

June 1955

*The*  
TOASTMASTER

*In the Spotlight*

For Better Thinking—Speaking—Listening

# The TOASTMASTER

Official Publication of

Toastmasters International, Inc.

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

Editor.....Wayland A. Dunham

Address all communications to

*The Toastmaster,*

Santa Ana, California

JUNE, 1955

Vol. 21—No. 6

See INDEX—inside back cover

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 1797 active clubs—located in the United States, Alaska, Australia, British Crown Colony, Canada, Channel Islands, Cuba, England, France, Greenland, Guam, Hawaii, Iceland, Japan, Korea, Philippines, Scotland, South Africa, the South Pacific Islands and Venezuela.

Organized October 4, 1930

Incorporated December 19, 1932

First Toastmasters Club Established

October 22, 1924

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Among our contributors — see page 28

## Editorially Speaking

### In the Spotlight

A nervous young entertainer, about to step on the stage for the first time, asked an old-timer for some advice. Said the veteran, "Son, never try to step into the spotlight. Stand still and let it find you. It always will."

The audience sees the figure surrounded by the circle of golden light, the light which makes everything a little larger than life. A crowd gathers at night, craning its collective neck to follow the white slanting fingers as they point upwards to focus on something new, something different, something that demands attention. The light compels the eye, and holds it in the desired place. The spotlight is glittering and glamorous. It can also be mercilessly revealing.

Back of every mechanism of light is the craftsman who controls it. It is he who swings it into focus, who swiftly and unerringly picks out the man or the object to which the attention of the watchers will be drawn.

Sometimes it happens that the spotlight can be reversed, and attention centered on the man who stands in back of the light, as well as the man who stands at the heart of the yellow circle. Such was the case of a young Scandinavian boy who came to this country when the moving picture industry was in its infancy. He got a job as a spotlight operator, and today Otto K. Olesen stands in the spotlight himself as one of the country's greatest authorities on display lighting.

There is another example in Toastmasters. More and more men who have received the benefits of Toastmasters training are stepping out into the limelight. Achievement compels attention. And the question is raised, "What is the force that drew this man ahead of his fellows?" So the spotlight slowly swings, till it comes to rest on the organization itself, Toastmasters International.

All of us, as Toastmasters, stand in the spotlight. From the neophyte struggling with his icebreaker to the highest officer in International, the world has come to expect of us that something extra, something special that will stand out from the crowd. We cannot fail this challenge.

And let us remember the words of the old performer: "Stand still and let the spotlight find you." It will always find us, if we are worthy.

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## DR-MADE CHALLENGE

*It's right there waiting but we must rise to meet it.*

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which Toast-accept. Our

aims and policies are specially tailored to meet this need. The application of the principles of our great organization can show us the way to improve ourselves. As we improve ourselves, we become a motivating force in helping others to improve. The tools? They are constructive ideas, advanced and fortified by proper leadership.

Toastmasters are in a position where it is possible to accept this challenge presented by the need for better management. We must train for better performance of our duties in line with the ever-changing conditions of the world today. We must be flexible in our thinking, receptive and alert to new ideas, quick to distinguish the important from the unimportant. Remember that the higher up the executive ladder one climbs, the broader is the point of view from which decisions must be made.

Industry demands that we be prepared to communicate our ideas in clear, definite and simple terms.

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## Editorial

In the Spotlight  
A nervous young man  
on the stage for the  
timer for some ac-  
never try to step  
and let it find you

The audience sees  
the circle of gold  
makes everything  
crowd gathers at  
neck to follow to  
they point upward  
new, something  
mands attention.  
and holds it in  
light is glittering  
be mercilessly re-

Back of every  
craftsman who cre-  
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Sometimes it has  
be reversed, and  
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There is another  
More and more  
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attention. And this  
is the force that  
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it comes to res-  
Toastmasters Int-

All of us, as Toast-  
light. From the  
icebreaker to the  
tional, the world  
that something  
will stand out  
fail this challenge

And let us re-  
performer: "Star-  
find you." It was  
worthy.

## A TAILOR-MADE CHALLENGE

*It's right there waiting but we  
must rise to meet it.*

By Melvin M. Sikes

INDUSTRIAL leadership today faces a challenge—a challenge perhaps unparalleled in all history.

There are two elements in this challenge. First: *The maintenance and survival of free enterprise depend upon industry's ability to provide regular employment and opportunity to the rank and file of deserving workers.* This is far more important than simply supplying a dead-level subsistence to both the deserving and the undeserving.

Second: In order to achieve this end, *both management and workers must increase their skills and their mutual understanding.* Operations must be better planned and more expertly directed. Wastage of time and materials must be reduced or rising costs will exceed revenues. Business executives must be constantly alert to improve the managerial tool in order to direct and control a successful enterprise.

Here is a challenge which Toastmasters can and must accept. Our

aims and policies are specially tailored to meet this need. The application of the principles of our great organization can show us the way to improve ourselves. As we improve ourselves, we become a motivating force in helping others to improve. The tools? They are constructive ideas, advanced and fortified by proper leadership.

Toastmasters are in a position where it is possible to accept this challenge presented by the need for better management. We must train for better performance of our duties in line with the ever-changing conditions of the world today. We must be flexible in our thinking, receptive and alert to new ideas, quick to distinguish the important from the unimportant. Remember that the higher up the executive ladder one climbs, the broader is the point of view from which decisions must be made.

Industry demands that we be prepared to communicate our ideas in clear, definite and simple terms.

JUNE, 1955

## NATURAL INSTINCT

*A man will remain a ragpicker as long as he has only the vision of a ragpicker. We should have ambition to do our best, and refuse to accept our second best. Doing easy things does not tax us, neither does it challenge us. It is a good plan to tackle one hard job every day. If we do this, we will find that we have exercised our will power, our mind, and our body to good purpose. One of the rewards of learning to do hard things is the capacity for doing still harder things.*

—Press Proofs

**A** FAVORITE argument against planned programs is that it takes too much prior planning and work on the part of club officers. It is rather easy to depend upon the ability of the program participants to come up with a *good idea* at the last minute; but most

often this relaxing of certainty is a disastrous thing and only a mediocrity results.

Proper planning saves time, insures program success; and consistent results guarantee membership and attendance.

### ADD A WORD

Each of the following ten words is in fairly common use. Most of us are more or less dimly aware of their meanings. Most of us are uncertain about some of the pronunciations. Some of us do not include them in our ordinary speech.

Look them up in the unabridged dictionary. Make sure of the meaning and pronunciation of each. Then use them!

But go beyond these elementary matters. Note the interesting derivations. You will find a new meaning in *antipodes* when you understand its etymological background. You will discover that *familiarity* is right in the family, and you will catch a new idea about *bacilli*. You will find that *fantasy* has a rather fantastic origin.

Add a word to your vocabulary. Add several words, but be sure that you know what they mean and how to pronounce them.

- |              |                 |
|--------------|-----------------|
| 1. excoriate | 6. assimilation |
| 2. fanatical | 7. antipodes    |
| 3. fantasy   | 8. chromatic    |
| 4. bacillus  | 9. familiarize  |
| 5. exculpate | 10. apiary      |

### OH YES YOU CAN!

Once upon a time, a frog and a rabbit were racing through the woods, when the frog fell into a deep hole. The rabbit hurried away to secure assistance for his little partner. When he came back, bringing a monkey to help with the rescue, he found the frog was already out of the hole.

"How on earth did you get out, my friend?" the rabbit inquired.

"Well," said the frog, "a rattlesnake came down in the hole, and I just naturally had to get out. So I got."



## President Griffith's Message

**T**HERE was a thrill in the news which came a few weeks ago that we had reached our charter number 1850. By the time this appears in print, we shall be well beyond that figure and on the way to the 19th century mark.

While this growth is most encouraging, it leads me to wonder whether we are increasing our effectiveness as we increase our numbers.

Last year in Washington, when I accepted the position of leadership for the current year, I announced as one of my objectives "the consolidation of our gains," by which I meant the stabilizing of our membership and the improvement of our club programs.

I appealed to every club with a membership of less than thirty to increase its roll by at least two members. It is gratifying to know that many of the clubs have accepted this challenge and have gone beyond the low figure which I set.

From the reports which come to me and from the impressions I have gathered on recent visitations to districts, I have been encouraged to believe that there is a general tendency on the part of most of our clubs toward improvement. It is my hope that as we come into the summer season, this improvement may continue, and that expansion in size may be matched by development of our services. I can never get away from the conviction that our obligation is to the individual member, and that the work which we do must be appraised on that basis.

The plans for the convention in Los Angeles in August are being developed with the hope that every member who attends may find personal help in the program. For that reason I am concerned about getting as many of our members as possible to be present. It is not merely that we may have a "big" convention, but rather that the benefits may be shared by the greatest possible number of men.

