

The  
**TOASTMASTER**

▶ THE SPEAKER'S TOOLS

▶ ON BEING COMPLIMENTARY

▶ CAN YOU WRITE A LETTER?

▶ SHORT NOTICE SPEAKERS

▶ IT'S UP TO YOU

March 1953

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 1258 active clubs, located in the United States, Canada, Scotland, Channel Islands, South Africa, Hawaiian Islands, Philippines, Alaska and Cuba.

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# Speaker's Tools

By Lucius W. Johnson, San Diego, California

If you dabble in any art, trade or profession, do any gardening or handicraft, you use tools. To get the satisfaction of doing a workman-like job, the tools must be kept in good condition. There used to be a maxim — that you could tell the quality of a workman by noting the condition of his tools.

Perhaps you dignify yours by calling them instruments, but still they are your working tools. You must keep them clean and sharp; you must replace them when they wear out, or when the maker produces a new model which is generally accepted. A tool is defined as anything that serves as a means to an end.

Toastmasters use tools in practicing their art of self-improvement. Chief among these are words. The words must be kept sharp and bright, and used in the accepted way, so that they will produce the effect that you desire. They must be replaced or used differently when the makers change their meanings or discard them. The makers of our language are, of course, the people. They dictate what words shall be used, what they shall mean, how they shall be used, also how they shall

be spelled and pronounced. They are changing the rules all the time. Toastmasters, as the leading group of public speakers, need to keep on their toes and in touch with the changing rules.

If you do not believe that words and their uses are constantly changing, look at what communists have done to such good old, admirable words as "freedom," "liberty" and "democracy."

Here are some guides, to help you keep your words bright, sharp and accurate.

THE DICTIONARY: Webster's International Dictionary has over 600,000 words, more than anybody, even the most ardent Toastmaster can ever use with profit. The recent Thorndike-Barnhart volume has over 80,000. If you have one of these, compare it with a dictionary of a few years ago. Note how radically many of the pronunciations and meanings have changed.

Few people now remember the efforts that long were made to have the Government take official charge of the language. In 1780, John Adams proposed that Congress create an official academy to examine and control the use of

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language. The movement persisted in various forms for more than a century. Noah Webster (1758-1843) opposed it, insisting that it would be of little value until "... the American people should have a dictionary." So he published one in 1828.

**THE THESAURUS:** That word means a treasury or storehouse, a place to keep your verbal tools. It does not define words, as the dictionary does. It lists words of somewhat similar meanings (synonyms) and of opposite meanings (antonyms). Dr. Peter Mark Roget drafted the first one, in 1805, and its many editions have earned it a place on the desk of everyone who seriously writes or speaks.

**MODERN ENGLISH USAGE:** This lexicon was started by the Fowler brothers in 1903, and has been kept up to date by later editions. It is probably the best guide to formal, elegant English. But, as you use it, keep reminding yourself that it depicts the language as it should be used by English people. There is often just a tinge of resentment against Americans, who sometimes shy away from those rigid rules.

**THE AMERICAN LANGUAGE:** This ambitious undertaking by Henry L. Mencken, is a useful mate to Fowlers' book because of the contrasting attitude. It shows how the American language diverged from the English mother tongue, and regards the differences as being all in our favor. It has lived through many

editions and supplements because it is not only scientifically exact, but also delightful reading. Open at anyone of its 800 pages and you will find profitable knowledge, amusingly told.

**LANGUAGE IN ACTION:** In this book, by S. I. Hayakawa, a professor of English tells us how to speak accurately, read intelligently and understand words. We all live in a deluge of words, which often mean different things to the speaker and the hearer. How to get your "stuff" across to your audience is the Toastmaster's perennial problem. Here is a valuable and stimulating guide.

**THE ART OF PLAIN TALK:** Rudolf Flesch's book was a needed corrective for a verbose and inaccurate trend. It emphasizes the value of adapting your words, your grammar and your pronunciation to your audience. It warns constantly against too many words. "Tell it to Sweeney and the Stuyvesants will understand. But tell it to the Stuyvesants and the Sweeneys may *not* understand." In this way he accents the value of simple language.

**IS ANYBODY LISTENING?** This recent book, by William H. Whyte, Jr., tells us why speakers often fumble when they talk to human beings. The editors of *Fortune* set out to discover why American business stammers when it tries to communicate ideas to people. Any Toastmaster who opens the book is likely to keep on reading, even to the last word on the last page.

# 10 commandments of evaluation

By Charles A. Poe, Raleigh Toastmasters Club

**I. THOU SHALT CRITICIZE FRANKLY.** Don't pull your punches. We owe the *duty* to each other to be truthful — even if it hurts. All of us are responsible if a member gets through twelve speeches without being told of a bad speaking habit.

**II. THOU SHALT PRAISE FRANKLY.** Let the speaker know his strong points as well as his weak ones in order that he might make the best use of them.

**III. THOU SHALT NOT BE CRUEL.** Don't indulge in sarcastic wit at the speaker's expense. Keep your humor *good-humored*.

**IV. THOU SHALT NOT VITUPERATE.** Don't take vengeance on the speaker because he blasted you last week.

**V. THOU SHALT NOT BE IN AWE OF THE "OLD PROS."** Don't feel afraid to criticize his delivery just because you know you can't do as well yourself. A good coach can teach a player many things he cannot do himself.

**VI. THOU SHALT BE SPECIFIC.** It is not enough to say "It was lousy," or "I enjoyed it." Tell him "whuffo" and "how come," as Hambone would say.

**VII. THOU SHALT PRACTICE WHAT YOU PREACH.** When you pluck out a mote from the speaker's eye, cast out the beam in your own eye in your next speech. Let's profit from the errors of others.

**VIII. THOU SHALT STRIKE AT THE CORE.** Don't get lost in a maze of petty criticism. Try to hit up the *big thing* which needs improvement.

**IX. THOU SHALT NOT EVALUATE THY WIFE NOR THY MAID SERVANT. NOR THY NEIGHBOR.** Remember that the evaluating stops at 8:00 p.m. Don't go home and criticize your neighbor's manner of speaking—unless you love to lose friends and alienate people.

**X. THOU SHALT NOT BE OFFENDED.** This commandment applies to the evaluatee. It is tough to sit there and "take it" while someone "dishes it out." But remember, the evaluator is not criticizing because he dislikes you; on the contrary, he is doing it to help you.

# THE Toastmaster

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## GOVERNMENT BY DISCUSSION

One of the most encouraging developments in the new Eisenhower administration at Washington is the use being made of discussion.

For weeks prior to the inauguration, groups of men met at the call of General Eisenhower to talk over the many problems which confronted the nation. Since inauguration the same plan is being followed. These great leaders meet for the "idea-exchange" purpose. They compare and evaluate their theories and their thoughts, and from this "group thinking" come

decisions infinitely better and wiser than could have been developed by any one man, thinking alone.

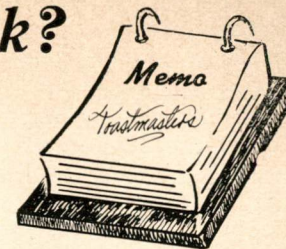
It is interesting to see this technique of discussion and conference working its way into the highest levels of the government. For some years it has been accepted in business, as the problem-solving conference, or the business conference, and it has been found wonderfully useful. Better understanding has resulted, with greater cooperation and increased efficiency of operation. It is natural that business men who have used it successfully in their own firms should carry the idea into their own relations as government officials.

This method of management in government is peculiarly well suited to the life of free peoples. In the earliest days of Anglo-Saxon organization, the people governed themselves by the town-meeting method. Throughout the ages of growth in freedom, citizens have retained the right to discuss and evaluate the actions of their officials. The right to criticize the government is inherent in the economy of free speech and self-determination.

