

OCTOBER 1954

The
TOASTMASTER



Harvest

For Better Thinking—Speaking—Listening

The TOASTMASTER

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Editorially Speaking

Talk Yourself Ahead

You are a salesman, with exclusive selling rights on one special article. That article is *you*.

The biggest transaction in your life is the one in which you yourself go forth to secure the highest possible price, consideration and respect for the most important thing in the world—*yourself*.

What you have to sell is your personality, your appearance, your ability. Your appearance and your speech are the most important selling agents, for by them your personality is put on display, your ability revealed.

To make a good sale of yourself, you must appeal both to the eyes and the ears of your prospective customer, who is your fellow human being. But the greatest appeal is through your words and your voice.

That is why we say, "Talk yourself ahead."

The first and most essential step in selling yourself (aside from having something good to sell) is to learn how to express yourself. You have to reveal your abilities and your personality through speech. This is true whether the contacts are in person, or on the radio, on the telephone, or in television.

The person who has something to say, and says it well, is the natural leader in any group. He may lack the ability of some others, but since those others remain inarticulate, the one of lesser ability steps ahead because he can express himself.

If you seriously want to put yourself ahead, learn to talk well. If you want to win merited promotion, one of your first tasks is to prepare to speak readily and effectively to people around you.

You can do it if you will.

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OCTOBER, 1954

THE WHITE HOUSE

WASHINGTON

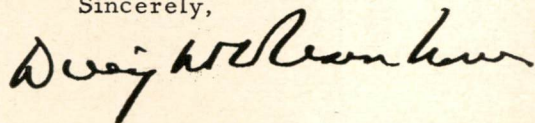
August 21, 1954

Dear Mr. Puzey:

Please extend my greetings to all members of Toastmasters International attending the Twenty-third Annual Convention. I am delighted to learn that among you will be many English-speaking representatives from other nations throughout the world.

It is gratifying to know that your organization is dedicated to improving the effectiveness of your members in promoting service to the community. In your continued efforts to achieve this goal, you have my very best wishes for success and my hope that your Convention in Washington will be both pleasant and productive.

Sincerely,



Mr. Russell V. Puzey
President
Toastmasters International
Hotel Statler
Washington, D. C.

Don't drag your feet!

By Ralph C. Smedley

IT IS a wonderful thing — a really beautiful thing — to see a man stand on his own feet, facing opposition and depending on no other person to help him win.

Still more wonderful is it to see him step out with decision to go to the place where he wants to be.

The way you stand and walk has many values aside from being a means to get from where you are to where you are going. It is an index to your character, for one thing.

Your posture, whether standing or walking, makes a tremendous difference in the impression you give to others, and in your own mental and nervous reactions. Your inner feelings are reflected in your stance. Conversely, your stance has a profound effect on your own feelings.

A careless, shuffling shiftless, slouchy style of walking or standing gives other people the impression that you are that sort of person — that you are slouchy, aimless, shiftless, in your own character.

But if you stand or step out with an alert air, planting your feet firmly, acting as though you know where you are heading, and as though your time has value,

people will get the impression of alertness and purpose from your appearance. They will realize that you mean business.

Standing or stepping, your position tells the keen observer many things about you.

When you stand up, *stand up!* Don't sprawl over desk or chair. If you are standing up to speak, don't lean on the table or the lectern. Don't act as though you lacked a backbone. If you are tall, make the most of it. Stand tall. If you are short, stand as tall as you can.

The erect, wide-awake, up-and-coming attitude impresses those about you. It reflects itself in your mind. It encourages deep breathing, voice control, self-control.

Try the experiment for yourself. Walk across the room or down the street, with your shoulders slumped, your head down, your steps uncertain. Twenty steps in that style will make you feel discouraged, tired out, ready to quit.

Then straighten up. Square your shoulders, lift your chin, pull up your chest, take a deep breath, and step out with swinging stride, as though some invisible drill sergeant were counting out "One! Two! One! Two!" for you to march by. Act as though you are

on your way. You will get there sooner.

Life takes on a different aspect when you step out with decision and purpose. You feel yourself a man, standing on your own feet, thinking your own thoughts, making your own decisions, ready to tackle your own weight in hard work.

It makes a difference not only in your walking, but in your manner of speaking. Your physical situation has a profound effect on your speech. When you assume the air of authority and energy, your speech comes with new force. Your voice reflects the inner sense of assurance. People will listen to you when you radiate decision instead of uncertainty.

Keep in mind, however, that it

is not necessary to become bumptious and unduly self-assertive. Never get your head so high that you cannot see other people. Do not stick your chin out so far in advance that it obscures your sense of friendliness.

You can be purposeful and decided without becoming a dictator. You can maintain your feeling of determination and dignity without becoming unyielding. You can stand on your own feet without tramping on the other fellow's corns.

There is a world of wisdom in that simple old prescription for making a speech: "Stand up. Speak up. Shut up."

But when you stand, *stand up!* And when you walk, don't drag your feet.



Good Salesmanship

A good salesman follows certain rules of procedure. The rules fit speech making as well as selling. Here is one set of rules you can apply to your speeches:

1. **Get your customer to think as you want him to think.**
2. **Get your customer to feel as you want him to feel.**
3. **Get your customer to act as you want him to act.**

Then the sale is made.

Consider that your audience is your customer.

Apply the formula. Your speech is a success.

Can you use

Sentences

to sell men, ideas
or commodities?

SUPPOSE you assert "Thomas Jefferson was the greatest American!"

"Huh-uh," others will object. "Washington and Lincoln rate ahead of him. So do Franklin and Edison and maybe Roosevelt (take your choice of Roosevelts).

It's an argument. But you made the statement, so prove it. Select the words that are readily understood, that are positive, just as the vacuum sweeper salesman must. His audience is small and reluctant, and slow to concede the points he makes. Keep your sentences short. Don't let them become so involved that the listener is left in doubt as to what you mean.

The words you use, joined in sentences, set in paragraphs, integrated into a speech, constitute the tools of salesmanship. That is, they do if the sale is made. It can be made if you have an idea worth selling, have the knowledge concerning it, the skill to present it, the confidence in yourself and the persuasiveness to carry conviction.

Prune your paragraphs to lengths that carry a single point. Spoken paragraphs are not quite

so readily discernible as written ones, but they are there, marked by certain pauses, carrying just the right amount of information.

Now to prove that Jefferson was all that you claimed for him. What if you didn't entirely believe the statement when you made it? Maybe the vacuum sweeper salesman doesn't quite think that his article is so completely superior to all others. It is the one he is selling and he knows that is good. To induce you to buy, he must prove that no other is superior. His is among the best, therefore it is the best.

Jefferson did much of the writing of the Constitution. It is one of the world's foremost documents, a model followed in many other countries. Jefferson did much of the writing of the Declaration of Independence, another famous and unsurpassed bit of literature. He was president for two terms. He helped establish firmly and clearly the rights of the executive as separate from the legislative department in the federal government. He purchased a vast territory from France, possibly the greatest land purchase in all history. He did other things not so generally known.

Dig up the facts — all of them. Give paragraph space in your talk to the outstanding ones, sentence length only to the less important.

Now make some comparisons. It is true that Washington was the first president, is called the Father of His Country, did much to set the new nation on its course. But it was Jefferson who did much of

GETTING ALONG WITH PEOPLE

Friction in business or professional life, and in daily social contacts, like friction in machinery, means wasted energy and reduced production. Friction is caused by letting unimportant matters get into the machinery. A particle of sand in the gears can cause heat in the machine and a slow-down in the output.

In the office, suspicion, resentment, jealousy, selfishness, unwillingness to cooperate or to concede a point are some of the causes of friction which interfere with harmonious operation of the human machine. These usually result from failure to adjust and adapt, sometimes on the part of management and often on the part of the subordinate.

