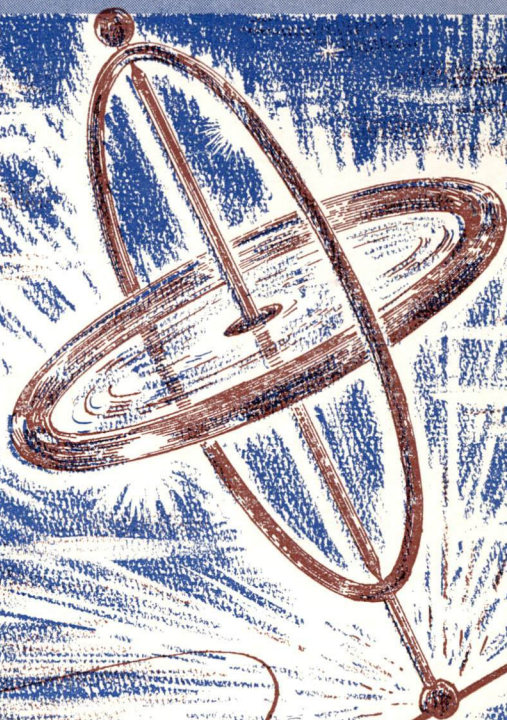


April 1955

The
TOASTMASTER



GOOD
BALANCE

Miller & Levy

The TOASTMASTER

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Editor in Chief.....Ralph C. Smedley

Editor.....Wayland A. Dunham

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Editorially Speaking

What happens when a personality goes out of balance? That depends somewhat upon the characteristics of the individual. Tipped in one direction, he may become a menace to society; in the other, merely a hopeless bore. But in either case, his progress is impeded, his course erratic, his harbor unpredictable.

What happens when a ship damages its steering gear or shifts its cargo in a storm? Unless repairs can be made promptly or the cargo retrimmed and securely lashed, results could be disastrous. At best, the ship is buffeted by the waves and unable to steer a true course.

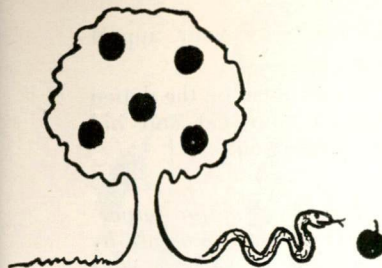
Both men and ships are in need of gyroscopic balance.

One of the functions of a good Toastmasters club is to assist in the development of a well-balanced personality. This does not mean that a Toastmaster must sacrifice his enthusiasm, his drive, or his convictions. Rather does it mean that to these enthusiasms and drives he has the opportunity to add the stabilizing influence of basic instruction, new interests, novel ideas, clearer perceptions and vicarious experience.

The Toastmaster who is unprepared is not demonstrating the principles of good balance. Though he sounds off like the whale every time he rises to the surface, his tall spoutings make little or no impression upon the surrounding ocean, and only render him a more vulnerable target to the harpooner. More thought and less speech will make his efforts more effective.

Let us be careful not to become a one-idea speaker, or a one-speech repeater. It is wise, now and then, to take a holiday from our pet ideas, our high convictions and our firm purpose, and venture into the new and untried, even the unbelievable. Not only do we return refreshed and strengthened, but we find that we have restored the essential balance that a smooth progress demands.

A good Toastmaster, like a trim sailing vessel, rides with the winds of enthusiasm, but avoids the typhoons of passion. He moves with the currents of conviction, but shuns the calms of prejudice. And so, with all sails set and homeward-bound pennant flying high, he comes triumphantly to port.



The art of

MAKING THE SALE

is as old as the hills

THE snake started it. Everything was going along peacefully until he got an idea to thwart the Creator's plan for peace and contentment in the garden. Being a wise serpent, he realized that no idea is worth a hiss unless it is put to use. So he set out to find an audience to whom he might sell it.

When Eve appeared on the scene, the serpent realized at once that here was his audience. See how cleverly he plans his speech to interest her attention. First he implies that she may not be as happy and contented as she appears to be, by asking her a leading question as to whether or not she may eat of every tree of the garden.

That does it! Immediately the human trait of wanting what one can't have rears its ugly head and Eve is a gone goose—even though she does strive valiantly to suppress her sudden desire by reciting God's command not to eat of the fruit of the tree which is in the midst of the garden, or even to touch it, lest she die.

We can almost hear the snake chuckle with glee as he launches into his main argument. "Don't be silly. Die? Of course not. Why should the Creator of this magnificent garden, overflowing with luscious fruit and everything else

that the heart could desire, want to deny you the enjoyment of the tastiest and most desirable fruit of all? Can't you see He is only testing your discrimination and logical reasoning?"

Eve is weakening fast, but the serpent is far too clever to let matters stand without a clincher. "As a matter of fact," he continues, "God knows that when you assert your right of dominion and take even a single bite, your eyes will be opened and you shall be as gods, knowing good and evil."

The sale was made. The garden episode occurred and people have been blaming Eve and the snake for all the ills of the world ever since.

No one will deny that the wily serpent knew the rules for making the sale. Lest one rise to complain that the application of these rules was not quite cricket, may we hasten to remind our readers that such rules were formulated thousands of years before the Marquis of Queensberry lived. But be that as it may, it is interesting to note that the basic formula for making a sale is the same today as it was in prehistoric times.

1. You have an idea or product.
2. You wish to sell it to others.
3. You study your audience and

design your approach to their level of acceptance.

4. You seek to gain their immediate interest by a challenging statement or other attention-demanding device.

5. You establish your purpose.

6. You support your premise by strategic arguments that are logical and appealing.

7. Saving the most important and compelling argument to the last, you apply it as the *clincher*,

followed closely by your appeal for action.

*8. You sign them on the dotted line, pick up your hat and bid them good afternoon.

** This last is of major importance. Many sales are unmade by hanging around to re-hash your arguments. We would bet dollars to Eden apples that the snake quickly slithered away after Eve had taken her first bite.*

CUT YOURSELF A PIECE OF PIE!

especially you fellows
who know what it means

MANY of us are content with Toastmasters "C" rations.

Now there is nothing wrong with "C" rations. In fact, there is probably more downright nourishment and a better balanced diet in these little flat tins than in a lavish Thanksgiving dinner at home.

But the fact remains that there is not a normal G.I. alive who would settle for ration "C" when he has a chance to visit off base and partake of a home-cooked meal, tantalizingly savory and replete with pie, cake and ice cream.

Ration "C" is prepared by formula, scientifically designed to

supply and maintain the strong body of a fighting man. It is the means—never the end. It performs a specific job, but depends on that body and the man behind that body to carry the flag to the top of Mt. Surabachi.

Toastmasters training has also been scientifically designed to build a sound basis for the man who is involved in the battle of life. It, too, is the means, never the end. Its value depends on the man, the spirit and imagination behind the man, as well as his determined desire, if he is to reap the golden fruits of high accomplishment.



MISTER CHAIRMAN

By Nathaniel Marks

THE salutation, *Mr. Chairman*, has been heard and given considerable focus throughout our country of late. On radio and television and in public gatherings, *Mr. Chairman* has been called upon to determine a point of order, admit something tangible in evidence, keep the peace and run an investigation or discussion in an orderly, democratic manner.

During the course of the transaction of business, *Mr. Chairman* is courteous to all. He is respectful to those who rise to discuss old business, introduce new business, report on committee work or read the minutes, and to those who debate on questions before the house.

The debate during discussion of an issue moved by one and approved by a second member has to run smoothly so that all may be heard. By permitting each speaker his say, *Mr. Chairman* exhibits his impartiality and his knowledge of parliamentary procedure. The gavel is his symbol of authority and it precisely expresses the tone of his own poise through its very sound against wood. Its proper use strengthens the chairman's position as leader.

As the clearing house for information from the group by his recognition of a member who wishes to speak, he himself serves then to tell the group what business is at hand during the meeting. He knows his committees and the roster, having both lists at hand.

Should a query on club policy arise, *Mr. Chairman* must have the constitution ready from which to quote.

Mr. Chairman must decide quickly on matters such as membership of committees, order of meeting and other items, dozens of them, which will come before the house. When the electorate realizes that their leader can make decisions that will effect the most good for the most members, they will reaffirm their faith in their choice.

Mr. Chairman's busiest time comes when a motion is introduced. His deft handling of the first sign goes somewhat like this:

Joe Glutz raises his hand. *Mr. Chairman* gives him the nod by calling his name and Joe says, "Mr. Chairman, I move we hold a joint meeting with the Queenie Toastmistress Club."

