of accent, what is to be done about it? Must you change to the "correct" style of speech? And how are you to determine which style is "correct"?

Perhaps you speak with a Southern accent, or with a Yankee twang, or a Texas drawl. Your accent may be Harvard, or English, or French, or German or Scandinavian. What are you to do about it?

If the accent is natural, is slight, and does not interfere with understanding, and is not annoying to your auditors, do not do anything about it.

If your speech is correct, aside from the characteristic accent, that accent serves to identify you, to give personality and character to your talk. If you have a strongly marked accent which makes it hard to understand you, modify it. A too strong French or German twist to your words is not desirable, and you can change it with little effort.

The one thing to be guarded against is the assumed accent. One of the most pathetic things in life is a Midwest-

erner trying to put on the speech of Boston or of Georgia. It is so obviously unnatural and insincere that it becomes repulsive. In those to whom such an accent is natural, it is pleasant, but in the imitator, it is very sad.

Look out for yourself. Be sure that you are right to begin with, and that you are being your best self. If you are from Texas, speak like a Texan without apology. But if you are from Michigan, don't labor to acquire the Texas accent. Use the one that belongs to you.

In the final analysis, the "foreign" accent is the one which is different from yours. Perhaps yours is foreign to the other fellow. Be tolerant, if you would be tolerated.

There are certain habits of enunciation and pronunciation which are not good in anyone's speech. Keep away from them. Don't telescope your words, and don't violate too flagrantly the rules of grammar. Give the letters a fair chance to be heard. Treat vowels and consonants with respect and courtesy. Speak naturally and with sincerity, and let the accents go as they will.

*And endless are the modes of speech, and far
Extends from side to side the field of words.*

HOMER — The Iliad

Across The Desk

By TED BLANDING, Executive Secretary of Toastmasters International



Readers of this magazine will recall numerous references to Toastmasters Clubs organized in various branches of the armed services. These clubs have done good work during the more peaceful times in helping the men fit themselves for better service.

The trouble in Korea has disorganized this work in some measure, because of the transfer of many men, and because of extra duty brought on by the active conflict. Normal operation is impossible in some cases, for these reasons, but without exception the men look forward to the opportunity to resume their training when conditions permit.

News from Korea shows how our members are being used in meeting the emergency.

From an advance Marine Air Base in Korea, Major Frank Smyth writes: "There are enough Toastmasters over here to start a Korean Club of the famous speakers' organization, but they just don't have the time. Among those in the vicinity are Technical Sergeant Clyde B. Casebeer, fighter-bomber pilot, who was the first president of the first Marine enlisted men's Toastmasters Club

—the Non-Commissioned Officers' chapter at El Toro Marine Corps Air Station, near Santa Ana; and Captain Leslie Brown, winner of the speech contest in Founder's District last spring, and at present attached to an Air Force Jet Squadron."

Captain Brown was the first Marine to fly a jet in combat, according to a report from the First Marine Air Wing in Korea. His plane was struck by an explosive shell which exploded in the air intake, but he limped back to base and landed on two tires and a wheel drum — all that remained of his right landing gear.

If this magazine reaches other Toastmasters in the foreign fields, let it remind them that we want to hear from them, especially with news items which may be of interest to other Toastmasters. We want to keep them in touch with Toastmasters, wherever they may be.

We have members in various branches of the Army, the Navy and the Marine Corps. We would like to hear from all of them.

Not only men in the armed forces, but men in all lines of work are being shifted in these changing times. All who change their addresses should notify us promptly so that we may keep our mailing lists corrected, and thus maintain contact with Toastmasters everywhere. A one-cent post card answers the purpose. Tell us when you move.

