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The
TOASTMASTER



TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 1463 active clubs, located in the United States, Canada, Scotland, Channel Islands, South Africa, Hawaiian Islands, Philippines, Alaska and Cuba.

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CONTENTS

THE FACE OF THE ENEMY —Joseph G. Wilson	1
THE CONVENTION CALL	2
THE PRESIDENT'S MESSAGE —Russell V. Puzey	3
EDITORIAL—WHAT A MONTH!	4
NOT SO NICE —Russ Scott	5
A TESTING GROUND —T. Vincent McIntire	6
TOASTMASTERS QUIZ	6
I DON'T LIKE	7
WORD WISE —C. R. Draper	9
IF YOU WANT TO BE DIFFERENT	11
IT'S A GOOD IDEA	12
STAIRCASES ARE STEEPER —N. T. Williams	14
WHAT'S GOING ON	18
ASPIRATIONS	21
HOW WE TALK	22
RECOMMENDED READING	23
OSCAR DOESN'T LIVE HERE ANY MORE —Le Roy Ford	24
THIS MONTH IN YOUR CLUB	26
NEXT MONTH IN YOUR CLUB	27
PUT AND TAKE —Ralph C. Smedley	28
NEW CLUBS—WHERE THEY MEET	30
HOW TO FOLLOW THROUGH —Wayland A. Dunham	31
QUIZ ANSWERS—LIMERICKCORNER	32

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The Face of the Enemy

By Joseph G. Wilson

MR. WILSON IS AN ATTORNEY IN SAN ANSELMO (CALIF.) THIS IS BASIC TRAINING SPEECH NO. 12 GIVEN BEFORE HIS TOASTMASTERS CLUB.

APPROXIMATELY one hundred years ago an embittered and frustrated man sat in an obscure corner of the British Museum and thought about his own poverty and the sad state of the world. Being unable to do anything about his own problems, he concentrated, as is often the case with individuals so situated, on the state of the world, and concocted a philosophy which to him explained what was wrong and what should be done about it.

This doctrine, which certainly represented the triumph of gloom over adversity, he called Communism. It knocked around the fringes of the philosophic world for a while and finally came to rest in Russia. Here it received a hospitable reception; for a people who had never known anything but the crushing weight of an inefficient, corrupt and despotic government, could scarcely be expected to complain because the government merely changed its name.

It is probably true that if Karl Marx returned to earth and visited Russia to see how his theories were working out, he would become a victim of Soviet justice on

the ground that he was guilty of "deviationist thinking." However, the legacy which he left behind him has spread and grown until, in the hands of its modern masters, it is contending for mastery over the peoples of the world.

We in this country take pride in the fact that we are in the forefront of the fight against the spread of Communism. Unfortunately, often all we do is to take pride in the fact. If we are to oppose Communism effectively, we must first know it for what it is and for what it may do to us.

Our enemy is not the dry, dull and often obscure economic doctrine which was the stew that Karl Marx concocted from equal parts of gloom, frustration and faint-heartedness. This is but the mask behind which the real enemy conceals himself. When we tear aside this mask and look upon the face of the enemy, we see the face of an ancient foe. It is the face of the collective faint-hearted, for modern Communism is the ideological refuge for those who are afraid to trust freedom. The modern Communist is afraid to work out his own destiny and he

is afraid to permit his fellow men to work out theirs.

In short, the modern Communist is a coward and the basic motivation of his creed is the spirit of cowardice. It is this same spirit which moved the persecutors of Socrates and which caused the people of a remote Middle East country some 2000 years ago to lead a humble carpenter to the cross while a Roman governor turned his head away and thereby contributed to the ruin of that country.

For many years mankind has struggled to exalt the ideal of individual freedom above that of authoritative dominance. There have been some temporary successes in this struggle, but it was not until within the last few hundred years that, in England, France and other countries of western Europe, the spirit of individual freedom began to make slow but steady progress.

We in this country are the heirs and custodians of the tradition of the individual freedom, for which brave men have fought unceasingly since the dawn of organized society. Consider the words of the Declaration of Independence:

The Convention Call

In accordance with Section 1, Article 5 of the Bylaws of Toastmasters International, I am pleased to notify you that the 23rd convention of Toastmasters International will be held at Washington, D. C., on the 26th, 27th and 28th of August, 1954. All Toastmasters are earnestly encouraged to attend.

Russell V. Puzey, President

“We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness, — That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed, — That, whenever any Form of Government becomes destructive of these ends, it is the Right of the People to alter or to abolish it.”

These are revolutionary words — words which, in these times, might produce jeers if they are used without giving their source. Yet they are our heritage.

In these words we find the creed of a government which is not afraid of individual freedom; the faith of a nation which believes with the eighteenth-century Englishmen that the liberty to know and argue freely is the highest of the human liberties; and the determination of a people who have sworn, with Thomas Jefferson, “eternal hostility against every form of tyranny over the mind of man.”

Our inheritance is a mighty weapon to wield against the forces

Concluded on page 8

THINK BIG

Russell V. Puzey, President Toastmasters International



As individuals and as an organization, we in Toastmasters should think big. We should think beyond ourselves at all times. In our world and time, there are great fields for improvement of human relations. I confidently expect that Toastmasters will eventually become a community of adult thinkers who will, through the exploration of their own minds and the creation and fruition of ideas, wield great influence throughout the world.

Toastmasters is more than a speech club to me. It is a laboratory of experimentation, for growth through honest effort. We should learn that to try but not succeed the first or second time is not fatal, and that there is no disgrace in failure after honest and all-out effort. Where else can we be surrounded by friends who tell us why we failed, who go out of their way to keep us from repeating the failure, and who tell us when we have failed because of lack of preparation or sincerity?

Of great value in Toastmasters is the acquisition of the ability to create, to have new ideas and to sell those ideas to others. We learn to advance ideas and fight for their trial. If we are right sixty per cent of the time, we will be successful. The more ideas we can create, the more satisfying our lives will be.

Each of us has an Aladdin's Lamp called “creative imagination.” But it is useless to have an idea and to do nothing about it. Many successful men carry a notebook at all times, wherein they jot down good ideas that occur to them. They mull over those ideas, and then do something about them.

The daydreamer dreams about what he will do after he arrives; but the planner sets down his ideas as to how to get started and how to get there, for he knows he will know what to do when he arrives.

We Toastmasters should learn another very difficult lesson, that of being receptive and alert to the ideas of others. Let us not fight newness or strangeness, but embrace them for our advancement.

It's a funny thing about life — if we refuse to accept anything but the best we very often get it. We get the best when we train ourselves to do creative thinking and creative research, and to bring our minds out of their accustomed routines. We must use each speech, each assignment, each meeting to stimulate and exercise the imagination. Let us think BIG and we will talk with dignity.

