

THE *Toastmaster*

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TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 740 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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Our front cover shows the "Teleforum" in action. The picture is by courtesy of Station KTLA. It takes action as well as argument to put on a discussion by means of television. Be sure to read about it in the article on page 1, of this issue.

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★ An Interview Concerning

Television and Toastmasters

"After fourteen years in television, I have to admit that I don't know half the answers even yet."



Klaus Landsberg

That was the modest beginning of an interview with Mr. Klaus Landsberg, West Coast Director for Paramount Television. Editor Ralph Smedley had the privilege of talking with Mr. Landsberg at the offices of KTLA, in Hollywood, in an effort to find out whether Toastmasters need television, or vice versa. The interview which followed the modest opening revealed that any man who knows even half the answers must have encyclopedic knowledge in compendious form.

"It took the automobile thirty years to arrive at something like perfection. Radio required fifteen years to reach the peak. Television is getting there in about five years, so we need not apologize for our progress," said Mr. Landsberg, "but we realize that we are only on the way to the great things which are to develop as we learn by experience and experimentation some of the secrets which are still hidden from us. Many of the problems of production and transmission have been solved,

and many more remain to be solved, but we are on the way."

Different From Radio

The interviewer interjected a question: "Will our Toastmasters be likely to have requests to put on programs, or help with programs, of television, as has been the case with radio?"

"That is doubtful, at present," was Mr. Landsberg's reply. "In the field of program production, which is of primary interest to your members, television has little in common with radio, with which they are well acquainted. For one thing, the psychology of audience reaction is essentially different.

"Television is so much more intense, for while radio appeals to the hearing alone, T-V involves both sight and hearing, and this calls for greater concentration on the part of the audience. It is difficult for the human mind to sustain close attention for more than a few minutes at a time, which forces the T-V program director to study variety without sacrificing unity and continuity to an extent quite unknown in radio performance. This makes it impossible to present a series of similar programs, such as comedy or mystery, as is frequently done on the radio. An 'evening of mystery' goes over very well as a radio feature, but on T-V it would be a washout. We must have variety,

action and change of pace.

Program Variety

"This really is an advantage, for it forces our program department to make greater efforts to provide the attractive variety of entertainment which will please the public. Any person who has followed television programs in the past two years must realize the progress which has been made. No longer do we depend on athletic and sports events, as we had to do at first. We are now able to produce our own shows, our programs both dramatic and informative, and as more facilities are added, we shall serve the public with ever improving quality. The possibility of televising all sorts of cultural and entertaining events, concerts, stage shows and the like, opens wider fields and adds to the value of our production.

"Again, by way of contrast, radio performers can depend on scripts. They can perform before a visible, personal audience. Their product as put on the air depends altogether on sound. In T-V, the reverse is true. No studio audience is present, as a rule, and no scripts are used, except in such matters as the background voice. Unlike the radio, appearance is as important as sound—and even more so. But that is true with your work in the Toastmasters Club. You go in for improving stage presence, gestures, and all the forms of visible expression, even as we do."

"Yes," the interviewer admitted, "we do try to help our members realize the importance of appearance, and of visible delivery. But

what are the elements of success in television appearance and delivery?"

"Our first problem," Mr. Landsberg continued, "is to make the performance visually interesting, and this involves at least two elements. In the first place, there must be action. Even your speaker needs gestures, facial expression, a sense of vitality. The rigid, motionless, dead-pan speaker can't get across in T-V.

"In discussion, the speakers must warm up to the question. They must show earnestness, conviction—get hot—as well as talk."

A Limited Audience

"Second, the performers, and especially the speakers, must realize that they are speaking and appearing before small groups of people. They cannot use the style appropriate to a big auditorium, with hundreds of people listening. They are talking to groups of three or four, in a living room at home, and they must personalize their work, make it seem intimate, so that each member of each little group gets the feeling that he is the one being addressed. It is not necessary that the performer on T-V shall be beautiful or handsome, but he or she must have personality. It is the warmth, the genial quality of appearance and speech, which pleases and holds the audience."

"That part of it," said Smedley, "is right in line with training in the Toastmasters Club. We try to impress upon our members the importance of appearance and

(Turn to page 6)

President's Message

By I. A. McANINCH

"It pays to advertise—it's good business."



Why more of us do not advertise the facts about the benefits of Toastmasters training is one of the unexplained mysteries of our time.

Constantly we hear the question: What can we do to get more members? The answer is obvious: Advertise.

I do not mean to imply that you should insert an advertisement in your local paper, reading: "Wanted, members for our Toastmasters Club." The right approach is the personal one.

Wear your Toastmasters emblem. Be prepared to answer questions about the plans and purposes of the Toastmasters Club. Demonstrate the value of the training in all your contacts and conversations.

Too many Toastmasters publicize their affiliation as some church members practice their religion; it is just a meeting-night affair.

We have one of the most valuable products on the market. The trouble is that we keep it under wraps, or up on the top shelf. We

need to display it in the most effective manner.

Not long ago, an executive of a large industrial organization attended a sales conference. After the conference was over, this industrial leader complimented the chairman, (a Toastmaster) on his ability in presiding, and asked where he had acquired the art of effective chairmanship. The answer was: "From the training received in my Toastmasters Club."

That is what is meant by "putting our product on display." That is good salesmanship.

Recently there appeared in an evening paper in one of our metropolitan areas this advertisement: "Wanted—information about a Toastmasters Club in my neighborhood."

This ad produced results. The advertiser received many calls. He is now a member of a Toastmasters Club close to his place of business.

This man had visited a Toastmasters Club in another city. He had seen the product, and it interested him. The club visited did not do a good piece of selling, or he would have been told about the club in his own neighborhood.

Good salesmanship requires proper follow-through. Let's be good salesmen for Toastmasters. It's good business.

THE Toastmaster

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Editor - - - - - R. C. Smedley
Editorial Board: Jack Haynes,
George W. S. Reed, E. M. Sund-
quist, Ernest Wooster, Leonard
Miller.

Address all communications to
The Toastmaster Magazine, Santa Ana, Calif.

PHRASES FROM A MASTER

One of the greatest of living "phrasemakers" is Winston Churchill. Whether by accident or intentions, his habit of using words so as to present graphic pictures has led the world to expect him to say things differently. His speech is never commonplace.

And yet he uses the same old, familiar words which are known to every one of us. His graphic phrases do not come from use of strange and exotic words. It is all in the way he puts them together.

When he spoke recently at the Massachusetts Institute of Technology, he lived up to his reputation, and produced a number of phrases which may live with his "blood, sweat and tears," his "too little and too late."

Look at these selections from that address in Boston:

"The United Nations Organization has so far been rent and distracted."

"Bleeding and breathless"—speaking of the way the Allies came out victorious in the recent war.

"The darkling hour," in speaking of today.

"Life is a test, and this world a place of trial."

"The flame of Christian ethics is still our highest guide."

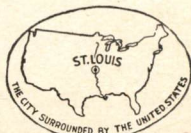
"Let us move forward together in discharge of our mission and our duty, fearing God and nothing else."

Study those phrases, as well as others of this great man. What is it that makes them memorable? What constitutes their appeal?

Notice his use of alliteration. Observe how he groups words in pairs. See how he uses commonplace words to paint striking pictures.

Can you do that, as a speaker? There is nothing to keep you from trying. You have the same words, the same conditions. Can you gain similar conviction, inspiration, force?

It is worth while to try. Vitalize your words. Make them memorable by saying memorable things in a memorable way.



ST. LOUIS -- AUGUST 11-14, 1949

THE TOASTMASTER

To Make a Hit on T-V

"It is not necessary that the performer on T-V shall be beautiful, or even handsome, but he or she must have personality. It is the warmth, the genial quality of appearance and speech, which pleases and holds the audience."

—Klaus Landsberg.



"See what I mean about using gestures in your speech?"

(Reprint from The Toastmaster, October, 1946)

JUNE, 1949

action, which we count almost as essential as the words spoken."

