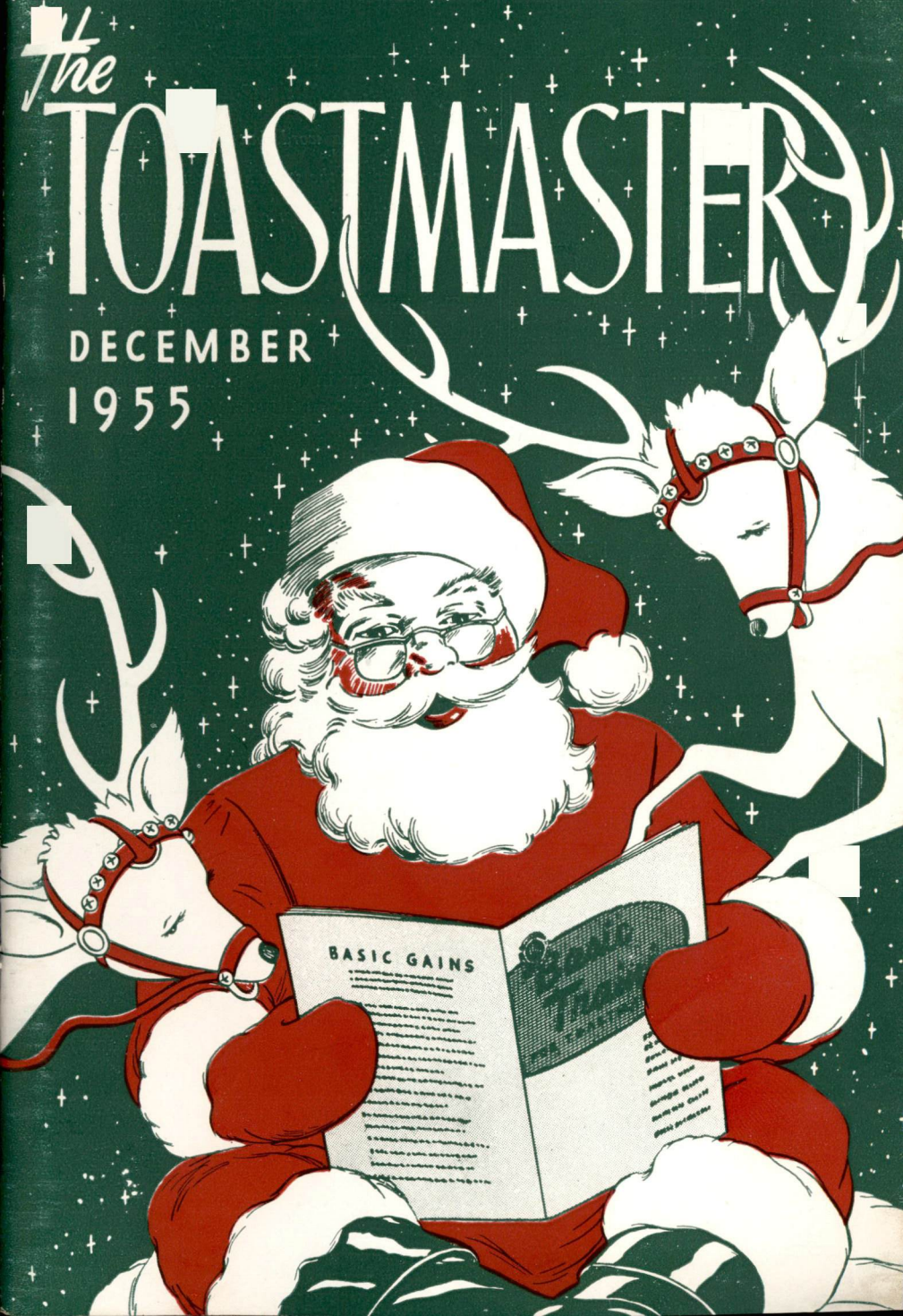


The

TOASTMASTER

DECEMBER
1955



For Better Thinking—Speaking—Listening

The TOASTMASTER

Official Publication of

Toastmasters International, Inc.

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

Editor.....Wayland A. Dunham

Address all communications to

The Toastmaster

Santa Ana, California

DECEMBER, 1955

Vol. 21—No. 12

See INDEX—inside back cover

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 1928 active clubs—located in the United States, Alaska, Australia, British Crown Colony, Canada, Channel Islands, Cuba, England, France, Germany, Greenland, Guam, Hawaii, Iceland, Japan, Philippines, Scotland, South Africa, the South Pacific Islands, and Venezuela.

Organized October 4, 1930
Incorporated December 19, 1932
First Toastmasters Club Established
October 22, 1924

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 1955 by Toastmasters International. Name Registered, U. S. Patent Office. Entered as second-class matter Oct. 25, 1941, at the Post Office, Santa Ana, California; act of March 3, 1879

PRICE \$1.50 PER YEAR

Printed in U. S. A.

Among our contributors—see page 30

Editorially Speaking

*He said not a word, but went straight
to his work
And filled all the stockings, then turned
with a jerk
And laying his finger astride of his nose,
With a nod and a beck, up the chimney
he goes.*

—From "A Visit From St. Nicholas"
by Clement Moore

Tut, tut, Santa Claus! Surely you can make a better presentation than that! Why, dear old St. Nick, just look at your position in the world! Here you are, a well-known figure, your features, your costume, your whole aspect familiar to millions. Children dream of you for weeks ahead of your appearance, and check off the days on the calendar while they wait for you.

And what happens? You haven't a word to say.

We grant you, Santa, that there is a lot of action in your scene. It takes work to fill those stockings. But think of your gestures! Jerky, the poem says. Is that good? And why the finger astride of the nose? Does it mean anything? Why the nod and the beck? Do they constitute a proper build-up for the startling feat of levitation that climaxes your act?

We think you are quite right, Santa old chap, to take time out to study Basic Training. It has been a welcome Christmas gift to 60,000 Toastmasters all over the world. If others have been able to overcome that uncomfortable, tongue-tied feeling, you can do it too. Others have become confident, assured, able to occupy the limelight and know that their words are appropriate, their gestures easy, natural and effective.

So—Merry Christmas, Santa. You deserve all good things, so help yourself to one of the best.

*And we heard him exclaim, ere he drove out
of sight,
"Merry Christmas to all, and to all a good-
night!"*



THERE IS A SANTA CLAUS

*for every good Toastmaster who
hangs up his stocking on Christ-
mas Eve.*

DO YOU remember, when you were very young, the magic of Christmas? Can you recall the thrill-charged atmosphere, the secrets so carefully guarded, the fresh, pungent, woodsy smell of the Christmas tree, and especially the feeling of love, happiness and giving?

Perhaps you can also recall that black day when someone—maybe a well-meaning school teacher aunt, or the nasty little boy in the next block who was older than you—told you that there was no Santa Claus. It was as if the brightest Christmas tree bauble of all had suddenly crashed at your feet.

It took a lot of living and a number of Christmases to come again to the realization that the little boy was wrong. There is a Santa Claus.

His form does not matter. In fact, like all things of the spirit, he has no definite form. Americans picture him as a jolly, white-bearded, rotund figure in a scarlet suit; the English envision an ermine robed Father Christmas, while Latins clothe their Christmas gift-giving in the form of three brocade-clad kings of the Orient.

But wherever there is the magic of believing, the joy of helping others, the thrill of achievement—there is the spirit of Santa Claus.

The world we live in is turning away from the purely materialistic acceptance of those things which can only be discerned by the senses. We are beginning to realize that there are things beyond those which we merely see, hear, feel, taste, smell. Science has lifted the curtain a few inches on the Arabian Nights world of tech-

nological wonder. And slowly, slowly, the footlights are brightening, the curtain is quivering on the vista of that other mysterious, unexplored country—the human mind.

So—what do you wish for, this Christmas of the wonderful year of 1955? What do you most want to find under your Toastmasters Christmas tree? Is it the ability to think on your feet? To arrange your thoughts clearly and logically? To express them concisely and convincingly? Would it be, perhaps, a better job in which you can express yourself to your fullest

potential? Is it friendship, the ability to get along with people? Is it freedom from fears which paralyze and keep you mute in a group of people?

Whatever it is, it is waiting for you, not only on Christmas morning, but on every day of the year. It's all wrapped up in a gay package, and tied with a big red ribbon bow. All you have to do is to unwrap it and make it yours.

Of course, there's a little work connected with it. There wasn't much fun with the erector set, either, until you started to put it together.



Guaranteed Test

A professor was lecturing his physics class. Said he, "If molecules can be split into atoms and the atoms split into electrons, can the electrons be broken down any further?"

"I'm not certain," replied one of his pupils, "but a sure way to find out would be to mail some of 'em in a Christmas package marked 'fragile'."

Christmas is the one time of the year when a man's wife believes in giving him all the credit she can get.

Santa enters through a hole in the chimney and leaves through a hole in your pocket.

A Child's Definition

My memory is the thing I forget with.



By John W. Haynes
President, Toastmasters International

Of Interest to Shareholders

As a man interested in your own economic progress you check the earnings received from your savings and investments.

But what is your interest in Toastmasters International? This organization, although legally described as a non-profit corporation, pays a special type of dividend to its shareholder members in the form of a richer life through personal growth which in numerous cases is expressed in increases in income.

You are one of the many fortunate men who have invested time and effort in Toastmasters International. The soundness of your judgment is supported by the fact that you are being joined by more shareholder members each day.

The record is sensational!