What a Month!

FEBRUARY IS the shortest month, but its few days are crowded with birthdays of many of the world's notables. It offers a rare opportunity for the Program Chairman who has a bit of imagination. It will take a colossal moronic capacity to present uninteresting club programs in such a month.

In America, we think first of the birthdays of Lincoln and Washington, but these two days are not exclusive with the two great names. Lincoln shares his February 12th with Cotton Mather, Charles Darwin, John L. Lewis and General Omar Bradley, while Thomas A. Edison missed it by one day, arriving on February 11.

And it was on February 12, 1877, that a news dispatch was sent by telephone all the way from Salem to Boston, hailed by the *Boston Globe* as a "feat never before attempted — the sending of news over the space of 16 miles by the human voice."

Washington's birthday brings up names of other important people born on the same day. Consider Arthur Schopenhauer, Frederic Chopin, James Russell Lowell, Sir Robert Baden-Powell and Edna St. Vincent Millay, just a few of the number. There is a list of international names about which can be built a program of deep interest, both to speakers and to listeners.

In the world of science, invention and exploration are Charles Lindbergh,

Louis Agassiz, Galileo, Cyrus McCormick, Nicholas Copernicus and Sir Wilfred Grenfell, all born in February.

In the field of letters and the drama, it is a month rich with ideas. Here we have Charles Lamb, Charles Dickens, John Ruskin, Amy Lowell, James Joyce, Jules Verne, Sidney Lanier, Henry Longfellow, Victor Hugo and Christopher Marlowe. Sir Thomas More, author of "Utopia," claims a place. So do Sir Henry Irving, David Garrick, Samuel Pepys and Katherine Cornell.

Sir James Murray was born on February 7, 1837. The great work of his life as a philologist and lexicographer, was the planning and editing of the Oxford English Dictionary, a work with which every Toastmaster should be better acquainted. Try an evening on the history of dictionary making. It will be a thriller.

Sir Robert Baden-Powell, founder of the Boy Scouts, was born on February 22, 1857, and the Boy Scouts of America celebrate the chartering of their movement, February 8, 1910.

With an array of biographical suggestions like this, it will take an exceedingly careless, indolent, or un-resourceful program committee to present any programs of sub-marginal or subvrate quality. Mix plenty of imagination and originality with a reasonable amount of committee work, and the February programs will be outstanding in interest and in informative value.

Not So Nice

Russ Scott

NOT LONG AGO, I overheard a fragment of the conversation of two window-shoppers. It went like this:

"Oh, isn't that a *cute* hat?"

"It sure is. Wouldn't it be a *good deal* to have shoes and purse to match it?"

I muttered something about what a shame it is that so many of us resort to these verbal crutches to uphold the sagging end of a conversation. But whatever rusty halo I'd been wearing I quietly buried a few days later after recording some of our own conversational gems as we motored to the city.

We got off to a *nice* early start. The weather was *nice* and it was *nice* to drive without interfering traffic. As we drove over the Pass, we enjoyed the *nice* scenery. In town we stopped at a *nice* motel. Later we ate at a *nice* restaurant where we were served by a *nice* waitress with a *nice* smile. We ate a *nice* dinner followed by a *real nice* dessert.

And so on, until I wondered if it were at all possible to get along *nicely* without this overworked adjective. A little reflection plus reference to a book of synonyms brought a revelation. Here are a

few of the possible substitutions for "*nice*."

pleasing	charming
fastidious	scrupulous
fine	discriminative
straight-laced	genuine
constant	excellent
attractive	palatable
modest	reluctant
distinctive	faithful
pure	gorgeous
outstanding	good

Unfortunately not all these good words are exchangeable. With just a little discrimination, however, it is possible to produce something acceptable:

We made an *early* start. The weather was *fine* and it was a *genuine* pleasure to drive without interfering traffic. In the mountains we were thrilled by the *scenic beauty* and on our arrival we stopped at a *clean, attractive* motel. When we got hungry we went to a *distinctive* restaurant where we were served by a *charming* waitress with an *engaging* smile. We had an *appetizing* meal topped off with a *luscious* dessert.

Apparently a little forethought is all that is required to make ordinary conversation more palatable.

If you agree that something should be done to ease the strain on this overworked word, it might help to review the derivation of



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the word from Latin down through old French and Medieval English. Originally *nice* meant *foolish, simple, stupid, ignorant, or silly*. Somewhere in its history, *nice* fell into worse usage and came to mean *lewd, lascivious, or wanton*.

The moral of this story is to be careful the next time you tell one of your fellow Toastmasters he just gave a *nice* speech. Better yet, beware the next time you compliment your wife by telling her she's *nice*.

A Testing Ground

The Toastmasters Club is a testing ground for leadership in its basic form. If the President of a Toastmasters Club is not sufficient for the good performance of duties commonly assigned to his office, then he is insufficient in the world outside his club.

In Toastmasters, the officer can take chances which he would never dare to take in his business. He can make experiments without fear.

Where else, but in his club, could he be expected to make mistakes, with the hope of profiting by the mistakes themselves? We are providing him with the opportunity to learn by doing, by trying, by experimenting. The President should find in his tasks and responsibilities the greatest and most challenging opportunities.

T. Vincent McIntire
Secretary Toastmasters International

Last week I saw a man who had not made a mistake in four thousand years. He was a mummy in the British Museum.

—H. L. Wayland

Every Toastmaster Should Know

1. What was the "Featured Program" for the month of January?
2. How may a Symposium be presented in your Club?
3. How are each member's semi-annual dues broken down for maximum use?
4. What innovations have been introduced in the official Speech Contest Rules for this year?
5. What is the "Point of Emphasis" in February's Progressive Programming?
6. What can the Vice President do to strengthen the Club's membership?
7. What is Speechcraft, and how do you use it?
8. What is the difference between the terms "inactive members" and "dropped members"? What are the dues customarily collected from the inactive member?

(See page 32 for key to answers)



I
DON'T
LIKE

I DON'T LIKE split infinitives. I don't like mixed metaphors. I don't like unattached participial clauses. I don't like overuse of contractions. I don't like misplaced modifiers.

Especially, I don't like long series of repetitions of meaningless phrases.

Look at that first paragraph, and figure how many words I could have saved by writing: I don't like split infinitives, mixed metaphors, hanging participles, overuse of contractions and misplaced modifiers. But many people talk that way, repeating useless words ad infinitum. Are you one of them?

What difference does it make to you whether I like your way of talking or not? Do you change your speech habits to conform to my ideas? Does all this preaching about sticking to the rules of grammar and seeking good diction make many converts?

Some of you have been considerate enough to tell me that it has helped you. For that I am

glad. But is it all worth while? Why should we distress ourselves because some other people are not careful about the way they talk? Is our speech more easily understood than theirs?