"A motion has been made that the Popup Toastmasters Club hold a joint meeting with the Queenie Toastmistress Club," *Mr. Chairman* announces. And because one man's opinion may not suit all of the group, he calls for a second man's desire to go ahead with the proposal. He calls, "Is there a second?"

If there is a second man who agrees with Joe's motion, *Mr. Chairman* then presents it clearly, using some such phrase as "The question before the house is . . ." and he restates the whole thing. Or, if it appears clear enough, he simply declares, "You have heard the motion. Is there any discussion?"

Of course if there is no second, the matter is dropped as *Mr. Chairman* states, "The motion is lost for want of a second."

After hearing comment from both proponents and opponents, sufficient to allow all to understand just what they are to vote on, *Mr. Chairman* calls for the balloting.

"Are you ready for the question?" he asks. Now, if the club has heard enough palaver for and against, it's just good form to remain quiet and not yell "Question, question."

So the fellow steering the group towards a consensus, presents once more the question by saying, "It has been moved and seconded that . . ." He continues by calling for "All those in favor signify their pleasure by saying 'Aye'."

Then the other fellows, those no-gooders, have their say when *Mr. Chairman* calls, "All those

opposed." The nay votes are counted.

See how simple it is? If carried, the chairman says, "The motion is carried." If not voted through, he tells the club that the motion is lost.

Now let's suppose that Joe Glutz decides to withdraw his motion—he gets cold feet or cold hands, who knows? *Mr. Chairman* asks if there are any objections to his withdrawing the motion. If there are, then a vote to allow the motion to be taken off the floor must be conducted.

And that's the procedure for handling a motion. As you see, it's a one, two, three method of doing business.

Mr. Chairman, as you have observed, has to bring into play all of his knowledge of the club's needs, and all the tact he possesses in conducting free speech.

When he himself is being discussed, he must immediately release the chair. His opinion will not come from the chair, but he may have another officer preside in his stead. He then speaks from the floor of the assembly as an ordinary member. This little point is sometimes overlooked, but the perfect chairman always observes it.

He will sit in on committees only because he is the president. He's an all-around man, this *Mr. Chairman*.

Honor, then, to *Mr. Chairman*, the fellow with the cool, clear head, watching above the heat and smoke of an embattled meeting, guiding the free expression of men who must speak their minds.

So you want to be

AN AFTER-DINNER SPEAKER?

By Andrew P. Frelund

Here is a rather intimate story by one who has made the grade.



I HAVE been giving talks since a very tender age. It all started back in grade school, when the *Globe Gazette* had a contest and offered a prize of \$1.00 for the best essay on "Americanism." I won the prize and my essay was printed on the front page. That started it. After that I was asked to make speeches at school, at church, at Ladies' Aid Societies, and also to take part in plays and skits. I played *Tiny Tim* so many times that I developed a limp.

For some mysterious reason anyone who can write an article is considered to be, by the very nature of things, an accomplished orator. (You know what an orator is—someone who can make deep rumblings coming from the chest sound as though they were coming from the brain.)

When I first started making speeches, each time was an ordeal involving cold sweat, hot flashes, trembles, dry tongue and general physical collapse. I decided I would conquer this condition, so I accepted all invitations to speak. I gave talks on every conceivable subject. I recall giving a talk on railroads and railroading to a Junior High School assembly. Having at that time worked for a

railroad for several years I felt that I knew my subject fairly well and the talk seemed to be going over. But then I made a fatal mistake. I closed my speech with the remark that I would be glad to answer any questions the students might have. Never make that tragic error, especially when speaking before an audience of school age. No adult mind can conceive the questions they can throw at you. I was besieged by a veritable avalanche of unanswerable questions to the point where I had to beat a hasty retreat.

Then came radio to our fair city, and I was asked to speak on railroads, railroading, safety, and the St. Lawrence Waterway. By the way, I expended more thought, energy and effort on that last subject, talking and writing in opposition to it, than McCarthy has against communism. I am proud that I was able to stave off the project until just recently, and feel that the railroads are greatly indebted to me.

I well remember that first radio talk. I was cool and assured at all times and betrayed no nervousness until I came to the bottom of page 2 and my script jumped to page 4. I never did find page 3.

However, I managed to finish and felt that I had been calm and collected in the preparation and delivery of the speech except that I discovered after the broadcast that I was wearing mismatched socks and my shoes were on the wrong feet.

I suppose I have given well over a hundred radio talks, but I will never forget one I made during the war when the railroad men (or perhaps I should say their Unions) threatened to strike for higher wages. I really poured it on, practically calling them traitors to strike in such perilous times and thus impede the war effort. I really blasted them, and after it was over I realized that perhaps I had made it a little too strong and hoped that not too many people had heard it. To guard against any repercussions, I asked the *Globe* that if they did mention the speech in the paper, to play it down and put only a couple of lines on the back page.

Apparently something went wrong, because the next day when the paper came out, there was my radio talk verbatim spread over the front page with the bold heading "Frelund Slaps Rail Workers." Brother, that and the radio talk really brought me the fan mail from the Dakotas, Wisconsin, Minnesota and Iowa, mostly from railroad men. What they said about me and my talk I do not care to remember or repeat. I still think I was right and there were a few complimentary letters and telephone calls, but they were in the minority.

Then I heard about Toast-

masters and went to one of their meetings as a guest. I found that this group had to offer what I needed to learn. They were not always gentle in their criticism, and that was just what I needed because I had started in feeling that I was pretty good. I had many interesting experiences in that group; one I remember in particular. I had to give a humorous talk. I am not a humorous speaker. When I try to be humorous it turns into a major tragedy, but I had been criticized so often because my talks were all so serious and so much on the same subject that I decided to tackle the assignment.

I gave what I considered to be a pretty good talk, sprinkled here and there with some jokes and funny incidents, but the Toastmasters that night never let out a laugh, not even a snicker or a small smile. They just sat there stony faced, staring at me expressionless. Somehow I floundered through to the bitter end and sat down. It was not until then that the entire group exploded with laughter and applause and told me that it had all been prearranged; they had agreed among themselves not to laugh or even smile at anything I said no matter how funny it was. This experience taught me a great deal.

Then there was the time I had to give a talk at Toastmasters a few days after I got my new plates. Everything went along fairly well until the end of the speech. I had reached a climax

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A PLUS FACTOR

in our living

By C. W. Scott

MAKING a speech is a new and strange experience for many of our Toastmasters, but there is nothing new about speaking. The art of effective speaking is one of the oldest arts known to man.

In reading the Scriptures, we learn that it was the Supreme Architect of the Universe who gave us the first example. When the world was without form, and void, and darkness covered the face of the deep, God spoke four words. He said: "Let there be light." And there was light. He spoke again: "Let us make man," and man came into existence.

Throughout the creative ages, it must have pleased the Creator to do much of His work through speech—effective speech.

In the course of time, man learned the art of speaking, and throughout the ages, he has continued to use it. Even today, notwithstanding the floods of printed matter which surround and threaten to submerge mankind, the spoken word continues to be a vital factor in our living.

What would politics be if it were not for speechmaking? What could politicians do without speakers? When we wish to put over a program or elect someone to office, we organize a speaking campaign.

No matter how many columns of propaganda the newspapers print, we keep right on making speeches, and it usually turns out that the fellow who has made the most effective speeches gets the office, no matter what his other qualifications may be.

Colleges, churches, conventions, and Congress all must have speakers. On every hand we see demonstrations of the power of direct talking.

Our Government spends vast sums to send men half way around the world to speak in person to other Governments. With our systems of communication, these messages could be delivered in a fraction of the time and at insignificant cost by mail or by wire or radio, but we recognize that personal delivery of the spoken word is far more effective than any other means of transmission.

There are certain considerations which every speaker must understand if he is to speak effectively.

First, there must be an audience. There can be no effective speech if no one is listening. Second, no one is going to listen unless the speaker has something to say. The speaker must attract and interest his audience. The animal trainer tosses a fish to his trained seal in order to keep the seal interested in the act. The speaker must likewise toss out something to stimulate the interest of his audience, or they will soon be bored by his words.

Third, the audience will listen to almost anything if it is well

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It's a Good Idea ■ ■ ■

■ Summer Plans

Governor J. French McGaughey, of Area 9, District 26 (S.W. Colorado) reports how his club, the Cortez Toastmasters, keeps up interest in attendance during the summer months: "No prior assignment of speakers is made. First chance is given to members interested in speeding up their Basic Training activity. Each one may volunteer as he becomes prepared to speak. If there are not sufficient volunteers, impromptu speakers are chosen to fill out the speaking panel. These are assigned a subject as they enter the room and have approximately one hour to put together a speech. It worked to keep the interest alive last summer," Governor McGaughey continues, "and got us off to a good start in the fall."