In the ten year period since World War II, Toastmasters International has grown from 221 clubs to 1960 clubs. Membership has increased from 5,090 members to more than 55,000 members.

This rapid growth has imposed a continual challenge to your Board of Directors and the Home Office, not only to charter new clubs and serve all clubs efficiently and effectively, but also to improve the methods and materials of our educational processes. Beyond this, exploration is being made into wider fields of endeavor in order to fill the educational needs of our members in business, community and personal life.

Your newly elected Board of Directors met in October to conduct business, to form and direct policy, and to plan for the year's work. The efforts of this volunteer group of sincere and enthusiastic men combined with those of Home Office representatives promise greater dividends for our members in the future. The combined experience of these men totals more than 460 years in business and 250 years in Toastmasters.

The dividends which you receive in the future will not be automatic. They depend upon the intelligent and thorough use of our materials and methods administered by your club officers who are given direction and assistance by your District officers. We should look then to these men whom we have elected to leadership to plan the presentation and the use of our products. In this way we shall continue to grow and collect new dividends as we travel the highway of "Progress Unlimited."



WHERE

Do We Go From Here?

By Henry L. Jordan

I WAS coaching my son in tennis. He tossed the ball, swung his racket, and pitched his first serve neatly into the net.

"You're hitting it into the net," I called.

He shifted his stance, took another grip, and tried again. Same thing.

"It's going into the net," I told him again.

He glared, and made another try.

"Still going into the net," I said pleasantly. He flung his racket on the ground.

"Look," he told me. "I can see that it's going into the net as well as you can. You don't need to sound like a broken record about it! Tell me what I can do to *keep it from going into the net!*"

Somehow I can't help thinking about our Toastmasters evaluations. Are we doing the same thing that I was doing with my son?

Our Toastmasters club does wonderfully well on evaluation. Our critics are kind, but extremely honest. They can usually hit the nail right on the head.

But after that, we are faced with the problem of benefiting from that evaluation. And that is where we often fall down flat.

We must follow through in teaching the techniques and methods of correcting our errors. It is not enough to continue to point them out, meeting after meeting.

For instance, what are the techniques of voice modulation that can be used in overcoming monotonous speech? I know that they can be ferreted out with research and study. Therefore, they can be pointed out to the speaker at the time the criticism is made—not enough to overwhelm him, nor with the idea of doing for him work which he should be doing for himself, but showing him that the means for improvement is at hand, and within his grasp. This has the same effect as a lifeline thrown to a spent swimmer floundering in the waves of discouragement.

Once we have the know-how to correct our faults, our critic assumes an even more important

(Concluded page 6)

In the lexicon of the modern world

DEPENDABILITY

By Don Krout

IS MORE THAN A WORD

THE dependability of a man is gauged by the promptness with which he meets all appointments and fulfills all obligations, regardless of personal inconvenience or hardships encountered. Of all the traits of character of an honorable man, it is the one most widely recognized in the modern world.

There is no relative importance of obligations. A man who breaks faith in matters of small moment can never be depended upon to keep faith in larger matters.

Dependability is the result attained by the exercise of honor, loyalty, common sense, courage, justice, ambition, self-control, confidence and energy, when applied to the business, social and personal life of the individual. To be a dependable person requires strength of character.

Imagine a fire breaking out, an alarm turned in—but the firemen refusing to break up their card game to answer the call!

Or imagine a passenger plane ready to be boarded for an important flight, and the pilot and co-pilot missing. Maybe they stopped off for a swim—they'll be along directly.

"But," you say, "this can't be! We have a right to depend on

these people to do the job they are responsible for!" And right you are.

These are fairly big issues, but how about those little apparently insignificant acts of undependability? When is the last time you remembered your wife with a gift, other than an anniversary? Has it been so long that you'd wind up like the fellow who, having heard at his service club an inspiring talk on remembering the wife occasionally with a box of candy or flowers, took the message to heart.

That night he arrived home with both candy and flowers. He shoved them toward his wife without saying a word. She burst out crying and started to shake. "What's the matter?" he asked. She replied, "Oh, I've had a terrible day—the washing machine broke down, the cake was flat, Junior fell down the stairs, the door bell's been ringing all day long—and now you come home drunk!"

Sometimes even the handicap of ill health may be overcome by those who have the moral strength and dependability to do so. How convenient are your colds and headaches when you lack the moral stamina to fulfill distasteful obligations?

When you promise to have some work completed by a certain deadline and it isn't, do you say "I was just too busy," or do you admit that "I was doing something else that was more important to me than the obligation I assumed when I promised to have it completed on time"?

That stack of correspondence on your desk, is it 30 days past due for answers? Those personal letters from friends far away, do they still wait for a reply?

Are you late for appointments because you simply can't get ready in advance to meet them? Are you one of those habitually late characters whose invariable greeting is: "I'm sorry I'm late, but—"?

Have you skipped church frequently because you are "too busy" to attend regularly? I once heard a preacher say, "If you are

too busy to attend church, then you are *too busy*." Does your church consider you dependable?

The dependable man, therefore, must learn to look upon life with a sense of responsibility toward others as well as toward himself.

Dependability is more than a word. It is a trait we should all recognize and develop to the highest possible degree in our own personal characters. The world will judge us by our possession or our lack of it.

As we go through the world, let us keep in mind the words of Stephen Grellet: "I shall pass through this world but once. Any good thing I can do or any kindness that I can show, let me do it now, and not defer or neglect it. *For I shall not pass this way again.*"

Where do we go from here?

(From page 4)

place. It then becomes his duty to check on the next speech to see if the speaker has corrected the fault previously noted. One error at a time to be pointed out and corrected is usually enough. And once worked on, that error is very likely to stay corrected. Conscious, honest effort to improve is the best safeguard in the world against lapses.

Let's remember, then, that when we evaluate a speech we must provide the speaker with a road map for improvement. Then we will no longer need to ask, "Where do we go from here," but will be able to say happily, "We're going places!"



"He's getting ready to go back to the North Pole. I could smell the anti-freeze."

you'd be surprised-

-what a little planning can do

ONE of the most valuable phases of Toastmasters training is the experience in planning programs which will be attractive both educationally and as entertainment. It is an experience which many men do not have a chance to enjoy, because they are not appointed to the program committee. They should not be overlooked.

Any man who has been a member of a Toastmasters Club for so much as one year ought to be able to arrange a program which will be entertaining, instructive and popularly acceptable. Any member who is not able to do this has missed the point in his training, and should receive special attention.

Here is a plan by which a member may learn how to plan. It can be introduced without disrupting the orderly processes of the club. It may result in sparking the programs with new life.

Appoint a special program committee to serve in setting up the program for just one meeting. Select this committee from among the members who have been in the club for less than one year, and who have had no previous experience in planning programs.

Give these men the responsibility for planning just one program, for a specified date, at least four weeks in advance. Hand them some of the materials which the

club's officers have on hand. Explain to them about the month's "Point of Emphasis" and give them the list of men whose turn it is to perform on this date. Then turn them loose on it.

Ten to one, they will come up with a program of such quality that the standing committees will be put on their mettle to equal this performance. They will use originality and imagination to produce speech subjects, table topic themes, evaluation methods, which will inspire every participant.

In the process, every member of the special committee will gain valuable experience, and at the same time help to provide a program quite out of the ordinary for his club.

Try the plan once and see how it works. Then get the Educational Committee to help in repeating it once a month for a time. If your programs have fallen into a rut and need a lift, this may provide it.

Let different small special committees compete with each other in building programs of conspicuous merit. The result will be high grade meetings, plus the needed training for the men who serve, who must, in the course of time, act as members of the club's standing committees.

Give the men a chance to learn how to plan.

It's a Good Idea ■ ■ ■

■ Junior Night

Toastmasters of the Loyola Del Rey (Playa Del Rey, Calif.) Club are enthusiastic over the success of their "Junior Toastmasters Night," attended by dads, granddads and a mixed crowd of 40 "Juniors," ages 8 to 18. The business meeting was curtailed to allow more time for table topics, into which the youngsters entered, providing many important contributions.

So successful was the meeting that the club plans to repeat it in the near future.

■ Santa As Topicmaster

Here's a dandy idea for your Christmas meeting. When the President introduces the Topicmaster, this gentleman, dressed as Santa, enters the room complete with pack and bells.

He makes a brief speech of greeting, then distributes small gifts, carefully wrapped. Returning to his place at the head of the table, he calls on each Toastmaster on the table topics panel to give a one minute speech of appreciation, telling why his gift is particularly suited to his needs.

■ Don't Say That

When new and positive ideas for table topics run low, suppose we try a negative approach.

Every Toastmaster has a few pet dislikes in the form of trite phrases. Instead of the usual subjects to be discussed pro and con, suppose the Topicmaster asks each participant to give a phrase too often used and suggest a few fresh substitutes.

A particularly therapeutic process is for the Topicmaster to announce that if the Toastmaster is himself guilty of using the phrase during the next three months, any other member has the privilege of standing on his feet and calling attention to its use—whether during ordinary conversation or even in the middle of a formal club speech.

■ Stump the Editors

Here is a challenge that is really "A Good Idea."

Almost 2,000 Toastmasters Clubs scattered over the land and in many foreign countries are trying to make THE TOASTMASTER with items and pictures of club occasions.

Since THE TOASTMASTER is primarily a department of our Educational Bureau and can allocate but a few pages each month to individual club activities, it follows that only such photographs and news items as are of genuine news interest to the entire fraternity can be considered.

