

March 1955

*The*

# TOASTMASTER



COME  
UP  
HIGHER  
↓

© 1955  
Milton Levy



# The TOASTMASTER

Official Publication of  
Toastmasters International, Inc.

Editor in Chief.....Ralph C. Smedley  
Editor.....Wayland A. Dunham

Address all communications to  
The Toastmaster,  
Santa Ana, California

MARCH, 1955

Vol. 21—No. 3

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 1733 active clubs—located in the United States, Alaska, Australia, Canada, Channel Islands, Cuba, England, France, Greenland, Hawaii, Iceland, Japan, Philippines, Scotland, South Africa, the South Pacific Islands 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 1955 by Toastmasters International. Name Registered, U. S. Patent Office. Entered as second-class matter Oct. 25, 1941 at the Post Office, Santa Ana, California; act of March 3, 1879.

PRICE \$1.50 PER YEAR

Printed in U. S. A.

## Editorially Speaking

### Come Up Higher!

Never do I view the indescribable majesty of snow-capped mountain peaks but I wish to sing with the unknown poet who wrote:

*"I saw a mountain stand silent,  
wonderful, grand,  
Looking out across the land  
above dome and spire;  
And I heard a low voice calling:  
'Come up higher! Come up  
higher!  
From the lowlands and the mire,  
From the bonds of earth desire,  
From the vain pursuit of pelf—  
The altitude of self—  
Come up higher! Come up  
higher!"*

The *voice* is an inner awareness which we all possess but of which we are not always cognizant except by an occasional fleeting sensation.

In this modern age of stress and strain, we have been inclined to pretend we do not hear, even if we do—it seems too unreal, too ephemeral. But it is there just the same, waiting patiently to be heard. When at long last we learn to listen and to act, we will find this inner wisdom the most real, in fact the most practical thing in life.

The Toastmasters club can play an important part in the attainment of new personal altitudes. Not only is it a medium through which man may learn to express himself, but one through which he can actually discover himself. For in the process of self-searching, in order that he may more adequately express, many a Toastmaster has found the spark which is the secret power behind attainment.

—W. A. D.

## The Importance of

# PROPER ENGLISH

By Albert C. Spann

**A** STORY is attributed to Noah Webster, the famous lexicographer—not because the story is true, but because it illustrates how a master of the choice of the correct word may extricate himself from an embarrassing situation:

Noah was in his kitchen, in the act of kissing his cook, when his wife burst in upon them.

"Why, Noah, I'm surprised!" exclaimed the wife.

"No, dear," replied Noah. "I'm surprised; you're astonished!"

Proper English involves more than the correct usage of words; it involves correct usage of a large vocabulary of words. Make no mistake about this; a vocabulary of 800 words with knowledge of twelve rules of grammatical construction is *not* adequate for the proper exchange of ideas among educated men.

What is this entity called English? Well, the English language is meant, of course. And what is language? It is the medium by which thoughts are expressed, so they may be transferred from one person to others. Thus, language is a tool by which thoughts, the product of a mind, are given such substance as to be recognized by other minds.

The importance of proper language can be illustrated by a se-

ries of analogies based upon the metaphor I just used.

1. A good carpenter is always careful of his plane. He keeps the blade keen, and keeps it set squarely in the stock. If the blade is dull, or nicked, or otherwise untrue, the planed surface will not be true and will not bear the appearance for which the carpenter strives. Similarly, if the mind has a thought, but in trying to express it words are chosen that bear only approximately the intended meaning, or properly-chosen words are set inaccurately together into sentences, the thinker-become-speaker will draw for his hearers only a caricature of his original thought. Thus, a smile becomes a grimace; a flower, a weed; a Madonna, a cheesecake.

2. A potter uses a turning wheel in forming his pottery. If his wheel is lopsided, or if he does not manipulate his clay with skill, he will produce only grotesque pots, or mediocre plates, and his products will not command the highest prices in the market place. Similarly, if your words are clumsy, or their manipulation is inept, your reader or listener, as for example your boss, will be certain that your ideas are also clumsy or inept, and he will be



reluctant to pay you the maximum wage in your field.

3. You have all observed those engineers with leathery skin, wearing baggy breeches and peering through strange devices mounted on tripods. Those devices are very precise instruments, capable of being used so as to resolve complicated problems in geometry. They are, however, completely inanimate and will do only those things which they are manipulated into doing. Moreover, these instruments have definite limitations, and the operator must be cognizant of them, else he will expect too much, with resultant error.

Similarly, a lawyer endeavoring to expound a fine point of law must call upon his knowledge of the language, but he must also gauge the capacity of his hearers or readers, lest the niceties of his exposition be lost upon his hearers.

It is perhaps a sad truth that no man is born with knowledge of the English language. Such knowledge must be acquired, and contrary to the belief of many, including some Toastmasters I have known, it cannot be acquired by osmosis through the seat of the trousers. In this, as in every other worth-while endeavor, there is no substitute for hard work, incessant hard work.

Arthur C. Willard, President Emeritus of the University of Illinois, recently set out five standards by which an educated man can be identified. Number one on his list is "ability to use and understand his native tongue in speech and writing, in order to convey his ideas and thoughts

clearly and effectively to others." Number two is "ability to judge, compare, evaluate, in short, to criticize objectively the ideas, thoughts and conceptions of other men." The other three standards are related to knowledge, but since they diverge from my subject I need not quote them. (See footnote for other three standards.)

Why do we bother with all this? Well, it is all related to our pursuit of happiness. We want to impress our fellow men. We wish to be regarded as learned experts. We strive to exert influences of a great many kinds upon a great many people. We hope to leave a mark upon the world that will remain after our frail bodies have been laid beneath the clods of the valley. If we can find ourselves achieving these goals by the proper use of the English language, then immediately we realize the value of this tool, and its importance to us multiplies and magnifies.

The most coveted prize in the world is to hear, from one who is not obliged to say them, the words, "Well done!" Strive diligently by the use of proper English and you, too, can win this prize!

FOOTNOTE: Arthur C. Willard's other standards: 3. knowledge of men and their affairs; 4. knowledge of the physical world and the universe in which he lives, meaning, of course, some understanding of the laws and forces of nature, ranging from astronomy to bacteriology; 5. knowledge of a profession or a vocation for the purpose of earning a living and serving God and society as a competent and morally responsible individual.

## NOW LISTEN

*Talking is only one part of the speech. The other part is listening.*

**T**O LEARN to listen well is quite as important as to learn to talk well, and it frequently requires more work. Listening is a neglected art.

Too many of us listen with our prejudices rather than with our intelligence. If the speaker agrees with our ideas, we hear him gladly, but if we are in disagreement, it is easy to close our ears.

To make listening worth while, the speaker must give us something worth hearing. Most of our conversations could just as well be left unspoken, for all the good they do. Many public speeches could be omitted without great public loss. Such speeches may serve to give the speaker practice, or to bolster his own ego, but so far as the listeners are concerned, the net result is minutes of boredom.

But while it is true that much of the talk we hear is not worth listening to, there may be some nuggets which we can pick up from the dreary flow of words. If we listen, there is a chance that we may learn something, but if we close our minds, we shall gain nothing. Moreover, if we acquire the habit of inattention, we shall fail to listen when there are useful things being said.

Bob Burns (the one from Arkansas, not the Scot) was taken

to task by a friend for his loquacity. He insisted in his own defense that not all the members of his family were so talkative as himself.

"Now you take my cousin Wilfred," he said. "Wilfred was eleven years old before he ever said a word. One day he was sittin' on a fence, watchin' his pa plow a field. A bull broke through from the pasture and made straight for Wilfred's pa. All of a sudden, Wilfred's mouth popped open and he yelled, 'Hey, Pa! Look out fer the bull!'"

"Soon as his pa got out of the field he went straight for Wilfred and said, 'Wilfred, you shorely done me a right smart favor that time. But how come you're speakin' all of a sudden? You ain't never said nothin' at all before.'"

"'Well, Pa,' Wilfred told him, 'I jest ain't never had nothin' to say before.'"

If all of us would follow Wilfred's example, and speak only when we have something to say, there would be a great silence on earth; and that might not be such a bad thing, either.

Consider how much time and expense might be saved in the halls of legislatures and parliaments if representatives of the people spoke only when they had something to say that was worth



saying, and if the others listened honestly and constructively. In such circumstances, a session might last only a few weeks.

Thus we see that listening is important, an art that everyone should cultivate. If we become better listeners, we shall compel those who address us to become better speakers.

In the Toastmasters clubs we emphasize better thinking, better speaking and better listening, as a means to better communication and better understanding. The last item is a good starting point, for if we listen well, we shall be led to think well, and this combination may result in giving us something worth talking about.

## Grow Up with Toastmasters

**A** TOASTMASTERS Club is particularly appealing to the individual who possesses a mature outlook on life. Such a person is eager to assume his role of leadership in his work and in the community, because he feels that it is morally required of him. He recognizes three items mandatory for mentally mature growth as tantamount to success in our modern social structure. These items are: 1, *education* continued beyond that which is obtained in childhood and early youth; 2, *responses conditioned physiologically* through repeated contact, thus making them an automatic and habitual part of behavior; and 3, *leadership* and the ability to communicate with his fellow human beings.

Toastmasters helps him to mature psychologically by enabling him to progress in each of these.

He is continually gaining new facts and information through his search for speech materials. He keeps abreast of current events to be able to participate adequately

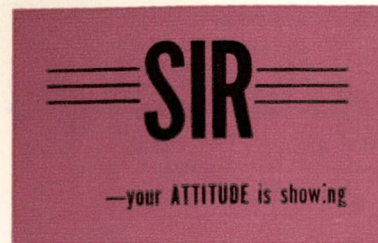
in table topics. He learns the essentials of English composition and presentation of material in speech preparation and delivery.