What's Going On



District 32 Swings Into Action

This latest off-shoot of the original District 2 was officially launched at an enthusiastic "kick-off" meeting held in Tacoma. Governor "Mac" McKenzie, of District 32, reports encouraging success in this first function of the new district. Among interesting features of the occasion were the presentation of a gavel by District 2; official greetings from Governor Arthur B. Langlie, of the State of Washington, delivered by Charles Bryant, governor of Area 1 of the new district; presentation of gavels from Aberdeen and Puyallup Clubs; echoes from the Spokane Convention; and the playing of a record from the Home Office, bringing greetings and suggestions from International President George Reed, and from Ted Blanding, Ralph Smedley and Wilbur Smith of the Home Office staff. Participants seen in the picture are Governor Glenn Holsinger, of District 2; International Secretary Nick Jorgensen, from Seattle; and Director Charles Griffith, of Tacoma. Governor McKenzie is seen at the center spot in the picture, next to "Griff."



THE CONVENTION

San Diego, August 8-11, 1951

The date has been set. Plans are well under way to make it another great gathering. It is time for YOU to get set to attend.

Through Trials to Triumph



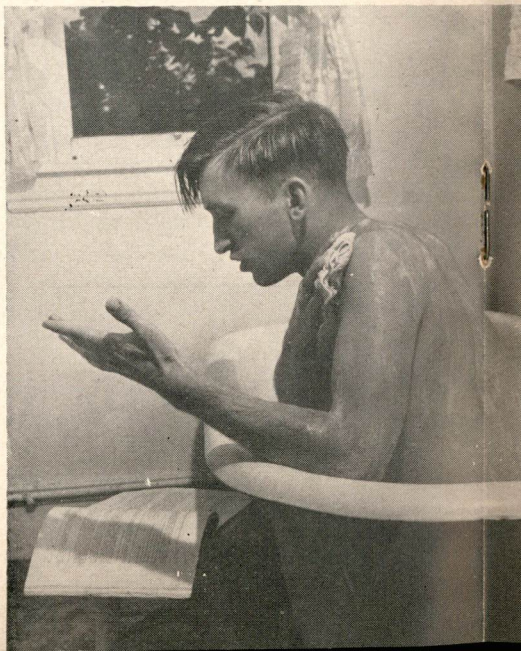
← Ray Antrim has to make a speech. He worries and works far into the night, trying to make his mind behave so that he can prepare what he will say.

The morning bath finds him still worrying about the speech. He spreads out his *Basic Training* book so that he can read while he performs his ablutions. There must be gestures, he tells himself.

“Successful diplomats, statesmen, business leaders and professional men throughout the world learned early in life the importance of effectively presenting their ideas to others. Many got their start with an organization tailor-made for just that purpose—Toastmasters International.”

This was the start of an article by D. C. Dornberg, which was featured recently in the rotogravure section of the St. Paul *Pioneer Press*, giving publicity to the work of a typical Toastmasters meeting. The article was illustrated with numerous photographs taken at a meeting of the First St. Paul Club.

These pictures, reproduced here by courtesy of the St. Paul *Pioneer Press*, show new Toastmaster Ray Antrim demonstrating his troubles in preparing and delivering his first speech.



The time is come. He stands up to make his speech. The members are not really hostile, but their silent heckling is intended to help him learn how to face an audience which may be genuinely unsympathetic. In spite of their apparent inattention, they are watching him with care, so as to be able to give helpful comments when he has finished.

The speech is finished. Ray is congratulated by Henry Teipel, president of the club. He is relieved when he learns that he did not do so badly after all. The men tell him that he may become a pretty good speaker with lots of practice and coaching, which will be provided for him in the club.





Sikking, Hovey, Newcomb

Proud of Award

Santa Monica Toastmasters Club No. 21 is one of the old-timers among the clubs, but it is just waking up to *Basic Training* values. Here is the happy scene at the presentation of the *second* certificate to a member of this club. Arthur Sikking (L), educational chairman, is seen presenting the certificate to Secretary Robert Newcomb, while Robert Hovey, winner of the first certificate presented in the club, looks on with approval. Bob Newcomb writes, "So help me, there will be more for No. 21 before long!"



Convention in Miniature

Delegate George Gould, of Washington, D. C., took home with him from Spokane a choice collection of ideas and materials. To share all this with his fellow Toastmasters, he prepared an exhibit of educational materials as a part of his report to them about the International Convention. He gave the report to all five of the Toastmasters Clubs in Washington. Viewing this exhibit are George Gould, Educational Chairman Bill Brain, and President Charles Bogan, — all of Washington Junior Board Toastmasters No. 640.