So here is the challenge: "Do something novel or vitally important and take special angle photographs that will catch the eye and intrigue the imagination—and then submit them."

Your Editors (regardless of what you may be told to the contrary) are more anxious to publish them than you are to offer them—but they must be *good*.

■ Use Your Visitors

A novel and worth-while use of visitors is to save the time usually allotted for the evaluation portion of the program, for a round-table discussion between the visitors and the General Evaluator.

It is important that the visitors be advised beforehand that they will be so employed—even to the extent that plans be made in advance for at least three non-members to be present and willing to serve.

The General Evaluator must prepare for the occasion and his questions should bring out the over-all reaction to the program.

Clubs which have tried this experiment are enthusiastic over results. It frequently results in one or more of the visitors applying for membership.

■ Speechcraft Wins

"Speechcraft courses if properly conducted can build the membership of any Toastmasters club," is the conclusion reached by the Boeing (Seattle, Wash.) Toastmasters. In conjunction with the Boe-Air Toastmistress Club and the Chemewa Toastmasters (also organized at the Boeing Company) they held three Speechcraft courses with a total of 92 completions. All but four expressed their intention of joining a Toastmasters or Toastmistress group—and the four were already Toastmasters!

Theme of the closing banquet was appropriately "3rd Act Curtain—going up."

■ Christmas Gift

With a surplus in the treasury last year, the Uptown Toastmasters (Chicago, Ill.) voted to forego their annual Christmas party in favor of establishing a fund by which a local orphanage could enjoy some of the benefits of the Wilson Y. M. C. A. The membership so enjoyed the happiness of the youngsters that they voted to make this a yearly practice.

■ How Is Your Diction?

If you can read the following paragraph without mistakes in 15 seconds, your diction is well above average.

"I bought a batch of baking powder and baked a batch of biscuits. I brought a big basket of biscuits back to the bakery and baked a basket of big biscuits. Then I took the big basket of biscuits and the basket of big biscuits and mixed the big baskets with the basket of biscuits that was next to the big basket and put a bunch of biscuits from the baskets into a box. Then I took the box of mixed biscuits and brought the basket of biscuits and the box of mixed biscuits and the biscuit mixer back to the bakery and opened a can of sardines."

There aren't any rules for success that work unless you do.

—Anita Belmont

■ Your Club As Santa

Past International President Olin Price of the Huntington Park (Calif.) Club, writes us an exceedingly practical suggestion for the Christmas season. *Give your city or community library a shelf of books on speech and parliamentary procedure as a Christmas present.*

In 1947 the Huntington Park Club presented the local library with a "Speech Section" of 14 books and arranged to have it designated as a gift from Club No. 14. To this nucleus have been added many additional volumes until the shelf has become quite extensive. "In checking with the librarian yesterday," writes Olin, "I learned that our books are out in service most of the time and are a very popular section of the library."

The problem of club libraries has seldom been successfully solved. This may be the answer. You will not only be sharing Toastmasters' materials with fellow-townsmen interested in the development of adequate communication, but you will be setting up a permanent center of speech instruction and research for your own members.

So talk it over with your librarian and work out a Christmas present for all! It will be exceedingly worthwhile and will bring desirable publicity and a chance to be of real public service to your club.

Note: See back cover for a list of suggested gift books.

I REALLY DON'T FEEL QUALIFIED
TO EVALUATE YOUR SPEECH ----
--- I SLEPT THROUGH THE WHOLE THING..



LAFF LINES

A motorist, picked up unconscious after a smash, opened his eyes as he was being carried into a near-by filling station. He began to kick and struggle. When asked why, he explained that the first thing he saw was a large SHELL sign—"and some darned fool was standing in front of the 'S'!"

A lot of molehills become mountains only because someone adds a little dirt.

While waiting in line at the rocket station ticket window, we overheard a man ask for a seat on the flight to the moon.

"Sorry, sir," the attendant said, "but all passenger flights have been canceled for the next few days."

"Oh," said the man. "How come?"

"Well, the moon is full right now."

A bathing beauty is a girl who is worth wading for.

Middle Age: When you feel on Saturday night the way you used to feel on Monday morning.

Nero was talking with one of his officers. "We're not making much money out of this amphitheatre," he commented.

"No," sighed the officer. "The lions are eating up all the prophets."

Some people succeed because they find greener pastures; others because they find greener people.

To kindle a quick blaze, try rubbing two fenders together.

The occasion was a testimonial dinner for the town's leading citizen, who was telling his life story.

"Friends," he said, "when I came here 40 years ago, I walked into town with all my earthly possessions in a red handkerchief over my shoulder. Now I am the president of a million dollar concern with branches in 39 cities; I own apartment and office buildings; I am on the Board of Directors of your leading bank."

After the banquet, an awed youngster approached. "Tell me sir," he asked timidly, "what did you have in that red handkerchief when you first came to town?"

"Well, son," replied the great man, "if I remember rightly, I had about \$300,000 in cash and \$750,000 in negotiable securities."

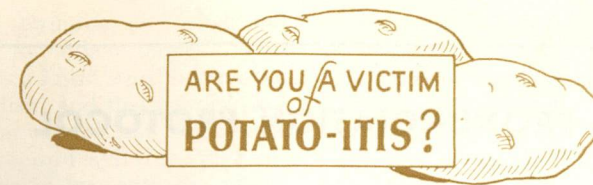
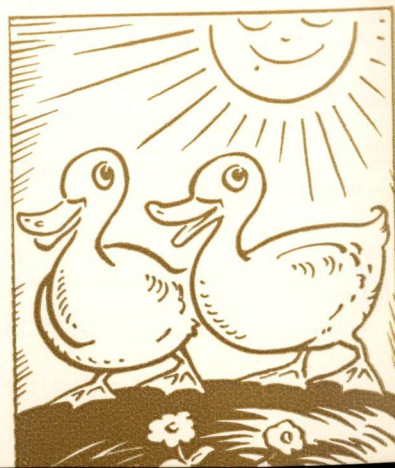
A browbeating attorney finally asked a witness how far he had been from the scene of the accident.

"Just five yards, two feet and seven inches," was the reply.

"How does it happen you're so exact?" roared the attorney.

"Well," drawled the witness, "I expected some fool or other would be sure to ask me, so I measured it."

"Nice day for people!"



By Robert Drewes

PITY the poor public speaker. He is prone to more maladies than those which plagued the patient Job, who was fond of indulging in a spot of public speaking himself, upon occasion.

Afflictions which beset the speaker range from hyper-gesticulation and its opposite, arthritis, through the "Ah" disease (affecting the throat) ceilingitis (a visual malady) to just plain "I"itis. These complaints may be effectively controlled through the use of prescriptions found in the Basic Training Manual, and by regular treatments administered by firm evaluators.

But there is a more subtle enemy that every Toastmaster must guard against—*potatoitis*.

The name is derived from a vegetable, growers of which seek uniformity in every piece they produce. The thousands of potatoes in a warehouse will differ a bit in size, a bit in color, a bit in the shape of their eyes, but they are still potatoes. There is a danger of Toastmasters becoming so proficient in the virtues taught in the Basic Training Manual that they differ from one another in little more than the differences found in a pile of edible tubers. This is an advanced case of potatoitis.

The disease is insidious in its onset, for as a man progresses in speech training, that very training may be drawing him ever deeper into the affliction. Every Toastmaster uses the manual in his beginning speeches. He takes suggestions from the same source as his thousands of fellow Toastmasters; he is evaluated on the same basis as they. Every good Toastmaster studies the printed material and reads the same magazine as do the others.

This material is invaluable, but every Toastmaster must use it to exploit his own individual qualities as a speaker, and never (unless he wants to be a potato) lose himself in a lazy submission to another's instructions and suggestions.

Individuality can mean the difference between mediocrity and superiority for a popular speaker.

Toastmasters, don't throw away your Basic Training Manual; don't disregard the other printed helps, and don't sneer at the evaluator who says your manner is distracting. Use every available help to improve your positive individual qualities as a speaker.

Then you'll be immune to potatoitis.

PRONUNCIATION PROTOCOL

LET US suppose that you are enjoying your lunch with an acquaintance from some other part of the country. You remark to him, "This tomato salad is excellent." We assume that you call it *to may to*.

Your vis-a-vis responds with, "Yes, I am quite fond of tomatoes," but he calls it *to mah toes*.

What is the polite procedure from this point? Shall you continue to discuss to may toes, while he talks about to mah toes? It is a situation with embarrassing possibilities.

Both pronunciations are correct, depending on the region from which you came, but considerations of courtesy call for compromise. If you, with your *to may to* pronunciation, are in the part of the country where the *to mah to* pronunciation prevails, it is a good idea to fall in with the custom. Of course, the other person may be equally courteous, so that he will agree with your odd way of talking and say *to may to*. In this case, it is not difficult to laugh it off and agree on terms of disagreement.

There are many words which are given different sounds in different localities. Since custom determines pronunciation, what is correct in Indiana may sound strangely in-

correct in Massachusetts or in Georgia. Even the same word may have slightly different meanings in different places.

When you get into Canada or Great Britain, differences are even more sharply marked. The visitor shows good taste when he learns the local language and uses it. He can revert to his old customs when he goes home, for to carry back a foreign accent might seem to his neighbors to be a bit ostentatious.

Flower names are troublemakers in pronunciation. Suppose you go into a flower shop to ask about the beautiful cyclamens you have seen in the window. You inquire, "What is the price of that white sicklamen?" and the clerk comes back with, "All the sighclamens are priced at three dollars, which includes gift-wrapping." Do you feel squelched?