His responses in regard to standing before a group and saying what is on his mind are gradually built to full capacity by repeated practice. He becomes able to think quickly and forcefully in situations which are frightening to less mature individuals. Table topics accustom him to formulating a theme and plan of delivery on the spot.

Leadership ability is discovered and developed as he goes through the offices of the club or serves on committees. This ability is greatly increased as he gains practice in the many situations which confront him as a member of the club.

Finally, it might be said that, provided he is endowed with the normal mental and moral characteristics which God intended him to have, the Toastmaster has success assured to him and may face the world with confidence.

Byron W. Miller in "Toaster,"  
Official Bulletin of Glendale  
(Calif.) Toastmasters



Whether your eyelids are at half mast and you madly squelch the alarm clock, or awake with a gay song in your heart—your attitude is showing.

Wrong attitudes can be distracting or even disgusting. At times they are excusable, but when we are trying to put across an idea to another person or an audience, we must always consider our attitude. It can win or lose for us.

It is a mistake to allow ourselves to be put on the defensive—we must always be positive. We seldom win acceptance of our ideas when we scold or show a know-it-all superior attitude. What we really want is to share friendly enthusiasm.

We should face shortcomings and correct them instead of taking them out on someone else. We cannot afford to be hypocritical—or hypercritical! We must use judgment and honest moderation in applying honey instead of vinegar if we would attract attention and favor for ourselves and our ideas.

Giving credit where credit is due, as we have learned in our evaluating of fellow Toastmasters, can work wonders in our speeches. It works equally well in our conversations and our relations on the job and at home.

If a man is happy, friendly and understanding, we are ready to work with him in a positive, constructive way. We appreciate his attitude.

If our attitudes must show—and they must—we can make them support our ideas and purposes. We can use them to create a receptive attitude in our listeners.

Let's give it a go in our speeches and evaluations. *Remember, Sir, Your Attitude is Showing!*

---

**The Stranger sitting beside you on the bus may be the Friend you have never met.**

—Gary Moore

"Hearts grow warm, and all pretending ends,  
When you are in the fellowship of friends."

"Help thy brother's boat across, and lo! thine own has reached the shore."  
—Hindu Proverb.

"They say best men are moulded out of faults and for the most, become much more the better for being a little bad."

—Shakespeare, "Measure for Measure"

**Education without action is futile; action without education is fatal.**



# A Drop of HONEY

By Harry K. Wolfe

**J**OHN threw five year old Bobby into the lake. Pulled out screaming, Bobby was to hate water all his life. Yet John only wanted to teach his little brother how to swim.

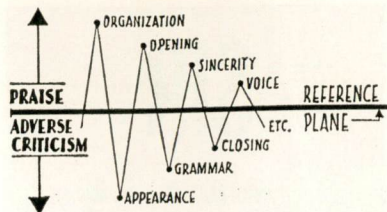
Wasn't John like the critic who catapults the new Toastmaster into the Lake of Criticism without the Life Preserver of Praise?

Following a meeting, one such critic remarked, "I couldn't find any good points in Chuck's speech. By the way, wish you could have heard my baby this morning. He said, 'Goo, goo goo,' just as plain!"

No praise for Chuck's ice-breaker, highest enthusiasm for his son's repetitious observation delivered with vocal monotony, vacillating eye contact, aimless gestures and absurd posture! Why?

For Chuck, he failed to establish a proper plane of reference. For his son he succeeded.

You can't judge the weather



with an oven thermometer. You can't weigh a mountain on a pair of scales. Adapt your standards to the individual.

Do this by establishing your reference plane near the midpoint of your speaker's own individual skill pattern. Praise him for qualities that fall above this plane; point the way to improvement for those below. With correctly adapted standards you can praise an infant, or show a genius how to improve.

But praise the genius too. Praise everyone, sincerely. While adverse criticism gives direction, praise gives momentum. Be prodigal with the stimulating dynamic power of praise!

Remember that in the field of human relations, honey is the brightest substance known. Let a drop of honey invest your club with a glow of friendliness and good cheer.

Toastmaster, don't drown your brother in the lake! Give him a life preserver!

## Preserving Children

*One large grassy field  
Several children—all ages  
At least two small dogs*

*A deep blue sky  
A warm sun  
A profusion of flowers*

*A narrow strip of brook, pebbly if possible.*

Mix children with dogs and then empty into field, stirring constantly. Sprinkle field with flowers. Pour gently over into shallow brook. Cover all with deep blue sky and bake in the warm sun. When children are well browned they may be removed and placed in a bathtub to cool. Good indefinitely.

# SO YOU HAVE a VISITOR—

*what will you do about it?*

**A** VISITOR in your club meeting is a challenge to your hospitality. He gives you another opportunity to sell Toastmasters. He should inspire every member to do his best for once.

If he is a local resident, brought in by a friendly member, he is a legitimate prospect for membership. If he is from out of town, his casual visit may result in a decision to join a club when he gets home; or to carry the idea with him, hoping to establish a club there. In any case, he is a guest, entitled to all the courtesies, and he is not to be neglected. If he just wandered in to see what goes on, be all the more careful to give him a welcome.

First, let him become acquainted. Before the meeting convenes, someone must be sure to greet him and introduce him to others. Never let a visitor stand around wondering what to do next.

Formal introduction of guests comes in the early part of the meeting. Let each host introduce his guest, or have the sergeant-at-arms present all of them. Then the president speaks brief words of welcome.

When the time comes for the table topic, make it clear that visitors are welcome to participate, but

that they may skip it if they prefer. Most of them will have something to say if the topic is interesting. One of the best ways to enlist a man is to get him into the act. That gives him the feeling that he belongs in this group.

Show him a good program of speeches and business, each part reflecting knowledge and preparation. He will learn something from the speeches, and he will be impressed by the fairness and helpfulness of the evaluation; if it is good evaluation. The quality of the program will go far toward determining his continued interest in the club.

Just before adjournment, invite the visitors to offer comments on what they have seen and heard. Some will have little to say, while others will be ready with remarks. Their interest will be increased by participation.

In general, look upon the visitor to your club as a guest to be welcomed. Every member has a responsibility in creating the welcoming atmosphere. Be hospitable. Make him feel at home and among friends.

Be sure to present a program calculated to impress any visitor as well as every member with the worthiness of the occasion. Transact business with skill and



dispatch. Give evidence of an understanding of parliamentary procedure.

Since there is the possibility that visitors may be present at any meeting make every meeting a high grade one. Even if no visitors are there, the members will profit.

Let every visitor to your club depart with that "come again" feeling which always results when there is a cordial welcome and a sense of fellowship. He may decide to come back, get into the work, and be helpful while he is being helped. Let your club be noted for its hospitality.

## ANNOUNCEMENT

During 1955 a nationwide Air Force information and education program will be sponsored by the United States Junior Chamber of Commerce. This is a community relations program aimed at better acquainting all Americans about the United States Air Force, especially about the men and women who make it tick. This program is being sponsored by the Jaycees because they realize it would take a national organization dedicated to career opportunities of our young people and to the security of our country to make it successful.

As a project officer on this program and also as President of Toastmasters Club No. 1661, I feel this is an opportunity for Toastmasters International to serve the cause of our country in a most worth-while project.

—Robert P. Gruber, Capt., USAF.  
President, Sampson A.F. Toastmasters.

**EDITOR'S NOTE:** *Undoubtedly Toastmasters in every community will want to take their places in service to the Air Force information and education program to be sponsored by the Junior Chamber of Commerce since such an activity is a part of our training program.*

*While Toastmasters International as an organization should not be placed in a position of endorsing any particular endeavor however good or desirable, the participation by Toastmasters as individuals should be encouraged. It is our aim to equip men for better service to their communities.*

*It will behoove club program chairmen to contact local Junior Chamber publicity officers and gather from them such information and factual material as is offered, making it available for use in both club and outside speeches. Several complete programs could doubtless be developed from such material.*

*An informed public is an aroused public, and an aroused American citizenry will soon put a stop to our negative thinking and chart a pathway of faith and confidence to a better world.*

## A New Slant on FLATTERY

By Lucius W. Johnson

**I**F I COULD bestow on my children one gift that would be most likely to insure their success and happiness, I would choose to endow them with the ability to use flattery, with grace and intelligence.

I was brought up to believe that flattery was an evil thing, with a demoralizing effect on the characters of both the flatterer and the flattered. As I have watched people and things for many decades, I have come to reverse this belief, and to regard flattery as a most effective lubricant of men and affairs.

It has long been the custom to condemn flattery. Poets and writers have vied in castigating it, but those who censured it most severely have often been most avid in seeking it under the guise of "appreciation." They have said that a flatterer's throat is an open sepulcher; that no man can be both friend and flatterer; also that flattery is the food of fools. The last is probably true, for the scriptures and the philosophers agree that all men are fools, and certainly all men love flattery. Nobody loves it more than I do.

The tolerance for flattery varies widely among individuals. Some accept it graciously and it be-

comes them like the morning dew on the rose, leaving them smiling and glowing with gratitude. On others it acts like a poison, making them puff up and swell like the skunk cabbage; but all of them love it. Remember that there is no soap like soft soap, and a good soft soap is 90 percent lye.

Of course, flattery is not always successful. There was the case of the man who said to another; "Tis a fine lad you have there, a noble head and the manners of a gentleman. Will you lend me ten dollars?" And the other replied: "That I will not. 'Tis my wife's boy by a former husband." But flattery has a high percentage of success. And when a woman says, "You flatter me," it is best to do so.

Flattery is the food of love, the vital part in every successful affair of the heart. What man among you, being in love, does not lie awake nights thinking up honeyed words to say about his sweetheart's beautiful face and figure, her lovely disposition? Flattery is equally the cement that holds marriages together. Every husband knows the importance of the daily exchange of flattering words and gestures, to still the troubled waters of matrimony.