The Teleforum

"In that we are agreed," said Mr. Landsberg. "To give you an example, we use one discussion program regularly on KTLA. That is our 'Teleforum,' which is presented each Thursday evening, with the members talking about matters of current interest. In this we have to emphasize the importance of action, and the participants are encouraged to show enthusiasm and vitality in action as well as words.

"An individual speaker can be used, provided he has something to show as well as something to say. Speeches and discussions can be illuminated with charts, graphs, pictures, objects. Anything *can* be illustrated, and everything *must* be illustrated on T-V.

"Leaving out of consideration the popular entertaining features, the plays, the scenic presentations and such matters, think of the possibilities of T-V as a medium of information. We present talks on home economics. The speaker demonstrates as she talks. If she is telling how to make a pie or a cake, she makes it up right before your eyes, and shows how while she tells how."

Visual Education

"That," said Smedley, "is what we call a demonstration speech in Toastmasters. "We speak of it as the 'I hold in my hand' type. That makes it easy to understand what you require for television programs of education and information. There must be wide

possibilities in this sort of thing."

"You are right about that," said the expert. "We believe that T-V offers one of the best means for bringing information on subjects of public interest and welfare before our citizens. Not only can we use charts and display materials, but we can locate the camera right on the spot where construction work is in progress. Problems of flood control, water supply, sewage disposal, parks, street improvements, even of traffic control and fire prevention, can be projected before the eyes of the people who pay the costs.

"We have come a long way with television in the last five years. We shall go so much further in the next five that it would be foolish to try to predict the progress at this time."

"On that basis," said Smedley, "it is rather difficult to foretell just what opportunities may come before our Toastmasters in the course of time."

"Yes," Mr. Landsberg agreed, "so long as T-V conditions remain as they are, it is not likely that your members, trained in speech as they are, will be called upon for a great deal of program service. That does not mean that there will not be occasional calls for them to perform, nor does it imply that the demand will be lacking in the future. But it will require speeches and discussions of exceptional interest, and capable of being made visually attractive, to merit a place on our programs. That there are such speakers in your organization there can be no question, and that they will be called upon to some extent is

highly probable. When they are thus called on, their concern should be to make their performance so attractive, both audibly and visibly, that millions of people in their own homes will be impelled to watch and listen and applaud.

"And don't overlook the commercial possibilities of T-V, which are just beginning to be understood. We can talk now about 'shopping in your own living room,' for household appliances, automobiles, food materials, fabrics, clothing, and all sorts of commodities can be demonstrated and sold on the screen. The whole sales process can be carried through, except the actual placing of the order and the paying of the bill. That side of it may be of interest to Toastmasters, especially if they happen to be involved as buyers or sellers.

"These are just a few of the items which come to mind as being of special interest to your members, both as speakers and as

listeners, both as possible performers on T-V, and as potential observers of our shows. Your magazine has not sufficient space to present any exhaustive discussion of the multitude of problems, technical and otherwise, which enter into the operation of television. These suggestions may help to answer some of the questions which arise in the minds of people willing to cooperate in developing this great modern device for entertainment and information.

"From our standpoint, we want your people to watch and listen, and to help us with their reports of observations which may lead to the improvement of our service. In addition, we hope that Toastmasters will study our techniques, and be ready to respond when we need them for some special program participation. How soon that will be, or just what it will be, I am unable to say, but such circumstances will arise, there can be no question. Let's work together and be ready."



For education, advertising, selling or entertainment, the T-V cameras bring the performer and the performance directly to the audience. Here is a demonstration in Home Economics, which combines education with advertising.

Pretty Good Is Not Good Enough

By THE OBSERVER

"That was a pretty good meeting." "Yes, it was fair. The program dragged in places, and it ran far too long, but it was pretty good."

Your Observer has heard comments like these at the close of almost every Area and District meeting he has attended this spring — and he has attended several. "Pretty good" has been heard anyone remark: "That was a perfectly organized meeting. It went like clockwork."

"Pretty good" may be all right for other organizations, but it is not good enough for Toastmasters.

A man who has had training in the Toastmasters Club should be prepared to plan, organize and time a program just as efficiently as he would prepare a speech. If he presides, he ought to demonstrate his skill, poise and ease quite as well as the contest speakers are expected to show their ability in speech.

The way to insure this perfection in planning and performance is to practice continually in the local club meetings. It may seem unnecessary to go to all the trouble of making complete and detailed plans for just the ordinary weekly meeting of your club. It is so much easier to leave matters to be handled as they arise, but skill is not gained in this way.

Everything we do in the Toastmasters Club is supposed to contribute to our ability as leaders outside the club. The officers are not only performing their duties for the good of the club itself, but they are preparing by this experience to serve other organizations as officers. The committeemen, while working for the club, are gaining experience for other kinds of committee service.

Particularly are we preparing men for chairmanship. Skill in preparing and presiding over programs is one of the products of Toastmasters training which no member can overlook.

In our own Area and District meetings we are under obligations to demonstrate the best practice in all phases of chairmanship. Lack of skill, poise and smoothness in the conduct of large meetings reflects unfavorably on the work done in the clubs.

Other organizations may get by with sloppy chairmanship. Others may run overtime, drag and lag, without undue criticism, but Toastmasters—never! (When we put on a program for some other organization, furnish a master of ceremonies for an outside event, provide a speaker for some program, we must do it right—not merely "fairly well.") Our training is judged by our performance, and rightly so. People have a right to expect the best and most exemplary work from Toastmasters.

About Self-Evaluation

We can secure the people's approval if we do right and try hard; but our own is worth a hundred of it, and no way has been found out of securing that.

—MARK TWAIN (Pudd'nhead Wilson)

That which you cannot express, you do not know.

—WILLARD MAVBERRY.

Self-appraisal is good for the speaker. You can be your own severest critic if you are honest enough and brave enough to face the facts.

For this purpose you have to make plans and use equipment. A speech recording is one of the essentials. Repeated study of your speech as others hear it will reveal valuable items about voice, inflections, manners, and the general effect of your speech on the ears of your hearers. Then you can begin to build.

A motion picture of yourself in action is most helpful. Get someone with a home movie outfit to use a few feet of film on you as you are speaking. Then study this revealing picture to catch mannerisms in posture, gesture, expression and general appearance.

If the movie outfit is not available, use a full length mirror, and think of yourself as "he" instead of "I."

Just stand aside and watch yourself go by; As Strickland Gillilan has put it: Try to observe yourself objectively, as though you were some other person, and evaluate constructively.

As Strickland Gillilan has put it: Don't waste time in self-adulation. Don't low-rate yourself. But As we may say, colloquially, "Don't be too hard on yourself. As I heard you; as I saw you; as I reacted to you.

Don't be too hard on yourself. As we may say, colloquially, "Don't low-rate yourself. But don't waste time in self-adulation. Try to observe yourself objectively, as though you were some other person, and evaluate constructively.

As Strickland Gillilan has put it: Just stand aside and watch yourself go by; Think of yourself as "he" instead of "I."

SELF-EFFACEMENT

Shortly after the battle of Gettysburg, President Lincoln saw an opportunity to end the war by making a vigorous attack against the rear of General Lee's retreating army. By his authority as commander-in-chief of the army, he ordered General Meade to pursue. But a friendly note in the president's own handwriting went with the order. It read:

"The order I enclose is not of record. If you succeed, you need not publish the order. If you fail, publish it. Then, if you succeed, you will have the credit for the movement. If not, I'll take the responsibility."

★ When he starts out with an old, old story . . .

Should We Stop Him?

By ERNEST S. WOOSTER



"Stop me if you've heard this one," said the Young Toastmaster, and then without giving anyone a chance to stop him, he swung into the recital of a well-worn old favorite.

His hearers laughed courteously when he had finished. Then the Old Toastmaster spoke up.

"How many of you," he wanted to know, "actually had not heard that one before?"

Not a man raised his hand.

"Then why didn't someone stop him?" the O. T. persisted.