■ I Hereby Resolve—

For the first meeting of the year, the Topicmaster of the Renton (Wash.) Toastmasters gave the members a chance to evaluate themselves. Those participating were to find the fault they thought to be their worst and present it in the form of a New Year's resolution. To make this really effective, the members were instructed to put this resolution in writing, the reminder to be put in the individual's Basic Training Manual and referred to by the evaluator at the time of future speeches.

The members have received this plan with great enthusiasm and expect to help themselves a great deal by it.

■ Gestures As You Like Them

A centipede was happy quite
Until a toad, in fun,
Said, "Pray, which leg goes after
which?"

That worked her mind to such a pitch
She lay distracted in a ditch
Considering *how* to run.

■ Be Prepared

Proving that they had not completely forgotten their Boy Scout days, Toastmasters of Lock City (Stamford, Conn.) Club responded nobly when Topicmaster Ernie Scheller, Jr., called on each man present to provide a two minute alibi for an embarrassing situation.

You never can tell when you will need to wriggle your way out of forgetting your wife's birthday or your wedding anniversary, or to explain to the boss just why you arrive at the office at 9:00 A.M. wearing a dinner jacket.

COME TO



Los Angeles

August 17-20, 1955

■ Business Swap

Toastmasters are encouraged to find speech material in their own business and professional lives, but Harry Snyder, Topicmaster of the Syracuse (N. Y.) Toastmasters Club, decided to switch this routine a bit. He requested each man to make believe he was in the business of the man to his left, and give a two minute talk on his "adopted" business. Some very thought-provoking results were obtained, as well as some excellent humor. Syracuse Toastmasters report that it was hard to say who enjoyed it more, the speaker or his neighbor who heard his job described in a brand-new manner. Sometimes it is fun to mind someone else's business.

■ Triple Threat

How are you on salesmanship, reading ability and time? This was the challenge given to the members of the Connecticut Yankee (New Haven, Conn.) Toastmasters by Topicmaster George Hackbarth. He presented each member with an illustrated advertisement torn from a magazine, a sheet of paper and a pencil. They were given four minutes to write a one-minute radio commercial on the product.

Each member in turn went to the rear of the hall, where he read or gave his commercial to the backs of his audience. The audience then voted as to whether or not he had made the sale, with due attention to enunciation and hesitancy in reading. A careful check was kept on the time taken, and it was found that out of twenty members participating, only three had used the full minute.

The Connecticut Yankees were so enthusiastic that they plan to use this topic again shortly.

■ Chinese Proverb

"To listen well is as powerful a means of influence as to talk well, and is as essential to all true conversation. A single conversation across the table with a wise man is worth a month's study of books."

■ Not Today, Thanks

Making the sale is important, but sometimes it is a help to know how to turn down a sale, too. Or so thought Joe Murray, Topicmaster, when he suggested to the Navesink (Fairhaven, N. J.) Toastmasters that they polish up their sales resistance as well as their salesmanship. Out of a grab bag he produced sundry items which one Toastmaster had to try to sell to another. The second member explained why he did not want to purchase. A third Toastmaster then evaluated both sales talk and refusal.

the customer inquired.

"No, sir," the youth replied. "My home is in Chicago. I am a senior here at the University."

"I see," said Mr. Big. "So you are working here at the station to help out on college expenses?"

"Yes," said the young man. "It takes time, but the money helps, and then I get to see a lot of people. I like to study human nature."

"What is your major at the University?" was the next friendly question.

"Industrial chemistry," was the reply.

"Well, here is my card," said the customer. "When you are ready for a job next spring, look me up. If you are as good at chemistry as you are at work in the station, I can use you. You are the first service station attendant I have seen in a week who talked decent English and who seemed to care about what he was doing."

That young man was ready to open the door when Opportunity knocked.

If you do, you will be blown to pieces.
—Henry Kaiser

TO A FRIEND

I love you not only for what you are, but for what I am when I am with you,

I love you not only for what you have made of yourself, but what you are making of me.

I love you for putting your hand into my heaped-up heart and passing over all the foolish and frivolous and weak things that you can't help dimly seeing there, and for drawing out into the light all the beautiful, radiant belongings that no one else had looked quite far enough to find.

I love you for ignoring the possibilities of the fool and weakling in me, and for laying firm hold on the possibilities of the good in me.

Planning speeches, when one may volunteer as he becomes prepared to speak. If there are not sufficient volunteers, impromptu speakers are chosen to fill out the speaking panel. These are assigned a subject as they enter the room and have approximately one hour to put together a speech. It worked to keep the interest alive last summer," Governor McGaughey continues, "and got us off to a good start in the fall."

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Until a toad, in fun,
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That worked her mind to such a pitch
She lay distracted in a ditch
Considering *how* to run.

the discords in me, and for adding a helpful listening.

me to make of the lumber of my
and of the words of my everyday

more than any creed could have done
in any fate could have done to make

without a word, without a sign.

myself.

and means, after all.

last and which was next in sequence. Besides, people were coming up afterwards and asking me if there was something wrong with my hands. I was going to try licking the ink off each fingernail as I came to it, but decided that would not be dignified.

To you new members, learning to think and speak on your feet may not get you an immediate raise or promotion, but let me tell you that it gives you great personal satisfaction and pride to know that you can express yourself well when called upon to do so.

DON'T MUFF

YOUR CHANCE

"Chance happens to all, but to turn chance to account is the gift of few."

—Bulwer-Lytton

WILL your big chance ever come? And if it comes, will you be ready to take advantage of it?

Probably not, unless you have formed the habit of being at your best always. It could be your hard luck to have Opportunity knock on your door just at a moment when you are completely unprepared. The only safe plan is to be prepared all the time.

Last summer, the sales manager for one of the great oil companies was driving across the country. He was on vacation, and his car bore no identification of his official connection.

He stopped for gas daily at the company's service stations, and he always observed the men. Of course they had no idea that they were on trial. Many of them were careless. Some were discourteous and inattentive, slighting their work and the customer. He took notes and said nothing.

In one small city, he drove up to a service station, and a young man came out to wait on him. This young fellow, to the visitor's surprise, spoke good English. His clear and correct speech reflected an understanding of his work and

an interest in his customer. Good speech enabled him to serve better and to arouse the interest of the tourist.

"Do you belong in this town?" the customer inquired.

"No, sir," the youth replied. "My home is in Chicago. I am a senior here at the University."

"I see," said Mr. Big. "So you are working here at the station to help out on college expenses?"

"Yes," said the young man. "It takes time, but the money helps, and then I get to see a lot of people. I like to study human nature."

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That young man was ready to open the door when Opportunity knocked.

You can't sit on the lid of progress. If you do, you will be blown to pieces.

—Henry Kaiser

Table Topic Tongue Twisters

Here is an excellent articulation exercise that should add much to the hilarity of the meeting as well as provide excellent practice in the proper use of tongue and lips.

Request that each participant read his clipping slowly and then rapidly. (The "Twisters" should be clipped and passed to the participants.)

1. If a woodchuck could chuck wood, how much wood would a woodchuck chuck if a woodchuck could and would? But if a woodchuck could and would chuck wood, no reason why he should, *how* much wood would a woodchuck chuck if a woodchuck could and would chuck wood?

2. Moses supposes his toeses are roses, but Moses supposes erroneously. For Moses he knows his toeses aren't roses, as Moses supposes his toeses to be.

3. Sister Susie's sewing shirts for soldiers. Slippery sleds slide smoothly down the sluiceway. A snifter of snuff is enough snuff for a sniff for the snuff sniffer.

4. Theophilus Thistle, the thistle-sifter, sifted a sieve of unsifted thistles. If Theophilus Thistle, the thistle-sifter, sifted a sieve of unsifted thistles, where is the sieve of unsifted thistles Theophilus Thistle, the thistle-sifter, sifted?

5. Sinful Caesar sipped his snifter, seized his knees and sneezed.

I never felt felt feel flat like that felt felt.

Around the rugged rock the ragged rascal ran.

6. Betty Botter bought a bit of butter. "But," she said, "this butter's bitter. If I put it in my batter, it will make my batter bitter. But a bit of better butter will make my batter better." So Betty Botter bought a bit of better butter, and it made her batter better.

7. A skunk stood on a stump. The stump thunk the skunk stunk, but the skunk thunk the stump stunk.

8. Peter Piper picked a peck of pickled peppers. A peck of pickled peppers did Peter Piper pick. If Peter Piper picked a peck of pickled peppers, just where's the pesky peck of pickled peppers Peter Piper picked?



from page 7

presented. When the speaker observes a lack of interest in what he is saying, that is his signal to change his way of saying it so that the listeners may at least be amused, if not convinced.

