

JULY, 1956

The
TOASTMASTER



EDITORIALLY SPEAKING

Is there anything more exciting than a skyrocket bursting in mid-air? There is the swift unfoldment of color and design, a fountain of fire and a flower of light. It fades as suddenly as it blooms, and the watchers exhale pent-up breath in an audible susurrus.

Since Marco Polo first brought back this strange magic from China, fireworks and patriotic celebrations have been linked together. Monarchs have commemorated coronations and victories; republics remember their birthdays. The small-

est child who waves a sparkler feels impelled to shout "Hurray!"

Of course, there are verbal pyrotechnics, too. July in Toastmasters places emphasis on patriotic speeches. Fireworks are in order. But remember that a skyrocket can't be set off carelessly or casually. There's nothing more disappointing than a dud.

But carefully placed, touched off at the right second—there's a whizzer! Watch it, everybody!

Fireworks!

AMONG OUR CONTRIBUTORS

PHIL OGDEN (*How Did He Get That Way*) is a charter member and Past President of East St. Louis, Ill., Toastmasters No. 845. He is a Past Governor of District 8, and now serving as District Extension Chairman; was a member of the editorial committee of Toastmasters International and is now a member of the educational committee. Phil is owner of The Ogden Company

... **ROGER MELROSE** (*To Bury Bill*) divides his time between Toastmasters (Hood River, Ore. Club No. 701), amateur theatrics and his job as West Coast Representative for Edward Hines Lumber Co. He is Administrative Vice-President of the Hood River Club

... **VOYLE W. WOOD** (*When You Rise to Evaluate*) has held most of the offices in his club, the Officers Toastmasters No. 440 of Richland, Washington, and most of the offices in District 9. He also has served on several International Committees. An engineer, he is associated with the General Electric Co. at the Atomic Energy Plant in Richland

... **DR. VICTOR W. STRACKE** (*The Treadmill*) was born and raised on the shores of the Baltic Sea, and came to the U. S. as an exchange student in 1937. He practices optometry in Appleton, Wisconsin, where he helped form Club No. 1331. He is now Lt. Governor of District 35 ... **JOHN DEAN** (*Slang Stuff*) known as Willowbrook's (Calif.) most popular gardener, owns and operates a nursery and is a garden consultant and lecturer. He writes that he has been trying to learn to speak in public since 1954, when he became a member of Compton Toastmasters No. 464, and he still has hopes ... **ARNOLD DENKERT** (*Basic Training*) of Springfield, Ill., insurance counselor by profession, is a member of the Lincoln-Douglas Toastmasters No. 51 and Lt. Governor of District 8. He has helped to organize three clubs—Clay-Webster No. 1366, Lincoln-Logan No. 1734, and Clear Lake, No. 1955, and is presently helping to form a new club in Carlinville, Ill.

The **TOASTMASTER**

For Better Thinking—Speaking—Listening

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

VOLUME 22 NUMBER 7 JULY, 1956

PRICE \$1.50 PER YEAR

Ralph C. Smedley—*Editor-in-chief* · Wayland A. Dunham—*Editor*

IN THIS ISSUE

AND FELLOW CITIZENS..... 2
 I AM THE UNITED STATES..... 4
 THIS SLANG STUFF—By John Dean..... 5
 JOHN BROWN'S BODY—By Ralph C. Smedley..... 7
 HOW DID HE GET THAT WAY?—By Phil Ogden..... 11
 EAVESDROPPING ON THE CONVENTION..... 13
 WALK YOUR OWN PATH—By Cameron Hawley..... 14
 TO BURY BILL—By Roger M. Melrose..... 15
 WHEN YOU RISE TO EVALUATE—By Voyle W. Wood..... 22
 FALL IN FOR BASIC TRAINING—By Arnold Denkert..... 26
 WHAT DO WE CARE?..... 27
 THE TREADMILL—By Victor W. Stracke..... 29

It's a Good Idea, 9—What's Going On, 18—How We Talk, 21—Have You Read, 23—You and Your Club, 24—Word Clinic, 25—Laff Lines, 31—New Clubs, 32.



Address all Communications

The Toastmaster
 Santa Ana
 California

PRINTED IN U. S. A.

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 2165 active clubs, located in the United States, Alaska, Hong Kong, Canada, Canal Zone, Channel Islands, Cuba, England, France, French Morocco, Germany, Greenland, Guam, Hawaii, Iceland, Japan, Philippines, Scotland, South Africa, South Pacific Islands, Thailand and Venezuela. Organized October 4, 1930. Incorporated December 19, 1932. First Toastmasters Club established October 22, 1924.

HOME OFFICE—Santa Ana Community Center, 1104 West Eighth Street. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International. Published monthly at Santa Ana, California. Copyright 1956 by Toastmasters International. Name registered, U. S. Patent Office. Entered as second-class matter October 25, 1941, at the Post Office, Santa Ana, California; act of March 3, 1879.



FELLOW CITIZENS-

We are gathered here
to celebrate . . .

The family was getting ready for the annual Fourth of July picnic in the Grove.

Oh, that picnic! It was the big event of the year, bigger, even, than the Christmas tree party at the First Methodist Church. Everybody attended. The banker came in his Stanley Steamer and the farmers in their wagons. Nobody would have dreamed of staying away. The Grove was packed. There were baseball games and horseshoe contests, exchanges of gossip and recipes, romances and small boy skirmishes. But the highlight of the day was always the speech.

Can you picture the bunting-draped speaker's stand, the table with its glass and pitcher of ice water, the town notables in a self-conscious row, and behind the table, Senator So-and-so testing his vocal cords? (The speaker was always "Senator," "Judge," or "Colonel," though his legislative, judicial, or military service might be at a minimum.) He made, the ladies all agreed, a fine figure of a man.

The Senator had one qualification for a patriotic speech in the open air. He had a deep, resonant and powerful voice. That voice could ring all the changes in timbre, could shift from intense exhortation to whispered appeal. Yes, the Senator was an inspiring sight as the rolling echoes of his voice died away, and he stopped to toss back his hair, mop his brow and gulp more icewater.

The type of speech he delivered has become irreverently tagged as "squeezing the eagle." Its theme was always patriotism, and it leaned heavily on orotund phrases like "our gr-r-and and glorious country," "from the palm tree to the pine," "the red, the white and the blue," and others of that ilk. It might briefly pause to give a slap at the opposition party (this varied according to region) but in general it totally ignored any item which might arouse thought. Feeling was the thing that counted.

But before we toss the old-time Fourth of July orator entirely into the limbo of outmoded things, along with antimacassars, rattan furniture, the what-not and the brass cuspidor, let us look at the one quality it did have. What held the attention of that listening audience, differing as they did in economic status, national backgrounds, and social standing? What kept them listening on a hot afternoon in the open air, surfeited with food and probably feeling the need of a nap?

The speech engendered a feeling of belonging, of *togetherness*. Under the impact of one great emotion it swept away minor barriers of personal and social achievement or the

lack of it, and welded the audience into a unit. Neighbors by residence became neighbors in heart. They felt themselves united—united in pride and love for their country, united in affection for each other.

It may be possible that sometimes in our modern approach which tends to appeal to the thinking mind rather than to the listening heart, we neglect to build this feeling of togetherness. We are so anxious to convince, to persuade, to "make the sale"! We think of our audience as a number of people, thirty, say, or five hundred. Yet for the time we are speaking, they must become one.

This fact is thoroughly understood by dictators or would-be dictators. But they take the wrong approach. They choose the easy way, which is to give the audience something to hate. They pick out a convenient scapegoat, usually a minority racial or religious group, and make it a focal point of a barrage of hatred that welds their hearers into an unwholesome entity. They choose to ignore that hate is the wrong unit, that it corrodes, embitters and eventually destroys its creator. The careers of Stalin, Hitler and Peron all bear witness to this.

The old Fourth of July orators knew better. They knew that the greatest uniting force is love. Love carries with it pride, respect, reverence. It has room for growth and development. It is constructive.

Remember old Senator So-and-so the next time you make an important speech. Believe it or not, fellow citizens, he had something.

I AM THE UNITED STATES

(Ed. Note: While written to apply to the United States, these words are so universal in appeal that Toastmasters of other allegiances should have no trouble in adapting them to their own countries. The original author is unknown.)

I WAS born on July 4, 1776, and the Declaration of Independence is my birth certificate. The bloodlines of the world run in my veins, because I offered freedom to the oppressed. I am many things, and many people. *I am the United States.*

I am 165 million living souls—and the ghost of millions who have lived and died for me.

I am Nathan Hale and Paul Revere. I stood at Lexington and fired the shot heard around the world. I am Washington, Jefferson and Patrick Henry. I am John Paul Jones, the Green Mountain Boys, and Davy Crockett. I am Lee, Grant and Abe Lincoln.

I remember the Alamo, the Maine and Pearl Harbor. When freedom called, I answered and stayed until it was over, over there. I left my heroic dead in Flanders Field, on the rock of Corregidor, and on the bleak slopes of Korea.

I am the Brooklyn Bridge, the wheat lands of Kansas, and the granite hills of Vermont. I am the coalfields of the Virginias and Pennsylvania, the fertile lands of the West, the Golden Gate and Grand Canyon.

I am big. I sprawl from the Atlantic to the Pacific, 3 million square miles throbbing with industry. I am more than 5 million farms. I am forest, field, mountain and desert. I am quiet villages—and cities that never sleep.