If Americans and Englishmen ever lose the right to discuss and criticize, to elect and defeat leaders, to express their opinions on government policies, they will cease to be free. They will have lost their priceless heritage of freedom to think and speak for themselves.

## 7 Days a Week?

By Lyman Anson, of YMCA Toastmasters Club, Saginaw, Michigan



Where do we go from here? What happens from 8:30 tonight until 6:30 next Thursday night? Can you say, honestly, that you use your Toastmasters training throughout the week? Or are you one of the many dues-paying members to whom Toastmasters means nothing but two hours a week of fun — or nervousness?

Toastmasters training can, and *should*, become part of every member's life. A two-hour Toastmaster is not playing fair and square with himself, and he is certainly not fair to his own club.

### Major Premise

Now, just what *is* the Toastmasters Organization? I hope that your answer includes the major premise that this is a self-education plan in which a man may better himself in his family, community, and business life. The man who is content to "stand still" is the man who is inviting failure. In my regular work, I used to call upon the manager of a milling company. His firm had been in business many years, and had developed a product that was excellent in every respect. Yet, when I attempted to sell him advertising to help keep his product constantly in the public eye, his stock answer was: "Oh, I don't

want any more business." There was no thought of his future — no thought of the possibility that eventually his business might drop to the point where he would be forced into financial difficulties. And most important of all, this man had no desire to leave his good, substantial business to his sons. There was a selfish man — a man with no thought of the present, and certainly none for the future.

### Indebted

Every one owes something to today. And that debt to society which you pay *today* carries a terrific amount of weight *tomorrow*. Don't delay paying off that debt. You, as a Toastmaster, have all the opportunity you need to do something — *NOW*. Men who join Toastmasters do so, primarily, to better themselves — to gather a set of tools with which they may build their own personalities. Then, when the Toastmaster has himself well on the road to a finished product, he takes himself in hand and attempts to teach his fellow members the things he has learned. Certainly, it is a missionary job. But do you *do* anything about it? Where does

each one of you stand on this whole business?

Suppose we make it a point to practice Toastmasters wherever we go, every day of the week, — and we can begin right in our own homes. Many of you have children. How correct is their grammar? Not good? You can help educate them to the ways of clear, correct speaking. You, as a Toastmaster, can contribute to their future.

### Your Part

Now, let's look at your part as a Toastmaster in community affairs. To begin with, you have a head full of ideas. Some of those ideas can undoubtedly benefit your fellow man. Why keep them to yourself? That is selfishness, which is far out of line. You owe it to yourself and to your friends and associates to express your ideas and opinions whenever you have an opportunity. That is the only way in which you can justify your membership in your Toastmasters Club.

In your own mind, are you playing fair and square with yourself in your job? Are you making your Toastmasters training pay

off in job advancement, in larger pay checks, in greater respect from your fellow workers? If you are not, you are once again wasting time. For your Toastmasters Club can help you definitely to greater success in business. Let us all, as interested, conscientious Toastmasters, take a fresh start in living. Let's begin now by bringing every member of our family into training. Watch your own language — let your family profit by your good example. Then branch out and take Toastmasters with you into your community activities, and into your business.

The man who has discovered that he has to work overtime to get the most out of his Toastmasters work is the man most likely to succeed. Put something extra into it and great dividends will be returned to you.

When the club meeting ends officially at 8:30, don't let its influence end for you. Take it with you. Let your training in the club be a perpetual challenge to you.

Begin right now to live your Toastmasters training, and you will find yourself beginning to live more fully in every other way.

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### Love

Duty makes us do things well, but love makes us do them beautifully.  
—Phillips Brooks

### Nobility

Nobility is not being superior to some other person, nobility is being superior to the *you* of yesterday.

### Toastmasters, Note!

A youngster in the Mid-west, when asked how he had learned to skate so well, replied: "By getting up every time I fell down."

## Advertising People

### Should Be Good Speakers

Some months ago, shortly after the convention of an organization which, out of feeling of charitableness, I shall not name, I received this letter:

"I have just returned from the ABCDGAA convention. Incidentally I started attending their conventions more than 20 years ago.

"I was very disgusted at the lack of practice of any of the principles of effective speaking by many advertising manager speakers. Their inability was made all the more striking by the one or two good speakers who did know something about the mechanics of addressing an audience.

"I think there is absolutely no excuse for any advertising manager not being able to put himself across to a group."

Harsh words, indeed! But I am not so sure that they are not entirely deserved.

No audience has the right to expect every businessman to be an orator. In fact, as an old and hardened convention-goer, I have learned to be suspicious of the people who were too slick and affected in their manner. With a few outstanding exceptions most of those lads use superiority of manner to cover inferiority of material.

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*The Editor of "Printers' Ink" had this to say about the great need for articulate business men and women and the present day lack of qualified speakers.*

*It should be a convincing argument for speech training to anyone who has direct business contact with the public.*

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But I do think an audience has every right to expect a business speaker to express his ideas clearly, effectively, without slurring his words, with emphasis in the proper place and with more than an occasional fleeting glance at the audience.

But so far as the advertising man is concerned, the problem has far deeper implications than the ability to get up and talk to an audience at an association convention. In few departments is there quite so much continual need for persuasive exposition (to use some school-book term) as there is in the advertising department. Here is a department that deals in persuasion. If the company is of any size, this department probably prepares promotional presentations. In many companies the advertising department is called in on the finer points of sales presentations.

In many companies the advertising manager has to present ideas to the board of directors. He also has to explain the advertising campaigns to the salesmen. Often he is asked to talk to dealer meetings.

Indeed his is a job where the ability to speak well on his feet would seem to be an essential. And yet, as my irate correspondent has indicated, too many advertising executives are pretty near the bottom of the scale when it comes to presenting ideas in public.

They stammer. They cough. They drone. They stumble. They mumble. And then they strut back to their offices and say, "management doesn't believe in advertising," or "it's a thankless job to try and tell a bunch of dumb salesmen anything about advertising."

In justice to himself the advertising manager should make himself into at least a convincing, presentable speaker.

In almost every city of any size there are good courses in public speaking. And any reasonably observing individual, and certainly advertising managers ought to qualify under that heading, can pick up a lot of do's and don'ts from attending conventions.

Yes, I guess I do agree with my correspondent. There is no excuse for any advertising manager not to be able to put himself across to a group.

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## WHAT RIGHT HAVE I?

Often I wonder this as I listen to others jabber on radio and television, at dinner parties and parlor conversations, at more formal public gatherings and, yes, even at some of our Toastmasters meetings.

Sure, I am a free citizen of a free world and enjoy an inalienable right to have my say; but do I have a moral right to demand that political right, when I seldom indulge in original thinking of my own but, parrot-like, glibly reiterate the thoughts of others without first putting them to the test of logical and independent reasoning?

If this is the way I talk, I pledge myself that I will either change to a more constructive basis or do little talking in 1953.

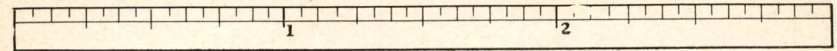
But even more important, I pledge myself to strive for deeper creative thinking — perhaps for

that bit of inspirational wisdom which I, alone, may be privileged to discover and share with my fellowmen.

It need not be some earth-rocking discovery, such as the theory of relativity or how to apply atomic energy to peacetime pursuits: It may be simply a new way of expressing an old truth which shall make its fruits more discernable to my fellows, or a new understanding of an old tenet which may draw humanity a little nearer to that form of conscious realization which is all Truth, all Faith, all Love and all Power.

But whatever it may be, this I know — that I will be a better man for its coming — a better Toastmaster; for it has been wisely said that when we strive for greater inspiration in what we speak, we need not be too concerned as to how we say it.