Not so long ago, an able employee was let out of an excellent position in an industrial organization. The reason was that he had developed into a first class trouble-maker, who tended to throw the entire office machinery into confusion by reason of certain unfortunate personal characteristics.

He did not know how to make himself agreeable. He could not point out an error made by another employee without being nasty about it, and he could not accept a correction or a criticism or even a suggestion without showing resentment. His employer dismissed him regretfully, in order

NE of the essential qualifications for successful living is the ability to get along with other people.

This statement is not made without competent authority. Dr. Terman, of Stanford University, was a pioneer in the field of testing for intelligence and aptitude. He made exhaustive studies of the careers of many students, following them after their college years, seeking to find out what qualities prevailed among those who won success. After years of such studies, he published his conclusions.

Dr. Terman wrote that he had discovered a characteristic of the successful people he had studied, which seemed to be an essential qualification, if not the altogether indispensable one. This is the simple ability to get along with folks. He rated this above scholastic achievement, high I.Q. and athletic prowess.

Other elements contributed or hindered, but where adaptability was lacking, success was either absent or greatly impeded.

If this is true, as careful observation seems to indicate, then one of the most important lessons to be learned by all people is the art of avoiding friction and unpleasantness by the practice of diplomacy and forbearance.

one else whom others think great. But you must sell Jefferson as having done most of all in the aggregate.

This is salesmanship — selling in your club talk.

But whether man or beast, commodity or idea, the seller's thing, Enthusiasm, conviction, sincerity with the right words in the right sentences and uttered in the right way before the right audience — can make the sale.

The spade work in making a nation possible. It was he who more than doubled the territory of the Union. It was Jefferson who kept ambitious European nations from getting a serious foothold on what is now continental United States. It was this illustrious third president who provided for the expansion of the infant nation into the world power it has become. You can go on in this vein, admitting the fine achievements of Lincoln, Edison, Franklin or any-

Top Performance

"Nothing else will call out what is in a man so quickly and so effectively as the constant effort to do his best in speaking before an audience. When one undertakes to think on his feet extemporaneously before the public, the power and the skill of the entire man are put to a severe test."

Dr. Orison Swett Marden

Spelling Exercise

It is said that the late Lord Palmerston dictated the following sentence to a group of eleven Cabinet Ministers, not one of whom succeeded in spelling all the words correctly. It might make a good exercise for your club meeting. Here is the sentence:

"It is disagreeable to witness the embarrassment of a harassed peddler gauging the symmetry of a peeled potato."

"Half-baked"

This colloquialism is an American rendering of the more formal word "precocious" which comes from the Latin *prae-cox*, literally meaning "before cooking." The Latin *coquere* means to cook. The prefix *prae* means before. So our "precocious" means, in English, ripened or matured before the usual time, or developed too early. You can see how appropriate our "half-baked" term is, but you will do well to remember that "precocious" is much less likely to offend than the other expression, and conduct your language accordingly.

to conserve the morale of the other workers. The office immediately showed an increase in efficiency, when this disturbing influence was removed.

It is a sad fact that some men appear to pride themselves on being hard to get along with. They make the mistake of assuming that an arbitrary attitude denotes superior knowledge or wisdom. They resent any implication that someone else has equal knowledge. They want their opinions to be accepted as final authority.

These men, as a rule, are the ones who are passed over when the time comes for advancement. Subordinates are promoted over their heads, because they are not fitted to direct and supervise others. Their dictatorial complex stands in their way.

Men of the other sort are patient, friendly, good-humored, willing to recognize good work by others, tactful in criticism, ready to praise, and always willing to go a little bit out of the way to be pleasant with people. They make it a point to criticize in such a way as will not create resentment. They act as though they like others, and want to be liked.

Fortunate is the man who is able to get along with people, without losing his own dignity,

A SECRET TO SHARE

"If you have laid up an inexhaustible store of stories and have a skill in telling them handsomely, you may not only ingratiate yourself wherever you make your appearance, but also obtain almost any request that you shall make one of them a witty introduction to."

—Cotton Mather

without subservience or too great readiness to yield when he knows he is right. He wins friends. He builds himself into the fabric of business or society, and he exerts an influence for betterment.

It is amazing how your ability to get along with people is affected by your manner of speaking. It may pay you to watch yourself with care, to discover whether your ordinary talking is of a sort to make people listen to you and like you. If you are addicted to sarcasm and sharp, biting comment, you may win a reputation for your cynical, critical attitude, but you may be surprised to find that your popularity is very low in the scale.

If you find friction-producing areas in your style of speech, try to remove them. Get the sand and grit out of your talk. Put some friendliness into your speaking and your listening. Show respect for the opinions of others. Refrain from taking the attitude "I'm right and you are wrong," at least until after you have heard the opposing opinions.

Find out the barriers in your contacts with others, and remove them. You will be surprised at the difference it makes when you learn to get along with other people.



Let Us Consolidate!

The remarks delivered by President Griffith at the first meeting of the new Board of Directors at Washington are of such great interest to every member that a condensation is presented here, for the benefit of all.

Fellow Members of the Board:

Our work together affords us a two-fold opportunity. First, it opens a new channel by which we can apply to ourselves one of the basic principles of Toastmasters, "we learn by doing." As members of the Board, we can learn not only the fundamentals of conference technique, but also the finer points of personal and human relationships.

Second, we have the opportunity to increase the growth and improve the quality of our Toastmasters Clubs. Our work as officers and directors is the most important phase of Toastmasters endeavor that we have yet encountered. The business and the policies of the organization are in our hands.

There are two basic projects which I hope to see brought into focus this year, and I believe that it will be possible to channel all our Board and Committee work so that they will fall into one of these project classifications.

First, I think it is time for us to spend a year or two in consolidating the remarkable gains we

have experienced in the last few years. Consolidation does not mean that we cease to advance, but that we advance with care while strengthening the work already done. For example, if we can lead our clubs to improve their training programs to such an extent as to raise our average club membership by even two or three members, that will not only be a work of consolidation, but it will be a great gain.

If we can thus raise the general membership by just two points, it will mean that our 1700 clubs will bring in a total of 3,400 men, and that is the equivalent, in number of members, of more than 100 new clubs. Is there any Toastmasters Club which cannot, during this year, hold its membership at a level two members higher than it had last year? Surely there is not a single club which will fail to make this effort.

At the same time, improvement in club officer performance, leading to better programs and more effective training for the members, will be a further step in our consolidation.

Second, I would like to see the quality of our human relations at all levels definitely improved. As an organization, we are devoted to the improvement of the individual for his business and private life. It is most appropriate that we try to equip him with a better understanding of what constitutes good relations with his fellows. This can be applied throughout our organization, at every level, and it should be carried by every member into his daily affairs.

Our annual turn-over in club membership represents approximately one-third of our total. This is explained in some measure by the fact that men move to other localities, or that their increased duties in business and community affairs may force them to drop out for lack of time, but the figure is still much too high.

Even the development of our educational processes has not appreciably lowered this figure. It is my opinion that we must spend time investigating the reasons for this rate of change. It may be that there would be value in increasing our social and community activities. No doubt there are other factors which can be discovered by study. I suggest a definite effort to hold our members for an average of at least four years.

In all that we do, let us remember that we are servants of the "big wheel" of Toastmasters, the individual member for whose good the movement exists. Let every officer, every director, every committeeman remember that the member is the "boss" — the one for whom we work.

—Charles H. Griffith.



My best luck is that I never had any luck that I did not make for myself.

—Channing Pollock

**Strong men are made by opposition;
like kites they go up against the wind.**

—Frank Harris

The man who loses his enthusiasm is out of the race.