You can look at me and see Ben Franklin walking down the streets of Philadelphia with his breadloaf under his arm. You can see Betsy Ross with her needle. You can see the lights of Christmas, and hear the strains of Auld Lang Syne as the calendar turns.

I am Babe Ruth and the World Series. I am 169,000 schools and colleges, and 250,000 churches where my people worship God as they think best. I am a ballot dropped in a box, the roar of a crowd in a stadium, and the voice of a choir in a cathedral. I am an editorial in a newspaper, and a letter to a Congressman.

I am Eli Whitney and Stephen Foster. I am Tom Edison, Albert Einstein and Billy Graham. I am Horace Greeley, Will Rogers, and the Wright Brothers. I am George Washington Carver, Daniel Webster and Jonas Salk.

I am Longfellow, Harriet Beecher Stowe, Walt Whitman and Thomas Paine.

Yes, I am the nation, and these are the things that I am. I was conceived in freedom and, God willing, in freedom I will spend the rest of my days.

May I possess always the integrity, the courage, and the strength to keep myself unshackled, to remain a citadel of freedom and a beacon of hope to the world.

How about . . .

THIS SLANG STUFF

By John Dean

. . . anyway?

TOASTMASTERS are engaged in developing a working tool—an adequate and extensive vocabulary.

So what about this slang business, anyway? Is it a part of our project? Is it wise to use slang? Is it wicked?

A scholar or grammarian might say that slang is at all times a vulgar and coarse instrument of speech, and should be strictly left alone. Young people would call him “stuffy” of course, and perhaps not miss the mark so very far in thinking so.

On the other hand, if the scholar were to recommend to young people that they use slang words freely, he would face the wrath of their parents, and rightly so.

Is there an acceptable middle ground? Let's see if we can discover it.

All down through the ages, savants and highbrows have shaken their heads gravely, have mumbled, grumbled and groaned about the use of slang. But many of the words they so viciously attacked have left the east side and the gas house districts and moved up into exclusive Mayfair circles.

When Benjamin Franklin returned to America in 1789, after a

nine year stay in France, his ears were shocked by the cheap new slang words that had crept into use in his absence. He could hardly believe that literate people were using such ugly, upstart words as *deputize*, *nice*, and *oppose*, or such tawdry inventions as *to advocate*, *to progress*, *to deed*, *to notice*. He urged the great Noah Webster to help him put down this terrible trend, lest the language be utterly destroyed.

Again, the great dictionary-maker, Dr. Samuel Johnson, fulminated against the new, brash, slang expressions of the day—words like *fun*, *banter*, *coax*, *budge*, *fib*, *glee*, *jeopardy*, and *chaperon*. What was going to happen to the young people, he thundered, if they were to adopt such barbarisms?

About the middle of the 19th century, grammarians were appalled by a host of fresh slang incursions. Vicious verbs like *endorse*, *itemize* and *affiliate* had crept into the language of business. There were other demoralizing terms also, words like *predicate*, *collide*, *resurrect* and *Americanize*. Today, of course, we use them all happily.

Slang may be called the salt, pepper and spice of language. But

like these condiments, it must be used sparingly and with good taste. Or it may be said that slang words are the green shoots that come up and often crowd out the dry verbiage of dead phrases.

But with all this, it is well to be careful, very careful, of slang. Swell is a *swell* word if we don't work it too hard. But if we talk about a swell time, a swell guy, a swell house, a swell party or a swell trip, we develop lazy speech habits. Soon we are on our road to the language poorhouse.

It is possible to wear a word so thin and smooth that, like a coin, it will lose its seal and superscription and be without value.

A new slang word may stale quickly. It is then just as well to put it aside. And it is always well to remember that slang is largely local and is apt to be known only to those who are in on the secret.

And don't forget, there is one irrefutable answer to those who claim that "Dig you later," or "Be seein' ya," may someday be as respectable as "Goodbye." The answer is: *As of now, they aren't.*



THE READING VOCABULARY

Our reading pleasure is limited by our vocabulary development.

Almost any book that is worth reading introduces us to some unusual words. As a rule, we can gather the meaning from the context, but we miss much if we lack comprehension of the words themselves.

Recently we read again "The Return of Peter Grimm," the book adapted from David Belasco's play of 25 or 30 years ago. That, by the way, is a book worth reading, even though it is not one of today's most popular numbers. One is led to wonder why the play is not revived at this time, when people appear to be so much interested in Bridey Murphy. If you have not given yourself the pleasure of reading about Oom Peter, now is a good time to enjoy it.

As we read, we listed some of the words which seemed capable of stopping the casual reader. Many of those we noted are dimly understood by most of us, but are beyond our ability to define clearly. Some of them would stump us if we tried to pronounce them.

This list is offered with the hope that

readers interested in better understanding may be led to reach for the dictionary and make sure of meanings and pronunciation. First, go through the list and note just how many of the words you can define and pronounce correctly. Then look them up to make sure. Then go after the unfamiliar ones. There are some that you can use in your ordinary conversation.

antiquary
nondescript
tirade
paragon
repository
incongruous
truculent
reticent
preposterous
longevity
gruesome
impalpable
epicurean
sacrilegious
furore
travail
seance
precocious

acquiescence
surcease
lugubrious
peremptory
expiate
invective
ineffable
deprecatory
dilettante
entailed
prodigious
atrophied
platitudes
meander
conjecture
reiterate
trivial
sardonic

JOHN BROWN'S BODY

By Ralph C. Smedley

THIS is a note to the Educational Committee of your club, suggesting a timely and perhaps thrilling program for one of your meetings.

Just 100 years ago, John Brown's body did not lie "a-mouldering in the grave," but was bravely marching on in his campaign against slavery. It was in 1856 that the "Kansas question," "border ruffians" and "bleeding Kansas" were national issues. Kansas really was bleeding, for there was actual civil war in the spring of 1856. The city of Lawrence was captured on May 21, as "border ruffians" from other states joined Kansas pro-slavery men in burning and pillaging many buildings. Two lives were lost in the fighting.

John Brown and several companions retaliated by carrying out the Pottawatomie massacre on May 24,

when five pro-slavery citizens were executed.

In Congress, Senator Charles Sumner delivered a fiery speech which became known as "The Crime Against Kansas." His insulting aspersions upon the character of some of his fellow Senators provoked physical violence. He was attacked and beaten as he sat at his desk in the Senate chamber.

The trouble had risen over the question whether Kansas, newly opened to settlement, should be slave or non-slave territory. The Kansas-Nebraska bill put the decision into the hands of the settlers. Rival governments were set up, and charges of fraud in elections were prevalent. In the conflict which followed, some 200 lives were lost.

Congress appointed a committee to investigate.

That year, 1856, like the present one, was a presidential election year. Imagine the material for campaign speakers in the midst of this situation.

For a most interesting program, appoint some willing workers to study the history of a century ago, and let them present the story to the club. They will find striking similarities between the events of the old times and those of today, and they may draw valuable lessons in the light of experience.

What the nations of the world need is a good loud-speaker for the still small voice.

—Bulletin, La Canada (Calif.) Toastmasters
(Mr. Toastmaster)

Nothing cooks a man's goose quicker than a red-hot temper.

—Oren Arnold, Kiwanis Magazine

It's a GOOD IDEA!

✓✓ To Attack and Defend

The Educational Committee of the Devon (Alta.) Toastmasters has developed a new idea for a table topic session which they have titled "Controversial." Immediately after each speaker, two table topic speakers rise in turn, one to attack the speaker, the other to defend him. The Toastmaster announces the speaker and the first topic speaker at the same time, and then introduces the second topic speaker (the defender) after the main speaker has concluded. It all results in highly constructive listening and some exciting impromptu debates.

✓✓ Good Idea

In a recent topic session, members of the Syracuse (N.Y.) Toastmasters were called upon to give ideas for future topic sessions. The one received with most enthusiasm was offered by Toastmaster James Fletcher: "Have a member study the performance of another Toastmaster in topic speeches and report after three or four meetings of observation."

✓✓ Get Ready for TV

With the ever-growing use of television and the possibility that more and more Toastmasters will have the opportunity to appear before the cameras, W. B. Gobel, Educational Vice-President of the Uptown (Chicago) Toastmasters, sends us this good idea. At a recent meeting of the Uptown Club, a movie camera together with a battery of floodlights was used. This enabled the speakers to get the feel of the bright lights, and overcome camera nervousness. A secondary value was found in the use of the films taken, when these were shown at a later meeting.

✓✓ It Got Results

Wood River (Illinois) Toastmasters smile sweetly when they hear members of other clubs complaining about low membership and poor attendance. Their problem is the opposite—how to keep from being snowed under by eager participants.

But it was not always so, says Wade W. Gergen, Educational Vice-Pres. A year ago the club was in sorry state, with hardly enough members to make up a program. They determined on a vigorous sales campaign. Each member turned in the names of five prospects. A sizzling sales letter was drawn up, pointing out the advantages of Toastmasters training and inviting the prospect to come and see for himself. Each member then sent the letter (in his own hand but on club stationery) to his five prospects and later followed up with a personal call.

Results were terrific, and club members now always perform to a packed house!

✓✓ Good Medicine

The Lafayette (Ind.) Toastmasters have inaugurated a new stunt that bids fair to keep the membership on its collective toes about appearing for scheduled assignments or arranging for substitutes when they are unable to be present.