Our movement will continue to grow so long as we give the needed service to men. As we grow in numbers and in our spread throughout the world, our responsibility and our influence will increase. Let every club and every Toastmaster join in the effort to improve ourselves and the world we live in by adhering to our program of "Better Thinking—Speaking—Listening."

JUNE, 1955

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## WHY WASTE YOUR CHANCE

*when you can really give it the works?*

THE Table Topic chairman was introduced. He rose and said, rather hesitantly, "I am going to give you two subjects this evening. Speak on either one of these as you prefer. First, what do you think of progressive education? If you do not have any opinions on that subject, what do you think of the prospects for football this season?"

He started to sit down, and then, realizing that he had not yet started the talking, he added, "We will start with Jim, here, and go around the table to the left."

Then he sat down and applied himself to finishing his dinner. His work was all done, or so he thought.

He had completely missed his chance for practice in chairmanship. He had failed to realize that there were several experiences to be gained in his period of presiding over the discussion. He had merely tossed out a couple of obvious, unconsidered topics for the men to talk about, with little purpose or direction. There was not much nourishment in this either for him or for the speakers.

Some men appear to think that the position of Topicmaster is an inferior appointment, unworthy of serious consideration. That is their

mistake. This is a richly rewarding experience for the man who is on the alert.

While the time for the impromptu speaking is limited, a real Topicmaster will find the opportunity to present each speaker, in a very few words, and to direct the discussion so that it will never fall into ruts and routines. The Topicmaster can actually speed the talk by quick, brisk introductions, and he can make each speaker feel important, conscious that he has something to say.

Take the topic suggested in the first paragraph, for example. Suppose he began by saying, "Jim, what do you understand to be the meaning of this 'progressive education' which is so much talked about?" After Jim has expressed himself, the Topicmaster turns to another man and says, "John, is that what you understand by 'progressive education' or do you have a different idea?"

Each time the Topicmaster has seated himself, perhaps long enough to take a bite of his dessert, but he is on his feet as soon as John starts to sit down, and he carries on with, "That is an interesting idea John has given us, but Tom, do you agree with him that a child need not learn the let-

*Table Topics* is one of the most rewarding phases of Toastmasters training, provided it is properly planned and effectively presented. The Topicmaster loses a valuable opportunity when he does not exact from it the maximum benefit in chairmanship practice, but his fellow members are equally the losers when they are not specifically challenged by some new subject or some new variation of the old.

ters of the alphabet, but should learn to read words at first?"

Thus each speaker is gently needled about something said by a preceding speaker as the Topicmaster calls on him. Each one is given a definite direction for his thought. Each is given a sense of his individual importance.

If the question becomes worn through after four or five have spoken on it, the Topicmaster has another topic to propound, or he may have several individual questions to ask. He may call for a positive opinion from one man, and a negative on the same subject from the next one. By keeping the discussion under control he can change, introduce new matter, or provoke opposing opinions as often as is desirable.

Sometimes he may have a special question for each man in the group. He does not take long in each case, merely calling the name of the speaker and asking the question. He does a commendable service when he asks a pointed question, for then the speaker knows at once which direction to take.

When a Topicmaster tosses out a general question like "What do you think about taxes?" he does nothing to stimulate quick thinking. If he says, "Should taxes be

reduced?" or "Is the income tax a fair one?" or "Should all public funds be raised by means of a sales tax?" he puts the speaker in the position of attacking or defending, which is good for the speaker and his audience alike.

In all this process, the Topicmaster is practicing the art of brief introductions, presented in varied form, challenging and suggestive in content, and he is identifying the speakers, as a speaker should be identified.

The Table Topics period of a Toastmasters Club meeting is vital. Preparation for it is just as essential as preparation for making a speech or serving as evaluator. The performer gets good results from it in proportion to the planning he puts into it.

Let no man underestimate his privilege and responsibility when he gets his chance as Topicmaster. He may miss some of his dinner enjoyment in giving proper conduct to the program, but he will gain infinitely more in experience and skill in planning and presiding over a program of short speeches.

This is one of the several values which a man should derive from his training in the Toastmasters Club. It is an opportunity which no man can afford to waste.

## CAUTION!

### —words at work

By H. E. "Choc" Wilkes

**T**O OVERCOME careless habits of diction requires the constant vigilance of Toastmasters.

It is true that there is a variation in the pronunciation of words. Regional differences, bi-lingual heritages and habits that arise from environment and occupation all contribute to these differences.

But there are certain acceptable standards for practical use which Toastmasters can safely advocate. They are recommended by all standard dictionaries, and indicated by the use of the phonetic alphabet and diacritical markings. The careful attempt to adopt these pronunciations for everyday use is a worthy aim for all who respect the English language.

Here is a list of thirty words commonly used and frequently mispronounced. Remember, practice makes perfect.

1. *across*: don't add a *t*.
2. *America*: rhyme second syllable (*mer*) with (*mer*) in merit.
3. *asked*: don't drop the *k*.
4. *battle*: don't substitute *d* for *t*.
5. *chasm*: the *ch* has the sound of *k*; pronounce *kasm*.
6. *chic*: pronounce *shiek*; avoid *cheek* or *chick*.
7. *chute*: pronounce *shoot*.
8. *clothes*: distinguish the noun *clothes* from the verb *close*.
9. *coupon*: rhyme first syllable with *who*, not *few*.
10. *drowned*: rhyme with *found*; avoid *drown-dead*.
11. *extra*: avoid *tree* as in *extree*.
12. *February*: pronounce *FEB-roo-ary*; avoid *FEB-u-ary*.
13. *geography*: don't telescope the first two syllables into *jog*.
14. *gesture*: *g* is pronounced *j* as in *gem*.
15. *government*: don't drop the *n*; rhyme last syllable with *ben*.
16. *guarantee*: rhyme first syllable with *gar* as in *garret*, not *gar* as in *garden*.
17. *kept*: don't drop the *t*.
18. *naturally*: pronounce in four syllables; avoid *nachurly*.
19. *probably*: pronounce in three syllables.
20. *quote*: pronounce *kwote*; avoid *coat*.
21. *regular*: don't drop the *u*.
22. *salute*: last syllable rhymes with *cute*, not *boot*.
23. *sandwich*: don't drop the *d*; pronounce last syllable *witch*.
24. *softly*: don't drop the *t*.
25. *sophomore*: pronounce *SOPH-o-more*, not *SOPH-more*.
26. *suppose*: don't drop the *u*.
27. *sword*: drop the *w* and pronounce *sord*.
28. *was*: distinguish from *wuz*.
29. *what*: pronounce as if spelled *hwat*.
30. *worst*: don't drop the *t*.

### SCRUTINIZE

Many a proposition that seems self-evident at first glance turns out to be false when carefully scrutinized without prejudice. Business executives know that obviousness is the enemy to correctness. They must be slow to believe what they most wish should be true. They need to challenge and criticize and be cautious, to make sure that what is given them as a basis for their decision is not only numerically accurate but accurate in view of all the circumstances.

—Royal Bank of Canada Monthly Letter

## MEETING THE SITUATION

**A**S WE consider the ends to be reached and the good to be gained by our training, we can see why we say that no man ever graduates from the Toastmasters Club. Until he has reached the limits of his possible growth, the man has not come to the quitting place. Some men cheat themselves by giving up the quest for improvement too soon. They are satisfied with scaling the foothills. But the man who keeps on climbing never reaches the place where he cannot find greater heights to tackle, and so he keeps on climbing and developing.

The story is told of a little girl who fell out of bed one night. Her mother hurried to the rescue, saying, "How did you happen to fall out of bed?"

The child replied, "I guess it was because I stayed too close to where I got in."

Probably that is why some Toastmasters drop out of training or out of the club. They stop too near where they started.

But what is the end to which our training in speech is the means?

For answer, let us list some of the things which happen to a man when he starts Toastmasters.

One of the first results of his efforts to speak is his discovery of unsuspected resources, knowledge, initiative, power to speak. This leads quickly to the develop-

ment of self-confidence. When he finds that people will listen to him, he gains a new sense of power. He need no longer be afraid. Then comes self-revelation, when he lets other people know what he has in his mind. At the same time he gains self-control, as he learns to direct his own thoughts.

As a result of these developments, along with better habits of listening, together with tolerance of the opinions of others, comes self-advancement in the lines of the individual's interest. All these gains put together and used will bring greater stability, greater appreciation for life and its opportunities, and an increased ability to work and serve and live on higher levels.

But it is your privilege to determine for yourself the ends which you are to reach through your training in speech. You must have your own goals, and you must plan your course to reach them.

Just avoid the mistake of thinking that ability to stand up and speak a piece is the end of the possibilities in your Toastmasters Club. Realize that this is a start, the means by which you gain. It is like the alphabet in relation to the field of literature. It is like the multiplication table as it is related to higher mathematics. It is essential, but it is not final.