# This Is Our Standard



*By D. Joe Hendrickson, Chairman Club-of-the-Year Contest Committee*

Calipers, scales, "mics," "go" and "no-go" — these are standards by which a machinist measures his work. They tell him whether or not his work meets the standards that have been set.

So it is in life — in school, in our community and social activities, in our work — we have standards by which we not only judge ourselves but also evaluate the standards of others. Likewise Toastmasters have a "yardstick" by which we measure the standing of each club member and enable him to attain greater self-improvement.

The Club-of-the-Year competition is the "yardstick" by which we measure our club standing and stimulate it to do its best in service to each member. The objective of the competition is not to select one or two "winners" or "very best" clubs, rather it is to provide standards of performance for every club. Thus it is a tool by which a club measures its over-all program, performance, management and "take-home-pay."

To insure uniformity, all entries in the competition are reported in the Standard Club-of-the-Year Book which may be ordered from the Home Office. The book provides standard report forms with point values for:

Membership	Special Events	Inter-Club Activities
Attendance	Educational Projects	Extra Achievements

Club entries may be entered in Area and District competition. For national competition all entries must be received at the Home Office by July 1st.

Each club entering the competition, evaluates itself by these standards to determine where it is weak, where it needs improving. Likewise it notes its strong points to strengthen and capitalize on these. Thus it becomes a more effective force in the community and renders a better service to its members. Systematic planning, based on a clear understanding of what your club is intended to accomplish, brings far reaching results in satisfaction and achievement.

This is the gauge to help your club build a well-balanced, well-planned program of work, giving members the greatest benefit.

The regular use and adherence to Club-of-the-Year standards not only builds your club into an outstanding force in the community but materially helps every member to realize the full benefits of Toastmasters in personal self-improvement.

# Grammar Is Easy

No. XI of a Series

## The Punctuation Marks

Whether in writing or in speaking, the "stops" are as important as the words. Pauses may be so placed as to make complete changes in meanings.

Consider some of the classic examples of the misplaced commas. There was a criminal trial, supposed to have been in Dublin, in which a man accused of robbery was freed because of uncertain punctuation. The principal evidence against him was a confession which had been taken in writing by an officer. This was the incriminating passage: *Mulligan said he never robbed but twice said it was Crawford.*

The recording officer said that the meaning he attached to it was, "Mulligan said he never robbed but twice. Said it was Crawford." The prisoner's counsel interpreted it to mean, "Mulligan said he never robbed; but twice said it was Crawford." The man was acquitted.

Another case of long ago is that of a member of the school board who insisted on having children taught to punctuate. The school principal insisted that emphasis should not be placed on commas "and such trifles." The visitor asked a boy to write on the blackboard this sentence: *The president of the school board says the teacher is a donkey.* Then he told the boy to insert two commas, so that it read: *The president of the school board, says the teacher, is a donkey.* Thereafter, according to the story, that teacher was careful in the teaching of punctuation.

## Placing the Marks

Marks of punctuation are used to make meaning plain, and to help the reader, or the listener, to understand. Correct punctuation helps the reader to understand, at a glance, what words go together.

Usage is not altogether uniform, but there are practices so well established that everyone should know them and how to follow them.

First comes the period, or full stop. It is regularly used at the end of every sentence which is not interrogative or exclamatory in form. Most of us do not have much trouble with that usage. There is difficulty, however, when we use a question or an interrogation as part of a declarative sentence. In such case, the final period is usually omitted. For example: *The crowd shouted, "Where is he?"*

Technically, we might require the use of a period after the interrogation symbol, but since that is a cumbersome procedure, the final period is omitted.

## In Abbreviation

The period is used after most abbreviations, but a recent tendency has been to omit it in many cases, perhaps to save space. Thus, you may receive a letter addressed to J W Jones, without taking offense. This is hardly the best practice, but it may be called permissible. The rule is to write: Mr. Mrs. U.S.A. a. m. with the period in place.

Chemical symbols are not counted as abbreviations, and so do not require the period. Thus, H stands for hydrogen, and it does not need a period, as is true with H<sub>2</sub>O, the symbol for water.

When a sentence ends with an abbreviation, only one period is used. In general, such a situation can be avoided, but sometimes it comes in naturally, as in "My train arrives at 7 p.m." Of course you could write it, "My train arrives at 7 in the evening." and thus avoid the difficulty.

## Questions and Interrogations

The interrogation point, or question mark, is used at the conclusion of every direct question. For example: *Who is that man? He asked, "Who is that man?" "Who is that man?" he asked.*

In the second example, note that while the sentence as a whole is declarative, the question comes at the end, so that the question mark naturally becomes the final punctuation. Of course there is nothing to prevent one from adding a period.

Note the difference between the direct question and an indirect one. You might say, "I should like to ask who owns that house." The question is there, but stated indirectly, as part of a statement.

Change the form to direct, and you have, "I should like to ask, "Who owns that house?" Again the sentence is technically declarative, but we get the terminal question mark.

The exclamation point is to be used after words or sentences of the definitely exclamatory form. *How beautiful the day is! Get out of here, you cad!*

A single word or phrase reflecting strong feeling is followed by the exclamation mark, even when it is part of a declarative sentence. Thus, you would write, "Pshaw!" he exclaimed in disgust.

## When You Write

These comments apply to writing rather than to speaking, but most of us need them. All of us write letters. Some of us write speeches. Some of us write for publication. Most of us are very weak in punctuation.

# A Dream

## PERSONIFIED



"Breaking the Ice" speech by J. H. Meyer, Espanola, N.M. Club No. 799

I have never believed in fortune tellers, seers or soothsayers. Neither have I placed confidence in omens, signs, or dreams. And yet, I experienced a dream several months ago that was so realistic I feel you will be interested in it.

I was alone in the living room, seated in a corner rocker. Behind me the floor lamp burned brightly, and my Cocker Spaniel slept peacefully at my feet. The evening paper was open and spread across my lap, and although I do not smoke, a pipe protruded from my mouth. I can clearly see the smoke ringlets curling toward the heated light bulb, but in the haziness so characteristic of dreams, I do not recall what news items had been holding my attention. I do remember turning the pages once again, then stopping, frozen into immobility by a touch from death's cold hand: I was reading my own name in the obituary column.

### Obituary

"Meyer, Mr. John H., 34, passed away this date at his residence, 327 Sierra Vista Drive, following a brief illness. Meyer was born at Wapakoneta, Ohio, April 16, 1918, and moved to New Mexico with his parents in 1934, taking up residence in Santa Fe. Following graduation from St. Michael's College in 1936, Meyer entered upon the banking career he was to follow until his death. He was married to Denise M. Davis of Topeka, Kansas, who survives. During the past war Meyer served as flight instructor for the U.S. Army Air Corps, and he had held ratings as commercial pilot and flight instructor for the past 12 years. In 1948 he was appointed a bank examiner for the State of New Mexico, a position he held until coming to this city as executive vice-president of the Espanola State Bank. Beside his wife, he is survived by two daughters, Karyn and Lynda; three brothers, Tom, Don and William; and three sisters, Mary Strosnider, Kathryn Yoder, and Betty McDonald. Funeral arrangements are pending."

I was petrified with fear and amazement and the paper slid slowly to the floor as I attempted to wipe the perspiration from my forehead. So this was death! Then suddenly I became conscious of a pain

about my neck and awoke to find myself sitting erect in bed, my wife tugging desperately at my pajamas in an attempt to awaken me.

This is the statistical record of the life of John H. Meyer, for that dream was true in its entirety, the first and last sentences excepted. But as usual, statistics leave much to be desired. I personally feel that where a man came from or what he did, is not nearly so important as where he is going and what he will accomplish along the way. Do you wish to associate with him? . . . his family? Can he be depended upon? Do you have confidence in his ability and respect his judgment? Can he be fitted into your life? . . . your club? . . . your community? I must tell you more of the living John H. Meyer.