President John Cox has donated to the club a large green medicine bottle. Those Toastmasters who fail to show when scheduled have their names put into capsules which are then placed in the bottle. Toastmasters needing speakers will shake out the necessary number of capsules, prescribe subjects, and the lucky speakers will "take their medicine" by giving extemporaneous speeches, five minutes long.

✓✓ Hear and Compare

This table topic comes from the First State Toastmasters of Delaware, from Ed. Veep Rice, and was staged by Topicmaster Bob Sprague.

Each participant was given the text of a passage from one of Franklin D. Roosevelt's more dramatic speeches, and asked to read it into a mike connected with a tape recorder. After he finished, the tape recorder played the same passage as originally delivered by F.D.R.

The mechanics were not difficult, they say. Before the meeting, the selected portions of the speeches were recorded from phonograph records, and a blank portion of tape was left between each section for the Toastmaster rendition. After the meeting, the entire tape was played back so that each speaker could hear his own voice followed by that of Mr. Roosevelt reading the same words.

✓✓ Turn the Tables

Table topics worked a quick switch at a Ladies Night meeting of the Kaibab Toastmasters of Williams, Arizona. At the opening of the meeting, each Toastmaster was handed a slip of paper on which a question was written, a question of the type a four year old child might ask its parents. But at the start of the session, the Topicmaster announced that since a mother was in closer contact with the child, the men should hand the questions to their wives for response.

The ladies came through in fine style.

✓✓ Stirred Up

When the Fort Collins (Colo.) Toastmasters planned a symposium on the nation's number one political and economic problem, the farm situation, table topic participants were assigned as "agitators" to promote discussion from the floor. Their admirable performances were hardly needed, however, as the handling of the subject proved so fascinating to the audience that it was difficult to bring the meeting to a close.

There's nothing like well-prepared speeches on a vital topic to arouse interest!

✓✓ Information at Hand

Biometric Toastmasters Club (Beverly Hills, Calif.) has developed a "membership getter" that works wonders. On 3x5 cards, they mimeographed the name and number of the club, time and place of meetings, the name and phone number of both President and Membership Chairman, and a space for date, time and place of the next meeting to be written in. Each member has a number of these cards to pass out to prospective members. Should the invited guest be unable to attend the meeting as originally planned, he has full information as to future meetings.

✓✓ Unusual Table Topics

Using a screen and a 35mm slide projector, Topicmaster Ned Champion of the North State Toastmasters (Raleigh, N. C.) flashed a picture on the screen for one minute, then called on a Toastmaster for a two-minute speech with the picture as a subject.

Slides of a ship leaving a pier, a bathing beauty, Cologne before W. W. II bombing, hurricane-tossed waves and other subjects incited a spirited topic session. The work involved in borrowing slides, projector and screen and getting them set up in advance was judged to be well worth the trouble.

✓✓ New and Novel

Topicmaster "Van" Van Kavelaar of the First State Toastmasters of Newark, Delaware, tried a "novel" approach (that's a pun) when he had members participate in producing a literary effort entitled "What Has Become of Susan Morley?" Basic details of the story were typed out, and a chapter number given to each participant. As the members were called upon in order, they had to tell what happened to Susan in their particular chapter. Details as set down could not be altered, and it was required that a continuity be maintained.

The result has not as yet been submitted to a publisher, but you never can tell!

✓✓ A.W.O.L.

Several clubs that are really working on the attendance problem have a separate table set aside from the others, where unexcused absentees of the last meeting are required to sit. Just before table topics, each culprit is allowed a two-minute period for self-justification. If he makes the grade, he is allowed to change his seat to one of the regular tables. If he fails, he must remain "on the spot" for the remainder of the meeting.

✓✓ Canned Talks

Syracuse Toastmasters of Syracuse, N. Y. were asked to bring one item of food, preferably in a can, as "admission fee" to the meeting. As each arrived, he was greeted by the Topicmaster with a huge sack, into which was dropped his offering.

As each table topic speaker was called upon, he had to go to the back of the room, reach into the bag of foodstuffs and what he pulled out became his subject. He could discuss content, label, the process of making the can—anything he chose or could think of during the few seconds it took to walk back to the podium.

After the meeting, the food was given to a local charity.

✓✓ Double Barreled

The Main Line Toastmasters of Ardmore, Pa., recently set aside regular club procedure in favor of a special voice recording program. Each member was instructed to come prepared with a two-minute speech in which special attention was paid to vocal variety. Speeches were given one after the other, without pauses for evaluation, and recorded on tape. A movie camera was also taking colored pictures of each speaker.

After all speeches had been given, the entire tape was played back, with pauses during which the speaker gave a self-evaluation, checked by audience reaction. The movies provided opportunity for visual evaluation at a later meeting.

✓✓ Roving Reporters

Topicmaster Bob Stone presented a challenging topic session to the members of the Sunrise (Phoenix, Ariz.) Toastmasters recently. Members were presented with pictures clipped from current newspapers. "Be a reporter," Bob told the participants sternly, as they turned an eye-picture into an ear-picture.

✓✓ Contribution

When Lee Leiserson of the Baltimore (Md.) Toastmasters agreed to pinch-hit for the absent Topicmaster, he produced a topic brand-new to the club. First, he introduced himself, giving his occupation as "Chemist." He then requested that the first topic speaker suggest, in one minute, how he as a chemist could make the greatest contribution for the benefit of mankind. At the end of the minute, the speaker was to give his own occupation, and the following speaker was to make similar suggestions on his job.

How would you comment on such occupations as salesman, engineer, purchasing agent, attorney, banker, passenger agent and payroll supervisor? What would you suggest to benefit mankind in these troubled times of world unrest?

✓✓ If . . .

Connecticut Yankee (New Haven, Conn.) Toastmasters recently held an "If" night. Table topics and speeches centered around such topics as "If I were president of my company," "If I were a labor leader," "If I were an invalid," "If I had a million dollars," and others of similar nature. Some of the "ifs" even involved club procedures.

Remember—

the

Detroit Convention

Have you ever wondered . . .

HOW DID HE GET THAT WAY?

. . . Here's an answer

By Phil Ogden

DID YOU ever watch an executive at work smoothly controlling his board meeting, graciously "letting" the members do what he wants them to do? Or a crackerjack salesman "letting" a client buy a \$30,000 annuity? Or an old-timer at a Toastmasters meeting convincing the membership that the best thing for the club is a speechcraft course?

Did you ever wonder how he became a smooth talker, a competent salesman, a solid club member? Have you ever wondered, "how did he get that way?"

I have. In fact, I have thought so much about it that I decided to delve into the careers of some Toastmasters I know. You'll be interested in some of the facts I uncovered.

Each of these men joined a Toastmasters club with the same idea in mind—self improvement. All were about equally qualified in the beginning. Let's look at them individually.

Jim was a serious Basic Training student. After repeating some of the assignments, he completed his No. 12 "Masterpiece." His employer was sent a nice letter from the Home Office of Toastmasters International apprising him of Jim's

achievement. The employer was surprised; he hadn't known that Jim was an employee, to say nothing of his being a good speaker.

That was several years ago. Now Jim heads up the public relations department of the X Company and is still an ardent Toastmaster. He tells me he can't afford to miss a meeting.

Harry came to his club about a year and a half ago. He had a poor education and was handicapped by faulty speech and grammar. He has his own small business, which is quite successful. The consensus was that he would be a weak member and would find it difficult to withstand the pressure of membership in a Toastmasters club.

Harry has withstood the pressure. He is still far from completing his Basic Training, but is courageous in his attacks on each assignment and implores his evaluators to "let him have it." They oblige. Harry is now the Vice-President of his trade association. "All of the credit," he says, "goes to you fellows in Toastmasters. Before I joined, I was afraid to get up and say what I thought."

George had been a debit man for an insurance company for years.

He knew the insurance business well and was faithful in his work, but just didn't have that certain something that would help him advance. About two months after becoming a member of an "average" Toastmasters club, George asked for the floor. He literally blistered the membership for not taking advantage of such helps as program suggestions from the Home Office, executive committee meetings, variety in evaluation. So enthusiastic was his appeal that the club voted to give his ideas a try. As a result, the club is now out of the "average" class and is considered "very good."

And George? He tells me that his company is opening a new branch office and that he is to be manager. "You can be sure of one thing," he told me. "If there's no Toastmasters club in that town, I'll start one. I can't do without it!"

But don't get the impression that I believe that every man who joins a Toastmasters club is a brilliant success. Let me tell you about Walter.

Walter has been a member of the same club for three times, and has now quit again. He joins because he likes the fellowship and the prestige. He says he would like to advance in his work as some of the other Toastmasters do, but he just doesn't make the grade. He quits

the club because: "I don't get to be Toastmaster and speaker as often as some of the others. This club is being run by a clique. They pick on me in evaluation and are too severe."

The club members tell me that Walter gets the same treatment as the other men, but he hasn't been able to accept evaluation or take advantage of the suggestions made to improve him as a speaker and personally.

As you reflect on the thumbnail sketches of these four men, do you still wonder how they got that way?

If we look a little more closely, the answer is obvious.

It isn't the club, because each man comes from a different section of the country. It isn't the material, because each man has the same material. Their backgrounds differ only slightly.