A safe way is to use an indirect approach. You can begin with, "What is the price of those lovely white flowers? Those—oh, what do you call them? I never can remember."

Then the clerk gives you the pronunciation as he prefers it, and you can follow his lead without embarrassment, but with mental reservations, if he is wrong.

The colorful gladiolus is another troublesome one. You hear

it called gladiolia and glad and perhaps by other names. You know it is a Latin word taken over into English, and that proper pronunciation would put the accent on the second syllable, making it glad eye o lus, with the plural glad eye o li, but you hesitate to parade your knowledge, so you look it up in the dictionary and find that Webster's has bowed to the inevitable, giving the commonplace glad i o lus pronunciation with gladioluses as the plural.

We have to face the fact that a good many words are given different pronunciations in different localities, and that each one is accepted as correct in its own place. When we come into contact with people whose manner of speaking differs from our own, we are faced by two alternatives.

For one, we can fall in with the custom of the people with whom we are associated. For another, we can insist on our sturdy independence, and continue to say "to may to" in spite of all obstacles. In the interests of courtesy, the former

course is preferable with most of us.

In general, one may safely adopt the rule of conformity with custom in matters which do not involve moral consideration. The courteous person does not emphasize points of difference so as to cause embarrassment to those about him. He will undergo a bit of embarrassment himself rather than disconcert his companions.

This may be the proper place to bring up the old story of the two men on a railroad train, discussing the pronunciation of *either* and *neither*. One insisted on the *ee ther* pronunciation, while the other was strongly in favor of *eye ther*. They agreed to leave it to the passenger in the seat just in front of them.

He happened to be an Irishman, taking a nap. They woke him and said, "Stranger, is it right to say 'ee ther' and 'nee ther,' or 'eye ther' and 'nye ther'?"

Apparently irritated by the sudden awakening, Pat replied crossly, "Nay ther!" and went back to sleep.

The Gift

You remember O. Henry's immortal story of the man who sold his watch to buy a lovely comb and brush for his wife . . . how she cut off her beautiful hair and sold it to buy him a chain for his watch.

What counted was their determination to find the ideal gift.

Christmas is a time which reminds us forcibly of our better impulses. We all have moments when we desire to share a discovery or possession. The best of things, to be enjoyed fully, must be passed along.

Sunday School Teacher: "Now children, we know about Noah's Ark. Is there any other ark we should know about?"

Little Nellie: "Yes sir, the ark the 'erald angels sing."

Failures are divided into two classes—those who thought and never did, and those who did and never thought.



THINGS HAVE CHANGED AT OUR HOUSE

By Rae Sovel

I'M A TOASTMASTER'S wife now!

A little over a year ago, my husband joined a Toastmasters Club. Well, during the years Bill and I have been married, he has belonged to a number of other organizations, so I gritted my teeth and prepared myself for the same old routine with a "here we go again, boys," attitude. I would sit at home alone on meeting nights, wondering what of interest was happening. Then Bill would arrive at a late hour, and all my questions would be answered by, "Oh, nothing much." Or maybe he would tell me a little about the poker game "after the meeting," or the meal that was served "at the meeting," or what a late start the meeting got off to. I wanted to know about the meeting!

Toastmasters, I thought, is going to be another one of those things I have to baby-sit for.

But things are different! From the first meeting that Bill attended—he came home slightly shaken—the difference has been apparent. Now I get a blow-by-blow account of the various speeches. Bill practically wins the trophy in telling me all about it.

Yes, things have changed at our house. In the old days when Bill had to get up early in the morning, I usually experienced a disagreeable few minutes. Now I get a little goodmorning speech. It is true that I am not precisely in the mood to appreciate a speech at the unearthly hour of 5:00 A.M., but believe me, it's better than a grunt and a groan.

We have better arguments, too. No more does he glare at me and bang out and slam the door in the middle of my tirade. No indeed. I get a speech. Then he slams the door.

P.T.A. meetings have improved. Instead of slumping or squirming through the reading of dreary reports and attempting to smother his yawns, Bill jumps to his feet and expresses his views on everything from the school budget to the way report cards are graded. They're pretty good views, too, if I do say it.

We had a much better vacation trip this year. Whenever a slight case of boredom set in—it happens on the best of vacations—Bill would start in thinking up new subjects to speak on at fu-

(Continued next page)

IT'S A MARK OF DISTINCTION

—to be distinct

A TROUBLED wife consulted a physician about her husband, who talked in his sleep. "I can cure him, if that's what you want," the doctor said.

"We-ell," hesitated the wife. "That's not it, exactly. Could you give him something that would make him speak more distinctly?"

There are many remedies for indistinct speech, but the medicine that cures comes from yourself and not from a physician. One of the most effective is so simple you may at first suspect it. It's just—reading aloud.

Reading aloud gives the voice vitality and expressiveness. It becomes flexible, is jarred loose from its monotones when we effectively translate emotions of the printed

word. It is, of course, assumed that we do not fall into any resemblance to the actress who, after a mediocre opening night, read a critic's appraisal of her art: "She ran the gamut of emotion from A to B."

Reading aloud is an effective way of learning. The ear supplements the eye. Many people have auditory memories; they remember what they hear better than what they see. Reading aloud doubles the sense impressions and makes eye and ear more discriminating, more keen to textual errors.

Practice reading aloud to help you cultivate the distinctness that will help you become "A man of distinction."

—From *Topics and Tattle*
Downtown Toastmasters, Greensboro, N. C.

Things have changed
(Continued from page 14)

ture meetings. It was a lot of fun, and he returned ready and anxious to present his ideas to his fellow Toastmasters.

At first, I was rather shy and diffident at ladies' night affairs. But after a year I find that not only am I intensely interested, but when Bill and I get home I can criticize intelligently and give credit where credit is due. This

is because I'm a part of Toastmasters now, a sort of silent partner.

I have become acquainted with the men in Bill's club, and I have made friends with their wives. With my own eyes I have seen how self-confidence has been developed in people who were once afraid to offer an opinion in public.

I, too, know the meaning of Toastmasters.

JUST FOR THE FUN OF IT

THE CASE AGAINST TELEVISION ADVERTISING

Two speeches on the same subject: one approached semi-seriously, the other humorously.

By Charles Root

Is television entertainment free? Or do we pay for it? Our TV programs may be free of monetary cost, but we pay for them just the same. The coin in which we pay is mental anguish, the strain of watching and listening to the ridiculous antics of commercial announcers.

Scarcely has a program begun when the announcer breaks in and begins the first in a series of senseless monologues. He may reinforce his remarks with some weird visual demonstration, but this, too, is often pointless and misleading. He does not approach us in a conversational tone; he shouts at us in an over-emotional manner bordering on hysteria.

As for the material contained in these commercial announcements, this is even worse than the announcer's delivery, if that is possible. The scripts consist principally of catch-phrases and composite slang words which have little or no real meaning. In many cases they do not even advance a valid reason to indicate the superiority of their product over similar products.

One large tobacco company, for example, advertises a brand of cigarettes, in support of which they claim nothing whatever. They appeal to us solely on the basis that their cigarette package is easy to open. This suggests that you and I, the prospective buyers, will purchase any container which is

easily opened, regardless of the quality of its contents.

No one will deny the sponsor of a television program the right to advertise his product, but must it be done in this moronic fashion? Most of us who have money enough to buy a loaf of bread also have intelligence enough to be told, in simple, straightforward English, why one loaf of bread is better than others.

Obviously, the responsibility of the announcer is limited. He can only read a script that is furnished to him. But where his guilt ends, that of the advertising copy writer begins. These copy writers seem to be dedicated to the theory of ceaseless repetition. They seem to believe that a word or phrase carries more weight the hundredth time it is repeated than it did the second, or fourth or fifth time. This is certainly not true in my case. This type of approach does not make me a staunch supporter of a product. Rather it inspires in me emotions ranging from overwhelming indifference to active and bitter resentment.

We, the buying public, have the purchasing power. We also have the power to boycott. We can refuse to buy the products of those advertisers who permit these disgusting practices in their advertising. Let's make them talk to us courteously, in a language we understand, and on terms which are consistent with at least the average of human intelligence.

THIS IS TELEVISION

By Hugh J. Schoff

This country is really in a bad shape when you consider that 140 million people wake up every morning with halitosis, B.O. and athlete's foot. These facts, though startling, are from an unimpeachable source—a doctor on TV.

At least I think he is a doctor. He wears a surgical robe, has a stethoscope hanging around his neck and uses an unusually large finger to point at you and say, "You have halitosis."

If he is so positive that I have this dreaded disease, he must be reasonably certain that everyone else watching him has it also. However, I can't use the remedy he prescribes. I get seasick when I gargle. So, in order not to offend anyone, I quit breathing. Believe me, this is at times rather difficult.

But what is even more difficult is to find out from another TV doctor that I have B.O. It isn't caused by perspiration alone, but is the result of body bacteria. So now I have a bunch of those little critters crawling all over me. I know that I should immediately rush down to the drug store to get some "Glockenspiel 70"—certain death for these intruders—but here comes another doctor telling me I have athlete's foot!

For goodness sake! I can't breathe or I'll offend someone, I can't sweat (excuse me, *perspire*) or I'll offend someone, and I can't even walk to the store for any of the miracle drugs! (They're called

miracle drugs because it is a miracle if you can pay for them.)