# LAFF LINES

## Acid Tongue

*Chemistry Professor:* "Jones, what does HNO<sub>3</sub> signify?"

*Cadet Jones:* "Well, ah, er'r—I've got it right on the tip of my tongue, sir."

*Chemistry Professor:* Well, you'd better spit it out. It's nitric acid."

Whether or not a man succeeds in pulling the wool over his wife's eyes depends entirely on the yarn he is using.

—Robert Stack

Woman with new car, upon seeing two telephone linemen scurrying up two poles, one on each side of the road:

"You idiots! Do you think I never drove a car before?"

Small Son: "What are diplomatic relations, Father?"

Father: "There are no such people, my boy."

## Page Miss Post

You: "What would be the proper thing to say when, in carving a duck, it slipped off the platter and lit in your neighbor's lap?"

Me: "I don't know what is proper, but I'd say: 'Please, madam, may I trouble you for the duck?'"

Each man spoils the one he loves  
And gratifies her wishes,  
The rich man showers her with gifts  
While the poor man does the dishes.

Husband to backseat driver: "You've been instructing me for thirty years; don't you think it is about time I soloed?"

The little daughter of an editor came home from Sunday school with an illustrated card in her hand.

"What have you there, little one?" her father asked.

"Oh," said the sophisticated child, "just an ad about heaven."

## Taking Possession

"Hey!" said Satan to the new arrival, "you act as if you owned this place."

"I do. My wife just gave it to me."

Passenger: I say, old thing, cawn't you run any faster than this?

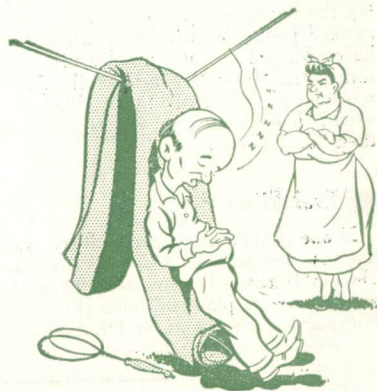
Conductor: I fancy so, but I must stay with the jolly old tram, you know.

## Meow

*Kitty:* "Gracious, it's been five years since I've seen you. You look lots older."

*Kat:* "Really, my dear? I don't think I would have recognized you if it wasn't for the coat."

—U.S.S. Tennessee Tar



—any similarity between this fellow and a Toastmaster preparing his next speech, is purely coincidental.



By Ted Johnson

# TELEPHONING TO SUCCESS

Smile with your face to insure a smile in your voice.

THE telephone is everybody's express highway to nearly everywhere. Properly used it can be your express highway to fortune, success, and happiness too. Did you ever stop to think just how important a role the telephone plays in your life?

As Toastmasters, we all appreciate the vital importance of public speaking ability in achieving success. But compare the amount of time that you spend telephoning with that you spend speaking before an audience. I'd wager that you are on the phone several hours for every minute you are on the platform.

Let's consider, then, how to use more effectively this magic black box that lets us visit almost anybody just about anywhere, usually in seconds. As in any other method of communication, mere contact is not enough. You must get your message across. Assuming that he would talk to me—and assuming no language barriers—I could chat with Russia's Marshall Bulganin in about two minutes. That's all the time it takes to complete a phone call from Manhat-

tan to Moscow when service is uninterrupted.

But I doubt if I would be *communicating* with the Marshall—I would only be talking *at* him, because I probably would fail to make him understand my ideas of freedom and free enterprise. The important thing to remember when talking on the telephone is that you want to *communicate ideas*, not just speak words.

Of course, your telephone voice is important, but it's probably quite satisfactory. Western Electric has done a magnificent technical work with this little black box so that you usually sound as good over the phone as in person, and possibly better, provided that you hold the phone close to your mouth and speak directly into it in a normal tone.

However, getting your idea across is something else.

The telephone, wonderful as it is, is only an instrument—a way for you to communicate your ideas to another person. When you talk to a person face-to-face, your personal gestures, facial expressions, motion of hands help you to ex-



press thoughts that you may not get across with your words and voice alone.

When you talk on the telephone, your voice has the entire burden of transmitting your message. You do this by carefully choosing your words, speaking distinctly, and varying inflections so that the listener can visualize the expressions on your face. Be natural, speak in a smiling, friendly voice, vary your tone to avoid monotony, and you will keep your listener interested—and generally succeed in communicating any ideas you have worded properly.

As a Toastmaster, you are aware of the requirements for a good speech. Be simple, be sincere, be definite, be purposeful, be friendly, then be quiet. These same "good speech" principles hold true in phone conversation.

If you are to become an effective telephone salesman (and you're always selling, whether it's

a product to a customer or yourself to your friends), criticism or evaluation of your conversations is important; in telephone training courses, it is fundamental—just as it is in Toastmasters.

In telephone sales workshops which I conduct\*, practical demonstrations point out effective ways to handle the most important problems which arise in using the phone. Members make actual calls, which are recorded, played back, and evaluated by the students and the leader. You can listen to each word and every inflection of your voice during the conversations. You hear exactly what your prospect heard—and you can make valid and constructive criticisms of what you said and how you said it.

Of course, the full benefits of the telephone training come only after a period of practice, honest application, and continued evaluation.

#### RULES FOR EFFECTIVE TELEPHONING

1. Relax before making a call. Breathe deeply (from the diaphragm). Stretch. Get comfortable.
2. Radiate Friendliness in your voice and manner.
3. Use: Name of the other person early and often.  
Simple Words.  
Word pictures and Illustrations familiar to the other person.  
Verbal Dividers.
4. Lead the conversation.
5. Laugh.
6. Enthusiasm is a great selling force and can be very effective over the telephone.
7. Evaluate Your Techniques periodically.
8. Speak Clearly, Pleasantly, and Not Too Fast.
9. Seek Common Grounds.
10. Suggest that the persons you are talking to will do what you wish. Be very positive.

*\* A Ted Johnson Sell-O-Phone Workshop (trade mark applied for) is described and pictured in Sales Management for February 1, 1955. A reprint of that article will be sent free on request, mentioning THE TOASTMASTER, to Fellow-Toastmaster Ted Johnson, 301 Lexington Avenue, New York 16, New York.*



Your Club is--

# A LABORATORY

By Ralph C. Smedley

**A** LABORATORY, originally, is the workroom of a chemist.

By extension in use, it has come to signify any place where some operation is performed. In that sense, a Toastmasters Club is properly called a laboratory, for it is a place where many experiments are tried, and many operations are tested.

Every member, if he is awake to his opportunity, uses his club as his personal laboratory in speech. Even though he is not definitely conscious of doing so, he tries out different methods of delivery, various methods of selecting speech subjects and arranging his materials. He discovers which methods produce best results, and then he experiments further for the improvement of his use of these methods.

Not only in the making of speeches does he get the chance to work by trial and error methods. He tries different ways of listening and evaluating, for every member, if he is wise, evaluates for himself every speech which he hears.

There are opportunities to try out various applications of speech, such as may occur in daily work.

The salesman may use his club for the try-out of some selling technique. The teacher may experiment with some teaching method which can be applied later in the classroom. The purchasing agent or the personnel director may try some of his procedures before the club, and profit by the evaluation which he receives.

Perhaps a member is asked to make speeches for the Red Cross or the March of Dimes or the Community Chest, or in behalf of the proposed bond issue to build more schools. Here in his club is a ready-made audience, prepared to listen analytically and to point out ways by which he can improve his presentation.

A Toastmaster who had charge of a machine shop employing many men gave a demonstration speech showing how he instructed a new employee. He found, through the observations of his evaluators, that he muddled things up by his explanation rather than making them clear. After two or three attempts before the club, he was able to report a definite improvement in production from his department, simply because he

had learned how to give explanations and instructions in an understandable fashion.

An optician, called upon to deliver an important address at a state convention of men of his profession, practiced on his club with mutual profit. He was shown how to present his subject more effectively, and the men who listened to him learned many useful facts about the care of their eyes.

A member who was seeking a new position gave a sample talk in which he tried to sell himself and his abilities to the prospective employer. The result was a vast improvement in his presentation, and finally, a successful interview with the man for whom he hoped to work.

A man whose speech was desperately boring because of his monotonous manner of talking deliberately set about doing things which he considered ridiculous as he spoke to the club. He yelled and roared and used numerous devices to break his bad habit, and he broke it, largely by finding out that some of the actions which had seemed ridiculous proved to be very good procedure, when kept under control.

This man, like many another Toastmaster, discovered that his Toastmasters Club was a place

where a man can act the fool without really being foolish.

All speech is for communication, and there is no possibility of communication unless people understand. Your club can help you to find out whether you are making yourself understood.