Theologians tell us that a person who believes in Christ, and is baptized, is a Christian. This being true, I am a Christian; and my religion like my politics was inherited from my parents. I am ashamed of neither, and endeavor to be a credit to both. I am firm in my beliefs—obstinate perhaps—yet I feel I am open-minded. I am completely sold on the American way of life, and just as certain that the bigot—political or religious—is one of the biggest threats to Democracy as we know it.

### Liability Side

Unfortunately there is also a liability side to my balance sheet, not so pleasant to discuss, but none-the-less a part of this man. I have the unfortunate ability to impress strangers as being conceited; would that I had some possession or capability to deserve this impression. I have been endowed with a generous portion of avarice, pride, and anger, an extremely quarrelsome trio with which to live; and I fear I fail to look upon the trials of others with the full sympathy and charity expected of one who claims the title of Christian.

Now that you have the facts, I find myself wondering if your vote admitting me to this club would have been the same, had you known these things sooner. If so, the casual acquaintances of today shall be the solid friendships of tomorrow, friendships I trust will grow in stature until that final date of which I so recently dreamed.

### A TOAST TO THE TYRO

By Johnston Reid, of the Elgin Toastmasters Club No. 893, Scotland

On Basic Training Number Five

Let's have variety,  
Vocal variety.

Play on your voice as a flautist his flute,  
Give it the magic of Orpheus' lute.

Give us variety.  
Show us your range!

"Presto, vivace, con moto, staccato,"  
Then "rallentando, pui largo, legato."

Down with monotony,  
Deadly monotony,

Killing monotony,  
Give us a change!

Vary the volume, the pitch and the pace.  
Music hath charms for the whole human  
race.



## short notice

### speakers



All too often some Toastmasters Club president or secretary gets a frenzied call from some person with a meeting on his hands.

It goes like this: "Can you help us out with our program today? We had a speaker coming from out of town, and at the last minute he says he can't come. We just have to have a speaker. Can't you take his place, or send someone who can?"

Because you are a Toastmaster, you are expected to have a string of ready speakers at your command, or even to have a topnotch speech of your own on ice. You can't disappoint your public. Unreasonable, perhaps, but it does offer an opportunity you should not miss.

Every Toastmaster ought to have a speech ready when needed. If he follows the plan of preparing a new talk regularly, two or three times a year, weaving it about some popular theme, some personal interest, he will never be caught off guard. These outside appearances not only serve a good purpose in helping out harassed

chairmen, but they are the finest sort of practice for the ambitious student of speech. They can even be built into valuable or professional publicity if you use them wisely.

Use your own occupation or hobby as the basis. No matter how commonplace your occupation may appear to you, it has details of interest to people who do not know it as you do. Even so well known a matter as the grocery business is full of interesting details and little known curiosities. Talk about it intelligently and in interesting fashion, and you will attract new customers. A Toastmaster-physician has stated that when he speaks before strange audiences on features of medical practice and health, he hardly ever fails to gain two or three new clients from the occasion.

Prepare the longer talk by breaking it into two or three portions and giving these before your club. Get criticisms and audience reactions in this way, then join the portions together in a twenty-minute address, and be ready when the call comes.

---

The world is divided into people who do things and people who get the credit. Try, if you can, to belong to the first class. There's far less competition.

By **Dwight Morrow**  
—Courtesy A. W. McKinley

## IF YOU COULD LISTEN IN . . .

. . . on the wonderful plans that this Committee and the other Convention Committees are making for next September 3rd, 4th and 5th—

—you would start right in planning too—planning (so help you Hannah) to arrange your vacation, this year, to include Toastmasters' 22nd annual convention at *DENVER*.

Arrangements are in the making which will delight as well as edify; innovations that will stress *showmanship* at its best; "shop-talk" forums in the more leisurely tempo with extended periods of audience participation; demonstrations galore, stressing the actual "how to" — not "the theory of;" and an outside activity program for the family which will make them glad they came.

## REMEMBER . . . SEPTEMBER . . . IT'S DENVER

### LOCAL ACTIVITIES COMMITTEE



(l-r) Gordon Merrick—Chairman, Odie Gorrell, Fred Sihler, Q. R. Dungan, Harvey Stitt, Bob Reynolds, Harold Carper, Bill DeBoer, Jack Williams, Frank Borstadt, and Fred Mattson.



REDWOOD CITY CLUB NO. 27 CELEBRATES ITS 16TH BIRTHDAY AS PRESIDENT EDMUND MASON AND "OLD TIMER" A. H. SAGEHORN (RIGHT) CUT THE CAKE.



A CLEVER IDEA BY CARL A. COLLINS (IN PHOTO) PLUS THE ARTISTRY OF KENNETH WILLIAMS, RESULTED IN THIS CLUB FUNCTIONAL BOARD FOR STERLING, COLO., CLUB NO. 1184 WHICH WAS UNVEILED AT THE CLUB'S CHARTER PARTY.

**STERLING TOASTMASTERS INTERNATIONAL CLUB #1184 DIST. 26**

<b>COMMITTEE</b> C.O. BOGGS BRUCE BEAVER C.E. FISH C.E. FISH ALBERT S. HOWE KEITH BUNKER	<b>CLUB CHAIRMEN</b> CARL A. COLLINS ALBERT S. HOWE BRUCE BEAVER ROBERT JACKSON TED BROWN KEITH BUNKER
<b>TREASURER</b> EDWARD <b>DEPUTY GOV.</b> SERGEANT AT ARMS	<b>EDUCATIONAL INTER-CLUB MEMBERSHIP OUTSIDE ACTIVITIES PROGRAM SOCIAL</b> ROBERT JACKSON EA. ELLIFF, M.D.
<b>OPENING CEREMONIAL TOPICMASTER</b> JAMES WALKER ROBERT KOLBY EDDY WALKER	<b>TOASTMASTER PREPARED SPEAKERS</b> "R. C. J. JAWORSKI" C.E. FISH
<b>GRAMMARIAN</b> INSPIRATIONAL	<b>MASTER EVALUATOR</b> TED BROWN
<b>TOASTMASTER INDIVIDUAL EVALUATORS</b> BRUCE BEAVER R.E. O'CONNELL ALBERT S. HOWE	



NEWLY INSTALLED OFFICERS, TRAVIS AIR FORCE BASE CLUB NO. 330, "MAKING LIKE" A GESTURES DEMONSTRATION AT THEIR RECENT CHARTER PARTY. (L TO R) FRANK SHANNON-PRES., JACK TROWBRIDGE-V. P., FRED HARDY-TREAS., CHARLES OLSON-SECY., WALT MCLEOD-SGT. AT ARMS.



"THE THREE SISTERS" WHO ENTERTAINED SO "FALSETTICALLY" AT THE FUN SESSION OF THE FALL CONFERENCE OF DISTRICT SIX, TURNED OUT TO BE MEMBERS OF THE ALBERT LEA (MINK) CLUB NO. 91 TRAVELING INCognito.



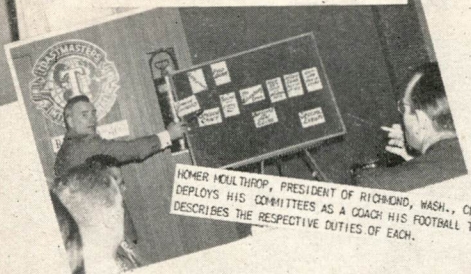
IF TOASTMASTER HAROLD CARPER'S HOME, GRAND SWEEPSTAKES WINNER IN DENVER'S CHRISTMAS DECORATION CONTEST, IS A SAMPLE OF HIS CLEVERNESS -- WE CAN EXPECT GREAT THINGS NEXT SEPTEMBER FOR HAROLD HEADS THE CONVENTION HOSPITALITY COMMITTEE.



