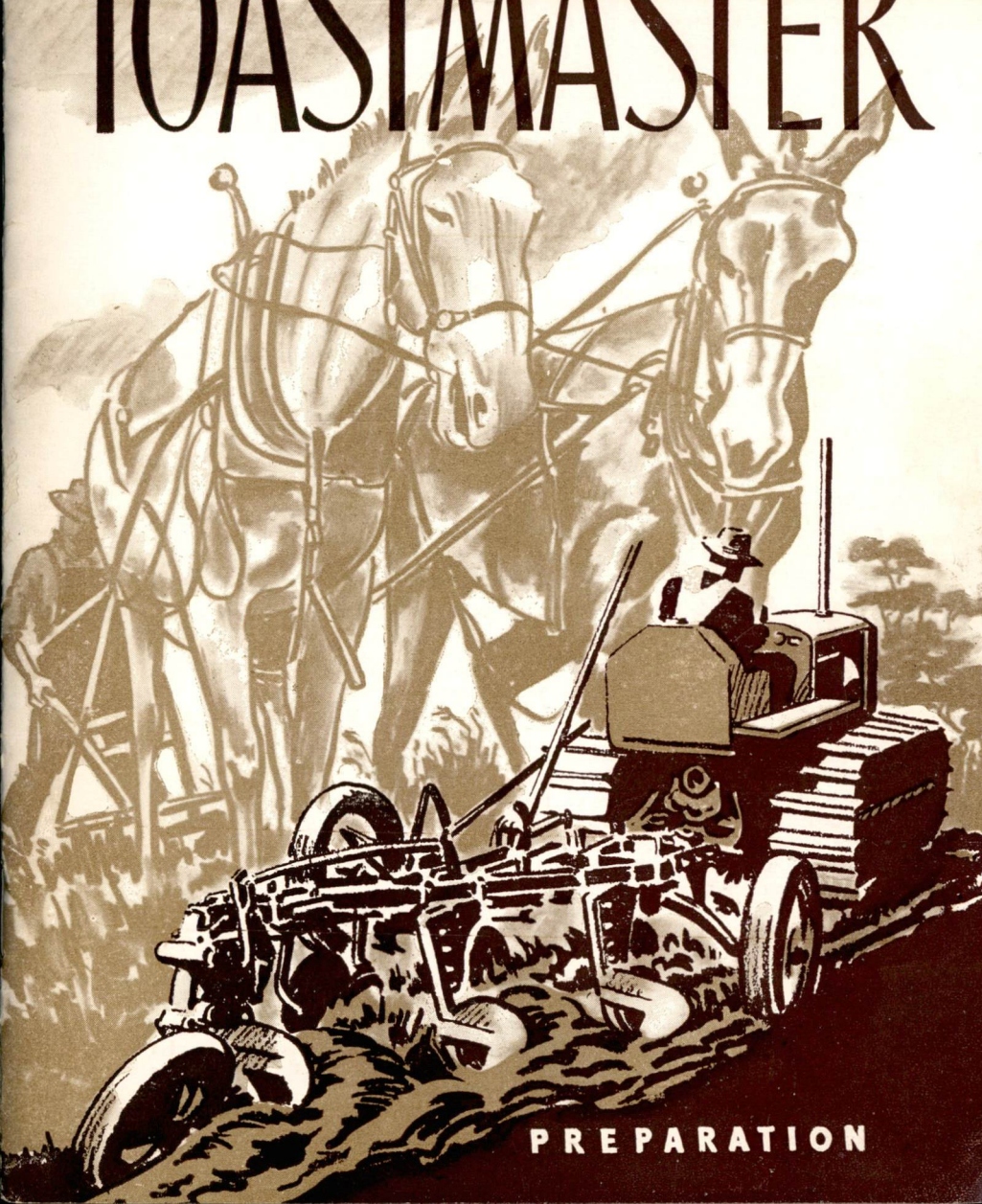


MAY, 1956

The TOASTMASTER



PREPARATION

EDITORIALLY SPEAKING

Faster and faster spin the wheels of progress.

Jet planes zoom over the highways that once were wagon trails. More and more products spill from assembly lines, from automobiles to vacuum sweepers. Automation replaces handwork and increases the tempo of production.

And greater and greater is the demand for skill in our accelerated world.

"Knowledge is power," declared the sage. True. The stream which rushes turbulently down from the mountain is also power. But until the stream is harnessed and made to turn the wheels and turbines of industry, it is power going to waste.

The mere accumulation of knowledge is not enough.

There was a time long ago when a scholar might sit in his ivory tower and take all knowledge as his province. During the black and troubled days of the dark ages, monks retreated into their cloisters

and kept alive a feeble spark of learning. But it took the rising sun of the Renaissance, its rays focussed on science, art, literature and travel, to usher in the modern world.

Knowledge must be *transmuted* into power. This can only be accomplished by the alchemy of communication.

Communication touches every phase of our lives. It is the medium through which we work, play, grow, achieve.

Our Toastmasters clubs are laboratories that help us to master the art of communication.

Whether we like it or not, the age of speed is upon us. We cannot turn back the clock, or apply the brakes to the wheels of progress. We must meet the world on its own terms.

Only by gaining a mastery of the art of communication can we establish and hold a steady place in our swiftly-moving world.

AMONG OUR CONTRIBUTORS

JOHN M. LAMPARTER (*Success Story*) is a charter member of two Toastmasters clubs in Indianapolis, Ind., being active in both No. 385 and No. 2000. A former governor of District 11, he is at present a member of the Board of Directors and chairman of the Public Relations Committee of Toastmasters International . . . **GEORGE A. RAWCLIFFE** (*Brainstorming*), a Toastmaster since 1951, was charter member and first president of Fall River (Mass.) Toastmasters No. 968. He is controller of the Dixon Corporation of Bristol, R. I., plastics extruders and molders . . .

WILLIAM C. RUCKER of Memphis, Tenn., is administrative vice-president of Memphi Club No. 949 and public relations chairman of District 43. He is promotions manager of TV station WHBQ-TV in Memphis. His *Do It Yourself* article was first given as a talk at the club's annual Christmas party . . . **CHARLES H. LEACH** (*The Finest Gift*) is correspondent, columnist and music critic for the Pawtucket (R. I.) *Times* and a free-lance writer and historian; active in the Pawtucket Toastmasters No. 1533, he is also a member of the educational committee of District 31.

The TOASTMASTER

For Better Thinking—Speaking—Listening

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

VOLUME 22 NUMBER 5 MAY, 1956

PRICE \$1.50 PER YEAR

Ralph C. Smedley—*Editor-in-chief* · Wayland A. Dunham—*Editor*

IN THIS ISSUE

PLOW YOUR FURROW DEEP—By Wayland A. Dunham	2
THE FINEST GIFT—By Charles H. Leach	4
DO-IT-YOURSELF KIT—By William C. Rucker	6
FEAR IS A FUNNY THING	11
INTRODUCTION TO BRAINSTORMING—By George A. Rawcliffe	12
CONVENTION GOSSIP	14
SUCCESS STORY—By John Lamparter	15
TENTATIVE CONVENTION PROGRAM	16
SOMETHING NEW—By Ralph C. Smedley	21
NEEDED—MORE FOOLS—By Gerard F. Doherty	22
FORCE OR PERSUASION	25
HOW TO DEAL WITH A POINT OF ORDER	26
COMMUNICATION—EMPLOYEE-MANAGEMENT—By S. Dan Daniels	27
BLOCKED—By Lucius W. Johnson	28

It's a Good Idea, 8 — What's Going On, 18 — How We Talk, 20 — Have You Read, 23 — You and Your Club, 24 — Word Clinic, 29 — Laff Lines, 31 — New Clubs, 32



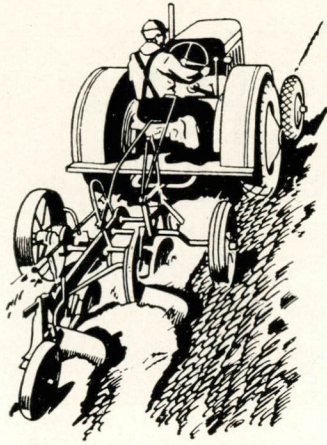
Address all Communications

The Toastmaster
Santa Ana
California

PRINTED IN U. S. A.

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 2085 active clubs, located in the United States, Alaska, British Crown Colony, Canada, Canal Zone, Channel Islands, Cuba, England, France, French Morocco, Germany, Greenland, Guam, Hawaii, Iceland, Japan, Philippines, Scotland, South Africa, South Pacific Islands, Thailand and Venezuela. Organized October 4, 1930. Incorporated December 19, 1932. First Toastmasters Club established October 22, 1924. HOME OFFICE—Santa Ana Community Center, 1104 West Eighth Street. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International. Published monthly at Santa Ana, California. Copyright 1956 by Toastmasters International. Name registered, U. S. Patent Office. Entered as second-class matter October 25, 1941, at the Post Office, Santa Ana, California; act of March 3, 1879.

MAY, 1956



If you would reap
a bountiful harvest . . .

PLOW YOUR FURROW DEEP

By Wayland A. Dunham

*"Oh, beautiful for spacious skies, for
amber waves of grain . . ."*

HAVE you ever crossed the country at harvest time, and thrilled to the undulating fields of ripening wheat, the tall rows of proudly tasselled corn? Harvest—the very word suggests plentitude and bounty—and fulfillment.

The American Indian, wise in the ways of forest and the hunt, reaped little or no advantage from the soil on which he lived. Many times tribes starved when the game was sparse, although the barely-touched soil could have yielded an ample supply of food. The crops they did raise were meager, and the ground was scratched only enough to cover the seed.

It is back-breaking work to plow a furrow as it should be plowed—good and deep, with the under soil turned over to be aerated and revitalized by the sun and rain.