To calm down I light a cigarette which a doctor on TV has told me has had just the right amount of sunshine and just the right amount of rain. He didn't say a thing about just the right amount of tobacco.

I really shouldn't smoke that brand of cigarettes because they caused a friend of mine to go bankrupt. He had a small business opening cigarette packages for people. Then, bang! Out came the snap open pack—and now anyone can open his own. In fact, I usually let my six year old nephew open mine. He's seen that woman on TV who says "Oooh, let me do it." He gets the pack open with very little trouble, but I can understand why he is so good at it. You see, he learned to wave "bye-bye" when he was only five years old. With either hand!

Speaking of hands, announcers used to be hired for their diction and were given a test on enunciation. Nowadays they are given a test on manual dexterity. Imagine the salary an ambidextrous announcer could command on that "Snap open" program!

So my advice to all young men who want to make a fabulous salary on TV is this: Never mind diction, never mind enunciation, forget voice modulation. Just learn to change hands.

What's Going On . . .



● TV Toastmaster

Hank Starbuck of the Wednesday Bell (Chicago) Toastmasters, demonstrates his platform manner to a local TV audience in the accompanying photograph. With the changeover to dial phones, the subscribers of Clinton County, Ill., were taken on a TV tour of one of the new dial offices. Maintenance Engineer Starbuck moderated the program in true Toastmaster style. A charter member of the Wednesday Bell club, Hank has participated in three such telecasts.

● Commuter

Working in Chicago while the family resides in San Francisco can pose many traveling problems, but it's just routine for Bill Morrison of United Air Lines Toastmasters Club (Chicago). Five months ago Bill, a senior industrial engineer with United Air Lines, was transferred from the Bay City to the Windy City, and has been commuting every week until the family can join him. Here he checks in for another flight with Stewardess Alice Taft.

● Bloomer

Since publishing the account of the "bone trophy" of the Rose Hills Toastmasters, we have received a number of interesting reports of similar awards in other clubs. One of the best comes from the Sandpipers Club of Seal Beach (Calif.) At the close of each meeting selection is made from an announced list of eligible candidates of the "Knight of the Royal Order of the Bloomer." He is then invested with the insignia of the order—a pair of miniature purple bloomers to be pinned on his coat lapel.

● Promotion Plus

Ordinarily THE TOASTMASTER does not report results of club publicity through local channels, but the recent effort of the El Dorado Toastmasters (Sacramento, Calif.) is so outstanding that it merits recognition. "Have You Heard?" a column by Margaret Kreiss in a local daily, devoted its entire space of a column and a half, to a discussion of Toastmasters: its purpose, procedure, and organization, with special reference to the El Dorado Club.

The account is interesting, informative and stimulating, and should produce excellent results in the community.

● It Can Happen

For an organization to issue a charter to a new club with the charter number corresponding to the number of the calendar year is unusual, but it happened in the case of K. of C. Toastmasters in Philadelphia, which came up in turn for charter 1955. This is one charter number which will never be forgotten by the club members.

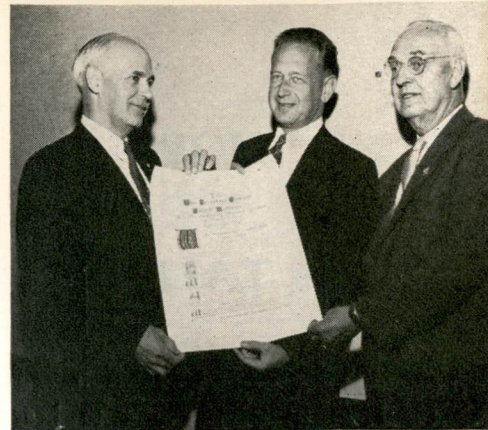
The new club is the tenth Toastmasters Club organized in Philadelphia since "Philadelphia's First" received its charter eight years ago. Special recognition to the unique number situation was included in the club's charter ceremonies.

● "One Enchanted Evening"

Canton Island Toastmasters Club presented an observance of United Nations Day on October 24th to which the residents of the Island were invited. The entire program was recorded, and was later broadcast over the local radio station. Gilbertese and Fijian employees of the Pan-American World Airways added much to the color of the occasion, with their songs and ceremonies. It was indeed an international gathering in that far-off outpost in the South Pacific.

● I Was There

From various clubs which have tried the "on the spot" type of program come reports of surprising results. The speaker, impersonating an eye witness, whether at the Battle of Hastings, the landing of Columbus, or the game where Casey struck out, tends to forget himself, and to step out of character in a way which gives him unusual freedom. A little costuming helps. And the speaker, in preparing his material, does some interesting research work, which is very good for him. If your club has not yet treated itself to one of these programs, ask the Program Committee to include it soon. By all means, it's a good idea—an excellent one—to use at least one "I was there" theme.



● Presents Scroll

When Lions International voted to present a scroll of appreciation to Secretary-General Dag Hammerskjold of the United Nations, they selected an outstanding Lion who is also an outstanding Toastmaster, to make the presentation. Harold E. Curran, Lions International Representative to the United Nations and Toastmasters Governor of District 34, credits his Toastmasters training for his ability to accept and fulfill this outstanding privilege.

Photo shows Curran, Sec-Gen. Hammerskjold and Lions Past International President D. A. Skeen.

● Mike Masters

When the Liberty Bell (Philadelphia) Toastmasters found that they could not overcome their mike troubles by the usual evaluation method, they arranged to hold a regular meeting at station WPEN, in Philadelphia. Mr. Murray Arnold, Assistant Manager of WPEN, and Mr. Cal Milner, announcer, sat in on the meeting during which each Toastmaster spoke into the microphone for two minutes. Speeches were tape-recorded and played back through an amplifier. After each playback there was a free-for-all evaluation, with Mr. Arnold and Mr. Milner giving valuable advice on technique. The meeting was so successful that WPEN has agreed to hold similar clinics for other Toastmasters groups in the near future.

HOW WE TALK

At the Convention

We naturally expect to hear good English usage from speakers in our conventions, and that is what we hear as a rule. The rarity of the mistakes makes them the more noticeable.

The Los Angeles convention speakers set a good record in this respect. Many of the old-time offences in pronunciation and grammar were not heard, but some of them were still present, together with some newer ones.

One strange habit made its appearance, in the undue emphasis given to initial syllables by some speakers, whose earnestness ran away with their diction. Here are some of the most obvious examples, as spotted by Dr. Lucius W. Johnson, of San Diego.

Such words as effective, essential, selected, official, irrelevant, came from the speakers as effective, essential, neglected, selected, official, relevant. It is true that it may add a feeling of earnestness when a speaker demands immediate action on this neglected matter, but it grates on the sensibilities. Good pronunciation, which includes emphasis, is essential to effective speaking. This is a minor matter, but it will bear watching.

The Tower of Babel became the Tower of Babble with one or two speakers. Perhaps *babble* expresses the confusion of tongues, but the *a* has been given the long sound through the ages, even in the ancient Hebrew. Let's not change it.

Two speakers exercised discretion rather than discretion, thus coming into conflict with the dictionary. Several men talked about presentations, which is not unpardonable, since the dictionary admits the long *e* as a second, or less desirable choice, but it does seem reasonable to expect a speaker to use the preferred form, presentation.

Taking it as a whole and "all in all," to borrow the phrase of many evaluators, our men gave a good performance with words, in spite of a few "coliums" and some occurrences of "those kind" and "for you and I."

One phrase which was used with distressing frequency is that redundant "district governor of District X." As a mark of kindness to words, let us not overwork the "district." If a man is a governor of a district, should it not be sufficient to say that he is "governor of District X"? You would hardly say that one is "State governor of the State of Iowa," or "city mayor of the City of Philadelphia."

From these rather picayunish (U.S. colloquial) criticisms, you may infer that our speakers used the language well, and were innocent of any major assaults on the rules of grammar and rhetoric. In this, there is evidence of improvement from year to year.

INFLUENCE OF A LIFE

Here's a man, born in an obscure village, the child of a peasant woman. He grew up in another village. He worked in a carpenter shop until He was thirty. For three years, He was an itinerant preacher. He never wrote a book, held an office, owned a home, had a family, or went to college. He never put His feet inside a big city, nor traveled two hundred miles from the place where He was born. He never did one of the things that usually accompany greatness. He had no credentials but Himself.

While He was still a young man, the tide of popular opinion turned against Him. His friends ran away. One of them denied Him. He was turned over to His enemies. He went through the mockery of a trial, was nailed on a cross between two thieves. While He was dying His executioners gambled for the only piece of property He had on earth, his coat. When He was dead, He was taken down and laid in a borrowed grave through the pity of a friend.

Nineteen wide centuries have come and gone. Today He is the center-piece of the human race—the leader of the column of progress—the one unalterable, wholesome influence in a world torn by countless problems.

I am far within the mark when I say that all the armies that ever marched, all the navies that ever were built, all the parliaments that ever sat, and all the kings that ever reigned, put together have not affected the life of man upon earth as that One Solitary Life. His birthday we pause to remember.

—The Clifton Tray



We cannot live only for ourselves. A thousand fibers connect us with our fellow-men; and among these fibers, as sympathetic threads, our actions run as causes, and come back to us as effects.

—Melville



YULETIDE
ROUND THE WORLD

Mexico

A pretty custom of Mexico is the game of the "pinata" in which the children find great joy. The "pinata" is an elaborate and colorful earthenware bowl resembling a face or an animal, filled with fresh fruits, peanuts, candy and good luck charms. The children gather around in a circle and one after another is blindfolded and has his turn at breaking the "pinata." After many attempts, it is finally broken, and the scramble begins with each child keeping whatever he manages to find.

