

DECEMBER, 1959



# THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



**In This Issue:**

**Does Your Vocabulary Need Restocking? • Speak for Safety**



## OFFICERS

President—EMIL H. NELSON 1367 Bayard Ave., St. Paul 16, Minn.  
1st Vice President—GEORGE J. MUCEY 144 North Main St., Washington, Pa.  
2nd Vice President—HERMAN E. HOICHE 162 Fleetwood Terrace, Silver Spring, Md.  
Past President—AUBREY B. HAMILTON 705 Olive St., St. Louis 1, Mo.  
Founder—RALPH C. SMEDLEY Santa Ana, California  
Executive Director—MAURICE FORLEY Santa Ana, California

## DIRECTORS

George D. Anderson 3319—6th Ave. No., Great Falls, Mont.  
Robin Dick 775 Homer St., Vancouver 3, B. C.  
John J. Franczak 1734 East 72nd St., Chicago 49, Ill.  
Robert A. Gibney 5 Hanfling Rd., Scarsdale, N. Y.  
Roy D. Graham 14410 Costa Mesa Dr., La Mirada, Calif.  
Harry Hodde 531 Williams St., Springfield, Ill.  
Emmit L. Holmes 8153 So. Chappel Ave., Chicago 17, Ill.  
William Hylton P.O. Box 5174, High Point, N. C.  
Walter P. Moran 1828 Beverly Road, Philadelphia 38, Pa.  
Richard Newman 21525 Tanglewood Dr., St. Clair Shores, Mich.  
Helge G. Olson 5305 Penn Ave. So., Minneapolis 19, Minn.  
John D. Puddington 4731 Fleetwood Dr., N.W., Canton 9, Ohio  
Max Sacks 7601 Kittyhawk Ave., Los Angeles 45, Calif.  
Carl F. Sanders Suite 207, Bank of Carthage Bldg., Carthage, Mo.  
Dick Smith P.O. Box 11595, Dallas 18, Texas  
Floyd C. Wangrud 1309 10th Ave. N., Fargo, N. D.

## TOASTMASTERS INTERNATIONAL IS:

... a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than half a million men through its program of self-expression and self-improvement. There are now more than 3,000 clubs which are located in every state of the Union, every province of Canada and in 31 other countries.

A Toastmasters club is an organized group providing its members with opportunities to improve their abilities to speak in public, conduct meetings and develop their executive abilities. In congenial fellowship, ambitious men help each other through actual practice, mutual constructive criticism and the assumption of responsibilities within the organization.

Each club is a member of Toastmasters International. The club and its members receive services, supplies and continuing counsel from the Home Office.

"As a man speaks, so is he."—Publilius Syrus, 43 B.C.

Don Perkins  
Editor

Dorothy Garstang  
Assistant Editor

Phil Interlandi  
Art Director

# The TOASTMASTER

For Better Thinking—Speaking—Listening

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

VOLUME 25 NUMBER 12 DECEMBER, 1959

## INDEX

|                                                                                                                                                                                       |    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| SPEAK FOR SAFETY—By Paul Jones.....                                                                                                                                                   | 2  |
| THE CARE AND FEEDING OF A TOASTMASTER—<br>By Madeleine Bremers.....                                                                                                                   | 6  |
| ONE TWIN TOO MANY.....                                                                                                                                                                | 9  |
| DOES YOUR VOCABULARY NEED RESTOCKING?—<br>By Fred De Armond.....                                                                                                                      | 11 |
| TALKING TURNS THE TRICK—By H. E. Wiedenkiller.....                                                                                                                                    | 18 |
| THE DISHONORED GUEST—By Robert J. Randle, Jr.....                                                                                                                                     | 28 |
| THE AUTOMATIC SPEECH-STARTER—<br>By Charles Willeford.....                                                                                                                            | 32 |
| ARE WE AWARE?—By J. Gustav White.....                                                                                                                                                 | 34 |
| HOME OFFICE NOTES, 16 — CLUB TO CLUB, 20 — PERSONALLY SPEAKING, 26 —<br>JUST IN JEST, 35 — TOASTMASTERS GIFT SUGGESTIONS, 36 — LETTERS TO THE<br>EDITOR, 38 — SUBJECT INDEX, 1959, 39 |    |

PRINTED IN U.S.A.

PRICE \$1.50 PER YEAR



136 Address All Communications

The Toastmaster, Santa Ana, California

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 3055 active clubs, located in the United States and 31 other countries. 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. The names "Toastmaster" and "Toastmasters International" are Registered Trade Marks of Toastmasters International, Inc.

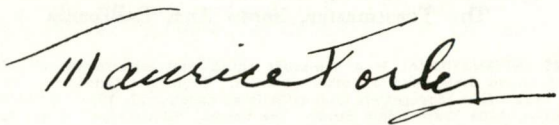
THE TOASTMASTER Magazine is published monthly at Santa Ana, California. Copyright © 1959 by Toastmasters International. All articles submitted, and the right to copyright same, shall belong to Toastmasters International unless the person submitting the article expressly reserves such rights in himself. 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. Entered as second-class matter October 25, 1941, at the Post Office, Santa Ana, California, Act of March 3, 1879. Second class postage paid at Cincinnati, Ohio, and at additional mailing offices. Mailing prepared at Cincinnati, Ohio, by S. Rosenthal & Co., 22 East 12th St., Cincinnati, Ohio. POSTMASTERS: Send all notices of change of address to: Toastmasters International, Santa Ana, Calif.



## Season's Greetings

**J**ust as men of many nations and many creeds find kindred interests and objectives within Toastmasters International, they may also subscribe to the spirit of good will reflected in the celebration of the Christmas season. So long as men voluntarily seek self-improvement and better communication with their fellow man, and are willing to devote time, energy and thought to that end, the spirit of Christmas will be served and hope will endure for a brighter tomorrow.

The Home Office staff joins me in wishing you the happiness of the season with best wishes for a New Year filled with personal accomplishment.



Executive Director  
Toastmasters International

For the past 22 years, Paul Jones, an ex-newspaperman, has been director of Public Information for the National Safety Council. From NSC headquarters in Chicago, he directs a flow of news to newspapers, magazines, radio and TV stations, advertisers, motion picture producers and others. He supervises the production of NSC's 13 monthly magazines and is responsible for the Council's holiday traffic toll predictions.



*The holiday season is  
an excellent time to*

# Speak for Safety

By PAUL JONES  
Director of Public Information, National Safety Council

**S**O YOU ARE WILLING to make the safety speech? Wonderful! Safety needs you, particularly during December, the deadliest traffic month of the year. December 24 is the deadliest traffic day, and more than twice as many persons are killed in traffic in the week between Christmas and New Year's than in any other single week of the year.

But first you must do three things:

1. Manage to wangle a bid to speak.
2. Show up at the right place on the proper day.
3. Keep at least part of your audience awake.

These requirements are essential

whether you are speaking on the Care and Feeding of the South African Cumquat Bird, the Sex Life of the Bivalvular Oyster—or on Safety.

They are, of course, needed a little more if you are speaking on safety. For it is no secret among those of us who live and flourish in the vineyard of accident prevention that the average Joe is a heck of a lot more interested in cumquats and oysters than he is in learning how to save his own life.

When I first enlisted in the War on Accidents, as I like to say (in fact, I *insist* on saying it), I figured that any guy in his right mind would be tickled pink to get a few



free tips on how to stay alive and moving.

Now, a few thousand years and 2,000 safety speeches later, I am groggy and dumbfounded by the enthusiastic apathy that greets us Apostles of Safety.

All we are doing, you understand, is asking someone not to kill himself!

Now, that has always seemed a reasonable request to me. But you'd be surprised at the remarkable calm with which it is greeted.

No kidding, I can empty a hall quicker by murmuring "safety" than a rescue squad can by yelling "FIRE!"

Why is this so?

Well, as much as I hate to say it, a big part of it can be blamed on the way the Great Cause of Accident Prevention has been presented.

Let's face it, fellow Knights of the Sound Table—most people in their right minds just aren't drooling in their dessert over the prospect that some clown is about to get up and yak on their time—especially if the guy is talking about something their conscience tells them they ought to listen to.

No, sirree! The average guy who tears himself away from his fire-side, the Little Woman and his TV set to munch morosely on creamed chicken, green peas and crummy buns is holding a stop watch on the Speaker of the Evening in the futile but eternal hope that the jerk will shut up in time for the dismal diner to rush home to the TV set.

This is true of almost any speaker. And when the Subject of the Evening is going to be Safety—brother, the speaker has had it!

Nevertheless, the accident toll adds up to one of the major social problems of the day. And if we as a nation are to go through the motions of wanting to be civilized, we have to manifest some interest in reducing this carnage.

That means we must occasionally submit to speeches on safety—at Toastmasters Clubs, PTA meetings, Rotary luncheons, Kiwanis or Lions conventions, industrial forums, even on the air.

And this, then, means that there must be safety speakers.

I am the last person in the world to try to tell anyone how to make a safety talk. Not until I find out how to make one myself!

But over the years I have learned the hard way how *not* to make a safety speech. And here are some of the things you and I should remember as we sally bravely forth to make the big sell for safety:

**1. Shun statistics as you would a creditor.** There is no surer, faster way to put an audience to sleep than the lavish use of big fat numerals and figures. Oh, there will be times, of course, when you can punch home a point by making a dramatic comparison—as, for instance, the difference between the number of battle deaths to Americans and highway deaths. But as a steady diet for your listeners—stay away from the figures.

**2. Don't take yourself too seriously** as you deliver The Message. Remember—some of those folks out there may be wondering why the speaker is speaking and they are merely listening. (When I am the speaker, I've got to admit they've got something!) You don't

have to talk down to them, or to overplay the modesty bit. But you and I know that too many speakers get to believing their own introductions that they have written.

**3. Don't be afraid to put a little corn** into your talk. Corn is a much-abused word, for the simple reason that it is applied easily by those who can't think of anything corny to say themselves. If your humor can be uncorny and purely scintillating, more power to you. But if it has to be just a little on the cornball side, use it anyway. But keep it clean, whoever you are, wherever you are! If you have to be suggestive, even at a stag party, you just don't belong on the rostrum for safety.

**4. Level with your crowd.** Don't be a "do as I say, not as I do" character. Don't urge your listeners to follow safety practices you ignore. And be realistic in what you advocate. There's no substitute for common sense—in speaking as well as in driving.

**5. Don't read your speech.** This is a good rule under any circumstance, on any subject. But in the case of a non-technical talk on safety, it's a must. Sure, without a script you may fuff it up a little. You may split an infinitive. You may transpose a verb. You may even use a non sequitur! But you will be talking instead of reading. And it sounds more genuine.

**6. Above all, don't talk too long!** This is the most important rule of all. No matter how much more you've got to say, stop before your audience stops. As you make more talks, you'll be able to case your crowd and tell pretty well

how much they can take. Stop before you have to!

Now, those are some tips for a safety speaker who doesn't want to fall unsafely on his face.

Okay. **But how about the things that make a speaker click?** That cause the audience to rise as one man and cheer until the roof falls in?

You tell me! I wish I knew.

Should you use humor? The shock treatment? The moral approach? The preachment? Cold logic? Hot arguments? The witty sally? The tear-jerker technique?

For my money, it depends on who you are and who your crowd is. My own formula is to start off with a crowd warmup through gags. Then the safety sell, liberally sprinkled with light touches. Then an emotional windup. But I haven't been mistaken for William Jennings Bryan for days. So perhaps another format would be much better for you and for me.