Today the land which the Indian scratched with his inadequate stick

to reap his starvation crop yields an abundance. With the advent of scientific knowledge and modern equipment, broad acres once unutilized now feed a world.

In the field of speech, we are very much like the Indian. Our individual lot may seem devoid of all the natural elements necessary for a golden harvest, and we putter along, making excuses to ourselves because of the barrenness of our opportunities. We lack higher education . . . we are too busy trying to make ends meet . . . fate has pushed us into a certain groove from which we can never rise.

So we go along from day to day, wishfully dreaming of a time when Providence will intervene and place us exactly where we want to be. We continue to scratch the surface of our abilities instead of modernizing our equipment and plowing our furrow deep.

Maybe most of us are just plain lazy.

The example set by progressive farmers will bear emulation. If their land was poor and worn-out, they worked all the harder, saving their nickles and dimes for the day when they could buy more fertile fields and up-to-date equipment. They sent their sons to agricultural schools to learn better methods. They learned to cooperate with local agricultural agents, to catch water in reservoirs, to guard against soil erosion, to rotate crops—to plow their furrows deep. Today we are the breadbasket of the world.

As Toastmasters, we are a privileged group. It is not that some benevolent fate has decreed that we should partake of this great boon. Of our own free will we have taken the initial step. Regardless of ancestry, color, education or social position in the community, we have determined to improve ourselves.

This is the first step, and an important one. But equally important work lies ahead.

Psychologists tell us that repression is one of the greatest curses of man. The inability to express our thoughts, to communicate with others, can cause serious frustrations. Fear of ridicule paralyzes us; a sense of inadequacy seals our lips. We retreat into self-sympathy and the stagnation of the status quo.

If we would take full advantage of what our Toastmasters Club has to offer, we would discover 29 other men in much the same state as ourselves. Most of them experience the same problems and are striving for the same results. In our mutual effort toward self-improvement, we discover a fraternity of helpfulness and an ultimate ease in communication.

But we must not stop there if our real goal is to be attained. We must seek further for the greater goals that will bring business and personal advancement. We must learn how to confer and reason with others as a group; how to organize for accomplishment of goals; how to plan, direct and supervise the work of others, how to get things done, and, above all, how to think and evaluate and make decisions.

Toastmasters provides a laboratory for this work in its area, district and international officership structure. It can give to any man with the incentive to go to the top, a training course that cannot be found in any other organization.

It's up to you. You may coast along, scratching the surface of your field of endeavor, or you may plow your furrow deep and reap an abundant harvest.



"Good management," John D. Rockefeller once said, "consists of showing average people how to do the work of superior people."

—Quote

THE FINEST GIFT

By Charles H. Leach

THE finest gift a man can receive is that which gives him faith in himself.

When we first come into Toastmasters, we do so with misgivings, with conflicting emotions of hope and fear. When first called upon we tremble, stammer and blunder; we sit down and wish we hadn't come.

In a little while, we discover that the man next to us is neither better nor worse than we are. We learn that criticism is compounded equally of censure and praise. Pretty soon we begin to feel like a ham actor—grieved when we are not on every program and vexed when we can't give an encore.

There was an actor who decided that he had reached the ultimate in his art. He left the stage and became a brain surgeon. Then his big day came. A rare and dangerous brain operation was to be performed for the first time. Picture the scene—the crowded gallery, the breathless silence, and our hero, challenged, but undaunted.

When the last suture was tied, our hero stepped back, nodded, and began to draw off his gloves.

Then the gallery knew that they had witnessed a miracle of surgery. They burst into unprecedented applause.

And our ex-actor surgeon hero bowed to the gallery, replaced his gloves, and for an encore, went back and took out the patient's appendix. Once an actor, always an actor; once a toastmaster, always a toastmaster.

We come into a Toastmasters club to improve ourselves. We should not become frightened because older members have reached a high plane in their ability to speak. We should not be discouraged and impatient because we do not swiftly attain that ability. It is necessary to remember that there is no magic formula, no easy road to success. The ultimate height can be reached only by steady plodding onward and upward.

The men who conquered Mount Everest knew their task, its dangers and their own weaknesses. They did not work in reckless, impatient frenzy. No, they trained for years on other peaks, facing and combatting danger, defying man's most implacable foe—the forces of

merciless nature. And they won. Remember—he who would conquer the Himalayas must first learn to climb Stump Hill.

We learn by continued practice that a task is easy if we go at it hard. And we learn that quietly, almost without our knowledge, the men about us are giving us poise and posture, self-reliance without self-admiration, self-assurance without arrogance. As Edwin Markham said:

"There is a destiny that makes us
Brothers;

None goes his way alone,
And what we send into the lives
of others

Comes back into our own."

Of course there are setbacks. Sometimes we give our most magniloquent speech, with superb enunciation and intonation. And what happens? The evaluator says we didn't stand right, didn't smile at the right times, and put our hands in our pockets. We get mad. It's like buying a two-pants suit

and here comes a man who burns a hole in the coat. We wonder what they want, anyway—a speech or an act? A thoughtful discourse or an exhibition?

And through all this we learn that the best time to hold our tongues is the time when we feel we must say something or bust. Through all this tempering in the heat of enthusiasm and praise, and the quenching cold water of censure and disappointment, we find that we have finally become Toastmasters. We can bend without breaking, we are resilient, resonant and responsive.

Toastmasters will give us a faith in ourselves that is resolute, a faith that passeth understanding. With all our growing pride in this increasing power, we also find a humility that whispers to our innermost being, "I am not yet as good as I may become."

This is the gift that Toastmasters can give. This is the finest gift of all.



PRACTICE SPEECH ANALYSIS

TO GAIN skill in analytical listening, try to accustom yourself to making an outline of each speech you hear. When the subject of the speech is announced, figure out in your own mind what the speaker intends to accomplish. Make a note of it. Perhaps he will indicate his intention in his opening remarks. Certainly he should give some indication of purpose.

Note his opening. Note his first point, when he comes to it. Note each succeeding point, trying to distinguish clearly in your mind when he finishes one section and starts the next one. Try to be very clear about his conclusion—when it starts, and how it "concludes," and whether it stops at the right place. Then ask yourself if he "delivered" his message. Did he make the sale? Did he accomplish his purpose? Did he convince you?

The habit of analyzing the speech as you listen is one of the best ways to improve your own organization of material, and it is an excellent method for fixing in your memory information and ideas that you should remember.

—Bulletin TNT (Decatur, Ill.) Toastmasters.



Here It Is --

A DO-IT-YOURSELF KIT

By William C. Rucker

LADIES, are you looking for that perfect gift for your Toastmaster husband or boy friend, for birthday, anniversary, or Christmas? Rejoice! Your search has ended—right here.

By the time that this magazine reaches your mailbox, I will have patented a Toastmasters "Do-It-Yourself" Kit.

It contains eight valuable items.

Item No. 1 is a Butterfly Net. With one broad swoop it banishes those flutters that have plagued speakers ever since they began rising to the occasion. It also rids the stomach of palpitations, steadies trembling knees, and calms a shaky voice.

Item No. 2 is a Fog Dispeller. This is something like an atomizer. It clears the air and brushes aside the cobwebs so that one can say what he means in such a way that even the audience can understand it.

Item No. 3 is an Enthusiasm Pill. It contains a small amount of atomic energy. This pill is mild, but the user should be warned that

some flames will escape from his nostrils as he warms to his subject.

Item No. 4 is a Cheerer-Upper. This is liquid and comes in a small bottle. It is guaranteed to dissipate any notion that the fate of the earth hangs on the speaker's every word. It may even make him smile.

Item No. 5 is a Gesture Stimulator. This is a small electronic device in two parts. Placed under the speaker's armpits, it is timed so that if the speaker should talk for one minute without making a gesture, he will be shocked into doing so.

Item No. 6 is an Eye-Swisher. This is also an electronic device. Placed under a man's eyelids, it automatically moves his eyeballs to and fro, so he cannot go into a trance from staring straight ahead or at the floor or ceiling.

Item No. 7 I call the Uh-Shusher. It's a mechanical device attached unobtrusively to the body and connected with the nervous system. If the Toastmaster gets an urge to say "uh," the Uh-Shusher flies up and shushes him.

Item No. 8 is a Memory Prompt-

er. This too is electronic. It is worn as a head band and comes in all hair colors including bald. The Memory Prompter eliminates embarrassing pauses while your speaker tries to remember what comes next and at the same time does away with any need to read any speech at any time, under any circumstances.

There it is—a Toastmasters Do-

It-Yourself Kit, complete with Butterfly Net, Fog Dispeller, Enthusiasm Pill, Cheerer-Upper, Gesture Stimulator, Eye Swisher, Uh-Shusher and Memory Prompter.

Ladies, I confess I invented this just for me, but if you are interested in this kit for *your* Toastmaster, write me. I'll sell it cheap—because I need the money.



SUCCESSFUL RECIPE

- 1 meaty idea
- 1 well-ripened speaker
- 1 bunch of research
- 1 package each of enthusiasm, gestures, vocal variety and poise.

Carefully trim the idea of all extraneous material. Simmer for several hours in research. Remove the idea momentarily while you filter research through a fine cloth of discernment and good judgment. Add gestures and vocal variety to taste.

Divide the idea into several parts before combining again with research. Add well-seasoned speaker. Simmer for another hour. Before removing from fire whip up your favorite recipe of inspirational dumplings and spoon into the preparation.

Serve in generous portions, well garnished with humor, sincerity and enthusiasm.

This recipe will feed thousands if properly prepared and served.

MRS. TOASTMASTER'S PRAYER

My hands are so clammy, my knees are so weak,
I can't eat my dinner—Pop's going to speak—
Don't let him forget, God, please make him be good,
Please don't let him stutter, or turn into wood. . . .
Hooray! He's the winner—his speech was a hit—
I'm an ideal wife—wasn't nervous a bit!