Bulgaria

A large round cake, called *Kravai*, which is decorated with the figures of a bird, a flower, and a cross, breaks the two week fast on Christmas eve in Bulgaria. After church on Christmas Day the children receive their gifts from Grandpa Koleda—the Bulgarian Santa Claus. The father of the family brings in the yule log, while the other members of the family sprinkle him with corn—a custom which is followed to bring health to all and a plenteous crop the following year.

Holland

In order to provide food and water for St. Nick's good white horse on Christmas Eve, the little children of Holland stuff their clean wooden shoes with hay and carrots and place them on the window sills with a dish of water alongside them. The children are always pleased on Christmas to see that St. Nick has replaced the hay and carrots with small gifts and toys.

Norway

One of the most charming customs of Norway is the remembrance of the animals and birds since they were the only ones present at the birth of the Holy Babe. The farm beasts are carefully tended, and the cattle are given extra fodder. The especially gleaned sheaf, saved from the fall harvest, is placed on top of a tall pole in the yard, and on Christmas morning, every gable, gate-way and barn door is decorated with a bundle of grain—the birds' Christmas dinner.

Germany

In Germany Santa Claus (St. Nikolaus) has his day on December 6, when he puts sweets into the shoes the children have placed outside their doors, and visits them at dusk with a great bag of apples, nuts and candy over his shoulder.

On December 24th it is the "Christ-kind" who decorates the tree in the "Christmas room," where only mother and father may help. At twilight on Christmas eve the children begin singing carols, and a little bell rings a signal for their entrance. Underneath the tree is the "Krippe," a manger scene with figures of the Holy Family, the animals, a few angels and often, the Three Wise Men. Gifts and sweets are distributed.

Czechoslovakia

Christmas to the people of Czechoslovakia means the ending of all quarrels and the beginning of a new year among friends. It is the custom for all people to visit their friends and foes and forgive any misunderstandings which have arisen during the year. A legend still believed is that St. Nick descends from a golden cord, led by a white-clad angel.

All over the world, Christmas is a time of universal good-will. It is a time when our selfishness, our fears and hates are suspended, and for an instant all men are spiritually kin. Chimes of bells and the melody of carols fill the air.

So—Merry Christmas! And in the immortal words of Tiny Tim: "God bless us everyone."

HAVE YOU READ?



How to Develop Your Thinking Ability, by Kenneth S. Keyes, (McGraw-Hill Book Company) is a book which we can honestly recommend. Naturally, we are in favor of thinking, and of improved thinking ability, and even more so are we in favor of a book which presents practical and simple methods for that improvement.

Mr. Keyes has taken certain basic principles of thinking, and has developed some concrete plans for implementing them. These are presented in language popular, lively and interesting. He deals with deep philosophical matters, but he uses simple words, and offers many stories and illustrations both humorous and serious, all of which help to make enjoyable reading.

In addition to the author's entertaining way of writing, the book is enlivened by page after page of clever full-page cartoons by Ted Key, *Saturday Evening Post* cartoonist. Each of the principles of clear thinking is illustrated by a number of cartoons which reinforce the point.

The book is of special interest to Toastmasters, for it deals with the matters which are always before us in speech preparation, in conversation and discussion, and in contacts with other people. He uses different words, but he talks about our ideas.

He insists on the importance of "verbal maps," by which he means much the same as we mean by

planning, in our speech work. He writes, "When it comes to important decisions—when it comes to getting along in this complex world of ours—we must have adequate verbal maps if we are to get what we want. Our happiness and our success depend almost entirely upon the adequacy of the maps we make in our personal, social and business affairs."

Again, he says: "Unless you are a hermit, much of your happiness and success depend upon:

1. How well you are able to reach agreement with people.
2. How well you are able to get along with people whether or not you agree with them."

That sounds like what we Toastmasters are always talking about, but it comes with new force as the author offers practical methods for accomplishment.

An appealing element in the book is the classification of procedures in a simple, step-by-step formula, which the author offers as a box of tools, constructed on the idea of learning to think before we speak.

How to Develop Your Thinking Ability is a good book for anyone to read, except the hidebound, prejudiced person who is unwilling to open his mind to facts which may prove him wrong.

The book may be ordered from Toastmasters International, Santa Ana, Calif. The price is \$4.00, plus 10% to cover shipping costs. (California clubs add 3% sales tax.)

You and Your Club

By Ralph C. Smedley

Program Helps

Each month bulletins are mailed from the Home Office to your club officers, giving suggestions for attractive and useful programs. The suggestions for December will be found stimulating, if carefully studied. Any educational committee should be able to adapt these suggestions and build on them, to provide meetings of exceptional interest and value to the members.

Put On a Show

Emphasis for December is on entertaining speeches.

The Christmas season brings inspiration for projects in entertainment. It should stimulate Toastmasters to use imagination and originality in their programs as well as in their talks.

Entertaining speeches need not be "funny" speeches. There is plenty of entertainment in talks which are seriously purposeful. Showmanship can make the serious facts more enjoyable and far easier to remember.

Keep in mind the fact that every Christmas entertainment, as well as all other entertainments, has been originated and developed by someone. Possibly you have enough imagination to invent something different, appropriate, entertaining. Try it.

If you follow some of the cus-

tomary forms of December entertainment, try to put some originality into the planning, and remember that a program needs careful planning, just as a speech does. Your club has strong competition at the Christmas season. Your committees will need to plan wisely and thoroughly. If your programs are sufficiently attractive, attendance will not fall.

Taking Stock

The end of the year is a good time to take stock of the club's progress during the past twelve months. How far has it progressed on the road to better communication? What have you, individually and personally, done for your own improvement? How much better are you than you were in December, 1954?

Demand the best from your officers, and then help them to meet your demands.

The Christmas Spirit

This month is the time to start out trying to prove that Susan Coolidge was mistaken when she wrote:

We ring the bells and we raise the strain,

We hang up garlands everywhere

And bid the tapers twinkle fair,

And feast and frolic—and then we go

Back to the same old lives again.

USE YOUR PLATEAU

By Ted Blanding

I HAVE never forgotten the words of an old mountaineer from the Ozarks whom I met once when I was very young.

"Son," he said, "it's mighty hilly country where I come from. A man's got to keep on climbin' to git anywhere, and mighty ta'ared he gits at it, too. Sometimes when I git to a level spot, I jest set down and do a piece of still-sottin'. Mighty good fer a person, still-sottin' is. You see a lot o' things you never see other-where."

The urge to climb, to progress, to advance, is inherent in the make-up of man. The mountains of achievement lie all around us. By study, struggle, sweat and tears we strive to reach the top.

But when we examine mountains closely, we see that the slopes we must climb do not rise in a steady vertical plane. A mountain is made up of hills and hollows, of rises and plateaus.

Psychologists tell us that our learning processes also move in a zig-zag course. Frequently, and for no reason that we are able to discern, we reach a leveling-off spot, a plateau upon which we

stick, and from which we seem to make no progress. This occurs in all phases of our existence—in business, in study, yes, even in our Toastmasters training.

There are several different ways in which a man can react when he finds himself upon a mental plateau. He can wear himself out by flinging himself at the unclimbed heights ahead. He can become discouraged and quit, telling himself that he has reached the end, and is capable of no more. Or he can follow the advice of my Ozark friend, and use the time for "a piece of still-sottin'."

Wise old Nature has her own ways of telling us when to take a breathing spell. She does not intend us to stop there forever. She is giving us the opportunity to gather our forces together for a greater climb ahead.

A plateau is a wonderful place from which to survey the distance we have climbed. It offers us a chance for honest self-evaluation, a time to re-check on our old goals and determine new ones. It provides the opportunity for us to receive new ideas, fresh points of view, different interests, a refreshed outlook. It gives us time to consolidate our past efforts, to ground our achievements firmly, to gather unto ourselves those things for which we have striven during the climb.

Don't be discouraged when you reach a plateau. It is an experience that comes to all sentient beings. Instead of fretting, use your plateau. Use it for "still-sottin'" and you will find in it a great reward.

HOW TO

Remember Your Speech

Since the emphasis in the Toastmasters Club is laid on extemporaneous speech, the speaker has no worry about memorizing a form of words. His training helps him develop ability to clothe his thoughts with words as he speaks.

What he has to remember is the point of his speech, and how he is to make it. This is a matter of purpose and organization.

With a definite purpose as his destination, and with a definite plan to reach that destination, all the speaker has to do is to remember his plan, his road map, his outline, and if he has prepared a natural progression from start to finish, the outline can be counted on to be remembered almost automatically.

The first thing to think about, in preparing a speech, is the last thing which the speaker will say.

That is, the conclusion of his speech—the clincher—the whip-cracker—the final appeal—must be in sight even before he figures out how to start. That is logical, for he must know where he is going before he can make the start. The destination determines the direction.

The experienced speaker, having selected the field in which his speech is to be located, immediately decides on what he intends

to accomplish—on the purpose. If the purpose is not clear in his mind, he studies the subject until he is able to define his thinking, and then formulates the purpose.

Having done this, his next step is to decide how he will start the speech so as to point it toward the goal, winning the favorable attention of his audience, and leading them to think along with him.

With the opening and the closing of the speech thus definitely in mind, he constructs a pathway from the opening to the close which will get him over the route in a logical manner, within the limits of his time.