The world today needs men who can speak effectively. We have men who can build bridges or skyscrapers, who can build and fly airplanes faster than the speed of sound, who can perfect the processes of atomic fission, but we are in short supply of men who can make effective speeches, and sway men's minds.

If we Toastmasters can succeed in our efforts to create more effective speakers, men who can say the right thing to the right person at the right time, we need not fear that the world will ever be ravaged by war, for it is through effective speaking that we shall arrive at better understanding, and thus be able to spare the world.

As the world was created through the power of effective speech, so it can be preserved and improved and made into the kind of world that its Creator must have meant it to be.

LAFF LINES

I think that I shall never see
A billboard lovely as a tree,
In fact, unless the billboards fall,
I'll never see a tree at all.

Parson: "Do you take this woman
to be your lawful wedded wife 'til
death do you part?"

Bridegroom: "Gosh, Parson, don't I
get any time off for good behavior?"

"That's a beautiful gown you
have," said an Area Governor to
the wife of the man he was inducting
as president of a South Carolina
Toastmasters Club.

"Sho enough?" she answered
delightedly.

"It sure does," was his enthusiastic
reply.

A childless couple in Texas adopted
an orphan three-months-old Korean
baby. Wishing to live up to the high
reputation of their fellow Texans in
doing a superior job, they are taking a
correspondence course in Korean so
that they will be ready to understand
the child when it starts to talk.

Toastmaster: "Why did you so
severely reprimand Dr. Jones when
he returned that book on parliamentary
procedure?"

Educational Vice-President: "He
had absent mindedly removed its
appendix."

One way to save face is to keep the
lower part of it shut.

Salt is like *feeling* in a speech: it is
what makes potatoes taste bad if you
don't put it in.

A Jew, a Scotsman, an Armenian and
a Frenchman dined together. To every-
one's astonishment, at the close of the
meal the Scotsman spoke up demanding
the check. Headlines next morning:

*Jewish Ventriloquist Mysteriously
Murdered.*

"Hello! City Bridge Department?"
"Yes. What can we do for you?"
"How many points do you get for a
little slam?"

"You'll drive me out of my mind,"
said the golfer angrily to his wife.
"That would be a putt, dear—hardly
a drive."

Little Johnny, age seven, had
been taken to the zoo to see the
animals. He stood before the cage
of the spotted leopard for a few
minutes staring intently. Then turn-
ing to his mother, he asked, "Say,
Ma, is that the dotted lion that
everybody wants Dad to sign on?"

Three elderly ladies were attending
an open-air concert in the park one
afternoon. "That selection sounds famil-
iar," said the first. "Is it the Minuet
from Mignon?"

"No," replied the second. "I think
it's the Waltz from Faust."

The third noticing a sign which was
posted near the band stand and assum-
ing it was the board announcing the
program, got up to investigate. Return-
ing, she said: "You're both wrong. It's
the Refrain from Expectoration."

—Press Proof

Wife: Remember, now, you are
to meet me at the Biltdorf for
lunch, at twelve.

Lawyer Husband: Very well dear,
but please be there by one, as I
have an appointment with a lady
client at three and can't wait any
longer than two if I am to meet
her at four.

ARE THEY LISTENING?

By Gordon Winbigler

We regularly make speeches in our club to a "captive audience" which is in sympathy with our efforts and difficulties. We tend to think in terms of the speaker only. Our evaluation has a tendency to accentuate this. Perhaps the most valuable technique we can acquire as a speaker is to make our speeches "audience-centered." This is done by preparing your speech in terms of your audience.

1. What will attract the attention of the audience?
2. Why is it important to the audience?
3. What is the main idea you want to convey to your audience?
4. What do you want your audience to do?

Planned Theme Programs are an added prod to force you to prepare your speech so that it is "audience centered." If you are discouraged by the reception you sometimes get to your speech efforts outside Toastmasters, it could be that you were not in tune with the audience or the theme of the occasion. Planned Theme Programs can help you be a more effective speaker by forcing you to make your speech consistent with the interests and desires of someone other than yourself. They can greatly improve the value of Toastmasters membership to the participating listener as well as to the participating speaker.



Boys flying kites haul in their white-winged birds;
You can't do that way when you're flying words.
'Careful with fire,' is good advice, we know;
'Careful with words,' is ten times doubly so.
Thoughts unexpressed may sometimes fall back dead,
But God himself can't kill them, when they're said.

—Will Carleton

Man is Essential

A great astronomer once remarked to a friend: "To the astronomer, man is an infinitesimal dot in an infinite universe."

"Ah," said the friend, "but man is still the astronomer."

—Henry C. Link

NARROWED HORIZONS

"Looks good, probably is good,
but I just have no time to read."

THIS is the comment in reference to *The Toastmaster* which appears occasionally (but too often) in that portion of the *Basic Training Project Survey* sent to every Toastmaster after he has completed Basic Training and which must be answered and returned to Headquarters before he may receive his Basic Training certificate and before notification to his employer (if any) is mailed, calling attention to his accomplishment.

The question as to whether or not *The Toastmaster* magazine has helped, and the question as to how *The Toastmaster* could better serve, is included in this survey. This is not to obtain complimentary testimonials (although we do enjoy and appreciate them) but to glean from our membership an expression of what it wants from its official magazine and how we may best use its pages for maximum benefit and enjoyment.

Too many of these returned surveys reflect a lack of knowledge of what *The Toastmaster* does present. They often ask, for instance, for more ideas for effective table topics, when a careful reading of the magazine would have discovered many brand new ideas to spark this program.

We do not expect every member to read every word or glance at every page, any more than we would expect him to peruse every article in *Collier's* or the *Saturday Evening Post*. But we do emphatically state that if your maga-

zine is properly conceived and edited, you should be able to receive much pleasure and increased interest toward personal advancement as well as many ideas and suggestions which will make your period as a trainee and your administration as an officer more effective and worth while. If it does not render this service, we wish to know about it and proceed to correct it.

May we suggest that as a member of that great body who will soon be finishing the prescribed work in Basic Training and subsequently requesting a Basic Training certificate, you make studious use of *The Toastmaster*. It is our hope and expectation that such study will inure to your benefit as a qualified Toastmaster and place you in the position of being qualified to suggest and advise how best we may continue to serve our some 50,000 members through the pages of their official magazine.

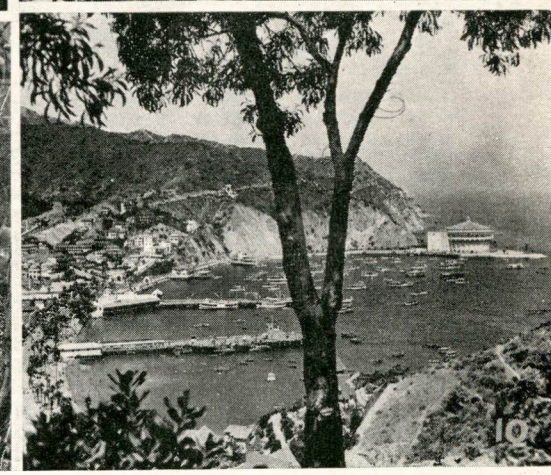
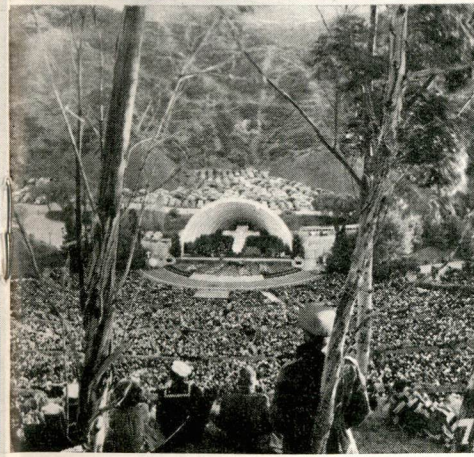
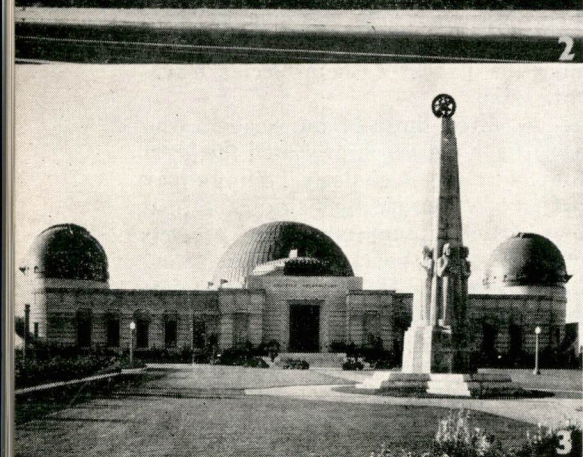
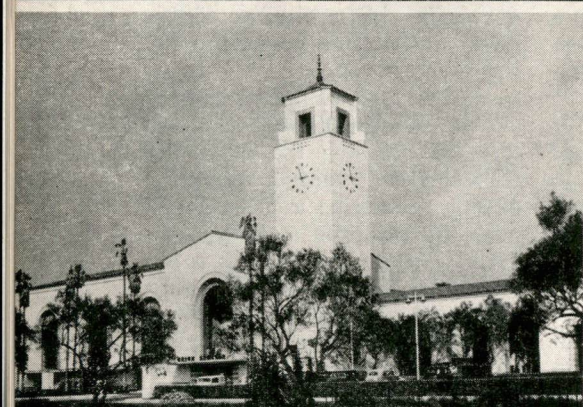
Even those of our readers who have not yet appreciated the great advantages of Basic Training may be of service by helping us plan articles and magazine projects that will spark new interest and cause us to use new mediums which will appeal to Mr. John Toastmaster "to get more from Toastmasters so that he will have more to give."