You all know how women love to flatter each other. One said, when speaking of her dearest friend, "I wouldn't think of saying anything about her unless it was something good; and OH BOY, is this good."

Do not think of flattery as merely a matter of words, for the subtlest flattery of all is expressed



by a respectful attitude and a deferential manner.

In the national capital and other centers of government, flattery is a carefully cultivated accomplishment. You will hear it said that to be successful in Washington, you must learn to swim in molasses. There is a sweet, cloying stickiness that slows down, by its very inertia, every vigorous effort. Flattery is the best lubricant there, though one must learn to look for the harpoon that is likely to be concealed in every bouquet.

Men in high places like to have about them people who can be depended on to express admiration for the boss in words and attitudes. There is no quicker restorative for the tired statesman than to relax with some person who

will speak kindly of his high motives and his great ability; also, decry the infamous behavior of the opposition. What really flatters a man is that somebody considers him important enough to be worth flattering.

President Franklin Roosevelt had Harry Hopkins and "Pa" Watson. President Truman had Harry Vaughn. All of these were extremely smart and able men who rose to positions of great power and influence because they cultivated the art of saying nice things to important people, and of never giving offense unless it was intentional.

Do not despise flattery. Learn to use it as a handle which will fit many of the tools that will help you to carve out a successful career.

## WHAT IS WRONG?

There are several errors in the sentences given below. Not every sentence contains errors. Some contain more than one.

Can you identify these mistakes in grammar or diction?

The first 100 persons sending in correct lists will receive a nod of approval from the Editor.

1. *We shall have war unless the thinking of we people—of you and I—is changed.*
2. *The advantages of this new model are this . . .*
3. *Between every tree, a rose bush is planted.*
4. *I never have and I never will be satisfied with my position.*
5. *Every member should be ready to take his place when he is called upon.*
6. *Mr. Goodman should be censored for his slanderous remarks.*
7. *I will accept your apologies, but please do not offend further.*
8. *I cannot attend the meeting on account of because I have another engagement for that time.*
9. *Each one of you are a member of the hospitality committee.*
10. *Most everybody needs more money than they have.*
11. *My office is just a little ways down the street.*
12. *While sick in the hospital, my uncle came to see me.*
13. *This here contract requires that the money has got to be paid in advance.*
14. *I admire Lincoln more than any president.*
15. *I can't hardly hear what you are saying.*



## TAKE A VOTE

Discussion is finished. The members are ready to express their decision by voting. The chairman must pull the trigger.

Must he wait for someone to call out "Question"? Must he ask hesitantly, "Is there any further discussion?"

No, he need not be so cautious. If discussion has run out, and no one appears to have anything further to say, the chairman is quite at liberty and in the right to say, "If there is no further discussion, we are ready to vote. Those in favor will say 'Aye'. Those opposed will say 'No'."

Unless the result is very uncertain, he will rule that the affirmative has won, or that the negative prevails, depending on how he has judged the volume of the response.

If the question is one requiring a two-thirds majority to carry, he asks for a show of hands, or calls upon the members to rise as a voting sign. He instructs the secretary or the sergeant-at-arms to make the count.

If the question needs a secret vote, the chairman has ballots distributed, calling upon either the secretary or the sergeant-at-arms, or both of them, to hand out the ballots, and then to collect the votes. These are counted by mem-

bers designated by the chairman. They hand him the report of the results, which he then announces.

In the case of a voice vote, someone may disagree with the chairman's ruling. This dissenter has the right to appeal from the decision of the chair, provided he appeals immediately after the vote is announced.

When this appeal is made, the chairman must call for another vote.

He says: "The decision of the chair has been appealed from. The question is, 'Shall the decision of the chair be sustained?'" He will call for the vote by show of hands, so that a count may be made. A majority decides it. If the vote is in the negative, the decision of the chair on the vote on the main motion is reversed.

Whenever there is a close division of the voters it is wise to take the vote by show of hands or rising, which relieves the chairman of responsibility in making the decision.

When the vote is to be called for, the chairman will never say, "Those in favor will make it known by the usual sign." That is, he will never use that expression unless he is presiding over a meeting of a secret society which carries on by ritual.

Clear understanding of the process of taking the vote will save much time and produce satisfactory results. Every chairman should be well informed.

First of a Series of Parliamentary  
How To's



# It's a Good Idea ■ ■ ■

## ■ 100 Years from Now

What will conditions be like in the Wonder World of Tomorrow? This was the question hurled at members of the Wilkins Air Force Depot Toastmasters Club (Shelby, Ohio) by Topicmaster Del York. Projecting themselves forward one hundred years into A.D. 2055, the members were called upon to describe such varied aspects of their civilization as: clothing and dress, radio, television, food, farming, schools, politics, the home, transportation, airplanes, money, marriage, peace or war, medicine, new inventions, the work week, entertainment, sports, traffic, taxes and Toastmasters Clubs. Avid readers of science fiction found that their hobby really paid off on this one, and all members thoroughly enjoyed stretching their imaginations in painting a picture of things to come.

## ■ Without Further Ado

Let's abolish this trite phrasing from all Toastmasters introductions. *Ado* is defined by Webster as "troublesome business, bustle, fuss." There should be no *ado* in an introduction.

## ■ Try These

G. Vernon Getchell of Bangor (Maine) Toastmasters sends in the following *Good Idea* for Table Topics:

Topicmaster gives each participant a slip of paper on which is printed an incident that might happen in a department store. He also tells the members that they are supposed to be head of the Complaint Department, and to make the proper adjustment.

Sample questions:

1. A young girl returns a sweater, bought a month previously, which has faded.
2. A man says that he slipped when entering the store and hurt his arm.
3. A woman says that she tore her dress on a hook in the fitting room.

Another good idea is to pass out slips to members. On each slip is printed a short proverb or adage. The speaker is to give his interpretation of what it means to him.

Some samples are:

1. A stitch in time saves nine.
2. Once burned, twice shy.
3. Great oaks from little acorns grow.

## ■ Point of Interest

A thoughtful hostess, when she introduces two people, gives them a lead, so they won't stare blankly at each other with nothing to talk about. The introducer tries to indicate a mutual interest, a possible bond between two strangers. . . .

When you introduce a speaker, you are doing practically the same thing. You draw the audience and the speaker together so they can "communicate."

—From "The Toaster"  
Bulletin of Birmingham  
(Ala.) Toastmasters

## ■ This I Believe

In this thing of being a member of Toastmasters we should continually work at the business at hand.

No matter how many diversionary subjects come up let's get on with the plowing. When our interests are in danger of being divided always remember our basic interest, which is self-improvement in the art of persuasion by speaking effectively.

For instance, Speechcraft work is right only to the extent that we learn by teaching. Year Book efforts are constructive because we learn values, not because we win plaques. Mannerisms on the platform are bad only if they detract. Will Rogers was famous for his mannerisms.

Subject matter which compels thinking will develop our talents better than speeches which impel tears.

—Tim Armstrong in the "Early Riser"  
Greeley (Colo.) Toastmasters

## ■ As Others See Us

"Ape a Member" was the theme chosen recently for an entertaining novelty by the St. Louis (Mo.) Toastmasters Club. As conducted by Topicmaster George Brown, each Toastmaster was asked to select the man he chose to mimic and deliver a two minute talk, using style, mannerisms and gestures of his model. The resulting speeches and the wild guesses of the listening audience as to the identity of the member mimicked made for a hilarious session, and also brought many points home to the members who were being aped.

## ■ Good Home Relations

International Director Raymond G. Castle of Syracuse, N. Y., has a suggestion for all editors of club bulletins: "Always send the bulletin to the home of each member, rather than to his office or place of business." This will make it possible for wives to become more familiar with the constructive work that is going on in his Toastmasters club.

## ■ Truth Letters

In his letter to Republic Steel Corporation employees in the Fall 1954 issue of *Republic Reports*, President C. M. White told of a disturbing situation he encountered on a recent trip to Europe.

"In spite of all this country has done to help the nations in Western Europe, we have few friends abroad," he said. "Communist lies about America are being repeated so often many people are beginning to believe them." He urged that something be done to counteract these falsehoods and suggested that Republic employees write letters—"Truth Letters"—to friends and relatives abroad as a means of giving true facts about America and its people.

Since then, letters by the tens of thousands, from people in all walks of life, have been pouring into Europe. The good they have accomplished is tremendous. One observation, by an American stationed 10 miles from the Soviet border in Germany stated: "One 'Truth Letter' will do more than \$5,000 spent for propaganda."

This is printed with the thought that many Toastmasters in the United States have relatives, friends or acquaintances in Europe and might like to join in this worth-while movement to bring "Truth" to the world.

It will also help to crystallize your own thinking and bring you a vivid awareness of your great privilege in living in America.

If you would like to correspond regularly with someone abroad and have no personal contacts, the following agencies are prepared to furnish, free of charge, information concerning names of children and adults who wish to correspond with Americans:

### LETTERS ABROAD

625 Park Avenue  
New York 21, New York

### THE COUNCIL OF WORLD AFFAIRS

922 Society for Savings Bldg.  
Cleveland 13, Ohio

In writing to either of the above be sure to state preference, if any, regarding age, sex, nationality, and special interests.

## ■ Alaska Statehood

Alaska Toastmasters are going *all out* for statehood. In their appeal to fellow Toastmasters in the States, they do not ask for unqualified support, but do suggest that every man make it his business to study the arguments pro and con and then draw his own conclusions. They point out that this is a timely subject for each club to mold into the pattern of its programs through table topics, debate and formal speeches—a subject upon which all Toastmasters owe it to themselves to become conversant.

### Historic Words

*The die is cast:* Caesar approached the Rubicon (49 B.C.) and hesitating before a bridge told his soldiers that retreat was possible if the bridge were not crossed. The hesitation was only momentary because the army passed over at the blast of a trumpet.