But the first three men make the best use of the material available. They accept evaluation and make the necessary adjustments. They keep themselves mentally flexible.

So unless you want to become a "Walter," may we suggest that you keep mentally alert, improve your personality, plan your work and work your plan. And some day as you are waxing eloquent, the little fellow in the back row will heave a sigh and wonder: "How did he get that way?"

Creating a climate of sympathetic understanding among one's associates will give you a chance to put your ideas into effect, and is the very essence of leadership. No one who is not a leader can ever be a good executive.

—Sales Management



Eavesdropping on the Convention

could charter buses to transport members from the hotel to the boat pier for the Bob-Lo Island trip at about \$1.00 per person for the round trip.

The dock is at the foot of Woodward Street, about a mile from the hotel. Buses are a block away, and they deliver you right to the pier. Also, five can ride for the price of one, in a taxi! So, it was decided to start this excursion from the pier instead of from the hotel—and save the members money.

Members who, of necessity, are compelled to watch the pennies, will be happy to learn that everything possible is being done to bring down the over-all cost of convention attendance to a point all may afford.

We used to have five scheduled meal events. This year we have three—*Breakfast with the Founder*, the *Fun Luncheon*, and the *President's Banquet*.

Scheduled convention meals are expensive at best. The meal overage is the accepted method by which the hotel is partially paid for the free use of all the meeting rooms and hotel facilities that make a modern convention possible. So let's pay the tab and smile—it could be a lot worse.

Chartered buses for long-distance scheduled excursions are necessary, but for short trips about town, everyone for himself is the more economical way. For instance, we

If you did not notice the announcement in the June magazine regarding special dormitory arrangements in Detroit, you will be interested to learn that all of our suggested hotels have set aside special large rooms containing from 4 to 16 single beds—dormitory style—where groups may bed down at prices ranging from \$2.00 to \$4.00, depending on the hotel and the size of the group. What a grand opportunity for fellows from a club, Area or District to get better acquainted and to engage in many old fashioned "bull sessions"!

WALK YOUR OWN PATH

By Cameron Hawley

Author of "Executive Suite" and
"Cash McCall"

ON ONE of the last days of my grandmother's life I sat beside her bed. Warmly reminiscent, she talked of how the world had changed during the half century since she had come to the Dakota Territory in 1878 as a pioneering bride. I asked what change she considered most significant.

Her face sobered. "I'll tell you the one I most regret," she said. "When I was a girl there were so many men who stood out as individuals. Now there are so few.

"More and more all the time, it seems, men are yielding to some terrible compulsion to conform, to think alike and talk alike—yes, even to look alike. In those days you could recognize any man who was worth knowing as far away as you could see him or hear the sound of his voice. Believe me, no one ever mistook your grandfather for someone else. He was always

his own man, thinking with his own mind, standing on his own feet. He knew that a man finds happiness only by walking his own path across the earth."

The intensity of her voice made her words an obviously purposeful warning, but years passed before I appreciated the full value of the heritage she was handing me.

Now, at 50, looking back over my own life and the work I have done to date, I see so clearly that the things of which I am least proud have resulted from the weaknesses of conformity, from being more concerned with pleasing others than with satisfying myself.

My successes have come when I have had the sustained courage to follow my grandmother's admonition—in her words, to walk my own path across the earth.

—Reprinted from *THIS WEEK Magazine*. Copyright 1955 by the United Newspapers Magazine Corporation.

A dull, long-winded member of Congress, said one day to Henry Clay, "You, sir, speak for the present generation, but I speak for posterity." And Mr. Clay replied, "It seems that you are resolved to speak until your audience arrives."

Psychiatrist: A man who, when a pretty girl enters the room, watches everybody else.

We have come

TO BURY BILL

... not to praise him

By Roger M. Melrose

FRIENDS, we have assembled here today to bury Bill. Let there be no tears, no moistened eyes.

The good that Bill did as a Toastmaster is interred with his bones. His bones have small company.

The real evil lives after him. We, the survivors, must rally to fight and rectify this evil—the evil of sloth and indifference.

Remember when Bill joined us in Toastmasters? He was eager, he said, to grow in self-improvement and ability.

Bill allowed himself to be carried on the rolls for almost two years. He departed from us hardly one step further on the way toward his original goal. He drew upon the experience and patience of other Toastmasters laboring along on their own paths, yet he gave in return only his own laziness.

We can only conjecture as to why Bill performed so poorly. He took all; he gave nothing. He attempted little and progressed not at all. He attended intermittently and responded rarely.

Was Bill unable to take the mild criticism on his first few speeches? Did we expect too much of him at



first? Did he become discouraged with his first efforts? Did the goal seem too difficult?

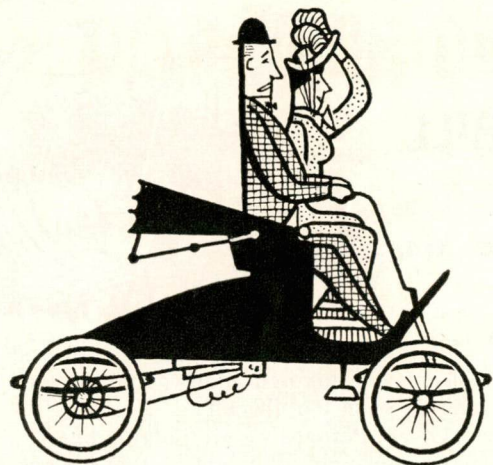
Perhaps we are judging him too severely. It might be that his performance was not entirely of his own making. Could it have been that he saw other Toastmasters paying little heed to their training manuals, showing little preparation in their speeches? Were the meetings ill-planned? Was the attendance sporadic? Was the food poorly prepared? Was Bill made ill at ease by a poor introduction, an inattentive audience?

If Bill were able to speak at this moment, he might give us the answer. But even if he wished to tell us, his lack of training might make his reply to us somewhat incoherent.

Let us depart from this moment of quiet filled with the determination that there be no more ignominious burials of similar Bills. His kind are few, but their influence can be stultifying.

Bill's demise should occasion our own renewed resolutions for better attendance, participation, preparation.

We have come to bury Bill, not to praise him.



DRIVE ONE HOME!

Have you been dreaming about a new car? Of course—all of us do. But if your dreams have advanced to the stage where they are becoming *plans*, then give a thought to attending the 25th International Convention of Toastmasters in Detroit, August 22-25 incl., and taking factory delivery of the car of your heart's desire.

Savings range from a minimum of \$120 in the low price field up to \$200, for those living in the West Coast area. Between Salt Lake City and the home factory, savings are in a slightly diminishing ratio. Your dealer will be able to give you exact figures. This range is equally applicable to all makes of cars produced by all manufacturers.

Naturally, each Toastmaster wishing to take advantage of this saving in cost, will make all arrangements with his local dealer.

Put yourself in the picture—a wonderful convention, training, inspiration, fellowship, and the added thrill of taking the wheel of your brand new car as you say goodbye to friends old and new, and set out for home!

You'll have a dream come true.

Look Inside

YOUR CONVENTION PACKAGE

THE TOASTMASTER has been bringing to you during the past months highlights and sidelights on the forthcoming International Convention in Detroit. Suddenly, August is almost upon us! It's getting time to make those reservations if you haven't already done so, to pack the old suitcase and remind your wife to phone the milkman. The convention is almost here!

The true test of the value of a convention—any convention—is not the fun you have, the trips you take, or the fellows you meet. All these are pleasant and worth while, but the real criterion is—*what do you bring back from the convention that will help you during the years ahead?* What new ideas, attitudes, techniques do you learn? Will you be a better individual because you went to Detroit in 1956?

The educational sessions have been planned with this one end in mind—to give you something of tangible value. They have been designed to feature the dynamic, dramatized approach. One session will deal with the Toastmaster and his community, and will discuss the development of community leaders, the family as a social unit and a training ground for future citizens, and ways in which an individual can serve himself as he serves his community. Leader of the session will be a recognized authority in the field of personal and social relationships, and participants will be individuals known for their ability to understand the problems we face.

A second meeting will discuss the place of the Toastmaster in the economic pattern of today. Keynote speaker will be an outstanding figure in personnel or industrial relations. Subjects treated will relate to the man and his work—how to work with others, how to handle the complex situations of today's competitive existence, how to relate yourself to your job, and other topics in that area.

The third session will deal with that subject so near to Toastmasters—evaluation. Here an authority on executive placement or a management consultant will sound the keynote of true evaluation as a tool in meeting problems. Dramatized presentations will develop the idea of the application of evaluation to both speech and business.

Then of course you haven't forgotten the International Speech Contest, the Fun Luncheon, Breakfast with the Founder and the President's Banquet and Reception, which have become traditional in all Toastmasters conventions. And this year the convention will open with a real horizon-widener—International Night, featuring clubs and Toastmasters from all over the world.

Ask the man who has attended a convention—he'll tell you that you can't afford to miss it! See you in Detroit!

WHAT'S GOING ON

Progress Board

Monday Noon Toastmasters of Seattle, Wash., are proud of their "Progress Board," which President Ken Murdock here displays to Lt. Gov. Harvey Gagnon (District 2). The board is made of Simpson acoustical tile. Pegs are wooden golf tees in two colors. Names are on card slips held in small metal holders permanently fastened to the board.

Members of the club are also justifiably proud of the progress the board depicts.