Gruer's Guillotine



A. P. Gruer tells Geo. McKim

A. P. Gruer, of Sandia Toastmasters Club, has cooked up a speech timer which members of Club No. 765, in Albuquerque, have dubbed "Gruer's Guillotine." In addition to the regular timing arrangements, it is constructed so that if a speaker ignores the buzzer, he may find himself faced with a flap which pops up to proclaim: "Egad! What a windbag!" or some other disquieting comment. It is not hard to construct, writes Publicity Chairman G. C. McDonald. In the picture, inventor-mechanic Al Gruer tells Past District Governor George McKim how the apparatus works.

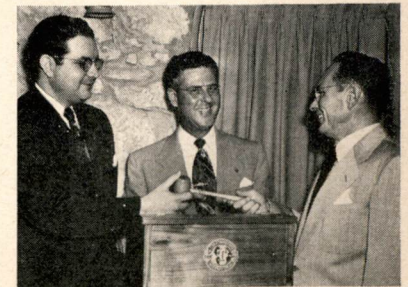
Ee-Quip'-Sha

This is the name of the breakfast hour Toastmasters Club of Ephrata, Washington. The men wanted a word which would mean

"Dawn." They appealed to a specialist in Indian affairs, Leland Strait, of the Pow-Wow Toastmasters of Toppenish, and he gave them the name, a Yakima word for the dawn. The name is pronounced "EE-QUIP-SHU." By a play on the words, it becomes "Equips-you," which is exactly what the Toastmasters Club does for its members. Deputy Governor Louis Claypool suggests that both the members and the club, meeting for breakfast, stand at the dawn of a new and better day.

At San Antonio

This is the first picture made available from Club No. 669, of San Antonio, Texas. W. D. Rogers, Jr., past secretary of Lubbock Toastmasters came over to install the new officers. He hands the gavel to President-Elect A. G. Hingst, whose predecessor, L. C. Beery, stepped aside to become deputy governor. Educational Chairman Burnham W. Douglas writes, "At last the San Antonio Toastmasters are on the march. Luncheon clubs are asking for programs, and the members are participating in community activities where speech is needed."



Rogers, Beery, Hingst

Berkeley Makes It Official

When Berkeley, California, Toastmasters installed new officers, they staged a special program on "Civic Affairs" to which they invited a number of the city officials. These guests listened with interest to the appraisal of the problems and prospects of the city, made famous by the "Golden Bears" and the University of California. In the picture are Asst. Fire Chief J. H. LeStrange; Lieut. Gov. Frederic Owen, of District 4, installing officer; Police Lieut. John A. Lindquist; Fire Chief William Meinheit; City Manager Ross Miller; and Community Chest Manager Darrell Sutton. The guests took an active part in the Table Topics discussion.



Berkeley on Civic Affairs

Roswell Toastmasters Help

By radio and in personal appearances, Toastmasters of Roswell, New Mexico, have swung into action to assist the Disaster Preparedness Committee of the Red Cross of Chaves County in its work of getting ready for any eventuality. The appeal is for more volunteer first-aid workers, more nurses, and more blood donors.



Jack Harrington Presents Charter

Toastmaster Goult Lectures

The evening division of Victoria College, of Victoria, B. C., has been presenting a 12-week series of lectures covering the field of labor relations. Chief instructor of the course was Barrie H. E. Goult, chief executive officer of the B. C. Labor Relations Board, and a member of Victoria Toastmasters Club since 1941. He was the first governor of District 21.

Raleigh Is Invaded

Toastmasters have invaded the capital city of North Carolina, to establish a new club. This group received Charter No. 843 at a brilliant party, including, of course, the ladies. Sponsored by the High Point Toastmasters Club, the men have been at work ever since last February, building their club and learning how to make it work. Jack Harrington, of High Point, is seen in the picture presenting the charter to Wesley Sparks, vice-president; Robert Wood, past president; and Reuben Johnson, educational chairman of the new chapter.