# LAFF LINES



Breathes there a man with soul so dead  
Who has never turned around and  
said . . . .  
"Hmmm. Not bad!"

There is nothing strange in the  
fact that the modern girl is a live  
wire; she carries practically no in-  
sulation.

Australian entering hospital:  
"Ullow, Bill."  
"Ullow, Steve."  
"Come in to die?"  
"No, yesterdye."

Little Johnny—Mother, I told  
a lie in school today.

Mother—Why, Johnny, I can't  
believe it.

Johnny—Teacher asked me where  
I was born. I know I was born in  
the Women's General Hospital, but  
I didn't want 'em to think I was  
a sissy, so I said in the Yankee  
stadium.

—Cleveland News

Japanese officers claim to have seen  
Russian planes flying over Hisiaosuifen,  
Pogranichnaya. They will forward an  
official letter of protest to Moscow as  
soon as the Russians fly over some  
place that is easier to spell.

## Club Peeve

Our President is mighty smart.  
Old Robert's rules he knows by  
heart,  
But fails in time of greatest need—  
He tries to drive instead of lead.

"Does your husband talk in his  
sleep?"

"No, and it's terribly exasperating.  
He just grins."

Here's a sure cure for a Scot who  
stutters: Make him call a friend over  
long distance telephone.

Toastmaster: "Are you yawning  
at my speech?"

Cutie: "No, I'm just giving a  
silent Indian war-whoop."

During World War Two, a young  
flying officer was stationed near Egypt.  
While flying near the great Pyramids,  
carrying out exercises in navigation,  
and working with a sextant to discover  
his exact position, he suddenly turned  
to the pilot and said, "Take off your  
hat!"

"Why?" asked the pilot.

"Because, according to my calcula-  
tions, we are now inside St. Paul's  
Cathedral."

## But a Worm Withal

"Is your husband a bookworm?"  
"No, just an ordinary one."

The lights were low, the fire falling  
into glowing embers. They sat together  
on the sofa, cozy and sheltered from  
the storm outside, alone, romantic.  
Silently, longingly, they gazed into each  
other's eyes. A question trembled on  
his lips. Her eyes were wide and won-  
dering. Two souls with but one single  
thought—which one was going after  
more wood?

## Insuperable Handicap

"Will we ever have a woman  
president?"

"Of course not. A president has  
to be over thirty-five years of age."

I could learn

# TO HATE

By Ernest Wooster

IT WOULDN'T be a bit hard for  
me to become a life-long enemy  
of that happy, care-free gentleman  
who hails me with "I'll bet you  
don't remember me!"

Maybe I have just discovered  
that this is my wife's birthday.  
My marital happiness is at stake.  
I must get her a gift and maybe  
do something else to convince her  
that I didn't forget, that I was  
merely arranging a surprise for  
her. I don't have much time to  
do it in, either.

And what is even worse, the  
boss has set me a task which must  
be finished so he can present it  
somewhere that evening. He has  
blithely told me to assemble the  
facts for him on a subject with  
which I am only vaguely familiar.  
He could have told me three days  
ago. I feel complimented that he  
thinks I can have it ready for him  
in an hour, but just now I wish  
he didn't think so well of me.

Right in the midst of my deep  
cogitation, in humbles this guess-  
ing contest addict whose mis-  
guided sense of humor leads him  
to believe that I would enjoy a  
little game before he enlightens  
me as to his identity. Just at the  
moment I don't care if he is Presi-  
dent Eisenhower or Sir Winston  
Churchill. The boss is going to

give me a guessing contest if I  
don't come up with what he  
wants—guess where to apply for  
a new job.

So now I must use up some of  
the remaining precious minutes in  
trying to 'Place That Face'. I  
must have met this Joe Doakes  
somewhere; he seems to think I  
have. Maybe it goes back to gram-  
mar school days, which were a  
sort of nightmare of home work  
and poor report cards. Possibly  
he is a brother member of the An-  
cient and Honorable Order of  
Scared Jackrabbits. Or did I meet  
him at my wife's bridge club when  
I had to wait along with some  
other dismal husbands of card-  
playing wives? I wonder if he is  
a Toastmaster I met at a conven-  
tion or District meeting, or when  
my club met jointly with another  
a year or so ago.

Why should I guess, anyway?  
What if the random name I hazard  
proves to be the right one? It is  
still only a time-destroying device  
to heighten the egotism of this in-  
truding visitor.

If he would only ask where I  
wish he would go I could make a  
soul-satisfying answer.

So I politely fumble around,  
hoping I can stumble on a clue. I  
finally admit that I have some-  
thing less than a perfect memory  
for faces as well as for names.

When he gleefully discloses the  
name his doting parents handi-  
capped him with, I still don't re-  
member him. I just pretend to,  
hoping he will go away. He  
doesn't. Anyone who introduces  
himself with a memory contest  
thinks so well of himself that he



is not going to worry about me.

Yes, I could easily and happily learn to hate such people. Maybe they are good men. I have never tried to find out. They do not, emphatically do not, leave me in a frame of mind to want to think of them again, except as pests. They increase my emotional instability immeasurably. They may be good to their families, kind to animals and vote the right ticket. But so far as I am concerned, civilization would get along better without them. I would, anyway.

But I like that honest fellow who, if he must disturb me, comes with outstretched hand and frankly says, "You probably don't remember me. I'm Joe Doakes. We met . . ." and he puts me at ease

with the where and the what. Moreover, he comes right to the point and tells why he is here. He soon discovers that I do not really remember him, though I pretend to, but that doesn't dishearten him.

It makes me very happy, though. We could stock the world with more of his kind and thereby advance international harmony, domestic relations and "Eat More Radishes" week.

Yes, I hate—or easily could—the "Remember me?" fellow, but I love that modest citizen who doesn't expect me to possess a hotel clerk's memory and who loses no time in establishing the occasion on which we previously met.



## WORD WHISKERS

### The Cause:

Mental laziness in vocabulary building.

Beginning to speak before you know exactly what you are going to say.

Thinking of one thing while speaking of another.

Thoughtlessness in choice of words to clothe a thought.

LET'S DECLARE WAR ON  
WORD WHISKERS!

—Norm Gavette

### The Cure:

Be careful in your speech at all times. You can't become a good speaker on certain occasions if you let down and are careless and slovenly in ordinary conversation.

Add new and colorful words to your vocabulary daily.

Think before you speak.

Open your mouth wide enough to let your full voice come through.

Speak deliberately.

Enunciate clearly.

Don't hesitate—but if you do, at least give it the dignity and force of a *pause*.

Keep your vocal chords quiet unless you are speaking words.

It's just a bad, bad habit. Break it!

# SAY

## What You Really Mean!

By M. J. Hirschenbein

**S**OME words are just naturally fighting words. They rub people the wrong way. Call a man a "coward" and he is ready to punch you in the nose, but tell him he is "cautious" and he will appreciate it. Say that he's "stingy" and you will have an enemy for life, but tell him he is "economical" and he will appreciate your perspicacity. Tell a woman she is a "vision" and she will adore you—but don't try telling her she is a "sight." And never attempt to sell her a "cheap" dress when she is shopping for an "inexpensive" one.

Many words are like that—almost identical in meaning, but very different in connotation. One creates enemies, while the other wins friends.

Choosing the right word is not always easy, but it is always important. A single word which irritates can turn a sales letter into a liability, and in most cases the whole effect could have been changed simply by substituting a more desirable synonym.

Thus, we live in homes rather than reside in edifices. We do not

retire; we go to bed. Our lawyers need not be barristers, counselors or advocates, nor is it necessary to refer to a plumber as a "sanitary engineer." Not every fire is a conflagration, nor every disagreement an altercation.

Words can be very confusing, as in the case of the plumber who wrote to the National Bureau of Standards. He said that he had found that hydrochloric acid opened plugged pipes quickly, and asked if it was a good thing to use. The Bureau replied:

"The uncertain reactive processes of hydrochloric acid place pipe in jeopardy when alkalinity is involved. The efficacy of this solution is indisputable, but the corrosive residue is incompatible with metallic permanence."

The plumber wrote back and thanked the Bureau for telling him that this method was all right. Disturbed about the misunderstanding, the scientist showed the correspondence to his boss, another scientist, who immediately wrote the plumber:

"Hydrochloric acid generates a toxic residue which will produce submuriate invalidating reactions. Consequently, some alternative procedure is preferable."

Again the plumber wrote to say that he agreed; hydrochloric acid worked just fine. Greatly disturbed, the two scientists took their problem to the top boss. The next day the plumber received a telegram:

**DON'T USE HYDROCHLORIC ACID. IT EATS HELL OUT OF THE PIPES.**



# What's Going On . . .

## ● Texas Tamer

Better communication, the goal of Toastmasters all over the world, pays dividends in many fields, but especially in the deep satisfaction that comes from the successful adjustment of a long-standing problem in personal relationships. This was forcibly brought to our attention by a recent communication from Jack Nolan, a member of the Odessa (Texas) Toastmasters Club. He writes:

"My business is ranching and investments and I like the ranching part of it so much that I spend a great deal of my time here at Oleta, Oklahoma, where I operate a six-thousand-acre ranch.

"My ranch foreman is very capable in handling cattle and other animals, especially the wild ones, but he is just as hard on human beings as he is on a wild brahman steer. That is where my Toastmasters training has served me well. I have finally tamed this tamer of wild animals, after having been on the verge of firing him a great number of times in the last ten years."

## ● Into the Lioness Den

Five intrepid Borger (Texas) Toastmasters ventured forth recently to deliver a program to the Borger Lioness Club. They chose, fearlessly, to present a program based on the American economic scene.