Whatever you do in your safety talk, direct your appeal primarily to the individual and his attitude toward safety. Try to influence him to accept more personal responsibility for preventing accidents. People must prevent accidents. Hit that point hard.

I do know this. The most successful talks—on safety or anything else—are made by speakers who are sincere, humble, down to earth, succinct, friendly, at least a little humorous—who use a change of pace, who are sensitive to the nature and needs of their crowd.

To wrap it all up—be kind to your audience. You may be a listener yourself some day! ♦





# The Care and Feeding of a Toastmaster

By MADELEINE BREMERS

AS ANY HONEST female who's been through it will tell you, there's more to this business of being a Toastmaster's wife than meets the eye. Much more!

She learns to take a clinical approach to the making of speeches. She has to understand the prenatal care, the feeding during confinement, and the delivery of her husband's speech. She becomes, in effect, a "speech midwife." But it's a wonderful experience!

It usually begins on a Saturday morning. Your first inkling that this is "V Day"—V for *vexing*—is when your husband fails to wolf his breakfast. He toys with his food, staring straight ahead like a zombie. He doesn't answer your anxious questions about his health and your cooking. Finally you rec-

ognize that you have a "thinking man" on your hands, and coerce the children into the back yard to play.

For the next hour he remains quietly somewhere out of sight. Then, without warning, he rushes at you from out of nowhere, hair tousled, eyes glazed, shouting, "What have you done with my newspaper clippings?"

"Clippings?" you ask dazedly, dragging your thoughts away from that torn spot in the living room rug. "What clippings?"

"I had them in the right-hand desk drawer! If you've thrown them away . . ." He glares as you march stolidly to the desk, muttering, "Oh, *those!*"

Ten shouts, six threats and 103 steps later, you find the clippings

in that old trunk in the attic. Peace descends on the household once more as the lord and master retires to the den, mumbling, "*Gotta find an idea for that speech . . .*"

The rest of the day you devote to maintaining the proper attitude of silence and respect accorded a man in the throes of speech birth-pangs. It's not so easy. The telephone and door bell ring more



often and more loudly than usual. The neighbors drop in for a visit. The children become noisy, ghoulish

little monsters. Doggedly you try to maintain a reasonable facsimile of quiet. Even though your neighbors may never speak to you again. Even though your children may be psychologically inhibited for the rest of their lives.

When your husband drags wearily into the living room, a sheaf of dog-eared papers in his hand, and says, "Er—how's this sound to you?" you know that Phase One—the *pre-natal care of the speech*—is over. You settle back to listen.

Nine minutes later, you realize that you are now faced with Phase Two, the *feeding-during-confinement* stage. This consists of throwing him bits and pieces of ideas with which to nourish his original draft. It's a sort of spoon-feeding process, and requires the tact of a statesman, the mental agility of an Einstein, and the flattery of a millinery saleswoman.

"Wonderful, darling," you begin.

He smirks, and says modestly, "It'll wow 'em! Of course," he adds, "it is a little long."

Here's your opening wedge. "Perhaps if you cut out that second anecdote," you venture. Then as you note symptoms of fight in his eyes, you add hastily, "It's rather anti-climactic. Your opening joke is so good."

"Um. Mebbe you're right." He makes scrawling marks on the margin of page one. "Like that bit about the modern housewife? Pretty good, huh?"

"It's clever!" you reply, gritting your teeth. "Particularly that phrase 'muscle-bound parasites.' Is that original?"

He nods happily, so you wade in for the kill. "It's much too clever for a Ladies' Night speech," you say with conviction. "I'd save that one for another night."

Now you have him where you want him—on the defensive. At the right moment, you break in with the punch line: "But dear, you don't want to waste your best puns on an unappreciative audience, do you?"

That does it. A sweep of the pencil cuts out half of page two. Now your moves must be faster paced. You casually mention an article about working wives he read to you last week. You remind him of





an experience he had at the office two years ago—a tale extremely successful at parties. You tell him a story you heard at the Garden Club, hoping he'll use it to replace his opening joke. (Of course, you've realized right along that this opening joke needed replacing!) Gradually his interest and imagination quicken until, excitedly, he rushes back to the typewriter to do a second draft.

On the rewrite, you give him nothing but praise. Rome was not built in a day. The speech will not be given until Monday night. You settle down to the important problem of what to wear as the wife of the Best Speaker of the Evening on Ladies' Night.

Late Sunday afternoon you listen to the fourth draft. This time you are sincere in your praise—the speech is really the best he has ever written! Even after hearing it eight times, you still think so.

Phase Three—the *delivery of the speech*—comes all too soon. Suddenly here you are at Ladies' Night of the Toastmasters club. Wan and limp, but with a set, toothy smile, you taste your salad and listen to the toastmaster of the evening. You chew and swallow your entree as you listen to the topicmaster and the educational vice president. After dessert, you vaguely hear Speakers One and Two. Speaker Three jolts you out of your lethargy—he's good! In fact, he's terrific!

Speaker Four is announced, and your husband rises with a smiling glance in your direction. You watch him approach the rostrum and beat down the disloyal thought that this may be like listening to a P.T.A. speaker after Bob Hope.

Through the vacuum which surrounds you, you hear your husband's familiar voice—but with a new note of assurance—begin to tell the Garden Club joke. Someone titters and the laugh spreads through the audience.

With confidence your speaker brings out the points about working wives; with just the right touch of humor he relates the experience at the office. Deftly he builds to a beautiful climax. He closes his talk quickly and neatly, just as the timer flashes the red light. You're so proud you can scarcely breathe!

After the critics and the general evaluator have had their say, your husband is recalled to receive a small gold-plated cup. His speech has been voted the best of the evening! The other Toastmasters and their wives crowd around you both to offer congratulations, and one of the wives asks you softly, "It was worth it, wasn't it?"

You can only smile—because nothing you can say can express the delicious anxiety, the shared responsibility, the triumphant *togetherness* or the sense of proud accomplishment you have experienced as the helpmate of a Toastmaster. ❖



Madeleine Bremers, a freelance radio and television writer, is the wife of Otto Bremers, Jr., former president of Plus Factor Club 1229, St. Louis, former governor of Area 2, District 8, and presently a member of Tarsus Toastmasters 532, St. Louis.

## Watch those double words-- they make One Twin Too Many

(Reprinted from *Comment*, published by Pacific Press, Inc., March, 1959.)

DO YOU LIKE to play games? From your chair at formal speeches or your leaning post in the circle of conviviality, check how many redundant phrases you can spot, as in this recent water cooler conversation:

"Hey, look at those 'two twins' over by the door. Are they, or are they not, the 'most unique human beings' you ever saw?"

What else? Anyone able to compact three redundant phrases and combine two of them in two sentences certainly is unique. But who bothers to correct carelessness or ignorance in talk at a water cooler or any other watering place. The critics chuckle on the inside and deadpan on the outside.

It is surprising how many redundant phrases can be listed after listening to a few top-notch speakers or even reading the offerings of some high-caliber writer. If these are not so crude as to include "two twins"—even in casual conversa-

tion—there are those to whom "most unique" or "human beings" is natural English whether spoken or written.

How often, for example, do you see the one redundancy that seems to put all others to shame. Apparently its usage has become so common by all grades of writers and speakers that its phrasing is accepted as common, correct language. And it's not so much that it's being used foolishly, rather it just seems to be passive carelessness, compounded in some cases by ignorance, that it's written and spoken as "consensus of opinion." By standard definition, "consensus" means "agreement in matters of opinion." Thus, "consensus" can hold its own in a sentence, without any help from "of opinion."

Any self-made man can make a case that experience is the best teacher. But no matter how colorful, educational or interesting



those experiences were they happened in times gone by. Yet, one of the most common redundancies is "past experience." It occurs with about the same frequency as "current trend," "old adage," and "general conclusion."

If the expert isn't qualified, if the facts aren't true, or the replica not exact, then what are we to believe? But all too often, there they are, set in a line of type or breathed with eloquence over the rostrum: "qualified expert," "true facts," and "exact replica." On these it's true, there may be a difference of opinion. The consensus by definition, however, is that they are redundant terms. To be redundant needs only to be unnatural, unnecessary or superfluous.

Like the top 10 recordings, redundancies rise and fall in popularity. Added to the top 10 not too

long ago was the term, "mental telepathy." What else can telepathy be but mental?

Advertisers, because of the nature of their business, are most apt to be responsible for this one—"introduce a new . . ." Quite likely if it's being introduced, it's new. Just like a "new discovery."

There is a mountain of "established precedents" for redundant terms, most of which are just taken for granted and used with little thought for true meaning. They continue to find their way into common language. Others are perpetuated by carelessness and ignorance. In a way, perhaps, they help prove that our language is a rich and vigorous "basic necessity" for life and living. But what to do about redundancies! Ah, but that's one of our "unsolved problems." ♦

---

*You must give some time to your fellow man. Even if it's a little thing, do something for those who have need of help, something for which you get no pay but the privilege of doing it.*

—Albert Schweitzer

Perseverance is more prevailing than violence; and many things which cannot be overcome when they are together, yield themselves up when taken little by little.

—Plutarch

*My code of life conduct is simply this: work hard; play to the allowable limit; disregard equally the good and bad opinion of others; never do a friend a dirty trick . . . never grow indignant over anything . . . live the moment to the utmost of its possibilities . . . and be satisfied with life always, but never with oneself.*

—George Jean Nathan

# Does your vocabulary need restocking?

By FRED DeARMOND

A CURRENT COLLEGE textbook on Communications quotes approvingly this paragraph from a bulletin published by a large corporation for use in training its writers of field reports:

*"Use the small everyday words that are understood by everybody. You need only the use of 300 easy words to write all the reports you will ever write."*

The first sentence of these instructions is true only with a pointed qualification. If you are writing or speaking to "everybody," you will of course use language that can be understood by everybody. Even then you can't afford to insult the more intelligent by writing or talking down to them. But most messages are addressed to selected audiences. If you're speaking before a University Club you may need a wider choice of abstract words than if it's a county farmers' meeting.

To say that one needs only 300 "easy" words to write any report is grossly misleading. It's some-

what like telling a men's clothing manufacturer that he needs to make only about six colors and fabric designs in summer suits to satisfy his trade. It's true, that would be a great economy for him. It's true that a large share of customers of his retail outlets would find such a limited choice ample. But others—and they are enough to constitute the marginal buyers who provide a profitable volume—would turn to other brands for the choice they seek. A store can't hold its trade and stock only a few popular items.

Yes, a particular report may make use of only 300 or fewer different words, but in order that those 300 are well chosen and express precise meanings the report writer needs to have many thousands of words stored in his mind.

There seems to be an impression that almost anyone can write or speak simply and mostly in monosyllables. But that is much harder than to write in flowery periods. The choice of short English words



is large, and when longer terms are included, it is immense. It is easy to be overstocked on the polysyllable variety and understocked on short words. But to be well served one needs both.

In my library of some 10,000 books and pamphlets, the most abstemious adult work in respect to words is probably Claude Hopkins's autobiography, "My Life in Advertising." Hopkins made a fetish of short simple words, short sentences, short paragraphs. But he was a high-powered copy writer and a stickler for the right word. Any good advertising man is, because he often literally deals in hundred-dollar words.

My point here is that to have a good selection of short words men such as Hopkins really have large vocabularies. With a beggarly 300 or 3000 words they would be language-poor.

### Word Inventories— Good or Bad?

Rudolph Flesch, author of the famous Flesch readability formula, has poked a lot of fun at word inventories as a part of one's intellectual stock. "Vocabulary building is a pointless waste of time and has no practical value whatever," he wrote in his *How to Make Sense*.