Burden Box

Lt. Col. Robert Bross (left), retiring President of the Quantico Officers Toastmasters Club (Virginia) presents his successor, President-elect Lt. Col. Philip McArdle, a gift of "President-elect's Box of Smiling Burdens" as a symbol of his forthcoming term of office. Both giver and receiver seem to find the box not too heavy, after all.



International



The accompanying photograph shows Lieutenant Commander I. P. Goodwin of the British Royal Navy (center) being congratulated by J. S. H. Rodman, President of the *SACLANT* Toastmasters (Norfolk, Va.) on winning the recent Area Speech Contest. Lieutenant J. M. Planeix of the French Navy, former President of *SACLANT* Toastmasters, waits to add his own congratulations.

Special Honor

Toastmaster Ivan Pogue of the Hoosier Toastmasters of Indianapolis, has recently been honored by being the subject of an article in the *Glass Digest*, a national publication. Ivan is a rare combination of two talents: an artist who can really sell and a salesman who loves to create. He not only sells glass, but carves it in beautiful designs. One of his most famous is the *Apollo*, which hangs on the dining room wall of the Famous Mirror Steak House at Shreveport, La. This block of glass weighed 675 lbs. Some of the carving penetrates $\frac{5}{8}$ of an inch into the $\frac{3}{4}$ inch glass. Over 200 hours were required to complete the design.

Ivan has given well over a hundred talks and illustrated lectures on his fascinating subject, "The Carving of Glass."

THE TOASTMASTER

Distinguished Guest

When the Pepperrell Toastmasters of the Pepperrell AFB in Newfoundland held their semi-annual installation of officers recently, they had with them a distinguished guest. Colonel Bernt Balchen, noted pilot, explorer and military leader, was guest speaker of the evening. Colonel Balchen, who is at present Assistant to the Commander, Northeast Air Command, is remembered for his expeditions to the North Pole with explorer Raold Amundsen in 1925-6. Col. Balchen also piloted an aircraft across the Atlantic for Admiral Byrd in 1927, shortly after Lindbergh made his historic flight. He was chief pilot for Byrd's first Antarctic Expedition, and piloted the first plane ever to fly over the South Pole.

The Colonel's numerous awards and decorations include a special Congressional Medal, Legion of Merit, Distinguished Flying Cross, Air Medal, Medal of Commendation, Soldier's Medal, Order of St. Olaf, Norway, Danish Medal of Freedom and two Medals of Valor.

Toastmasters Week

Wisconsin Toastmasters were honored when the week of their annual Spring Conference and Speech Contest was proclaimed by Governor Kohler of Wisconsin as "Toastmasters' Week." The conference was held in Beaver Dam, and Governor and Mrs. Kohler and the Chief Justice of the Wisconsin Supreme Court were honored guests.

Wins Plaque

When Toastmaster Francis Bradley (left) accepted the Red Cross plaque on behalf of his club, the Columbia (S.C.) Toastmasters, he accepted it from fellow Toastmaster William H. Tuller (right). Toastmaster Tuller is also chairman of the local Red Cross blood procurement program. The plaque is awarded annually to the local Men's Club donating the most pints of blood, and Columbia TMs rolled up a better than 50% score to win.



Photo shows Toastmasters Bradley and Tuller proudly exhibiting the plaque which has just been presented at a meeting of the Columbia Toastmasters.

"LAST CALL"
FOR THE BIGGEST 'N' BEST
CONVENTION!



DON'T GET LEFT...GET SMART...GET GOING!

JULY, 1956

IN THE MANNER OF A MASTER

As a tyro skater I was timidly, haltingly, jerkily making my way round the rink when a professional linked arms with me and deftly blended my awkwardness with his rhythm. What a thrill it was to glide with him confidently and smoothly over the ice! For a period of all-too-brief duration I was skating like a professional. I determined that I, too, would attain permanent proficiency.

Looking back on the incident, this thought occurs. What would be the effect on the rabbit if he should play one round of golf like Hogan, or one game of tennis like Trabert?

To any Toastmaster is given the opportunity to speak on one occasion like the world's best orators. How? By simply learning verbatim the best speech of Cicero, Demosthenes, Lincoln, Roosevelt or Churchill, and delivering that speech to club members. He may even try, from literature, the greatest demagogic speech ever delivered—Mark Antony's speech to the Roman citizens.

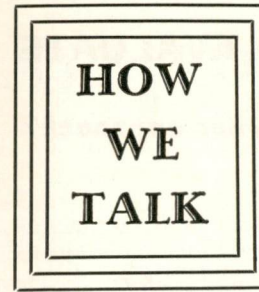
How would the Toastmaster prepare for such a speech? First of all, he must study the life of the speechmaker, his life's work and ambition. Then he must relate the speech to its context. For instance, Lincoln's Gettysburg address might be considered the climax to his career. Here is a speech containing no rancor, laying down basic principles for the new state and holding out hope for present and future generations; a speech which is a statement of fulfillment of a leader's aims, delivered to a nation exhausted by war and turmoil.

The Toastmaster who delivers such a speech must be aware of this, and so must the club members. But the Toastmaster must be aware of more than this. He must try to recapture the mood of the original speaker, his gestures and mannerisms. He must attempt to absorb the personality of the man for a period before he delivers the speech. Indeed, it might not be amiss if he collaborated with theatrical friends and dressed like him.

What would be the effect on all concerned? A clear demonstration of the value of superb speech making must surely inspire the whole club. If a clever criticism of the speech were to follow, the lesson could be punched home.

Try it, Toastmasters. You won't regret it.

—By Edward Burns, Educational V-P,
Motherwell Club No. 918, Scotland.



We learn by experience, and history relates the experience of mankind. In the accounts of the past we may read the revelation of the future.

President James A. Garfield said it well: "History is but the unrolled scroll of prophecy."

The speaker who looks into the records of the past and interprets them for today's audience serves both his hearers and himself. That is why anniversaries suggest such good speech material.

Sixty-three years ago, a Wellesley English Professor, Katherine Lee Bates, made her first trip into the Far West. She was a member of a party which ascended Pike's Peak by means of prairie wagon. Her spirit responded to the inspiring view from the summit.

That inspiration led to the composing of "America the Beautiful," which rivals "America" and "The Star Spangled Banner" as a patriotic hymn. On the way down the mountain, she was already phrasing in her mind "above the fruited plain," and "for purple mountains' majesties."

Speaking of birthdays, John Wesley, founder of Methodism, was born in Epworth Rectory, Lincolnshire, on June 28, 1703.

Speaking of inventions, the furniture caster, which makes shifting the heavy furniture an easier task, was patented on June 30, 118 years ago; on July 2, 1833, Obed Hussey of Maryland exhibited his strange device which he called a reaping machine. It worked. Modern harvesting machinery dates from that machine.

July 1 is Dominion Day in Canada, and July 4 is Independence Day in the U.S. By strange coincidence, three U.S. presidents have died on July 4: John Adams, 1826; Thomas Jefferson, 1826; and James Monroe, 1831.

The Baltimore and Ohio Railway, first rail line for commercial transportation of passengers and freight, was begun July 4, 1821. Charles Carroll, last surviving signer of the Declaration of Independence, broke the ground.



MENTAL ORGANIZATION

Napoleon described his mind as a chest of drawers wherein different matters were kept in individual places. "When I want to consider a certain matter," he said, "I open a certain drawer. When I turn to another matter, I close that compartment and open another. When I desire to sleep, I close them all."

Such mental organization is rare, but everyone can, if he is willing to make the effort, keep the garden of his mind free from a large accumulation of weeds; that is, of useless things and of things out of place.

—Dr. Frank Crane

WHEN YOU RISE TO EVALUATE

—what is your approach?

By Voyle W. Wood

THE well-planned meeting is nearing its climax. Sandy Blast, evaluator for speaker Hi Hope, has just taken the floor.

Sandy is an experienced evaluator. But many thoughts flash through his mind as he formulates his ideas.

He recalls vividly how Mr. Hope has repeatedly stated that he can take it. In fact, he wants it. He is absolutely sincere in his desire for self-improvement. Many times he has told his evaluators to give it to him straight from the shoulder and not pull the punches.

Hi can take it, yes. But how should Sandy give his evaluation? Shall he think solely of Hi and the speech just made? Or shall he keep in mind the fact that several guests and a number of new, inexperienced members are present and waiting to hear what he has to say?

He must remember two things—Hi's desire for the straight truth, and the public relations of the club.

So he starts his evaluation. He mentions first the things about Hi's talk that were exceptionally good. The audience immediately senses the atmosphere of friendliness and helpfulness. They have a desire to reach the place where the same

things may be said about their efforts.

Sandy continues with his evaluation. He does not overlook the areas wherein Hi needs help. But he points these out in a constructive manner, and does not fail to show that they are within Hi's reach.

Now suppose that Sandy had taken the opposite approach and lowered the boom on Hi. He might have mentioned exactly the same qualities of the speech, but in such a manner that they would have appeared to be glaring faults, and the speech itself a complete failure.

Hi could have taken it, of course. He could even have benefited from it. But what would have happened to the club's public relations? What would the effect have been on new or potential members?

Of course Hi may still carry his torch and grumble about the evaluation being sugar-coated. Let him grumble. Hi's development and the welfare of the club are integrally connected. Both must be considered.

The next time you rise to evaluate, consider carefully, and choose just the right approach for your initial words.

HAVE YOU READ?