Seen in this picture are the noted lecturers: Man of the Half Hour and M.C., Tom Edmonds; Consulting Construction Engineer and Major Stockholder of Kallikak, Inc., Charlie Cooley; the "Successful (?) Businessman," Jack Lilburn; Political Boss, Walt Polk; Noted Educator and Philosopher, Roe Biddy. Not shown in the picture is Professor Neanderthal Grundy (Ugh), who served as Topicmaster.

The lady lions gave out with only mild cat-calls and the program went over well. The band was almost arrested for vagrancy by an alert constable, but their eloquent manner of speech proved them to be only "that bunch of Toastmasters." They'll try anything for a novelty.



## ● A Self-Convincing Report

Santa Barbara (Calif.) Toastmasters used an unusual method recently in reporting a Toastmasters program put on at the Carpinteria Rotary Club the week previous. They invited Rotarian John Buggay, who heard and was intrigued by the presentation, to make the report. This he did in an impressive manner—doubly impressive, in fact, for he ended his report by asking for and signing an application for membership in the Santa Barbara Toastmasters.

## ● International Night

Believing that better communication means greater understanding not only among individuals but also among nations, the Claremont (Berkeley, Calif.) Toastmasters established "International Night" as the theme for their December 3rd meeting and invited a number of foreign exchange teachers to be guests for the evening. Some of the countries represented were Austria, Egypt, Formosa, Indo-China, Portugal, Panama, Guatemala and The Netherlands.

The table topic session and the remarks made by the teacher guests established the conclusion that peace on earth will be possible only after the people of different nations come to realize that all men are their brothers. Ben Yates, Governor of District 4, explained what a Toastmasters Club is and how it works, and outlined its fundamental purposes.

Credit for the enjoyable and informative meeting goes to President John Houghton, who planned the evening, assisted by Toastmaster Harold Dill and Topicmaster Guy Lesnini. He was also assisted by Dr. M. V. Karnis, instructor in the Department of Speech at the University of California and economic adviser to the foreign exchange teachers.



## Plan Ahead

Los Angeles in August—what an alluring prospect! Plan your vacation to fit the convention dates.

THE TOASTMASTER

## ● It Pays Off

Practical application of his Toastmasters training to his work is aptly illustrated by Bob Lorenz, member of St. Louis Toastmasters and a product of last year's Speechcraft class. Bob is Manager of Personnel Training at Trans-World Airlines, where daily he instructs new employees in the complicated details of airline travel. Here he is shown giving general instruction in acquainting a new employee with the flight advisory chart. The photograph was taken by his fellow Toastmaster William J. Beukema.

## ● Ad Adviser

In the publication field, editors just don't tell advertising men how to sell—but that's exactly what Wells Norris of Chicago's Uptown Toastmasters did recently. Norris is managing editor of "American Business," a Dartnell publication.

Norris appeared before the Dotted Line Club, an Associated Business Publication's ad men's meeting, and spoke on "Oral Persuasion." His assignment was to show the difference between salesmen who just "tell about the product," and those who create a desire for the product through persuasive speech. Norris drew on both his editorial and his Toastmasters experience as he told the salesmen in specific terms of the publishing business how they could be persuasive.

Norris was introduced by Hilmer Stark of South Chicago Toastmasters, who also proposed the ad salesmen's highest accolade for Norris: "Resolved that Norris be 'promoted' to the advertising department."

A follow-up to the program, benefiting Toastmasters everywhere, will be a publisher's association advertisement carrying Norris' picture and a resume of his speech. It is expected to appear in about forty magazines with a readership of one million.

## ● "Around Their Necks They Wore a Yaller Ribbon"

Meeting night resembled a convention when Pueblo (Colo.) Toastmasters showed up with large name tags attached to their lapels. A second (and probably startled) look revealed a broad expanse of pink ribbon dangling from each tag. On the ribbon three words were inscribed: "I'm still looking." Ribbon and tag can only be removed when the member's guest joins Toastmasters. Competition is keen to determine who shall be the first to remove his ornamental appendage.

Please note that we refrain from alluding to this as a "colorful" meeting.

MARCH, 1955



## ● Walking Library

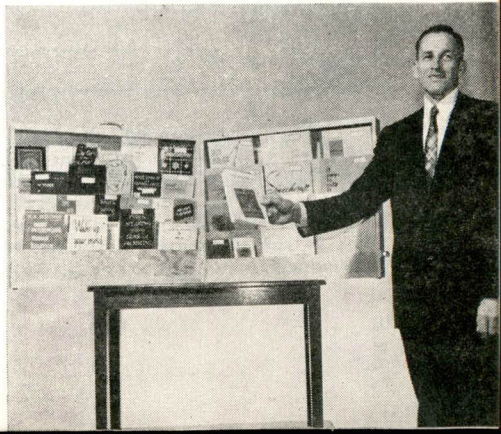
Below is a photograph of Carl Damaske and his "Walking Library." The walking library is a display of over \$125 worth of Toastmasters pamphlets, books, etc.

Carl Damaske, member of Capitol Club, Salem, Oregon, has volunteered, and at his own expense, to visit every club in District Seven (64 of them by now) and show them this display and give a 15 to 20-minute talk on the material.

Carl does not sell from his display, but he has the prices and carries order blanks so the clubs and the members can order direct from Santa Ana. His instrumentality in sales of material to District Seven is very high.

Many days Carl will get up at 4:30 A.M. in his home at Salem, and drive 150 to 200 miles to visit a morning club. He will then visit a noon club in some other city and possibly another club in still another city miles away, in the evening. He is doing a terrific job. He is a good speaker and has studied every book and pamphlet. He knows his wares. As an enthusiastic Toastmaster he cannot be excelled.

—Geo. C. Loney  
Governor District Seven







# BIG NEWS

## PRIZE CONTEST

The *Toastmaster* is in need of brief, well-written articles of not over 500 words, which get right down to cases as to how we can make our Toastmasters training more effective. Here is your chance to serve.

Choose one of the subjects listed below and let us know the result of your best thinking, or a report of some specific method used by your club to gain the desired results.

1. How we may effectively apply Toastmasters training to our business or profession.
2. A unique plan for better club programs or more effective educational activities.
3. How to solve the problem of low membership and poor attendance in the club.

### Prizes

- |   |  |
|---|--|
| <i>First</i> —\$15.00   | <i>Fifth</i> —Book, <i>Public Speaking Without Fear or Trembling</i> —Hanna              |
| <i>Second</i> —\$10.00  | <i>Sixth</i> —Book, <i>Public Speaking as Listeners Like It</i> —Borden                  |
| <i>Third</i> —Book, <i>The Treasury of Modern Humor</i> —Droke        | <i>Seventh</i> —through <i>tenth</i> —Book, <i>How to Remember Names and Faces</i> —Roth |
| <i>Fourth</i> —Book, <i>The Speakers Special Occasion Book</i> —Droke |  |

*Specific Instructions:* No submission shall be considered in the contest unless plainly marked "Contest Entry" and signed by the author, giving his address and club number. Contest will close June 1, 1955. Winners will be advised by mail and the list published in the August issue. All submissions will become the property of *The Toastmaster* and no manuscripts can be returned.

### NOTICE

When ordering a Club-of-the-Year Book, please specify whether it is to be used for this year's contest or for 1955-56.

Next year's book will be completely revised. It will not be accepted in the 1954-55 contest. The new book will be issued on April 1, 1955, for the contest year beginning on that date.

If you need a book for the contest ending on that date, be sure to specify.

## PROJECT FRIENDSHIP

CHOOSE a fellow you rather admire (probably because he has something you lack) and yet one with whom you have not become friends because of some seemingly unexplainable chemical reaction of personalities that holds you at arm's length.

Perhaps you resented his poise, his self-assurance, his success, his fund of knowledge.

Perhaps he thought of you as a nice fellow in a passive sort of way, but not one that could particularly inspire him to greater heights.

Proceed in this manner:

1. Study him for some outstanding quality or ability which you especially admire and would like to possess.

2. Seek him out and sincerely compliment him on this particular trait or ability—and without belittling yourself in his eyes, earnestly seek his secret for accomplishment.

3. To strengthen the slender tie thus established, try to discover points of mutual interest, cherished goals, hobbies, aversions, perhaps even his philosophy of life.

4. Honestly set out to expand these points of agreement and then later, as your friendship grows, undertake to establish your own philosophy which may vary from his but which you can back up with logical and friendly reasoning.

5. Never become an "assenter" for the sake of desired friendship (that is the mark of a weakling) but project your well-thought-out ideas in an amiable manner with an attitude that says "I admire your convictions and I'm sure you must respect my right to disagree."

6. Seek to find further points of mutual agreement—especially in attitudes and approaches to problems—and attempt to steer your more casual conversations into paths of friendly enjoyment.

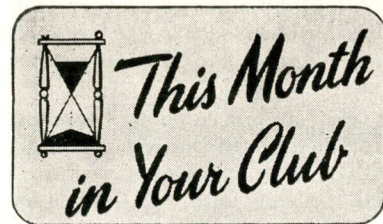
7. Honor him by asking his advice and counsel, but never on a subject which you know will be radically counter to your own basic principles.

8. As your friendship and mutual respect grow, cease completely any planned conquest of friendship and settle down into a long expanse of personal enjoyment of a fellowship in which you expect to give more understanding and thoughtfulness than you can ever hope to receive.

There is no more wonderful phrase than "He is my friend." It is akin to *Love*, which is God's greatest gift to man. Be worthy of friendship and it will be a constant companion.

It's smart to pick your friends—but not to pieces.





*Today walk down the two-way street of words  
(Past the empty shop-fronts of abstraction  
In which everyone views his own loved face),  
Often you'll see the window-dressing man  
Emerging to admire his own effect . . .  
Observe his dummy topics draped with speech.*

There is a thought for the Toastmaster in this bit of verse by W. R. Rodgers. It fits well into the March Point of Emphasis.