An examination of Mr. Flesch's writing shows that he must have been guilty of a lot of "pointless waste of time" himself. Somehow he has acquired a rather rich vocabulary. He thus gives his read-

ers to understand that they are to do as he says, not as he does. In the same chapter from which the quotation is taken, I find such selected words as *relevant, permutations, etymology, syntax, halitosis, musicology, monstrosity, apocryphal, assignation, frangipani, habitat, archaisms, linguistic, inexorable*. And in another chapter I pick at random such elementary Anglo-Saxon words as *psychosomatic, anthropoid, diatribe, forensics, and effrontery*.

One wonders if Mr. Flesch were born with all these "simple" words carefully filed in his brain, or if somewhere in his career he stopped to do some vocabulary building.

In the same book he quotes with the Flesch imprimatur at the head of a chapter, Jack Woodford's paradox: "One of your first jobs, if you are to write for money, is to get rid of your vocabulary." This bit of prose nonsense, incidentally, comes from a writer who is himself nearly as lavish with words as Henry Mencken, if not as effective. But he and Flesch would like us to believe that the literary *hoi polloi* should not presume to raid the thesauruses and soil the finer ornaments of language by bourgeois use.

We cannot take at face value these strictures on vocabulary. A perverse paradox will attract attention, but we must not applaud unless it squares with common sense and experience. We Americans are blessed with a lease on the most richly expressive language on this

planet. Why make only a partial use of it? The failure of a group of scholars to win acceptance for the Basic English brainstorm is proof that people will not voluntarily choose language poverty when riches are at their disposal.

### Vocabulary vs. Intelligence

The psychologists have established to the satisfaction of most persons that the possession of a rich vocabulary usually goes with superior intelligence. Whether the relationship is one of cause and effect, or some more complicated correlation, is a point we don't need to settle. It is enough to know that anyone who is continuing his education after high school and college will do well to build up his word balance as he builds his savings account balance. Only in that way can he put his mother tongue to the best use.

Among the great men who have testified to this truth is Emerson. "In common life every man is led by the nose by a verb," wrote the Yankee sage. Benjamin Disraeli was stressing the same thought when he said, "With words we govern men." One of the greatest living wizards with words, Carl Sandburg, has offered this testimony: "I am still studying verbs and the mystery of how they connect nouns. I am more suspicious of adjectives than at any other time in my born days." Parsimony with adjectives, it may be added, demands more discriminating choice in other speech forms. And before you can choose you have to carry a good stock from which to choose.

### How Does Vocabulary Power Increase?

Ideally, one's vocabulary should grow as his education and experience widen. And anyone who is fully awake should continue to learn all the days of his life. Actually, we know it is too much to expect that discipline of more than a minority of individuals. Studies made by the Adult Education Program of City College, New York City, suggest that the average adult vocabulary is only one and one-half times as large as that of a 10-year old. The constant rate of increase shown by this language research is only about 50 words a year for the average adult, or one one-hundredth of the rate at which he was acquiring the new words between the ages of six and ten.

An interesting experiment would be to record in a notebook the words you add to your vocabulary. If they total up to 100 a year, you are probably twice as word-acquisitive as the run-of-the-mine adult.

There would seem to be a considerable turnover in an adult's vocabulary. You've had a hospital experience, let's say, and you pick up a number of new terms from the professional chatter of doctors and nurses. But you get well, your friends aren't much interested in hearing more details of your operation, and these new words rust in your memory from disuse.

If it be granted that a large word inventory is to some extent a measure of superior intelligence, then how can one stretch that measure?

We may agree with Rudolph Flesch that some forms of conscious word hoarding are largely





wasted effort. Crossword puzzles probably add little to anyone's stock. The same stricture would seem to apply to those multiple-choice exercises in word meanings. They are too much like trying to learn to swim or ride a bicycle by reading an instruction book.

### Recommended Methods

Two methods may be recommended with some assurance, it seems to me.

First is to read more good books with a standard dictionary at your elbow. Stop and look up the meaning of every unfamiliar word as you go along. Pay attention to its derivation as well as the definition. Get acquainted with your new words. This may slow your reading rate, but it will add to your comprehension and occasionally supply a new word that you will wish to put into circulation in your own discourse.

In the case of a great many of the newer technical terms that are outside your own field of special interest, be content with satisfying the first object of dictionary consultation only—that is, immediate comprehension of what you are reading. It is foolish to attempt to jam into a lay mind many words relating to the new physics and chemistry. Follow the old established merchandising principle and stock only those that you will have occasion to use. Our language is becoming hopelessly cluttered with technical verbiage of no use to any one but the technologists, and

often deliberately coined to set off professionals from the rude lay public.

### Word Precision

Second suggestion is to acquire the habit of precision in word usage, both written and spoken. With an excellent idea to express, how often do we muffle it by clothing the thought in trite and threadbare words, clichés? Use a thesaurus to pick fresh words that most fully project your thought.

Consider these sentences by recent stylists in English:

*"The caveman is all muscles and mush. Without a woman to rule him and think for him, he is truly a lamentable spectacle—a baby with whiskers, a rabbit with the frame of an aurochs, a feeble and preposterous caricature of God."*—

H. L. Mencken, "In Defense of Women."

*Her method of instruction, if it was one, was that of jealous, relentless, unbridled soliloquy."*—

Frank Colby on his French teacher.

*"The French avoid no hazards, they take food as it comes without restrictions on style or stance, and they make their victuals holler 'Uncle'."*

—Westbrook Pegler

Note that these phrases cut and bounce, principally because of the choice of words such as *muscles and mush, lamentable, preposterous, relentless, unbridled, stance,*

and *victuals*. Much of the color in the writing of these and all other English stylists comes from using simple words in fresh, figurative ways.

Yes, it will pay to cultivate your vocabulary garden. There will be some weeds to destroy—well-worn, undistinguished, or harsh-sound-

ing words that you might well give a rest. Perhaps you've been using a few favorite locutions over and over again to express approximately what you mean. Look for substitutes that say it exactly. And count that week lost that hasn't added at least two words to your working vocabulary. ♦



*No hard and fast rule demands that we use short words exclusively. One good reason for short words is their greater impact. "Stop" is much more emphatic than "desist." But there are times when the short word does not convey the strength of a longer word: for example, "nasty" is not so effective as "disgusting." . . .*

*Shun artifices and tricks and fashions. Gain the tone of ease, plainness and self-respect. Speak frankly what you have thought out in your own brain and have felt within you. This, and this alone, creates a perfect style. . . .*

*True brevity of expression consists in saying only what is worth saying, and in avoiding tedious detail about things. We are indulging in the meanest sort of style when we spin out thoughts to the greatest possible length. Brevity does not mean saying less than the occasion demands, but not saying more. . . .*

*What is style? A practical look at the problem gives us every reason to believe that if we have achieved individual expression, brevity, directness, lucidity, some adventurousness of idea and phrase, we need not pine timidly over some mystery called "style": we have it. But it is proper always to be striving to reach an ideal, little by little.*

—The Royal Bank of Canada Monthly Letter



## NOTES *from the* HOME OFFICE

**Departing from the usual** "Toastmaster Town of the Month" cover, this issue of THE TOASTMASTER presents a picture in keeping with the holiday season. The scene is Santa's Village high in the San Bernardino Mountains of Southern California. A family recreation center visited each year by more than a million youngsters and adults, Santa's Village includes a toy factory, doll factory, Gingerbread House and Mrs. Claus' Kitchen. The Village is open 364 days a year. Because Santa is out of town, the Village is closed on Christmas Day.

\* \* \*

**Russian Premier Khrushchev** is probably not aware of it, but his visit to the United States had a direct effect on hundreds of Toastmasters clubs. Club bulletins received at the Home Office report that the Soviet strong man's tour was the theme of many club programs. Some clubs assigned speeches on various aspects of his visit; others used the tour as a subject for table topics. If the Russian people could openly discuss President Eisenhower's trip to the Soviet Union in the same manner, it might be a real icebreaker in international relations.

\* \* \*

**Speaking of Mr. K's visit** reminds us that when the Board of Directors of Toastmasters Interna-

tional met last month at the Disneyland Hotel in Anaheim, Calif., there were no security restrictions placed on them. They were perfectly free to visit Disneyland across the street.

\* \* \*

**Laviolette Club 1392** of Trois-Rivieres, Quebec, is not only bilingual, but tri-lingual. English, French and German are spoken in the club, and the choice is left to the speaker. Frequently a speaker is introduced in French and then gives his talk in English, or vice versa. Nobody seems surprised.

The 28-member club has 13 members of French descent, speaking French as their basic language. The other 15 are a happy mixture of English, Irish, Scots, Dutch, Polish, Syrian and Austrian. Table topics are particularly interesting, since no one knows what language will be used next.

\* \* \*

**Purchase of new addressing equipment** at the Home Office means that some 115,000 address plates must be changed to accommodate the new machinery. In making such a change-over, some errors are bound to occur. We ask that members immediately report any errors in address to the Home Office. Prompt reporting of change of address also insures the proper delivery of Toastmasters materials.

**A long overdue paint job** in a variety of pastel colors has given the Home Office a clean new look. This has been excuse enough for several women employees to purchase new outfits. They claim their previous attire clashed with their new surroundings.

Something else has been added to the Home Office in the person of A. L. "Tony" DiLisa who succeeds Dr. Seth Fessenden as manager of the Educational Services Department. Dr. Fessenden has joined the staff of the new Orange County State College in Fullerton, Calif.

Prior to joining the Toastmasters International staff, Mr. DiLisa taught for seven years in the Santa Ana City Schools. In addition to his junior high school classes in English, history and government, he also taught English in the Adult Education Division.

Mr. DiLisa was graduated from Denver University and attended the State Department's Foreign Service School in Washington, D.C. During World War II, he served with the Navy in the European theater.

Mr. DiLisa is married and has a three-year-old son.

All questions concerning educational materials and programs should be addressed to Mr. DiLisa at the Home Office.

\* \* \*

**When a bond issue** for badly needed street improvements was defeated by voters in Kahoka, Mo., Toastmasters Club 2032 revived the old-fashioned town meeting. The city council called on the club for help and the club sponsored a

mass meeting to give interested citizens a chance to learn the problems and plans for future developments. After the Toastmasters' speeches, speakers and city officials formed a panel for a question and answer session.

Kahoka city officials consider Club 2032 one of the town's most valuable assets.

\* \* \*

**When Lancaster (Pa.) Club 1723** invited F. Allan Hoffman, Director of Research of the Lancaster Cleft Palate Clinic, as guest speaker, they found themselves watching X-rays of a Toastmaster's jaws in motion during a speech! This we consider a penetrating evaluation.

\* \* \*

**If you're interested in what makes a winning speech**, order the "1959 Convention Highlights" long-playing record from the Home Office. The 32-minute record includes the full speech by Dean Berkely, International Speech Contest winner, plus portions of convention reports by Dr. Ralph C. Smedley, Executive Director Maurice Forley, Outgoing President Aubrey B. Hamilton, President Emil H. Nelson, Dr. Frank C. Baxter, Dr. William H. Pemberton, Past President John W. Haynes, District 40 Lieut. Governor Jack Goldberg and Charles W. Ferguson, a senior editor of *The Reader's Digest*.

Price of the record is \$4.50, including packing and shipping charges. California clubs add 4% sales tax.



# Talking turns the trick

By H. E. WIEDENKELLER

I'M A MAGICIAN.