If people keep on talking wrong for a long time, perhaps the wrong way will become right after a while, and then we sticklers for correct speech will be in disfavor ourselves. Language does change by usage, and one generation is shocked by the speech habits of another.

Shakespeare's grammatical usage would get him some black marks in today's schools. Even Charles Dickens would find himself being corrected by today's teachers of English. George Washington would hardly get a passing grade either in spelling or grammar. Usage has changed, and will continue to change.

But the fact remains that good speech is a mark of the cultured person, the one who cares, and that even the careless talker has a certain respect for the one who uses his language well.

Even if it seems to do little good, we who try to uphold the standards of correct speech must keep on protesting the more flagrant abuses of our grand language. Someone surely will listen and heed, and will thereby be helped to better speech, which should lead to better understanding—and that is one of the world's great needs today.

R. C. S.

of fear and despair, but to be fully armed we must take care that fear does not corrode and rust the worthy steel from which our weapon is fashioned. The menace of Communism to us is not only the spread of the economic doctrine which Marx expounded. It is the spread of the methods and tactics of his modern disciples who are fighting the age-old battle on behalf of the forces of fear and despair. When we yield to fear by adopting the methods of the forces of fear, we lose a battle in the unending struggle.

And the danger is a real one. When a lynching party subverts due process of the law to obtain a victory over the temporary object of its wrath, the Communists triumph. When we pass an immigration law based upon the narrow prejudices and fears of a bigoted minority, we lose another round. When we yield to racial or religious prejudice and turn against a segment of our community, the enemy must then know real joy. When, by our silence or our support, we aid the apostles of fear in our midst, those who for personal gain or political advantage seek to create an atmosphere in which criticism will be silenced, dissent condemned and unorthodoxy forbidden, we surrender large portions of territory without a struggle.

The face of the enemy is an old

He is a slave who cannot express his thoughts.

—Euripides

one, lined with the scars of bloody triumphs in the past. Yet it is a face that is being sold to peoples in many parts of the world behind a mask of hope. If we are to play our role in history, we must tear aside this mask, and to do so, we ourselves must be able to stand before the world with a record we need not hide.

To achieve and maintain such a record in a nation devoted to individual freedom is an individual job. All of us must so govern our lives that the nation may be able not only to deliver to the world its message of hope and courage, but to convince the peoples of the world that the voice of the enemy is merely the age-old voice of despair coming through a modern transmitter.

If we should lose in this gigantic struggle because the forces of fear are able to muster greater material strength than we can, we at least have kept the faith. If we lose without a struggle by adopting the methods of forces of fear, then we will deserve, and probably be subjected to, the contempt of countless unborn thousands who would otherwise have been born into a free world. But if, God willing, we can both keep the faith and win, we will have earned the everlasting credit of all men everywhere for having stood at the crossroads at a critical time in human history and guided mankind along the right path.

THE TOASTMASTER

WORD WISE

By C. R. Draper

NOT SO long ago a magazine cartoon showed a tiny girl, just home from school, tugging at her mother's skirt to get attention. "I bet you can't guess the new word we learned in school today," she was saying, "I'll give you three surmises."

Now this little lady, like Toastmasters, was engaged in the laudable process of increasing her vocabulary, and the still more admirable process of using it. But when the Toastmaster is urged to learn and use new words, this advice is not, I am sure, dedicated to the proposition that four syllables are better than one.

The French minister Talleyrand is reported to have said that "speech is a faculty given to man to conceal his thoughts." With this wisecrack Talleyrand was calling attention to the opposite of his statement, of course, which is that language properly has one function. That function is to facilitate communication. Anything we do that subverts the function — and that includes skimping our vocabularies — is to sell short our mother tongue.

To be sure, the responsibility for being word wise rests on the listener as well as the speaker. It does you no good to cultivate a vocabulary if those to whom you

speak are limited to a few hundred words of basic English plus a selection of badly overworked cusswords.

But fortunately, most people have at least a nodding acquaintance with many more words than they ever use. Most of us have a generous supply of nouns — particularly those that have to do with our own specialty — but our verbal poverty shows up in a scarcity of verbs and adjectives. I was once a member of a high school age group whose stock of adjectives was dominated by two: "terrific" and "desperate." Today, if I am correctly informed, it is impossible to make clear your meaning to a teenager without recourse to the adjectives "cool" and "crazy."

There is another side to the argument for nurturing a massive vocabulary. In our society there is a myth to the effect that if you have a generous store of words, with their dictionary meanings neatly filed away in your cortex, then you will be able to understand anything and anybody, and the world will be your oyster.

No less an authority than Reader's Digest declares that "vocabulary building is the quickest and easiest way to success." But unfortunately this belief is not demonstrably true. Even the

FEBRUARY, 1954

fact that many financially successful people know a lot of words does not guarantee that by learning the same number, you too will be "successful."

The fact that we were born into a culture so richly endowed with words — more words than any one man can possibly use or even comprehend — can be both a bane and a blessing. It means that although it should be possible to express most of our thoughts clearly and simply, it is also possible to hide a lack of thought behind an impenetrable wall of polysyllables.

The ability to accomplish this trick is too often mistaken for erudition, whereas bombast is within reach of everybody. Anyone with a dictionary and a third grade education can pad his vocabulary; and with only a little practice he can learn to become totally unintelligible!

No, the value of an ample vocabulary is that it lets you select from many alternatives the expression or word that most precisely conveys what you want

understood. That's quite a long way from showing how learned you are by making three or four syllables—or paragraphs—do the work of one.

In one of the books by Rudolph Flesch there is an excellent example of words tripping up their author's meaning. He gives a definition by an unnamed writer for a now-extinct government agency, of the term *ultimate (egg) consumer*. "Ultimate consumer means a person or group of persons, generally constituting a domestic household, who purchase eggs generally at the individual stores of retailers or purchase and receive deliveries of eggs at the place of abode of the individual or domestic household from producers or retail route sellers and who use such eggs for their consumption as food."

For this mass of verbiage, Flesch suggests this substitute: "Ultimate consumers are people who buy eggs to eat them." As to which of the two writers makes best use of his vocabulary — I'll give you three surmises.

Enthusiasm

There is nothing complex about enthusiasm — it is simply the "I can" attitude. Some people think that a so-called brainy man can accomplish anything he wishes. They highly overestimate the value of intellect. It is enthusiasm — the "I can" spirit — that brings success. Many brilliant men are disappointments simply because they lack enthusiasm. The fellow who has to work hard to obtain proficiency and takes up the job with enthusiasm, will not be stopped until the desired result is obtained. It may take some time, but he will accomplish his purpose, and at the same time enjoy every minute of it.