Think of that expression, "the two-way street of words." That is the idea in all our speech, which is putting thoughts into words so that we may communicate with one another. Communication is a "two-way street," for unless the thoughts flow in both directions, there is no communication.

Words are the tools of the speaker, not only in March, but in every month of the year. This happens to be the month in which we give specific attention to words. This attention is directed not only to increasing our vocabularies, but

to improving our pronunciation, enunciation and choice of words. Perhaps we have enough words already. Let us learn to use them better.

"A poor workman quarrels with his tools" and an inept talker may seek an alibi in his words, blaming his lack of facility in expression on his paucity of terms. What he needs is to make better use of what he possesses.

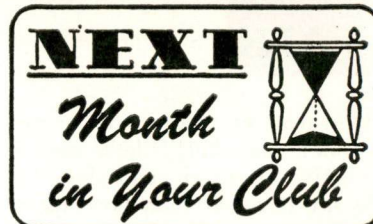
### Evaluate Verbiage

All your speakers use words. Give preferred attention this month to the way they use them. Do not be unreasonably meticulous, fastidious, finical, in your criticisms, but try to help your associates to speak plainly, directly, and effectively as they use their words. Always try to discern the idea conveyed, and make sure that it has satisfactory conveyance from speaker to hearer.

### The Election

Remember, the officers are elected at the first meeting in March, so that they may have the entire month to prepare themselves for taking over. The club secretary will notify the Home Office immediately, when the officers have been elected, and complete information will then be sent to each new president, which he will share with his fellow officers.

Good officers make good plans, and good club performance is the natural result of good planning.



Almost every purposeful speech is persuasive in its nature. The speaker has ideas which he shares with the audience, in order to lead or persuade them to accept his thoughts and act upon them.

The emphasis during the month of April is placed on this vital phase of speech in order to concentrate attention.

In order to persuade, a speaker must have a clear purpose, which he must make clear to his audience, and he must present it so that their response will be favorable. His effort will be to create in the hearers the feeling, "Yes, that is a good idea. I'll buy that. He is right. That is what we want to do. I am going to do it."

### Evaluators on Guard

This gives the signal to the evaluators. They will contemplate each speech with discriminating attention to discover whether it really does persuade, or make the sale of the idea. Other considerations will be passed over more lightly. The critical question will be:

"What was he trying to persuade me to do or believe? Did he do it? Am I convinced, persuaded, sold? If not, why not?"

Apply that test to every speech you hear, and to each one you may deliver.

### Advertise Your Business

In a service club, you might be subject to a fine if you advertised your own business, but in the

Toastmasters Club, that practice is encouraged, not penalized. Talk about your own business or profession. Try to sell your product or your ideas. The club is your best field for practice in improving your own selling methods, or building better public relations.

### The Month's Events

Install the new officers. They should have been prepared during the month of March. Make the installation impressive. Your Area Governor will assist. Install the new men so that they will understand that theirs is a serious and important task.

The speech contests are just ahead. Support your club's representative. Help him to get plenty of training, but remember, contest speeches are of the extemporaneous type, not prepared, memorized and rehearsed orations.

It is time to send in the semi-annual reports. The club is required, also, to present a report to the Collector of Internal Revenue, claiming exemption. Use form 990.

Your club treasurer, if he is wise, will ask for an auditing committee to inspect the finances.



## HOW WE TALK

### Better Say

Instead of the usual negative, "Don't say that!" let's use the positive approach, and show how to say it rather than how not.

Watch out for the nouns which are singular in meaning, but plural in appearance. Some of these are: acoustics, athletics, dynamics, economics, politics.

Better say: "The news is good today." "Athletics is an important part of college life." "Politics is a field which does not attract me." If you are speaking of the acoustical qualities of a room, it is safer to say "The room has good acoustics," so that no bystanders will think you are making an error in saying "The acoustics is good." It just doesn't sound right.

Better watch the "ile" terminations of words. Here are some of them: juvenile, senile, puerile, agile, fertile, versatile, gentile, futile, hostile.

The prevailing tendency in Great Britain is toward the long *i* pronunciation, while in America the short *i* is favored; but there are exceptions.

In American speech the long *i* is preferred in senile and infantile, while gentile, used as a noun, gets the long *i* in most of the branches of English speech.

Another group which needs watching is made up of the deriva-

tives of our verb, precede. There is no trouble with the pronunciation of this simple form, but when we come to precedent, precedency and precedence, we must be more careful than most of us are.

When we use precedent as a noun, referring to something that has happened before, we may call it *press e dent*, accenting the first syllable, but in the other cases the accent goes on the second syllable, and the second *e* gets the long sound. Thus we speak of *pre seed ence* when we mean priority. When we use precedent as an adjective, meaning something which has happened previously, as in the case of "a precedent action," we put the accent on the second syllable *seed*.

We have become so accustomed to speaking of "press e dence" when we mean priority that it will be hard to get rid of that faulty pronunciation, and some hard-shelled word users may say that we are wrong in saying "pre seed ence" but we have the full authority of Webster and other lexicographers behind us.

If you are just getting started, do not call yourself a "new beginner." You are a beginner. The newness is included in that word. To speak of a "new beginner" is to err tautologically, or to speak redundantly, and you certainly would not wish to do such a thing.

It is always better to speak correctly, or as nearly so as you can. "If you want to know how a stranger gets your measure; that is, can tell who you are and what you are, you have only to mind your manners and your speech."

## HAVE YOU READ?



### Help for the Chairman

Many a perturbed chairman worries about how he is going to introduce some speaker or entertainer in a clever and pleasing manner. If he has been a member of a Toastmasters Club long enough to get the idea, he need not worry; but many men have not had that privilege.

For such as those, there may be help in a book recently published by T. S. Denison Company, of Minneapolis. The title is *Clever Introductions for Chairmen*. It was written and compiled by Lawrence M. Brings, M.A., who has taught public speaking in several colleges.

Professor Brings has assembled material in wide variety from many sources, giving samples of introductions for nearly 250 classifications of speakers. These are carefully indexed (in alphabetical order) so that the reader may find sample introductions for an accountant, an actor, a barber, a banker, a French wine merchant, a lawyer, a policeman, a travel agent, to a Y.M.C.A. speaker.

There are some good general suggestions for the chairman, and a great many stories, some of them reasonably new, and most of

them familiar, but selected by the author for their appropriateness.

**The book is priced at \$4.50, and it may be ordered from Toastmasters International.**

### A Link with the Past

*The Old Farmer's Almanac* went on sale in November, marking the 163rd year of its publication. It is as entertaining as always, and offers twenty-five cents worth of entertainment to anyone who enjoys the old-fashioned jokes, anecdotes, pictures and weather forecasts.

Our ancestors counted it a household necessity, and they believed in it religiously. Oddly enough, many of the long range guesses on the weather have hit the mark. Many of the observations, recipes, riddles and anecdotes will be remembered by readers.

There are digests of the state game laws, lists of officials, dates of holidays and other useful data, including the "signs" of the Zodiac and their influence on human affairs.

Published at Dublin, New Hampshire, it is on sale by 86,000 dealers all over the land. You may enjoy reading it.

---

*Called upon to tell the difference between a misfortune and a calamity, Disraeli hesitated a moment and then said: "There is a similarity, but there is also a profound difference. If, let us say, Mr. Gladstone were to fall into the Thames, that would be a misfortune. But if someone were to pull him out, that would be a calamity."*



# The WILD WEST at its best



**M**ANY western communities have gained world-wide renown for their annual Roundups and Rodeos. People come from near and far to witness these great spectacles of roping, branding, bulldogging and the many other exhibitions of the cattlemen's and horsemen's art.

But nowhere in the world is a more colorful or exciting Wild West show staged than the annual Los Angeles Sheriff's Rodeo to be held this year on Sunday, August 21, in the Los Angeles Memorial Coliseum, immediately following the close of Toastmasters International Convention.

Plan to extend your *DOUBLE-FEATURE VACATION* to include this spectacle where not only the finest professional cowboys in the land will appear, but where most of the **BIG NAMES** in **MOVIE**, **TV** and **RADIO** westerns will be on hand to participate in the events.

Pictured below is the Los Angeles Memorial Coliseum with a seating capacity of 105,000.



## THE SPEAKER TAKES A TEXT

By Ralph C. Smedley

The clergyman goes to his Bible for his sermon text, and for illustrations to illuminate his thought.

So the public speaker in any field may very well go to his collection of quotations for a text or for testimonial support, illustrations, or ideas on his theme.

Patient, painstaking writers, like Bartlett, Edwards and Douglas, have labored to collect these quotations for us, and to classify them, dictionary fashion, for easy reference. Every speaker should have such a collection at his hand.

Suppose, for instance, that I am to deliver a speech on some occasion which calls for the expression of patriotic fervor, or love of country, or devotion to its ideals. The theme has been discussed so often that there is little left to originality. I shall have to follow some more or less well beaten path, but perhaps I can give it an unexpected turn.

What have the eloquent thinkers of the past said about it?

Turning to my book of quotations, under the heading of patriotism I find Cicero's wise words: "Our country is the common parent of all."

That makes us one big family, and so the words of Virgil are suitable for use: "The noblest motive is the public good." That is a fine one to toss to our politicians. And speaking of politicians, here is a good time to quote

President Rutherford B. Hayes: "He serves his party best who serves his country best."

This line appears to lead to something worth while. I can stress service to my fellow men as a service to my nation, and I can call upon the leaders of my political party to join in that service. Rufus Choate said: "We join ourselves to no party that does not carry the flag and keep step to the music of the Union." Alongside that one we may place the words of Shakespeare: "Be just and fear not; let all the ends thou aimest at be thy country's, thy God's, and truth's."