By that statement I don't mean that I can cast a spell on you to make you happy, successful in love, rich, or vice versa. I can't read the future and predict a "tall, dark man" who will bring you a message. I don't know what people 3,000 miles away are doing at any particular moment.

I mean I am a man who stands before an audience and demonstrates that the hand is quicker than the eye, that a live rabbit may be pulled from an empty silk hat, a lighted cigarette from the ear of a startled spectator, in short, that things are happening which logic and reason say could not possibly happen. I am a member of the Society of American Magicians; I study and practice my craft, and I have found that Toastmasters training has been of great benefit to me.

Actually, magic is an avocation, not a vocation, with me, and I didn't join Toastmasters merely to improve my presentation of legerdemain. I am an employee of the Northwestern Mutual Life Insurance Company, and as trust cor-

respondent in the Benefit Planning Department I am charged with preparing settlement agreements for our policyholders. I have always been interested in improving myself for my job as well as culturally, and furthermore, I have always been interested in public speaking. When the employees of our company organized Club 2191, it was natural that I should be a charter member.

I had not been in Toastmasters long before I realized that here was something which would be of help to me in my avocation—magic. It would help especially in making me adept at thinking on my feet. I imagine that there are other magician members of Toastmasters across the country who have had a similar experience.

Those of us who can recall The Great Thurston and the immortal Harry Houdini of a time not too long gone, will remember also that their magic performances were based largely on mystery and the occult. They used large illusions and many incantations. To be a good magician it was necessary to

be a good showman and a good actor; it was not imperative to be a good speaker.

With the disappearance of the vaudeville stage, the public performance of magic in our time has taken on a slightly different form. This is especially true since the advent of television, a medium through which one can see the best in entertainment, and see it in, as the movies say, a close-up. Through television, a magician performs to a limitless audience, all of whom are front-row spectators.

As a result, to entertain the public with magic now requires, in addition to the *modus operandi*, a good, quick, flexible accompaniment of speech—of *patter*, as the magicians prefer to call it. Patter is absolutely necessary today for the magician who wishes to entertain. It embellishes many an ordinary trick and is helpful in what we call *misdirection*—the drawing away of attention in order to allow the trick to be performed invisibly—or magically, if you prefer.

Each magician devises his own patter, a line of jokes, stories, talk, comment or what have you. Since the environment in which he performs varies greatly, the patter must be fitted and adapted to each occasion. The patter used in a night club or convention would not be suitable to a church or school performance, or a PTA.

Practically every magic perform-

ance makes use of volunteer helpers from the audience; this is a recognized tradition and audiences would be disappointed if it were omitted. These volunteers are a bit of a hazard, since the magician cannot always predict their actions and reactions. Sometimes they may cause him to become a bit involved, and to emerge unscathed, he must do some quick thinking—and talking.

Magicians are, furthermore, human. We sometimes try a trick which does not quite come off—in our own shop talk, we "fluff" it. Here again we must call upon our ability to speak extemporaneously.

Where but in Toastmasters can we obtain the help needed to become polished in our profession? The "magic" of Toastmasters training has a special meaning for us. The experience of giving the speeches suggested in the Basic Training Manual helps us to improve our patter—and, conversely, it is possible that for certain speeches we can use a trick or two! Table topics helps us to speak on our feet. Evaluations enable us to hear on the spot how our audiences actually feel about our speaking ability.

Yes, the hand is quicker than the eye, but in magic today the tongue must be equally quick. Toastmasters training can help a magician make magic. ♦

H. E. Wiedenkiller, charter member and secretary of the Northwestern Mutual Toastmasters 2191-35 of Milwaukee, Wisc., is an employee of Northwestern Mutual Life Insurance Company and treasurer of the local Society of American Magicians.





# TOASTMASTERS MAKE THE NEWS



Libraries receive "The Story of Toastmasters" as gift from local clubs. Above, Tupelo (Miss.) Club 1260 Pres. Dr. Clayton Stephens makes presentation. Center, Reedley (Calif.) Club 93 Sec. Ivan Maurer and Pres. David Kope (L) make gift to local Academy, high school, and city libraries. Below, Pres. Bill Chapman of Forest Park TM's 2824, adds book to Greenhills Branch of Cincinnati (Ohio) Public Library, as Ad. V-P Tom Harrison (L) and Sec. Ed Wuest approve

Rancho (Burbank, Calif.) Club 263 holds "Court of No Appeals" with TM's Feindel and Gray as clerk and prosecutor

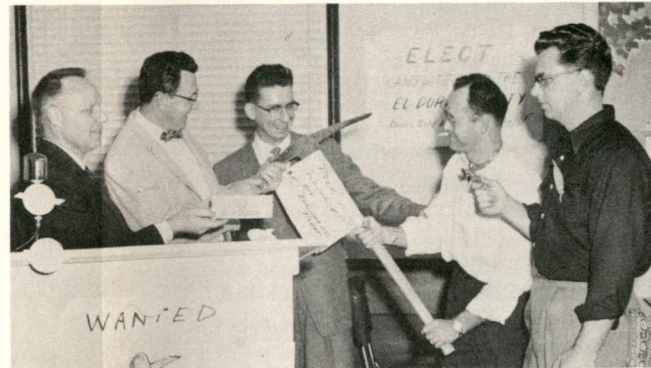
Ryan Toastmasters are 1st employee activities group to complete course in Conference Leadership at Ryan Aeronautical Co., San Diego, Calif.



Pres. J. D. Custer of Miramar (NAS) Club 1733 presents special award to Miss San Diego (Leona McCurdy) guest



TM Angelo Cipriano of Staff NCO Club 2342, Parris Island, S. C., receives Certificate of Merit from Commanding Officer Lt. Col. F. J. Harte



United Toastmasters 1571 (South San Francisco) stage western-style pre-election hi-jinks

(Below) Bakersfield (Calif.) Toastmasters 270 hold top-level meeting on Mt. Whitney, 14,496 feet high



Gavel Club for Lackland (Tex.) AF Base is planned by TM's Charles L. Willmarth, I. J. Newman of Club 1464 and visitor Linda Crabtree





# CLUB TO CLUB

## Program Goes Home

Vernon Toastmasters felt that Past President Roe Doucet, confined to his home by a long illness, should not miss out completely on Toastmaster affairs. We taped an entire meeting and delivered the tape to his home.

Roe, an enthusiastic Toastmaster, advised us that he played the tape many times, made his own evaluation of the speakers and compared his evaluation with that of each of the critics.

With this encouragement we have recorded a second program, this time putting our ailing member on the program, leaving a space for him to record his speech, which will be played at our next meeting.

**Vernon Toastmasters 1929-21  
Vernon, B. C.**

\* \* \*

## Old-Timers Honored

Columbia Toastmasters 848 recently held its second annual "Old-Timers' Day" with Charlie Pentz, charter member, past president and past governor of District 36, and active member of Club 848, as Toastmaster of the evening. Of the 16 scheduled to take part in the formal program, all but three were ex-members, five having been charter members of the club, and five past presidents.

The four prepared speeches were designed to acquaint the present members

with the club's history, its growing pains, its past membership and its continuing value through the years. The old-timers were criticized with vigor by Master Evaluator John Choroszy, a former member who has since submitted his application for reinstatement.

Plans for the next Old-Timers' Day to be held in conjunction with Columbia Toastmasters 10th anniversary, are already being made.

**Columbia Toastmasters 848-36  
Washington, D. C.**

\* \* \*

## Assist Scouts

One of the projects of our club is to assist Boy Scouts to obtain their public speaking merit badge. Each boy is our guest for three meetings and during that time he participates on our program and qualifies for his award. This project is very successful and our members really enjoy it.

Our club also held a meeting recently in which the theme was "The Declaration of Independence." Table topics with John Mock as chairman consisted of reading portions of the Declaration. Speeches were based on the same subject and on North Carolina's participation in the event.

**Reynolds Toastmasters 1148-37  
Winston-Salem, N. C.**

## Host to Dignitaries

The North Island Naval Air Station Toastmasters Club, Flying 203, was host recently to several foreign dignitaries at the Mexican Village in Coronado. On hand were the Deputy Chief of Naval Operations of the Nationalist Chinese Navy, Vice Admiral K. K. Liu; Captain Chen, the Admiral's Aide, and Lt. Cdr. Derric Mather of the Royal Navy. Lt. Owen Hardage, NAS, North Island Chaplain, was installed as the new president of Club 203 by Vice Admiral Liu.

**Flying Toastmasters 203-5  
San Diego, Calif.**

\* \* \*

## "Whoppers Night"

It was "Whoppers Night" as the Scott Officers Club entertained the East St. Louis Club 845 recently. Agenda and truth were both stretched to accommodate the visiting chapter. Ernie Mares of the East St. Louis Club won a free dinner for his whopper on how he taught former President Harry Truman to play the piano, and Maj. Alexander Posnisk related a doubtful but amusing dinner-winning account of how he devised a method of destroying German submarines during World War II, while Jim Segraves held members spellbound with the tale of a trip to Borneo on which he was nursemaid to 16 horses.

Among the visitors were: Guy Thompson, District 8 Governor; Malcolm McLain, Governor, Area 6; Earl Potter, Jr., Lt. Governor, Dist. 8; and Col. Robert T. Engle, Consultant for Military Clubs, Toastmasters International.

**Scott Officers Club 1690-8  
Scott AFB, Ill.**

## Ah-Award

The Toastmaster uttering the largest number of er's and ah's before the Queen City Club is awarded a ceramic pig—and there's an added obligation. Before he can turn it over to the next offender at a following meeting, he must place a coin of some sort within the pig. At the end of the year, the contents of the pig are donated to a local charity and the club begins again.

"Mr. Grunt," as the mascot is affectionately termed, was donated to the club by Lt. Governor, Dist. 22, Art Bone, who also made the first award.

**Queen City Toastmasters 1176-22  
Springfield, Mo.**

\* \* \*

## Table Topics "Keep Talking"

Columbia Toastmasters 1146 introduced a new twist into table topics by taking a clue from the TV show "Keep Talking." Working in pairs, members were given a card with some preposterous sentence, and told that at the sound of the gavel, one should commence talking and continue until the gavel sounded again as a signal for the other to take up the story. Each member tried to work his sentence into his talk, and the two continued to alternate at the discretion of the Topicmaster.

This provided a humorous session and some good practice in quick thinking.

**Columbia Toastmasters 1146-63  
Columbia, Tenn.**



*Awaits contributions*





*Secretary's secretary receives tribute*



*James W. Aston (L) receives Distinguished Toastmaster award from Big D Pres. Edward Ackerman*

#### Distinguished Toastmaster Award

The Big D Club has established a Distinguished Toastmaster Award to be given annually to a former member of the club who has distinguished himself in civic or business affairs.

James W. Aston, president of the Republic National Bank of Dallas, is the first recipient of the award for his outstanding achievements in banking. Aston is a past president of the Big D Club, and emphasized the value of Toastmasters training in his acceptance speech, adding that his work in Toastmasters has been extremely valuable to him in the development of his career.

**Big D Toastmasters 713-25 Dallas, Tex.**

#### Honor Secretary's Secretary

At its final meeting of the year, the outgoing Executive Steering Committee of District 57 honored Mrs. Louise Eggers, private business secretary of outgoing District Secretary Bruno Franceschi. Mrs. Eggers was cited for "outstanding effort above and beyond the call of duty," and was presented with a matched set of jewelry in appreciation of the help which she contributed to the District's secretarial chores during the past year.

The picture shows outgoing District Governor Conrad Wingefeld and Bruno Franceschi, incoming lieutenant governor, pinning earrings on Mrs. Eggers, while incoming District Governor Gordon Dickie looks on approvingly.