Take some business letter which you have written, and read it to the club, asking for comments. Ask them if it made the sale or answered the question or created better relations. Ask them how it could be better stated. Out of the reactions you will get valuable suggestions.

Discuss the display advertisement which you have laid out and ask how to make it better. They will tell you.

Your Toastmasters Club is your laboratory in which to try experiments in better communication. You can try anything once before this frank but sympathetic audience, and you can learn by listening to their comments.

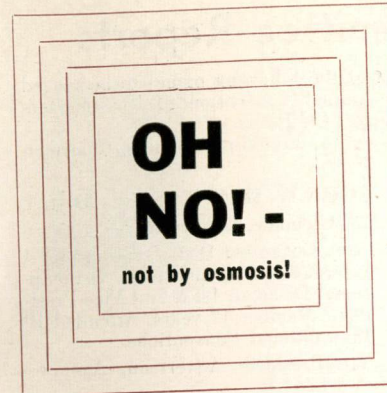
Approach your experiments with an honest and open mind, seeking improvement rather than confirmation of your pre-conceived notions, and your laboratory will bring you to new accomplishments, new discoveries, new inventions, which may mean new and desirable advancement to you.

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"It is a pity to find that so many young and otherwise industrious men prefer not to be tied down to specific speech subjects. And yet, it is by doing that which is difficult that we gain our most valuable and lasting knowledge.

"By speaking on subjects we like, we may be able to shine for a while within a limited field, but when conquering strange subjects, the horizon widens with every forward step, giving room for expansion of our mind's activity."

—William S. Ostling, on completion of BB1



**R**EAL accomplishment through Toastmasters training is seldom acquired by osmosis, through the seat of the trousers. The man who half-heartedly goes to a Toastmasters meeting might better stay home. True, he may receive ultimate benefits by absorption—benefits that gradually percolate up to his mind from the club chair he more or less regularly occupies, but seldom does such a member absorb sufficient good to warrant the space he occupies, even though he pays his dues regularly and claims the right of membership.

The Toastmasters club should be a beehive of workers, where drones are not long tolerated and where every member contributes his share.

The basic philosophy of Toastmasters is to learn and to advance by DOING. No club may remain strong and a worthy member of International unless its members, individually and as a body, elect to expend their best efforts toward obtaining a full measure of Toastmasters training.

This effort begins by definite preparation of each speech assignment and regular study of Toastmasters educational material. It grows by willingly accepting committee membership and other activities of mutual helpfulness.

It further develops through service as a committee chairman, and then, progressively, through the various official positions in club, area, district and possibly International itself.

All the time, the member is drawing forth from his storehouse of potential capabilities a new "plus factor" that he may not have known existed. The mere effort of assuming responsibilities which seem over and above his reach, excites to action those mysterious centers of hidden resourcefulness which elevate man to greatness.

We have all known individuals, chair sitters, people content to let George do it, who have suddenly—possibly by osmosis—discovered a spark that has set them on fire; but by and large, the fellow who starts a worth-while conflagration in spiritual, technological or business affairs is the man who studies to achieve and applies his best efforts towards success.

Toastmasters is a means but not the end. Its magic key lies hidden. Self-expression, through the spoken word, is vital as a process. It teaches one to think, to analyze and to plan, and then to crystallize one's thoughts into expression. But it does not offer the talisman that will change base metal into gold without plain hard work—impelled by determined enthusiasm for high accomplishment.

# The Elections Committee Reports

The Elections Committee reports its selection of the following names to be placed in nomination at the election at the 24th Annual Convention of Toastmasters International, August 18th, 1955, in Los Angeles, California.

Franklin McCrillis, Chairman



**PRESIDENT: JOHN W. HAYNES** Dist. 1

**Club:** 29, Glendale, California

**Served:** Area Governor; District Governor; 4 International Committees; International Director, 1st & 2nd Vice-President. Member 12 years. Attended 10 International Conventions.

**Vocation:** Vice-President, Advertising Agency



**1st VICE-PRES.: T. VINCENT McINTIRE** Dist. 40

**Club:** 257, Zanesville, Ohio

**Served:** District Governor; 3 International Committees; International Director, Secretary and Vice-President. Member 11 years. Attended 8 International Conventions.

**Vocation:** Warehouse Owner



**2nd VICE-PRES.: PAUL W. HAEBERLIN** Dist. 28

**Club:** 299, Windsor, Ontario, Canada

**Served:** District Founding Governor; 5 International Committees; Director, International Treasurer and Secretary. Member 10 years. Attended 5 International Conventions.

**Vocation:** Branch Manager, Life Insurance Co.



**SECRETARY: IRV L. SAUCERMAN** Dist. 7

**Club:** 31, Portland, Oregon

**Served:** Area Governor; District Governor; 5 International Committees; International Director and Treasurer. Member 13 years. Attended 9 International Conventions.

**Vocation:** Inspector, Interstate Commerce Comm.



**TREASURER: EMIL H. NELSON** Dist. 6

**Club:** 221, St. Paul, Minnesota

**Served:** Area Governor; District Governor; International Director; 1 International Committee. Member 14 years. Attended 6 International Conventions.

**Vocation:** Realtor

## Elect Six Directors

**DIRECTOR: FRED GARLOCK** DIST. 1

**Club:** 85, La Crescenta, California

**Served:** Area Governor; District Governor; 1 International Committee. Member 8 years. Attended 3 International Conventions.

**Vocation:** Exec. Vice-Pres. Transportation Co.



**DIRECTOR: J. O. GRANTHAM** DIST. 16

**Club:** 1433, Bartlesville, Oklahoma

**Served:** Area Educational Chairman; District Governor; 2 International Committees. Member 8 years. Attended 3 International Conventions.

**Vocation:** Management-Employee Relations, Phillips Petroleum Co.



**DIRECTOR: GLENN H. HOLSINGER** DIST. 2

**Club:** 259, Seattle, Washington

**Served:** District Governor; 3 International Committees; International Director. Member 11 years. Attended 6 International Conventions.

**Vocation:** Certified Public Accountant



**DIRECTOR: GEORGE J. MUCEY** DIST. 13

**Club:** 237, Washington, Pennsylvania

**Served:** Club, Area and District Offices including District Governor. Member 14 years. Attended 1 International Convention

**Vocation:** Dist. Manager Life Ins. Co.



**DIRECTOR: W. C. PATTEN** DIST. 23

**Club:** 122, Albuquerque, New Mexico

**Served:** Area Governor; District Governor; 2 International Committees. Member 15 years. Attended 7 International Conventions.

**Vocation:** Insurance Underwriter



**DIRECTOR: CLIFFORD D. SMITH** DIST. 26

**Club:** 375, Ft. Collins, Colorado

**Served:** Area Governor; District Governor; 1 International Committee. Member 6 years. Attended 2 International Conventions

**Vocation:** Furniture Dealer



**DIRECTOR: VOYLE W. WOOD** DIST. 33

**Club:** 440, Richland, Washington

**Served:** Area Governor; District Governor; 3 International Committees. Member 9 years. Attended 4 International Conventions.

**Vocation:** Engineer, General Electric Co.



*Odell F. Hardy*

# What's Going On . . .

## ● Never Again!

When members of the Port Credit (Ontario, Canada) Club settled down to listen to a speech by Toastmaster Roy Gillespie, entitled "Be Careful What You Sign," they didn't anticipate being literally jolted out of their seats. At the conclusion of his talk, which dealt with the pitfalls of fine print, Roy held up a paper which had been circulated before the meeting, and which had been signed by all present. He then disclosed that they had all signed a pledge of allegiance to the Communist Party! Shocked and horrified, the members burned the document, and swore that they would never forget the lesson learned that evening.

## ● Training Aids

Toastmasters of the Thomas R. Marshall Club of Columbia City, Indiana, had two of the "Don'ts" of speaking brought to their attention very vividly at their recent Charter Night. Topic-master Dave Walter (see photo, center) produced some effective training equipment to help him make his point. From pictured evidence, we can be sure that Toastmaster Charles Montgomery (left) of the nearby Fort Wayne (Ind.) club did not look down at the table when he spoke, and that Bill Meyer (right) of the host group did not rub his hands together during his speech. Guest at the Charter Night was John M. Lamparter, a Director of Toastmasters International.



## ● Training the Trainers

Toastmaster Harry Hodde of the Lincoln-Douglas (Springfield, Ill.) Club, is accepting another well-deserved honor when he addresses a class in "Training Programs in Industry" at the University of Illinois. Harry is training director of the Allis-Chalmers Company of Springfield. The class, which is under the direction of Dr. Rupert N. Evans, himself a Toastmaster of the Champaign (Ill.) Club, is of unusual interest in that it contains four Japanese students who are studying in this country on Fullbright scholarships. All four are training supervisors of large industries in Japan. The class also includes six men from Chanute Air Force Base who hold responsible training positions, and a number of teachers from the University and public schools in the area. Harry writes: "Rupert Evans is interested in our approach to the training problem—which is a Toastmaster approach."