—Mrs. Don Thomas

THOUGHTS TO REMEMBER—When Dwight Morrow was asked the secret of his success in dealing with others, he replied, "I never judge anyone until I discover what he would like to be as well as what he is."

It's a GOOD IDEA!

✓✓ Table Topics Noted

A switch in table topics that was just exactly that, was used recently by the Tyler (Texas) Toastmasters. Topicmaster Nall came armed with a number of newspaper clippings, each sufficient to provide material for a speech. He gave one to each participant, instructing him to prepare notes for a two-minute talk on the subject of the article. The notes were then passed to another member, who made a talk based on the notes. This gave a double-barrelled practice session, for both extemporaneous speaking and note-taking.

✓✓ Super Selling

If you chance to have two automobile salesmen in your club, have them take turns in trying to sell the Topicmaster on their respective cars. One club we have heard from had the fellows make their sales pitches simultaneously. The result was hilarious as well as extremely competitive.

✓✓ Passing the Ball

In keeping with the season, the Knights of Columbus Toastmasters of Dayton, Ohio, staged a "football evaluation." Elmer C. Hodwath, who is also Area Governor, prepared the various plays: the kick-off, or opening, the good and weak points of each team, the fumbles, the plays which the quarterback should have called, and the final score. As chief evaluator, he passed a football to each critic, who held it while he spoke for two minutes, then passed it to the next critic.

✓✓ When Your Number Is Called . . .

Toastmasters of the Sunrise (Phoenix) Club, arriving for a so-called "mystery" meeting, were so intrigued with the party hats they were given to wear, that they failed to notice an inconspicuous box in the corner. Each cap bore a number, whose significance was un-

guessed until the meeting was underway and the box began to speak . . .

"Number 26, you will please rise and discuss the reasons why the Communist philosophy should or should not be taught in our high schools . . ." and the show was on.

It was all done with a tape recorder and imagination.

✓✓ No Inhibitions

On some special occasion (if guests are present the President should be very careful to explain) there is a therapeutic value in letting down your hair and holding a "Do What You Jolly Well Please" meeting. For instance, you can—

1. Recite your favorite poem.
2. Let go with gestures and special voice modulation.
3. Give a singing commercial on your company's product.
4. Read a three minute essay.
5. Give an educational talk as you believe an educational talk should be given.
6. Make a three-minute speech on your pet gripe.
7. Speak your mind on some political subject.
8. Constructively evaluate some unnamed member.
9. Give a general evaluation of the club as a whole.

Take your choice. You have 3 minutes to put it over.

Suggested by the Union Carbide Toastmasters, New York City

✓✓ If I Were Rich

Eldorado (Sacramento, Calif.) Toastmasters had an extremely interesting topic session on this subject recently and recommend it to other clubs to try. It brought out the personalities of the various members to the nth degree and to wise observers gave direction to their future development as Toastmasters.

The subject was: "What I would do were I to find myself suddenly rich."

✓✓ Happy Birthday

We are still kids, all of us, and a bit of special attention at club meetings warms the heart, whether or not the recipient shows it.

Here's an idea: by some device discover the birthdates of all the members. On the meeting night of the week in which one or more birthdays occur, provide a frosted cupcake with one tiny lighted candle and present at dinner with all standing and singing the usual salute.

Do this whether or not the honoree is present. If he isn't there, it may make him a little bit ashamed of himself.

✓✓ Speak Up

When the Bartlesville (Okla.) Toastmasters felt that two of their members were having trouble in talking loudly and distinctly enough to be heard, they decided to afford them the opportunity to practice—simultaneously. The two men were assigned the same subject, pro and con, and instructed to speak at the same time, both standing at the lectern. Both had to double their volume in order to be heard, and the practice proved to be thoroughly effective.

Other effective practices of the Bartlesville club include exchanging criticisms with other clubs in the vicinity and having their wives do the entire evaluating at a Ladies Night program.

✓✓ Selling By Slogan

This one comes from Toastmaster Gerald S. Lietz, of the McKinley (Champaign, Ill.) Club:

"At a recent club meeting we evoked an interesting and stimulating response by using 'name brands' as our topics. Each speaker was given an advertisement clipped from a magazine and folded so that the speaker saw only the slogan and not the name of the advertised product. The speaker had to assume the name of a product that might apply to the slogan, and within the allotted time, sell this product. At the conclusion, the product's name was revealed. This made for a different table topic and stimulated the 'super-salesman's' ability to sell a slogan before knowing the product. Try it sometime!"

✓✓ Make It Funny

Since the Editor seems to be projecting himself into things this month, he dares to make one further suggestion: Namely, "Put as much humor into your table topics as possible. Study your participants and intrigue each member who has a sense of humor with a subject that he may approach humorously. It will pay dividends."

✓✓ It's A Date

Toastmasters International Annual Convention in Detroit, August 22-25 incl.

✓✓ Special Meeting Night

Members of semi-monthly Clubs who feel they do not have sufficient opportunity to give their Basic Training speeches, may now take heart.

Tittabawassee Toastmasters of Midland, Michigan, seem to have solved the problem. They set aside the third Monday of each month as *special meeting night*. No dinner is served and no business is transacted. It is strictly a *speaking night*. A volunteer Toastmaster is chairman of the evening. Any member may speak by prearrangement with the chairman. Critics are chosen from the audience. Guests are welcome.



Start now planning your Summer Program.

✓✓ Philatelists

Topicmaster Earl Walters of the Columbia Empire (Portland, Ore.) Toastmasters, turned to his hobby of stamp collecting for a subject. He gave each speaker a stamp, and asked him to describe the stamp and give the history behind the person or event it commemorated.

✓✓ Simultaneous Debate

We have all tried the old stunt of having two speakers "going at it" at the same time, but here is a new slant.

At table topics divide the panel into pairs and hold a series of two minute debates on a subject that can arouse strong feeling on both sides. It is well to balance the abilities of the teams so that strong speakers will be matched with other powerhouses and less experienced members will vie with others in their class.

Both will speak at the same time and the winner of each twosome will be the one most effectively presenting his argument.

✓✓ Parliamentary Scripts

Seldom do we inject an editorial comment into these pages of *Good Ideas*, but during the last month we have received no less than fifty club bulletins, mentioning specifically the real value found in the use of the official parliamentary scripts 1360 and 1361 SPP (see TM price list). It would seem that there must be something very valuable in these publications. Why not investigate?

✓✓ Shakespeare Strides Again!

In considering programs which would be helpful as well as novel and interesting, Fall River (Mass.) Toastmasters decided that they needed practice in reading, vocal variety, gestures, and dramatic appeal. Because of the wealth of soliloquies with dramatic appeal, Shakespeare was chosen as the vehicle. Each member was told to prepare a three minute passage to be read at the next meeting. Prior to the reading, the member was to place the audience in the proper setting. The reading was

to be appropriately dramatic, and a tape recording would be made.

Educational Veep A. J. "Dit" Dittami writes: "For the first time in recorded history poor Caesar's funeral became a farce and the bloody hands in *Macbeth* suffered from leukemia. Selections were varied. In addition to the aforementioned, we had a number of selections from *Hamlet* including the famous "To be or not to be" and the advice on public speaking, "Speak the speech, I pray you" . . . *Midsummer Night's Dream* and *Two Gentlemen of Verona* also appeared.

"Everyone of us felt that we had had not only an enjoyable time 'hamming it up,' but also that it was a two-fold education—speechcraft and a good review of Shakespeare.

"We hope Shakespeare forgives us."

✓✓ This I Believe

The public press is full of this subject. Just what do you believe?

Friends in close communion as in a Toastmasters club, may very well discuss this subject. If you throw down the challenge the next time you are Topicmaster, the resultant experience may be very worthwhile—and perhaps a bit surprising.

✓✓ On the Spot

George Collins of Navesink (Fair Haven, N. J.) Toastmasters, when called upon at the last minute to fill a vacancy as Toastmaster, took the assignment in stride. Instead of racking his brain for subjects, he calmly passed each member a blank slip of paper, and instructed him to write a challenging topic for the man at his left.

This form of table topic is not recommended for general use, but the idea is worth filing away for a time when such an emergency arises.

Advice on Diet

When you feel a surge of angry words,

A pretty good way to treat 'em
Is to hurry up and swallow them
Before you have to eat 'em.

FEAR is a FUNNY THING

JUST what is fear, anyhow? We all have it in varying degrees. Some of us have it so much that we become speechless—breathless, dry-lipped, thick-throated.

Yet psychologists tell us that our greatest fear is the fear of being afraid. Our mental processes go something like this: "I know I'm going to be afraid, so I'm afraid right now. I don't want to be afraid, so I'm staying put."

Of course the trouble with staying put is that you don't go anywhere.

Now, it has been proved over and over again that fear can be conquered, or at least subdued. But how do you go about this subjection?

The army had a fancy name for it—"Battle Familiarization." In the safety of a training camp they simulated a war, complete with bullets, artillery flashes, dive-bombers, everything. The first time you went through it you felt like a man with St. Vitus dance and the seven year itch. But with each exposure the ordeal became less severe.

Now where can you find a nice quiet training camp for effective speaking? Right you are the first time—Toastmasters! Instead of bullets you have a critic who is trying to give you audience impression. Instead of the noise of artillery you have the listeners themselves. Instead of a dive bomber you have a sharp Topicmaster.

But like the army training camp, nobody shoots to kill. Everyone is trying to help you subdue that fear.

The key to the success of battle familiarization was exposures. The more meetings we attend, the more assignments we take on, the easier it all gets. And soon, surprisingly soon, comes the day when you wonder just what it was that dried up your tongue and turned your knees to jelly.

When the time comes that you can speak effectively, you'll find a new world at your feet. Like Monte Cristo when he surveyed his treasure, you will be able to say "The world is mine!"

Word for the month: Albert Schweitzer once said: "One thing I know—the only ones among you who will be really happy are those who have sought and found how to serve."