We are all failures unless we learn to express, in thought and deed, the best that we are.

WELCOME TO LOS ANGELES TOASTMASTERS INTERNATIONAL

24th Annual Convention

August 17-20, 1955



1. MacArthur Park in West Central Los Angeles, where the swans do not even look up as cars hasten by on busy Wilshire Boulevard.

3. Griffith Observatory and Planetarium stands high on the hills above Hollywood, but the stars on view are of the celestial variety.

4. Brown-robed padres built the San Gabriel Mission in 1776 and it is still in regular use

5. Aerial view of the freeway system that boldly cuts through the heart of the city from all cardinal compass points.

6. Every day is fiesta day in Olvera Street, a quaint Mexican market place where you may purchase anything from cactus candy to huaraches, or dine in true Mexican style.

7. Home of "Symphonies under the Stars," the famous Hollywood Bowl is only a few minutes drive from Hollywood and Vine.

9. Downtown Los Angeles, looking northeast to the Civic Center. The central Public Library, in its garden setting, is in the foreground.

10. Avalon Bay, the beautiful and dreamlike entrance to the playground of Catalina Island.

What's Going On . . .

● Of Mice, Men and Travel

"If a man will build a better mousetrap than his neighbor, the world will beat a path to his door" is an old and true adage, and Scottsbluff (Nebr.) Toastmasters are continually proving it, according to Leo F. Bolin, Governor of District 26. They claim the record for miles travelled in order to attend club meetings. Some time ago Paul Koester of Alliance, Nebr., drove 110 miles weekly. Now a new member, Dick Beltner, drives every week from Kimball, Nebr., making a round trip of 224 miles each time. Furthermore, his employer, The Greatwestern Sugar Company, is so enthusiastic about his Toastmasters work that they pay him mileage for these trips.

Anyone want to challenge Scottsbluff on this record?



● Tardy Meter

Tardiness was a problem at the Mt. Helix (La Mesa, Calif.) Toastmasters Club until the club's inventive-minded president, L. A. Roy, came up with his Tardy Meter. Today tardiness is almost nil.

It works this way: the tardy member is required to spin the wheel before he seats himself at the table. If the meter stops at the even number, he pays 10c, if at an odd number, 25c. Number 13 calls for 50c for the kitty. Inventor and machine are pictured above.

● Parliamentary Workshop

Feeling the community need, Renton (Wash.) Toastmasters Club opened its doors and its experience to the public in order to give its members and interested non-members practical education in parliamentary procedures. Immediate past-president Gerald Vrabek prevailed upon another past president, Don Holm, to share his knowledge and experience in this field and conduct a series of lessons on the subject. These lessons were held over a three week period and took the place of the table topic portion of the meeting.

Mr. Holm's first session dealt with an introduction to parliamentary procedure including the distribution of a chart indicating the order of precedence of motions. The second meeting brought several "dry runs" in the practical use of this chart. These demonstrations contained errors

THE TOASTMASTER

which called for a point of order motion from those present not participating in the conducted activity. The last session was turned over to various members who held short meetings of not more than ten minutes, using the rules thus far learned.

The benefits to the club from this endeavor have not yet been fully recognized. Several new members were attracted, community interest was aroused, and the members received invaluable experience.

● Operation Glamor

"A pretty girl is like a melody and a melody is like a speech," reasoned the South Gate (Calif.) Toastmasters as they sponsored a candidate in a recent contest to determine the five prettiest girls in South Gate. Out of a group of seventy entries, Miss Jeanette Luther, the toast of the Toastmasters, finished in second place and had the honor of riding in the South Gate float in the world-famous Rose Parade in Pasadena on New Year's Day, as well as in the South Gate Christmas parade.

● Dr. Smedley Honored

As this magazine goes to press, word has just been received that our founder has been honored by having a proposed Junior High School in Santa Ana named the Ralph C. Smedley Junior High School. More details later.

● Don't Tell It To The Marines—Let Them Tell It

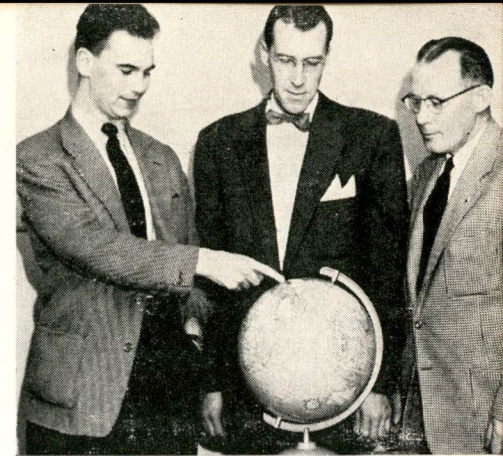
One usually thinks of "Bosses' Night" in terms of civilian offices, but the members of the San Luis Rey Toastmasters, Camp Pendleton (Calif.) gave it a slightly different slant recently when they entertained their Big Boss himself, Major General John T. Selden, USMC, Commanding General of Camp Pendleton, the largest Marine Corps training installation in the country.

General Selden, founder of the Toastmasters Club at Camp Lejeune, N. C., told members that the ability to speak is an essential skill for an officer of the Marine Corps. He also expressed his deep satisfaction at the work of the club and encouraged members to continue efforts to improve their speaking ability.

Pictured from left to right are: Lt. Col. Sidney Jenkins, club president; Lt. Cdr. Kenneth D. Killin ChC USN; 1st Lt. James A. Deltman; 1st Lt. Wells L. Field, and Major General Selden.

Official Photograph
U.S. Marine Corps

APRIL, 1955



● From the Land of Heather

It is never too late for a Christmas story, even though the crocuses may be blooming bravely. This one concerns 22 year old Roy McGill of Glasgow, Scotland, who having just crossed the ocean to take a position as Chief Chemist in the Rayette Company of Toronto, had to make a preliminary stop at the company's home office in St. Paul. This meant three weeks in a strange town in a strange country—and Christmas coming on.

But Roy's father, James McGill, is a member of the Toastmasters Club in Glasgow, and at the suggestion of David L. Moffat, past District Governor, he wrote to Emil H. Nelson of St. Paul, International Director, telling him of Roy's plight. Emil immediately contacted Roy, and took him to a club meeting, where he encountered the typical warmth and friendliness of a Toastmasters group. Roy was also a guest in the Nelson home for Christmas Day.

The picture, taken after the club meeting, shows left to right: Roy McGill of Glasgow, Nate F. Weber, Vice-President of Victory Toastmasters of St. Paul, and Emil H. Nelson, International Director.

This is just another example of the bond that unites all Toastmasters, whether their club meets in Caracas or Kalamazoo. And incidentally, the first thing Roy plans to do on arriving in Toronto is to join a Toastmasters Club.



HOW WE TALK

Be In Earnest

The most precious wine is produced upon the sides of volcanoes. Now bold and inspiring ideals are only born of a clear head that stands over a glowing heart.

—Horace Mann

What you get out of an enterprise depends on what you put into it. The enterprise may be a bank account or a business or a speech. What you get out of it is in proportion to what you put in.

This implies earnestness and enthusiasm as essential elements in every undertaking. To these must be added intelligence and initiative, but intelligence waits on the push of earnestness.

When you make a speech, put yourself into it.

This means your intelligence, your judgment, your deep interest, your careful study, your honest thinking, your mind and your heart. Put these into preparation and then carry them over into the delivery.

Your best speeches are the ones which grow out of your convictions.

You can talk most effectively when you are advocating some worthy project. You are convinced that it is good and desirable, and so you are in a position to convince others.