"I really didn't mind listening to him," said one of them. "Sometimes I get a new slant on an old story by hearing it retold. And then I knew that Bill was getting so much fun out of telling it that I didn't want to spoil it for him."

"For my part," responded another, "I was afraid that stopping him might have a bad effect on the story-teller. It could create an inferiority complex, or a neurosis, or lead to a frustration which would prevent him from going ahead. I would rather be bored by an old joke than risk the consequences of slapping down a new member and discouraging him."

"The fact is," volunteered a third member of the group, "there are no new stories. All the jokes are old. All the situations have been used. The only new thing is the listener. This story is old

to the rest of us, but it is new to the Young Toastmaster. Then by all means let him enjoy it. If none of us told any stories but new ones, there would be mighty few stories told. Anyhow, we all know just when to laugh when the story is an old chestnut."

"Your replies reflect a commendable spirit of courtesy and forbearance, my friends," said the Old Toastmaster. "I am glad that you are so considerate of the feelings of the Young Toastmaster. No doubt he appreciates it. I agree with all of you, but I call your attention to one factor which must not be overlooked.

"We are a group of experienced talkers and story-tellers. In most audiences there would be some who have not studied jokes as we have done, and some of these would find novelty in the oldest chestnuts. No story is too old to use if it fits the situation and makes the point. The moral is that we must never discard a good illustration, no matter how old it is.

"That goes for the speaker addressing an audience, but it does not have to include conversation. Next time young Bill invites me to 'stop me if you've heard this one' you can bank on it that I shall give him the red light without the slightest compunction."

DISCUSSION TECHNIQUES

There are several types of discussion. Speakers should be skilled in the use of all the types. It is important that differences be kept clearly in mind so that confusion may be avoided.

The Panel Discussion

A panel is a discussion group consisting of a chairman, four or more persons to lead the discussion, and an audience to listen and participate. The chairman and panel may sit around a table, or in a semi-circle, in full view of the audience. The chairman is at the center, and all face in the general direction of the audience.

The subject, which must be one of current interest, and reasonably controversial in nature, is selected and announced well in advance so that all may be informed on it. There are no formal speeches. The chairman starts proceedings by announcing the subject, with very brief comment, if any, and then he calls upon the panel members in turn to outline their ideas, each being limited to two or three minutes.

Following this opening round, either the chairman or some member of the panel will raise questions or state objections to what has been said. He will direct his question to a definite person. All the members of the panel should participate in the discussion, being careful to avoid monopolizing the time.

At the expiration of the time allotted for the panel discussion, the chairman announces that audience participation is in order. He invites the members of the audience to state their views on matters which have been presented, or to ask questions of the members of the panel. Each audience participant is limited to one minute, and the answer to his question is similarly limited.

At the conclusion of the period for general discussion, the chairman, or some other person previously appointed to serve, gives a quick summary of the points discussed, and of the apparent judgment of the group on the question under consideration. No vote is taken, and no decision is reached except in the minds of the speakers and hearers.

The purpose of the panel discussion is to examine the facts about any matter so as to determine the truth. It is not the business of the panel to try to "win a debate" or anything of the sort. The proper objective is to establish the truth of the basis of facts.

One of the values of this discussion is that it brings the entire audience into active participation, and affords excellent practice in impromptu speech.

Every participant should seek to phrase his thoughts in his best style, and each should deliver his best possible short speech each time he talks.

The Forum

There is a chairman, who presides, and a speaker, supposed to

be an authority on the subject, who presents the matter to be discussed.

This speaker should be allowed 15 to 20 minutes, in which he presents authoritative information on the subject.

Suppose it is "Government Subsidies," or "The American Banking System," or "Practical Values of American Education," or "The Housing Shortage," or "War Can Be Prevented," or "Traffic Dangers Must Be Controlled," or "The Teaching of Grammar in Our Schools," or any one of scores of pertinent, practical subjects. The speaker is chosen as one who has information and experience in this special field. He presents his studied ideas, conclusions and recommendations in his opening speech.

The chairman then takes over, opening the matter to general discussion. Each member of the audience should have a chance to question or confirm what has been said, or to ask for further information. Each such speaker is limited to one minute.

If the speaker was allowed 20 minutes, the audience discussion should be given 20 to 25 minutes, after which the chairman brings the session to a close, possibly giving a very brief summary, or permitting the speaker to do so.

This type of program is good in at least two ways. First, it presents a speaker who is prepared to give dependable information; and second, it promotes general impromptu discussion by the audience.

The Symposium

The symposium is comparable to the "theme" program, or the "integrated" program. There is a central theme, with speakers assigned to deal with various phases of the subject, under the leadership of a chairman or toastmaster. Audience participation, while desirable, is dependent on the time available and the nature of the occasion. If used, it should be handled as in the forum type of discussion.

Suppose the general theme is "Transportation in America." The speeches could deal with various forms of transportation from the ox team and the horse and buggy stage to airplanes and automobiles. That would be a historical treatment. On the other hand, the theme could be modernized into a study of modern transportation, in which case the speakers would discuss railroads, motor trucks, air transport and any other forms of transportation which might be selected. They could divide it into freight and passenger loadings, and in various other ways.

A program on organized labor could include the history of labor unions, man's right to organize, the good in such organization, the dangers involved, regulation of both labor and management, present labor laws, future developments, and many other phases of this big subject.

Intelligent discussion is essential in the democratic way of living. Such practice is valuable to every citizen who cherishes his freedom.

Stop Cheating Yourself

By LEONARD W. FISH, Connecticut Yankee Toastmasters Club No. 536.

Who will give me \$1.00 in exchange for a quarter? Preposterous? Not at all! Many an average Toastmaster is giving these odds every month. Many, in using the speech training items of Toastmasters, are throwing away three-quarters of their opportunities to improve.

Let us take a look at Mr. Average Toastmaster. He has received a schedule from the Program Committee showing speaking assignments for three months in advance. He has glanced at it and has filed it away, relying upon the club weekly bulletin for a timely reminder. If bulletins are mailed on time, he has four days in which to prepare a five-minute speech.

He looks at *Basic Training*, possibly the sixth assignment. Does he review the preceding five? Don't be silly! He thinks of a subject. By Saturday he may have a few notes, and if he is an Average Toastmaster, he may have read them aloud, and he may even have checked to make sure his timing is right.

Meeting night places him on the speakers' platform; and with clothing carefully arranged, notes concisely written, he smiles, he establishes eye contact, he shows enthusiasm, he puts everything he has into that five-minute speech. His critic will say he was good! BUT WAIT!

Next week he is called upon to speak for two minutes on Table Topics! He rises, slouches against the wall or his chair, puts one hand into his pants pocket to jingle his keys, uses every "whisker" available, stammers a few words of opinion, without any logical arrangement, waits for the clock to strike his time off, and sits down. He has contributed his share of the entertainment, but he has injured his reputation as a speaker.

The next week he is asked to act as critic. Does he sit back and enjoy the speech, try to follow the outline of thought, appreciate the fine points brought out in logical sequence? NO! He has a critique sheet before him, a pencil in his hand, and he is determined to find fault with the speaker. "There are no perfect speeches," says he, so he will probably end with one of the time-honored "cliches": "I thought it was a good speech, best ever," or "I noticed you sway a lot." But when called upon to give his criticism, he will again slouch to his feet, glue his eyes on his critique sheet, and make use of every mannerism and error which he is calling to the attention of the man he is evaluating. The critic seems to be completely unconscious of any audience reaction which he, in his short speech of evaluation, should command.

If Mr. Average Toastmaster

would realize that business and life are run on Table Topics and Criticism, not on speeches, he would shortly show improvement beyond his wildest dreams. Very few sales are made by prepared speeches. They start with Table Topics, conditions as they are, and the ability to think on one's feet.

The ability to win and retain friends depends largely upon the ability to be a friendly critic, developing the sincere smile, the encouragement of experience, the tactful giving of suggestions for improvement. It is a fine thing to be able to deliver a memorable speech, but even more lasting hap-

piness comes from the ability to give help and encouragement at the right time.