They Talk in New Orleans



Toastmasters Cooperate with Cooperative Club

This group of Toastmasters is representative of the men who are telling the story in New Orleans. These men recently put on a program before the Cooperative Club, with the result that there is a prospect that another club may be established in that connection. This group, plus some others from New Orleans Toastmasters Club, performed also for the New Orleans Traffic Club. In listing them by name, let's agree that YMBC means Young Men's Business Club Toastmasters, and that NOTM is New Orleans Toastmasters. With that understanding, we have in the back row, Milton LeBlanc, Jr., deputy governor of YMBC; George P. Seiler, NOTM; Past President Pierre Bagur, Jr., NOTM; and William Carter, vice-president of NOTM. In the front row are David Bernhardt, president of the Cooperative Club; L. R. Chatelain, chairman of a committee to form a Toastmasters Club in the Cooperative Club; Richard B. Davis, lieut. gov. of District 29; and J. D. Bayle, educational chairman of NOTM.

THE CLUB OF THE YEAR

Who will win the honors this year?

Some Toastmasters Club is winning the contest right now. It will continue the winning process until July 1, when the reports must come in for judging. Every club participating is winning its own reward in improved performance. **YOURS MAY BE A WINNER**

SPEECH MATERIAL



Here is more help for speakers who are hunting for material. Five experienced Toastmasters share with you their methods for finding ideas and inspiration for speeches.

This popular feature will be continued in future issues. Watch for it. Save these magazines and refer to them for help when you need speech subjects.

Look Around You

is the prescription offered by Martin F. X. Ivers, Lieutenant Governor of Pennsylvania District 13.

Early in my experience in the Toastmasters Club I added to my library *Acres of Diamonds*, by Russell H. Conwell, that famous educator of Philadelphia. Like many others, I had turned to unknown fields for speech material, only to be blocked by the endless study and research it required. Finding speech material became a task until I learned that my best material was right in my own backyard, or in the office, or wherever I happened to be.

Dr. Conwell's lesson, that the real diamond mines are at hand in the common experiences of life, helped me to make a fresh start.

Consider the stories behind ordinary household articles — the silk on your lampshade, old china actually in your home; the familiar articles of furniture, food and clothing. There is a story connected with each one. Look at your garden, nature at its best, a picture which makes the greatest of painters feel humble. Think of your own life in your family and your community, your town, your state and your nation, and your heritage as a citizen. Any of these topics, plus a little imagination, would ring the bell.

Sit back and relax. You are surrounded with potential speech material.

Anniversaries and Birthdays

furnish ammunition for William Gazzard, of Victoria, B. C., Lieutenant Governor of District 21.

Where to find speech material was always my one big problem until I decided to build my talks around some anniversary, such as Valentine's Day, St. Patrick's Day or some other anniversary, should one be close to the night on which I was to give a speech. If there was nothing of that nature at hand, I would choose the anniversary of some world-renowned event or the birthday of some famous man. More recently, I have used one word, such as "Character," "Success" or "Faith" and given an inspirational talk using the word as the theme.

In Canada, the leading banks issue a letter each month. Some are on business conditions, but others put out a very informative and timely letter on many subjects which should be of interest to Canadians. These I find of great help.

Our Canadian owned broadcasting system, the CBC, offers a series of programs on current affairs, which are designed to help the citizens of Canada understand various problems. These are developed in conjunction with the University of B. C. To facilitate listening and to understand the arguments offered, booklets are issued to all those desiring them, at a very nominal charge. I recommend these broadcasts to anyone living within hearing distance of the Canadian Broadcasting Commission.

Discuss Ideas with Others

Rex Borough, manufacturing stationer, of Albuquerque, New Mexico, Lieutenant Governor of District 23, recommends talking things over.

One of the easiest ways to get an idea for a speech is simply to recall a recent conversation you have had with someone on a subject that interests you. Probably within the last week or two you have had an interesting discussion with a friend or business associate on a topic on which you have definite opinions. The ideas that you expressed in your discussion with him are good speech material. Then you can add to your speech material simply by discussing the topic further with others. Don't mention that you are planning to make a speech; simply get a normal conversation going and you will not only be gaining ideas for your speech, but you will be getting reactions to the ideas you already have. This is a pleasant, effective way to find speech ideas and material.