—B. C. Forbes

**The ability to use experience—even of others—
to attain one's ends is true intelligence.**

—Will Durant

*We cannot all be great but we can attach ourselves to something
that is great.*

—The Reflector

30

worth-while
years

HISTORY is helpful in that it gives us a background for present experience. It also helps us to understand the nature and purposes of what goes on; but it is possible for us to enjoy the present although we may be ignorant of the past, which produced this present.

So it is possible for a man to take full advantage of Toastmasters training without knowing anything about how the organization began or grew; but his work as a member will have a deeper meaning if he knows the past.

We date our beginning from 1924, when the Number One Club was established, much as United States history is supposed to begin with the Declaration of Independence, on July 4, 1776. The Constitution of the U.S.A. waited until 1787 for adoption, and likewise, the Constitution and Bylaws of Toastmasters International waited until October 4, 1930, when a meeting was held in which these provisions were adopted, and Clarke Chamberlain was elected the first president.

It is this time lapse which brings our 23rd Annual Convention in the year which we observe as our 30th anniversary.

Our organization started with a club designed to help men in a

specific way. There was no idea of any great growth, such as we have had. It was a local group to meet a local need.

It met that need so well that the idea began to spread without any encouragement or promotion. That has been the story throughout the years. Men have wanted the training because they needed it, and because our plan commended itself to them by its simplicity, its democracy, and its very low cost.

The practical quality of the training won respect as results began to appear, and the growth through the years has been the consequence.

Merit Alone

If ever an organization made its way through sheer force of merit, it is the Toastmasters Club. With no promotion nor "selling" the idea caught on and sold itself.

At our 30th anniversary we find our movement numbering almost 1,700 clubs, serving nearly 50,000 men. The contribution which has been made to many thousands of men, is beyond any possibility of calculating or estimating. In years to come, this privilege will be always increasing. So long as men enjoy the right to speak freely, Toastmasters can be useful.

We have done well in the past. Let us gird ourselves to do still better in the future. We are builders of men, each seeking to build himself into a better life; and as we build ourselves we help to build up others.

The past has been good. Let the future be great.

It's a Good Idea

■ Seven Times Seven

Seven times seven has always been considered a magic number. A certain Toastmaster (who desires that his name be held in confidence) must have been aware of this secret formula because he elected to make basic training speech No. 7 seven times before he felt he had done it justice.

He not only satisfied himself (which was most important) but he won both the most improved trophy and the club Oscar for making the best speech of the evening.

Here is a real Toastmaster. We wish we could publish his name for it is men of his caliber who make Toastmasters great.

■ Speechcraft at Work

Olympia (Washington) Toastmasters believe in Speechcraft; in fact for the last four years it has been made an annual affair.

Speechcraft veterans Pat Edge again reports a successful course with fifteen students receiving certificates.

An innovation, this year, provided nine sessions instead of the usual eight. On this last night the students took over and demonstrated in action what they had learned.

■ Take Heed!

The life of every man is a diary in which he means to write one story, and writes another; and his humblest hour is when he compares the volume as it is with what he vowed to make it.

—J. M. Barrie

■ Do You Know—

that if you attend every meeting of your club during the year you will hear over 250 talks—giving out information, passing along ideas, relating in-

teresting experiences, etc? This can be a worthwhile experience in itself.

—from TM Tales, San Carlos-Belmont (Calif.) Toastmasters

■ Nice Way to Say It

A special invitation is extended to (who were absent from our last meeting), to be on hand this week when we plan a super-duper program that they won't want to miss.

Suggested by notice in Toastmaster Topics weekly bulletin of Buckhead Club of Atlanta, Ga.

■ Closing Thought

Many clubs assign the final spot in club meetings to a tried and true member who, in a brief, dynamic speech, sums up the meeting and points the way to even better club performance—sort of a super-overall evaluator, but one charged with enthusiastic recognition of Toastmasters' potential and able to send the members away with a quickened sense of what they may accomplish if they will.

■ A Good Idea

Toastmastergram, official bulletin of the Glass City Toastmasters of Toledo, advances what it thinks is a better idea to the Mystery Man stunt recently reported in *The Toastmaster* in which the lucky handshaker received a free meal.

The idea is to make the reward something more permanent such as a copy of Dr. Smedley's book SPEECH ENGINEERING.

■ What Would You Do?

Topicmaster BERNIE GLYNN of the Tuesday Bell Toastmasters of Chicago challenged his participants recently by placing each speaker in a *situation* and requiring that he tell how to get out of it in a satisfactory manner. For instance—What would you serve the Emperor of Ethiopia for dinner?

■ This and That

Toastmaster WYATT J. BELL of the Wasatch Toastmasters of Salt Lake City, and General Agent for the Rock Island Railroad in that community, reports that his club sought to give a summer *plus factor* to its July and August meetings by combining them with other appealing events. For instance, a round of golf from 3 P.M. to 6 P.M., then dinner at the club house, followed by a regular meeting. Ladies were included, of course

The WEST HILLS TOASTMASTERS of Cincinnati did it a bit differently by inaugurating their first annual boat ride. They had four hours of fun and fellowship with member Toastmasters and their ladies, along the cool, scenic shores of the beautiful Ohio. Jack Jackoby and Ed Bedinghaus put the excursion together and made it tick

To put on Speechcraft and make it a success is always good news; but to organize a speechcraft event and get the Chamber of Commerce of a metropolitan city like Fort Worth behind it, Mister, that is news worthy of the best wire service. This is what the PLUS TWO TOASTMASTERS did recently. The secret was in allowing the Fort Worth Retail Institute to act as co-sponsor. Plus Two Toastmasters will not be in need of a membership drive for some time to come

CHRISTOPHER TOASTMASTERS of Fresno, according to John McDonald, their Educational Chairman, claim a special honor for their vice-president BERNARD SILVAS, who has recently been awarded his Basic Training certificate. It seems that Veep Bernard earned this certificate the hard way—by being awarded the best speaker's trophy each evening except one, when he made a Basic Training speech

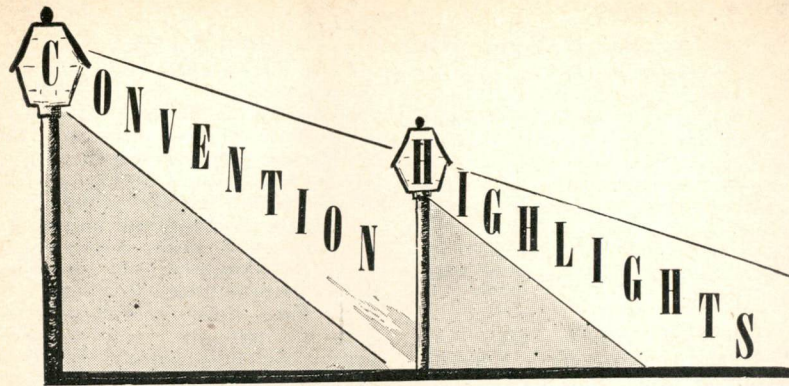
LEE BAUER, interested reporter of the St. Louis Toastmasters, writes of the successful completion of what is believed to be the first noon-day Speechcraft course in Toastmasters International. Twelve out of eighteen who

took the eight weeks' course elected to join the club

When the Carlsbad (New Mexico) Toastmasters club was reported by President PAUL BEEDLE as preparing a "Trial by Jury," to be presented by the club program committee, your Editors were pleased by the special program effort exerted by this club, but put it down as just another of a dozen or more similar programs put on by the other clubs, and containing no special news value. Then came one of the finest reports of a special program we have ever received, documented by cleverly photographed scenes from the opening of court to the final announcement of the jury. In fact, the whole production was handled so well that the report (pictures and all) is being considered for a special mailing piece to be produced at the Home Office and distributed to all clubs as a sample of effective *Special Occasion* presentation

JOHN OLDAKER, Secretary-Treasurer of Area 5, District 34, and an enthusiastic member of the St. Lawrence Toastmasters of Montreal, Canada, thought so much of Toastmasters that he wrote an article on the subject which appeared in a recent issue of the official publication of the Bank of Montreal. This should be a great stimulus to the advancement of Toastmasters in Canada. The Staff Magazine of the Bank of Montreal goes to employees of over 600 branch banks of that institution which extends from coast to coast

According to Scotty Smith, recorder for his club, The NORAIR TOASTMASTERS of Inglewood, California, has just concluded a rousing election campaign, with nominating speeches, campaign slogans and banners and even black "segars." The whole program was woven into club procedure. Nominations from the floor and candidate secondings were conducted as table topics. An interesting twist developed during the evaluation period when it was discovered that several of the critics had been nominated by the very speakers they were to evaluate.