Toastmasters training presents a four-in-one program: Table Topics, Prepared Talks, Effective Criticism, Parliamentary Procedure. Used as a package to be taken in equal amounts, with equal emphasis, improvement in any man is certain. Any one of the four used to the exclusion of the others can lead to distortion of important values.

Great deeds are usually the result of many small deeds well performed. Don't squander six bits of your dollar. *Invest all of it!*

RECORD OF GROWTH

Club No.	Club Name	City and State	District
712	Winnemucca	Winnemucca, Nevada	4
713	Dallas	Dallas, Texas	25
714	Reading	Reading, Pennsylvania	13
715	Anderson YMCA	Anderson, Indiana	11
716	Vernon	Vernon, Texas	25
717	Bismarck	Bismarck, North Dakota	20
718	Shreveport	Shreveport, Louisiana	U
719	Salt Lake City YMCA	Salt Lake City, Utah	U
720	Kamehameha	Honolulu, Hawaii	U
721	Madras	Madras, Oregon	7
722	Springfield	Springfield, Ohio	10
723	Middletown	Middletown, Ohio	10
724	Juneau	Juneau, Alaska	U
725	Stillwater	Stillwater, Minnesota	6
726	Dearborn	Dearborn, Michigan	U
727	Scappoose—St. Helens	Scappoose, Oregon	7
728	Enid	Enid, Oklahoma	16
729	San Carlos	Pensacola, Florida	U
730	High Dawn	Portland, Oregon	7
REACTIVATED			
25	Port Angeles	Port Angeles, Washington	2
39	Community	Lawrenceburg, Indiana	10
54	Pacific Beach	San Diego, California	5
89	Santa Maria	Santa Maria, California	12
165	Chewelah	Chewelah, Washington	9
173	Dunwoody Institute	Minneapolis, Minnesota	6
184	Boone	Boone, Iowa	19
214	First National Bank	Akron, Ohio	10
302	Chiropractors	St. Paul, Minnesota	6
318	Park Ridge	Park Ridge, Illinois	8
235	Santa Fe	Los Angeles, California	1
225	Corn Belt	Fort Dodge, Iowa	19

This Is For You . . . The 18th Annual Convention

EDUCATION

Three great educational sessions—Friday evening, "The Work Shop," Saturday morning, "The Club in Action," Saturday afternoon, "The Individual Toastmaster." Every minute is filled with vital information and inspiration. Ample time is allowed for audience participation. Practical help for the club and for the individual member is stressed.

BUSINESS

The necessary business of the organization will be handled at the Friday afternoon session. This includes resolutions, amendments, financial matters, and the election of officers and directors. All will be covered in one session, conducted in exemplary parliamentary fashion.

FOR THE LADIES

The ladies are invited to attend any and all of the regular convention sessions, including the Friday noon "High-Jinks" program, which is for the first time opened to the ladies. This program of fun and entertainment is one of the high spots of the convention.

In addition there are numerous social events, such as Thursday evening Open House, Friday afternoon Bridge Party and Entertainment, The Municipal Opera, presenting the popular opera, "Roberta" in the famous outdoor setting, the baseball games, excursions to the zoo, the Jefferson Memorial, Shaw's Gardens and to the downtown shopping district, culminating in the Saturday evening President's Dinner, followed by the Speech Contest. The local Committee on Hospitality, headed by Toastmaster John Brown, has arranged for many attractive door prizes for both men and women, which will be awarded at the various sessions.

THE LEADERS

The General Chairman for Local Activities is Director Bert-ram H. Mann, Jr., and the General Chairman of the Convention Program Committee is Past President Joseph P. Rinnert.

"GOOD SPEECH IS GOOD BUSINESS"

At St. Louis, August 11 to 14

Annual Meeting of Shareholders of T.M. Co., Inc.



President Ward reveals to shareholders of TM Corporation plans to purchase a competitor corporation. They were more interested in plans to declare a dividend.

"TM Co., Inc." is a fictitious company, engaged in packaging and distributing frozen phrases and mixed metaphors. The stock (par value \$35,000,000) is held by 30 members of Franklin Toastmasters Club, of Columbus, Ohio.

The "annual meeting" of the corporation was held on April 25, its purpose being to give practice in parliamentary procedure and to acquaint the members with corporate organization. The Franklin Toastmasters Club is fortunate, in having several members with experience in operation of real corporations, including some employees of the Huntington National Bank. Clair Fultz, cashier of this bank, planned the meeting.

He was to be Toastmaster, which gave him the opportunity to carry the meeting through with his regularly assigned group of speakers. He arranged to hold the meeting in the Huntington National's board room.

Twenty-five shareholders of "TM Co." attended the meeting. The five absentees had sent proxies. Secretary Myers certified that holders of 316,000 shares of stock were present or represented by proxies, which enabled the meeting to proceed. Clair Fultz was elected chairman of the meeting. He steered the proceedings through troubled waters of parliamentary dissension, which started with the reading of the minutes.

"President" W. W. Ward presented a glowing report of business, showing amazing profits. His report and recommendations ran into trouble when Shareholder Peyton Dooley wanted to know why a dividend was not declared. He was suppressed in the interest of harmony.

"Treasurer" McMenany presented his report, with remarkable showing of financial success, which led to further agitation for a dividend. Chairman Fultz preserved his equanimity, and kept order by good use of the gavel.

Approval of the actions of the corporate officers for the year brought another parliamentary storm, with division of the question and a vote by record.

Election of a new Board of Directors posed still further problems. The legal advisors, Quirk, Gammon and Snap, presented a copy of the Ohio statute on cumulative voting, which was read, (and understood by no one) this being standard procedure in some corporate meetings.

The motion to adjourn, following the election, precipitated another dividend argument, but in due time the shareholders managed to adjourn, to make way for the organization meeting of the new directors. The directors went into session, with the other shareholders as spectators.

Officers were elected, salaries fixed, and other details were handled. Then, under the head of new business, Director Tietzel moved that a branch be established in California, and he presented a five-minute talk in support of the idea.

Director Blower presented an amendment, and talked for five minutes stressing the advantages of leasing rather than purchasing property.

Director Olin, in his five-minute talk, urged establishment of a profit-sharing and pension plan. A committee was appointed to work on it.

Fees for directors were raised from the old figure of \$1.69 per meeting to a more generous \$4.98 per meeting.

After this important business, the meeting was adjourned.

★ ★ ★ ★

The members of Franklin Toastmasters Club were well pleased with the program, and with the experience it gave them. The meeting place, by courtesy of the Bank, made the affair realistic. There was good practice in parliamentary procedure, with opportunity for both impromptu and prepared talks, and the whole affair was enjoyable. Several men of the bank staff, together with visitors from other business firms, were interested observers of this demonstration of Toastmasters training as applied in a formal business meeting.



The steering committee of TM Corporation: Left to right—Director Olin, President Ward, Board Chairman Fultz, Secretary Myers, Directors Tietzel and Blower.



Across The Desk

By TED BLANDING, Executive Secretary of
Toastmasters International

Along with the other orders, the morning's mail brought a letter from one of the largest aviation concerns in the United States, asking for 30 copies of *Basic Training*. This is the third time that an aviation company has ordered *Basic Training* manuals for the instruction of executives, supervisors and foremen. This is typical of the interest being shown by industry in our methods and materials for speech training.

For several years, various universities and colleges have used *Basic Training*, not only as supplementary material, but as the basis for classroom work. At the start of each semester, we receive orders from college bookstores wishing to replenish their stock of this manual for students in speech classes.

Of course we have always known that the materials and procedures used in Toastmasters training are pedagogically sound. The use of our book in college courses has strengthened our faith in our work. It is most gratifying now to find that industrial leaders as well as those in academic circles are taking advantage of our materials and the experience reflected in them. This use by big industries is a strong testimonial to the practical value of our books, even as the college orders bear witness to our orthodox approach from the academic standpoint.