Have you heard of Rosinante and Sancho Panza and the old-fashioned gentleman of La Mancha? Can you identify the peerless lady, Dulcinea del Toboso?

If not, you are advised to read that famous old book, "Don Quixote," before you go on any radio or television quiz program where questions on literature are asked. Regardless of the quiz program, you owe it to yourself to become acquainted with these delightful people.

There really must be something immortal about this book, for its author, Miguel Cervantes, was born somewhere in Spain about 400 years ago, and he produced "Don Quixote" just at the beginning of the seventeenth century. For a book to endure for so long a time indicates that there was something substantial about it, even though it is a whimsical satire on the ancient institution of chivalry.

The original of Don Quixote was named Quixada, or Quesada. He was a gentleman of leisure who devoted most of his time to reading books on knight-errantry until he developed an overpowering obsession on the subject. His brain was full of nothing but quarrels, enchantments, battles, challenges, wounds, amorous complaints, torments, and an over-abundance of impossible follies.

Having lost his wits, he stumbled on a very queer fancy, to turn knight-errant, mount his steed, and ride through the world, fully armed, exposing himself to every danger and undertaking to right every wrong, in order that he might win everlasting honor and fame. He was insane, no doubt, but his psychosis was an honest one, and he went about living his assumed part, tilting at windmills, making love to most unattractive maidens, attacking peaceful citizens because of their unintentional offenses.

It is a delightful tale. If you have read it, years ago, you will enjoy going over it again. If you have not read it, then there is a treat in store for you.

As you read it, remind yourself of many modern orators, especially in the political field, who love to set up straw men, and then demolish them with their spate of words.

Also as you read, note the many expressions which have become idiomatic. You will find such as: Paid him in his own coin—Thank you for nothing—Fair and softly goes far—A peck of troubles—Taking the wrong sow by the ear—Every dog has his day—A finger in every pie—and dozens of others.

For a wealth of imagination, word pictures, lively action and pleasant whimsy, Don Quixote is offered as "recommended reading."

You and Your Club

By Ralph C. Smedley

The Point of Emphasis

For July, emphasis is placed on speeches for patriotic and civic occasions.

This is appropriate, for in the United States we have Independence Day on July 4th, while in Canada, Dominion Day falls on the first. This is the anniversary of the proclamation of the formation of the Dominion in 1867, and it is worthy of study by residents of the U.S. as well as by those north of the border.

Toastmasters in both nations may find inspiration and information in a study of the long history of friendship between us; and in seeking the reasons for the unfortified line, thousands of miles in length, which divides our two great commonwealths, one may find possible answers to the international problems of today.

The Speech Laboratory

Now is a good time to try experiments in the club. Consider problems which had to be set aside during the winter months, for lack of time. Try them now.

Especially, give thought to the "Featured Program" for this month. It is recommended that every Toastmasters Club stage at least one sim-

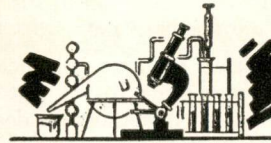
ulated program during these weeks. Turn the club into a session of any body, local or national, and let the conduct of the meeting, the business, the program and all the occurrences be in keeping with this situation. Try a session of the Assembly of the United Nations, or a political convention, or a meeting of the state legislature or the city council, or call a special meeting of citizens to study how to deal with a local problem. It may be the increase of delinquency or a new city park, or the routing of a new freeway through the town, or a meeting called to study methods for keeping the streets and highways free from litter.

Controversial Subjects

The Toastmasters Club is well suited to the discussion of controversial matters. Even partisan politics should not be prohibited. Toastmasters ought to be able to disagree without losing their balance. Discuss candidates and platform planks. Try to discover the truth which underlies all partisan matters. But above all, do not lose tempers when opinions differ.

Let July be a memorable month in your club by reason of the carefully planned experiments which you try in your club laboratory.

When you talk you repeat what you already know.
When you listen you learn something.



WORD CLINIC

Spelling Demons

One way to cast out these demons is to exaggerate the correction of a mistake. For example, suppose that you are inclined to spell *separate* with an *e* in the middle. Thus: *seperate*. On a piece of paper, or on a blackboard, print a large capital *A* in the proper place. It will then appear something like this: *sepArate*. You can give yourself a vivid impression of that wigwam in the middle of the word. Thereafter, when

you write *separate*, you will have a hard time to separate your mind from the picture, and you can remember to spell it right. Some of the following may yield to that treatment.

pamphlet	principal
parental	principle
philosopher	psychologist
picnicking	questionnaire
possession	sacrilegious
pronunciation	simultaneous



THE CHAMPION

A champion is someone who excels at something. But what constitutes a champion? The difference between a champion and an average performer is very slight. In track, for example, a champion is a champion because he can run a certain distance in a fraction of a second less than anybody else. Championship in golf may be one or two strokes on an 18 hole course.

Let's look at baseball. The New York Yankees have won more pennants than any other team. Most of these pennants have been won by a few games, and many of the games were won by one or two runs. They are a little bit better, and a little bit better is enough to make them champions.

The world desperately needs champions; the world desperately needs leaders—more leadership. You, and the thousands of Toastmasters like you, can supply this. Hard work, intelligence, sincerity of purpose, and the continuance of your own personal improvement can provide the leadership. Toastmasters guide you in your pursuit of these things.

Remember, it is that little extra effort that creates champions. That little extra effort on your part can be the difference between success and failure. Remember this when you prepare for your next Toastmasters assignment.

—Ken Archibald, Editor
Taunton (Mass.) Toastmasters Bulletin.

FRIENDLY WORDS

In parting—
"It will be nice to see you again."

HOW TO

FALL IN FOR BASIC TRAINING

By Arnold R. Denkert

The United States Armed Forces believe that Basic Training is mighty important to every fighting man. As a matter of fact, every service man from cook to first sergeant is required to begin his military career with a course of elementary techniques calculated to develop his skill and confidence as a military man—Basic Training.

We Toastmasters have the same idea. We want every Toastmaster to have skill and confidence as a speaker; so, like Uncle Sam, we offer every Toastmaster his Basic Training.

Before a new recruit can have confidence in his ability to give a good performance, he must know what work is required of him. The new Toastmaster must also know what can be expected of him on each occasion in which he functions as a Toastmaster. In his Basic Training, all the essential knowledge for each Toastmasters activity is set forth clearly and concisely.

This does not mean that Toastmasters Basic Training stifles initiative by setting down rigid rules from which no deviation is permitted. Far from it! What it does do is to offer a guide which will prevent the Toastmaster from falling into an oratorical pit, and to which he may add the improvisations

which are the sum of his personality and experience.

Basic Training is something like a street sign. It may not show the only way to get to your destination, and it certainly does not take you by the hand and lead you there, but it does point out a way of arriving at your goal that others have taken and found profitable.

One part of military basic training is the refresher course for old-time soldiers. The services have discovered that as a G.I. gets a few hash-marks and accumulates a couple of rockers on his sleeve, he sometimes loses touch with some of the basic skills he mastered so long ago. Then, too, some of the skills of twenty years ago are not the skills of today. The "Old Sarge" who could field-strip a Springfield rifle in thirty seconds may not be able to get the shoulder strap off an M-1 with a sledgehammer.

We "Old Sarges" in Toastmasters shouldn't be afraid to go back and brush up a bit now and then, either. Perhaps the next time we deliver the Basic Training Manual to some new recruit, we might just leaf through the pages for a few minutes. We may find something that deserves real study, and will pay off in dividends.

As Toastmasters, are we getting a trifle stale? Are we perhaps using a sledgehammer when we should demonstrate a more subtle technique? Let's find out!

For new skill and confidence as Toastmasters, let's go along with the plan of the day, and—

"Fall in, for Basic Training!"

WHAT! DO WE CARE?

By Ralph C. Smedley

Nearly seventy years ago, Dr. William Henry Pinckney Phye published a book entitled "7,000 Words Often Mispronounced." A subsequent revision brought the number up to 12,000, and in 1915, the year of Dr. Phye's death, still another was published, this time listing 18,000 words.

Twenty years after his death, his optimistic successors produced still another revision, increasing the number to 20,000 words.

These books had a warm reception. Apparently many people wanted to check up on pronunciations. More than half a million copies were sold.

But people kept right on mispronouncing.

Dr. Frank H. Vizetelly took his turn, with a book which dealt with 25,000 mistreated words, and words are still mispronounced.

The more corrections offered, the more words people found ways to abuse. It is discouraging, no less, to well-meaning guardians of speech.

For more than twenty years, THE TOASTMASTER has been campaigning in the cause of better diction. Our magazine has urged Toastmasters to watch their language, giving due heed to the choice and use of words as to pronunciation and meaning, and to grammatical con-

structions. But the same old mistakes are still being made.

Is it any wonder that we begin to despair of popularizing good speech? "What's the use?" we may well inquire. If people do not wish to cultivate correct speech habits, there is little sense in trying to force them.

And what does it matter, after all? Why should we be distressed about the way people talk? If all of us adopt a form which is considered wrong, then universal practice will make the wrong way right eventually.

And when the wrong way has been accepted, there will be some who will insist on using the discarded "right" way.

Suppose a man does say "ain't" and "it don't" and "between you and I." We can understand what he means, and if our cultured ears are offended by his solecisms, perhaps we can endure it. Getting the meaning is the main thing.