**District 37 California**

\* \* \*

#### "Chips" Night

A "Chip-off-the-old-Block" Night was recently held by the World's Playground Club of Atlantic City, where 11 sons and daughters of members delivered smooth, finished speeches on subjects ranging from baseball to science.

Toastmaster of the evening James J. Tynan kept the program moving along smoothly, and used the novel twist of introducing each child's mother, who described the child's activities and interests. The result of this warm-up was to put the young speakers completely at ease, so that they were able to speak without hesitation or nervousness.

Our club now plans to have "Chip-off-the-old-Block" Night annually.

**World's Playground Club 1078-38 Atlantic City, N. J.**

#### Visitor Beats Veterans

When the Uptown Toastmasters held a regular meeting at Lawrence Hall, a Home for Boys in Chicago, a young guest speaker from the Hall won speaking honors for the evening. Chagrined contestants for the award were three past presidents of Uptown, Phil Arst, Bob Atherton, and Wells Norris.

Some 75 youngsters joined with Uptown in the meeting, held in the Hall's own dining room. The table topics session had several boys interviewed by club members, telling what they wanted to be when they grew up. Uptown presented the Hall with 14 pictures of battles in which our nation has participated, copies of originals hanging in the Pentagon. The club sponsors several YMCA camp memberships for the boys each year.

**Uptown Toastmasters 830-30 Chicago, Ill.**

\* \* \*

#### Air Civic Problems

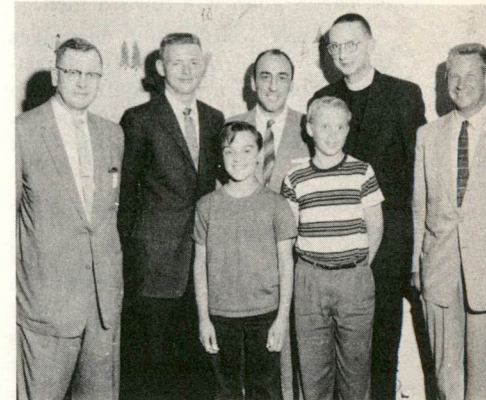
Eight members of the Forum Toastmasters Club—city councilmen for a night—donned their thinking caps to take on some of the weighty issues which face the city fathers of Sacramento, while some of the real council members looked on. Subjects on the 17-item, two-hour agenda included annexation, traffic problems, city services, tax problems. On the lighter side, phony communications from non-existent societies recommended rubber cans for garbage men, more comfortable benches with awnings for bus riders.

Forum speakers were evaluated by members of the Capital City Club 142.

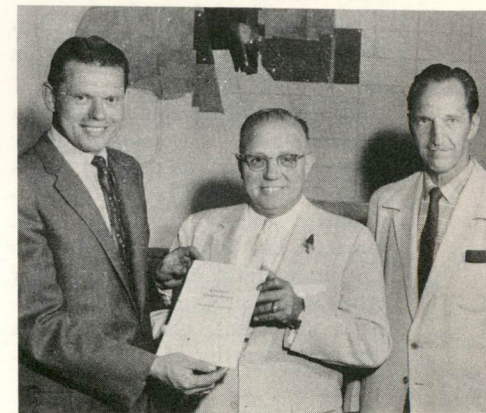
**Forum Toastmasters 1735-39 Sacramento, Calif.**



*TM James Tynan (L) and Pres. Ben Kramer of World's Playground Club present youthful speakers to members*



*Uptown TM's gather for meeting with Lawrence Hall boys*



*Forum Toastmasters air civic issues*



# PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

## Peace and Good Will

Christmas is the season of "peace on earth, good will toward men."

We may well remind ourselves that in our work in the Toastmasters Clubs, we are contributing in our small way to the cause of peace, even though most of us may not realize it.

This is true because peace is based on understanding, and understanding is the result of good communication. Our work in Toastmasters is the improvement of communication. Thus it comes about that in promoting better practices in communication, we are also promoting peace among men, an important contribution to human welfare.

Most of the conflicts and disagreements among men result from misunderstanding.

Whether the trouble is between individuals or between groups or between nations, the conflict arises in most cases from failure to communicate so as to be understood. Someone has wisely said, "People who understand each other never fight." Perhaps that is too sweeping a statement, but it carries a suggestion worthy of our consideration.

Real communication involves both talking and listening, for un-

less there is an intelligent listener, there can be no exchange of ideas or information. Thus, in Toastmasters, we emphasize careful, analytical listening in our process of evaluation. Thereby the evaluator gains ideas for himself by his thoughtful listening, but he helps the speaker by offering comments on what has been said, and through this exchange of ideas and reactions, better communication is established, and better understanding follows for all who are concerned.

If people all over the world would come to realize this simple truth, and would make an honest effort to understand and be understood, universal peace, the dream of the ages, could become a reality. In our small way, we, as Toastmasters, are trying to promote this thought of better understanding through better communication, and while progress may seem to be discouragingly slow, something is being accomplished.

My best Christmas wish for you, my fellow Toastmasters, is this: that all of us together may work toward the goal of peace on earth through the improvement of our methods of communicating with each other, so as to be truly understood, and to understand those about us.

## A Voice from the Past

Just ten years ago, in THE TOASTMASTER for December, 1949, there appeared an article by Herman E. Hoche, a member of the Toastmasters Club of Oakland, California, which carried thoughts appropriate to the present day as well as to the time in which it was written. Herman Hoche is now located in Washington, D.C., where he is connected with the Medical Service Corps of the U.S. Navy. At our recent convention he was elected Second Vice President of Toastmasters International. Here are some paragraphs from his article of 1949.

"The Toastmasters Club is a most convincing demonstration of the fact that groups of men, regardless of their basic differences, can work together to achieve a common purpose without fear, suspicion, or hate interposing an evil influence. Such words as *fear, hatred, suspicion, malice, revenge*, are not found in any list of Toastmasters principles. . . .

\* \* \*

"It is a marvelous example of how different kinds of men, with different ideas, even with different basic principles of life, can work together effectively in harmony, in the achievement of a common objective."

A little farther along in his article, he carries the idea still further:

"Among ourselves, we can disagree without being unpleasant. Can we go further, and help to dissolve the war-provoking clouds of fear, hate, and suspicion which inevitably lead to conflict? Can we do anything to promote better rela-

tions in our own nation between opposing groups, so that civic and industrial progress may not be impeded? Can we even be of service in bringing about better international understanding? I believe we can do just these things by using in our daily lives and in our dealings with all men these simple principles, which are current in our meetings as Toastmasters."

Perhaps the only real trouble with our training in Toastmasters is that we do not work hard enough at interpreting and using the principles of discussion, listening, communicating and understanding in our everyday living.

## Taking Inventory

The end of the year is time for taking stock—reviewing the past year's progress, planning for better things in the year to come.

This month brings the half-way month in office for club officers elected last fall. It is time for each president to inquire how far his club has gone under his leadership. How far he is from accomplishing those things he planned when he took office in October? What lessons has he learned that will help in his own life and in his service to the club?

Call a meeting of the Executive Committee to study the condition and welfare of the club; or devote an entire meeting to this study. Analyze the programs, the speeches, the evaluations, the performance of officers and committeemen. There is room for improvement even in the best club. Face the needs in your club, then face the future with determination to make it better.



# The Dishonored Guest

By ROBERT J. RANDLE, JR.

THE DISHONORED GUEST at every meeting of Toastmasters—the uninvited, silent, persistent visitor—is the monster in the dark flannel suit, speech fright. He comes most gloriously with the coming of a new member, but he frequently enters arm-in-arm with older members. With the latter he wears the smirk of long familiarity and continuing closeness. He is paradoxical; he is our sworn enemy and yet he is the personification of a large portion of our reason for being. If it were not for the disturbing emotional aspects of speech-making, we would need only to take courses in speech writing and organization, and not bother at all about actually getting up before an audience.

Let's get to know this dark stranger. When we do know him we just might accept him, might grant him permanent membership.

There is a definite reason why I have used the term "speech fright" rather than the more common "stage fright." Speech fright reflects an analytical approach to understanding the phenomenon more than does the great, gulping term "stage fright." Stage fright is a little unrealistic for most of us who will never strike a posture behind the footlights.

The analytical approach, the controlled study of the psychological factors which enter into speech fear are at last becoming a part of the

general literature of speech therapy. Starting about 1949, studies directly concerned with speech fright in college students began to appear in the speech journals. I won't cite them specifically; I'll leave that to you, should you care to visit your nearest well-stocked library and browse a bit in the journals.

There are three main points that suggest themselves as mental (emotional) attitudes that must be adopted in order for one to gain a healthy outlook concerning speech fright. Note that I do *not* say "conquer speech fright"; the reason for this will become apparent later. A fourth point is added which may seem redundant for Toastmasters but is included for a particular reason in this particular context.

1. *Prior to speech experience, speech fright is almost universal.*
2. *Unrealistic personal evaluations of one's abilities and what is expected of one in the speech situation contribute heavily to speech fear.*
3. *The emotional excitation preceding a public speech need not, must not be narrowly interpreted as fear only.*
4. *Practice—practice of speech-making and attitude formation—is the only "cure."*

Let's look at each of these a bit more closely.

**Everybody's Doin' It:** The first step in gaining a new attitude about speech fright is in the realization that we are not alone in our misery, not "different" from others. Our fear lies in a stagnant pool just under the surface of the level of socially acceptable atti-

tudes. Not knowing that the other fellow is as ill at ease as we are, we do not want to divulge our discomfort and thus our "weakness," our "difference," to him. He seems so strong and self-assured. Tommyrot! We're all subject to this excitation and this is good.

Two of the studies mentioned above sought to find out just what percentage of the population was subject to speech fright. The more conservative of the two showed that 85% of the population of beginning college speaking classes admitted to experiencing speech fright. The degree of fear ranged from deep trauma to mild perturbation. The fear is there; it may not be a popular subject for friendly conversation, but it's there. We're not alone. We're not different.

Let's not be afraid to talk about our feelings. Let's be frank about them, get them up into the good old conscious, into the clean, fresh air of discussion and resolve; let's pump out that pool of fear. And remember, people seldom differ in kind; they differ only in degree. We are never different from others; we are more or less than they.

**Vaulting Expectations:** The second area in which we tremblers need a change of attitude is that of our deep self-evaluations. One of the studies related speech fright with the level of aspiration. It was found that there is an association between speech fright and the realism with which one evaluates one's abilities. The more unrealistic one tends to be, the more the tendency is to speech fright. We're ripe for speech fright if we won't face up to our real abilities rather than



those idealized ones of our innermost private images. Let's come down off those high ideals! We're not Oliver Wendell Holmeses, Churchills, Oliviers. We are ourselves; no more, no less. There is no one else quite like each of us on the face of this earth! Let's plan to achieve a mental image of ourselves as we really are, as we speak in pleasant conversation, as we would speak if we were sincerely intent upon communicating with our wives, children, or good friends. We can be no more than this unique person—ourselves—so why try? At any rate, if our ranks do include another Holmes, he's got to learn to handle this fright to prove it, so let's let the pyrotechnics wait just a while longer.

This is not meant to discourage the forming of private imagery regarding what we would eventually like to achieve as persons in the philosophical, moral or spiritual sense. This is another matter. I intend only to suggest that we should not ask of ourselves any more than we are *presently* able to give from our peculiar store of abilities, talents and skills. Development is a basic fact of life; but we need to *learn* the powerful confidence of unpretention. And, remember, we unfold at individual rates.