Enthusiasm is contagious. Set the germ of enthusiasm afloat in your club activities and notice how the other members will react to its influence. It is the greatest single asset in the world — it spurs inactivity, it overwhirls obstacles, it promotes good will and it fosters tolerance. It has been said that faith can move mountains. Let us remember, however, that enthusiasm is "faith in action."

Jack Schock, Past Secretary District 32

If You Want to Be Different

Cultivate A Good Voice

The voice conscious person is led to wonder why it is that really pleasant voices are so rarely heard. Is it a fact that we are degenerating in a day when the human voice reaches farther than ever before, and when teachers and methods are almost universally available to the one who seeks voice improvement.

Are we too busy to pay attention to how we sound? Or do we fail to understand how important it is?

A pleasant, resonant, well modulated voice commands attention in almost any group. It gives distinction to the person who uses it, even though those who hear him are not conscious of the cause. It adds charm to the personality.

Likewise, the harsh, nasal, guttural, whining, scolding voice repels. Of course, a single voice can hardly possess all those objectionable qualities at the same time, but any one of them is sufficient.

People may not realize what is the trouble. Most of us are not consciously aware of the effect which the voice has upon our sensibilities, but the effect is there, all the same.

The genial, friendly voice, pitched on a key that does not suggest hysterical tendencies, tends to create confidence and to call forth a positive response from your customer, client or acquaintance. The throaty, tight, sandpapery tone leads to negative reactions.

You have the materials for a good speaking voice in your possession right now. The reason your voice is not satisfactory is that you are not giving it a chance to be as good as it could.

Here are four steps you can take, without interrupting your daily routine:

First, cultivate a voice consciousness. Learn to notice the voices about you, and to classify them as to why some are less disagreeable than others.

Second, cultivate the habit in your own speech of careful enunciation. Try to speak distinctly.

Third, lower the pitch of your ordinary talking. You can do this by taking thought. Quit squeaking and shrieking.

Fourth, cultivate a sense of friendliness as you speak. Regard the listener as your friend, and put a note of friendship into your voice.

These four simple habits will lead to definite voice improvement for you, and they cost nothing but a reasonable amount of attention.

NOTE: The above suggestions are condensed from *THE VOICE OF THE SPEAKER* by Ralph C. Smedley, published by Toastmasters International. This book will give you further aid, if you use it faithfully.

It's a Good Idea ■ ■ ■

★ Speak-down

In a stunt to assure action and attention, Educational Chairman Penick of the Broadway Toastmasters Club of New York, paired off all the men in the room and required each pair to speak from the platform simultaneously; each on a different subject. The speaker gaining and holding the attention of the audience was allowed to continue while the other speaker was eliminated. Many and varied were the attention getting tricks employed and loud was the noise. Everyone had fun and everyone learned something. That is the code of Toastmasters—"Have fun while you learn."

★ Honestly, It's the Best Policy

At a recent meeting of the Uncle Joe Cannon Toastmasters of Danville, Topicmaster John Yeager proposed the following question for discussion: "Can one be honest and diplomatic at the same time?" a quoted query of the late Senator Taft.

The consensus was that honesty and diplomacy *can* go hand in hand. This would be an excellent subject for discussion in any club.

★ Operation Specific

Tell us something! Choose a really good subject for your speech. Choose a subject that will hold the attention of the audience. For even the best speaker cannot hold his audience without a good subject. Make it easy for yourself to deliver a truly successful talk, select a subject that will help the speech.

Tell us something new, something different. Go to new sources; seek appealing subjects in your personal experiences, in your history books, or your old textbooks, or in current events, but make it interesting. *Tell us something.*

You might accept this challenge: Have someone assign you an interesting topic at random; then study the subject until you become so expert that you can talk on it. By meeting that challenge you will learn something new, gain valuable experience in seeking out facts on an unfamiliar subject, and you will *tell us something.*

And, above all, know what you are talking about. Prepare yourself so thoroughly that you can deliver your speech fluently, without wrestling with voluminous notes. Give us the impression that you are up there not merely to deliver a speech but to *tell us something.*

—Dick Blanchard in
Columbia Toastmasters Bulletin

★ Me and U

Are your members irregular in attendance? Ed Cumming of Monterey (Calif.) solved it by sending out lively speaker menus. One went out in Spanish and another with titles in keeping with an approaching holiday season. The speakers were listed as gobblers, the general evaluator as the hatchet man, and the timer as chef. Of course Ed's men have helpful names. He took every advantage of Rice, Heron, Partridge and Payne.

Some of the members frankly admit that Ed's flair for humor in the weekly bulletin helps get them to the meeting, especially when they know there will be an interesting program awaiting them.

★ Have a Look

Of all the things you wear, your expression is the most important. The next time you catch a glimpse of yourself in a store window or a counter mirror, skip the glance at your hat angle and check up on the expression just below.

From—The Tyro Toastmaster

★ Revolution!

A "Let's Reverse It" night was a challenge to the Westchester Club in Los Angeles.

The meeting was run in reverse in every detail. Evaluators contacted the speakers ahead of time and familiarized themselves with the opening and general theme and so were prepared to make evaluations. With this general outline, and relying upon past recorded evaluations and personal observations of each speaker's usual habits, the critic was set to give each evaluation ahead of the speech.

The point of the meeting was for the speakers, and others on the program, to outwit their critics by *not* making the mistakes predicted. It was highly successful and surprisingly effective. The participants worked hard at making "liars" out of the evaluators.

★ Recipe for Happiness

**"Do all the good you can,
By all the means you can,
In all the ways you can,
At all the times you can,
To all the people you can,
As long as ever you can."**

—John Wesley

★ Club Clinic

Recently our members gained some valuable experience in resolving problems by group thinking. These "group thinking" committees met thirty minutes after dinner to exchange, through free discussion, ideas on basic club policies. The "Club Clinic" idea provided the executive committee with many constructive suggestions for the future growth of our club.

The summary reports of the various chairmen outlined exactly what the members wanted from Education, Evaluation, and Toastmastering. As a result, the standing committees of the club realized that the members considered the functions of the committees to be of value in promoting the member's self-development program. The standing committees voluntarily called

special meetings to initiate action on the recommendations of the special committee. This took the place of regularly scheduled meetings.

We think it is a good idea to criticize the club constructively at frequent intervals.

From letter by F. L. Shubert,
Glass City Toastmasters, Toledo

★ Double Action Publicity

Bob McPherson of National City (Calif.) Toastmasters has discovered a double-action method of gaining newspaper publicity for his club.

First, a well-written, illustrated story of a club meeting is taken to the *National City News*. It is published verbatim.

Next a letter to the "Letters to the Editor" column is written commending the paper for publishing the article and reporting so expertly the fine work being done by the National City Toastmasters. The letter even goes so far as to invite those interested to contact the Club President and gives his home phone.

The resultant queries produced several new members for the club.