INTRODUCTION

— to —

BRAINSTORMING

By George A. Rawcliffe

HAVE you ever been present at a meeting that was stymied for want of a good and worthwhile solution to a problem?

Have you ever attended a conference where personal criticism, jealousies and invective absolutely prohibited any constructive progress?

Have you ever wished that you could offer a method to a group that would make their deliberations more productive?

Of course you have—and fortunately, the solution is quite simple. You can set the stage so that any group can produce *new and creative proposals*. Here are the basic principles of this skill, which is known as “brainstorming.”

A prime weakness in humans is that we are inclined to over-emphasize *judicial thinking* and practically ignore *creative thinking*. The judicially-minded business man is constantly rating his fellow-

employees on the basis of the man who makes the fewest mistakes—not the man who offers the most creative ideas.

Creative thinking, on the other hand, shoots wild from the start and concerns itself only with producing new ideas—not reasons why they won't work. This production of new ideas is the process we term “brainstorming.”

Characteristics of a good brainstorming group

The best number for such a group appears to be between five and ten. It is well to mix brass and rookies. Included in the group should be at least two good self-starters.

Allow no criticism. This may be a jolt to Toastmasters, but we are trying to create ideas, not to develop perfection in a specific art. Welcome wild suggestions—the crazier the better. Try for quantity

Every creative thinker should familiarize himself with this modern method of problem solving.

of ideas. The more ideas you have to work with, the greater the likelihood that you will get some good ones.

This is the area where judicial thinking usually fails. Too close an examination of each proposition with a balanced judging of pros and cons can easily stifle the flow of ideas necessary for successful brainstorming. Welcome the wildly improbable suggestion as well as the carefully possible one. Sometimes the idea that seems at first glance most far-fetched and fantastic turns out to be the most workable and productive one of the lot.

Attitude

Your attitude during a brainstorming session is of great importance. First, *avoid a perfectionism complex*. Take things for granted. Recognize that the easiest way to create good ideas is to release the poor ones first. Second, *create the atmosphere of a picnic*. You are all sparring mentally and are going to have fun at it. If this attitude is created at the outset of the meeting, you will find that it will not be necessary to ask for or coax for expressions and ideas. They will come spontaneously and fluently.

Why is this type of session productive?

If you had a choice of attending an old-fashioned “gripe” session or the one described above, which would you choose? We believe that unhesitatingly you would select the latter.

Why does this type of environment aid, abet and cultivate more creative ideas?

First, it is based on a sound psychological factor known as “social facilitation.” You are creating an atmosphere in which the human mind enjoys working. It is an atmosphere which has entirely eliminated that fear of rejection that so often causes an idea to wither away unspoken.

Experiments have proved that free mental associations on the part of a group of adults working together are between 65% and 93% more effective than solutions arrived at by men working alone.

Second, rivalry is stimulated. Competition proves a spur to the production of creative ideas.

It may be helpful to consider some of the places where this brainstorming principle has been successfully applied.

A firm which has received much publicity during the past year is the Arthur D. Little Co. of Cambridge. They are management consultants with particular emphasis on technical problems. In their practice, they assemble a group containing such skilled experts as an electrical engineer, a physicist, an economist, and others. Results obtained have made them most enthusiastic in their endorsement of brainstorming.

The greatest group of practicing brainstormers are undoubtedly the advertising agencies. Alex Osborn of Batten, Barton, Durstine and Osborn has said. “Can a squad produce ideas? The answer is *yes*. Properly organized and run, a group can be a gold mine of ideas.”

(Continued page 23)



CONVENTION GOSSIP

▣ Believe it or not—Toastmasters who attend the Detroit Convention this fall can go abroad for 15c. This cheapest of all foreign travel, between Detroit and Windsor, can be enjoyed without red tape or delay. The trip by tunnel bus from one nation to the other takes just five minutes.

▣ Native-born citizens need only their driver's license to identify them. Naturalized citizens must show their papers; resident aliens, a border crossing card.

▣ You do go through customs, of course, but it is generally just routine. At the border you are asked your name, where you were born, where you are going, the purpose of your visit and how long you plan to stay.

▣ United States citizens returning from Canada where they have visited for less than 48 hours, may bring back duty-free merchandise not to exceed \$10.00 in value. If the Canadian stay has been in excess of 48 hours but less than 12 days, the allowance is increased to \$200.00. A visit of 12 days or more hikes the duty-free allowance to \$500.00.

▣ Canada, because of its tariff structure, attracts shoppers for fine linens, china, woolens, diamonds.

▣ Money is in the same denominations in Canada as in the U.S. You need not go to the trouble of exchanging your U.S. dollars for Canadian, as in most border areas there is a mutual acceptance of either on both sides of the line.

▣ Surprising as it may be, Essex County, Ontario, across from Detroit, lies wholly or partially south of 22 American states. It also may come as a surprise that tobacco is one of the principal crops. Windsor is the only port of entry into Canada where the visitor travels south to cross from the United States. (Windsor is due south from Detroit, across the Detroit River.)

▣ Warning to Toastmaster husbands: It might be a good idea to extract from your wallet such funds as you feel are wisely expendable before crossing to Canada—the balance to be deposited in the hotel safe pending your return. Rumor has it that U.S. wives have been eagerly awaiting the time when they would visit Canada and bring back that dinner service of their dreams.

SUCCESS STORY

... he had everything but—

By John M. Lamparter

GEORGE was a young man of sterling character. He was healthy, ambitious, and had an excellent education, attested by two degrees from a leading university. In early life he had acquired a trade, at which he worked to pay his expenses while he was in college. He had a lovely wife and three delightful, healthy sons.

George was not lazy. He liked his work and he liked the firm for which he worked. He was never late, and was always glad to stay overtime when necessary.

All this sounds like the beginning of a wonderful success story, doesn't it? But wait!

There was one high hurdle to be cleared.

George was shy and a poor conversationalist. His good personality traits were not easily apparent. He avoided people because he could not be at ease with them. He couldn't have dressed an idea in attractive words for presentation to a group any more than he could have made up a TV actress for the camera. He made a negative im-

pression on almost everyone he met.

The boss called George on the carpet. He talked to him plainly and bluntly. George had no future whatsoever either in the department or in the company, said the head man. George wasn't exactly fired, but he got the impression that it would be a good idea to start scanning the "Help Wanted" sections.

In fact, George was low man on the totem pole in a department of 300 people.

Then George joined a Toastmasters Club. His improvement in speech, bearing and personality was so noticeable that the boss postponed the termination notice.

George continued to improve. He became active in his club, area and district. Over the years he has made substantial contributions to Toastmasters and few men have received greater benefits from the organization.

Today George heads that department where he wasn't making the grade. It has grown to nearly 1000 employees.



TENTATIVE PROGRAM

DETROIT CONVENTION

Theme: "WHEELS OF PROGRESS"

MONDAY BUSINESS AND FELLOWSHIP SESSIONS OF
August 20 THE BOARD OF DIRECTORS.

through FELLOWSHIP DINNER FOR INTERNATIONAL
 DISTRICT OFFICERS. (Tuesday evening)

WEDNESDAY DISTRICT OFFICERS' TRAINING SESSIONS
August 22 AND LUNCHEON. (Wednesday)

THURSDAY * SCHEDULED RIVER BOAT TRIP TO BOB-LO
August 23 ISLAND in the Canadian zone of the Detroit River.
 This is the place where Detroiters go and have
 fun. (Morning)

REGIONAL SPEECH CONTEST ELIMINATIONS.
(Morning)

OFFICIAL OPENINGS OF CONVENTION, BUSI-
NESS SESSION AND ELECTION OF OFFICERS.
(Afternoon)

INTERNATIONAL NIGHT (evening) . . . featur-
ing Toastmasters from clubs all over the world. The
evening will be climaxed by a presentation by the
man who is considered to be the best speaker in all
Canada, Mr. John Fisher.

FRIDAY * BREAKFAST WITH THE FOUNDER . . . This
August 24 has become one of the most popular sessions of
 the convention and should not be missed by any
 Toastmaster. Facilities are limited and tickets
 should be reserved at time of registration.

(First Educational Session) DYNAMIC APPLICA-
TION OF TOASTMASTERS TRAINING . . . An
executive appraisal of Toastmasters potential . . .
How to apply officers' training to political service
. . . How to testify before government committees
commissions, boards of investigation or inquiry . . .
Basic patterns for planning business administration
and advancement . . . Make your plan . . . Put your
plan to work . . . Try guiding your plan by remote
control . . . Results are what count.

SATURDAY
August 25

* FUN LUNCHEON (Noon)

* SCHEDULED TRIP TO GREENFIELD VILLAGE
AND THE HENRY FORD MUSEUM. (Afternoon)
Both of these are unique and are world renowned.
No trip to Detroit is complete without a visit to
these two spots which so interestingly present the
Americana story.

INTERNATIONAL SPEECH CONTEST (evening).
to be held in the ballroom of the Statler Hotel.

(Second Educational Session)—(Morning)—THE
CLUB IS THE KEY TO PROGRESS—Using your
training in the community: P.T.A., Service Clubs.
Youth work, etc. . . . Training ground for commu-
nity progress—how to manage verbal conflict . . .
Your plan for life . . . The community TOWN HALL
. . . Management and leadership opportunities . . .
The Toastmasters plan of development . . . Chal-
lenging club programs . . . Variety and appeal in
presenting educational club programs . . . Toast-
masters underlying theme of community and indi-
vidual service.

(Third Educational Session) — (Afternoon) —
TOASTMASTERS AS INDIVIDUALS—Family rela-
tions—a better husband and father . . . Your plan
for life—the importance of a personal philosophy
. . . How to develop a better sense of humor . . . The
secret for providing a progressive schedule of
growth . . . Learning to face life's challenges by
"thinking through" . . . Acquiring abilities of analy-
sis and decision . . . Set goals and deliver . . . Make
self expression effectual . . . Know what you want
to say and say it . . . Bring humor into your speeches
. . . Sell yourself first and then your audiences . . .
Be sincere.