## ● Unusual Bulletin

We haven't decided whether it was a case of transposing an accident into a clever attention-getting gimmick, or whether it was all planned out carefully, but we received a most unusual club bulletin from the St. Lawrence (Montreal, Quebec) Toastmasters recently. The bulletin was printed in "mirror writing"—upside down and wrong side to. On the outside, in red letters, were the instructions: "To read, please hold up to light!" We read it, all the way through, and our guess is that everyone who received it did the same.

## ● Citation Awarded

Toastmasters of the Overland (Mo.) Club found many opportunities to demonstrate their Toastmasters training in the greater St. Louis area fund raising drive for victims of muscular dystrophy. So successful were they in their educational presentations before various groups that the Dystrophy Association presented the club with a special Citation of Merit.



## ● Characters

When Abe Lincoln paid a visit to the Staff NCO Toastmasters of Miami, Florida, to deliver a speech which included his famous *Gettysburg Address*, he found himself in strange company. For the occasion was "Character Night" and each speaker assumed a garb il lustrative of his speech.

In addition to Abe (Rodger Schaap) the speakers were a visitor from Japan (Fred Bratkowsky) a farmer (Ronnie Gardner) a seven-count them—star general (Bill Kuck) and Adolph Hitler (Warren Moore). Toastmaster of the evening was Barker Ira Callman. Adding to the atmosphere were Paul Bunyan (Lloyd Nadler), Wylie Post (John Luhta), and Ali Baba (Jim McKnight).  
—Official Marine Corps photograph

## ● Who'll Be Winner?

The wager has been laid. Governor Ray Rees of District 12 has issued a formal challenge to Governor Gordon Winbigler of District 1. The challenge is that District 12 will have a greater percentage of attendance at its spring conference than will District 1. The bet is a sack of Kern County's famous "long-white" potatoes against a box of Southern California oranges. Both sides are confident of victory.

## ● Walk-Out

It looked like a tense and critical moment at a recent meeting of the Sunrise Toastmasters Club of Phoenix, Arizona, when half the membership rose from

the table and walked out in a body. However, let's not jump to conclusions. This was neither a strike nor a protest; it was merely a dramatic staging of the founding of a new club in Phoenix. The Sunrise Club had grown so large and had so many associate members that it decided to split into two clubs. The new club is named, appropriately, the Roundup Club.

## ● Paging Mr. Rembrandt

All Toastmasters learn how to make word pictures, but here's one who makes pictures with oils, pen and ink and charcoal as well. Lyle V. Ball, Past-President of the Reno (Nevada) Toastmasters Club and Past Deputy Governor of District 39, has been honored by the Nevada Art Gallery of Reno, which has just presented a one-man show of his work. Ball, who started painting as a hobby only five years ago, has developed a great deal of skill in that medium, and is receiving considerable recognition in the artistic field.

## ● Also Eugene O'Neill

Once again Toastmasters have invaded the field of the drama, both as actors and playwright. President Charles A. Poe of the Raleigh (N. C.) Club is the author of a play entitled "Climate of Fear," which was recently produced by the Raleigh Little Theater. In the cast were two other members of the club. Jake Wicker and Paul Fitzgerald.

# HOW WE TALK

## PICTURESQUE WORDS

*His words, like so many nimble and airy servitors, trip about him at command. —John Milton*

*Paraphernalia.* In modern usage, this is a learned word for personal belongings, articles of equipment, or baggage. In the ancient Greek it meant the personal property, other than the dowry, or bride's portion, brought to the husband in marriage by his wife. The Greek prefix, *para*, means beyond or beside, or in addition to, and *pherne* means that which is brought. In English law, according to Blackstone, paraphernalia is a property right which a wife may acquire in her husband's goods, which shall remain to her after his death, and not go to his executors.

The preferred pronunciation, as given by Webster and others, is *par a fer na li a*, with primary accent on the "nay" syllable, secondary accent on the first syllable, and with the second *a* and the final *a* rather suppressed. Watch the pronunciation of paraphernalia. Most of us give it the wrong inflection.

The word carried over into the Latin as *parapherna*, and then into English in the accepted form. Note that the accompanying word, dower, goes back to the Latin *dare*, to give, and to the Greek *dos*, a gift. Thus the dowry is that property which is given to the

husband by the wife or her parents, while paraphernalia is that which the bride carries in her own right.

Paragraph is another *para* word. It comes from the Greek *para*, beside, plus *graphein*, to write. In the Greek, *paragraphos* means a line or stroke drawn in the margin, literally "that which is written beside" and formerly used to indicate a division in writing. It was represented by various symbols before the time when actual paragraph division was made, as in our usage.

There are many *para* words, as you will find by consulting the unabridged dictionary. We mention just one other, parallel, which comes from the *para* prefix, to which is added a form derived from the Greek *allos*, other. The form used is *allelon*, a genitive plural meaning "of one another." This explains why we have the double *l* to confuse us in our spelling.

And so we are reminded that words which come so readily to our tongues as we talk are really crystallized bits of history and poetry handed down to us from the ancient Greeks and Romans, and from other, even earlier sources.

## Expanding your

# PLATFORM VOCABULARY

If you would become an accomplished speaker, never at a loss for words to express yourself clearly and succinctly—do not just skim over this article. Read it slowly and let its message register in your mental processes, for it contains a valuable secret for attaining your goal.

By Lester W. Lincke

**YOU DO** not have a vocabulary—you have several vocabularies. These in order of size, from largest to smallest are your:

1. Reading and listening vocabulary (words you recognize).
2. Writing vocabulary (words you use under no time pressure).
3. Conversing vocabulary (words you use with some time pressure).
4. Platform vocabulary (words you use under increased time pressure).

The significant thing is that your platform vocabulary is the smallest. There are many words with which you are familiar, but which you do not use when you are speaking before an audience, a very important time to you.

How can you increase your stock of words for platform use? One obvious way is to write out your talks and read or memorize them. You will then be using your second greatest assortment of words, and if you throw in a few good quotes you will dip into your number one assortment. But

this, in the best Toastmaster tradition, is not good speaking technique. You did not join a reading club, you joined a speaking club.

What other methods can you use? How can you enlarge the "menu of words" that you present in an after dinner speech?

One practical and effective method is to make, and familiarize yourself with, a list of alternative "key words" which you might use to embellish each point in your talk. For example, suppose that you were to give a talk before your club, at a party which was to be attended by the wives and sweethearts of the members. You have chosen the subject "Woman's Intuition" which seems suitable for the occasion.

Then you make a list of salient words, words which you can use and which will enrich each of your major points. One point which you plan to make is, in "cold language" that "while we men are usually reluctant to admit it, we are sometimes forced to recognize the accuracy of woman's intuition."

In more forceful and picturesque language:

<b>We are:</b>	<b>We have:</b>
irritated	doubt
exasperated	disbelief
vexed	misgiving
ruffled	distrust
provoked	suspicion
<b>It is:</b>	<b>But we are:</b>
incredible	amazed
fantastic	bewildered
silly	astonished
fanciful	surprised
foolish	awed

There are of course more "points" in your talk and more "key words" to fit them. By reviewing these words thoroughly, you will quite easily and naturally use several of them during your talk, and thus avoid monotonous repetitions. You probably would not have thought of most of them on the spot.

In the process of using this method you will not only greatly improve your talks but by constantly employing it you will inevitably expand your platform vocabulary.

### TEN EXPRESSIVE WORDS

Those of you who write advertising and sales letters will be interested in the list of the ten most expressive words in the English language which Dr. Wilfred Funk, noted lexicographer and dictionary publisher, picked up after many years of research. They are reprinted from *The American Weekly*.

The most bitter is "alone"; the most revered is "mother"; the most tragic is "death." The word "faith" brings greatest comfort; the saddest is "forgotten"; the most beautiful is "love"; and the most cruel "revenge." The warmest word is "friendship," the coldest "no," and the most peaceful is "tranquillity."

—The Friendly Adventurer

### Good Tidings

There are 162,922,000 Americans who are not members of the Communist Party.

Some 37,011,400 couples in the U. S. will stay more or less happily married during the year.

The Internal Revenue Department will find that 43,846,154 income tax returns for the year '54 will be filed correctly.

Approximately 33,293,000 children will sit at dinner tables every evening and remind parents that they really are learning something at school.

Most of the time, 15,720,000 organized workers are not on strike.

There are 83 countries in the world that have not discovered the secret of the hydrogen bomb.

—Changing Times

## HAVE YOU READ?



### The Rules Order Us

*Robert's Rules of Order, Revised*, is urgently recommended to every Toastmaster, for reading and study.