★ Not Bad

Walt Aman reports that his club, the Press Club Toastmasters of Webster City, Iowa, honors the best individual evaluator by presenting him with an "ax" tie clasp. It travels to a new man each week.

★ But Good!

"Let your hair down night" has been discovered to be a good thing at Mattoon (Ill.) Toastmasters. They set aside a night when all may bring a pet gripe to the meeting and present it for a minute and a half at Table Topics.

The only limitation is that there may be no negative criticism without an accompanying constructive suggestion.

Plan Now

for

WASHINGTON, D. C.

STAIRCASES ARE STEEPER

By N. T. Williams

MUCH HAS been written lately on growing old— books and magazine articles daily tell us how to grow old gracefully and happily.

But what about you—are you ready to admit that you have passed the peak?

Let's look at some of the signs of approaching senility:

It seems they are building the staircases steeper than they used to. The risers are higher, or there are more of them or something. Maybe this is because it is so much farther from the first floor to the second floor.

Another thing I've noticed is the small print they're using lately. Newspapers are getting farther and farther away when I hold them. It would be ridiculous to suggest that a person of my age needs bifocals.

Everything is farther than it used to be. Why, it's twice as far from my house to the bus stop. The buses leave sooner, too. I have given up running for them, they start so much faster.

A lot of things are different. Barbers no longer hold up the mirror so I can see the back. I've noticed my suits have a tendency to shrink, especially around the middle. The laces they put on shoes today are so much harder to reach.

Even the weather is changing. It's colder in the winter and the summers are hotter than they used to be. I'd go away if it wasn't so far. The rain is wetter than the rain used to get and drafts are more severe. It must be the way they build windows now.

People are changing too. For one thing they're younger. I recently spoke to a high school graduating class and the oldest student couldn't have been more than seven.

On the other hand, people of my own age are so much older than I am. I realize that my generation is approaching middle age, but there is no excuse for my classmates tottering into a stage of advanced senility.

I ran into an old buddy at a bar the other day and he had changed so much he didn't know me.

"You have put on a little weight, George," I said.

Grow old along with me
The best is yet to be
The last of life — for which the first
was made

"It's the modern food. It seems to be more fattening."

"How about another martini? Have you noticed how much weaker they are these days?"

"Everything is different. Even the food you get is more fattening."

"How long since I've seen you, George?"

"Think the last time was right after the election."

"What election was that?"

George thought for a moment. "Coolidge," he said.

I ordered a couple more martinis. "Have you noticed these martinis are weaker than they used to be?"

"It isn't like the good old days," said George. "Remember when we would go to the 'speak' and order some 'orange blossoms' and maybe pick up a couple of flappers. Boy could they neck!"

"You used to be quite a cake-eater. Do you still do the black bottom?"

"I put on too much weight. The food seems to be more fattening these days."

"I know—you mentioned that a minute ago."

"Did I?" said George.

"How about another martini? Have you noticed how much weaker they are these days?"

"Yeah," said George, "you said that twice before."

"Oh," I said.

I got to thinking about poor old George this morning when I was shaving. I stopped for a moment and looked at my reflection in the mirror. They don't use the same kind of glass in mirrors any more.

That is an example of approaching senility.

If you have had some of these symptoms lately, let me give you a word of warning.

An old man's three worst enemies are:

A well-stocked wine cellar

A good cook

And a young wife

But regardless of your age, fellows, remember this — you're only as old as you feel — so feel young!

Mr. Williams has the happy faculty of making speeches to amuse. This is an excellent example of a talk designed for no other purpose than to poke fun at the human race which is so quick to excuse its own shortcomings by placing the blame elsewhere.

TOASTMASTERS INTERNATIONAL

WASHINGTON D.C.

August 26, 27, & 28, 1954

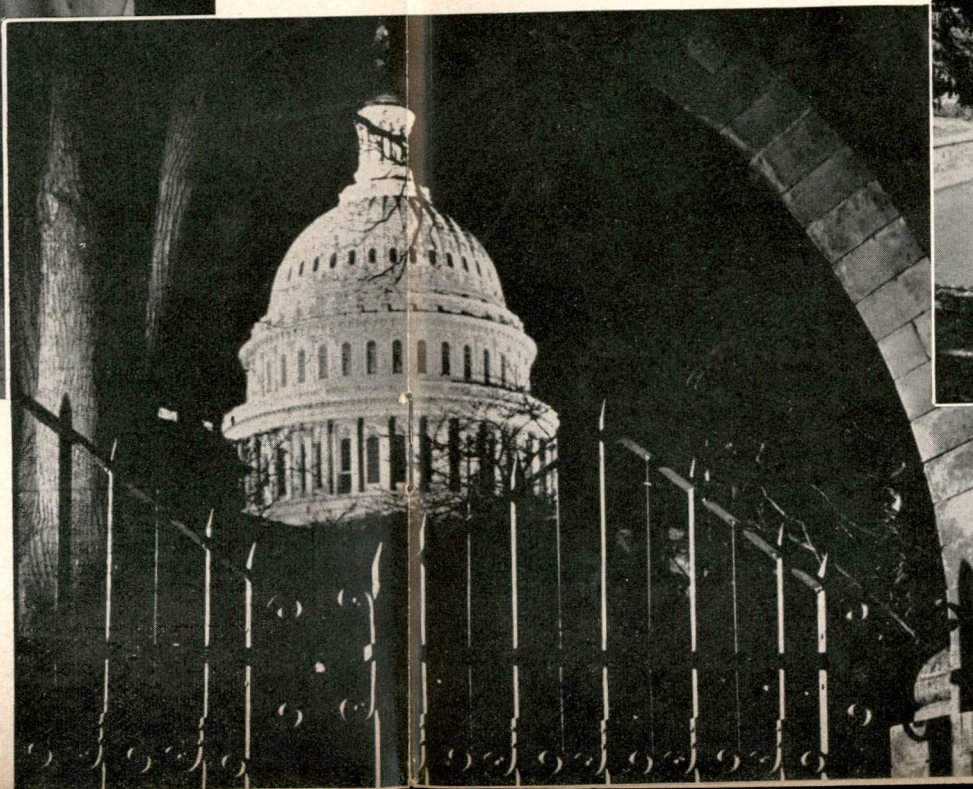
*experience for the
entire family*



The Lincoln Memorial stands on a great circular terrace in West Potomac Park. The classic lines of its Grecian design are reflected in the large pool which fronts the entrance. The building is impressively beautiful, but the climax of inspiration comes to the visitor as he stands before the seated figure of Abraham Lincoln, and reads the words of the Emancipator, engraved on the walls of the great hall over which the figure presides. Every Toastmaster will find a thrill to last him a lifetime as he visits this majestic memorial.

By day or by night, the dome of the Capitol Building dominates the Washington scene. Our national capitol, as everyone knows, derives its name from the first President.