* HOSPITALITY HOUR. (Evening)

* PRESIDENT'S BANQUET. (Evening) As in all
conventions this is the high social point which all
Toastmasters in attendance plan to include in
their schedule. It is the time when the retiring
President sings his swan song and the new chief
executive makes his promises of superior per-
formance. If you would be there (and you
should), make your reservations early.

* PRESIDENT'S RECEPTION . . . A chance to meet
your International officers and wish them God-
speed.

(Convention Adjournment)

'WHAT'S GOING ON.'

Scholarship

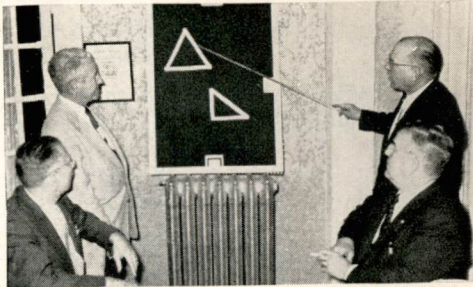
Toastmasters of the Mission (River-side, Calif.) Club were pleasantly surprised when the club was presented with a check for the amount of a paid-up membership to be awarded to some deserving young man of the club's selection.

Donor of the gift was Mr. Ben Johannsen, who being unable himself to take advantage of the benefits of club membership, desired to afford the opportunity for someone else to do so. "Toastmasters," he said, "have the foresight and determination to carry out this self-improvement program."

Eye-Catcher

Toastmasters clubs frequently use the device of providing a window display to advertise their meetings. But Milton Levy, past-president of the Sierra (Fresno, Calif.) Toastmasters has gone one step further in dramatic showmanship. In addition to Toastmasters materials, the window offers a well-dressed mannequin (borrowed from a department store) standing behind a lectern, providing a graphic portrait of a Toastmaster in action. The eye-catching display resulted in much favorable publicity.

Indispensable



Past International Director Gordon Merrick is shown demonstrating the use of a flannel board to District Governor Hal Carper and officers of the Acacia Toastmasters Club in Denver, Colo. "No progressive club should be without such a useful piece of equipment," was Merrick's thesis. According to Governor Hal, he was most effective in selling his idea.

Chief Smoke Eater

Los Angeles has a new Fire Chief. His name is William Miller. He is a Toastmaster—a charter member and still a very active participant of Metropolitan Club No. 1570, Los Angeles, Calif.

What is so unusual about that? Nothing! Many Toastmasters have risen to the top in a hurry. The truly interesting phase of this story is that of the top six men eligible for appointment as Chief, five of them were Toastmasters and all were members of the Metropolitan Club.

Let one might think this was just a fortuitous circumstance, it is interesting to note that last year, when examinations for the position of Assistant Chief were held, four out of the first five eligibles were Toastmasters.



THE TOASTMASTER



Picnic

Speaking in the open air is excellent for voice development, and a picnic is a great producer of good fellowship. These conclusions were reached by members of the First St. Paul (Minn.) Toastmasters at their successful summer meeting series.

Photo shows President Ed Kauck introducing Topicmaster Harold Wingfield, while a hired caterer, box in hand, continues to serve the dinner.

District One to Subdivide

The tremendous growth in number of clubs and in activities of District One (Los Angeles and environs) has climaxed in a decision to subdivide into three smaller Districts to be numbered 50, 51 and 52. Although one of the smallest Districts in area, District One at present numbers over 100 clubs with a membership of about 3,000. Decision to subdivide came after a year-long study and investigation of the Council, and was brought about by the Officers of the District under Governor Paul Hornaday, as best serving the interests of the rank and file member, Joe Toastmaster.

If approved by the Board of Directors the new districts will come into being on a provisional status on July 1, 1956.

Professional Experience

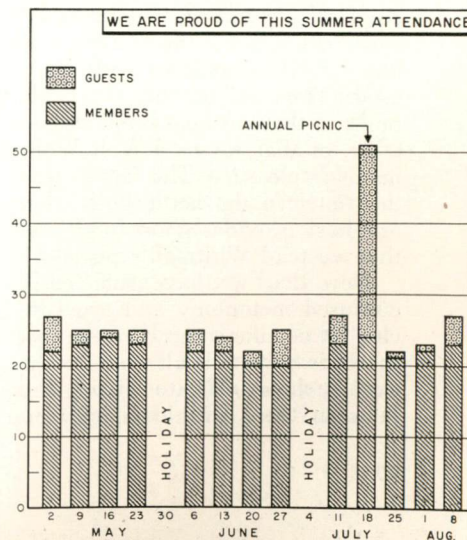
Last October, the Bert Mann Toastmasters Club (St. Louis) was appealed to by a staff member of the local Y.M.C.A. to help with their "Travel and Adventure Program." He asked for ten volunteer Toastmasters to introduce ten different professional lecturers over a period of five months. Each of these lectures was held in a large high school auditorium with an average attendance of 300 people. Of course the Bert Mann Toastmasters jumped at the chance. It has proved extremely rewarding, not only as a chance for gaining experience in introducing professional speakers to large audience, but as good public relations for the club itself.

Summer Does It!

Were you to ask any officer of Club 406 of Richland, Washington, how they can maintain the same high tempo and place within the top ten, year after year, in the International "Club of the Year" competition—he would probably point to the Club's summer program and say: "That's one of the big reasons—summer's the time we really strut our stuff, try out all sorts of ideas, meet in all kinds of unusual places, have as our guests fellows who couldn't be enticed into a regular meeting—"

"Then comes September, we're full of enthusiasm (and usually a full membership)—ready to start out on the fall and winter season without having a reorganization program on our hands." See chart.

RICHLAND TOASTMASTERS CLUB No.406



MAY, 1956



HOW WE TALK

Figuratively Speaking

Synecdoche and metonymy are forms of indirect statement in which a part of an object or something associated with the object is used as a symbol of the thing itself.

The word *synecdoche* is a Greek word which literally means "to take up together." It may use the whole for a part, or a part for the whole. We speak of the "paper" when we really mean the newspaper, or we mention a "good house" when we speak of the attendance at an entertainment. We say of a motion picture that it is "screened" instead of saying that it was projected on a screen. The latter might be classed as an example of metonymy, for that is the form in which not the literal word, but a word associated with it, is used. Thus we say that the kettle boils, or that our host keeps a good table, or that we read Walt Whitman for pleasure. The fact is that the water in the kettle boils, that our host provides good food, and that we read Whitman's poems.

Now that we have sufficiently confused metonymy and synecdoche, let us take comfort in the fact that it is quite difficult even for the expert rhetorician to distinguish between them with complete cer-

tainty. Just bear in mind that when you say, "Our company can muster eight hundred rifles," or "When we heard him, we knew that we were listening to a great mind," you are dealing with one or the other of these figures.

Personification

When we endow an inanimate object or an abstract idea with human qualities, we use the personification figure of speech.

This figure is frequently used in the Bible. In the Book of Proverbs, wisdom is usually personified, as when we read: "Length of days is in her right hand, and in her left hand riches and honor."

When "the earth cries out," or the Goddess of Liberty speaks, or the flag is credited with a soliloquy, or the Ship of State delivers an oration, that is personification.

Whether to class Mickey Mouse as a personification is a point which may be debated, since he is not an inanimate object. To personify may mean to be a striking example of some characteristic or quality. Thus we may speak of "caution personified" when we wish to be very emphatic.

Perhaps we have delved as deeply as we need into the maze of figurative speech. Certainly we can see that figures of speech are a vital part of our talking, and that we need to make our figures as attractive as possible.

There is one more high-sounding classification which we should not overlook: *onomatopoeia*. Let us conclude this series next time by discussing this one, which takes us farther into the field of semantics along with our rhetorical research.

Don't be afraid to try

SOMETHING NEW

By Ralph C. Smedley

IF IT hadn't been for Columbus, where would we be?

You can afford to try almost anything once, if it promises to give desirable results. Experiments point the way to discovery. Here is an experiment you can try in your club without taking any serious risks. It may lead to something good.

Two weeks in advance, name a speaker and his subject, and at the same time, appoint his evaluator. Instruct these two men to work together.

At least twice during the interval between appointment and the delivery of the speech, they should get together for conference. The speaker will discuss with his critic the treatment he plans for his subject. He will not attempt to rehearse the speech in full, but will ask for suggestions.

He may say something like this: "I am planning to reach a conclusion in this fashion. . . . That is, my definite purpose is to . . . What do you think of this for an opening? . . . I have selected three points to discuss. They are . . ." And so the exchange of ideas will proceed.

As they talk over these matters, ideas will occur to both men, and suggestions will be exchanged. The evaluator will find opportunities to

mention certain weak points in the speaker's delivery, and perhaps he will call attention to certain good points as well, advising less of the bad and more of the good.

When the appointed time for the speech arrives, both men will be keenly interested in the product of their joint effort. Perhaps the speaker will excel his previous efforts. No doubt the evaluator will commend him for improvement, yet call attention to further improvements to be made.

Both men will share in the satisfaction which comes from a task well done. Both will gain definite benefits.

For a first trial of this plan, it is well to choose two dependable men, one of them an experienced Toastmaster, and the other more on the novice side. It is better to try it on a small scale. Then, if it has worked well with one pair, try it on an entire speech program.

Don't force it on anyone who is unwilling. Demonstrate it a few times, and most of your members will beg to get in on it.

If you want a name for it, call it "cooperative construction," or "continuous evaluation." Try it, and then report results to the Editor, if you please. Maybe there is something good in this for all of us.