Toastmasters International is quite definitely a speech laboratory, experimenting, exploring,

planning, perfecting materials and methods, in order that we may give the very best training to our members and, in so doing, make our contribution to the great world of society outside our membership. We are proud of our opportunity to serve in this way, and we recognize our obligation to continue to produce and plan.

The justification for our work is seen in the production of men who can use their abilities to better advantage. Trained men are the natural leaders in business and in the community.

All this adds up to the fact that our members are under an obligation to make the best use of our materials in developing their talents for productive use. The Toastmaster who leaves his copy of *Basic Training* to gather dust, and who makes no use of his *Amateur Chairman* and his *Speech Evaluation*, not to mention *The Toastmaster Magazine*, cheats not only himself, but the community which he should serve the better because he has his chance to gain training in a Toastmasters Club.

What's Going On



Even the critics use gestures, at the Boston Toastmasters Club, the better to put over their evaluation. Sometimes they mimic the speakers. Here Bill Schenk repeats an awkward arm gesture, and Ervie Pletz simulates a Napoleonic pose. At the right, Harry Anderson shows the so-called "banker's thumb-in-vest stance." (He should know, for he's a banker, says Bob Hannan, in reporting the incident.)

Victorians are Victorious

With 69 paid-up "students" following the course, the three Toastmasters Clubs of Victoria, B. C. (Victoria, Victoria Union, and Thunderbird) report thrilling success with their combined *Speechcraft* course. Of the 69, there are 42 who have declared their purpose to join a Toastmasters Club. Since the space in the three clubs is well occupied, it becomes necessary to organize a fourth chapter, and steps are being taken in that direction.

It was a big undertaking, according to report by Neil Main, chairman of the committee, and a member of "Thunderbird" Toastmasters Club, but the three

clubs worked well in complete cooperation, and the results have more than justified their investment of time and energy. One important by-product has been the better acquaintance developed among the members of the various clubs, as they have worked together for the common cause.

Bloomington Broadcasts

Toastmasters of Bloomington, Indiana, presented a discussion of the work of the United Nations Organization in a broadcast from Station WTOM, under the auspices of the League of Women Voters, which won favorable comments, and helped the broadcasters to realize the brevity of a period of 30 minutes on the air.

"Down Mobile"

The newly organized "Azalea" Toastmasters Club, being Mobile's second chapter of talkers, received its charter in the presence of a distinguished company of interested men and women. The revised charter of the original Mobile Toastmasters was presented at the same time, making the first double charter presentation for Toastmasters in that part of the land. Hopes had been entertained for the chartering of the new clubs at Hattiesburg and Citronelle at this meeting, but arrangements had not been concluded in time.

The table topics feature was a novelty, being handled a la "Breakfast in Hollywood," with hand microphones, wise-cracking and all the trimmings. Deputy Governor Lee Smallwood reports enthusiasm and interest on the increase in Mobile and environs, as the value of Toastmasters training becomes generally understood.



At Mobile, Mayor E. M. Megginson, a past member of the club, presented the new charter to the Mobile Toastmasters Club, and also presented the charter to the new Azalea Toastmasters Club. In the picture, Mayor Megginson is seen handing the revised charter to Deputy Governor C. L. Smallwood. T. O. Carlton, Treasurer, is seated at the end of the table.



Photo by Mitchell Daily Republic

H. E. Slaughter, left, receives the first "Good Deed" Ticket from O. A. Roscamp, chairman of the Good Deeds Committee. Club President Merton B. Tice is seen seated at the table.

"Good Deed Tickets"

"We hear much about people who get tickets from policemen for traffic violations," said O. A. Roscamp, of the Toastmasters Club of Mitchell, S. D., "but do you ever hear about a person receiving a ticket for doing a good deed? Many kindly deeds are done, such as helping a cripple across the street, seeing that a lost child is returned to his home, aiding a family in distress, and these should not pass without notice."

That was the argument which led to the institution of the "Good Deed" Tickets by the Mitchell Toastmasters. The first such ticket was recently presented to H. E. Slaughter, an insurance man of that city, who is credited with having helped more young men and women to find positions than any other individual or agency in Mitchell.



(Official U. S. Marine Corps Photo)
Captain Kenneth A. Walsh

The Flying Marine

Captain Kenneth A. Walsh is vice-president of the recently chartered Toastmasters Club at El Toro Marine Base, near Santa Ana. With 21 Japanese planes shot down in combat, Capt. Walsh likes to keep score on the side of his plane, as may be noted by the lines of flags which he uses for decoration. He claims to be an "Irshman" from Brooklyn, and he has been flying for years, having started while he was a private.



(Photo by Dallas Times-Herald)

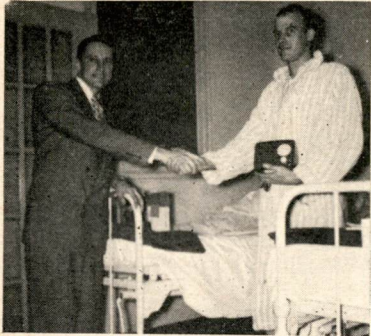
These are part of the men who make up the Dallas Toastmasters Club, and who recently received Charter No. 713 at the hands of Area Governor B. J. Lynn, of Fort Worth. District Governor Dr. L. E. Tompkins was present as guest speaker. Thus the Toastmasters movement penetrates still deeper into the heart of Texas.

Medals of Honor and citations for extraordinary heroism have been showered upon him. But with all that, he is an enthusiastic Toastmaster. The El Toro Club is made up of commissioned officers, but these men are at work promoting another chapter, this one to be made up of non-commissioned officers, so that El Toro Marine Base promises to become a training school for speakers in addition to its other lines of training.

O. A. T. S. at San Pedro

To encourage members to accept outside engagements as speakers, the Toastmasters Club of San Pedro, California, has been offering special honors to those who have participated extensively. When a member has filled 10 such engagements in 12 months, he qualifies for membership in the order of Outside Activities Toastmasters, or "O. A. T. S." as it is abbreviated. Ten of the members have completed their "O. A. T. S." growth in the past year.

Minneapolis In The Hospital



George Phillips, President of Minneapolis Toastmasters, offers congratulations to Veteran Russell E. Osborne, who was the lucky winner of a radio.

Those Minneapolis Toast- (No. 459) had a wonderful time and gave cheer to others when they put on a party for the patients at the Veterans Administration Hospital of Minneapolis.

Toastmaster Ben Bates proposed it and the club took it up. Homer Spencer and Bates served as co-chairmen in developing careful plans. The result was a delightful evening for 200 veterans, and a new thrill for the Toastmasters.

The party was held in the auditorium of the hospital. Veterans in bath robes, in wheel chairs and on stretchers made up the audience. Toastmasters circulated through the crowd with baskets of big, red apples. Bingo was the order of the evening, with prizes handed out to the lucky men. These prizes, all donated by Toastmasters and their friends, included cartons of cigarettes, cash, bedside radios and other desirable articles. There was a musical pro-

gram, including community singing.

It was a great success. The veterans had a wonderful time, and the Toastmasters found it so enjoyable that they talk about making it an annual event.

Secretary Don Gardner writes, "If your club wants to have some fun, and bring great pleasure to others, put on a party or entertainment for the patients of the nearest veterans hospital."



Toastmaster Tony DeGonda helps one of the veterans to spot the winning numbers on the bingo card.

In New England

Portland suggests that we purchase a wire recorder for the purpose of competition with the Portland Toastmasters Club. They propose to send us a wire recording of a five minute speech which we can play back and criticize, sending a criticism on the same wire back to them together with a recording of one of our five minute speeches. It was felt that this would cement friendly relations between the two clubs and would be the start of a Wire Recorder League of Toastmasters.

—From Connecticut Yankee "Topics," New Haven, Connecticut.

Calling All Scots

By J. O. BRUNTON, Secretary of District 18.

Mr. J. C. Kyd, Registrar General for Scotland, estimates that there are some twenty million people throughout the world, outside of Scotland, who are Scots either by birth or by ancestry. There is evidence to prove that these people cherish affection for the old country, and have a strong desire to revisit it. This desire to visit Scotland creates the greatest tourist potential in the world.