The good salesman believes in his product. He uses it himself, and his experience with it prepares him to sound its praises to customers. If he does not buy it for himself, he has not much chance to sell it to others.

Phillips Brooks spoke wise words when he said: "Let us beware of losing our enthusiasms. Let us ever glory in something, and strive to retain our admiration for all that would ennoble, and our interest in all that would enrich and beautify our life."

Earnestness in one's work keeps one from watching the clock or listening for the five o'clock whistle. Elbert Hubbard said: "Folks who never do any more than they get paid for never get paid for any more than they do." He might have added that enthusiasm for that which is being produced helps the worker to be in earnest.

The speech which gets across, which gets results, is the speech made in real earnest, the speech which reflects conviction and sincerity.

Origin of the Editorial "We"

Back in the stone age an editor chiseled some derogatory remarks about the clan bully in the *Monthly Gazette*.

After closing time, the bully, armed with a large war club, came howling at the editorial cave.

"Whoever wrote that slander about me, come out here!" he yelled.

"Keep your dinosaur skin on," the editor shouted back. "We will be out in a minute."

The bully, thinking a gang was about to attack him, scurried away through the brush.

By Ralph C. Smedley

MODERN MIRACLE

ONE of the marvels of the modern world is the international postal service. Yet, this remarkable service is so commonplace that we use it without thought of what it involves.

We can enter any postoffice in the world, buy postage stamps as required, and mail a letter to any other postoffice on earth, with reasonable assurance that it will be delivered.

This near-miracle is made possible by the existence of the Universal Postal Union.

The U.P.U. is a cooperative arrangement between the nations whereby mail is exchanged for forwarding and delivery, and by which payment for the handling is equitably divided among the cooperating governments. We take it for granted, but it is a comparatively recent institution.

Prior to 1863, international mail service was a mixed up mess. There was no uniformity of postal regulations among the various countries. Each government had its own rules, and each operated independently. Postage rates and weights were in great variety, and mail intended for delivery in a foreign land was accepted at the mailer's risk. There was need for something better.

In 1863, at the suggestion of Postmaster General Montgomery

Blair, representatives of fifteen nations met in Paris to try to reach some agreement on international postal affairs. This meeting was the beginning of a series of conferences which led to the formation of the Universal Postal Union.

The first Postal Congress met at Berne in 1874. Represented were the United States, Egypt, and all the European nations. A single postal territory, which today is world-wide, was created. Confusion about rates and regulations was eliminated by general agreement, and postal charges were sharply reduced. In later years, other nations came into this Union, so that the organization has justified its title of "Universal."

The central office or clearing house of the U.P.U. is located in Berne. Here the affairs are administered under rules adopted by national representatives at their periodical assemblies, which are held not more than five years apart.

One important function of this central office is the distribution of funds to the participating nations, covering their portions of the postage paid by senders. By this means, all the postal systems are reimbursed.

Through years of peace and war, the U.P.U. has carried on. It

has operated as a true League of Nations, cooperating by agreement, without military powers. It has brought the peoples of the nations closer together by making communication easy. It was the first agency to adopt a system of arbitration as a means of dealing with international differences in its special field.

Even with the world's condition of unrest today, the postal agreements are in force. Mail is exchanged between the free nations and those behind the Iron Curtain. We can send letters to people in Red China or in Russia, and we can receive mail from those lands. Of course we may expect to have the contents examined to make sure there is nothing objectionable in them, but the mail goes through.

Those who founded this Union in 1874 were true pioneers in the creation of international good will. They demonstrated the possibility of cooperative action. Their successors have developed a great variety of services and facilities which we accept and use without question.

One example of the value of such cooperation is found in the "International Reply Coupon" which can be purchased at any postoffice. On this slip of paper, for which you pay thirteen cents in America, you find the information in seven languages, that this coupon is exchangeable in any country of the U.P.U. for postage stamps. Thus you can send reply postage to a correspondent in any

land. This is but one of the many conveniences available through the U.P.U. and its cooperative efforts.

It is significant that this great step in international cooperation was taken in connection with the improvement of communication. We know that with better communication comes better understanding, and better understanding points the way to peace. The Universal Postal Union has had its place, although largely unrecognized, in the improvement of international relations. It may serve as an object lesson to other agencies.

When the nations can trust each other and work together peaceably in the matter of postal service and fees, it seems reasonable to believe that honest, faithful performance is possible in other fields. People can use the facilities of the Postal Union without sacrificing national distinction or renouncing their loyalty. It is strange that there should be so great difficulty in securing similar cooperation on many other matters of common interest.

Perhaps the example of the U.P.U. may help the United Nations find its way in the effort to promote world cooperation and peaceful living in a world of good neighbors.

NOTE: This article is presented to emphasize the fact that speech material may be found in unexpected places, such as the post office. It has a further meaning for Toastmasters, in the emphasis on communication as a potent factor in the promotion of understanding between the peoples of the world. Better communication, leading to better understanding, is a function of Toastmasters training.

HAVE YOU READ?



Dynamics of Groups at Work, by Herbert A. Thelen, University of Chicago Press. (Price \$6.00)

Here is a comprehensive and scholarly study of the principles involved in group work. It applies social science to social action. It is intended to encourage the organization of groups for the study of problems of society, and to help such groups as are now in existence.

The author states it: "The aim of training is (a) to help people learn how to behave in groups in such a way that the groups solve the problems for which they were assembled, and (b) to insure that individuals have a meaningful, rewarding and need-meeting experience . . . Thus, we might say briefly that the aim of training is simultaneously to help other groups become more effective instruments for social action, on the one hand,

and on the other, to help individuals to grow and learn."

Dr. Thelen is Associate Professor of Educational Psychology in the University of Chicago and Director of the Human Dynamics Laboratory, so that he speaks from extensive experience in the actual application of the principles and methods which he offers.

It is interesting to note that the Toastmasters Clubs were practicing "group dynamics" long before the term was invented, and that our club work places increasing emphasis on the importance of discussion as a means of solving problems, making plans, and working in general for individual betterment and in preparation for service in larger groups.

Dr. Thelen has performed a notable service in sharing with the public the very practical and helpful results of his studies in the proving ground of his Human Dynamics Laboratory.

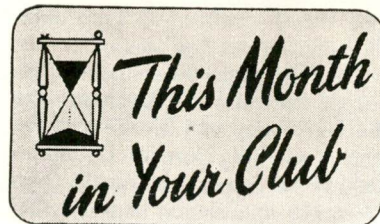
Heard at a Recent District Conference

Club President: "That District Governor is either a natural genius at remembering names or he has some magic gimmick that does it for him."

Area Governor: "He is good, but the time was when he couldn't remember nothin' from nothin'. Then he came across a little booklet on *How to Remember Names and Faces* by David M. Roth. You have just observed the result."

RIGHT! — If you have to struggle with names, why not send for a copy of this book.

(See announcement on back cover)



Selling Talk

When we make a speech, we have a purpose, or should have, and our purpose usually is to "sell" an idea, or some information, or entertainment. We try to sell it because we believe in it, and believe that its general acceptance will be good for everyone. We are not necessarily selling in the crass, materialistic sense of seeking selfish financial profits. Selling in this sense can be a very benevolent and unselfish process.

And so, in our April programs, let us frankly try to sell, or give or deliver worthy ideas, and to secure their acceptance by our hearers. You can be in earnest about an idea in which you believe.

Persuasive Speech

When we say, as we often do, that persuasive speech is "selling," some people are disturbed by our materialistic view. For their comfort let it be recognized that selling has other meanings aside from the thought of exchanging commodities for money.

When you sell someone a piece of property or a suit of clothes or

an insurance policy, you have persuaded him that he needs the article in question. If your arguments have been honest, and if he does really need what you are selling, then it is a good exchange.

But "selling" has deeper meanings. The old Anglo-Saxon word back of it had the primary meaning of giving or delivering. Webster's list of definitions of the word as we use it includes: *To convince one of the truth or desirability of something, as; to sell the public on music, to sell a taste for books; to sell an idea.* This definition is labeled slang, but it is pretty good usage.

April Business

Your club officers have been informed in detail about the important matters now coming up.

New officers have been elected and are to be installed.

The secretary has sent in the semi-annual report, due April 1.

The club's bylaws have been brought up to date.

The new committees are laying plans for a strong summer program.

Evaluation

April is a good month for general evaluation. Let special attention be given to good evaluation of speeches, but do not stop there. Review and evaluate the club's work during recent months. Study the membership roster. Does it need enlarging, steadying, conservation?



Group Thinking

This is a day of conferences. Wise people are beginning to realize the importance of pooling opinions and ideas and information in order to get at better conclusions, and to find better solutions for problems.