**The Chameleon:** The question of just what is involved in the emotional excitation preceding public speaking is, I think, the most intriguing and the most complex of all its aspects. One of the reference studies speculates that it is the personal *interpretation* of this emotional eruption that makes the big difference. The speech-

frighter sees only fear in the turmoil; people who are not too bothered with speech fright might also see some fear, but they perceive it mainly as a thrilling fore-period to just another of life's innumerable challenges. Getting over speech fright, then, is not the "conquering" of anything, but rather, the change of *regard* for the emotional elements. To conquer is to quell, to subjugate, to vanquish. I don't think we want to quell the *feelings* attending speech-making. We don't want to do this any more than we want to cancel the pleasurable (admittedly, at times, anxious) excitements of the periods preceding athletic contests, homecoming after long absence, etc. We may use the term *conquer* if it has this latter connotation. However, its more restricted meaning leads up to the envisioning of a time when we will rise from our chair, stride dispassionately to the rostrum, and deliver a perfectly organized speech sans tremor, sans mental block, sans forgetting, sans error. Ridiculous! It would be sans life!

There is an expression that has been around for some time which reflects some of the above thoughts; it is offered in counsel to the trembling novice at the rostrum. "Learn to utilize the emotional stimulation to the end of a better performance," says the sage. I think he is right except he does not go quite far enough. We don't need to learn to utilize it; that will come "natural." What we do need to do is to stop trying to fight it, stop trying to quell and silence it, stop trying to conquer it. Let's allow it full play; let's let others see us tremble

and shake all over the place. People are with us, not against us; and, neighbor, our fellow Toastmasters are *really* with us.

In view of the thoughts of the last paragraph and as an exercise to stimulate thinking of other aspects of this particular problem—and there are many—here's a poser: How would we reply to the man who has been a Toastmaster for a year or two and who approaches us and says, "You know, when I first came into Toastmasters I was really making strides in getting over my fear of speaking, but I can't lose it. It keeps cropping up and, well, it's downright discouraging." (Hint: *expectations*, plus the last paragraph above.)

In summary, then, of this last section, *fear* is the all-inclusive label that we slap on a very complex set of feelings that precedes the making of a speech. Admit this fear; indeed, display it, and watch as this negatively-toned covering slips away and, chameleon-like, emerges as pleasurable anticipatory excitement.

**Action:** It would be extremely presumptuous of me to advise

my fellow Toastmasters to practice speaking; you're way ahead of me. But I would like to suggest a new twist, an added ingredient, to our practicing. Like all the other things we aspire to master at our meetings, we have to practice the adoption of new attitudes. Incidentally, good, continuous eye-contact is the reflection of certain attitudes; it reflects a desire to communicate as directly and intimately as possible, among other things. I suggest reducing the above three tips into short little thoughts that you can easily keep in mind. Then, before, during, and after every speech think of them. You've got to *possess* them, not just be intellectually aware of them. This takes time and practice, practice, practice. The older member forgets them; the newer member doesn't know them.

At your next meeting look for speech fright, the dishonored guest; welcome him. Introduce him around and give him lots of attention. He's an odd fellow; he craves attention, but the more he gets the more he wants to retire. Want to get rid of him? Give him full membership; he'll disqualify himself through lack of attendance. ♦

Robert J. Randle is an engineering psychologist in the Directorate of Test and Evaluation, Naval Missile Center, Point Mugu, Calif., and a member of Point Mugu Toastmasters 2930. His study of speech fright began at San Jose State College where he wrote a thesis on the subject for his Master of Arts degree in psychology.





---

# The Automatic Speech-Starter

---

By CHARLES WILLEFORD

**A**UTOMATIC WRITING—*writing* done without conscious intention—has been used by writers and speakers for several centuries as a method of breaking up a mental block, or stirring up dormant thought juices. Effectively practiced, it can be an extremely useful speech preparation tool, and it's an easily learned self-starter often overlooked by both beginning and professional speakers.

Let's take, for example, the finding of a subject. Many a Toastmaster, particularly during his first half-dozen speeches, is at a loss for a topic to fit the assigned Basic Training talk. If he sits down at a desk and writes away at top speed, covering the pages with words—any words that come into his head, no matter what—he will soon have all the subjects he needs. After a few minutes, a review of the words he has written will narrow the field down to several subjects he either knows well or is interested in.

The results are often wild, humorous and crazy, but the disassociated word patterns invariably cudgel the brain into thought. Just the sight of a few key words on a massed page of apparently disconnected words and disjointed phrases is usually enough incentive for the preparation of a comprehensive speech plan for any average speaker.

On a fresh piece of paper, one of these selected subject-words should be written at the top of the page. For the next ten minutes the speaker should write as many ideas and thought-associations with the subject as he can. In doing this, he should try to put his conscious mind into neutral gear with the motor running at full force, if this is possible. In other words, keep the ideas coming, but don't weigh them or evaluate them as they come. It isn't always easy, but with practice, it can be accomplished. The idea is to keep on going.

If the speaker is unable to think of at least 15 words associated with the subject he has selected, then he does not have enough true interest in the subject to say anything valid about it in a speech. With fewer than 15 word associations, the speaker should select a new subject word and begin again.

More often than not, the Toastmaster knows the subject he wants to talk about, but he does not know how to go about the planning of his speech. Here again he can use automatic writing to his advantage.

A few months ago I wanted to give a short speech about the problems of retirement in Florida. I had completed the research; I had a wealth of material and ideas, but I was unable to get started. I tried automatic writing, with the following results:

CBS homes, Social Security, boats, inflation, age groups, planning, pensions, money, snowbirds, homesickness, friends, relatives, boredom, labor shortage, death, homestead exemptions, areas, jobs, unemployment compensations, shorts, shuffleboard, television, heat, New York, costs, supermarkets, restrictions.

I'm well aware that a psychiatrist could make out some type of case against me by using these word associations as his guide. But the hastily scribbled words served my purpose—to find an opening sentence to use as an attention-arrester, so that I could get on with the body of my speech. I finally arrived at this:

"Florida, as a rich relation to the rest of the United States, can also be compared to an old man of 76 with a Social Security number tattooed on his bony left forearm."

Once I had this opening sentence, preparing the remainder of the speech was relatively simple. I already knew what I wanted to talk about. The opening sentence not only started me off, it helped the rest of the ideas to fall into proper order.

On surface consideration, automatic writing may appear to be frivolous, if not purposeless, to the speaker who has never tried it. But its use can be a valuable aid to any speaker who is unable to get started. For the speaker who is unable to start will never say anything. ♦



*Charles Willeford, a freelance writer and novelist of West Palm Beach, Fla., is a member of West Palm Beach Toastmasters Club 2222. He is the author of six published novels, his latest, "The Black Mass of Brother Springer" recently issued by Beacon Publications.*



# Are We Aware?

By J. GUSTAV WHITE

**M**OST MEN JOIN Toastmasters to learn how to speak. This is an important goal, a worthy aim.

But of equal importance is to learn how to *listen*, to listen and evaluate. It has often been said that the special, the unique contribution of Toastmasters training is the honest evaluation of our speeches by our fellow club members. Therefore we should strive, purposefully and constantly, to improve our evaluations. This means training ourselves to be aware. Ah, there's the trait most desirable in evaluation as in all walks of life—*awareness*.

My most poignant impression of a recent tour of some of the off-the-beaten-track sections of Mexico is one of poverty. The adobe houses were small and tumble-down; there were evidences of hunger; yet the natives were surprisingly cheerful and hopeful in spite of their poverty.

It occurred to me that many of us far richer in material things have a greater poverty than the lack of houses or money. It is the poverty of *awareness*.

A story is told of a man who paid a dollar to a miser for a look at his money. He stared at the piles of gold, then said, "Now I am as rich as you. All the fun you get from your money is looking at it.

You don't use it or spend it. Of its real or intrinsic value you're really not aware."

The miser lacked awareness. But wherein do we, in this modern age, lack awareness? We live in an atomic age. The great powers have nuclear giants at their command, but have we advanced to the ability to command them? We know more about war than we know about peace. We know more about killing than we know about living. Yet it is nearly 2,000 years since the Prince of Peace came to show us how to live.

To be aware, to realize, to understand, are the first steps in developing the ability to live in the strife-torn, fear-filled world of today.

Let's use our Toastmasters training to teach us how to speak. That is good. Let us use it to show us how to listen. That is even better. But let us also use it to show us how to be aware—of things, people, ideas, conditions. That is best of all.

*Be aware!* ♦

*Dr. J. Gustav White is a counseling psychologist in Los Angeles. He is a member of the Quakertown Toastmasters 19-F of Whittier, Calif., and as one of the pioneers in Toastmasters, assisted in the incorporation of Toastmasters International.*



## JUST IN JEST

*A wife who is completely frank with her husband often gets what she wants for Christmas.*

While riding on a small branch railroad in a remote corner of the West, an Eastern cattle buyer took the conductor to task. "Look here," said the Easterner, "don't you think ten cents a mile on this doodlebug is pretty expensive?"

"Well," drawled the conductor, "it all depends on how you look at it. I'll agree that ten cents a mile is pretty high, but on the other hand, where else can you get transportation for thirty-five cents an hour?"

*A visiting speaker to a Sunday School was called upon to address the children. Thinking to be facetious, he asked this question: "What would you do before so many bright boys and girls who expected a speech from you, if you had absolutely nothing to say?"*

*"I'd keep quiet," replied a small boy.*

Husbands will soon find out what rare presents of mind their wives have.

*What a fellow usually needs after he has shoveled the snow off the front walk is a pat on the back—with liniment.*

*The hardest thing about learning to skate is the ice when you come right down to it.*

A diplomat is one who can bring home the bacon without spilling the beans.

One well-known senator not only cannot memorize a line of his speeches, we hear, but reads so poorly that all the longer words must be written out phonetically.

At a recent banquet, the famous man was ranting about the world problems. As he reached the climax of his speech, he pounded the table and shouted: "Fellow Americans, what we need at this moment is to get back into the spirit . . ." (here he peered intently at the script), "the spirit of one-seven-seven-six!"

*A guest towel is what often persuades people their hands don't need washing after all.*

*Somehow it does wonderful things for confidence in the unity of the country to see a sign advertising mammy's old southern barbecued smorgasbord.*

Although Alfred had arrived at the age of 21 years, he showed no inclination to pursue his studies at college or in any way adapt himself to his father's business.

"I don't know what I will ever make of that son of mine," bitterly complained the father.

"Maybe he hasn't found himself yet," consoled the friend. "Isn't he gifted in any way?"

"Gifted!" shouted the father. "I should say he is! He hasn't got a thing that wasn't given to him."