AT THE HEAD OF THIS EARLY MORNING MEETING OF THE TESHQUOIT CLUB NO. 790, HOWELL RIVER, B. C., WE DISCOVER BILL CRAM-BED. CHM., AL ALSGARD-SGT. AT ARMS, BILL MACLEOD-SECY., WILLIAM BUEHLER-PRES., DON BLAKE-V. P.

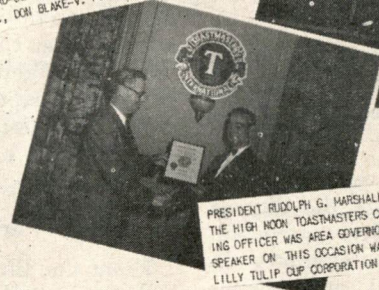


CHAIRMAN GORDON R. MERRICK AND HIS DENVER CONVENTION'S LOCAL ACTIVITIES COMMITTEE MEET TO LOOK OVER THE SITE OF OUR 1963 CONVENTION.



HOMER MOUTHROP, PRESIDENT OF RICHMOND, WASH., CLUB NO. 406, DEPLOYS HIS COMMITTEES AS A COACH HIS FOOTBALL TEAM WHEN HE DESCRIBES THE RESPECTIVE DUTIES OF EACH.

LIBERTY BELL CLUB, PHILA., NO. 1010 HONORS ITS PAST PRESIDENT AS H. BENEDICT RIPKEE, DISTRICT CHAIRMAN OF SPEECHCRAFTERS, HANDS HIM THE PRESIDENT'S KEY IN TOKEN OF THE CLUB'S APPRECIATION FOR A JOB WELL DONE.



PRESIDENT RUDOLPH G. MARSHALL (R) SHOWN RECEIVING CHARTER FOR THE HIGH NOON TOASTMASTERS CLUB NO. 1200 OF NEW YORK. CHARTERING OFFICER WAS AREA GOVERNOR GRAHAM B. PEAKE (L). PRINCIPAL SPEAKER ON THIS OCCASION WAS FEN K. DOESCHER-VICE PRESIDENT, LILLY TULIP OUP CORPORATION.

# TOASTMASTERS

# DOINGS



PAST INTERNATIONAL PRESIDENT "CAP" SIAS CHARTERS THE WEBSTER CITY, IOWA, CLUB NO. 1154. SHOWN WITH HIM ARE (L TO R) GERALD JEFFERS-ED. CHM., BERT NIEBUHR-V. P., CHUCK PALMER-SECY., TRESAS., CARYL HOLLINGSHEAD-PRES., WALTER SCHULTZ-DIST. GOV., BAYARD WILLIAMS-DIST. SECY. TRESAS.



"GOOD LUCK TO CLUB NO. 668" SAYS "CAP" TO PRESIDENT "BOB" SWEANY ON THE OCCASION OF THE CHARTERING OF THE MUSCATINE, IOWA, CLUB. CARLETON "CAP" SIAS IS PAST PRESIDENT OF IT.



SAN ANTONIO CLUB NO. 699 HONORS FOUNDER RALPH SHEDLEY AT DINNER DURING HIS EASTERN TRIP. (L TO R) LUTHER BERRY-ED. CHM., DAN WATTS-SECY., GROVER QUILLIN-PRES., RALPH SHEDLEY-FOUNDER, MARVIN DEANE-DIST. GOV., EDWIN MEYER-AREA GOV., VESTER CHILDRESS-TRESAS., AND BILL FORTE-V. P.

# What's Going On

## This Was Impromptu

At Cincinnati, Queen City Toastmasters Club staged an impromptu meeting, such as many clubs have done. The distinctive thing about this is the list of speech subjects which were handed to the speakers after they arrived. The list is presented here with the hope that it may be helpful to other program committees in planning such a schedule.

*First Speaker:* You have been asked to lay the cornerstone for a new Shrine Hospital for Crippled Children. In five minutes, make the appropriate speech.

*Second Speaker:* You are to address the graduating class of Barber College. The parents and faculty are present.

*Third Speaker:* You have been elected Mayor of the City. It has been a dirty campaign. You have five minutes in which to speak at a dinner given in your honor.

*Fourth Speaker:* You are the sales manager of a company selling drugs and cosmetics. Give a five-minute talk to a sales meeting of your salesmen.

*Fifth Speaker:* Your minister has been called away, and you are taking his place. Give a five-minute sermon comparing Judas Iscariot with some present-day characters.

*Sixth Speaker:* Ten years ago you migrated from Poland. You are now addressing a group of your countrymen on your impressions in America.

## DENVER CONVENTION

Many Clubs are planning big attendance at Toastmasters' 22nd annual convention at Denver, September 3rd, 4th and 5th.

Some are holding raffles, special events and even auction sales to finance the fares of their *top officers*; while others are methodically going about interesting their members to plan the *family vacation* in Colorado just prior to the CONVENTION and wind up a glorious time by the climactical experience of the full convention session which is being planned to fit the modest pocketbook.

## Yearlings Perform

From the Big D Club No. 713 bulletin of Dallas, Texas, we clip the following notice which sounds like a splendid idea:

"Big things are in store for us on January 29th. The First Year Toastmasters will take the reins for the night and they promise an evening packed with enjoyment for us all. No word has leaked out as to their plans but with the lineup of talent that falls into this group, how can it help but be a good program?"

# Well Said. . .

She turned him down like a bedspread.

—P. G. Wodhouse

Words without action are the assassins of idealism.

—Herbert Hoover

Remember that to change thy mind and to follow him that sets thee right, is to be none the less the free agent that thou wast before.

—Marcus Aurelius

There is a weird power in a spoken word . . . And a word carries far — very far — deals destruction through time as the bullets go flying through space.

—Joseph Conrad

Criticism is a thing that can be avoided by saying nothing, doing nothing and being nothing.

—Freightways Club Bulletin, Portland, Oregon

The receipt for perpetual ignorance is: "Be satisfied with your opinions and content with your knowledge."

—Elbert Hubbard

The husband is head of the house, and the pedestrian has the right of way. Both husband and pedestrian are fairly safe unless they try to exercise their rights.

—Survey

A conference is an occasion where a group of men, who individually can do nothing, but as a group can meet and decide nothing can be done.

—Roy E. Day

Her appeal wasn't what she had, which was so-so, but what she did with it.

—Rex Stout

"Fortunately, she was introduced by the urbane Hiram Sherman, who has no peer in the art of preparing you to expect nothing, but also to be appreciative for having received same."

—Henry Hewes in the *Saturday Review* of January 3, 1953.  
Review of Bette Davis' show. "Two's Company."

## LAST SAID . . .

Old time mosquito (to young mosquito): "And to think that when I was your age I could bite girls only on the face and hands."

Contributed by—E. M. Sundquist

# Can You Write a Letter?

Of course you can. You are literate. You can read and write—push a pen or pound a typewriter. Or perhaps you have a stenographer to transcribe your words.

But can you write or dictate a really good letter — one which will be read with interest and understanding, and which will produce results? Many good businessmen simply don't do that, whether they can or not.

A news item which appeared in the daily papers recently carried the information that one of the great life insurance companies has been sending its home office employees, who handle correspondence, to a training school to brush up on letter writing. A course is being given at New York University, with many executives enrolled, all of whom are seeking to learn how to write letters that will get results.

## Receive Letters

You receive many letters every day in your business. What do you do with them?

Some of them are read with care, others are laid aside for possible reading, and a good many go into the wastebasket after a casual look at the first paragraph.

The letters which you send out face similar treatment.

How can you insure proper consideration for *your* letters?

Taking for granted the fact that physical appearance has much to do with the reception given a letter, let us consider the other fact that a letter is actually a short speech, written instead of being delivered orally.

The principles which apply to preparing a short speech can be applied with equal effect to the composition of a letter.