Talk About Anything

John Lamparter, Lieutenant Governor of Indiana-Kentucky District II, agrees that material is all around us. His keynote is "organize and prepare."

If you are familiar with your subject, organize your material and prepare for delivery.

If your inspiration comes from a newspaper or a magazine, much material comes with it.

If you are unfamiliar with the subject and need information, you should:

- a. Ask someone.
- b. Get out your reference books, serious and humorous.
- c. Go to the library for more books.
- d. Ask for the cooperation of the librarian.
- e. Confer with business or professional men.
- f. Ask organizations (trade, professional, philanthropic, labor, farm groups, governmental bureaus. Any organization, even the Communist party, is willing to help you with information.)
- g. Write to your congressman.

Anything you can see, hear, taste, smell, feel, imagine or comprehend is a subject. With investigation and preparation, you can make an interesting talk on anything.

Every Idea Is a Seedling

That is the opinion of Milo Graham, of Bakersfield, California, Past Governor of District 12.

Everyday happenings provide the idea and sometimes the entire material for my speeches. For example:

A railroad ticket agent failing to mention that he was using Pacific Standard Time instead of Daylight Saving brought forth "Careless Omissions."

Observation of persons in various stations in life — "The Secret of Success."

Comparing today's and yesteryears' requisites for advancement — "The Rules Haven't Changed."

Non-attention of clerks in retail stores — "Someone Else Will Sell Unless You Serve Well."

An article concerning scientific achievement — "Is There a God?"

A carload of negroes stopping to lend assistance to whites whose automobile had developed trouble — "Who Are We to Claim Tolerance?"

Every idea is the seedling for a strong speech.

It's a Good Idea

Self-Evaluation

For a Table Topic, let each member briefly evaluate himself as to good and bad points about his speaking. Honest confession may be good for him, helping him to identify his weaknesses, and giving his fellow members a better basis for their work of appraisal. It may lead to an evaluation of the club as a whole, which is a very good thing for any Toastmasters Club. This idea is suggested by Larry Foster, Governor of Area 5 of District 8, in the first issue of *District Digest*, Governor George B. Perry's periodical publication.

Reading Aloud

In Dallas, Brown Webster advised his fellow Toastmasters to practice reading aloud for 10 minutes at a time, at least three times a week. He pointed out at least three values from this practice: (1) Familiarity with words and their pronunciation; (2) Better voice inflections; and (3) A sense of timing and the use of pauses. He demonstrated the practical use of reading brief selections in the club meeting.

Two-Way Evaluation

Make the evaluation a short conversational exchange between evaluator and speaker.

Let the two men discuss it between them.

The evaluator might ask, "Just what purpose did you intend to accomplish? Do you think you succeeded?"

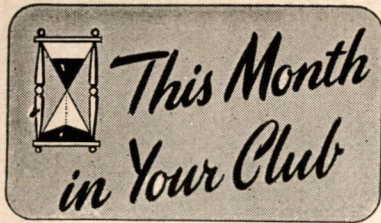
Or he could say, "What did you find the hardest thing to do in making that speech?"

Or, "Are you conscious of any trouble with your use of words?" (or use of hands? or voice? or any other item which needs attention?)

The evaluator will select one or two points which definitely apply to this speech and this speaker, and will briefly discuss them with him. The comparison of ideas may be of great help to both of them.

My Favorite Speech

The educational chairman of Middletown Shrine Toastmasters Club (Ohio) is working on what appears to be an excellent idea. The plan is to have each member who has completed *Basic Training* submit the one speech of the 12 which he counts his best, or "favorite" speech. These speeches are to be preserved in an appropriately titled book as a matter of history and reference. This is an idea which may well be borrowed by many Toastmasters Clubs. Secretary Robert McConaughy reports it.



Time to Relax

There should be no relaxation in your efforts to improve yourself, even in the midst of the Christmas rush, but there should be much entertainment and relaxation in your club programs during the month of December.

One of the legitimate purposes of speech is to entertain.