"I think I can talk pretty good," says one. "I ain't worried about grammar and pronunciation and annunciation. Leave that to them as wants it. Between you and I, it don't make no difference how I talk if they understand what I mean."

Perhaps you will not agree with that sentiment. You believe that it does make a difference, but is your

... or should we?

belief strong enough to force you to work on your own habits?

Does that kind of language, used as an example, seem out of place in this magazine? Would you lose your respect for the editorial staff if they used such expressions regularly in these pages?

Then you may expect that your own carelessness in speech will seem similarly incongruous to others who hear you talk.

Our manner of speaking is an indelible mark of caste.

Yes, there are clearly marked castes in cultural and intellectual fields, even in the most democratic countries, and hill-billy talk is as out of place in a group of educated people as a suit of blue jeans at a formal dinner.

In spite of ourselves, we judge others by their words, and in turn, we are judged by them. It does make a difference.

A recent survey of our clubs revealed that about 85 per cent of our members recognize the importance of correct speech, but that less than 50 percent are making any serious effort to improve themselves as to vocabulary improvement and correct diction.

It is no wonder that we are led to exclaim, "What's the use!"

As a rule, members of Toastmasters Clubs are fairly careful in their use of words, but even so, their speech is not above reproach. Here is an example of a statement made by an earnest speaker before his club:

"Every one of we people are responsible for this abuse of nuclear weapons!"

You have heard others, quite as bad.

We instinctively classify such talkers. They are good people, and we like them, but we cannot prevent a thrill of superiority as we listen to language which reflects lack of culture or care.

We cannot think without words. One value of better speech, therefore, is that it is an index of better thinking. Clear, well ordered speech reflects a well ordered mind. Our words are a constant advertisement of the contents of our minds.

Jesus said: "By thy words thou shalt be justified, and by thy words thou shalt be condemned."

Whether you are listening to a salesman, or talking with an applicant for employment, or dealing with a candidate who wants your vote, you are inevitably judging him by the way he talks. Better speech makes a difference.

It is discouraging, trying to help people to speak better when they will not take the trouble to help themselves, but we can't quit. Surely some will be helped.

One correspondent summarized it in these wise words:

"Not everyone goes to church, and yet the churches are kept open and the preachers keep on preaching, for the benefit of those who will take advantage of the opportunity. We must keep on preaching the gospel of good speech, and we shall win some converts."

Help Him Off

THE TREADMILL

By Victor W. Stracke

ONE of the greatest benefits derived from a series of speeches given at a Toastmasters meeting is so deep-seated and subtle that it may escape observation even in ourselves.

It is this: *we learn to organize our thinking in a logical sequence, with a point by point structure, and to bring this thinking to a clear, crisp and decisive conclusion.*

Once we have learned to do this at club meetings, the ability will carry itself over into other phases of our lives. It will operate not only in the various social and business meetings in which we participate, but will penetrate into all other fields.

By more deliberate thinking, we make our convictions more logical. Energies too often wasted and squandered by indecision are released for action. The impotent and frustrated individual lost in the treadmill of procrastination and rationalization, finds himself liberated.

Therefore, our whole lives are involved with Toastmasters. The whole human being with all his

previous experience, his habits and mannerisms good and bad, participates.

This is a very important fact which should be taken into consideration when we are doing the evaluation or acting as critic. We must remember that we are dealing with the whole human being, not with Speech 4 or 5. We must be just to that individual. We must do justice to his achievement, not merely indulge in fault finding.

We must, of course, make suggestions for improvement. But let us do it always with kindness and helpfulness. This is one of the many ways in which we can learn through Toastmasters.

We must realize the fact that a man is a human being and his life is beset with fears and frustrations. By being helpful, we can aid in the dispersal of his nerve-racking fears. With good evaluation, we can instill confidence. When a job is well done, we should create pride and happiness in the mind of the speaker, and not simply put the weight of evaluation on some insignificant detail.



Let's remember always that we are not cold efficiency experts looking for trouble. We are warm, live human beings willing to help and encourage one another. Let's be aware that the speaker will probably do much better next time if we give him pride and confidence in himself and his work. Let us help him do away with his fears.

As his fears disappear, his voice will loosen and become flexible. His position will be more natural. His gestures will become graceful and vital. His attitude will be relaxed,

and he will talk to his audience with an easy, friendly contact. He will make a better speech because, on the occasion of his last presentation, a friendly Toastmaster made the effort to consider the entire human being instead of just a speech.

He will take this improvement away with him and become a better man.

And this I believe is the fundamental purpose of Toastmasters—to help make every Toastmaster a better man.



A TRIP THROUGH WEBSTER'S

Let's start with the word *Toastmaster*—or specifically the suffix *master* of *Toastmaster*. We learn that *master* is derived from the Latin word *magnus*, meaning great or large. Continuing, we find that *great* among other things can mean pregnant. We discover that *pregnant* means heavy with ideas, or "about to produce." *Produce* in many instances means dramatic production. The word *dramatic* connotes expressive action or gestures. *Gestures* relate to the use of limbs and body to express an idea. The word *express* means to relate in words or symbols. *Words* are then our most important tools.

—V. T. Strickler.

OVERHEARD THROUGH THE KEYHOLE:

(a "Top-Brass" speaking)

"I have been a Toastmaster for ten years, and I never cease being thankful to a fellow-member who challenged me to attend the San Francisco Convention in 1948. I had been a sincere and hard-working Toastmaster since the day I joined, but it took the inspiration of this International get-together to

light the fire that has been burning ever since. Were I to prescribe a magic potion for any Toastmaster who desires to make the best of his opportunities—it would be to attend the very next International Convention, regardless of the financial sacrifices it might involve."

'Nuff said!

LAFF LINES

Nowadays the fellow who keeps his ear to the ground is probably using a Geiger counter.

Women's hats are always different because no one likes to make the same mistake twice.

"Jack, how did you ever persuade that heiress to marry you?"
"Oh, it was simple. I sent her 25 roses on her 33rd birthday."

At a banquet the speaker had finished a tiring ovation and one of the guests exhaled a puff of relief.

"I'm glad that bombastic windjammer is through," he told the pretty woman beside him. "To me he's pusillanimous, and a premeditated and deliberate hypocrite."

"Would you mind saying that again?" smiled the lady. "I might some day have occasion to use the words on him. He's my husband."

Sign on a winding highway: "These curves are different; they get more dangerous after you pass 65!"

Sweet Young Thing (on board ship)
"Can you tell me where I can find the captain, please?"

Sailor: "He's forward, miss."
SYT: "Oh, that's all right. It's a pleasure cruise."

By the time a man can afford a good, long, vacation, he can't be spared from the grindstone.

The shock absorbers on buses are sometimes known as passengers.

A platitude is a dull old saw that everyone borrows, but no one sharpens.

A young lady in the waiting room of an airport was crying steadily. Seeing her tears, a young man came over and tried to soothe her. He put a comforting arm around her and talked to her. When she continued to weep, he squeezed her tighter. "Isn't there anything I can do," he asked, "to make you stop crying?"

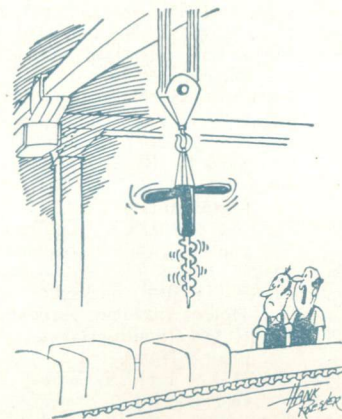
"I'm afraid not," the girl sobbed. "It's hay fever. But please keep on trying."

"The parts of a letter," wrote a fourth-grader, "are hello, middle, goodbye and stamp."

"I don't count sheep when I have insomnia," said the office grouch one morning. "I count people. People bore me more than sheep do."

The old roads where two cars could barely pass are being replaced by super-highways on which six cars can easily collide.

America will celebrate the Glorious Fourth in traditional style. Exciting fireworks, stirring oratory, and a fine, full measure of week-end traffic fatalities.



"Guess they're eliminating another bottle-neck in the production line."