All that he needs to do now, in order to “memorize” his speech, is to travel that path mentally until he has it so clearly in mind that there is no danger of wandering or forgetting. Each thought naturally suggests the next one, because the reasoning is so logically fitted together that the points of the speech demand to be presented in order. It is like watching a motion picture, or a map, or a production line along which some mechanism moves toward completion.

How can you remember your speech?

Get the destination thoroughly in mind. Know when you are to arrive there. Construct the road by which you will travel to that destination.

If you are in earnest, if you have a sincere purpose, you need not be afraid of forgetting.

But if you do not have a clear purpose, the best plan is to forget the speech in advance.



New Clubs

- 801 McALESTER, Oklahoma, (D 16), *McAlester*, Thurs., 6:00 p. m., Aldridge Hotel “Club Room.”
- 1905 NEW YORK, N. Y., (D 46), *AIU*, Mon., 5:15 p. m., American International Underwriters Corp., 102 Maiden Lane.
- 1906 LOS ANGELES, California, (D 1), *Swingaire*, Tues., 12:30 p. m., Mayflower Ballroom.
- 1907 PHILADELPHIA, Pennsylvania, (D 38), *Independence*, 1st & 3rd Tues., 6:30 p. m., Alpha Club.
- 1908 PHILADELPHIA, Pennsylvania, (D 38), *Navy Keystoners*, alt. Tues., 5:30 p. m., Commissioned Officers’ Mess, Naval Aviation Supply Depot.
- 1909 ANN ARBOR, Michigan, (D 28), *Huron Valley*, Thurs., 6:30 p. m., Pre Ketes Sugar Bowl.
- 1910 LAJES FIELD, Azores, (D U), *Azores*, Mon., 7:00 p. m., Lajes Field Officers Club.
- 1911 KANEOHE BAY, MCAS, Oahu, T. H., (Prov.), *Kaneohe Bay Enlisted Men’s*, Mon., 6:30 p. m., Enlisted Men’s Club.
- 1912 TULSA, Oklahoma, (D 16), *Metropolitan*, Thurs., 6:00 p. m., Bordens Cafeteria.
- 1913 SAN FRANCISCO, California, (D 4), *Zellbinders*, 2nd & 4th Tues., 12:00 noon, Three Little Swiss.
- 1914 STATESVILLE, North Carolina, (D 37), *Statesville*, 1st and 3rd Tues., Statesville Elks Club.
- 1915 WASHINGTON, D. C., (D 36), *Federal Bar*, 1st & 3rd Tues., 12:15 p. m., New Athens Cafe, 1741 K Street, N. W.
- 1916 FLORENCE, South Carolina, (D 37), *Florence*.
- 1917 DAVENPORT, Iowa, (D 19), *HI-FI*, Wed., 7:00 p. m., Davenport Chamber of Commerce Bldg.
- 1918 GLENDALE, Arizona, (D 3), *Glendale*, Wed., 7:00 a. m., Glenn’s Drive Inn.
- 1919 VINITA, Oklahoma, (D 16), *Vinita*, Mon., 6:30 p. m., Crystal Ballroom, Vinita Hotel.
- 1920 JOHNSON Air Base, Japan, (D U), *Johnson*, 1st & 3rd Mon., 6:00 p. m., Johnson Officers’ Club.
- 1921 TACHIKAWA, Honshu, Japan, (D U), *FEALOGFOR*, Tues., 5:00 p. m., Non-Commissioned Officers Open Mess.
- 1922 SAN ANTONIO, Texas, (D 25), *Fourth Army*.
- 1923 BOOKER, Texas, (D 44), *Booker*, Wed., 9:00 p. m., Directors’ Room, Booker Equity Union Exchange.
- 1924 GLASGOW, Scotland, (D 18), *Kings Park & District*, 2nd & 4th Mon., 7:30 p. m., Scout Hall, Kingsbridge Drive, Kings Park, Glasgow.
- 1925 GLASGOW, Scotland, (D 18), *Shawlands*, Wed., fortnightly, 8:00 p. m., British Legion Hall, Shawlands, Glasgow.
- 1926 QUANTICO, Virginia, (36), *Staff Non Commissioned Officers*, Tues., 7:00 p. m., Diamond Hall, Marine Corps Schools.
- 1927 SANTA ANA, MCAF, California, (D F), *Marine Air Facility Officers*, Thurs., 11:30 a. m., Commissioned Officers Mess, MCAF.
- 1928 OMAHA, Nebraska, (D 24), *Omaha Westside*, Tues., 6:00 p. m., Gourmet Steak House.

WHEN AND WHERE THEY MEET

Among Our CONTRIBUTORS

His twenty-two years of practicing law have given **HENRY L. JORDAN** (*Where Do We Go From Here?*) the opportunity to formulate many ideas about evaluation, since good evaluation is a definite factor in the career of a successful attorney. He is a charter member and past president of the Palestine (Texas) Toastmasters Club No. 508. . . .

ROBERT DREWES of Lind, Washington, who poses pertinent questions in *Are You a Victim of Potato-itis?* is pastor of Good Hope Church (American Lutheran) in Lind, and president of Lind Toastmasters Club No. 118. He is also a charter member and assisted in its founding. . . .

DON KROUT (*Dependability Is More than a Word*) is past president of the Washington National Airport Club No. 1054 and present area governor in District 36, Washington, D. C. Don is employed by United Air Lines as "on the job" instructor of telephone sales at the national capital. He credits his Toastmasters training for his ability to communicate with his fellow workers, and says that his greatest sense of pride and achievement came when he assisted in chartering the first Toastmasters club in his home town of Baltimore, Maryland—Baltimore Toastmasters Club No. 1457. . . .

RAE (Mrs. William) **SOVEL** (*Things Have Changed at our House*) is the wife of the newly installed educational vice-president of Petaluma Toastmasters No. 732. She was born in New York, raised in San Francisco, and now lives on a ranch in Pennngrove, California, amidst thousands of chickens, a few cows, and two children. "I'm a frustrated career girl," she says, "forever interfering in husband Bill's club activities and acting as his private secretary. . . ."

This Is Television comes from **HUGHIE J. SCHOFF** of Reno, Nevada, who says that he was "born on a farm in Northern Indiana, the last of 12 children. It wasn't until I became a charter member of the Silver State Toastmasters Club that I found out that a chicken was more than just a neck and wings—and finally had an opportunity to say something. Toastmasters taught me how to talk so well that I was elected vice-president, and now our club has just elected me President to further my Toastmasters training—to teach me how to shut up. . . . Every member of the J. E. Sweatt Real Estate Co. where I am employed as a real estate salesman is a Toastmaster, including past presidents and area governors. Naturally they expect me to go places too, especially to those that are for sale. . . ."

CHARLES ROOT (*The Case Against Television Advertising*) is also a member of the Silver State (Reno) Toastmasters Club. Charles was Hughie's partner in the presentation of the serious side of speaking in a demonstration of the way in which one subject might be presented in two entirely different ways. The speeches were given at a District 39 convention, and were the genesis of the article. . . .

The author of last month's article, *Dr. Smedley, You Get in My Hair*, has been revealed as **H. H. SHUGART**, charter member and President of El Dorado (Ark.) Toastmasters Club No. 1304. Toastmaster Shugart, a chemist with the Monsanto Chemical Co., originally presented this article as his No. 7—Big Broadcast—speech. His fellow-members appreciated it so much that Club Secretary S. H. Alexander mailed it to *The Toastmaster*—but unfortunately, the covering letter became lost before it reached the editorial office. Hence the confusion. Case closed. . . .

SUBJECT INDEX

Volume 21

1955

- Accustomed as I am**, Aug p 3
- Advertisement is like a speech**, Jul p 11
- After-dinner speaker**, Apr p 5
- Agreeable disagreement**, Nov p 13
- Among our contributors**, reg. dept. ea. issue p 30
- Attitude**, Sir your a. is showing, Mar p 5
- Bake your cake first**, Feb p 9
- Barometer of success**, Jul p 3
- Britain looks at America**, Jan p 28
- Can you take it**, May p 20
- Clearness**: see Cutting the fog, Jan p 7; Say what you mean, Oct p 11
- Conclusion, And in**, May p 15
- Conference**: see The modern way, May p 1
- Convention, Int, 1955**: Double-feature vacation, Jan p 27; Official convention call, Feb p 17; Covered wagons roll, Feb p 20; Wild west at its best, Mar p 26; L. A. in pictures, Apr p 16; Convention report, Oct p 12.
- Conversation, art of**, May p 3
- Dependability** is more than a word, Dec p 5
- District governors**—pictures, Aug p 16; list of, reg. dept. p 32 ea. issue.
- Do You Speak Californian**, Jul p 16
- Drop of honey**, A, Mar p 16
- Dr. Smedley, you get in my hair**, Nov p 5
- Editorially speaking**, reg. dept. inside cover
- Emergency exit**, Jan p 8
- English**, The importance of proper, Mar p 1
- Establish your roots**, Aug p 12
- Evaluation**: See: Be a good evaluator, Jan p 4; A drop of honey, Mar p 6; Can you take it, May p 20; It's good for you, Sept p 26; Where do we go from here, Dec p 4
- Exactness**, Write for, Feb p 5
- Executive looks at Toastmasters**, Jul p 22
- Fairy Tales, They also wrote**, Feb p 7
- Fears and Phobias**, Aug p 1
- Flattery, A new slant on**, Mar p 9
- Fog, Cutting the**, Jan p 7
- Goodbye Aunt Polly**, Sept p 4
- Grow up with Toastmasters**, Mar p 4
- Have you read?**, reg. dept. each issue p 25
- Home Stretch, The**, Oct p 3
- How to commit suicide**, Sept p 16
- How to**: reg. feature ea. issue. Handle a formal resolution, Feb p 14; Take a vote, Mar p 11; Amuse 'em or lose 'em, Apr p 26; Develop confidence, May p 27; Develop poise and power, Jun p 27; Move the previous question, Jul p 27; Make 'em laugh at your joke, Aug p 26; Retrieve stolen thunder, Sept p 27; Talk with your hands, Oct p 22; Use a microphone, Nov p 27; Remember your speech, Dec p 26