One mile to the west, the Washington Monument reaches toward the sky. In between, along The Mall and Pennsylvania Avenue, the wheels of government turn unceasingly, while at the end of Pennsylvania Avenue opposite the Capitol stands the White House. Thus, within a few blocks of Convention Headquarters will be found many of the points of interest for the Toastmaster attending the Convention.



From almost any approach to Washington, the traveler's eye is caught by the dome of the capitol building and the skypointing finger of the Washington monument erected in memory of our first President. Built from stones presented by the States of the Union and foreign countries, it embodies the affection and appreciation of all peoples for the character and the achievements of this great leader.

What's Going On

Top News

Toastmasters everywhere are planning their next year vacations so that they may take that long planned trip to Washington, D. C., and also attend the 23rd annual Convention of Toastmasters International in that city August 26th, 27th and 28th.

Sports Looks to Toastmasters

Club publicity men will be interested in th's new field and angle. James F. Donahue, assistant sports editor of the Bay City Times (Bay City, Michigan), attends a great many sports banquets and meetings because of his work.

Finding the quality of the speaking generally poor, Donahue decided to do something about it, so he contacted the local Toastmasters Club. In his column "Sports Stew" he tells the story of what Toastmasters has to offer in any field of activity where communication is important.

This I Believe

More than 200 radio stations carry the program "This I Believe" every Saturday night. This program was conceived by businessmen who were concerned over the decline of spiritual values. It is run without profit and the speakers come from every walk of life.

Waine K. Latvala, a member of Ojai (Calif.) Toastmasters, has broadcasted several times. He feels his Toastmasters training has equipped him to speak before the mike and so do his bit.

Latvala, an American born Finn who volunteered in three of Finland's wars against the Soviet Union and served as Chief of Psychological Warfare, is keenly interested in the work this program is doing throughout the world.

Two Short Words Long



Wayne R. Chapman, Governor of District 15, boasts the distinction of making one of the shortest official speeches on record.

The occasion was the wedding of his daughter Alice (the name of the groom was not mentioned in his letter). When The Reverend William D. Millen, formerly a Toastmaster of Tulsa, Oklahoma, asked that important question: "Who gives this woman to this man . . . ?" Wayne stepped right up and without fear or hesitation (due no doubt, to his long Toastmasters experience) spoke those important words: "I do."

C. P. A.'s Would Speak

Some months ago the Wilson Avenue Toastmasters of Chicago, gave a demonstration meeting before the members of the Illinois Society of Certified Public Accountants.

The presentation was so effective and the potentials of Toastmasters training so alluring, that immediate steps were taken to form a C.P.A. Toastmasters Club in Chicago.

The photograph shows President Russ Puzey presenting the charter to L. J. Knirko, first President of that club.

Alexander Eulenberg (right) President of the Illinois Society of Certified Public Accountants was the principal speaker of the evening.

First in Korea

Using their past experience as a foundation, this group of former Toastmasters now stationed with the First Marine Air Wing in Korea, has organized a Club. It is unchartered as none of its members are permanently stationed there.

At a recent meeting the subject was "My Home State." A Minnesotan stole the show by claiming his state was the only spot where "you can catch all the fish you want, shoot a duck, and bag a deer on the way home."

One Per Cent Chance

The penalty for tardiness in the Inglewood (Calif.) Club is 10c. However, a Toastmaster is given the opportunity to go "double or nothing." This means he can use a minute to deliver an extemporaneous short speech of explanation and take the chance of saving his 10c. Ninety-nine per cent of the time the explanation is not accepted and the club is the richer by 20c.

An Unwanted Oscar

Have you ever met "Racso" (Oscar spelled backwards)? He is an unpopular, odorous little animal (in pottery) awarded by Bloomington Toastmasters to the week's "stinker" — the member who most flagrantly violates the rules of good Toastmastering for the week.

Magic Gavel

In the Carolinas you must prove your ability to properly handle the important responsibilities as symbolized by this king-sized gavel before being vested with Toastmaster authority.

The accompanying photograph shows Executive Secretary Ted Blanding giving Thad Eure (Secretary of State of North Carolina) the test as to his administrative capabilities. President Russ Puzey and Robert N. Wood, Governor of District 37, acted as Judges.

Secretary Eure was present at a recent luncheon, given by Raleigh's two Toastmasters Clubs in honor of Ted Blanding and President Puzey who were present in Raleigh at a District Conference.



Toastmasters in the Pictorial

The Pictorial Section of the Toledo Blade devoted two pages of its November 8th issue to Toastmasters, using the Anthony Wayne Club as its basis. The heading was "Safe Place to Act Foolish" and the accompanying articles and pictures gave a story of Toastmasters training which might reasonably result in half a dozen new clubs in the Toledo area. The new clubs will come after men desiring membership learn that the four established clubs are all full to the limit.

In addition to the Anthony Wayne Club, we have the Maumee Valley Club, the Toledo Toastmasters and the Glass City Club. All of these should feel the impact of interest aroused by the entertaining and informative treatment given by the Blade's reporter and photographer.

When a Toastmasters Club gives the local newspaper material for a real story, the story is likely to be forthcoming. One good way to obtain such notice is to invite a reporter or editor as a guest at a meeting with a well planned program on matters of local interest. A news man knows a good story when he sees it.



Trans-Pacific

Tamaraw Toastmasters Club is located in Manila. Its establishment came two years ago as a result of the article about Toastmasters which was published in *CHANGING TIMES*, the Kiplinger Magazine in December, 1951. Its membership is made up of Philippine business and professional men.

The members received a thrill, along with excellent publicity, when the *MANILA SUNDAY TIMES* published a two-page spread, with pictures, in the Sunday issue of October 25, 1953. The story, prepared by Secretary Bernie R. Soriano, tells in lively style about the work of the club and its benefits. The pictures add to the effectiveness of the story.

Secretary Soriano reports that since the publication of this news feature, many men have applied for membership, so that it becomes necessary to organize a new club to accommodate them. Thus the Toastmasters idea comes into service for our friends of the Philippines, with the promise of a spreading influence for good.

On the Theme

The Top 'o the Morning club of Phoenix seems never to lose a chance to better its meetings.

Its Christmas party was considered by many as being the best ever. Decorations and program were on the theme, even to Santa Claus (Vice-President Roz Olsen) who used his Topicmaster spot to distribute gifts and request that each recipient make a one minute speech on the gift received.

BROTHERHOOD WEEK

IT IS THE CUSTOM IN AMERICA TO OBSERVE ANNUAL "BROTHERHOOD WEEK" IN FEBRUARY. IN THE WEEK IN WHICH WASHINGTON'S BIRTHDAY OCCURS, IT IS THE CUSTOM IN MANY TOASTMASTERS CLUBS TO GIVE BROTHERHOOD THE RIGHT OF WAY IN ITS PROGRAM WHICH FALLS WITHIN THAT WEEK.