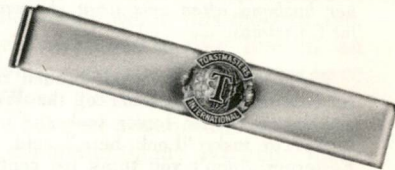
*You're middle-aged if you can remember when most of the great figures of history looked like George Artliss instead of Marlon Brando.*



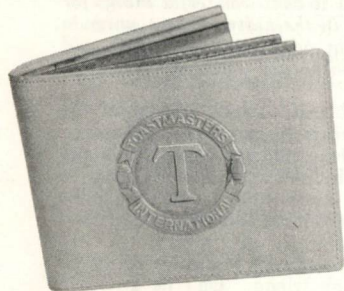
# TOASTMASTERS Christmas Gift SUGGESTIONS



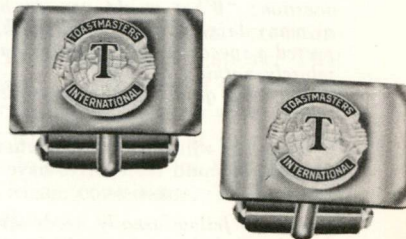
**TM 1065—MEMBERSHIP RING**  
10K yellow gold with black onyx .....\$18.75  
Sterling silver with black onyx .....\$10.00



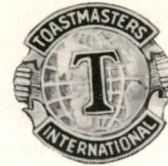
**903—MEMBER TIE BAR**  
Gold electroplate ...\$2.00



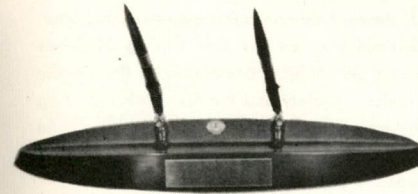
**644—PASS CASE BILLFOLD**  
Suntan cowhide has four stitched-in transparent folders. Toastmasters emblem blind embossed.....\$4.00



**MEMBER CUFF LINKS**  
902—1/20 12K gold filled .....\$5.50  
5018—Sterling silver..\$4.75



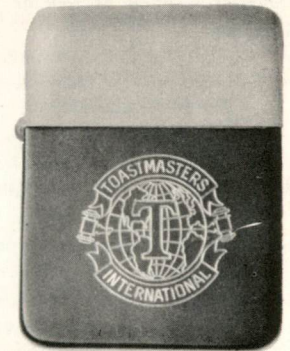
**MEMBER TIE TACK**  
1/10 10K single rolled gold plate .....\$1.75



**20237—DESK SET**  
Black onyx base  
Plate for engraving  
\$4.75 (No Fed. Tax)



**DETACHABLE KEY CHAIN**  
Toastmaster emblem..\$1.50  
(No Fed. Tax)



**819—TU WIK LIGHTER**  
Polished aluminum top  
Black base—engraved emblem  
\$5.00 (No Fed. Tax)



**Toastmasters International  
Santa Ana, California**

Please send me the following (order by number):.....

Add:

(Name) .....

(Address) .....

• 10% Fed. Excise Tax

• 25c packing and shipping each item

• Calif. clubs



# Letters to the Editor

(Because of obvious space limitations we often print only pertinent portions of letters received. While only signed letters will be considered for publication, names of writers will be withheld on request.—Editor)

Beyond Basic Training is indeed more than a wealth of information; it is, in fact, a workshop wherein a Toastmaster may put to use, if he will, the "tools" which he has acquired during his use of Basic Training. If BBT were a complete treatise covering every facet of speaking, much of its value would be lost. Its true value lies in its compilation as a thought-stimulating guide requiring each man to do his own thinking. Herein lies the book's value as an aid in character building as well as in speech education.

Wayne P. Keyes  
Albuquerque, N. M.

Last night we presented a Toastmaster's Plaque to "Mr. Toastmaster of the East," Raymond Castle. The inscription reads: "For your loyal interest, warm friendship and inspired leadership in Toastmasters."

Who presented this plaque? The co-founder of 580, John Debes. It turned out to be a memorable occasion for the two men who had done so much to inspire other men in all walks of life to know, participate and find out how much their experiences in Toastmasters can be applied to their daily life and association with other people.

Jimmy Jay  
Syracuse Club 580  
Syracuse, N. Y.

I just heard the wonderful news that Oklahoma City is going to be the city of the month in the November issue of *The Toastmaster*. As newly-appointed governor of Area 3 (Shawnee, Norman and four Okla. City clubs) I am thrilled no end. We are a live-wire area in a live-wire district. . . This letter is for the purpose of complimenting my own very fine club, Shawnee 2106, 3½ years old. We are the envy of

other clubs in Oklahoma because of the cooperation and fine publicity we get from our newspaper here. We have weekly write-ups of our regular meetings and preferred treatment of our special events such as anniversaries, officer inductions, etc.

On September 16, as a civic courtesy, we presented a two-hour program on parliamentary procedure, open to the public. Our speaker was Professor Jacob Doyle Hoover of Oklahoma City University, an expert and highly respected man in this field. Despite the fact that we had some minor competition, such as our State Governor J. Howard Edmondson addressing the local businessmen on his first trip to Shawnee since his election, a meeting of the County Medical Society and the Elks Club initiating a large group of new members—all at the time of our meeting—we still drew a very good crowd.

Mickey Howard  
Shawnee, Okla.

Recommendation #2 of the Law Enforcement Committee of the Metropolitan Area Traffic Council of Washington, D.C., should be of at least passing interest to Toastmasters. It reads as follows:

"The Committee recommends continued participation by police organizations in traffic safety programs and urges that other organizations such as Toastmasters International be encouraged to participate actively in the field of safe driving education."

This recommendation was published in conjunction with the Ninth Annual Governors and Commissioners Traffic Safety Conference held . . . October 14, 1959.

Charles Lentz  
Naval Gun Factory Club 1979  
Washington, D. C.

See "Speak for Safety" on Page 3.—ED.

# SUBJECT INDEX--THE TOASTMASTER, 1959

|                                                                              |          |                                                                                             |          |
|------------------------------------------------------------------------------|----------|---------------------------------------------------------------------------------------------|----------|
| <b>Are We Aware?</b><br>J. Gustav White . . . . .                            | Dec.—34  | <b>How Much in 5 Minutes?</b><br>Charles Willeford . . . . .                                | Jan.— 8  |
| <b>Assignments for Service</b> . . . . .                                     | Nov.—18  | <b>How to be One Up as a Speechman</b><br>R. A. Leuchter . . . . .                          | Sep.—32  |
| <b>Automatic Speech-Starters, The</b><br>Charles Willeford . . . . .         | Dec.—32  | <b>Icebreaker in Alaska</b> . . . . .                                                       | Feb.— 2  |
| <b>Cardinal and Toastmasters, The</b><br>C. G. Edge . . . . .                | Jun.— 7  | <b>Identification in Speaking</b><br>Lionel Crocker . . . . .                               | Oct.—10  |
| <b>Care and Feeding of Guests, The</b><br>Fred DeArmond . . . . .            | Jan.—10  | <b>I Hated Four Words</b><br>Harry Z. Roch . . . . .                                        | Nov.— 6  |
| <b>Care and Feeding of a Toastmaster, The</b><br>Madeleine Bremers . . . . . | Dec.— 6  | <b>In Defense of Edward Everett</b><br>Dorothy Garstang . . . . .                           | Jan.—29  |
| <b>Cruel Conspiracy of Public Speaking, The</b><br>Bruce Hutchison . . . . . | July.— 2 | <b>Iowa Case, The</b><br>Ellis Arnold . . . . .                                             | Feb.—16  |
| <b>Deciding Factor, The</b><br>A. W. Webber . . . . .                        | May.— 2  | <b>It Takes Two to Telephone</b><br>Barbara L. Avery . . . . .                              | May—12   |
| <b>Dishonored Guest, The</b><br>Robert J. Randle . . . . .                   | Dec.—28  | <b>Jabberwocky</b><br>Alan H. Wilkins . . . . .                                             | July—34  |
| <b>Does That Take a Two-Thirds Vote?</b><br>Ernest S. Wooster . . . . .      | May.— 6  | <b>Just a Plain Old Business Conference</b><br>Ernest S. Wooster . . . . .                  | Sept.— 7 |
| <b>Does Your Method of Speaking Fit You?</b><br>Ted Van Soelen . . . . .     | Sep.—26  | <b>Keep Out of that Rut</b><br>L. Kenneth Wright . . . . .                                  | Apr.—16  |
| <b>Does Your Vocabulary Need Restocking?</b><br>Fred DeArmond . . . . .      | Dec.—11  | <b>Keys to Civilization</b><br>William Hamilton . . . . .                                   | Nov.— 2  |
| <b>Don't Hide Your Candle</b><br>Mal Johnson . . . . .                       | Jan.—38  | <b>Listening with the Inner Ear</b><br>Ralph G. Nichols and<br>Leonard A. Stevens . . . . . | Apr.—28  |
| <b>Do You Know When to Stop Talking?</b><br>W. L. Hudson . . . . .           | Nov.—15  | <b>Lost Art of Declamation, The</b><br>Page Smith . . . . .                                 | Mar.—28  |
| <b>Elections are a Barometer</b><br>Warren Kelyie . . . . .                  | Jun.—12  | <b>Meeting—Handle with Care</b><br>Fred DeArmond . . . . .                                  | Mar.—14  |
| <b>Evaluation is a Two-Fold Responsibility</b><br>Thomas J. Toole . . . . .  | Jan.—34  | <b>Microphone Techniques</b><br>Rodney L. Cron . . . . .                                    | July—12  |
| <b>Footlights and Lectern</b><br>Adrian D. Smith . . . . .                   | Apr.—10  | <b>Moment of Decision</b><br>E. M. Williamson, Jr. . . . .                                  | Mar.—38  |
| <b>Four Steps to a Good Start</b><br>Paul L. Sharp . . . . .                 | Jun.—15  | <b>Muse and Table Topics, The</b><br>Philip B. Phillips . . . . .                           | Apr.—13  |
| <b>Funny All the Way</b><br>Walter Holland . . . . .                         | Aug.—30  | <b>Neglected Frontier, The</b><br>Dr. Frank Stanton . . . . .                               | June— 3  |
| <b>Gestures—Use with Care</b><br>Paul J. Cathey . . . . .                    | Oct.—29  | <b>Of Time and the Speaker</b><br>Adrian D. Smith . . . . .                                 | Aug.— 8  |
| <b>Get Charlie Off the M.T.A.</b><br>F. G. Day . . . . .                     | Nov.—12  | <b>"Once Upon a Time . . ."</b><br>Arvid Berg . . . . .                                     | May—34   |
| <b>Greeks had a Word for It, The</b><br>Barney Kingston . . . . .            | Nov.—10  | <b>On Preparing a Speech</b> . . . . .                                                      | Feb.—28  |
| <b>Heart of Toastmasters, The</b><br>Charles Michaels, Jr. . . . .           | Jul.—30  | <b>One Twin Too Many</b> . . . . .                                                          | Dec.— 9  |
| <b>Here's How</b><br>Van H. Tanner . . . . .                                 | Nov.—32  | <b>Operation Patrick Henry</b><br>William E. Spicer . . . . .                               | Mar.—12  |
| <b>Hidden Abilities</b><br>Emil H. Nelson . . . . .                          | Oct.—16  | <b>Our Emblem</b><br>Ralph C. Smedley . . . . .                                             | Apr.—34  |
| <b>How About "Thank you"</b><br>Ralph C. Smedley . . . . .                   | Sep.—18  | <b>Outside Speaking</b><br>Donald A. Hughes . . . . .                                       | Feb.—11  |
|                                                                              |          | <b>Parliamentary Law</b><br>Laurence T. Cleary . . . . .                                    | Nov.—34  |
|                                                                              |          | <b>Pictorial Evaluation of Speakers</b><br>Jerry Erdahl . . . . .                           | Feb.—38  |