Management in its various phases was the keynote of the 23rd Annual Convention of Toastmasters held in Washington, D. C., August 26, 27 and 28. By speech and demonstration, emphasis was placed upon management with a purpose and a plan.

The same principles apply, whether the management is of a big industry, a small business, a family or an individual life. In every case, success depends upon the purpose, the objective, and the plan by which the objective is to be attained. This point was insistently dwelt upon.

The Speakers

As is customary with Toastmasters, the speakers and leaders were drawn from the membership of local clubs. There was one exception, in the case of Hon. Walter Williams, Under Secretary of the U. S. Department of Commerce, who started the program with a thrilling challenge to face the limitless opportunities of the future. The opening invocation was given by Dr. Louis H. Evans, Minister-at-Large of the Board of National Missions of the Presbyterian Church of the U.S.A.

Aside from the appreciated services of these two non-Toastmasters, the program was provided by men of our own membership.

A look at the list of speakers, and their official connections in business and professional life, is sufficient to show that they were in a position to speak with authority on matters of management and leadership.

The four educational sessions centered on the theme of Leadership for you; with you; by you. In the course of these presentations, every phase of the operation of a successful Toastmasters Club was considered, and the value of materials made available by the Educational Bureau was stressed.

The problem of the man attending the sessions was to gather and carry away a reasonable portion of the inspiring speeches and demonstrations. This problem was concisely stated by Dr. Walter A. Steigle-

man, of Iowa City, Iowa, past governor of District 19, when he said: "In my own case, how can I push down to the club level the information I absorbed, listened to, or obtained by picking the brains of others?" Every man in attendance must have shared that feeling. Most of them will find ways to share at least a part of the benefits with the fellow members at home.

The Contests

Of high quality and intense interest were the speeches presented in the finals of the speech contest. The subjects had been assigned 24 hours before the start of the contest. Thus the speeches were truly extemporaneous, and there was none of the studied and rehearsed oratory which characterizes talks prepared weeks in advance.

Each man spoke earnestly and with deep conviction on his theme, and convinced and impressed his audience even while he entertained them.

The speakers and their subjects were:

ORDER OF AWARDS

- | | |
|---|--|
| 1. Herbert Thompson, Wood River, Illinois | <i>Comic Books: Blueprints for Delinquency</i> |
| 2. Vance Carruth, South Gate, California | <i>Can You Afford Integrity?</i> |
| 3. James O'Neill, Omaha, Nebraska | <i>Taxation, the Power to Destroy</i> |
| 4. Philip H. McArdle, Long Island, New York | <i>Keeping Up With the Joneses</i> |
| 5. J. Ed Uland, Moses Lake, Washington | <i>Why Am I Here?</i> |
| 6. Norris Johnston, Akron, Ohio | <i>The Next Great Discovery</i> |

In the Club-of-the-Year competition, honors went to the following clubs:

St. Louis, Missouri	#170/9
East St. Louis, Illinois	#845/8
Sunrise, Phoenix, Arizona	#74/3
Toledo, Ohio	#1001/28
Big "D", Dallas, Texas	#713/25
Greeley, Colorado	#784/26

Honor to Henry Martyn Robert

A company made up of the members of the Board and other interested people made a special pilgrimage to Arlington National Cemetery, to pay tribute to General Henry Martyn Robert, author of Robert's "Rules of Order." President Russell V. Puzey laid a floral offering on the tomb, and Ralph Smedley gave the memorial address. Of special interest was the presence of Mrs. Henry Martyn Robert, Jr., and her son, Henry Martyn Robert III. Mrs. Robert, herself a successful parliamentarian and popular lecturer on the subject, spoke briefly in appreciation for the honor shown to her distinguished father-in-law.

The Anniversary

Special attention was given to the 30th anniversary of our movement at a special breakfast event, designated as "Breakfast with the Founder." Ralph Smedley presided over a breakfast attended by more than 200 persons. Many who had failed to make reservations were disappointed for lack of space.

T. Vincent McIntire presented a review of the history, from the founding of the Number One Toastmasters Club in Santa Ana, on October 22, 1924, up to the most recent charterings. He was assisted by men representing clubs strategically located along the years, such as Seattle, the first club outside California, Tucson, the first club to the east; Indianapolis Pioneers, the first club east of the Rocky Mountains; Orlando, Florida, first club on the Atlantic Coast; Victoria, B.C., the first in Canada; Glasgow, the beginning in Scotland; and so on, through a list of clubs marking significant advances.

J. Gustav White, of Whittier, California, organizer of the Number Three Toastmasters Club, and a veteran in the work, delivered the stirring anniversary address, taking for his theme: "The Original Stimuli of Toastmasters, Still Present and Effective."

Business is Transacted

The evening of the first day of the convention was given over to the business of the organization.

The changes in the bylaws, as recommended by the Bylaws Committee headed by Don M. Mattocks, were adopted by acclamation. These revisions are mostly in connection with the bylaws of the clubs and districts, and they were proposed to increase the efficiency of functioning of various officers and committees. The date on which they will become finally effective is October 1, 1955, thus allowing a full year for the clubs to adjust themselves to the changes.

The recommendations of the committee had been sent to all clubs, in accordance with constitutional provisions for revisions, and it is expected that the clubs will proceed at their convenience to change their own fundamental rules in harmony with these recommendations, as adopted by the convention.

The election of officers and directors resulted in the choice of those named on page 19. Thus our new president, Charles H. Griffith, starts his administration with the assurance of aid and counsel from a group of the strong leaders of the Toastmasters movement. He won strong approval by his inaugural address, at the installation ceremonies at the President's Banquet, when he announced his policy of service to the individual member as the high purpose of his administration, and called upon all officers and members to join in a year of consolidation and strengthening of our work which has enjoyed such remarkable growth in recent years.

The detailed financial report, as presented by Treasurer Paul Haeberlin, will be found on pages 26 and 27 of this issue.

Local Arrangements

Warmest appreciation is due to the Committee on Local Activities, headed by Director Carl W. Binker, who was aided by a group of loyal and tireless workers in making arrangements to assure the comfort and convenience of all those who attended. Endless details were ably handled, and every member of the several committees shares with Chairman Binker the credit for providing so well for the accommodation and entertainment of the delegates and their ladies. Co-operation on the part of the Hotel Statler management and others who had a part in caring for the visitors made possible the smooth and effective functioning of every part of the program.

The Program Participants

Every man who appeared on the program deserves personal mention for the excellence of his performance. Each one was rewarded by the close attention given his presentation, and by the eager participation of his audience in questions and suggestions when the opportunity was given. General chairman Glen E. Welsh and his program committee are to be highly congratulated for their excellent work.

As much as possible of the material presented by the various speakers will be published in *The Toastmaster* in months to come. These participants reflected credit on our organization and on the training they have received in their clubs.