The techniques of group thinking, or "talking things over," have been discussed and written about and experimented with by a host of earnest seekers after better ways. There is no question about the importance of discussion, but there are many questions about how it is best done.

Table Topics

This period of informal discussion can be made a valuable training in discussion and problem solving. It will not be so if the Topicmaster is content merely to toss out some innocuous question, and then let the members sink or swim. He can get training in conducting the discussion, and he can help the others to train themselves in discussing a question, but in order to do this he must prepare and plan. The twenty minutes of talk around the table can be made purposeful and productive.

In Big Business

The principles which we Toastmasters have worked with for so long are recognized today by business leaders, who are urging on each other just the things which

we have been studying. Evidence of this is seen in a speech recently delivered by Robert N. Hilkert, of the Federal Reserve Bank of Philadelphia. Here is an extract:

The problems of the age, international, national and corporate, have to do with the relationships of people. One must be skilled in getting along with others. This skill must rest upon some such foundation as this:

1. Technical competence.
2. Broad intellectual outlook.
3. High sense of honor—moral and spiritual values.
4. Attention to the public interest.
5. Understanding and appreciation of human relationships.

In group discussion, problem solving conferences, exchanges of ideas, we have an ideal mechanism for developing these qualities which Mr. Hilkert calls important. Especially the fifth point, understanding and appreciation of human relationships, is emphasized in our discussions.

May gives to you, a Toastmaster, a wonderful opportunity to practice and learn the art of "talking it over."



AMUSE' EM or LOSE' EM

By Major Tom Wildes

Here is a gimmick!

Whenever you are required to be statistical in a speech, weave your dry-as-dust material into a story. For example, I once had to present a one-hour lecture on "Analysis of Financial Statements." My audience was an Army officer class, and the point of it all was to show how an officer, administering non-appropriated funds, might best go about his business. Specifically, how the "Mess Secretary" of an Officers' Club, or Officers' Mess, ought to operate in the financial realm. Pretty involved stuff.

The first time out on the platform with it, I gave it straight. Presented the facts and figures as simply as possible and logically arranged. Result? Within fifteen minutes, yawns were breaking out all over the audience like bubbles on a batch of boiling oatmeal.

Now, because this was to be a recurring lecture, I decided to revamp the whole thing. By chance I recalled an actual incident, small in itself, of a Mess Secretary who found himself enmeshed in Officer Club accounting troubles. Turning this little incident over in my mind, I suddenly saw how it might be expanded into a complete background for the exposi-

tion of "Analysis of Financial Statements." Eureka! This was the angle. I set about to compose a short story, partly factual, partly fiction. My hero had a rank equivalent to that of most of my audience. He was a likeable, untutored cuss, lost in the bewildering byways of fiscal procedure. He was, moreover, a fellow with whom my listeners could easily identify themselves, in whose shoes they could feel their own toes squirming.

Next was to create a "situation"—a mismanaged Officers' Club, a ubiquitous Inspector General, an angry Post Commander, and finally, a gimlet-eyed auditor who bored into every last detail of our hero's hapless floundering in an unknown sea of financial stewardship. Hammy? Sure it was. But still *realistic* enough to have the audience mopping anxious perspiration from its collective brow. The material "talked." Word pictures reared up almost by themselves with an ease and a clarity unrivalled by other of my "planned" talks. And all the while, intermingled and essential to the whole story were the facts and figures. Of course, a short period of straightforward exposition was unavoidable, but the way had been paved—subsequent facts were things that the hero "should have done," and the listeners easily accepted them.

Result? A wide-awake audience. Many comments and questions. And once again proof that statistics may be presented interestingly.

SLANG HAS ITS USES

BEFORE we utterly condemn slang, or the unconventional, unauthorized language of some profession or business or class of society, we need to consider that some of yesterday's slang is today's accepted speech, and that today's slang will, in part, be good usage tomorrow.

For example, "clever" is a good word in our day, but two centuries ago, Dr. Johnson's dictionary termed it "a low word." Sir Philip Sidney used "guts" in dignified writing. He sang of "my soul and guts" in his translation of the Psalms.

Even so recently as one hundred years ago, "pluck" was not a polite word, and in 1710, Dean Swift led an attack on "banter" in an article in *The Tatler*. The first use of "doggerel" is found in Chaucer, according to students who have made the search.

Such words as "hypo" or "psycho" as abbreviations for medical terms have come into common and accepted use, along with "shot" when used to refer to an injection. Some people still object mildly to "phone" as a shortened form of "telephone." They ask why we should not use "gram" for "telegram" and the answer probably must be that we habitually say "wire" instead of "gram."

One consideration not to be overlooked is the fact that many

slang expressions have originated in certain groups of people, and while they are appropriate and understandable in those groups, they are not good in general use. For example, one would hardly expect his banker to speak of a thousand dollars as "one grand," or to refer to policemen as "dicks" or "bulls," or to mention a private detective as a "private eye."

Horse language is proper when one is talking with other horsemen, and hunting and fishing words are not slang when the conversation is with outdoor enthusiasts. They belong to the category of technical dialects, and become slangy only when applied in other connection. Thus, "a high-stepping young filly" may be considered slang when applied to a young woman. But when a speaker is seen to be "casting about" for an idea or a word, this expression is hardly slang or even colloquial, because it is in common use, even though it has been borrowed from the fisherman.

There is a certain forcefulness in many slang expressions which adds liveliness to our speech. A precise user of words, pledged never to use any word which has even a slight taint of slang, would find his language inconveniently restricted, and quite lacking in interest.

CONVENTION PLANNERS

Hard at Work



Committee (L-R)

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HERBERT HILL

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JACK PAVIN

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(back row)

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Dist. F.

See * below

While Toastmasters throughout the country followed their snowbound pursuits, members and wives of the Local Activities Committee for the Los Angeles Convention of Toastmasters International, met in Santa Barbara, California, on January 15-16 to prepare for the August event.

Discussions, in which the ladies took part, finalized many of the plans, including a "Back Home" Committee, to provide information and service and to act as greeters, guides and hosts to visitors from their native states or countries; a general Hospitality Committee composed of members and their wives from all seven California districts; and a special Ladies Hospitality Committee which will be in attendance at the Ladies Center in Convention Headquarters, Hotel Statler.

The report of the Committee to the Board of Directors was approved recommending a "Night in Hollywood," a tour of the harbor area terminating at Knott's Berry Farm and Ghost Town, a Ladies event featuring Hollywood personalities, and attendance for all at the Sheriff's Rodeo on Sunday following the Convention.

* The wives came along not only to keep the Committee "dry," but to see to it that the Ladies Activities planned for the Convention, would be remembered for many years to come.



Question:

I am scheduled to give a 30-minute talk before an organization outside of Toastmasters. I would like to practice it before my club, but I am reluctant to ask for half an hour of the club's time. Can you help me?

Answer:

The only way to give a 30-minute talk in a regular club meeting without running overtime or denying other members their opportunities is to break it into sections of 10 minutes at 3 successive meetings. Of course, if club members are willing to stay after adjournment and listen, it is a great benefit to the 30-minute speaker.

It is a good idea to plan the speech so that each of the 3 sections may be used at any time as an entity, or all sections may be combined into a complete talk.

Another method is to offer an expanded portion of it before the club for appraisal, shortening or condensing the remainder, or omitting it.

Still another is to give opening, portions of the body and conclusion, for club evaluation. This is valuable if it is a talk to be made before some other body, such as a service club.

Toastmasters who are ready for it are encouraged to make talks outside Toastmasters Clubs, and it is a good idea to have another member go along as evaluator, if this can be arranged. The critic of course gives his evaluation privately to the speaker, after his performance.

Question:

I am interested in procuring information on "after-dinner" speeches. Can you advise me?

Answer:

One of the best ways to learn the technique of the after dinner speech is to read some of the speeches made by masters of the art. There are many collections of such speeches to which you can refer, and you should be able to secure this material at your public library.

In the old twenty-volume set of "Modern Eloquence", the first three volumes are devoted to after-dinner speeches. You will see various tricks and turns of phrase which made these addresses worthy of preservation, and you may note the amount of witty material in proportion to the serious.

We know of no better way to develop after-dinner speaking than to read selections from these volumes.

Question:

How often should a Club Executive Committee meet?

Answer:

Once a month is best, to assure proper conduct of business for the club. Frank discussion of all phases of the club work should be included. Committee chairmen—especially Educational, Membership and Finance—should present their reports.

The ideal time to meet is at noon luncheon. Much can be accomplished with a well planned agenda and good leadership by the chairman. If noon meetings are not feasible, the committee may meet immediately following a regular club meeting. Chances are that all committeemen will then be available and the meeting can start on time.