The Scottish Tourist Board seeks to keep alive this interest of all overseas Scots in their native land, and to invite them to come home for a holiday when circumstances permit. To do this, the Board asks all Scots overseas to send their names and addresses to the office at 20 York Place, Edinburgh, so that a complete mailing list may be compiled. The people on this mailing list will then receive supplies of literature which the Board will send them to help them decide to "come home" for a visit.

How does this apply to Toastmasters?

In recent years several "exiled" Scots who are also Toastmasters have come from abroad. They have visited various Toastmasters Clubs throughout the country and have thus had the opportunity to meet fellow Toastmasters here. It appears that they have enjoyed these contacts, while we of Scotland have appreciated the chance to promote feelings of goodwill and friendship between widely sepa-

rated countries. To increase this friendly interchange, we give our full support to the plans of the Scottish Tourist Board.

We ask every Toastmaster who claims to have a bit of Scottish blood in his system, no matter where he may be, to respond to this call by sending his name and address to the Tourist Board. Cultivate your purpose to visit Scotland, and be assured that when you come, both the Tourist Board and the Toastmasters of District 18 will cooperate to make your visit a memorable one.

(Don't forget the address: The Scottish Tourist Board, 20 York Place, Edinburgh.)

A Visitor Agrees

Toastmaster George Waugh, of Winnipeg, has returned from his visit to Scotland, and his reports are quite in agreement with those received from District 18 as to the values and the pleasures of his visitation with Scottish Toastmasters. As reported in *The Toastmaster* for April, (page 19), Mr. and Mrs. Waugh had contacts with almost all of the Toastmasters Clubs over there, as well as with the Toastmistresses, thus meeting a host of new friends, and receiving a typically warm Scottish reception. As other members of Toastmasters Clubs in Canada and the U. S. A., as well as in other parts of the world, make their way to Great Britain, they should be careful to include the Toastmasters Clubs of Scotland as one of the preferred attractions of the trip.

What They Think

"I Can Take It"

By new member Bob Bridges, as written for Toastscripts, bulletin of the Greensboro, N. C., Toastmasters Club, No. 439.

Since becoming a member of the Toastmasters Club I have formed certain conclusions about the value of being a member.

All the meetings I have attended have made me increasingly aware of my personal need for the benefits derived. I have found it necessary to keep abreast with current events, because the topic-master may call upon me unexpectedly to display my ignorance. As a consequence, I find myself reading with care the editorials and news items which I used to skip.

Having made only my first talk, at which time I was fortunate in having a kind evaluator, I am not in a position to predict what the future holds in store for me as a speaker. However, I am con-

vinced that I would rather be an evaluator than be evaluated.

It seems to me that when a new member is inducted, the question should always be asked: "Can you take it?" If you can, some day you will not only be a man, my son; you will be a speaker!

From my observations, there are numerous benefits beyond just becoming a speaker, which membership in Toastmasters affords. It should develop personality, and increase our confidence, so as to enable us to do better work in our chosen fields.

To sum it up — since becoming a member, I have on several occasions explained to other men the purposes of the Toastmasters Club, and each one has agreed: "That is just what I need."

About Basic Training

By W. R. Scott of Huntington Park, California, Southeast Toastmasters Club No. 303, who was awarded his Basic Training Certificate recently. In a letter acknowledging receipt of the certificate, he offered some observations which may interest other Toastmasters. We quote from his letter:

I was surprised to learn that there are more clubs than there are members who have completed Basic Training. It seems to me that some clubs must be in a rut. They should place more emphasis on this wonderful training.

It is hard to realize what Toastmasters has done for me. Let me explain.

I am a retired Navy man, who

did not even know what made the outside world tick. In fact, I discovered that civilians did not talk my language. Then I saw what Toastmasters offered in friendship, and by listening to other men make speeches, I learned how they live and think. I know of no better way for an ex-service man to learn these things as he re-adjusts himself in society.

★ Here's How to Inform the Uninformed With

Talk For Toastmasters

By FRANK WILHELMS, of Pittsburgh Toastmasters Club No. 144

The scene? A well-attended meeting of the Kiwanis Club of Pittsburgh, Pennsylvania.

The occasion? Five members of Pittsburgh Toastmasters Club No. 144, are "Talking for Toastmasters."

"We are sharing an enriching experience with thousands of other men," the Toastmaster-of-the-day proudly announces. "We meet in groups of 30 in more than 700 Toastmasters Clubs throughout this nation, and in other countries as well. We meet, and we learn to speak by speaking . . ."

After a few such explanatory remarks, three speakers are presented. As at a regular Toastmasters meeting, they give prepared talks on different topics of their own choosing. After the third talk, an able Evaluator is introduced. He surprises and delights the Kiwanians by criticizing each of the foregoing performers.

Thus, taking just 30 minutes, a complete "capsule" Toastmasters meeting is staged before an outside audience.

Pittsburgh President Ernest A. Burti started the plan early in the year. "Let's arrange to show some other clubs in the community what goes on at a Toastmasters meeting," he suggested.

The members approved. "It would be good public relations," several said.

A chairman was appointed; a speakers' bureau was formed; and letters, proposing the idea, were


mailed to various service clubs in Pittsburgh and adjacent cities.

Several acceptances came back by return mail. But that was back in the dark ages—all of two months ago. Since then, 16 Pittsburgh Toastmasters have appeared before outside audiences at meetings of Rotary and Kiwanis Clubs, Y. M. C. A. groups, Knights of Columbus, and other organizations.

At one particularly interesting meeting, the Toastmaster-of-the-day called on members of the audience to name topics for the speakers, each of whom rose magnificently to the occasion by speaking impromptu on the topic assigned him.

Another development took place at a young people's club. Because of the smallness of the audience the Toastmaster, acting as chairman, thought it best to hold an impromptu session rather than to stage the formal program planned. Every person in the room had to stand up and address the group for two minutes. It's safe to assume that members of that club will never forget Toastmasters.

"Talk for Toastmasters" is successful in Pittsburgh. Audiences everywhere share enthusiastic approval. Our members are gaining invaluable experience, and the entire Toastmasters movement is becoming much better known throughout the district as a result of this extra activity.



This Month in Your Club

Education

1. Point of Emphasis—Discussion Techniques. Here they are:

Impromptu discussion, as in Table Topics.

Panel Discussion, formally conducted. June is a good month to discuss some phase of education in America; or some project for improvement or beautification or reform; or some national or international question, such as housing, or the United Nations activities.

Formal Debate, conducted in correct form.

Symposium or Forum type of discussion.

(If help is needed in planning any of these special types of program, write to the Home Office at Santa Ana for information.)

2. Evaluation — All evaluation should deal with the discussion techniques, the worthiness of results obtained, and the skill shown by members in participating in the discussion.

3. Educational Talks — Introduce each discussion program with a talk on the type which is to be followed. Let the speaker explain the purpose and the procedure involved in the evening's work.

Carry On

Keep up the studies in vocabulary building. Help your members improve their use of words. (For special materials, refer to "The Word Builder" on page 29).

Keep the record on progress in *Basic Training*. Has your club made use of the chart pictured on page 12 of the May issue of *The Toastmaster*?

The way to get results is to form good habits in your club, and then stay with those habits. Placards to "Let Them See" are one very good habit to form.

Administration

1. Get ready for summer. "Beat the heat."

2. Send in your Club-of-the-Year report on time.

3. Put pressure on plans for representation at the St. Louis Convention in August. If your club is located within 800 miles of St. Louis, it ought to have a good-sized delegation. If at greater distance, there should be at least the two official delegates.

4. Have at least one full meeting of the Executive Committee, and be sure to include the chairmen of the Program and Educational Committees, to develop plans for the summer meetings.

5. Give the Social Committee special duties in planning for picnics, outdoor meetings, and all sorts of summer events.

The Planned Program is the way to
"Success through Speech."