The start should be interesting and friendly in tone, to gain attention and win favor. There should be a clear and concise statement of what is involved. There should be a definite conclusion which gives the "so what" in a manner to arouse the recipient to action.

Use of the old forms and worn-out cliches is as bad in a letter as in a speech. Verbosity kills interest in either case. Indefiniteness arouses sales resistance.

There are scores of good books on how to write letters that win. These books cover everything from the salutation to the signature, and from appearance to argument. They may help you if you will study some of them.

But you have right at hand, in your Toastmasters training, the

techniques which will enable you to make a vast improvement in your correspondence. Consider each letter as a short speech. Test it by the principles of good speech construction. You may profitably read the letter aloud as though it were a speech to be delivered.

## Care

Care in composition of your letter may make all the difference in the treatment it receives. It can determine whether the letter will be read with care, or consigned to the trash pile.

Here is a practical suggestion for your club's Program Committee:

Devote a program to better letter-writing. Ask each speaker to bring one or two letters which he

received in the course of his business. He can select either very good ones or horrible examples.

Let the speakers read some of these letters, and offer comments on them, and then open the discussion to include all those present. Take some of the letters to pieces, seeking why they are especially good or not good. Let some member speak about how to write effective letters.

A program devoted to better letters may pay dividends to many of the members who have not realized just what poor writers they are.

Do not let yourself be satisfied with just writing letters. Learn how to write letters that win.

# LIMERICK

## WINNERS

Suggested by  
"Hank" Bramman  
South Pasadena

*There was a young fellow named Smedley  
Whose appraisal of speeches was deadly—  
So he tooted his horn  
And Toastmasters was born*



Write a last line to the above limerick and if it is chosen best or runner-up, you will receive a copy of Dr. Smedley's book, *Speech Engineering*. Compose the limerick for use in April and win a copy (autographed by Dr. Smedley) of *The Voice of the Speaker*. Deadline February 16th.

*A Toastmaster trained to orate  
Was found in a terrible state—  
Said his wife: "I don't know  
What's become of my Joe,  
His magazine must have been late."*

The winner—  
Lester G. Brown  
El Cerrito, Calif.

Earl J. Frey of Santa Ana was the runner-up with  
"It must have been something he ate."

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# It's a Good Idea . . . . .

## The Debate

When Tacoma Toastmasters, Number 13, staged a formal debate at a recent meeting, it was discovered that some of the debaters had never before participated in such a discussion, while others looked to college days for previous experience. The results, as seen in careful preparation and earnest efforts, were counted so well worth while that the club has agreed that an occasional debate will be a valuable addition to the program.

The experience of this club may well be used by many others as an example. An occasional formal debate is an excellent form of training, all too frequently omitted because it takes work.

## Korea

I was a charter member of the Non-Commissioned Officers Toastmasters Club at Cherry Point, (N.C.) No. 296, and was commissioned a 2nd Lieutenant and should have been transferred to the "Point" but hardly had my bars settled on my shoulders, when I was sent to Korea.

I thoroughly enjoyed my work in Toastmasters during the time I was able to take part, and I hope to continue the training when I return to the U.S.A.

There are many Toastmasters over here, but they do not stay

in one place long enough to meet.

I believe that the Marine Corps saying, "Once a Marine — always a Marine" could very well be applied to Toastmasters.

—A portion of a letter  
from Korea by:  
Lt. Earl L. Schiffman

## Cooperative Evaluation

F. J. Chase, President of Ann Arbor Toastmasters Club, Number 699, reports an unusual experiment in evaluation. He writes:

"We devoted an entire meeting to cooperative evaluation. No prepared speeches were given. Each member, as he entered the room, was given the name of another member, and was told to secure that member's Basic Training Manual. A period of 15 minutes was spent in reviewing the critique sheets. Each man studied the sheets in the Manual which he held, and noted improvements—or lack of them—as indicated by these evaluations. Each member then had the opportunity to give his findings, after which comments from the floor were called for.

"Then a general evaluator, with a three-man panel, commented upon the clarity of analysis, the presentation and the diction of the participants. Afterward, the general evaluator commented on the entire meeting, including his assistants, and the chairman. We believe that much good was done by this method of review."

# It's Up to YOU

By R. E. Lee Alrich, Editor-Publisher, San Dimas Press

If you are looking for 1953 government security, stop looking and do something about making our government secure. Then, only, can there be individual security.

With every new form of security legislation there has been gradual slackening of individual ambition for security and recognition of loved ones and friends. Our highest sense of security is with moral and spiritual recognition and attainments.

Our founding forefathers warned us about too much government, about government becoming top-heavy and usurping the freedoms of the people. Over the past few decades we have been experiencing just those things.

People used to think if they lived respectably, raised a good family, spent less than they earned and invested the difference they would be well cared for in their declining years. If their investments failed to secure, their children or friends would stand by them. That form of living built frugality, ambition, initiative, a safe basis upon which to train children.

Today many people are struggling to live on social security pensions, which are far, far from offering security. Even so, people are still thinking "what's the use of saving for a rainy day or old age; the government will take care of us?" Along with that incorrect theory have developed a lot of immoral and unspiritual attitudes, such as the refusal to recognize the needs of aged parents, even downright lying about being able to help; lack of teaching frugality among children; young women raising families of illegitimate children because of the welfare program, and many other abuses of the rules for living.

Many people say times have changed and we can't live by the old rules. Times have changed, it is true, but we have changed from secure rules to rules of insecurity.

We cannot be secure in 1953 with an attitude of "Let George Do It." We need reawakening of the moral and spiritual attitude to chart our course for security the coming year, and years.

Editor Lee, active member of La Verne (Calif.) Club No. 53 and Past Governor of Founder's District, is one of that rapidly disappearing "breed" of Country Editors which meant so much in shaping our thinking a decade or so ago and which produced such men as E. W. Howe, Ambrose Bierce and William Allen White.

## HOW WE TALK

The early Romans used small stones, or pebbles, to help them in counting. Their word for pebble was *calculus*. Because of its use in counting and computing, they developed a verb *calculo*, meaning to calculate or cast up accounts. We borrowed the idea and the word in our common term, calculate, and in the name of a branch of higher mathematics, calculus.

Back of the Latin *calculus* is the word *calx*, which was applied to stones of various kinds, including chalkstone and lime. That is where we get chalk and calcimine and calciferous and many other words.

Another Latin word for stone is *scrupus*, which meant a piece of stone. *Scrupulus* was a small sharp or pointed stone. It became a unit of weight measure, the twenty-fourth part of an ounce, which we have translated into scruple. But we have made scruple mean also any small matter which causes doubt or hesitation, which is one of the meanings the Latins gave to their *scrupulus*. Changing the spelling into scrupulous, we have a word which means having scruples, or items which create doubt or nervousness. It is almost a synonym for conscientious.

That is a long way to go from a little rock.

Since lime was mentioned above, in connection with chalk, we are reminded that this word comes from the Latin *limus*, which started out as mud, and then came to include more specifically clay, mortar and dregs. A related Latin verb is *linere*, to smear. Apparently the Latin speakers were quite as hard on their words as we moderns are, in making them carry many meanings.

An expression which confuses many people of the modern generation is "lime light." We all know what a spot light is, an electric light with beams concentrated on a spot, usually on the stage. Many of us do know that in the days before electricity, there was an early type of stage lighting in which the light was produced by directing an oxyhydrogen flame on a cylinder of lime. The beams were concentrated by means of a reflector behind and a lens in front of the flame. This produced much the same effect as we get by use of the electrical spot light. The two terms are used interchangeably today, as when we speak of a political candidate getting in the lime light (or the spot light).

To get back to the *pebble* with which we started this word ramble, we are reminded that it is genuine Anglo-Saxon. The ancient form was *papol*, and *papolstan* was pebblestone. You catch the similarity in our cobblestone, although the definite derivation is uncertain.