AN INCIDENT NOTED BY FRANCIS J. OPPENHEIM CARRIES THE ESSENCE OF BROTHERHOOD WEEK. HE WROTE:

"A SAILOR JUST BACK HOME AFTER MANY YEARS SPENT IN STRANGE, FARAWAY LANDS, SAID, 'I'VE FOUND THAT PEOPLE OF ALL RACES ARE MUCH MORE ALIKE IN THEIR LIKENESSES THAN THEY ARE DIFFERENT IN THEIR DIFFERENCES.'"

An Ice-melter

"I could tell you what I am but I prefer to tell you something of the people who have made me what I am. Some were wonderful, some were not so fine, but each had a lasting contribution to make to the man who now stands before you." These were the words Bruce Deem of the Hamilton, Ohio, Toastmasters used to open his ice-breaker speech. He then introduced to the audience his parents, his wife, boyhood friend, gravel pit boss and several others, those who had done the most to shape the course of his life.

Toastmaster Deem closed with: "Those were the people who have contributed. I look forward to another self-improving contribution from YOU and the Toastmasters program."

This fresh approach is a challenge to any Toastmaster to ask himself: "What have I contributed? What will I contribute?"

Skyline Byline

A novel note was struck when a "best speaker of the week" trophy (a man throwing a bull) was sent to Skyline Toastmasters of Burlingame, California, by Espanola Valley Toastmasters of Espanola, New Mexico. Skyline was the 500th club since theirs to receive a charter, and they took this means of celebrating the occasion. Shown in the picture is the Skyline Educational Chairman Bob Bullock presenting the trophy to the first winner Jim Noda, while Abe S. Miller looks on with approval.

ASPIRATIONS

Let me do my work each day, and if the darkened hours of despair overcome me, may I not forget the strength that comforted me in the desolation of other times.

May I still remember the bright hours that have been mine, walking over the silent hills of my childhood, or dreaming on the margin of the quiet river, when a light glowed within me and I promised my early God to have courage, amidst the tempests of the changing years.

May I not forget that poverty and riches are of the spirit.

Spare me from the bitterness and the sharp passions of unguarded moments.

Though the world know me not, may my thoughts and actions be such as shall keep me friendly with myself.

Lift my eyes from the earth, and may I not forget the uses of the stars.

Forbid that I should judge others, lest I condemn myself.

Let me not feel the clamor of the world, but walk calmly in my path.

Give me a few friends who will love me for what I am, and keep forever burning before my vagrant steps, the kindly light of hope.

And though age and infirmity overcome me, and I come not within sight of the castle of my dreams, teach me still to be thankful for life, and for time's olden memories that are good and sweet, and may the evening twilight find me gentle still.

—Thomas Aquinas

'Tis not what man does which exalts him, but what man would do!

—Browning

They build too low who build beneath the skies.

—Young

Man can climb the highest summits, but he cannot dwell there long.

—George Bernard Shaw

A written speech is like a dried flower: the substance indeed, is there, but the color is faded and the perfume is gone.

—Paul Lorain



HOW WE TALK

Same Old Thing

For more than a score of years, Toastmasters have carried on a campaign against "grunts" in speech. We have urged the elimination of aspirated pauses. We have pointed out the objectionable qualities of "and-uh" and "well-uh" and all the rest of the senseless space fillers.

We have accomplished results with thousands of men. Millions of grunts have been suppressed, or turned into articulate expression.

The campaign is not completed. It never will be completed, for men will continue to grunt until they are made conscious of their error. New members need to be taught. Old members need to be reminded, lest they fall back into their evil ways.

Every Toastmasters Club is under obligation to its members and to the public in this crusade against Speech Impediment Number One. Never relax your efforts. Keep the "grunt eliminator" working at every meeting. Watch yourself in your own daily speech. Don't grunt.

Practice Does It

Both good speech and good listening are skills acquired by practice.

All the instruction in the world will not make a good speaker or a good evaluator unless the in-

struction is translated into practical use.

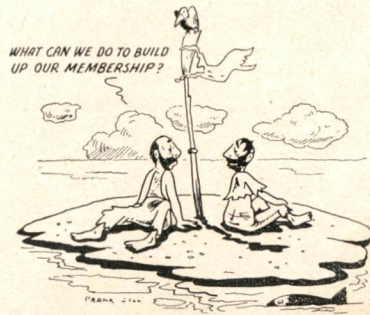
The Toastmasters Club is not a short term course in public speaking, but a long range, long lasting project whereby a man learns the fundamental principles in a pleasant, friendly atmosphere, and where he has abundant opportunity to test his ability in speech, through years of practice.

Evaluation is learned in the same way. One learns to listen intelligently and analytically. Then he learns how to express his reaction to the speaker. Thus he becomes a successful evaluator.

Practice in speaking is no more important than practice in determining the effectiveness of a speech.

You tell a speaker how you reacted to his speech, and he gains from your comments. Then he tells you, when the time comes, how he was affected by your speech, and you learn from him.

Frank, friendly, constructive criticism is fundamental in Toastmasters training. By practice in speech and in evaluation, the member becomes skilled both at listening and speaking.



Recommended Reading

By R. C. S.



Our Favorite Language

And now comes another scholarly magazine with a stimulating article on the much-abused English language.

In the December issue of the *Atlantic*, on page 25, appears "English as She's Not Taught," by Jacques Barzun. Professor Barzun is a teacher of history at Columbia University, so that language may appear to be out of his field, but in this article, he steps boldly out into the field, and mows down the people who make a mess of our speech. He says some things that you may have thought of, but have not expressed. For instance:

"The universal barbarism of language has already gone well into the grotesque."

"Language is either the incarnation of our thoughts and feelings, or a cloak for their absence."

"Communication means one thought held in common. What could be more practical than to try making that thought unmistakable?"

"Jargon swamps thought."

Get hold of a December *Atlantic* and study this very useful article. You will find yourself in agreement with the author's plea for directness and simplicity of speech, so that we may really communicate with each other.

For Entertainment

Corn on the Cob, by J. W. Cunningham, is an attractive collection of wisecracks, jokes and verse which may give you a lift as well as a smile.

Mr. Cunningham carried a business advertisement column in the *Toledo Blade* for many years, using his gift of pungent expression, as he says, "to lure people into my place of business, in the hope of getting some of their money." From the accumulated wisdom of those years, he has selected what he hopes may appeal to many readers.

If you would like a copy, address the author personally, J. W. Cunningham, 2401 Robinwood Avenue, Toledo, 10, Ohio. Don't forget to enclose \$2.50.

When you look into the book, you will find paragraphs like these:

"As a rule, the guy who talks the most about his rights is the one who does the least about his duties."