For the club's officers, it is a must. For every other member, it is an essential; for each man should know how to conduct himself in any meeting so as not to embarrass himself and others by his awkwardness and ignorance of the proprieties.

The book is not to be read through as though it were a popular novel. Rather, it should be read topically, so that one line of procedure may be understood before another is tackled.

Here is the way to read the book. This plan will suit, whether you are an old hand at parliamentary procedure, or a novice.

Start with the Preface and the Introduction. In the Introduction you will find an illuminating discussion of the history and the theory of Parliamentary Law. This will give you a better understanding of the reasons back of our practices.

Next comes the Plan of the Work. This will repay careful reading, for it shows you where and how to find the answers to your questions. The section entitled Definitions should not be skipped, for here again you have answers to questions which lurk in your mind, and information which you should possess.

This brings you to the beginning of the *Rules of Order*. Read the synopsis given at the start of this section, and then look up the parts which give the information you need.

Part I covers the established rules of procedure in detail. Then comes Part II, which deals with "Organization, Meetings, and Legal Rights of Assemblies." You may leave that for future study if you like. When you need help on any such matters, you will find it there.

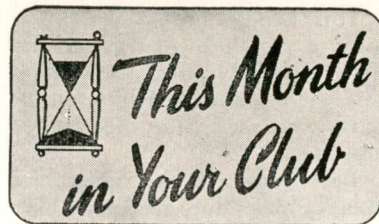
The last section of the book is one to be studied with care. This is the detailed index, which lists all the matters treated in the book, and is your quickest and simplest way to get the answers.

If you are a president, be sure to master the tenth chapter, starting on page 236. Read with great care the section which begins on page 240, giving intimate details on the conduct of the chairman or president. If you are a member, and your president is inclined to be obstreperous, ask him to read this section, or read it to him yourself. It will be good for him when he begins to feel the importance of his position.

If you do not have a copy, you can order it from Toastmasters International. The value is incalculable, if you use the book intelligently.

*Robert's Rules of Order, Revised*. Price: \$2.10. Add 10% shipping cost. California clubs add 3% sales tax.

# PROGRESSIVE



## Why the Point of Emphasis?

It is impossible to cover all phases of speech in one program or one evaluation or in one talk. The subject is too broad and too full of variety. It has many problems, many approaches, many requirements.

That is why the Educational Bureau recommends special emphasis each month on some specific element of the speech art. By concentrating attention for one month on one definite matter, progress can be made and skill gained by all the members.

It is impossible to cover such widely diversified topics as gestures, voice modulation, speech construction, mannerisms, purpose, opening and closing and a dozen other features on one effort, either by the speaker or by the evaluator. To give thorough coverage from all points to a five minute speech would require an evaluation period of at least 15 minutes. It can't be done.

That is why we offer the monthly *Point of Emphasis*. It is possible, on one month's programs, to give adequate experi-

ence to all members in one phase of speech. It is desirable to point all the programs in that one direction.

## Speech Occasions

Speeches are made in various surroundings and on many different occasions. If all speech occasions were of the same pattern, we could have a formula that would fit, but they do not all conform. That is why we must simulate situations.

In the Toastmasters Club there is a tendency to fall into routines as to speeches and surroundings. There must be a definite effort to break this routine and provide situations which will prepare the speakers for the exigencies of life. This requires planning.

During June, the members should be given opportunities for practice in such speech forms as introductions, nominations, presentations, acceptances, dedications, welcome addresses, committee reports, commencement addresses, sales talks, and other special events.

Simulated occasions are in order. Your club can hold a simulated convention, a meeting of a civic group to consider local problems, or an imitation meeting of the state legislature or any other body.

Use imagination and originality to make the June programs of fascinating interest and of fullest value for every member.

# PROGRAMING

## For Better Citizenship

July is a month of patriotic interest in the United States.

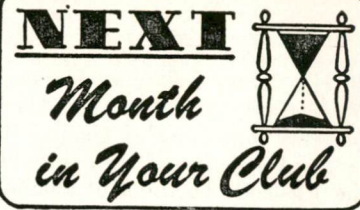
In other lands, it may be made the occasion for practice in speaking on civic and national subjects, even though the Fourth of July may not hold so great importance. Every citizen should be prepared to talk on matters which make for good citizenship.

## Review

In planning for July, review the program suggestions for May and June and see what important items have been neglected. Some of these can be combined for the next month's programs.

For example, pick up the thread of discussion technique which we emphasized in May. Devote a program to discussion of a question of local, national or international significance. This may be a panel or a seminar or a formal debate. Plan it to reach some definite conclusion.

July is a logical time for any Toastmasters Club to discuss the United Nations organization, which is just ten years old. Either a discussion or a series of speeches on various phases of the work of the U.N. will be illuminating and full of interest. Every man of us has a personal interest in the United Nations, and every one of us ought to seek the best and fullest understanding of its accomplishments and its shortcomings.



This is only one of the matters of import which crowd upon us when we begin to think of ourselves in relation to other people and other nations. Consider what questions are most immediately of concern to your own community, and spend an evening on them. Consider the problems of the nation, and its relation to other nations and try to find the right solutions to the problems.

Do more than make practice speeches. Try to make a real contribution to the thinking of your fellow members as you crystallize your own thinking.

## Evaluation

This month and every other month, apply some simple tests to the speeches which you hear, not only in your own club, but in other meetings you attend. Ask yourself:

If I were listening to this program in some meeting outside the Toastmasters Club, would I find it worth while? Why?

If this were a program on radio or television, would I stay with it, or turn it off?

Here Are the

## SPEECH SUBJECTS

### You Have Been Looking For

THE "How To" type of speech is always popular, provided it presents something of general interest. A speech on "How to Solve the Eleventh Theorem of Euclid" might not draw much attention, but one on "How to Change a Tire" is a sure hit. It gives wonderful opportunities for gesture practice, also.

Plan a program on "how to's" which are adapted to the interests of members. Here are some ideas for topics:

How to prune your rosebushes—  
—or apple trees—  
—or grapevines—  
—or prune trees—  
—depending on local interest.

How to sharpen a pocket knife—  
—or any other common tool.

How to paper the ceiling—and  
the walls.

How to paint your own house.

How to polish your car.

How to avoid accidents.

How to read a book.

How to wash dishes.

How to care for your lawn.

How to save money.

How to keep your credit good.

How to select a suit of clothes.

There are a dozen topics, any one of which will be of interest to your members when well presented. Observe that speeches on these topics can be fitted into anyone's *Basic Training* series, or into *Beyond Basic Training*, or into any program, regardless of what kind of "training" you call it.

Showmanship, gestures, voice gestures, vocabulary, the written speech, and especially speech engineering will enter into the speech, and if the speaker uses a bit of imagination and originality, he will be heard with enthusiastic interest. Someone may learn something from what he says. He may even learn something in the course of his preparation.

Such programs have been given with good results. Try it in your club.

### No Joke

*If, as a joke, a publisher would actually print all the manuscripts offered him, we would begin to appreciate the value of the things he actually does publish.*

—Boereenblatt fusr den Deutschen Buchhandel.  
Frankfort (Quote translation).

*The employer who shares his problems with employees discovers the age-old truth that you can buy head power and you can buy hand power; but you cannot buy heart power—and that is often the difference between the success or failure of any free enterprise.*

—President Clem D. Johnston.  
Chamber of Commerce of the United States.

## HOW TO

### DEVELOP POISE

1. *Remedy faulty education by reading, travel, and association with well informed people.* Our lack of poise is often due to our lack of confidence in ourselves.

Often unpoised people on the public platform are socially maladjusted off the platform. Analyze your feelings of inferiority and seek to remedy them. If you feel you lack travel experience, plan to remedy it. If you fear associating with people, force yourself to join organizations that put you in touch with others. If you feel inferior in your reading, spend a definite period each day with the printed word. A program of self improvement will induce poise.

2. *Keep your attitude positive and constructive.* These people in the audience want to be your friends. Think

### DEVELOP POWER

1. *Converse with the audience.* Pick out one or two people in your audience and address your remarks to them. Get a feeling for this response. Let the audience think the speech along with you. Think the speech as you say it. Enjoy your speaking as you do your everyday conversation. Be warm and sympathetic in your tones. Exercise power with your eyes, your gestures and posture.

2. *Tell stories about individuals who have overcome great odds.* Love people. Talk about persons. Make us proud to belong to the human race. Show the human spirit's power over death, hate, disease, wickedness, unhappy circumstance. We all yearn for spiritual power.

3. *Speak for a great cause.* Bind up what you say with the needs of mankind. Do not speak for any selfish gain. Think of others, not of yourself. Want the best for your audience. Appropriate power from great causes.