But I must not devote all my speech to politicians. The individual citizen has responsibilities, as suggested by Goethe: "In peace patriotism really consists only in this—that everyone sweeps before his own door, minds his own business, also learns his own lesson, that it may be well with him in his own house."

And now I am well on my way with a speech that shall stir my hearers. Here are three points which can be assembled into one sensible, rather useful talk, without losing all opportunity for a bit of eloquence, and with a measure of difference from the conventional flag waving.

If I need additional encouragement in its development. I can return to the book of quotations



and search further under such headings as "Nation", "Native Land", "Freedom", "Peace" and other related themes. I can refer freely, but not excessively, to the wisdom of the ancients, with real benefit to my address.

Perhaps I am required to make a speech about speaking, or oratory. Will the book of quotations help me?

I start by looking under the heading of "Oratory".

Here I discover the words of Lord Cecil: "Eloquence is vehement simplicity." With it there is the line from Thomas Gray: "Thoughts that breathe and words that burn." Cicero contributes: "Brevity is a great praise of eloquence."

This reminds me that there are words of warning to be spoken to the aspiring orator, and so I pick up Montesquieu: "What the orators want in depth, they give you in length." And Prior pipes up with: "It is remarkable that they talk most who have the least to say." Then comes Chesterfield, saying: "The manner of your speaking is full as important as the matter."

Here we have another suggested speech outline, under three main headings. First, we are reminded that brevity is essential. Then we note that we must have something to say. Third, there is the thought that the manner of speaking, the "eloquent simplicity," is to be sought.

Almost any student of speech can get a good talk out of that.

These are just two samples of what your book of quotations can

do for you when you find your springs of originality running dry. All we have to do is to pick up good ideas from quotable writers, and weave them into our own thinking. Presently we shall come up with a speech so good that it will impress our hearers, and possibly do them some good.

It is to be hoped that you will use this technique in your own speech preparation. Do not be afraid of being accused of plagiarism. You can profit by the wisdom of others, and you can give them full credit. Thus you will acquire an air of wide reading, and an acquaintance with the great ones of the past.

Most of the people whom you address have never heard of some of those whom you will quote. Perhaps you had not heard of them yourself until you began this study. Of course you recognize such names as Cicero and Goethe and Gladstone, but what about Pascal and Trench and Warwick and Joubert? Even though you cannot locate them with exactness as to time and place, you can accept their helpful thoughts, and so will others to whom you quote them.

Most of today's originality is in the use we make of what our forebears have said or written. Much of their thinking is unknown to those whom we address. We do our listeners a favor when we bring them the wisdom of the ancients through direct quotations.

Quote freely and with accuracy. Use the quotations where they will best fit. Use them, above all else, to stimulate your own thinking.



**Question:**

*Should the evaluator criticize the speech of an educational chairman, or other member who presents an educational talk on speech?*

**Answer:**

If the evaluation is tactfully given, or if it is requested by the speaker, it is not out of order. But care must be taken that such evaluation does not weaken the effect of what he has said, in so far as it carries helpful instruction on how to talk. Many teachers are not finished orators, but their help is valuable in spite of that. They need constructive criticism, but this should never be given in such a way as to discredit what is said, or embarrass the speaker.

Better exempt the educational speaker from criticism altogether than to spoil the effect of his instruction.

**Question:**

*What is the difference between a panel and a symposium?*

**Answer:**

A panel is a discussion group consisting of a chairman, from two to eight persons, an audience, and a topic. The chairman and panel sit around a table or in a semi-circle in full view of the audience with the chairman in the center. The chairman introduces the subject and the panel discusses it informally for approximately half the time for the meeting. Then the audience participates for the rest of the time by asking questions of the panel or making contributions of their own to the discussion. A panel is a small group acting as a committee with the audience participating as a gallery. The chairman summarizes at the close of the discussion.

The symposium or open forum discussion is a group meeting where various phases of a subject are presented by speakers with different points of view. The procedure is for two or more speakers to present different aspects of the same problem, followed by questions and contributions by the audience. The chairman performs the necessary introductions, and then conducts the discussion, acting as moderator in controlling and directing questions, in holding participants to time, and in preventing them from wandering from the subject. Both methods are excellent training in discussion, and are valuable in promoting understanding through group thinking.

**Question:**

*What is your attitude toward the use of notes in a formal speech?*

**Answer:**

There is no valid objection to the use of notes for any speech, so long as the notes do not interfere with the delivery. Good handling of notes is an accomplishment for the speaker to acquire.

***Some people are so intelligent they can speak on any subject—others don't seem to need a subject.***



## Among Our CONTRIBUTORS

**ALBERT C. SPANN** (*The Importance of Proper English*) is, as you might guess from his choice of craftsmanship illustrations in his article, an engineer. He is at present with the U.S. Bureau of Public Roads, an affiliation which has carried him from Washington D.C. through Virginia, Idaho, and Utah to his present position as Wyoming District Engineer in Cheyenne, where he is a member of the Cheyenne Toastmasters. His military service includes a career as Military Government Officer (Major) E.T.O., where he received the Bronze Star for meritorious service. He holds the present rank of Lt. Colonel, USAR (Retired). We hope to have more of Mr. Spann's well-drafted observations.

**HARRY K. WOLFE** (*A Drop of Honey*) hails from Seattle, where he has served the Northeast Toastmasters successively as Program Editor, Secretary, President, and currently as Outside Activities Chairman. In his spare time he is an architect associated with the firm of Mallis and DeHart, specializing in schools. He writes that he has three rehearsal evaluators in his home: his wife, Pearl, Kirke, 17, and Margaret, 11.

**DR. BRYON W. MILLER** (*Grow Up with Toastmasters*) in addition to his practice of general dentistry in Glendale (Calif.) has served as Instructor in Stomatology at the College of Medical Evangelists, School of Medicine in Los Angeles, and as Chairman of the Council on Dental Health of the Fourth District Dental Society. He is Secretary of the Glendale No. 1 Toastmasters. He and his wife enjoy playing golf when they can take the time away from their two small children Carol and Brad.

**DR. LUCIUS W. JOHNSON** of San Diego, no newcomer to *The Toastmaster*, is a graduate in medicine and dentistry from the University of Pennsylvania who entered the U.S. Medical Corps, U.S. Navy, in 1908 and retired in 1946 with the rank of Rear Admiral. He is a man of parts, who has for many years specialized in plastic and facial surgery; is the author of more than 200 published articles in fields of medicine, dentistry, hospitals and history; has surveyed more than 300 hospitals in the West for the American College of Surgeons, and is now doing medical audits of hospitals. He is the holder of the Navy Cross, Legion of Merit, Bronze Star, various campaign medals, and has been decorated by the Republic of Haiti and the Dominican Republic, for services rendered. Toastmasters is justly proud of Dr. Johnson, who proves to us daily that a man may add years to his life, but need never grow old.

**ERNIE WOOSTER** of Santa Ana, whose dry humor enlivens the pages of *The Toastmaster* all too infrequently, writes his own biography as follows—and we quote—“Was farmer, milkman, advertising copy writer, newspaper reporter and editor, some experience as hobo, school teacher, shipping clerk, rural mailman, with various adventurous excursions into the prohibited and unrespectable. Re-established respectability by becoming a county employee and was concurrently a Toastmaster for almost too many years. Became writer by decree—my own. Frequently retire from this profession by decree—the editor's.”

And speaking of contributors, we received the following item from **CLAY TAYLOR** of Dallas (see *Tell Me More* in January '55 issue of *The Toastmaster*) who writes: “My teen-age daughter read the proof in sober thoughtfulness—and I can sense a definite improvement in my domestic prestige. Time may yet come when she will ask my opinion of something.”



## New Clubs

- 513 CLAREMONT, California, (D F), *Claremont*, 1st & 3rd Wed., 7:00 p.m., Claremont Inn.
- 734 MIAMI BEACH, Florida, (D U), *Miami Beach*, Tues., 6:15 p.m., Betty's Restaurant, Miami.
- 751 BEAVERTON, Oregon, (D 7), *Cedar Hills*, Mon., 7:00 a.m., Whistlin' Pig, West Slope, Portland.
- 1359 SMYRNA, Georgia, (D 14), *Smyrna*, 6:30 p.m., Lou's Place, Marietta, Ga.
- 1364 HONG KONG, B. C. C., (D U), *Hong Kong*, Mon., 5:30 p.m., American Club, Hong Kong & Shanghai Bank Building.
- 1396 BEVERLY HILLS, California, (D 1), *Biometric*.
- 1715 TEMPE, Arizona, (D 3), *Tempe*, Tues., 6:30 p.m., Harmon's.
- 1716 PASADENA, Texas, (D 25), *Pasadena*, every other Thurs., 6:30 p.m., Banquet Room, R's Restaurant.
- 1717 PARK FOREST, Illinois, (D 30), *Park Forest*, Fri., 7:00 p.m., Mickelberry's Restaurant.
- 1718 DALLAS, Texas, (D 25), *Town North*, Mon., 6:00 p.m., Basil's Restaurant.
- 1719 MANCHESTER, Tennessee, (D 43), *Coffee County*, 1st & 3rd Mon., 6:15 p.m., Hotel Forrest.
- 1720 ARBROATH, Scotland, (D 18), *Arbroath*, Alt. Mon., 6:15 p.m., "The Sign of the Eagle."
- 1721 GARDEN GROVE, California, (D F), *Tri-City*, Wed., 7:30 p.m., 7801 East Bolsa Ave., Midway City.
- 1722 SLEEPY EYE, Minnesota, (D 6), *Sleepy Eye*, Mon., 6:15 p.m., Orchid Cafe.
- 1723 LANCASTER, Pennsylvania, (D 38), *Lancaster*, 2nd & 4th Tues., 6:00 p.m., Stockyard Inn.
- 1724 MURPHY, North Carolina, (D 37), *Murphy*, 2nd & 4th Thurs., 6:30 p.m., New Regal Hotel.
- 1725 CENTER, Nebraska, (D 24), *Knoxco*, 1st Thurs. & 3rd Fri., 7:00 p.m., Crofton, Bloomfield, Wausa, Creighton, Verdigre, Center & Niobrara, Nebraska.
- 1726 NEENAH, Wisconsin, (D 35), *Neenah*.
- 1727 CAVITE, Luzon, Philippines, (D U), *Sangley Point*, Tues., 11:30 a.m., Sangley Point Officer's Club, U.S. Naval Station.
- 1728 ARLINGTON, Texas, (D 25), *Arlington*.
- 1729 ALBUQUERQUE, New Mexico, (D 23), *Manzano*, Fri., 6:30 p.m., Raja Ranch Dining Room.
- 1730 OWENSBORO, Kentucky, (D 11), *Owensboro*, 1st & 3rd Tues., Gabe's Steak House.
- 1731 DENVER, Colorado, (D 26), *Thunderbird*, Tues., 6:00 p.m., Chalet Restaurant.
- 1732 BEMIDJI, Minnesota, (D 6), *Bemidji*, Wed., 6:00 p.m., Markham Hotel.
- 1733 SAN DIEGO, Naval Air Station, California (D 5), *Miramar*, Thurs., 12:00 noon, Commissioned Officers' Mess (Open).