New Clubs

- 209 SHAKOPEE, Minnesota, (D-6), *Shakopee*, 1st & 3rd Mon., 6:15 p. m., The St. Mark's School Hall.
- 291 GREAT FALLS, Montana, (D-17), *Jay Cee*, Tues., 7:00 a. m., Schell Restaurant.
- 473 SEATTLE, Washington, (D-2), *Antlers*, Thurs., 6:00 p. m., B.P.O. Elks No. 92, Seattle.
- 518 LONG BEACH, California, (D-1), *City Toasters*, Alt. Thurs., 6:30 p. m., Humpty Dumpty Restaurant.
- 636 MINOT, North Dakota, (D-20), *St. Paul's*, Fri., 6:15 p. m., St. Paul's Lutheran Church.
- 823 LYNWOOD, California, (D-1), *Western Gear Employees*, Wed., 7:00 a. m., Cafeteria, Western Gear Corporation.
- 854 NEW BEDFORD, Massachusetts, (D-31), *Mobie Dick*, Wed., 6:00 p. m., Outpost Cafe, Inc.
- 1019 CELINA, Ohio, (D-40), *Grand Lake*, Mon., 12:00 noon, Celina Coffee Shop.
- 1043 VICTORVILLE, George Air Force Base, California, (D-F), *Hi Desert*, 1st & 3rd Wed., 6:30 p. m., 2nd & 4th Wed., 7:00 p. m., Irwin Elementary School.
- 1122 MANCHESTER, Iowa, (D-19), *Delaware County*, 6:00 p. m., Manchester Country Club.
- 1375 CAYCE and WEST COLUMBIA, South Carolina, (D-37), *Congaree*, Wed., 6:30 p. m., Howard Johnson's Restaurant, Cayce, South Carolina.
- 1378 WILMINGTON, Delaware, (D-38), *Delaware*, Thurs., 5:30 p. m., Tack Room, Hunter Restaurant.
- 1385 HUMBOLDT, Iowa, (D-19), *Humboldt*, Mon., 6:15 p. m., Maidrite Inn Club Room.
- 1387 HAWARDEN, Iowa, (D-19), *Hawarden*, Fri., 6:00 p. m., V.F.W. Club.
- 1864 HENDERSON, Nevada, (D-U), *Desert*, 2nd Tues., 5:15 p. m., Swanky Club.
- 2052 MEMPHIS, Tennessee, (D-43), *Rebel*, 2nd & 4th Tues., 6:00 p. m., Ronnie Mack Inn.
- 2053 LAS VEGAS, Nevada, (D-U), *Nellis Air Force Base & Lake Mead Base Officers*, Thurs., 7:30 p. m., Nellis Air Force Base.
- 2054 MILWAUKEE, Wisconsin, (D-35), *Chain Belt*, 2nd Wed., 5:30 p. m., Westward Ho Restaurant, 4th Wed., 7:00 p. m., Chain Belt Company.
- 2055 CANTON, Ohio, (D-10), *McKinley*, Thurs., 6:30 p. m., Puddington's Restaurant.
- 2056 WALNUT CREEK, California, (D-4), *Walnut Creek*, Tues., 7:30 a. m., Lee's Las Palmas Restaurant.
- 2057 BOISE, Idaho, (D-15), *Capital*, Tues., 6:00 p. m., Hotel Boise.
- 2058 SHREVEPORT, Barksdale Air Force Base, Louisiana, (D-25), *Barksdale*, Thurs., 5:30 p. m., Barksdale Officers Club.
- 2059 MADISON, South Dakota, (D-41), *Madison*, Tues., 6:00 p. m., General Beadle Hotel.
- 2060 WICHITA FALLS, Texas, (D-25), *Sheppard Officers*, Tues., 7:00 p. m., Officers Club.
- 2061 WASHINGTON, Bolling Air Force Base, D. C., (D-36), Alt. Tues., 6:00 p. m., Officers Club.

WHEN AND WHERE THEY MEET

OFFICERS

President—JOHN W. HAYNES
 Vice-President—T. VINCENT MCINTIRE
 2nd Vice-President—PAUL W. HAEBERLIN
 Secretary—AUBREY B. HAMILTON
 Treasurer—EMIL H. NELSON
 Past President—CHARLES H. GRIFFITH
 Founder—RALPH C. SMEDLEY
 Executive Secretary—TED BLANDING

1111 Wilshire Blvd., Los Angeles 17, Calif.
 18 South First St., Zanesville, Ohio
 River Front Road, Amherstburg, Ontario
 705 Olive St., St. Louis 1, Mo.
 1367 Bayard Ave., St. Paul 16, Minn.
 Magnuson Apts., Renton, Washington
 Santa Ana, Calif.
 Santa Ana, Calif.

DIRECTORS

Kenneth Froelich
 1277 Deuber Ave., S. W., Canton 6, Ohio
 Fred H. Garlock
 1901 Sacramento St., Los Angeles 21, Calif.
 J. O. Grantham
 401 Fleetwood Drive, Bartlesville, Okla.
 Odell F. Hartz
 808 Central Station, Memphis 3, Tenn.
 Glenn H. Holsinger
 715 Lloyd Bldg., Seattle 1, Wash.
 John M. Lamparter
 3634 Watson Rd., Indianapolis, Ind.

George J. Mucey
 144 N. Main St., Washington, Pa.
 William C. Patten
 P.O. Box 896, Albuquerque, N. M.
 Clifford E. Smith
 1343 So. College St., Ft. Collins, Colo.
 Stanley T. Weber
 18025 Archdale, Detroit 35, Mich.
 Joseph P. Williams, Jr.
 1265 Lower Vista Grande, Millbrae, Calif.
 Robert N. Wood
 2519 Saint Mary's St., Raleigh, N. C.

DISTRICT GOVERNORS

Founder's Dist.—Melvin M. Sikes
 2. Harvey Gangon
 3. Edwin Troutman
 4. Abe S. Miller
 5. John P. Williamson
 6. Ed. T. Brown
 7. Albert C. Suratt
 8. Paul Gnadl
 9. Roger Dyer
 10. Burt H. Ewart
 11. Vern Whitten
 12. Martin Dewing
 13. Robert M. Stewart
 14. William H. Marsh, Jr.
 15. Daniel Edwards
 16. John Daxon
 17. Victor Klamm
 18. Edward A. J. Dodson
 19. Martin Seltzer
 20. Floyd C. Wangrud
 21. N. Leslie Corfield
 22. Rex P. Merilatt
 23. E. Lee Deeter
 24. Paul W. Lycan
 25. Vic Ballowe
 26. Anthony J. Lembach
 27. John Burke
 28. Dean W. Peterson
 29. H. Martin Hunley, Jr.
 30. John Morley
 31. Merrell E. Rogers
 32. Lionel Schmitt
 33. V. Johnson
 34. Norman E. Levin
 35. Dr. Ralph G. Iverson
 36. Robert M. Montague
 37. Ted Davis
 38. John J. Roddy
 39. Elmo Cornelison
 40. James M. Base-Smith
 41. Dr. Dean Berkeley
 42. Byron E. Jones
 43. Claude E. Patton
 44. Fred W. Balderston
 45. Richard D. Sedgewick
 46. Robert Gibney
 47. Owen Parrish
 48. Harry Jaffee
 49. Sydney Smith
 50-P. Al Hallquist
 51-P. Roy Graham
 52-P. Robert Dunham
 53-P. Marston T. Giddings

3415 Sierra Way, San Bernardino, Calif.
 9624—37th St. S.W., Seattle, Wash.
 1408 St. Mary's Road, Tucson, Ariz.
 3475 California St., San Francisco 18, Calif.
 1751 Beryl St., San Diego, Calif.
 652 Laurel Ave., Hudson, Wisc.
 419 "D" St., Madras, Oregon
 3329 Watson Road, St. Louis 9, Mo.
 4633 N. Gustavus, Spokane, Wash.
 959 Hardesty Blvd., Akron 20, Ohio
 1629 Stinson Ave., Evansville, Ind.
 241 Dorothy Ave., Ventura, Calif.
 The Mounds, Monongahela, Pa.
 3974 Powers Ferry Rd. N.E., Atlanta, Ga.
 520 North 14th Ave., Pocatello, Idaho
 1501 N.E. 43rd St., Oklahoma City, Okla.
 1322 Avenue E., Billings, Mont.
 29 Craiglockhart Rd., North Edenburgh, Scotland
 650—46th St., Des Moines, Iowa
 1309 10th Ave., North Fargo, N. Dak.
 10 Commercial St., Nanaimo, B. C.
 Rural Rt. No. 4, North Kansas City, Mo.
 1814 Ross Place, S.E., Albuquerque, N. M.
 1408 William St., Omaha, Nebr.
 Box 1046, Grand Prairie, Texas
 2407—12th Ave. Ct., Greeley, Colo.
 308 North D St., Madera, Calif.
 134 Lones Dr., Perrysburg, Ohio
 3002 De Soto St., New Orleans, La.
 115 Lester St., Park Forest, Ill.
 24 Hossie Ave., Warwick, R. I.
 1123 No. 9th St., Tacoma, Wash.
 826 South Hartford, Kennewick, Wash.
 46 Huntington Pk., Rochester, N. Y.
 900 Thirteenth St., Menomonie, Wisc.
 219—3rd Ave., Quantico, Va.
 Box 6177, Five Point Sta., Raleigh, N. C.
 1625 Ridgeway Road, Havertown, Pa.
 Naval Supply Annex, Rough & Ready Island, Stockton, Calif.
 9104 E. Broad St., Reynoldsburg, Ohio
 c/o City Schools, Sioux Falls, S. D.
 4816 MacLeod Trail, Calgary, Alta.
 1072 Mosby Road, Whitehaven, Tenn.
 2004 Jackson, Amarillo, Texas
 100 Horne St., Dover, N. H.
 5 Handfling Road, Scarsdale, N. Y.
 c/o Florida Power & Light Co., Miami 30, Fla.
 415 N. 28th Street, Birmingham, Ala.
 137 Kaha St., Lanikai, Oahu, Hawaii
 2704 W. 84th St., Inglewood, Calif.
 4217 E. Gage, Bell, Calif.
 2325 Snead Ave., Alhambra, Calif.
 773 Mountain Rd., West Hartford, Conn.

Mr. John J. Wittrig
2325 Midwickhill Drive
Alhambra California
34-F-55a

how many clubs consider their

SUMMER MEETINGS

the best of the year



Many a Toastmaster first gains freedom from fear while speaking in the informal atmosphere of an outdoor meeting.

Watermelon eating contest in full swing



Hamburgers sizzling on an open grill