# DISTRICT GOVERNORS 1959-1960

|                                                                   |          |
|-------------------------------------------------------------------|----------|
| <b>Pledge of Allegiance</b><br>Paul W. Hornaday.....              | Sept.—19 |
| <b>Propagation and Care of Sparkplugs</b><br>Leonard W. Fish..... | Sept.—14 |
| <b>Real Purpose of Evaluation, The</b><br>R. C. Underhill.....    | Sept.—34 |
| <b>Santa Ana</b> .....                                            | Oct.—7   |
| <b>Speak for Community Service</b> .....                          | Apr.—3   |
| <b>Speak for Safety</b><br>Paul Jones.....                        | Dec.—3   |
| <b>Speaker's Best Friend, The</b><br>Arthur J. Stillman.....      | July—9   |
| <b>Speaker Wants to Know, The</b><br>Ralph C. Smedley.....        | Feb.—9   |
| <b>Speaking of Stars</b><br>Clarence H. Clemminshaw.....          | Aug.—3   |
| <b>Speechcraft!</b><br>Conrad S. Horine.....                      | Apr.—7   |
| <b>Speech Organization</b><br>William Steinhardt.....             | Mar.—10  |
| <b>Speech That Was Never Made, The</b><br>Cyril W. Plattes.....   | Sept.—2  |
| <b>Spoken Word, The</b><br>Roderick MacLean.....                  | Mar.—2   |
| <b>Successful Summer Meetings</b><br>F. C. Barette.....           | Aug.—11  |
| <b>Synecrastic Words</b><br>John L. Gates.....                    | May—28   |
| <b>Talking Turns the Trick</b><br>H. B. Wiedenkeller.....         | Dec.—18  |
| <b>Tall Tale Wins this Trophy, A</b><br>C. W. Black, Jr.....      | June—32  |
| <b>Test of a Toastmaster, The</b><br>Barney Kingston.....         | May—9    |
| <b>"Thank You!"</b><br>William J. Tully.....                      | June—9   |
| <b>The 3000th Club</b> .....                                      | July—7   |
| <b>This Thing Called Poise</b><br>Fred De'Armond.....             | Sept.—10 |
| <b>Three's Not a Crowd</b><br>Hugh E. Malone.....                 | Sept.—30 |
| <b>Toastmasters Club, The</b><br>Ralph C. Smedley.....            | Jan.—2   |
| <b>Toastmasters Help Build a Hospital</b><br>Erick Kendall.....   | Feb.—32  |
| <b>To Be a Toastmaster</b><br>Haywood Long.....                   | June—35  |

|                                                                 |         |
|-----------------------------------------------------------------|---------|
| <b>Try Advertising</b><br>Ken Clolery.....                      | July—18 |
| <b>Use 'Em . . . or Lose 'Em</b><br>Robert O. Donovan.....      | Jan.—6  |
| <b>Visual Aids</b><br>John B. McMaster.....                     | Mar.—7  |
| <b>Wasted Words</b><br>W. G. Lewis.....                         | Oct.—35 |
| <b>We Held a Town Meeting</b><br>Roy D. Graham.....             | July—26 |
| <b>We Penetrate Beyond Our Walls</b><br>Dean F. Berkley.....    | Aug.—18 |
| <b>"When Good Fellows Get Together"</b><br>Ian D. McIntyre..... | Nov.—26 |
| <b>Whose are We?</b><br>Maurice Forley.....                     | Jan.—27 |
| <b>Why a Home Office?</b><br>Maurice Forley.....                | Oct.—2  |
| <b>Word of the Week</b><br>John Kern.....                       | Feb.—8  |
| <b>Word to the Wives, A</b><br>Carolyn A. Mohr.....             | Jan.—32 |
| <b>Year in Review, The</b><br>Aubrey B. Hamilton.....           | Aug.—12 |
| <b>You Can Preside!</b><br>Ernest S. Wooster.....               | Feb.—14 |
| <b>Your Club Bulletin</b><br>Ron Nadler.....                    | Oct.—13 |

### INDEX TO DEPARTMENTS:


|                                                     |                                                      |
|-----------------------------------------------------|------------------------------------------------------|
| <b>Book Review</b> .....                            | Feb., Mar., July,<br>Aug., Sept.                     |
| <b>Convention Publicity</b> .....                   | Feb., Mar., Apr.,<br>May, June, July,<br>Aug., Sept. |
| <b>Convention Story</b> .....                       | Oct.—19                                              |
| <b>Club to Club</b> .....                           | Each Issue                                           |
| <b>District Governors</b> .....                     | Each Issue                                           |
| <b>Pictures</b> .....                               | Aug.—20                                              |
| <b>Just in Jest</b> .....                           | Each Issue                                           |
| <b>Letters to the Editor</b> .....                  | Each Issue                                           |
| <b>New Clubs</b> .....                              | Each Issue                                           |
| <b>Notes from the Home Office</b> .....             | Each Issue                                           |
| <b>Officers and Directors</b> .....                 | Each Issue                                           |
| <b>Personally Speaking</b><br>Ralph C. Smedley..... | Each Issue                                           |
| <b>Toastmaster Town of the Month</b> .....          | Apr., May, June,<br>July, Aug., Sept.,<br>Oct., Nov. |
| <b>Zone Conference</b> .....                        | May—25                                               |

|     |                           |                                                    |
|-----|---------------------------|----------------------------------------------------|
| F   | Maurice A. Shenbaum       | 217 W. Valley Blvd., El Monte, California          |
| 2.  | Les Bridges               | 3430 36th Ave. West, Seattle 99, Washington        |
| 3.  | Robert A. Englund         | 2413 N. 68th Way, Scottsdale, Arizona              |
| 4.  | Roger L. Sherman          | 1634 Borden St., San Mateo, California             |
| 5.  | Howard G. Gray            | 127 Millan St., Chula Vista, California            |
| 6.  | Max J. Ferras             | 2109 Princeton Ave., St. Paul 5, Minnesota         |
| 7.  | Robert H. Gray            | 312 Equitable Bldg., Portland, Oregon              |
| 8.  | Guy G. Thompson           | 1461 Johns Ave., Decatur, Illinois                 |
| 9.  | E. William Parker         | S. 4025 Lee St., Spokane, Washington               |
| 10. | Walter J. Stowman         | 342 Hayes Ave., Cuyahoga Falls, Ohio               |
| 11. | Kerele C. Keller          | 1802 College Ave., Terre Haute, Indiana            |
| 12. | Virgil True               | 736 W. Fir St., Oxnard, California                 |
| 13. | William J. Bebble         | 364 Bruxelles St., St. Marys, Pennsylvania         |
| 14. | Maj. Dale S. Jeffers      | 103 Briardale Ave., Warner Robins, Georgia         |
| 15. | Donald A. Durell          | 424 3rd Ave. So., Nampa, Idaho                     |
| 16. | Travis W. Freeman         | 527 So. Kenosha St., Tulsa, Oklahoma               |
| 17. | Edward A. Engelhart       | 310 E. Sussex Ave., Missoula, Montana              |
| 18. | J. Lockhart Whiteford     | 8 Woodview Terrace, Hamilton, Scotland             |
| 19. | Harold C. Lounsberry      | 707 Putnam Bldg., Davenport, Iowa                  |
| 20. | Everett D. Bolstad        | 316 12th St. N., Moorhead, Minnesota               |
| 21. | Ralph D. MacColl          | 260 Harvey St., Nanaimo, B. C., Canada             |
| 22. | James Quinn               | 542 New England Bldg., Topeka, Kansas              |
| 23. | William W. Macdonald      | 504 Townsend Terrace, Las Cruces, New Mexico       |
| 24. | Dr. Leo Anderson          | 616 Grant Ave., York, Nebraska                     |
| 25. | Julian I. Cristol         | 5508 Wheaton Drive, Ft. Worth 15, Texas            |
| 26. | Leslie V. Ward            | Box 1056, Greeley, Colorado                        |
| 27. | Ronald B. Camp            | 809 Barham Court, Modesto, California              |
| 28. | Frederic N. Lyon          | 2816 Vinsetta Blvd., Royal Oak, Michigan           |
| 29. | Howard E. Flanigan        | 711½ Jemison St., Mobile, Alabama                  |
| 30. | Dean Kline                | 1660 Burr Oak Road, Homewood, Illinois             |
| 31. | Maurice F. Byington       | 38 Linden St., Fall River, Massachusetts           |
| 32. | Howard I. Bond            | 7640 So. Yakima Ave., Tacoma 4, Washington         |
| 33. | Homer Moulthrop           | 505 Washington Way, Richland, Washington           |
| 34. | David N. Tufts            | 924 Lincoln Bank Bldg., Rochester, New York        |
| 35. | Ralph E. Howland, Jr.     | P.O. Box 87, Oconomowoc, Wisconsin                 |
| 36. | William E. Spicer         | 3601 Connecticut Ave., Washington 8, D. C.         |
| 37. | Dr. F. L. Smith           | Box 737, Burlington, North Carolina                |
| 38. | George J. Flannery, Jr.   | 1526 Chestnut St., Philadelphia, Pennsylvania      |
| 39. | Raymond H. Grady          | 4833 Foster Way, Carmichael, California            |
| 40. | Ray L. Magly              | 2729 Vine St., Cincinnati 19, Ohio                 |
| 41. | Arthur E. Dracy           | S. D. State College, Brookings, S. Dakota          |
| 42. | Alfred E. Pallister       | 120 Chinook Drive, Calgary, Alta., Canada          |
| 43. | Warren E. Leavitt         | 1041 Savitz Drive, Apt. B, NAS, Memphis, Tennessee |
| 44. | M/Sgt. Kenneth Gordon     | 3113 Aberdeen, Lubbock, Texas                      |
| 45. | Joseph F. Murphy          | 13 Charles St., Sanford, Maine                     |
| 46. | Karl M. Schau             | 48-57 Utopia Parkway, Flushing 65, New York        |
| 47. | 1st/Sgt. Donald F. Muller | 3924 Cambay Place, Jacksonville, Florida           |
| 48. | Joe T. Porter, Jr.        | 1718 Mt. Miags Road, Montgomery, Alabama           |
| 49. | Franklin Sunn             | 1902 Komaia Drive, Honolulu 14, Hawaii             |
| 50. | Samuel C. Hathorn         | 210 So. Bundy Drive, Los Angeles 49, California    |
| 51. | C. L. Hutson              | 9713 Kauffman Ave., South Gate, California         |
| 52. | John L. Hastings          | 1121 So. Third St., Alhambra, California           |
| 53. | Gilbert S. Gruber         | 42 De Leo Drive, Stamford, Connecticut             |
| 54. | Paul M. Dauten, Jr.       | 1616 Normandy Dr., Champaign, Illinois             |
| 55. | William L. Mekeel         | 408 West 1st Ave., Cheyenne, Wyoming               |
| 56. | Edward G. Bossom          | 3721 Avenue O, Galveston, Texas                    |
| 57. | Gordon A. Dickie          | 1885 Thousand Oaks Blvd., Berkeley, California     |
| 58. | J. D. Crook               | 13 Ethelridge Dr., Greenville, South Carolina      |
| 59. | Ensio J. Tosolini         | 910 Capitol Hill Ave., Reno, Nevada                |
| 60. | J. Geoffrey Cudlip        | 51 Leacroft Cres., Don Mills, Ontario, Canada      |
| 61. | Lloyd G. C. Taylor        | 26 Laurier St., Nitro, Quebec, Canada              |
| 62. | Robert F. Smith           | 2837 Wynes St., Saginaw, Michigan                  |
| 63. | Wylie A. Bowmaster        | 3600 Timberlake Road, Knoxville 20, Tennessee      |

*Please send Club and District Numbers in all correspondence  
with the Home Office.*



Mr. J. J. Wittrig  
2325 Midwickhill Dr  
Alhambra Calif  
34-F-57br



For a  
**HAPPY HOLIDAY**

*give your special  
Toastmaster a special  
Toastmasters Gift!*

*See pages 36-37  
for gift suggestions*