It's a Good Idea

Old Ideas Are Good

One of the best ideas is to review past issues of *The Toastmaster* to see what plans, projects and methods have been recommended. Scores of excellent ideas have been presented, dealing with program planning, evaluation, speech construction, speech delivery and a dozen other topics. These ideas are just as good today as when they were proposed. No club has used all of them. Most clubs have used only a few of them.

We could reprint these same ideas (and sometimes we do) but it saves space needed for new material if we refer you to the past issues. Go back a year, or even two or three or five years, in your magazine files, and see what good ideas have been overlooked. Then put them into use in your club. The old ideas are as good as new. *Indeed, many are new to you.*

Famous Quotations

The Sierra Chapter, of Fresno, hit upon an attractive variation in table topics. The Topicmaster handed out famous quotations from well known authors, both in prose and poetry. The speakers were permitted to speak in favor of the sentiment expressed by the author, or against it. Imagine a member trying to oppose Patrick Henry's famous "give me liberty or give me death!" The Sierra Toastmasters report good interest and good results.


Outside Speakers Recognized

Since most Toastmasters Clubs encourage their qualified speakers to speak outside the club, recognition of such speeches should be given. The "Outside Activities" chart pictured here is an excellent way to commend those who take an active part in community affairs.

If such a chart is permanently displayed in the club meeting room, it will attract much attention. Acquaint your town with the names of men who are capable of handling meetings and conferences, who can conduct public forums and panel discussions, and who can speak before civic groups on local and national subjects.

OUTSIDE ACTIVITIES.....
A Capable Speaker Is An Asset To His Community!

Thompson	*****
Wardian	*****
Stout	****
Smith	*****
Blandy	**
Mizer	*****
Lewallen	*****
Baker	*****
Hagan	**
Wilson	*****
Patterson	*****
Sanders	*****
Thurston	*****
Kennedy	*
Durant	**
Simons	*
Kline	**
Tarrier	*
Samuel	****
McIntire	*****
Reynolds	***
Everhart	*****
Haubert	*
England	**
Warne	*
Cover	*****
Taylor	**
Audi	*
Carlton	*****
Zwelling	*****



"He Lives Most Who Serves Best"
—GEORGE M. VERITY
President of The Toastmasters Club, 1948

HOW WE TALK

Avoidable Awkwardness

Doubling of verbs creates many an unfortunate situation. For example: "We are perfectly capable and willing of solving our own problems."

(This would be smoother if the speaker remembered that "we are capable of" and "willing to." It would not be very difficult for him to say, "We are capable of solving our own problems, and are willing to do so.")

"We never have and never will be guilty of" whatever it is we will not be guilty of.

(Of course he meant to say, "We never have been guilty of such-and-such, and we never will be.")

"These methods never have and they never will work."

(This is the same kind of error. He means, "They never have worked, and they never will." The correct wording takes no more words than the wrong one, and it certainly is no less impressive.)

"Having taken our seats, the chairman announced the order of business."

(The rule is that the participle, or participial phrase should modify a noun, or some word or phrase used as a noun. Study the sentence, and see if it tells you just who took whose seats. It could be phrased, "When we had taken our seats, the chairman announced . . ." Or if

the participial form is preferred, we could make it, "The audience having taken their seats, the chairman . . .")

"That statement can't hardly be challenged."

(Just the friendly old double negative, which cancels itself. Either it can't be challenged, or it can hardly be challenged—not both "can't" and "hardly.")

Mistreated Words

1. Statistics—Improve it by leaving out the extra *s*. It is **statistics**.
2. Athletics—One syllable too many. Make it **ath let ics**.
3. Obesity—The *e* gets the short sound. Don't say "oBEE sitty." It is "o BESS i ty."
4. Elizabethan—This reference to the days of Queen Elizabeth gets the long sound of the *e* as preferred pronunciation. Call it "E liz a BEETH an."

The Proofreader's Lament

They hailed the prisoner into court
Hailing culprits must be sport!

All **data** is, the writer said;
Poor old datum must be dead.

Those kind of things we often hear;
You lost an "s" somewhere, my dear.

He claims that such a thing is so;
He could have said "Assert," but no!

Don't use **but what**, right after doubt;
"But that" will let you safely out.

Between each item you should shun;
How can anything be between one?

You can say "Well" and not be silly;
But please, don't ever write down "illy!"

I haven't got sounds fierce to me;
"I haven't" is good enough you see.

And quite a few is another one;
Like a whole lot of little, it can't be done!

It will affect your letters, miss,
With ill effect, if you miss this.

I wake up, screaming, pale and scary;
So folks, please use the dictionary!

—By Carroll Van Court, in
Graphic Arts Monthly

RECOMMENDED READING

Read "The Americanization of Edward Bok." You should find it in your Public Library. It is the autobiography of the Dutch boy who came to America when he was six years of age, and who struggled up through poverty and difficulty to become one of the best known, most popular and most influential editors in the land. It was during his 30 years of service as editor of *The Ladies' Home Journal* that this periodical reached its position of influence and popularity with the women which has made it a leader in so many important matters.

The book is full of interesting sidelights on the history of the first quarter of the present century. It is a storehouse of anecdotes and illustrative material, presented in readable fashion. Any enterprising Toastmaster can find a score of good speech topics in its pages.

For a different, slightly less entertaining assortment of biographies of important men who have been neglected, get hold of "Heirs Apparent," by K. H. Young and Lamar Middleton. It deals with the lives of those almost forgotten men—the Vice-Presidents of the United States. Here are 34 compact profile sketches of the Vice-Presidents from John Adams to Harry Truman. Keep a notebook at hand, to record incidents and facts you should remember, for the enrichment of speeches yet to be made.

—◆—
The books that help you most are those that make you think the most.
—Theodore Parker.

THE WORD BUILDER

Many Toastmasters, both individually and in their clubs, are using this department to help them build up their supply of words.

Every Educational Chairman should see to it that proper encouragement is given in the club meetings, so that every man may gain the benefits. One of the very best methods is the use of charts, illustrated on page 25 of the March issue of *The Toastmaster*.

The following words have been selected from the new edition of Webster's Collegiate Dictionary, published in April. Pronunciations and definitions are given on that authority. Take as many of them as you can use, and *use them*.

abatement (a BATE ment) act of diminishing or omitting; deduction
abdicate (AB di kate) renounce; surrender
abecedarian (a be se DAR i an) one learning the alphabet; a tyro
abiogenesis (ab i o JEN e sis) spontaneous generation
abnegate (AB ne gate) to deny and reject
abolition (ab o LISH un) utter destruction
aboriginal (ab o RIJ i nal) first; original
abrasive (ab RAY siv) tending to rub off
abrogate (AB ro gate) to annul; abolish
abscission (ab SIZH un) act or process of cutting off
absolution (ab so LU shun) forgiveness
abstemious (ab STE mi us) sparing in use of food and drink
abysmal (a BIZ mal) bottomless; profound
academic (ak a DEM ik) literary; conventional; theoretical
accelerate (ak SEL er ate) to quicken;
accentuate (ak SEN tu ate) to emphasize
accessory (ak SES o ri) contributory
acclimate (a KLI mit) to become used to a climate not native
accolade (ak o LADE) ceremony used in conferring knighthood; an award
acerbity (a SUR bi ti) sourness; bitterness
achromatic (ak ro MAT ik) colorless
acoustics (a KOOS tiks) science of sound
acrid (AK rid) sharp; harsh; irritating
acrimonious (ak ri MO ni us) angry; bitter
acrophobia (ak ro FO bi a) morbid dread of being at a great height

—◆—
Words are, of course, the most powerful drug used by mankind.
—Rudyard Kipling



The program plan on "Our Home Town" worked well for us. In fact, it was one of the best meetings we have had for a long time.

—Ira M. Strauss, Hillsboro, Oregon.

We tried the "Know Your Home Town" program for Losantiville Toastmasters, and it proved to be one of our most enthusiastic meetings. Evaluators were instructed in advance to know the subject as thoroughly as the speakers. Rivalry between speakers to present the best talk on Cincinnati increased the interest. The program closed with a special feature—a film on our city. Thanks for the idea.