The entertaining speech may be any one of several varieties. It need not be humorous, although a bit of humor is good for it if worked in easily. The speech may be descriptive, exciting, narrative or argumentative, and yet provide entertainment for the audience.

For an entertaining speech, the title is of great importance. A poorly worded title handicaps the speaker from the start. For an entertaining program, the general theme must be selected with care and the speakers given detailed suggestions.

In the *Progressive Training* bulletin, which is mailed to the club officers, there are detailed suggestions for speech themes, Table Topics, evaluation and educational talks.

Here are additional program ideas:

Devote one program near to Christmas, to "Christmas Around the World."

Give each speaker the privilege of investigating and reporting on the ways in which the holy day is observed in various lands, and the local traditions which govern the customs. Take Great Britain, Holland and Belgium, the Scandinavian countries, Spain, Italy, Mexico, Australia, Palestine, and Germany (before the war). Select, or let the speakers select, the lands to be discussed. Costuming or other atmospheric effects will help to produce a good meeting.

For a Table Topic change, let the Topicmaster appear as Santa Claus, with a bag full of small gifts. He will call each member by name to receive his gift. The member will make a speech based on that gift. Or hang the gifts on a small Christmas tree, and let the Topicmaster distribute from the tree.

Evaluation is directed to the entertainment values of speeches and programs. A good outline for such evaluation is given in the *Progressive Training* bulletin.

The educational talk or talks for the month are to be directed to the problem of how to make an entertaining speech, or how to make a speech entertaining.

Required Reading

Two notable speeches recently made by noted Americans should be on the required list for every Toastmaster. If you missed them when they were reported in the newspapers, ask your city library for the files, so that you may catch up on them.

First, there is the United Nations speech by President Truman, delivered on October 24th, the fifth anniversary of U.N.O.

This speech, according to the Associated Press, was a thinly-veiled challenge to Russia to agree to the President's disarmament plan, which calls for international inspection to insure compliance.

It was a carefully prepared and rehearsed speech, and thus it is an example of good construction. It did not present anything new or startling, but was rather a comprehensive review of the position of the United States on international relations.

Second, the address by Herbert Hoover, given on October 19th, in a nation-wide radio hook-up, presents a remarkably intelligent appraisal of America's present position in world affairs, and includes some good advice on the course we should take in foreign policy and defense efforts.

As usual, Mr. Hoover opened his speech with a clear preview of what he meant to say: "This is a good time briefly to appraise our international situation and our foreign policies. After that appraisal I shall offer some suggestions."

That is a characteristic Hoover speech opening. It tells you at the start just what he intends to do. Then he goes ahead and does what he promised. He warns that unless a revolution should occur among the Russian people, the Soviet Union is not going to depart from the principles of Lenin, which proclaim "as long as capitalism and socialism remain, we cannot live in peace." Mr. Hoover states that the only way to stop Soviet aggression is by having superior force, and that the key to the world conflict is Western Europe.

Then comes the heart of Mr. Hoover's message:

"We must realize, and the world must realize, that 160 million Americans cannot alone maintain the safety of the world against 800 million Communists of both Europe and Asia. Nor can we, out of our resources and man power, contribute more than a minority part in such a phalanx of force."

Regardless of political convictions, every American will do well to read both of these timely speeches.

HOW WE TALK

Vigorous Words

We are indebted to newspaper headliners for much of the lively, almost explosive word usage of today. They seem to prefer the brusque, abrupt, trenchant, high-powered word or phrase to the commonplace but more meaningful term which good taste suggests.

Thus, an employee is hardly ever discharged. He is fired, sacked, canned, thrown out on his neck, given the air, or bounced.

A really lively person does not intrude. He butts in, or busts in, or infiltrates.

If someone disagrees with another and perhaps gets into an argument, he does not simply differ nor dissent nor refute the argument. That would be too tame. Instead, he scores his opponent, challenges him, repudiates him, flays, excoriates, skins him alive.