NEEDED - MORE FOOLS

By Gerard F. Doherty

REMEMBER the butterflies in your stomach and the general queasiness you felt when you were about to make your first speech? Of course you were afraid—afraid of making a fool of yourself. Still you had the courage to get up and speak. You took the risk because you had the moral strength and determination to subject yourself to criticism and even ridicule in order to become a better speaker.

Others might have thought you a fool. You yourself might even have felt that way. Yet you had the unremitting drive to accomplish your aim.

America has been built by fools like you—men who have believed in a purpose and sacrificed all to achieve its end.

Do you recall how early colonists branded Washington a fool? He was crazy, they said, to believe that he could lead his motley army of tattered farmers and shopkeepers to victory over England's high-

ly trained, professional regiments. Washington succeeded, and became the Father of our Country.

Lincoln was labelled a fool in his youth because he wasted hours of time in reading and practicing speeches. In later years his efforts were rewarded when he became President of the United States.

Then, of course, there was the folly of Alexander Graham Bell. He actually believed that he could transmit the sound of human voices over wire! Pick up your telephone and call one of your friends. Tell him about Bell's wild dreams.

The flying machine of the Wright brothers was a wild fancy. Its inventors were labelled clowns when they made their first attempt.

All of these great men were called fools. But America is thankful that critics' jibes and their own fears did not keep them from their purpose.

America's greatness has been built by "fools"—men who have the courage to dare and do. America needs still more of the same kind of fools to build for its tomorrow.

You as a Toastmaster have demonstrated the fearlessness, strength and dedication of the "fool." People like you are needed to provide leadership for industry, education, politics and all community affairs to aid our country's further development.

It is "fools" like you who will brighten and safeguard America's future.

There is no use going back looking for the lost opportunity. Someone else has found it.

HAVE YOU READ?



Useful Quotations

The Christian Leader's Golden Treasury, by Maxwell Droke and the editors of *Quote*. (Droke House, Indianapolis, \$5.00.)

A good collection of quotations is a necessity in the library of the speaker or the writer. Bartlett's is the old standard book in this field, but Maxwell Droke comes forward with a new one which, in a way, is unique.

In a volume of 600 pages, we find a collection of quotations drawn largely from modern sources, and carefully arranged and grouped under helpful headings. While it is specifically directed to ministers and teachers, the material is useful for any thoughtful speaker.

Some idea of the range of topics may be gained from the classifications given in the table of contents. They run like this: Abstinence, Ad-

BRAINSTORMING—(Continued from page 13)

It is now reasonable to ask, "How far can I apply these principles in my daily business, in my club executive committee, or my home life?"

Undeniably, brainstorming fits well into all of these situations. You will be able to apply many of the principles cited and will find that they will react to your advantage.

Just one word of caution: brainstorming or creative thinking is not a substitute for judicial thinking.

versity, Age, America, Anger, Atheism, Atomic Age, Avarice, and so on through 148 primary topics, alphabetically arranged.

On the same page we find quotations from T. B. Macaulay, Edgar A. Guest and International News Service, thus indicating the wide range of source material. There are amusing illustrations, jokes, serious stories, bright sayings, epigrams and deeply thoughtful philosophical statements.

Good illustrations are a necessity for the speaker. Often they are hard to come upon just when needed. This book solves the problem. The material is here, and the arrangement is such that it is available on short notice.

The book may be ordered from Droke House, Publishers, Indianapolis 6, Indiana. For anyone who needs such material, it is highly recommended.

It is a supplement. We need both.

Unfortunately most meetings scarcely allow any creative thought. So welcome your next opportunity when new ideas are needed, to encourage participation by all members of the group, soft pedal the criticism, and have fun.

Remember the inspiring lines of John Davidson:

*That minister of ministers,
Imagination, gathers up
The undiscovered Universe,
Like jewels in a jasper cup.*

You and Your Club

By Ralph C. Smedley

"Talking things over" is characteristic of enlightened people.

Discussion is the inherent right of those who live in a society where freedom of speech is assured. The intelligent person realizes that there is value in the comparison of ideas and experiences, and that by the sharing of ideas, progress is made in the right direction.

That the entire month of May is devoted to emphasis on how to discuss for the greatest profit is a recognition of the need for better understanding of how to do it.

Any Toastmasters Club which will give major emphasis to this phase of speech for this one month will serve its members well, and will help them to become better members of society.

Dr. George Miller, of the Massachusetts Institute of Technology, has written: "Social organization without communication is impossible. The influence of a group can extend only as far as the group has effective channels for communication. A person who does not talk to any of the members of a group is necessarily isolated from that group."

In simpler language, you are not a real member of a group until you take your part in conversation or discussion.

Most group discussions would be vastly more useful if the people

involved knew more about how to trade ideas. Your Toastmasters Club is a laboratory in discussion techniques, where this skill can be cultivated.

Discussion Programs

Your Educational Committee can do a great service by bringing to you a variety of experiences in group discussion this month, together with careful instruction in the way to discuss for results. Suppose your club were to devote one program each to the *problem solving conference*, the *panel discussion* and the *symposium*, followed by one evening of evaluation of these three types of talking things over. Every participant would know more about group communication, and would be better prepared to take his place thereafter in committee meetings, town meetings, club meetings, and in locker room discussions and random arguments around the luncheon table.

Here's How

Start with a short but practical talk on group discussions. Call attention to the tendency to wander away from the main point, and to reach no definite conclusion. Show how to identify the problem, how to seek solutions, how to agree on the best solution, and how to make it effective.

Then go right into a planned discussion. It may be a problem-solving conference or a business conference, but apply the techniques of group work at every point.

For another evening, prepare to stage a panel discussion, and for the third meeting, present a symposium. For the fourth evening,

have a careful review of the three discussion methods, studying good points and bad ones. Get set for more and better discussions.

If your club will spend the month on discussion and practice in discussion, it will be a month of enjoyable experience and profitable training.



Force or Persuasion

There are only two ways in which you can get anyone to do what you want him to do. One is by persuasion, the other by force.

There are times when we must use force, of course. The main trouble, however, is that we are likely to use force when it is not justified. When we are right and we know it, and when we are strong enough to overpower the other fellow, it's easy to turn bully and to use force—even when there is plenty of time for persuasion.

Force, at its best, is dangerous. It never results in common agreement. Force is completely futile in human relations, and today we are living in a society which necessitates successful human relations if

we are to achieve our career or family objectives.

The more intelligent we become, the more we are inclined to employ the art of persuasion and to abandon the use of force in our relations with others. We, as Toastmasters, are fortunate. Not only do we become more intelligent through our membership in a Toastmasters club, but we are constantly striving to become more persuasive. We try to "sell" the audience. Then we learn, through evaluation, if we "made the sale," and if not, why.

The next time you speak, remember, you are learning the important art of persuasion.

From *News & Views*, Bulletin of the Taunton (Mass.) Toastmasters

A leader is anyone who has two characteristics: first, he is going somewhere; second, he is able to persuade other people to go with him.

—W. H. Cowley, President Hamilton College

HOW TO

DEAL WITH A POINT OF ORDER

"Mr. President, I rise to a point of order."

That simple statement, made by a member of the assembly, should be dealt with expeditiously and without embarrassment, if the President knows his work. In many cases, however, it throws the presiding officer into a tizzy and causes him to forget even the little that he knows about procedure.

The "point of order" implies criticism of the chairman's conduct of the business. It suggests that he has done something wrong. He may resent the criticism, or he may be embarrassed by it. In that case, he almost inevitably gets deeper into trouble by floundering and fumbling.

The purpose of the "point of order" is to call attention to some real or fancied infraction of the rules, which may be the fault of the chairman or of some other member. It is used by some member who wishes to insist on strict compliance with the rules or who wants to show off his knowledge. It calls for the chairman to make an immediate ruling or decision on the point raised.

The point of order must be made immediately after the violation occurs which brings up the point.

The correct response of the presiding officer is to request the member to state his point. When this statement has been made, with-

out discussion, the chairman is supposed to rule on it. He may say, "Your point is not well taken," or he may say, "Your point is well taken," and proceed to make the needed correction.

The protester may state his point of order thus: "You have permitted a second motion to be made before the first one has been disposed of. According to Robert, only one motion can be before the assembly at one time."

The chairman may reply: "Your point of order is not well taken. The second motion is one to refer this matter to a special committee. This motion is in order, as it applies to the question under discussion."

Then the business proceeds, unless the protesting member chooses to appeal from the decision. There would be no point to an appeal in this case, but in case there is reason for a question of correctness, he may say, "I appeal from the decision of the chair." This appeal requires a second.

When the second has been heard, the chairman states the matter under controversy, and gives his reasons for the decision he has made. Then he says: "The question is: 'Shall the decision of the chair be sustained?'" Then he calls for the vote: "Those in the affirmative will say *aye*," and after the affirmative vote has been taken, he will say, "Those in the negative say *no*."

He announces the result of the vote as he heard it. If his ruling is sustained, business proceeds. If he is not sustained, he revises the procedure according to the point of order.

COMMUNICATION

EMPLOYEE--MANAGEMENT

By S. Dan Daniels

IN HIS excellent *Fortune* article, "How to Be an Employee," Peter Bruckner, the noted economist, writes:

"As soon as you move one step up from the bottom, your effectiveness depends on your ability to reach others through the spoken or written word. And the further away your job is from manual work, the larger the organization of which you are an employee, the more important it will be that you know how to convey your thoughts in writing or speaking. In the very large organizations, whether it is the Government, the large business corporation, or the army, this ability to express oneself is perhaps the most important of all the skills a man can possess."

There are, of course, many skills and personal qualifications leading to an employee's success—but as Mr. Bruckner so aptly puts it, "ability to express oneself is perhaps the most important."

But what about the other side of the industrial picture? What about employers? How does management feel about the ability of its members to express themselves? We decided to find out. For our answer we went to the front office of one of America's top industries. We asked F. C. Crawford, President and Chairman of the Board of Directors of Thompson Products, Inc., of Cleveland, Ohio.