## Recommended Reading By R. C. S.



### The Great Enterprise

Harry A. Overstreet published another book in 1952. We are slow in bringing it to your attention, but here it is. *The Great Enterprise*, by Harry A. Overstreet (W. W. Norton Company, New York, \$3.50).

Those of you who have read *The Mature Mind* and its predecessor, *Influencing Human Behavior*, will find in the new book the ripening and further development of the ideas promulgated in the others. Whereas, in *The Mature Mind*, he discussed the importance of mental maturity in its relation to individual development, in the new book he studies its place in our social and organizational growth. He puts new emphasis on clear communication.

"One chief tragedy in today's world is our widespread inability to communicate. Not only is the Iron Curtain lowered between nations; it is also daily and hourly lowered between individuals and groups. Obviously, if in all our practices of life we could learn to listen and be listened to; if we could grasp what other persons are saying as they themselves

understand what they are saying, the major hostilities of life would disappear, for the simple reason that misunderstandings would disappear."

Dangers in the "egocentric trap," as he calls it, are illustrated by the "ugly example of hostility-born 'groupness' found in the Hitler crowd. This group swept into its ranks millions of frustrated individuals who, through their life defeats, had developed grudges against the world."

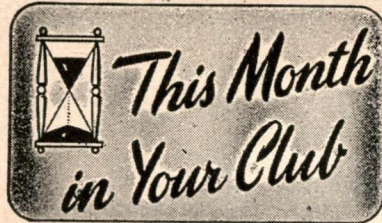
The entire book is a powerful argument, by implication as well as by direct statement, for progress through discussion, through the "idea exchange." In a world out of balance, as ours is today, we may help to restore it to balance by bringing people together and giving them the sense of "belonging" not only in their small groups, but to the nation and to humanity.

*The Great Enterprise* deserves a place in your library and in your thinking. We carry it in stock at the Home Office in Santa Ana and will be glad to receive your order for a copy. It will help you in your thinking and living as well as in your speaking.

At the risk of being convicted of hyperbole — the blackest crime in the reviewer's code — I feel compelled to put my neck in the noose with the statement that "Always the Young Strangers" is, to me, the best autobiography ever written by an American. I am not forgetting Benjamin Franklin or Henry Adams, nor showing them disrespect.

—Robert E. Sherwood in the New York Times, January 4, 1953  
Always the Young Strangers. By Carl Sandburg. 445 pp. New York: Harcourt, Brace & Co. \$5.00.

# PROGRESSIVE



## Working With Words

As a builder of speeches, you must have tools.

The tools of the speaker are ideas and words. Ideas are important, but an idea does not go far unless you have the words to express it.

Turn back to page 1, and read the thoughtful article by Dr. Johnson on "The Speaker's Tools." Then make up your mind to improve your personal tool chest, and your skill with the tools, before the first of April comes along.

Every meeting of your club in March should emphasize the use of words, especially as to meaning and pronunciation, and the very important art of putting words together to make sensible sentences. Evaluators will give preferred attention to choice and use of words. You, as an individual talker, will try to improve your diction every time you say anything.

## Officers at Work

Present officers are nearing the end of their term. They will see to it that their successors are properly elected at the first meet-

ing in March, and then they will do all things possible to put the new men into training. The secretary will report *immediately* the list of new officers, and information will be sent by return mail from the Home Office to the new president.

Let the election process be an example of the best business procedure. Use conferences and discussion among retiring officers and the new ones to make the transition easy and effective. Remember President Eisenhower and his associates conferred and discussed before the day of inauguration. Follow that good example.

Good officers make good plans, and a good club is the normal result.

## Weeks in March

Scouts, 4-H Clubs, National Boys' Clubs, Campfire Girls are among the organizations which observe special "weeks" in March. Lots of program material in these.

The Red Cross campaign calls for speakers throughout the month. Income tax returns are due.

On March 22, 1775, Edmund Burke addressed the British Parliament on "Conciliation with American Colonies."

On March 23, 1775, Patrick Henry gave his "Give me liberty or give me death speech." There is an interesting sequence for you. March 10, 1876, the first complete sentence was transmitted by telephone.

Alaska was purchased from Russia, March 30, 1867.

Did someone ask: "Where can I find speech material?"

# PROGRAMING

## Good Business

April is the month when you install new officers. It is good business procedure to make sure that your leaders know what they are about, and then to give them a good send-off. Ask the Area Governor if you are in doubt what to do.

The semi-annual report to the Home Office is due April 1. The club is required, also, to submit a report to the Collector of Internal Revenue, claiming exemption. Use Form 990. These two items are a part of good business for your club.

## Good Selling

*Persuasive Speech* is the Point of Emphasis.

The typical sales talk is the talk to persuade or convince. This month is a grand chance to "sell" yourself, your ideas, your goods, right in the club. Make it open season for talking shop. There may be potential customers among your fellow Toastmasters. Don't hold out on them.

The Educational Chairman of your club has received detailed suggestions for programs through this month. If he does not give you the benefit, ask him what he has done with the ideas.

Programs on sales should be a feature in your club.



## Special Events

Installation of new officers is a high point of the month. Put them in their places so that they will be ready to serve you.

Speech contests are coming up. Even though you are not a contestant, attend and listen, and learn from the efforts of these speakers. Could you have done better? Could you tell them how to do better?

## Speech Themes

April dates are full of interest. Here are just a few on which speeches could be built:

1. Easter and Palm Sunday, and their traditions and meaning.
2. The first U.S. Mint was established in Philadelphia, April 2, 1792.
3. Wars of the U.S. have had a way of starting in April. The Revolutionary and Civil Wars and the Spanish-American War started in April and the U.S. entered World War I on April 6, 1917.

Now is the time for all Toastmasters to plan to be in Denver in September.

# HOW

# TO

## PUT OVER A SPEECH

By Ernest Wooster

What puts a speech over?

You hear a talk which impresses you, and your vote goes to that speaker.

But why?

It is not always a subject on which he feels intensely. Perhaps he speaks better on a casual one.

Neither is it one on which he is an authority, and with which he supplies you much interesting information. Such talks are likely to get a low rating.

Worst of all, it may be one for which he has made no preparation. He hasn't done any studying for that talk, didn't organize it as he is taught—or should be taught.

It's discouraging, isn't it, when rules are violated, rewards go to the violators.

The man who speaks his intense convictions should therefore and thereby be a better speaker. He isn't! The person who doesn't study and prepare doesn't deserve to win. But he does! The Toastmaster who seeks information and brings it to you should rank high, he has earned a place. But he doesn't get it!

Why this seeming contradiction of rules and common sense and justice?

It may be that the person with the crusading speech is too intense. He is quite likely to be. In

an effort to convince and persuade and make converts, he loses poise and power. He is not making a talk; he is a propagandist, an exhorter or a proselytor; and he is out of character.

The man who brings you information, who saves your time and eyes by doing your reading and then agreeably recites it to you in the club, may not make it interesting. It is novel but not exciting. It is convincing but not dramatic. It is useful but not dynamic.

And the Toastmaster who does not organize, and then walks off with the highest vote, really knows his subject. He has to. Possibly because he has no mental strain of marshalling carefully studied facts in logical sequence according to plan, he is at ease.

Probably the most successful talks are those which appeal to sentiment or emotion, those which entertain rather than instruct, and those which are given with positiveness and force.

The average person is not forceful in his talks; therefore he is less convincing. When he is, he overwhelms his audience, makes his place on the program known, is remembered when the votes are cast.

If you cannot be funny, entertaining, instructive — then be forceful.

# ANCIENT HISTORY

By Ralph C. Smedley

Just 46 years ago this month (March 27, 1907, to be exact) the first program presented by a men's Toastmasters Club was put on at Freeport, Illinois.