The football games of the fall season gave the sports writers a field day. Rarely was a team defeated, in the newspapers. The teams were slashed, slaughtered, exterminated, licked, *d r u b b e d*, smashed, buried, slammed, toppled, humbled, staggered, by victorious opponents who rang the bell, clicked, walked over, struck oil, cut the mus-

tard, got the edge on, drubbed, upset, tripped up, licked to a frazzle, squelched, or trampled in the dust the unlucky losers.

Some day some clever newspaperman will write the story of a game in such simple words as: "Cornassel College beat the University of Hard Knocks by a score of 6 to 0." But he will never hold his job. That kind of tame language will not do for such a generation of two-fisted, hairy-chested he-men as we have today. We want our language tough and rough and blunt and brusque.

By the way, that word *brusque* has an interesting meaning in the background. The Latin *bruscum* is a butcher's broom, *h a r s h* and scratchy, to sweep up the dirt from the floor. That is where we got *brusque*. We associate it with blunt and curt and crusty when we apply it to speech.

Vigorous words are justifiable to liven our speech and add color and movement to what we say, but they can be overdone. Too much of the picturesque, the brusquerie, the smashing and the slamming quickly becomes as tiresome as any other kind of monotonous expression.

The point is to make your words say what you mean in as attractive a manner as possible. There is a vast difference between art and artificiality.

Recommended Reading

By R. C. S.



For the Christmas month you may like to relax in your reading. At the same time you will wish to cherish the Christmas spirit.

Read some of Dr. Henry Van Dyke's Christmas stories. "The Other Wise Man" is one of the best Christmas stories of modern times, and "The First Christmas Tree" is another excellent one. You will find these, together with half a dozen other delightful short stories, all grouped in one volume under the title *The Blue Flower*, which was printed by Scribners a long time ago. You will find it in the public library, if not in the bookstore.

Another relaxing book is the story of *The Marx Brothers*, by Kyle Crichton.

This is an appealing account of a struggle which brought some popular entertainers of today up from a very humble beginning. It is written in pleasantly popular

style, and while there may be nothing exactly earth-shaking in its importance, it is worth reading. You may take it as a modern type of the Horatio Alger story of an earlier generation, — "from rags to riches." It is a good example of biography written in an entertaining narrative.

The Mature Mind

If you have not yet secured your copy of Dr. Overstreet's strongly recommended book, you might use it in your Christmas hinting. It would be a fine gift for you to receive — or give.

This will make good reading and study material for the year ahead, so we include it, not for Christmas reading, but as a gift which looks to the future.

You can order your copy from the Home Office. The price is \$2.95, plus 10 percent for packing and shipping (plus 3 percent sales tax if shipped to California districts).

Dickens' Pickwick Papers

"When they were all tired of blind-man's buff, there was a great game at snap-dragon, and when fingers enough were burned with that, and all the raisins were gone, they sat down by the huge fire of blazing logs to a substantial supper, and a mighty bowl of wassail, something smaller than an ordinary wash-house copper, in which the hot apples were hissing and bubbling with a rich look, and a jolly sound, that were perfectly irresistible."

If you have the opportunity, listen to Charles Laughton's album of recordings called *Mr. Pickwick's Christmas*.

HOW TO

Do This

1. Look for the purpose of the speech. Did he accomplish the purpose?
2. Watch for good points in his delivery. Commend him when you can do so honestly.
3. Point out definite ways in which he can improve either material or delivery.
4. Know what type of speech he is giving. Remember that opening, closing and body of the speech depend on type and purpose.
5. Watch for good phrasing and colorful words. Commend these.
6. If you are in doubt about any point, ask the speaker a definite question and let him answer it, so as to arrive at understanding.
7. Remember that there are possible improvements to be suggested for every speaker and every speech. Name them.
8. Remember always that criticism involves praise as well as finding fault. When you praise, give reasons. It is not enough to say, "That was a mighty good speech. I find nothing in it to criticize."

Always make your speech of evaluation a little gem of short speech, with a start, a body, and a finish. Make it an example of good speech.

Always evaluate the man against himself and against his previous performance, rather than against other speakers on the program.

Always sound the note of encouragement: You can do better.