The
TOASTMASTER

How we talk: Negative-positive, Jan p 24; Censor-censure, Feb p 24; Better say, Mar p 24, Aug p 20; Be in earnest, Apr p 20; Going through, May p 20; Picturesque words, Jan p 20; Superlatives, Jul p 20; Pretty-nice, Sept p 32; Neologisms, Nov p 20; at the convention, Dec p 20

How we say it, Oct p 26

I could learn to hate, Mar p 15

Importance of proper English, Mar p 1

International committees, Nov p 29

International officers, ea. issue p 32

It's a good idea, reg. dept. ea. issue, p 12

It can happen to anyone, Jan p 23

Laboratory, Your club is a, Jun p 13; Jul p 21; Nov p 4

Let's find a new one, Nov p 15

Let's take inventory, Aug p 5

Louder, please, Nov p 16

Making the sale, Apr p 1; Oct p 1

Mathematics, Magic wand of, Nov p 21

Meeting the drop-out situation, Jun p 7

Mind your mannerisms, Aug p 6

Mister chairman, Apr p 3

Modern miracle, Apr p 23

Name, We must protect our, Oct p 27

Narrowed horizons, Apr p 15

New clubs, when & where they meet, p 31 ea. issue

Now is the time, July p 1

Now listen, Mar p 3

Official notices: Jan p 25; Feb p 17; Mar p 20

Old-timers, Use the, May p 6

Opportunity: Don't miff your chance, Apr p 11

Osmosis, Not by, Jun p 15

Palindromes, Jan p 10

Parliamentary procedure: see The president, Jan p 1; Mr. Chairman, Apr p 3; See also: How to

Peripatetic answers the critics, Sept p 28

Plus factor, Apr p 7

Postal Forum, reg. dept. p 29 ea. issue

Postal service: see A modern miracle, Apr p 21

Potatoitis, Dec p 11

President, The, Jan p 1

President's message, Feb p 3; Jun p 3; Oct p 2 Dec p 3

Program: You might try these, Nov p 11; You'd be surprised, Dec p 7; See also: It's a good idea

Project friendship, Mar p 21

Pronunciation Protocol, Dec p 12

Public service, The Tm and, Sept p 21

Put yourself into it, Nov p 25

Rainbows, Jan p 15

Reading: Read a speech, Feb p 27; For reading aloud, Sept p 15

Regimentation, Jul p 15

Right to question, Jul p 2

Ruin a good speech, Sept p 5

Sallies in sheep psychology, May p 11

Santa Claus, Dec p 1

Say what you really mean, Mar p 17

Schedule your resolutions, Jan p 3

Seasoned Toastmaster, Jul p 13

Slang has its uses, Apr p 27

Slice of gratitude, Sept p 6

Small talk, May p 13

Speaker takes a text, Mar p 27

Speech making: The long speech, Jan p 17; Is a means, not end, Feb p 21; Plus factor, Apr p 7; Planning a speech, May p 5; Put yourself into it, Nov p 25; Speech subjects, Jun p 26; So you have to make a speech, Jul p 6; Speech ahead, Nov p 1

Split infinitive, Aug p 13

Smedley Jr. High School, Aug p 23

Stage fright: see It can happen to anyone, Jan p 25

Table topics: Why waste your chance, Jun p 4; See also: It's a good idea

Tailor-made challenge, Jun p 1

Telephoning to Success, Jun p 11

Television, Dec p 16

Tell me more, Jan p 15

Things have changed, Dec p 14

Three to one, Aug p 15

Title is vital, Nov p 3

Toastmaster, When you're the, Aug p 21

Totem pole, Sept p 14

Tradition, It's a, Nov p 7

Treasurer's report, Oct p 20

Tricks of the trade, Feb p 17

Use your plateau, Dec p 25

Verbal vagaries, Jan p 10

Visiting Toastmaster, Be a, Aug p 27

Visitor, So you have a, Mar p 7

Vocabulary: Your vocabulary, Feb p 15; Expanding your platform vocab., Jun p 21

Voice: How now brown cow, Aug p 11; Try this experiment, Sept p 1; Louder, please, Nov p 16

What's going on, reg. dept. ea. issue, p 18

We must protect our name, Oct p 27

What am I afraid of, Oct p 4

Where do we go from here, Dec p 4

Words: Can shake a world, Feb p 1; Say what you mean, Mar p 17; Caution: words at work, Jun p 6; You wear your words, too, Oct p 6; Let's find a new one, Nov p 15

World Assembly, Impressions of, Sept p 11

You and your club, reg. dept. ea. issue, p 24

You'd be surprised, Dec p 7

You might try these, Nov p 11

You wear your words, too, Oct p 6



BEFORE WE ADJOURN

Nature has concealed at the bottom of our minds talents and abilities of which we are not aware. The passions alone have the privilege of bringing them to light and of giving us sometimes views more certain and more perfect than art could possibly produce.—*Rochejoucauld.*

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
 801 Security Bldg., Windsor, 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 Froelich
 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

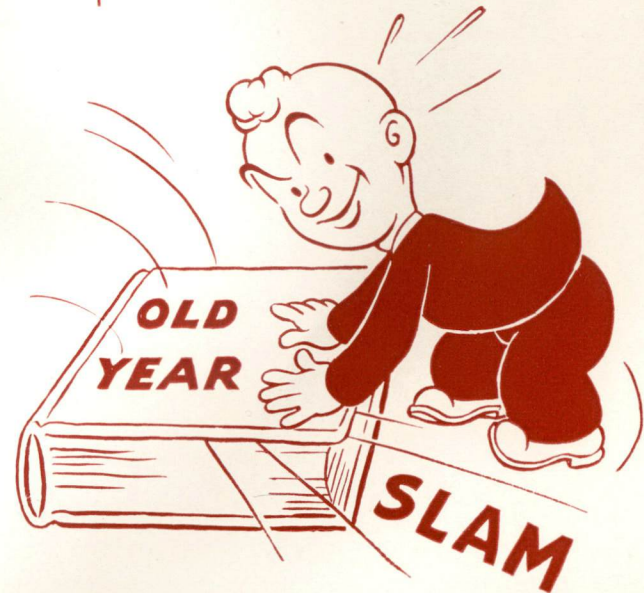
Founder's Dist.—Lewis B. Sutherland

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 I. 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. Martin J. Dreyfuss
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.
 9845 Vicar St., Los Angeles 34, 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.
 11180 Odell Rd., R.R. 3, Fowlerville, 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.
 6110 Eastern Ave., Washington 11, D. C.
 P. O. Box 2056, Raleigh, N. C.
 1828 Beverly Rd., Philadelphia, Pa.
 1040 Maryland St., Fairfield, 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.

In This Issue

EDITORIALLY SPEAKING	Inside Cover
THERE IS A SANTA CLAUS	1
PRESIDENT'S MESSAGE	3
WHERE DO WE GO FROM HERE?—By Henry L. Jordan	4
DEPENDABILITY IS MORE THAN A WORD—By Don Krout	5
YOU'D BE SURPRISED	7
IT'S A GOOD IDEA	8
LAFF LINES	10
POTATOITIS—By Robert Drewes	11
PRONUNCIATION PROTOCOL	12
THINGS HAVE CHANGED—By Rae Sovel	14
A MARK OF DISTINCTION	15
THE CASE AGAINST TELEVISION ADVERTISING—By Charles Root	16
THIS IS TELEVISION—By Hughie J. Shoff	17
WHAT'S GOING ON	18
HOW WE TALK	20
INFLUENCE OF A LIFE	21
YULETIDE 'ROUND THE WORLD	22
HAVE YOU READ?	23
YOU AND YOUR CLUB	24
USE YOUR PLATEAU—By Ted Blanding	25
HOW TO REMEMBER YOUR SPEECH	26
NEW CLUES—WHEN AND WHERE THEY MEET	27
AMONG OUR CONTRIBUTORS	28
SUBJECT INDEX, 1955	29



WHEN YOU PLAY SANTA



Order from
Toastmasters International
Santa Ana, Calif.

Include 10% for
packing and mailing
Calif. clubs
add 3% tax

GIVE BOOKS*

Conference Leader's Guide50
Speech Evaluation50
The Amateur Chairman50
Speech Engineering75
How to Remember Names and Faces	1.00
The Voice of the Speaker	1.50
Public Speaking as Listeners Like It	1.75
Parliamentary Procedure at a Glance	2.00
The Art of Plain Talk	2.50
Handbook for Discussion Leaders	2.50
The Great Peacemaker	2.50
The Famous Roth Memory Course	2.95
How to Talk More Effectively	3.25
Principles and Types of Speech	3.75
Clever Introductions for Chairmen	4.50
The Treasury of Modern Humor	5.00

(See price list for many others)

* Turn to page 9 for a dandy Christmas suggestion