MEET YOUR NEW OFFICERS AND DIRECTORS

1954 - 1955

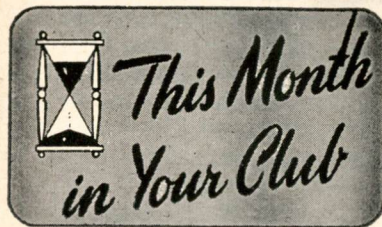
President	Charles H. Griffith
Vice-President	John W. Haynes
2nd Vice-President	T. Vincent McIntire
Secretary	Paul W. Haeberlin
Treasurer	Irv L. Saucerman
Past President	Russell V. Puzey
Educational Director	Ralph C. Smedley
Executive Secretary	Ted Blanding

DIRECTORS

*Carl W. Binker	*Don M. Mattocks
*Paul R. Brasch	*Emil H. Neison
*Raymond G. Castle	Stanley T. Weber
Kenneth Froelich	*Glen E. Welsh
Aubrey Hamilton	Joseph P. Williams, Jr.
John M. Lamparter	Robert N. Wood

*Held over from 1953-1954 Board

PROGRESSIVE



Great Days

October is so rich in great days that the Program Committee's problem is not to find inspiration, but to select from the wealth that is offered.

Three occasions are of commanding importance in every Toastmasters Club.

First is the thirtieth anniversary of the beginning of our movement. The Number One Club was established in Santa Ana on October 22, 1924. The federation of Toastmasters Clubs which marked the beginning of Toastmasters International was formed October 4, 1930. October is well termed "Anniversary Month" in our organization.

Every Toastmasters Club should stage at least one program devoted to the anniversary.

Second is United Nations Day. October 24th has been officially designated for this purpose. Just nine years ago the great world organization was formed. After these nine years, we should be in a position to estimate its values, its successes, its failures and its prospects for lasting service to the nations.

A program should be given over to consideration of the subject. Helpful information may be secured from United States Committee for United Nations Day, 816 21st Street, N.W., Washington, D. C.

Third, newly elected officers are to be installed. These officers should have received necessary training during September, so that they are ready for taking office the first of October. This ceremony should give valuable experience to all concerned. It will do just that if it is well planned and handled. Let it be at its best in your club.

Purpose

Let every speech, every program, every discussion this month be planned with a purpose. The fundamental purpose to be emphasized is "Making the Sale." This does not limit the speakers to conventional sales talks, for there are many other kinds of sales to be made.

Every speech is aimed at selling something, whether an idea or a commodity, or the personality of the speaker. The final test of the goodness of a speech is in the success with which it is put across to the audience.

"Purpose is what gives life a meaning," said a wise man, and his words may be paraphrased: "Purpose is what gives a speech meaning."

A speech without a definite purpose should never be delivered.

PROGRAMING

There are some men who have trouble in finding speech subjects. It is strange, because the world is full of interesting material for study and talk.

It is still further strange, because if your club has a live program committee, working with a progressive educational committee, themes and subjects are worked out for you, and you are told what you may talk about. If these committees follow the monthly suggestions sent to them, and if you as a member follow the plans they propose, there will never be a shortage of subjects.

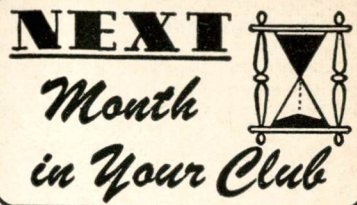
What Interests You?

Talk about the things you know, or about which you would like to learn. You must have some interest in life, some subjects about which you are concerned, and on which you have definite convictions. These are best for your speech materials.

It may be personal experiences and observations, business problems, matters of public relations concerning your occupation, a good book you have read, a protest against social or political or economic conditions.

It may be a subject which you wish to study for your own benefit, sharing the results with your fellow Toastmasters.

If you sell insurance or electrical appliances or advertising or legal service or men's clothing or any other commodity, you can talk about the interesting back-



grounds of your work. If you are a "do it yourself" addict, you can talk entertainingly about the room you added to your house, or how you papered the bedrooms, or what you have made with your power saw.

Just for a sample, consider what changes have been made in your business in the past forty years.

If you are a radio or television salesman or mechanic, you will find your business did not exist forty years ago. If you sell groceries, you will find vast changes. If you are a bookkeeper or office manager, you will discover a world of mechanical changes. If you are a blacksmith, you will find yourself just about out of business, unless you are an artificer of wrought iron articles of art.

What to talk about? Where to find speech material?

You need look no further than your own personal interests, and certainly no further than the program of assigned speech subjects which your club's committees will hand to you regularly, at least three weeks in advance.

What's Going On

● Club-of-the-Year

It seems to be fashionable this season to enter the club-of-the-year contest—not so much from the contest angle as from the realization that here is a method to truly measure a club's performance.

Clubs from every point of Toastmasters International are ordering this manual of performance and by striving to measure up to this yardstick are lifting themselves to higher efficiency.

Although the official contest period of one year began last April 1st, it is not too late to take advantage of this measuring guide, or even to enter the inter-club contest for high honors.

Ask your area governor for full details or write the Home Office of Santa Ana.

● "If Herm Can Do It—So Can I"

They have a motto in the AiResearch Toastmasters Club of Los Angeles and it has helped almost every member to become a better speaker. "If Herm can do it—so can I."

Herman Antony is a charter member of the Club. He joined with one purpose in mind — to learn to talk so he could be understood. When he was nine years old he lost his hearing as the result of an unfortunate operation. Recently, because of the advancement of modern surgery and a hearing aid, he is able to hear again. But be-

cause of over twenty-five years of silence he forgot how to talk.

Today with the help of every man in the Club he is learning to make himself understood again. For Herm it's a struggle, but he is a hard working Toastmaster taking advantage of every opportunity, and has won the award for greatest improvement several times. Recently he won two awards in one evening, the one for the best speech and the one for greatest improvement. The photograph shows him receiving the double award from Toastmaster H. W. Young, plant superintendent of AiResearch.

When the other members of the club become discouraged they think of Herm — and repeat their motto, "If Herm can do it, so can I."

By Bob Bromley
Area 12 Educational Chairman

● President George Van Zivern Reports:

"Patterned after the Senate investigations of television fame, Uptown Toastmasters of Chicago investigated Toastmasters International. Assignments were handed out at the door and a public address system was used. Members were chosen to represent all International officers and all club officers. Uptown made various charges against the International, such as time intervals in correspondence, questions on how money was being spent and the merits of educational planning from the International. The panel of International officers then answered these charges and explained the functions that the International handles for all clubs.

"We all agreed that this type of meeting had much merit for our club:

1. Helped bring the International problems closer to club members.
2. Showed how the International serves us.
3. Gave us experience in impromptu speaking.
4. Gave us a chance to use a PA system."

● Library Gift

Many clubs are underwriting a subscription (\$1.50) to THE TOASTMASTER for their local libraries. This is excellent publicity, especially if an insert is arranged to show that it is a gift from the local club. This insert should also give a brief statement regarding Toastmasters International as well as the time and place of local meetings.

● Suggestive Notice

Clubs which may be inclined to grumble because their names and their ideas are not mentioned on the various pages of THE TOASTMASTER, should realize that your editors are not omnipresent and are therefore unable to report special programs or "Good Ideas" unless they are properly informed.

Many up and coming clubs publish weekly bulletins and include your editor on their mailing list. Others have "hard working" publicity chairmen who keep us advised, by a quickly written postal card, of all good ideas of popular interest.

You, too, may have international publicity if you have something worth sharing and are not too busy to tell us about it.

● The Better Halves Have It!

Progressive Toastmasters of Tulsa introduced an innovation at a recent ladies night when Topicmaster B. J. Williams allowed his colleagues to rest for the evening and pressed into service the attending wives.

Much interest and even edification was experienced when the lovely ladies expounded on such subjects as: "Should a man be allowed more than one night out a week?" "Should a wife be allowed a night out?" "Is the average husband a good baby sitter?"