4. *Speak convincingly before your audience.* Believe in what you are say-

ing. To say anything you do not believe yourself is to be a public liar. Audiences are quick to detect the phony. There is no substitute for sincerity. There is no power in speaking technique without integrity.

5. *Get lost in your subject as you speak before your audience.* Forget yourself. Your preparation has immersed you in your subject. You are your subject. Hew to your outline, but if a thought strikes you that did not appear in preparation, do not hesitate to work it in. This top flight performance in using brilliant extempore insights will give you power. This is what the audience draws out of you. Fuse all factors powerfully together.

6. *Let yourself go before your audience.* Speak with abandon. Feel what you are saying. As you tell a story or relate an incident you may be deeply moved by it, a tear may well up in your eye. Do not be ashamed of this show of emotions. Feeling is a source of power. Let your emotions grip your audience.

7. *Remember you have met difficult situations before.* The speaking situation is not essentially different from many others you have met. You have a reservoir of experience, of resourcefulness to draw upon. Poise is developed by experience.

8. *The people before you are in the same boat.* The feelings of insecurity you sense are common to all mankind. These individuals before you would not be able to do any better than you. Why feel inferior? Think poise.

9. *Quit before the audience expects it.* Have your closing sentence memorized and go to it like a magnet. When you say that, sit down. Don't keep dragging your speech out. Gain poise by stopping promptly. Stand up! Speak up! Shut up!

10. *Let yourself go before your audience.* Speak with abandon. Feel what you are saying. As you tell a story or relate an incident you may be deeply moved by it, a tear may well up in your eye. Do not be ashamed of this show of emotions. Feeling is a source of power. Let your emotions grip your audience.

11. *Let yourself go before your audience.* Speak with abandon. Feel what you are saying. As you tell a story or relate an incident you may be deeply moved by it, a tear may well up in your eye. Do not be ashamed of this show of emotions. Feeling is a source of power. Let your emotions grip your audience.

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—By Prof. Lionel Crocker in "Vital Speeches."



## Among Our CONTRIBUTORS

**THEODORE ALLEN JOHNSON** (*Telephoning to Success*) is the founder of the Sell-O-Phone Workshop and senior associate with Sidney Edlund and Co. of New York City, Management Counselors. Ted started selling radio and newspaper advertising over the telephone in 1932 and today is considered one of the country's leading authorities on the use of the telephone. He is a charter member of Knickerbocker Toastmasters Club of New York City. . . .

**LESTER W. LINCKE** (*Expanding Your Platform Vocabulary*) of Chicago is in the retail field and at present in systems engineering for Goldblatt's Inc. In addition to Toastmasters, his chief interests are his son, captain of the University of Miami's baseball team, and a daughter at the University of Illinois. . . .

**H. E. (CHOC) WILKES** (*Caution: Words at Work*) is speech instructor for the Y.M.C.A. in Oklahoma City. He is also an artist and portrait painter. An active Toastmaster, he is now serving as Educational Chairman of Area 2, Dist. 16. He is also Public Relations Representative of the Choctaw-Chickasaw Confederation. . . .

**MELVIN SIKES** (*A Tailor-Made Challenge*) lives in San Bernardino, Calif., and is on the staff of the Sun-Telegram of that city. He is at present serving Toastmasters as Second Lieutenant Governor of Founders District.

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### PLAIN TALK

Many people do not have enough time; others have too much, and do not know what to do with it.

Now, there is just so much time in the world, but it is divided equally. No one has more time than someone else. The difference is, one person uses it wisely, and when so used, there is not enough of it. Another uses it unwisely, and wastes it, and finds too much on his hands.

Time goes this way but once. Each one of us can lay up a store of good deeds, convictions upheld, and kindnesses performed lovingly. Such accomplishments will endure in the hearts of those about us. Time cannot take them away. We can do nothing in the past; we can do nothing in the future. We have only the present moment. Now is the time; make it count!

---

#### Discovery

Of loud-voiced men I always  
had a certain fear,  
Until a blown-up bag  
Was crashed right in my ear.

#### This Way Out

When I have lots of things to do  
so many things on tap,  
I never mull around and stew,  
I go and take a nap.

—Lee E. Roeder



#### Question:

*How can we keep our members from leaving the club when they have been active three years or more? We are unable to keep their interest.*

*One thing I think is wrong is that we have too many "very poor" evaluations, especially when a newer member attempts to evaluate an older member. On this talk nearly all of the questions on the evaluation sheet were answered only "yes" or "no." The evaluation was useless to me, and disappointing, considering the time I had spent in preparing the speech.*

*What can we do to indoctrinate our members to give good, constructive evaluations? I think this is the reason we are losing our older members.*

#### Answer:

Your question about keeping members is not an unusual one. You mention poor evaluation as one of the difficulties. A man gets tired, after a while, of being told that "Aside from that, it was a good speech," and so he finds that he is not learning. The reason for poor evaluation is that many men do not realize that evaluation requires training, just as speech making does. If your club is not giving this training, it should check up on itself.

A careful study of the book, *Speech Evaluation*, will give any earnest student the solution. Such study should be made by individuals and by the club as a whole. When a man is made to realize that each evaluation assignment is a chance to make a short, well arranged and well delivered speech, he will cease to read the points on the evaluation sheet and say "yes" or "no" to each one. In the best clubs, such an evaluation, the reading of the questions, is counted a capital offense.

Another consideration which holds older members is the practice of assigning them to special duties in helping new members. Any man who has been in the club for a year or two should be able to give substantial aid to a new member, on the basis of past experience. These older ones should be appointed to improve evaluation. A special committee of three or five of the older members can be asked to plan and supervise the evaluation for a period of one, two, or three months, with good results.

There are some men who are compelled to drop out because of business changes, or because of new responsibilities taken on as a result of their Toastmasters training. We need not worry about these.

For those who drop out because they lose interest, there is usually just one thing the matter: the club's program. If the committees plan programs which have point and purpose and plan, and which offer incentive to progress while affording real enjoyment and entertainment, the men will keep their interest. Of course these attractive programs will be announced in advance so that all may know what is coming. To announce merely that Joe Smith will be a speaker is not inspiring, but to say that Joe Smith will discuss the traffic problems in Muskogee, with a solution, or that he will tell why the U. S. A. should get out of the United Nations, or that he will discuss the "crime" comics as a cause of juvenile delinquency, will stir up interest.

The program is the only thing you have to sell to your members or to prospective members. Make it good, and then advertise it in advance.



# New Clubs

## WHEN AND WHERE THEY MEET

- 574 BEDFORD, Pennsylvania, (D 13), *Bedford*, 2nd and 4th Wed., 6:00 p. m., Penn-Bedford Hotel.
- 1188 HURON, South Dakota, (D 41), *Congregational-Baptist*, every other Sun., 6:00 p. m., Congregational Church.
- 1233 SHENANDOAH, Iowa, (D 19), *Shenandoah*, Fri., 6:30 p. m., American Legion Country Club.
- 1776 DUGWAY, Utah, (D U), *Dugway*, Mon., 5:30 p. m., Easy Cafeteria.
- 1777 WARREN, Minnesota, (D 20), *Warren*, Thurs., 6:15 p. m., Hotel Warren.
- 1778 PATUXENT RIVER, NAS, Maryland, (D 36), *Mattapany*, 1st, 2nd and 3rd Tuesday, 11:30 a. m., 4th Tuesday, 7:00 p. m., Cedar Point Officers' Club.
- 1779 ATLANTA, Georgia, (D 14), *Peachtree*, Thurs., 6:30 p. m., Dixie House, 3166 Peachtree Rd., N. E.
- 1780 HONOLULU, T. H., (D U), *Palolo*, 1st and 3rd Mon., 7:15 p. m., Palolo Elementary School.
- 1781 SUMMIT, New Jersey, (D 34A), *Summit*, Thurs., 8:00 p. m., Summit YMCA.
- 1782 NEW LONDON, Connecticut, (D 31), *New London*.
- 1783 DALLAS, Texas, (D 25), *Dallas*.
- 1784 CORSICANA, Texas, (D 25), *Corsicana*, 2nd and 4th Mon., 7:00 p. m., Navarro County Elec. Coop. Bldg.
- 1785 PASO ROBLES, California, (D 12), *Paso Robles*, 1st and 3rd Mon., 7:00 p. m., Paso Robles Hot Springs Hotel.
- 1786 DALLAS, Texas, (D 25), *Wynnewood*, Fri., 6:00 p. m., Semos Restaurant, 605 Ft. Worth Avenue.
- 1787 SACRAMENTO, California, (D 39), *Knights of Columbus*.
- 1788 KANEOHE, MCAS, Oahu, T. H., (D U), *Clinton A. Phillips*, Mon. 11:30 a. m., Commissioned Officers Mess.
- 1789 WOLF POINT, Montana, (D 17), *Wolf Point*, Tues., 6:30 p. m., Sherman Hotel.
- 1790 CLEVELAND, Ohio, (D 10), *Mid-Day*, Mon., 12:00 noon, Union Commerce Bldg.
- 1791 LORAIN, Ohio, (D 10), *Lorain*, Alt. Mon., 6:15 p. m., The Castle-On-The Lake.
- 1792 AURORA, Illinois, (D 30), *Farmers*, 2nd and 4th Thurs., 5:30 p. m.
- 1793 GARDEN CITY, New York (D 34A), *Garden City*, 2nd and last Wed., 5:30 p. m., Retail Credit Co., 647 Franklin Avenue.
- 1794 IRVING, Texas, (D 25), *Irving*, Mon., 6:45 p. m., Lee-Lo Cafe.
- 1795 PORTSMOUTH, Virginia, (D 36), *Gosport*, 2nd and 4th Wed., 6:30 p. m., Albany Restaurant.
- 1796 GRAND ISLAND, Nebraska, (D 24), *Gateway*, Thurs., 6:15 p. m., Stratton Hotel.
- 1797 FT. WALTON BEACH, Eglin AFB, Florida, (D 29), *Eglin*, 2nd and 4th Mon., 4:30 p. m., Officers' Club.