Thompson Products, which, come 1956, will celebrate its fifty-fifth anniversary, is the country's

leading manufacturer of automotive, aircraft and industrial parts. Enjoying sales of over \$200,000,000 annually, it employs over 20,000 employees in plants and warehouses in thirty-six cities across the continent.

President Crawford writes:

"Dear Mr. Daniels:

"We expect each of our division managers to talk to his employees every three months. He can do so in mass meetings, with all of the employees of his division together at once, or in a series of smaller group meetings. This plan is an important part of our human relations program."

"We find that the working man is very much interested in his job—its security and its future—as well as sympathetic to the problems of business. Therefore, we want each manager to stand up in front of his men, make himself known to them, and talk about the common problems affecting their jobs so that rumors will be laid to rest and understanding will prevail."

"The plan has proved effective in promoting good employee relations."

Sincerely,

F. C. Crawford"

So there you have it! Self-expression is of paramount importance to employee and employer alike.

What are you doing to develop this talent—this ability that Mr. Bruckner calls, "the most important of all skills a man can possess"?



No use going down the road

when it's . . .

BLOCKED

By Lucius W. Johnson

OUR police have developed the road-block into a highly effective device to stop fleeing criminals. Speakers can set up word-blocks which are just as effective in bringing the listeners' trains of thought to a sudden stop, or throwing them off the track completely.

There are a number of ways in which a speaker can block the development of an attitude or a reaction that he wishes to build up. Without half trying, you can chase the other fellow's mind right up a blind alley so far that you'll never get it back again.

So, if that's what you want to do—here are some roads that will lead you straight to that booby trap.

Rule No. 1: *Use ten words where one would do.* This takes you into the realm of gobbledygook, or governmentese, where every road leads you into a mental maze. There you can chase your tail round and round for hours without learning whether you are ordered to do something or forbidden to do it.

Rule 2: *Send big words to do the work of little ones.* Choose words

that your hearers will not understand. This one is sure fire. It builds up your ego and also raises a wall of resentment in the minds of your audience that your theme can never get over, under, around or through.

Rule 3: *Scatter a lot of foreign words and phrases through your talk.* Don't bother to check on the pronunciation or exact shades of meaning. The minds of the audience will be off on some other line of thought anyway; so it won't matter.

Rule 4: *Leave huge gaps between your facts and your conclusions.* As they try to leap these gaps, your listeners will learn that jumping at conclusions doesn't often lead to happy landings. Serves 'em right, doesn't it?

Rule 5: *Throw in a wrong word now and then, one that sounds academic but doesn't mean anything.* This is known as "bafflegab." It leaves an audience as baffled as the



police in a whodunit. They will never forget you or your speech.

You've all heard of the politician who never had anything to say, but he mixed it up so with the rest of his speech that you'd never know it. He was a master of bafflegab.

By following these rules, a speaker of only average mediocrity can achieve a high level of personal odiousness. Try it. It's a grand way to lose friends and alienate people.

Here are some examples I have recently heard, out of the mouths of leaders of my community.

"I was not appraised of this until too late." As an insurance man, the speaker must have known what "appraisal" meant. But he went novelty-hunting, trying to impress his audience. He chose a fancy way of saying, "Nobody told me," and raised a mental word-block.

"This is our normal on-going function." Everyone in the audience knew what a normal function

was, but an "on-going" one must be something different. If we apply the legal doctrine—that there are no meaningless or unnecessary words in a document—the remark leads to real bafflement.

"His influence needs must not be underrated." So said a commentator, speaking of the President's illness. What is that word "needs" doing in there? Was it a mere paralysis of the syntax, or a scratched record on his semantic decoder? We'll never know, but the sentence does have a genteel sound.

A boy who was not doing well in school gave as his excuse, "The teacher just doesn't teach the things I want to learn."

You too can win this reaction from your audience. All you have to do is follow the simple rules I have listed. The minds of your listeners will be off daisy-picking somewhere while you are talking.

Try it once. Just once.

WORD CLINIC

Longer than deeds liveth the word.
—Pindar—The Nemean Ode



Attack and *attach* not only look alike, but they seem to be closely related in origin. Both, according to Skeat's Etymological Dictionary, stem from the Old French *attacher*, which means to fasten or attach. He finds that "the root is to be found in the word which appears in English as *tack*, with the signification of peg or small nail; so that to *attach* is to fasten with a tack or nail, whilst to *detach* is to unfasten what has been but loosely held together by such a nail."

Thus, while both words come from

the same source, one has taken on the sense of violence, or assault, while the other retains its more moderate meaning of connecting or binding.

There are two dangers in pronouncing certain derivatives from these words. One is in "attacked," which has only two syllables and must never be called "at tack ted." The other is in the French borrow word, *attaché* (from the French *attacher*) and which should always be pronounced "at a *shay*" unless you are in Britain, when you may call it "a *tash ay*."

A FABLE

ONCE upon a time, in a far-off country, there lived a wise old king. (All fables start that way, so why should we be any different?) One day this king spotted a bright young lad among his subjects who seemed to have a lot on the ball. "Um," he mused. "Guess I'll give that boy a bit of a boost."

So he called the young man into the royal presence. "My son," he said, "I have decided to give you a golden treasure. Take this casket. Follow its instructions every day, faithfully, and I guarantee you fame, fortune, and prosperity."

The young man scampered home, all excited. With shaking hands he opened the casket—and found only a set of rules of behavior.

"A murrain on't!" he muttered disappointedly. (That was the popular synonym of the times for "Nuts.") "Is that all? I knew all that long ago!" So he put the casket on the shelf, went out to drown his disappointment, forgot all about it, and never was heard from in the kingdom again.

There has to be a moral, or it isn't a fable. The moral here is so easy we won't even mention it.

But we still feel that the boy wasn't very smart after all. He should have known that you never get any good from something that you stick away and forget. And there's no point in knowing something, if you don't use it daily.

The old king chalked it all up to experience, and went out and found another bright boy.

AND THIS, FRIENDS, IS A BILLION DOLLARS

We have all heard and read about the true meaning of a billion dollars. No doubt you have been impressed, but perhaps you can visualize it in this way:

Measure a dollar bill and you will find that it is $6\frac{1}{8}$ inches long by $2\frac{5}{8}$ inches wide. Get a billion of them and go to Manchester, Conn. Start laying a line of the bills end to end from Manchester, through Hartford, Conn., through New York City, and to Los Angeles, which is exactly 3,000 miles. Lay one mile every day, or over 10,000 per day. You will have a backache every day, but pay no attention. Immediately upon reaching Los Angeles start back to Manchester and lay another line end to end alongside the first line. Then turn around and do it again—to Los Angeles. In this way, laying the entire billion dollars, you will make 32 trips. The "sidewalk" of dollar bills lying side by side will be seven feet wide. And you will be 265 years older.

LAFF LINES

The second floor tenant called the party below and shouted: "If you don't stop playing that blasted saxophone, I'll go crazy."

"I guess it's too late," came the reply. "I stopped an hour ago."

The old-fashioned man ran into debt. The modern man rides into it in a two-tone color job.

"That new Toastmaster is certainly a confirmed optimist."

"What makes you think so?"

"Well, he lives in the block next to me, and he's trying to raise roses, vegetables, chickens, two cocker spaniels and three boys, all on the same lot."

In a democracy, the votes of the vicious and stupid count. On the other hand, in any other system, they might be running the show.

—Boston Globe

When you have a choice of two evils, choose the best looking.

The instructor who was giving a lecture on parachute jumping concluded: "And if it doesn't open up, men, that's what is known as jumping to a conclusion."

A woman wrote her doctor: "Please come and see my husband soon. It's his head. He has had it off and on for two days. Just now he is holding it in his hands between his knees."

Wife: "Don't drive so fast, Jack."
Jack: "Why not? Are you scared?"
Wife: "No, but the policeman behind us can't get by."

There was a time when a fool and his money were soon parted. Now it happens to everybody.

The only trouble with a man acting like a gentleman on a date is that the girl usually thinks he's mad.

"I envy the man who sang the tenor solo."

"Really? I thought he had a very poor voice."

"Yes, but think of his nerve!"

**My sympathies lie with the speaker
Whose knees grow suddenly weaker
When his introducer's lengthy patter
Turns out to be his subject matter!**

—R. C. Bandy

It was tag day and a pretty young nurse was selling tags on a street corner for the benefit of a hospital. A sailor told her he would give her \$5 for a tag if she would promise to nurse him if he was ever a patient in her ward. She promised.

"By the way," he asked, "what is the name of your hospital?"

Smiling sweetly, she replied: "The Barnes Maternity Hospital."

"Senator," a young supporter cried, "that speech was great! You certainly made yourself clear on the farm issue."

"I did?" rejoined the startled Senator. "Gad, what a blunder!"



"In this portion of the sales meeting, Mr. Trevor will show how he cracks and sells a tough account."