Toastmaster Abbott Grant, who reports the occasion, affirms that it was a most enjoyable experience and recommends it to other clubs.

● Goodwill Auditor

When Roy Collins of Memphis Toastmasters was promoted to traveling auditor for the Standard Oil Co., he didn't just drop out of his club like so many others do. Instead, he takes advantage of his extensive travels and visits clubs wherever he goes, and whenever he is home he has many and wondrous tales to tell at his club.

● Orthographical Oddity

A clever student of words maintains that the letters *Phtholognyrrh* spell *Turner*. He works it out thus:

Phth as in *phthisis* equals *t*
Olo as in *colonel* equals *ur*
Gn as in *gnat* equals *n*
Yrrh as in *myrrh* equals *er*.

● Summer Challenge

Summer is history. Clubs everywhere are enthusiastically planning full-scale fall and winter activities.

But as this October magazine goes to press, early in August, it's still hot and vacations are still in full force.

Just today we received the July 26 edition of the "Top O' the Morning" bulletin of the Phoenix (Arizona) Toastmasters — out where the temperatures range well above the 100° mark.

The editor, Norm Wanck, is bemoaning the fact that his club membership has dropped to a mere 27 and that, including visitors, their weekly attendance is not far above that.

● Remote Control Timer

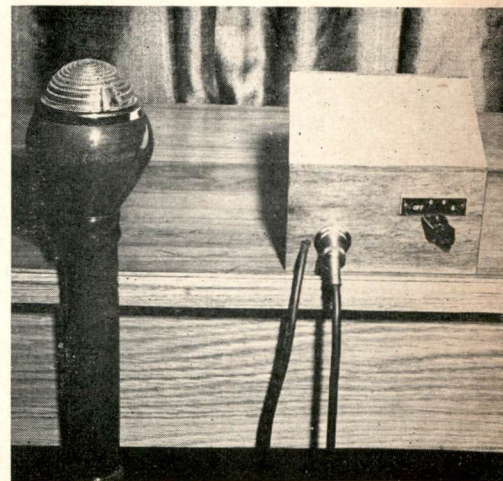
M. J. Fulrath, President of Provo (Utah) Toastmasters, sends us specifications of a timing light that he claims really works.

The light itself is set in a bowl on top of a standard (something like an indirect light standard) about four feet tall and is placed immediately in front of the speaker.

The timer sits at the back of the room where he manipulates the control (attached to the light standard by a long cable). This is a timeclock device which signals "Green" for one minute to go, "Red" for time's up and blinker red at 1/2 minute after time—and it keeps blinking until the speaker sits down.

There is little question about the speaker seeing the light, as it "blinks" right before his face, and yet he does not have the discourtesy of a buzzer to set him off stride.

If the photograph pictured here does not suggest sufficient details, President Fulrath, at 395 East First North, Provo, Utah, will be pleased to furnish more technical details to interested Toastmasters.



HOW WE TALK

With Other People

Talking with people takes up a great part of our waking hours. It is an important part of living. It is one of the most neglected arts, in so far as thought and preparation are concerned.

We call it conversation, and that word aptly describes the process. The Latin word back of it is *conversare*, to turn often. That implies the conduct in talking, as we take turns in speaking, for conversation is never a monologue.

Webster says that to converse is "to engage in familiar colloquy; to interchange thoughts and opinions in speech; to talk, especially in an intelligent or sustained manner; to communicate."

How much of our conversation fits any of those definitions? Can you be classed as a conversationalist under those terms?

Conversation is a form of public speaking. Like all speech, it requires planning. All of us talk, but many of us say nothing which needs to be said, mostly because we talk without thinking.

There are three essential qualifications for good conversation.

The first is thought. When we speak without thinking, we have nothing worth while to say.

The second is listening. That is as much a part of good conversation as is the talking. "Silence is one great art of conversation," said William Hazlitt, and Emerson has added, "Conversation is the laboratory and workshop of the student." One learns by listening, if his companion has anything to communicate.

Repose is as necessary in conversation as in a picture.

—Hazlitt

The third qualification is carefulness in our ways of talking. Every conversation gives us a chance to practice good speech, to choose right words and to communicate things worthy of being heard by others.

Think of your daily conversation as something worthy of preparation. Even in ordinary greetings, speak correctly. Plan in advance the subjects which might be of interest to people whom you will meet.

One of the best ways to win a reputation as an interesting talker is to learn to be a good listener, and a good way to do this is to think up subjects on which the other man enjoys talking. If he is a sportsman, ask him about his experiences in fishing, or his opinions on the pennant race, or about how he made a remarkable score out on the golf links.

You know the man well enough to hit upon some of his interests. Get him started, and then let him ask you for your opinion or your experience. Communication will then be well started, and both of you may talk better than if you talk only about the weather or traded some bits of gossip.

To be popular in conversation, plan what to talk about, cultivate the habit of listening, and never monopolize the expression of ideas.

"The great charm of conversation," wrote Jean de la Bruyere, "consists less in the display of one's own wit and intelligence than in the power to draw forth the resources of others."

HAVE YOU READ?



Word Power Made Easy
by Norman Lewis. Doubleday, N.Y.

This is a good book for the person who needs a guide in his vocabulary improvement and is willing to do a reasonable amount of work.

The arrangement of the book is very practical. Each chapter presents a group of more or less unusual words, together with interesting exercises demonstrating their use.

We do not recommend close adherence to the author's ideas about grammar. Most of his suggestions are satisfactory, but it appears that he has gone too far in his adoption of some of the colloquial expressions which are finding their way into speech.

For the individual who is seriously interested in extending his vocabulary, the book should be useful. The author gives a good suggestion to the ambitious person when he says, "Successful people have superior vocabularies. People who are intellectually, socially and economically successful are accustomed to dealing with

In the Magazines

Newsweek Magazine of September 13 carried a story (almost a page) about Toastmasters in connection with the Washington convention. The article appears on page 74 of that issue, in case you would like to look it up.

The September 11 issue of the *Saturday Review* is the annual education number. If you are even remotely interested in the public schools you will find this full of interest. Read with care the excellent article by Editor Norman Cousins.

ideas, are constantly on the search for new ideas, build their lives and their careers on the ideas they have learned."

Speech: Dynamic Communication

By Milton Dickens, Chairman of the Division of Communication and Speech, University of Southern California. Published by Harcourt, Brace and Company, New York.

All of us should be obliged to Doctor Dickens for the title he has given this book, a title which implies that speech is much more than merely standing before an audience and saying something. Communication is what counts, and his approach is calculated to encourage that conception in the mind of his readers.

The book is obviously prepared for classroom use, but it could be helpful to the interested reader, entirely apart from the supervision of a teacher. It is profusely illustrated, and it is written in a friendly, simple style, easy to read and understand.

If you do not find it at your local bookstore, you may order it direct from the publisher.