## WHEN AND WHERE THEY MEET



## OFFICERS

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  
 Founder—RALPH C. SMEDLEY  
 Executive Secretary—TED BLANDING

202 W. Mercer, Seattle, Wash.  
 1111 Wilshire Blvd., Los Angeles 17, Calif.  
 18 South First St., Zanesville, Ohio  
 801 Security Bldg., Windsor, Ontario  
 430 U.S. Courthouse Bldg., Portland 5, Ore.  
 141 W. Jackson, Chicago 4, Ill.  
 Santa Ana, Calif.  
 Santa Ana, Calif.

## DIRECTORS

Carl W. Binker  
 802 Gail Ave., Rockville, Md.  
 Paul R. Brasch  
 P. O. Box 330, Waterloo, Iowa  
 Raymond G. Castle  
 351 E. Warren St., Syracuse, N. Y.  
 Kenneth Frøelich  
 P. O. Box 871, Canton, O.  
 Aubrey B. Hamilton  
 705 Olive St., St. Louis 1, Mo.  
 John M. Lamparter  
 3634 Watson Rd., Indianapolis, Ind.

Don M. Mattocks  
 Box 1589, Tulsa, Okla.  
 Emil H. Nelson  
 1367 Bayard Ave., St. Paul 5, Minn.  
 Stanley T. Weber  
 18025 Archdale, Detroit 35, Mich.  
 Glen E. Welsh  
 128 Mountain View Drive, Tustin, Calif.  
 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.—Dr. Everett T. Wood

1. Gordon W. Winbigler
2. Joseph S. DeLeon
3. Fred Michael Collins
4. Benjamin M. Yates
5. Dr. C. Gordon Watson
6. Alex P. Smekta
7. George C. Loney
8. Godfrey G. Hartnett
9. Chester F. Brenton
10. Willard F. Bixby
11. Lowell P. Kemper
12. Raymond E. Rees
13. George J. Mucey
14. Henry A. Wright
15. Clarence E. Harder
16. Ralph Goldsmith
17. Emil A. Christiansen
18. John Harrison
19. William Harry Nanny
20. Lyle B. Clark
21. Gordon H. Williscroft
22. Heil C. Pettit
23. Paul W. Robinson
24. Phil M. Negley
25. Scott S. Skinner
26. Leo F. Bolin
27. John H. Damron
28. Lynn R. Harris
29. Richard B. Davis
30. Fred W. Braun
31. Chester A. Stoeckel
32. Richard E. Bron
33. W. G. Shirk
34. Leo V. Stoekman
35. Bernard S. Zimmermann
36. Donald C. Lueck
37. Dr. Murray Senkus
38. Charles H. Roeder
39. Robert A. Moore
40. Frank N. Damon
41. Emmett V. Jones
42. George R. Tatlock
43. Odell F. Hartz
44. Dr. Milton C. Adams

- 160 Lincoln Place, Monrovia, Calif.
- 618 Galer Place, Glendale 6, Calif.
- 3241 Hanford St., Seattle 44, Wash.
- 911 W. State Drive, Phoenix, Ariz.
- 3027 Hillegass Ave., Berkeley, Calif.
- 9497 Ridgecrest Drive, La Mesa, Calif.
- 622½ 9th St., S. E. Rochester, Minn.
- 6981 N. E. Graham Place, Portland, Ore.
- 725 Catalpa St., Webster Groves 19, Mo.
- North 4702 Madison St., Spokane, Wash.
- 17013 Lipton Ave., Cleveland, O.
- 301 North Kitley Ave., Indianapolis, Ind.
- 604 Kentucky Ave., Bakersfield, Calif.
- 144 North Main St., Washington, Pa.
- 1808 Wrightsboro Road, Augusta, Ga.
- Box 845, Jerome, Ida.
- 4934 S. Cincinnati, Tulsa 5, Okla.
- 2608 Highwood Drive, Billings, Mont.
- 20 Ballantine Dr., Ayr, Scotland
- Box 2454, Waterloo, Ia.
- c/o Clark Insurance Agency, Moorhead, Minn.
- 1025A Fort St., Victoria, B. C., Canada
- 1608 Perry St., Wichita, Kan.
- 609 Fourth St., N.W. Albuquerque, N. M.
- 3212 Lafayette, Omaha, Nebr.
- P. O. Box 511, Corpus Christi, Tex.
- 1020 R Street, Gering, Nebr.
- 2435 Adoline Ave., Fresno, Calif.
- 111 Division Ave., S. Grand Rapids 2, Mich.
- 31 Fontainebleau, New Orleans, La.
- 3714 N. Kildare, Chicago 41, Ill.
- Stonebridge Inn, Tiverton, R. I.
- 5616 South Tacoma Way, Tacoma, Wash.
- 1911 Irving, Pasco, Wash.
- 11 N. Pearl St., Albany 7, N. Y.
- 26 South Locust St., Oconomowoc, Wis.
- 3809 Elby St., Silver Spring, Md.
- c/o R. J. Reynolds Tobacco Co., Winston Salem, N. C.
- 1618 N. 11th St., Reading, Pa.
- 860 56th St., Sacramento, Calif.
- 434 Aberdeen Ave., Oakwood, Dayton, O.
- 561 Illinois St., N.W., Huron, S. D.
- P. O. Box 398, Winnipeg, Man., Canada
- 808 Central Station, Memphis 3, Tenn.
- Box 906, Hereford, Tex.

## In this Issue

EDITORIALLY SPEAKING.....	Inside Cover
THE IMPORTANCE OF PROPER ENGLISH—Albert C. Spann.....	1
NOW LISTEN .....	3
GROW UP WITH TOASTMASTERS.....	4
SIR, YOUR ATTITUDE IS SHOWING.....	5
A DROP OF HONEY—Harry K. Wolfe.....	6
SO YOU HAVE A VISITOR.....	7
A NEW SLANT ON FLATTERY—Dr. Lucius W. Johnson.....	9
HOW TO TAKE A VOTE.....	11
IT'S A GOOD IDEA.....	12
LAFF LINES.....	14
I COULD LEARN TO HATE—Ernest Wooster.....	15
SAY WHAT YOU REALLY MEAN!—M. J. Hirschenbein.....	17
WHAT'S GOING ON.....	18
BIG NEWS—PRIZE CONTEST.....	20
PROJECT FRIENDSHIP.....	21
THIS MONTH IN YOUR CLUB.....	22
NEXT MONTH IN YOUR CLUB.....	23
HOW WE TALK.....	24
HAVE YOU READ?.....	25
THE WILD WEST AT ITS BEST.....	26
THE SPEAKER TAKES A TEXT—Ralph C. Smedley.....	27
POSTAL FORUM.....	29
AMONG OUR CONTRIBUTORS.....	30
NEW CLUBS—When and where they meet.....	31



## In the Mill

### SO YOU WANT TO BE—

... an after-dinner speaker

### HOW TO

... amuse 'em or lose 'em

### DON'T MUFF YOUR CHANCE—

... it may never come this way again

### SLANG HAS ITS USES

... if you know how

### BEFORE WE ADJOURN

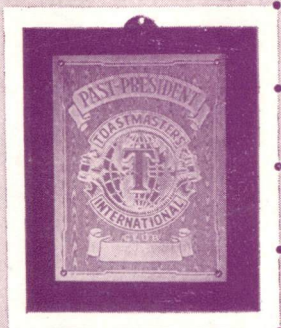
The world's most disappointed people are those who get what's coming to them.  
 —Page Proofs.



TOASTMASTERS



PAST PRESIDENT'S PIN  
and  
WALL PLAQUE



THESE TWO GIFTS WILL BE ADMIR-  
ED BY ALL WHO SEE THEM AND APPRE-  
CIATED BY THOSE WHO HAVE THEM.

SHOW YOUR CLUB'S GENEROSITY AND  
THOUGHTFULNESS FOR YOUR RETIRING  
EXECUTIVE OFFICER BY PRESENTING  
THE PAST PRESIDENT WITH BOTH.

PAST PRESIDENT'S PIN (without jewels)  
\$5.00 plus excise of 20%.

PAST PRESIDENT'S WALL PLAQUE  
(4 $\frac{3}{4}$  x 5 $\frac{3}{4}$ ) Baked enamel on enduring  
bronze mounted on black hardwood base.  
\$3.00 including postage and handling.

Order from Toastmasters International,  
Santa Ana, California. Add 3%, if a  
California club.

TOASTMASTERS  
INTERNATIONAL  
SANTA ANA • CALIFORNIA