I had gone to Freeport as Y. M.C.A. secretary some months before, and had revealed to the men there my ideas about learning to talk in a club. They liked it, and a typical group of men responded to my invitation. The group included lawyers, doctors, merchants, salesmen, accountants, clerks, newspaper men, and teachers. The County Superintendent of Schools was a member. So were some executives from industrial firms.

The first meeting was a simulated occasion, much as we use today. It was a convention of the Stephenson County Agricultural Association. Speech subjects treated humorously for the most part, included "The Hen and the Egg," "Corn is King," "Pigs is Pigs," and others on the same line. It was a complete success, and the club continued to operate so long as I was there to encourage it.

The reason for bringing up this bit of ancient history is that I wish to point out the fact that this pioneer club functioned without any outside help. We put on excellent programs, ranging from serious to humorous, from de-

bates to mock trials, from impassioned oratory of the "stump speech" variety to carefully prepared discussions of current problems, and we did all this because the members used their imaginations and their ingenuity in planning and presenting programs.

No one told us how to do it. No benevolent Home Office showered us with magazines and bulletins and program plans. We just figured out what would be interesting and helpful, and then we went ahead and did it. I cannot recall that any member ever complained about having nothing to talk about. On the contrary, they had so much to say that there was difficulty in enforcing time limits. Most of the speech subjects or meeting themes were assigned, to the benefit of all concerned.

With the vast amount of helpful material, based on an experience extending over nearly half a century, our clubs today should be far ahead of that early one, and most of them are. We know more and we get further, but we should be doing a great deal better than we do at present.

Let the story of the first Toastmasters Club, doing the best it could with what it had, inspire you privileged Toastmasters of today to work harder and produce better results in proportion to your opportunity.



## New Clubs

### WHEN AND WHERE THEY MEET

- 358 SEATTLE, Wash., (D 2), *Public Service*, Tues., 5:00 p.m., Federal Office Bldg., Room 117.
- 708 SILVERTON, Ore., (D 7), *Silverton*, Thurs., 7:00 a.m., Tony's Cafe.
- 839 LEBANON, Ore., (D 7), *Lebanon*.
- 1220 NEW YORK, N. Y., (D 34), *Twelve Twenty*.
- 1244 SAN FRANCISCO, Calif., (D 4), *Forty Niners*, Wed., 12:10 p.m., El Jardin Restaurant.
- 1247 FRASERBURGH, Scotland, (D 18), *Fraserburgh*, 2nd & 4th Thurs., 7:15 p.m., Bellslea Hotel.
- 1248 NORTH KANSAS CITY, Mo., (D 22), *Northtown*, Alternate Tues., 6:00 p.m., Rugel's Cafe.
- 1249 CINCINNATI, O., (D 10), *West Hills*, Mon., 6:30 p.m., Quebec Gardens.
- 1250 VIRGINIA, Minn., (D 6), *Virginia*.
- 1251 MICHIGAN CITY, Ind., (D 11), *Dunes "Y"*.
- 1252 POWELL RIVER, B. C., Canada, (D 21), *Powell River*.
- 1253 CHARLOTTESVILLE, Va., (D 36), *State Farm*.
- 1254 WASHINGTON, D. C., (D 36), *Metropolitan*.
- 1255 NEW HAVEN, Conn., (D 31), *Elm City*, Mon., 5:00 p.m., The First Universalist Church.
- 1256 POLSON, Mont., (D 17), *Polson*, Tues., 6:30 p.m., The Ranch.
- 1257 PORT TOWNSEND, Wash., (D 2), *Port Townsend*, Tues., 6:15 a.m., Central Cafe.
- 1258 RUSSELL, Kan., (D 22), *Russell*.

### The Problem of Communication

I am tremendously excited about the problem of communication of ideas, the explanation of business to every segment of the American public. The strength of the American enterprise system lies in the infinite variety which we bring to the solution of our problems; and we learn from one another . . . by exchanging ideas.

—Clarence B. Randall, President of Inland Steel addressing the U. S. Chamber of Commerce, in Chicago.

## On Being

### Complimentary



By Deane G. Davis

Compliments can be of two kinds, sincere and backhand.

I have been told that when Abe Lincoln was campaigning he went to a farmer's where a not too friendly dog stood guard. Abe, sensing the value of a compliment, said, "My what a fine set of teeth that dog has."

Most politicians know that compliments pay off in votes and go out of their way to compliment every situation and person they meet. It is even reported the Ike, while campaigning last September, kissed a baby. And, of course, you've heard about the political candidate coming up to a woman with a homely baby. He wanted to be nice, but honest, and he exclaimed "Well that *is* a baby."

It was Will Rogers who once said something like this: "I have met a lot of people, but I have never found any one yet about whom I couldn't find something to like."

Being genuinely complimentary pays off in dividends both to the giver and the receiver of the compliment. The giver of a genuine compliment is rewarded:

If he is a SALESMAN, by less sales resistance.

If he is a POLITICIAN, by more votes.

If he is a TOASTMASTER or SPEAKER, by more receptive audiences.

If he is a TRIAL LAWYER, by having a jury not prejudiced against him.

If he is a PREACHER, by a more attentive audience, through the sincere complimenting of those men who came to "hunt" for the word of God instead of staying away to hunt for pheasants, deer, grouse or golf balls.

If he is a HUSBAND, by a more peaceful household.

If he is an ordinary CITIZEN, by having his pathway of life made smoother.

The receiver of genuine compliments is improved by trying to continue to merit them.

In fact, compliments, like courtesies, are contagious. Whether our compliments are directed to the persons for whom intended or behind their backs, let them be kindly, let them be genuine.

# THE QUIZZER

## Select Your Tents

By Grant Henderson

In the column at the left are brief definitions which define one of the "tents" in the right column. Select a "tent" for each definition and match their numbers. For example: If "satisfied with what you have" means "content", you match "tent" No. 1 with definition No. 4. Go through the list faithfully before looking at the correct answers. On the basis of 100 allow yourself a score of 5 for each correct answer and determine your percentage. Study those you miss.

### DEFINITIONS

1. Serves as a catch or pawl
2. Somewhat hidden or dormant
3. Very much in the open
4. Satisfied with what you have
5. Having authority or control
6. That which presages evil
7. Adequate; capable
8. Sorry for sins or offenses
9. Persistently opposed
10. Dissatisfied with government
11. Very powerful; predominant
12. Wanting power, strength or vigor
13. Compelling attention
14. Living according to belief
15. Temporarily abating
16. Without appetite or desire
17. Heedless; inattentive
18. Coming and going at intervals
19. Unlimited in power, ability or authority
20. Constantly recurring

### TENTS

1. Content
2. Penitent
3. Insistent
4. Intermittent
5. Inadvertent
6. Impotent
7. Detent
8. Persistent
9. Inappetent
10. Latent
11. Potent
12. Omnipotent
13. Patent
14. Portent
15. Competent
16. Renitent
17. Remittent
18. Prepotent
19. Malcontent
20. Consistent

### ANSWERS:

1-7, 2-10, 3-13, 4-1, 5-11, 6-14, 7-15, 8-2, 9-16, 10-19, 11-18, 12-6, 13-3, 14-20, 15-17, 16-9, 17-5, 18-4, 19-12, 20-8.

### BEFORE WE ADJOURN

A world community can exist only with world communication, which means something more than extensive shortwave facilities scattered about the globe. It means common understanding, a common tradition, common ideas, and common ideals . . . The task is overwhelming, and the chance of success is slight. We must take the chance or die.

—Robert Maynard Hutchins

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**T**HEMISTOCLES replied that a man's discourse was like to a rich Persian carpet, the beautiful figures and patterns of which can be shown only by spreading and extending it out; when it is contracted and folded up they are obscure and lost.

—Plutarch's Lives