TOASTMASTERS INTERNATIONAL
(A California Corporation)
BALANCE SHEETS
JUNE 30, 1954 AND 1953

	June 30, 1954	June 30, 1953
ASSETS		
CURRENT ASSETS:		
Cash:		
Demand deposits	\$ 92,317.23	\$ 54,704.11
Savings bank deposits	50,500.00	49,000.00
	<u>\$142,817.23</u>	<u>\$103,704.11</u>
U. S. Treasury Bonds, Series G, at cost	3,000.00	3,000.00
Accounts receivable	7,449.77	4,904.71
Literature for sale, on hand	35,442.65	24,348.45
Office and shop supplies	5,224.66	4,862.30
Prepaid expenses and refundable deposits	2,550.00	2,031.75
TOTAL CURRENT ASSETS	\$196,484.31	\$142,851.32
EQUIPMENT AND LEASEHOLD IMPROVEMENTS:		
Equipment, at cost	\$ 33,258.60	\$ 30,862.04
Leasehold improvements, at cost	12,265.07	12,265.07
	<u>\$ 45,523.67</u>	<u>\$ 43,127.11</u>
Less accumulated depreciation and amortization	25,463.20	20,178.34
	<u>\$ 20,060.47</u>	<u>\$ 22,948.77</u>
OTHER ASSETS:		
District trust funds:		
Demand deposits	\$ 7,911.77	\$ 5,087.71
Savings bank deposits	12,500.00	12,500.00
U. S. Treasury Bonds, Series G, at cost	2,500.00	2,500.00
	<u>\$ 22,911.77</u>	<u>\$ 20,087.71</u>
Less district trust accounts	22,911.77	20,087.71
	<u>\$ —</u>	<u>\$ —</u>
	<u>\$216,544.78</u>	<u>\$165,800.09</u>
LIABILITIES		
CURRENT LIABILITIES:		
Accounts payable and accrued expenses	\$ 8,431.26	\$ 4,365.04
Amounts due districts and clubs	3,012.14	1,797.22
Accrued payroll and payroll taxes payable	5,338.80	1,388.11
	<u>\$ 16,782.20</u>	<u>\$ 7,550.37</u>
RESERVE FOR RETIREMENT	\$ 3,000.00	\$ 1,500.00
MEMBERS' EQUITY:		
Balance, beginning of year	\$156,749.72	\$ 86,604.50
Accounts receivable and inventories at June 30, 1952	42,673.55	—
	<u>\$199,423.27</u>	<u>\$ 86,604.50</u>
Balance, June 30, 1953, as adjusted	\$129,278.05	\$129,278.05
Excess of Income over Expenses for Year	40,012.86	27,471.67
Balance, end of year	<u>\$196,762.58</u>	<u>\$156,749.72</u>
	<u>\$216,544.78</u>	<u>\$165,800.09</u>

NOTE A—Effective June 30, 1954, the Corporation has elected to include accounts receivable and inventories in its financial statements; these amounted to \$48,117.08 at June 30, 1954 and \$34,115.46 at June 30, 1953. The June 30, 1953 balance sheet has been adjusted for these items.

NOTE B—Of the \$196,762.58 membership equity, \$85,211.34 is to be unbudgeted for the 1954-1955 fiscal year in accordance with Policy Bulletin No. 11 of August 13, 1952.

NOTE C—Toastmasters International has incurred an obligation to provide for retirement benefits based on past services for certain home-office personnel. The approximate liability arising from this obligation as of June 30, 1954, amounts to \$5,000, in addition to the \$3,000 reserve provided on the books for Dr. Smedley's retirement.

TOASTMASTERS INTERNATIONAL
STATEMENT OF INCOME AND EXPENSE
YEARS ENDED JUNE 30, 1954 AND 1953

	Year ended June 30, 1954	Year ended June 30, 1953
INCOME:		
Per capita payments	\$119,500.05	\$ 98,538.62
Service charges	39,763.43	32,568.87
Charter fees	15,250.00	13,100.00
Literature and supply sales	51,232.50	40,075.24
Magazine subscriptions	52,146.73	43,065.78
Interest	1,946.70	1,005.06
Other	73.97	55.03
	<u>\$279,913.38</u>	<u>\$228,408.60</u>
EXPENSE:		
Directors' expense	\$ 10,021.83	\$ 8,835.51
Convention expense	6,669.84	5,531.57
Advance convention expense	1,004.71	619.84
Speech contest	2,121.16	825.81
Presidential activities	499.50	73.50
Presidential travel	572.89	—
Travel	843.62	7,308.04
Office travel	886.66	975.34
Magazine and directory	26,299.42	19,898.14
Club service	30,337.39	9,802.39
Materials for resale	20,927.04	17,249.41
District service supplies	688.93	641.76
General salaries	31,163.86	27,815.39
Production salaries	38,166.43	29,682.17
District service salaries	9,185.31	4,576.07
Educational salaries	8,625.47	—
Editorial salaries	10,756.76	13,203.63
Retirement expense	1,500.00	1,500.00
Rent	2,655.88	2,320.88
Stationery and printing supplies	8,175.78	6,020.09
Postage	13,132.10	10,067.88
Telephone and telegraph	1,867.59	1,447.70
Insurance	2,912.79	2,660.00
Taxes	2,779.56	2,003.13
Audit and legal	3,573.24	538.30
Special committees	819.34	323.41
Miscellaneous	—	15.40
Field education conferences	7,017.59	3,779.93
Office remodeling	592.22	682.50
Depreciation and amortization	9,680.83	9,616.01
Unrecorded expenses (paid in July)	—	4,365.04
	<u>\$253,477.74</u>	<u>\$192,378.84</u>
Excess of income over expenses, before adjustment for increase or decrease in accounts receivable and inventories	\$ 26,435.64	\$ 36,029.76
Increase (or decrease) in accounts receivable and inventories during the year	\$ 13,577.22	(8,558.09)
Excess of income over expenses	<u>\$ 40,012.86</u>	<u>\$ 27,471.67</u>

Board of Directors
Toastmasters International
Santa Ana California

We have examined the balance sheet of Toastmasters International as of June 30, 1954, and the related statements of income and expense and members' equity for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

Effective June 30, 1954, the Corporation has elected to include accounts receivable and inventories in its financial statements, which we approve.

In our opinion, the accompanying balance sheet presents fairly the financial position of Toastmasters International at June 30, 1954, in conformity with generally accepted accounting principles.

August 3, 1954
TOUCHE, NIVEN BAILEY & SMART
Certified Public Accountants

You Can Do It!

TAKE your voice in hand! Would you like to have a full, rich, resonant voice? Would you like to speak at length, be heard all over the room, and still not have a tired or hoarse throat? Obviously we all would.

From time to time an evaluator will take a speaker to task for not projecting his voice. That is good sound evaluating, but have you noticed that most frequently the evaluator is one of these folks with a deep, full voice? He is a fellow who has no trouble at all projecting his voice—to the moon, if need be. I take no issue with the evaluation, but I suggest that it is not enough simply to tell a man that he should project his voice. It is like telling a poor baseball hitter that he ought to hit better. Should the evaluator not tell him how?

In all fairness, the fellow who projects so well may not know how he does it. He may be so fortunate as to have it come naturally to him. Being one of those not so generously endowed with the ability to project the

When W. A. Stringfellow, Lt. Governor of North Carolina in District 37, undertook to improve his voice, he turned to Ralph Smedley's "Voice of the Speaker" for guidance and help. It made such an impression upon him that, perhaps, the reader will likewise take his voice in hand and do something about it, after reading this appeal for better voices.

voice, I take the liberty (with some trepidation) to offer some tips on voice improvement.

First: One Must Relax. If you are already taking sedatives and suffering from ulcers, this isn't easy but it is a prime necessity. If need be, grit your teeth and relax.

Second: You Must Learn To Breathe. There may be those of you who feel that having survived thus far, you may reasonably be considered capable of breathing. True, but from the standpoint of good voice production, this probably isn't so. To learn to breathe with the diaphragm, and properly, is a long and tedious undertaking; and I suggest that you do not consider it lightly.

Third: You Must Learn To Hum. There is whence comes resonance. It is suggested that if one first relaxes, then says "Ho Hum" with a big yawn, and then continues the hum, he will be on the way toward becoming a hummer, or perhaps even a humdinger. If you need an additional crutch use words ending in "N" and "M", such as "none, home, and harm." If you do it alone, it becomes a reasonably relaxing hobby, particularly designed for

the traveling man who must travel many weary miles alone. The "nah, nay, nee, no, noo" sequence is also considered standard, to which may be added the "how, now, brown cow" exercise.