—Arthur L. Daughters, Program Chairman of Losantiville Toastmasters No. 542.

I was toastmaster in our club for the "Our Home Town" program. It was a success, because all the speakers did research work in gaining information. Our program came only two days before the premier showing of the motion picture "Tulsa," making it most timely and appropriate. Our club is planning to use more of the Progressive Training suggestions.

—W. Bruce Norman, Governor of District 16, and member of Tulsa Toastmasters Club No. 148.

The "Signs of Spring" program was tried, proved successful, and is going to be used again soon. Keep on with the good ideas.

—C. C. Ray, El Cajon, California.

A club which is not district-conscious seems to put itself into a shell, and eventually deteriorates.

—James del Sole, of Pittsburgh, Pa., Toastmasters Club.

The four special programs for April, suggested in *Progressive Training*, are history now, and it is a pleasure to report the favorable reception by our members. The programs were very much worth while, and put new life into the meetings.

Bob Bromley Dep. Gov., South Gate, California, Toastmasters Club.

As I complete my term as president of our club I speak my thanks for all the information and suggestions I have received each month from the Home Office. Also, thanks for *The Toastmaster Magazine*. I look forward to it each month.

E. W. Bingham, La Jolla, California, Toastmasters Club.

Our success with the "Impromptu" program was beyond expectations. We used five speakers, and five men to introduce these speakers, with one evaluator to each pair. The program was tied together through use of a television theme. The Master Evaluator was in a "monitor booth," and the evaluators concentrated on success of the participants in dealing with the simulated situations. The program was well done, and the men were amazed at the success of their efforts.

—Thos. F. Robertson, Educational Chairman, "500th" Toastmasters Club of Minneapolis.

Sense And Nonsense

The average man believes a thing first, and then searches for proof to bolster his opinion.

—Elbert Hubbard.

Imitation

Except to an ignoramus or intellectualist, nothing imitative can equal that which is imitated. Instead of imitating effects, search for the principle that made them original, and own your own effects.

—Frank Lloyd Wright.

Aim High

"A man will remain a rag-picker as long as he has only the vision of a rag-picker. We must have ambition to do our best, and refuse to accept our second best. Doing easy things does not tax us, neither does it challenge us. It is a good plan to make it a point to tackle one hard job every day. If we do this, we will find that we have exercised our will power, our minds and our bodies to good purpose. One of the rewards of learning to do hard things is the capacity for doing still harder things."

The Voice of Experience

When Bernard Baruch, the "elder statesman," accepted the honorary chairmanship of the Hearst national oratory contest, he offered a word of advice to members of the younger generation who aspire, in their turn, to become elder statesmen. He said, "Ability and facility to express an idea is almost as important as the idea itself."

Thrift

"Are you folks saving anything these days?"

"Well, not exactly saving, but we have quit spending money that we don't have."

Escape

This one could be tried on a tiresome speaker.

The Judge was annoyed by noises made by the spectators in his court room. Said he: "The next person who interrupts these proceedings will be expelled from the court and ordered home."

"Hooray!" yelled the prisoner at the bar, as he jumped to his feet.

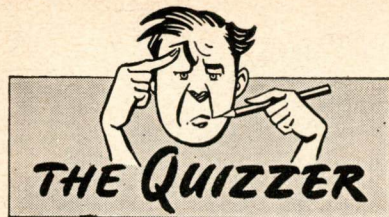
Lost Memory

There was an old fellow who lived in our town, who vividly recalled a happy day in his youth when he met and conversed with Abraham Lincoln. Later in life he joined the church, and then he couldn't remember the Lincoln incident any more.

The Real Self

I am like one of those boxes which I have seen, enclosing several boxes of similar form, though lessening in size. The person with whom I have the least congeniality sees only the outermost box. Another person has something more interesting in his character; and he sees the next box. Another sees still the inner one. But the friend of my heart, with whom I have full sympathy—he is the one who sees the innermost box of all.

—John Foster.

**HOW DO YOU RATE?**

By Grant Henderson

"Use or lose" is a principle which applies equally well to physical ability and to intellectual skills. Disuse invites atrophy.

You can enlarge your vocabulary by study, and improve your use of words by using them. If you have clear ideas of the meaning of the words involved in the following study, you can give yourself a high rating. If you use the words you know, your speech will show improvement.

Each numbered line below is a definition of a word useful in speech. The last four letters of each word are r-a-t-e.

Your task is to identify all these words before you refer to the key which is printed upside down at the bottom of the page.

These rates will help:

- To originate a plan for the speech.
- To weigh in the mind the points in the plan.
- To select some of the points for special use.
- To explain those points by figures and examples.
- The explanation must be in conformity to truth.
- To make more certain, to prove the points used.

But these may hinder:

- To enlarge beyond the bounds of truth.
- To corrupt the thoughts to be expressed.
- To pass from a higher to a lower type of expression.

These rates are useful:

- To tell a story, or give an account of some experience.
- To step up the tempo.
- To give life and energy to voice and manner.
- To speak in detail upon the theme.
- To diminish in force now and then.
- To move deeply the thoughts of the listeners.

While these should not be employed:

- To pronounce with a rough breathing.
- To let any sound escape as in the manner of vapor.
- To say things over again and again.

IN CRITICISM—Give and Take**These rates build up:**

- To bear up graciously under severe criticism.
- To make more tolerable the sting inflicted.

While these tear down:

- To arouse keen vexation.
- To commit an offense.

IN CLUB RELATIONS**These rates augur of success:**

- To become united with others in a league.
- To act jointly with others for the greatest good.
- Holding the firm belief in equal rights.
- Being observant of the feelings of others.
- To regard with deference the opinions of others.
- To hold sacred the objectives of the club.

15. penetrate	1. generate
16. aspirate	2. deliberate
17. evaporate	3. separate
18. illustrate	4. illustrate
19. tolerate	5. accurate
20. melliorate	6. corroborate
21. exasperate	7. exaggerate
22. perpetrate	8. adulterate
23. confederate	9. degenerate
24. cooperate	10. narrate
25. commensurate	11. accelerate
26. considerate	12. invigorate
27. venerate	13. elaborate
28. consecrate	14. moderate

THE KEY

OFFICERS**President**

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Room 1157
612 S. Flower, Los Angeles 14, Cal.

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Lewis C. Turner
655 S. Hawkins, Akron 2, Ohio

Secretary

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5229 Lockhaven, L. A. 41, Cal.

Treasurer

Robert L. Grube
7329 E. Marginal Way, Seattle 8, W.

Past President

George W. Benson
311 Margaret Ave., L. A. 22, Cal.

Founder and Educational Director

Ralph C. Smedley
P. O. Box 714, Santa Ana, Cal.

Executive Secretary

Ted Blanding
P. O. Box 714, Santa Ana, Cal.

Administrative Associate

Wilbur M. Smith
P. O. Box 714, Santa Ana, Cal.

DIRECTORS**Carl H. Hasenkamp**

2135 N. Blandena, Portland 11, Ore.

Nick Jorgensen

2037 Westlake, Seattle 1, Wash.

Ralph S. Lowe

1841 Rome Ave., St. Paul 5, Minn.

Bertram H. Mann, Jr.

3511 Grandel Sq., St. Louis 8, Mo.

Weslie W. Olson

416 W. C. U. Bldg., Quincy, Ill.

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1756 - 25th, Cuyahoga Falls, Ohio

J. Merton Rosauer

14th and Lindeke, Spokane 9, W.

Carleton Sias

1000 Waterloo Bldg., Waterloo, Ia.

DISTRICT GOVERNORS**District**

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7108 King, Bell, Cal.
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- Cecil O. Gordon**
P. O. Box 441, Fresno, Cal.

When writing to Toastmasters International, please address your letter to
P. O. Box 714, Santa Ana, California.

Dr. James F. Bean
 1013 Milan Ave.
 So. Pasadena, Calif.

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