Be a Good EVALUATOR

Don't Do This

1. Don't hunt for chances to find fault.
2. Don't waste time on matters of no consequence. Suppose he did put his hands in his pockets. Did that *really* detract from the speech? Then tell him so.
3. Don't tell him he was nervous. He knows it better than you do. Suggest how nervousness is overcome if you mention it at all.
4. Don't overlook objectionable mannerisms and faults, but make sure they are fundamental before you mention them.
5. Don't say, "You need just a little more force," or "just a little more gesture," or "just a little more" anything else. You know (and he knows) that he needs a lot more.
6. Don't say, "I find it hard to find anything in the speech to criticize."
7. Don't concentrate on your own likes and dislikes. Consider how the audience reacts to the speech.
8. Don't waste time on platitudes, talking just to use the time.



Accomplishment

When I completed *Basic Training*, the pride of accomplishment was within me. The *Basic Training* course is terrific! If all clubs would make sure that every member was working for completion of *Basic Training*, it would improve the individuals and the club.

—From the secretary of Club No. 198, San Diego, California.

A Two-Way Street

Well, sir, when I first joined Toastmasters, I was instructed that it is essentially a selfish organization, in that it is strictly for self-improvement. Through experience I am very pleased to note that such is not the case. Conversely, I certainly would not have attained the completion of my *Basic Training* course were it not for the wholehearted cooperation of my fellow members in their sincere and constructive evaluation of my efforts. Toastmasters training is a two-way street. We strive and we help. Our individual attainments are satisfying. The good fellowship and feeling of true cooperation are the ingredients that

serve as the cherry on top of a truly tasty pudding. Toastmasters International is Americanism and democracy in the purest form that I have known thus far.

—From a member of Club No. 661, Maplewood, Missouri.

They're Going to Town

It is with pleasure that I can report to you that we have our full number of 30 members. Everyone is taking great interest in the club and is happy to be a member of such an organization.

I had difficulty in getting the organizational work started, but, if you remember I wrote and told you that these East Tennessee Hillbillies are slow in getting started, but when they do grasp the significance of the thing they really go to town.

—From the president of Club No. 879, Knoxville, Tennessee.

Valuable to the Company

The Servel Club is full of enthusiasm about Toastmasters training, and we can see that it is meeting a definite need in our company's organization.

—From the deputy governor of Club No. 520, Evansville, Indiana.

Praise from a Speech Teacher

Being a speech teacher. I can see what Toastmasters is doing to a fine group of men in our town. I am proud of them and happy to be affiliated with them.

—From the educational chairman of Club No. 795, Pueblo, Colorado.

Stories to tell

AROUND THE CHRISTMAS TREE

Practical Question

It was Christmas morning, and little Susie was enjoying her gifts. "Mother," she said, "did Santa Claus bring all these presents, toys, and everything?"

"Yes, darling," said Mother, "every one of them."

"Well, then, I'd like to know who buys all the things they have in the stores."

Natural Inference

The newspaper publisher was out on the lawn on Sunday morning when his little daughter came running in, just home from Sunday school. She carried a Sunday school paper in her hand.

"What paper is that you have there?" her father inquired.

"Oh, that?" said the child. "It's just an ad about heaven."

Nothing to Do

"The Lord gives us our daily bread, doesn't He, Mother?" the child wanted to know.

"Yes, dear," said Mother.

"And Santa Claus brings the Christmas presents?"

"Yes, dear."

"And the stork brings babies?"

"Yes, dear."

"Well, then, what's the use of having papa hanging around?"

Helpful Hannah

Little Hannah was allowed to be present at the table when there were guests for dinner. She sat very still while her father told a joke. Then, when the laughter had subsided, she piped out: "Now, Daddy, tell them the other one."

What Santa Said

"Well, Bobby, did you see Santa Claus this time?"

"No, Auntie. It was too dark to see him, but I heard what he said when he knocked his toe against the bedpost."

Be Sure to Laugh

Sir Cedric Hardwicke sat listening to a man telling a long story which was made the more obscure by his slurring over the key words, and making the punch line incomprehensible. He laughed heartily.

"Why did you laugh at that story?" someone asked him.

"I always do," he explained. "It is safer, because if you don't laugh there is danger of their telling it all over again."

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