Fourth: One Must Sing Bass. Remember that when the band is in the distance, the thing you hear is not the shrill trumpet, but the deep bass drum. And so when you begin to talk, pitch your voice reasonably low. Some folks select their pitch before they start speaking, and if you are a tenor like the writer, it isn't a bad idea. Remember not to pitch out the first line of your speech and find yourself with the right pitch but nothing to say.

Fifth: Place Your Voice Forward. This is, it seems to me, the most difficult thing to do. It appears unnatural to move the tone chamber out of the throat or out of the nose, where mine seems to invariably want to go. It is, how-

ever, most necessary and it comes along with relaxation of the throat muscles. Otherwise those intended deep tones will wear out your throat and make you hoarse, or those nose-tones will sound nasal, and you will be a trumpet instead of a drum.

Sixth: Articulate With The Lips. Sloppiness in pronunciation is apparently related to lazy lips. Words with "r" in them, such as "trim, triplets, and principal" are good exercises, as is for that matter "pronunciation."

Seventh: Think of Voice Improvement As A Long Term Project. Your present speaking habits were developed in years, and can be changed only over an extended period. But — it doesn't cost anything but the effort. It is good for everyone from 8 to 80. You can do it, too, and it's fun. That is the magic formula and this program fits it. *You, too, can improve your voice.*

It Opens Doors and Hearts

The salesman must study his language so that errors of grammar, slang or misused words will not creep in and offend the ear of his prospective customer. To be a good conversationalist, able to interest people, to rivet their attention, and to draw them to you naturally, is to be the possessor of a very great and valuable money-making power. It opens doors and hearts. It helps you marvelously to get on in the world.

—J. S. Knox

YOU HAVE THE ANSWERS

Most of the answers to questions which are sent to the headquarters of Toastmasters International are to be found in the publications already in the hands of the members. Many can be answered by club and area officers.

Educational talks in the clubs help remind members of the answers they may have forgotten. Such talks, integrated with assignments, save the members much time and result in better performance and programs.



New Clubs

- 914 LOS ANGELES, Calif., (D 1), *Father Kapaun*, 2nd & 4th Tues., 6:30 p.m., Banquet Room, Broadway Department Store, Westchester.
- 994 SALEM, Ill., (D 8), *Salem*, Mon., 7:00 p.m., Salem Elks Club.
- 1604 ELMHURST, Ill., (D 30), *Elmhurst*, Wed., 8:00 p.m., YMCA.
- 1605 WAUKEGAN, Ill., (D 30), *Waukegan*, 1st & 3rd Tues., 6:00 p.m., YMCA.
- 1606 FORT SMITH, Ark., (D U), *Fort Smith*, Mon., 6:15 p.m. Chickuisine.
- 1607 SAN LEANDRO, Calif., (D 4), *Towne Criers*, Tues., 6:00 p.m., Stadium Club.
- 1608 SKOKIE, Ill., (D 30), *Skokie*, 1st, 3rd & 5th Wed., 6:30 p.m., El Gaucho Restaurant.
- 1609 STEPHENVILLE, Ernest Harmon Air Force Base, Newfoundland, (D U), *Rocker*, Thurs., 12:00 noon, Steak Room, N.C.O. Open Mess.
- 1610 DENVER, Colo., (D 26), *Colorado Motor Carriers*, Wed., 6:00 p.m., Argonaut Hotel.
- 1611 KNOXVILLE, McGhee-Tyson Airport, Tenn., (D U), *McGhee-Tyson*, Mon., 7:00 p.m., McGhee-Tyson Airport.
- 1612 DURHAM, N. C., (D 37), *Bright Leaf*.
- 1613 ST. JOHN'S Pepperrell Air Force Base: Newfoundland, (D U), *Caribou*, Alt. Tues., 7:30 p.m., Officers' Club.
- 1614 OGDEN, Utah, (D U), *Mount Ogden*, 2nd & 4th Thurs., 7:30 p.m., Officers Mess, Utah General Depot.
- 1615 NORMAN Okla., (D 16), *Sooner*, Thurs., 12:00 noon, Officers' Club, NATTC.
- 1616 NEWPORT BEACH, Calif., (D F), *Lido*, Tues., 7:00 p.m., Seasport Landing.
- 1617 HASTINGS, Neb., (D 24), *Hastings*, Thurs., 6:00 p.m., YMCA.
- 1618 MILLBRAE, Calif., (D 4), *Millbrae*, Wed., 6:15 p.m., The Carriage House.
- 1619 CINCINNATI, O., (D 40), *Queen City Founders*, Alt. Mon., 6:30 p.m., Mariemont Inn, Mariemont.
- 1620 CORPUS CHRISTI Tex., (D 25), *Nueces*, Tues., 6:15 p.m., Nueces Hotel.
- 1621 NORFOLK, U.S. Naval Air Station, Va., (D 36), *Flyer*, Mon., 6:30 p.m., Benmorell Enlisted Men's Club.
- 1622 CLEMMONS, N. C., (D 37), *Clemmons*.
- 1623 CAMDEN, Me., (D 31), *Abenaki*, Thurs., 7:30 p.m., McGunticook Fish & Game Club.
- 1624 FAIRFIELD, Travis Air Force Base, Calif., (D 39), *West Wind*, Tues., 6:30 p.m., Fairfield U.S.O.
- 1625 MEMPHIS, Tenn., (D U), *Memphis Ford*, Alt. Mon., 7:00 p.m., Claridge Hotel.
- 1626 RENO, Nev., (D 39), *Silver State*, Wed., 7:00 p.m., El Cortez Hotel.

WHEN AND WHERE THEY MEET



Question:

I cannot look at my audience. I look at the table, or at the ceiling, or address just one individual. He gets a little fidgety under my continued gaze and feels as though I am talking directly to him alone. Then I notice what I am doing and that gets me confused. What'll I do?

Answer:

Eye-contact is easy for some persons, difficult for others. It is, of course, embarrassment, and you'll get over it in the course of time. But meanwhile it may become a habit not to look at the audience, unless you take yourself in hand promptly.

Here's something to think of: Suppose you consider yourself a teacher with students whose attention is inclined to wander. Watching them all, looking at each of them from time to time, keeps them from straying. It holds their attention.

Try it. You'll find that it makes it much easier for you. You can observe your hearers, can see whether you are speaking loudly enough, what effect your talk is having, whether you are getting your message to them. You won't find it hard to look from one to another, and when you do, you master some of your own nervousness.

Question:

I have been fearfully embarrassed in making a talk. I find myself spouting like an old time orator. Then, just when I am going best, I forget my next point. I remember it a moment later, but there is a pause which is very, very noticeable. I can't cover it up.

Answer:

You are not alone in this, my friend. But there are ways. Probably Daniel Webster found himself at a loss now and then. Here's what one man does. He just goes back and repeats the last point made. He says something like, "Now I want you to get that point. I am going to repeat it in other words to impress it on you." He does. Meanwhile his sub-conscious mind is running about and will usually unearth the hidden point. If it doesn't, he has time to work in some other point. It is just a way of "stalling," but it doesn't show.



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TEST YOURSELF

- ▶ Ever tried feeling low while stepping high?
- ▶ When was Toastmasters officially founded?
- ▶ Where?
- ▶ Where was our 1954 International Convention held?
- ▶ Who is our International President?
- ▶ What is the *Golden Key* to success?
- ▶ Name six ways to improve your voice.
- ▶ What is the Postal Forum?

The answers to these questions may be found in the preceding pages.



In the Mill

—for Next Month

- **THANKSGIVING—**
.... for what?
- **STORIES—**
.... where do they come from?
- **WHO SAYS IT'S HARD**
.... to find something to talk about?
- **THE GOAL**
.... is leadership
- **VERBAL VAGARIES—**
.... have fun with words

BEFORE WE ADJOURN

Originality is simply a pair of fresh eyes.

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