New Clubs

- 1014 NEAH BAY, Washington, (D 32), *Neah Bay*, 2nd & 4th Wed., 7:30 p.m., Crown Zellerbach Clubroom.
- 1081 WOODLAND, California, (D 39), *Woodland*, 1st & 3rd Thurs., 7:00 p.m., Hotel Del Mar.
- 1098 ABERDEEN, Scotland, (D 18), *Aberdeen Junior Chamber of Commerce*, Alt. Thurs., 7:30 p.m., Chamber of Commerce, 15 Union Terrace.
- 1113 SHELBYVILLE, Indiana, (D 11), *Shelbyville*, Mon., 5:30 p.m., Broadway Cafe.
- 1137 SEATTLE, Washington, (D 2), *Sea-Bell*, Mon., 6:30 p.m., Hewitt's Cafe, 2315 4th Ave.
- 1264 SUNDERLAND, England, (D 18), *Sunderland*, 2nd Tues. & 4th Wed. from Oct. to March and 4th Wed., from April to Sept., 7:15 p.m., Grand Hotel.
- 1530 KNOXVILLE, Tennessee, (D 43), *Knoxville Jaycee*, 2nd & 4th Wed., 6:30 p.m., Brown's Cafeteria.
- 1621 ROANOKE, Virginia, (D 36), *Jefferson*, Thurs., 6:00 p.m., Hotel Ponce de Leon.
- 1852 OMAHA, Nebraska, (D 24), *Omaha Traffic Club Yawn Patrol*, Mon., 7:00 a.m., Castle Hotel.
- 2019 MINNEAPOLIS, Minnesota (D 6) *Minneapolis Sales Executives*, Fri., 8:00 a.m. Minneapolis Athletic Club.
- 2020 MARION, Ohio, (D 10), *Marion*, 1st & 3rd Wed., 6:00 p.m., YMCA.
- 2021 TOLEDO, Ohio, (D 28), *Toledo Junior Chamber of Commerce*, Wed., 6:30 p.m., Gracewood Grill.
- 2022 BUFFALO, Wyoming, (D 26), *Buffalo*, 1st & 3rd Wed., 6:30 a.m., Idlewild Cafe.
- 2023 WINSTON-SALEM, North Carolina, (D 37), *Winston*, 1st & 3rd Mon., 1:00 p.m., N. C. Baptist Hospital Cafeteria, Hawthorne Rd.
- 2024 NAPA, California, (D 4), *Napa*, Tues., 6:00 p.m., Ken's Leather Room.
- 2025 SALINA, Kansas, (D 22), *Salina*, Mon. 7:15 p.m. Young Men's Christian Association.
- 2026 LITCHFIELD PARK, Arizona, (D 3), *Too Early*, Thurs., 6:00 a.m., Litchfield Park Cafe.
- 2027 MEBANE, North Carolina, (D 37), *Mebane*, 2nd & 4th Mon., 7:00 p.m., over Fire House.
- 2028 DALLAS, Texas, (D 25), *Hillcrest*, Mon., 6:30 p.m., Henry's Restaurant, 6209 Hillcrest.
- 2029 BARSTOW, Marine Corps Supply Center, California, (D F), *Commissioned Officers*, 2nd & 4th Thurs., 7:30 p.m., Commissioned Officers Mess.
- 2030 SEYMOUR, Indiana, (D 11), *Minute Men*, 2nd & 4th Tues., 6:15 p.m., American Legion Home.
- 2031 HILO, Hawaii, (Prov.), *Hilo*, Mon., 7:30 p.m., Hilo YMCA.
- 2032 KAHOKA, Missouri, (D 8), *Kahoka*, Wed., 7:30 p.m., Sever Memorial Library.
- 2033 OMAHA, Nebraska, (D 24), *OACM*, Wed., 5:45 p.m., Rome Hotel.
- 2034 CORONADO, California, (D 5), *Surf and Sand*, Wed., 11:30 a.m., Commissioned Officer's Mess, Naval Amphibious Base.

WHEN AND WHERE THEY MEET

OFFICERS

President—JOHN W. HAYNES
 Vice-President—T. VINCENT McINTIRE
 2nd Vice-President—PAUL W. HAEBERLIN
 Secretary—AUBREY B. HAMILTON
 Treasurer—EMIL H. NELSON
 Past President—CHARLES H. GRIFFITH
 Founder—RALPH C. SMEDLEY
 Executive Secretary—TED BLANDING

1111 Wilshire Blvd., Los Angeles 17, Calif.
 18 South First St., Zanesville, Ohio
 River Front Road, Amherstburg, Ontario
 705 Olive St., St. Louis 1, Mo.
 1367 Bayard Ave., St. Paul 16, Minn.
 Magnuson Apts., Renton, Washington
 Santa Ana, Calif.
 Santa Ana, Calif.

DIRECTORS

Kenneth Froetich
 1277 Deuber Ave., S. W., Canton 6, Ohio
 Fred H. Garlock
 1901 Sacramento St., Los Angeles 21, Calif.
 J. O. Grantham
 401 Fleetwood Drive, Bartlesville, Okla.
 Odell F. Hartz
 808 Central Station, Memphis 3, Tenn.
 Glenn H. Holsinger
 715 Lloyd Bldg., Seattle 1, Wash.
 John M. Lamparter
 3634 Watson Rd., Indianapolis, Ind.

George J. Mucey
 144 N. Main St., Washington, Pa.
 William C. Patten
 P.O. Box 896, Albuquerque, N. M.
 Clifford E. Smith
 1343 So. College St., Ft. Collins, Colo.
 Stanley T. Weber
 18025 Archdale, Detroit 35, Mich.
 Joseph P. Williams, Jr.
 1265 Lower Vista Grande, Millbrae, Calif.
 Robert N. Wood
 2519 Saint Mary's St., Raleigh, N. C.

DISTRICT GOVERNORS

Founder's Dist.—Lewis B. Sutherland

1. Paul W. Hornaday
2. Morris Plummer
3. James H. Trees
4. Dale E. Callis
5. Aaron W. Reese
6. Helge G. Olson
7. Robert Batdorf
8. Joseph G. Tragesser
9. Ron Vietmeier
10. William R. Warden
11. Arthur M. Diamond
12. Fred S. (Stan) Howell
13. Elwood W. Weissert
14. Robert L. Bailey
15. Richard V. Keim
16. H. M. McDaniel
17. George Anderson
18. James S. Munro
19. George Patterson
20. David Steinley
21. Robin Dick
22. J. C. Sanders
23. Herbert W. K. Hartmayer
24. Henry Gibson
25. Dan J. Watts, Sr.
26. Harold J. Carper
27. Dean Marsh
28. Douglas T. Horst
29. Monte W. Rouse
30. John Franczak
31. Joseph M. Hines
32. Maurice L. Olson
33. Monte L. Strohl
34. Harold E. Curran
35. Frank I. Spangler
36. William H. Brain
37. Wm. A. Stringfellow
38. Walter P. Moran
39. Elmo Cornelison
40. Carl P. Krantz
41. J. Clifton Hurlbert
42. Elwood C. Gorrie
43. Fred J. Payne
44. C. W. Scott
45. Harry D. Whitten
46. LCDR. Walter R. Campbell

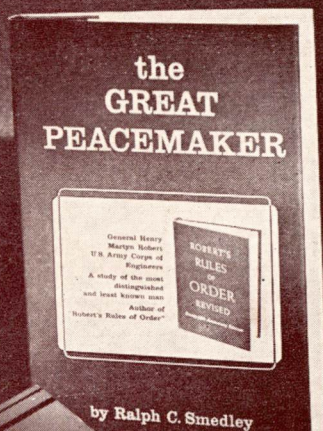
- 907 King St., San Gabriel, Calif.
- 4425 Maplewood Ave., Los Angeles 4, Calif.
- 3637 Woodland Park Ave., Seattle 3, Wash.
- 139 West Harrison, Chandler, Ariz.
- 2100 Howard Ave., San Carlos, Calif.
- 5247 Quince, San Diego, Calif.
- 5305 Penn Ave., S. Minneapolis 19, Minn.
- 160 Division St., Salem, Ore.
- 408 Missouri Ave., East St. Louis, Ill.
- Standard Lumber Co., Moscow, Idaho
- 180 Ausdale Ave., Mansfield, Ohio
- 112 Lafayette Bldg., South Bend, Ind.
- 109 16th St., Edwards, Calif.
- 337 Lincoln Ave., Carnegie, Pa.
- 3624 Dale Place, Decatur, Ga.
- Rt. 5, Nampa, Idaho
- 5150 South 36 West, Tulsa 7, Okla.
- 122 12th St., No., Great Falls, Mont.
- 19 Ashley Gardens, Aberdeen, Scotland
- 2 Geneva Dr., Muscatine, Iowa
- P. O. Box 524, Warren, Minn.
- 775 Homer St., Vancouver, B. C.
- 1840 So. Maple St., Carthage, Mo.
- 1391-A 44th St., Los Alamos, N. M.
- 324 West Koenig, Apt. 14, Grand Island, Nebr.
- P. O. Box 1771, San Antonio, Texas
- 2655 Tennyson St., Denver 12, Colo.
- 555 E. 19th St., Merced, Calif.
- 23573 Prospect Ave., Farmington, Mich.
- 2401 St. Stephens Rd., Mobile, Ala.
- 11120 Langley Ave., Chicago 28, Ill.
- 60 Congress St., Boston, Mass.
- 4118 No. 12th St., Tacoma, Wash.
- Box 209, Pasco, Wash.
- 2912 S. Salina St., Syracuse 5, N. Y.
- 5271 N. Bay Ridge Ave., Milwaukee 17, Wis.
- 5110 Eastern Ave., Washington 11, D. C.
- P. O. Box 2056, Raleigh, N. C.
- 1828 Beverly Rd., Philadelphia, Pa.
- 205 W. Swain Rd., Stockton 4, Calif.
- 5453 Philloret Dr., Cincinnati 24, Ohio
- 224 Midwest Bldg., Aberdeen, S. D.
- 641 Victoria Ave., Brandon, Manitoba, Canada
- 507 Central Station, Memphis Tenn.
- 2207 14th St., Lubbock, Texas
- 13 Montrose Ave., Portland 5, Maine
- 210 Clinton Ave., Brooklyn, N. Y.

Mr. John J. Wittrig
2325 Midwickhill Drive
Alhambra California
34-F-55a

Special Convention Autograph Edition

Dr. Ralph C. Smedley's latest book
The Great Peacemaker

a study of General Henry Martyn Robert
author of Robert's Rules of Order



Price \$2.50
add 10% shipping
cost
Calif. clubs
add 4% sales tax

—
Excellent
Club Trophy
or
Personal Gift

—
TOASTMASTERS
INTERNATIONAL
Santa Ana, Calif.