Among Our CONTRIBUTORS

NATHANIEL MARKS (*Mr. Chairman*) has been a newspaper man for 18 years, and his press card has wafted him from New York City, where he was born and where he wrote for a metropolitan daily, as far west as Kailua, Hawaii, where he published his own weekly newspaper. In Honolulu he joined the Kamehameha Toastmasters, and since his return to the mainland, he has joined Toastmasters clubs wherever he has been located. At Casper, Wyoming, he found no club, so immediately organized one. He now lives at Lodi, California. To his hobbies of reading, photography, writing and speechifying (the word is his own) he has now added another, namely, directing Little Theatre productions. "That's it," he wrote, and we are inclined to think it's quite a lot . . .

In contrast, **ANDREW P. FRELUND** (*So You Want to Be an After-Dinner Speaker?*) saw no point in roving far afield from Mason City, Iowa, where he was born, went to school, and still resides with his wife and two sons. But he has managed to cram a lot of varied experience into the years. He started in the office of the C. & N. W. Railway in 1930, and will receive his twenty-five year pin this July. His list of civic activities would overflow the page, and range from P.T.A. president to chairman of the Speakers Bureau of the State Safety Council. He has been a Toastmaster since 1949. We wonder where he finds time for his hobbies of reading, radio speaking, fishing and writing articles, but we hope that he keeps on with them, especially the last one . . .

An employee of Anderson & Clayton Co., one of the largest cotton firms in the country, **C. W. SCOTT** (*A Plus Factor in Our Living*) helped organize the Chowchilla Toastmasters in California. When his firm transferred him to Lubbock, Texas, as lint specialist, he joined the Hub Toastmasters of that city, and has served as secretary, vice-president, president, educational chairman for provisional district 25 B, and is now Governor of Area 2, District 44. He lives in Lubbock with his artist wife, who specializes in mural paintings of baptistries. They have two grown sons . . .

A charter member of the Transportation Toastmasters Club of Ft. Eustis, Virginia, **MAJOR THOMAS WILDES** (Transportation Corps, U.S.A.) the author of *How to Amuse 'Em or Lose 'Em*, lives in Warwick, Va., with his wife and four children. He is an instructor at the Transportation School at Ft. Eustis, with a background of 14 years of military service, including action in the South Pacific and in Austria. He writes: "I took a public-speaking course at a near-by college at night, but not until discovering Toastmasters did I really begin to learn anything that has stayed with me." Thank you, Major, and keep on writing, won't you? . . .

We regret that we received our biographical data on **M. J. HIRSCHENBEIN** (see *Say What You Really Mean* in last month's magazine) too late to include it at that time. Mr. Hirschenbein, a prominent Toastmaster of the High Ridge (Chicago) club, is a lawyer, secretary of the General Camera Co., and a partner in the firm of Geiss-America. He and his wife, Lucille, and three sons, Neil, Rick and Don, live in Evanston, Ill. In addition to his Toastmasters activities, Mr. Hirschenbein is prominent in civic affairs, particularly in the North Town area in Chicago, where in 1954 he received the Man of the Year award.

One of the illusions of life is that the present hour is not the critical, decisive hour. Write it on your heart that every day is the best day of the year.

—Emerson



New Clubs

- 113 JOHANNESBURG, South Africa, (DU), *Johannesburg*.
 279 EL TORO, Santa Ana, California, (DF), *Staff of N.C.O.'s*.
 824 MARIETTA, Georgia, (D 14), *Cherokee*, Monday, 6:00 p.m., Trio Restaurant.
 948 NEWTON, Kansas, (D 22), *Myers*, Tuesday, 7:00 p.m., Hotel Ripley.
 1734 LINCOLN, Illinois, (D 8), *Lincoln Logan*, Monday, 6:15 p.m., Abraham Lincoln Memorial Hospital.
 1735 SACRAMENTO, California, (D 39), *Forum*, Wednesday, 6:30 p.m., Hart's Restaurant, 919 K Street.
 1736 KEFLAVIK, Iceland, (D U), *Keflavik*.
 1737 CLAREMONT, New Hampshire, (D 31A), *Sugah River*, 1st and 3rd Tuesdays, 7:00 p.m., meeting place varies.
 1738 NASHVILLE, Tennessee, (D 43), *Nashville*, 1st and 3rd Tuesdays, 6:00 p.m., Sam Davis Hotel, Room 310.
 1739 UKIAH, California, (D 4), *Ukiah*.
 1740 INDIANAPOLIS, Indiana, (D 11), *Mid-Week Western Electric*.
 1741 BELLOW FALLS, Vermont, (D 31A), *Green Mountain*, 2nd Wednesday, 6:30 p.m., Chimes Cafe.
 1742 SAN DIEGO, California, (D 5), *San Diego*, Monday, 6:30 p.m., Roberts Dining Room.
 1743 KINGSVILLE, Texas, (D 25), *Kingsville*, Wednesday, 6:00 p.m., Eat Shop.
 1744 TORONTO, Ontario, Canada, (D 34), *Okeefe*, Wednesday, 6:00 p.m., Canadian Breweries Ltd, Bldg., 285 Victoria Street.
 1745 GRAND RAPIDS, Minnesota, (D 6), *Itasca*, Wed., 6:15 p.m., Reddings Cafe.
 1746 CHICAGO HEIGHTS, Illinois, (D 30), *Chicago Heights*, 1st and 3rd Tuesdays, 7:00 p.m., Bloom Twp, H. S.
 1747 CAMDEN, New York, (D 34), *Camden*, 2nd and 4th Mondays, 8:00 p.m., American Legion Home and 1st and 3rd Wednesdays, 7:00 p.m., Abbotts Restaurant.
 1748 ALEXANDRIA, Virginia, (D 36), *Alexandria*, 1st and 3rd Wednesdays, 6:30 p.m., The Anchorage, 603 Queen Street.
 1749 DAVISVILLE, Rhode Island, (D 31), *Davisville*, Wed., 12:00 noon, Davisville, R. I.
 1750 VANCOUVER, B. C., Canada, (D 21), *Totem*, Thurs., 12:25 p.m., Offices of Crown Zellerbach Canada Limited.
 1751 WILLIAMS, Arizona, (D 3), *Kaibab*, 2nd and 4th Thursdays, 6:30 a.m., The Towne House Cafe.
 1752 ROCKFORD, Illinois, (D 30), *Rockford*, 1st and 3rd Wed., 6:00 p.m., Log Lodge, YMCA.
 1753 MOUNTLAKE TERRACE, Washington, (D 2), *Mountlake Terrace*, Tuesday, 7:30 p.m., First Baptist Church.
 1754 CHAMBLEE, Georgia, (D 14), *Southern Tech*, Wed., 6:00 p.m., Southern Technical Institute Cafeteria.

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In the Mill

IF YOU WOULD PROGRESS—

... don't hoard your ideas

PRACTICE YOUR FREEDOM

... or it may be taken away

DON'T LET THEM FOOL YOU—

... *small talk* is important

TENTATIVE CONVENTION PROGRAM—

... to be published next month

BEFORE WE ADJOURN

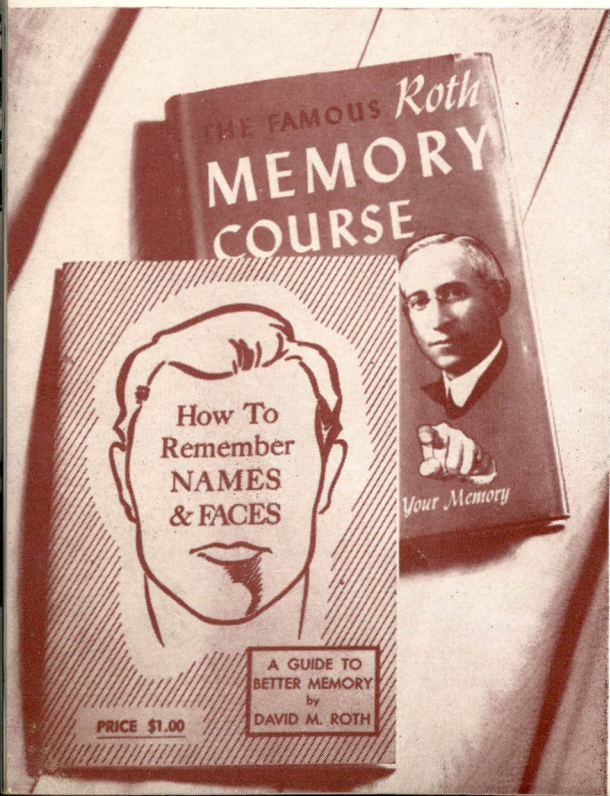
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