## SPECIAL CONVENTION REGISTRATION

If this registration is completed and mailed to Toastmasters International, Santa Ana, California by June 21, your registration fee is \$4.00 instead of \$5.00 and your wife's is \$1.00 instead of \$1.50.

Please reserve Registration and event tickets for me as follows:

Quantity	Price
( ) Men's Registration — @ \$5.00 .....	\$ .....
( ) Ladies' registration — @ \$1.50 .....	\$ .....
* ( ) Tour to Knott's Berry Farm & Ghost Town for International Speech Contest in Wagon Train Arena — @ \$2.50 (Fri.)	\$ .....
( ) Ticket(s) Breakfast with the Founder — @ \$2.50 (Sat.)	\$ .....
( ) Ticket(s) Fun Luncheon — @ \$3.00 (Sat.)	\$ .....
( ) Ticket(s) President's Banquet — @ \$6.00 (Sat.)	\$ .....
Total .....	\$ .....
Less pre-registration credit—\$1.00 Man, \$5.00 Wife .....	\$ .....
Net Total .....	\$ .....

My check (make checks payable to Toastmasters International) for \$ ..... is enclosed. It is understood that my badge and tickets designated will be waiting for me at the PRE-REGISTRATION DESK at the HOTEL STATLER in Los Angeles, thus eliminating the delay and annoyance of standing in line.

Signature .....

(Please print)

Name ..... Club No. .... Dist. ....

Wife's first name .....

Mailing Address .....

City ..... Zone ..... State .....

Note: Reservations for rooms should be made on the yellow blank at the back of magazine

\* Tour to KNOTT'S BERRY FARM and GHOST TOWN includes visits to harbor and beaches enroute, and return to Statler Hotel following CONTEST. Cost of dinner is not included. You may choose from Knott's famous restaurants a juicy hamburger, a seafood delight, a farm style chicken dinner (the most popular), a buffet snack, or a delicious steak.

Tear out and mail to Toastmasters International, Santa Ana, Calif.

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Los Angeles Hotel Reservations are at a Premium,  
 especially in August

## MAKE YOUR RESERVATIONS N-O-W!

### 24th Annual Convention Toastmasters International August 17, 18, 19, 20, 1955

Hotel	Single	Double	Twin
*HOTEL STATLER	\$6.50-14.00	\$9.00-14.00	\$10.00-15.50
Extra bed in room \$2.50. No charge for child under 14 in room.			
MAYFAIR HOTEL			
1256 W. 7th Street	\$5.00-9.00	\$7.50-11.00	\$ 8.00-12.00
Special arrangements for children in room.			
COMMODORE HOTEL			
1203 W. 7th Street	\$5.00-7.00	\$7.50-9.00	\$ 8.00-10.00
Free parking. Courtesy breakfast. Children under 12, free.			
GATES HOTEL			
830 W. 6th Street	\$5.00	\$5.00	\$ 6.00
Three bed room special \$7.50			

\* Official Convention Hotel, Wilshire Boulevard at Figueroa.

NOTE: COMPLETE THE RESERVATION ON THE OTHER SIDE OF THIS SHEET AND MAIL DIRECT TO THE HOTEL OF YOUR CHOICE.

## IMPORTANT COMMENTS AND SUGGESTIONS

1. There are many fine hotels in Los Angeles and our members are at liberty to register wherever they please. Whenever possible it is considered desirable to reside at the Official Convention Hotel, however the hotels listed above should please those who wish to avail themselves of lower tariffs. They are all within walking distance of the Statler.
2. All suggested hotels are contiguous to adequate parking facilities.
3. Los Angeles is famous for its MOTELS ranging from good to super-deluxe, but most of these are far removed from Convention headquarters and therefore no list is included.
4. Maps, guides, transportation schedules, lists of tours and sight-seeing excursions will be supplied in your registration envelope at headquarters.

REMEMBER—Los Angeles is at the top of the popularity pole in August. Last minute reservations will be hard to get . . . so make yours now . . . directly with the hotel of your choice. Special attention will be given to all TOASTMASTERS applications.

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## In the Mill

### NOW IS THE TIME

... a challenge to *minds*

### BAROMETER OF SUCCESS

... you'll find it in language power

### SO YOU HAVE TO MAKE A SPEECH?

... here's how you start

### THE RIGHT TO QUESTION

... how far does it extend?

### BEFORE WE ADJOURN

Man is the only creature able to talk himself into difficulties which otherwise would not exist.

—English Digest

Fill in Tear out and mail

## APPLICATION FOR HOTEL ACCOMMODATIONS

To—

Hotel  
 Los Angeles, California  
 Address

24th ANNUAL CONVENTION  
 TOASTMASTERS INTERNATIONAL

LOS ANGELES, AUGUST 17-20, 1955

Please make the following reservation:

( ) Single with bath—rate \$ ..... persons—rate \$ .....  
 ( ) Twin beds with bath ..... persons—rate \$ .....  
 ( ) Special room requirements ..... adults, ..... children,  
 bed arrangements, maximum rate \$ .....

Arriving approximately ..... A.M. ..... P.M. Leaving ..... A.M. ..... P.M.

Room will be occupied by:

Name ..... Address ..... Club

Name ..... Address ..... Club

Check enclosed \$ ..... Signed ..... Address ..... Club

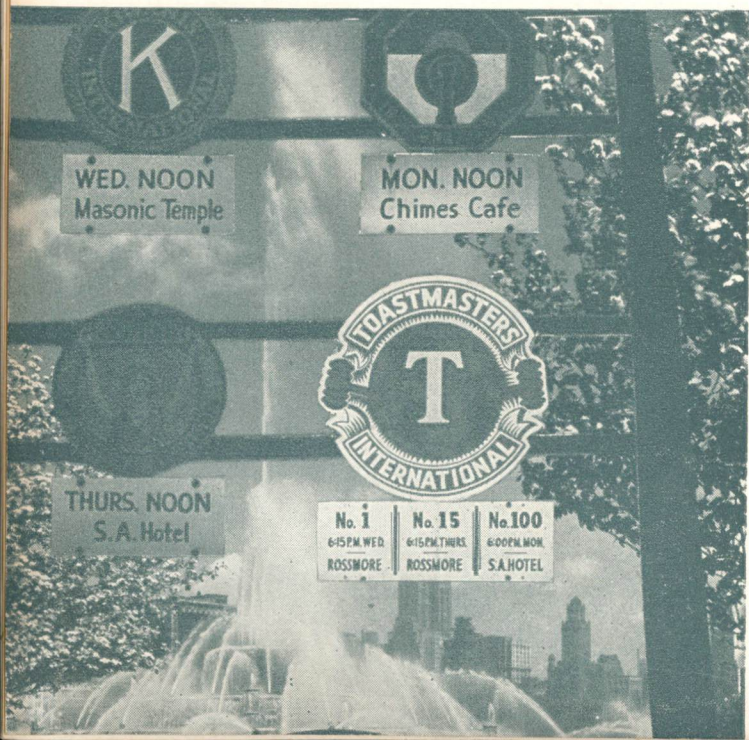
\$5.00 deposit required for each adult.

**IMPORTANT!** This application for hotel reservation must be sent directly to the hotel (Reservation Clerk) of your choice at Los Angeles. Fill in the hotel name in the upper left hand corner, tear out and mail.

Watch for Toastmasters Road Signs

## ON YOUR VACATION

THEY ARE EVIDENCE OF ENTHUSIASTIC CLUBS, PROUD  
OF THEIR ACHIEVEMENTS



IS  
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