"Act as if you were among gentlemen—and you won't need to be 'shushed' if a lady happens along."

"As with all other birds, the heart of the American Eagle will never be found in either the right or the left wing."

Protocol

Marguerite Grumme, past president of International Toastmistress Clubs, has prepared an interesting treatment of *Basic Principles of Parliamentary Law and Protocol*.

The book is in convenient pocket size, and in addition to the study of the rules of order, it contains a section on convention procedure, and another on protocol, outlining procedures and courtesies.

The price is one dollar, and orders may be sent to Marguerite Grumme, 3830 Humphrey Street, St. Louis 3, Missouri.

OSCAR

Doesn't Live Here Any More

By Le Roy Ford

SOME ONE hundred and forty million years ago — more or less (we won't quibble over a million years one way or the other) — there lived a gigantic creature called Tyrannosaurus Rex. That certainly is a mouthful of name and I doubt that I could pronounce it a second time this evening. Suppose, then, for short, I just call him Oscar. Not that it matters very much what I call him, because—Oscar doesn't live here any more.

While he did live here, though, he was quite a boy. Alert and fast, and as powerful as he was ferocious, he seemed well equipped to make his way in the world. If anyone were entitled to feel he was master of his own destiny, it was Oscar.

Unfortunately for Oscar, however, things began to change. He awakened one morning to an unmistakable chill in the air. He had noticed the growing coolness before; but then, one can't bother one's head about every little thing that's not quite up to scratch. Besides, things always straighten themselves out.

This time they didn't. It grew colder. The lush vegetation which fed the smaller animals which, in turn, fed Oscar, began to turn

brown; then to wither and die. Through the naked branches and stalks, Oscar could see that the animals themselves were gone.

It was all very strange — and alarming, too. Somewhere within his great bulk, Oscar could feel faint impulses warning him that all was not well. But Oscar wasn't much of a hand at thinking. Figuring things out was a terrible bother. Neither could he, of course, talk the matter over with his fellows, nor receive their evaluation of his appraisal of the situation.

There was really nothing Oscar could do except, in a manner of speaking, tighten his belt and settle down to shiver and dream of the good old days. He just didn't have the equipment to adapt himself to the change. So — Oscar doesn't live here any more. The ice age got him.

Today other changes are taking place, changes that are heralded, to be sure, as great advances, the very salvation of civilization, but which nevertheless are fraught with possibilities that could prove

THIS IS AN EXCELLENT EXAMPLE OF A SPEECH TO PERSUADE BY THE PROCESS OF ANALOGY. ITS PUBLICATION IS FOR THE PURPOSE OF ILLUSTRATION AND IS NOT NECESSARILY AN ENDORSEMENT OF THE STATEMENTS MADE BY THE AUTHOR.

as disastrous as the ice age was to our late friend Oscar.

Economically, we are witnessing a new "emergence of the masses." But are the masses ready or fitted for the responsibilities of further emergence at this time? The anarchy displayed in certain strikes suggests that they may not be. Furthermore an unbridled continuation of this economic philosophy could lead to the lawlessness and horrors of a French Revolution.

Politically, even after a twenty year trial, we still hear calls for greater concentration of authority in central government to meet emergencies promptly. Such authority, accountable to none, could with the same promptness wipe out every advance mankind has made in freeing itself from one-man governments.

Morally, the trend to materialism and self-sufficiency, fine things for intellectual and scientific discourse, could destroy the main force that distinguishes man from brute — *faith*.

Finally, science, among the many benefactions it has bestowed upon man, has presented us with the hydrogen bomb. This gift unwisely used, could be to mankind the kiss of death.

These are but a few of the changes that face us — great changes and altogether frightening

ones. But fortunately for us, we are better equipped to adapt ourselves than was Oscar. With a brain for clear thinking and evaluating, a voice for effective speaking and ears for critical listening, we can meet the challenge with every hope for success in selecting the good and rejecting the evil.

These God-given faculties are not, however, born fully developed in any of us. We must learn to use them.

We are doubly fortunate. We have Toastmasters. With its slogan: "Better Thinking, Better Speaking, Better Listening," the possibilities are unlimited. Let us not, therefore, take Toastmasters or Toastmasters training too lightly. Ruling out none of the humor or the pleasure and fellowship it provides, we can make it serve as the stimulus to study the vital problems of the day and, presenting our findings to our fellows, receive their sometimes pointed, but never worthless, evaluation of them.

It is quite within the realm of probability that the voice of a single club will never be an overwhelming voice in the tumult of the times. But the principles of Toastmasters, conscientiously applied, will mean that we have done our part to forestall the day when some future race can say of homo sapiens — Oscar doesn't live here any more.

THE STATUS QUO

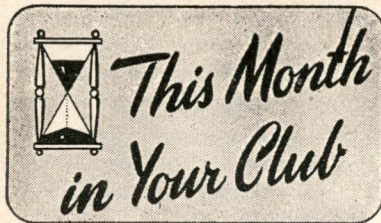
Preacher: "Bretherin,' we must do something to remedy de status quo."

Brother Jones: "What am de status quo?"

Preacher: "Dat, my brudder, is de Latin for de mess we is in."

—Press Proofs

PROGRESSIVE



Since *Delivering the Speech* is the point of emphasis for February, why not determine right now to make that next talk of yours as nearly perfect as possible?

It will be a good idea to choose a subject close to your heart, or at least one on which you are an authority. Outline it carefully. Prepare a catchy opening and a forceful conclusion. Go over the main points several times so you will properly set them in your mind. Then file it away in your subconscious to be called for when needed.

Now comes your important preparation: visualize yourself getting up, when called upon, and walking briskly to the podium. Stand there for a moment, erect, poised, relaxed, as you glance about the room with a friendly smile that seems to say: "It's a privilege to speak before such a grand bunch of fellows."

Sense the pleasure of your casualness as you acknowledge the Toastmaster's introduction and address your audience. Pause an-

other moment, then swing into your speech with a sense of friendly sincerity and restrained enthusiasm.

Capture the feeling that you are sharing something with your fellows that they are anxious to receive. Speak slowly. Enunciate distinctly. *G*esture naturally. Punctuate your sentences with voice inflections which make your words more meaningful and more pleasant to hear.

Let your eyes move from one to another and watch for the reaction of each listener as you make your various points and successfully build to your climax. Thrill with the realization that you are carrying your audience with you.

The more you can feel all this during your period of preparation the surer you are to deliver the goods. Inadequacies, uncertainties and hesitations will be a thing of the past and every member of your club will cheer with sincere approbation as you rise to the crescendo of your climax and professionally drive home your closing remarks.

Forget all misgivings. Put aside the remembrance of past failures and simply, but positively, *know in your heart* that at least for this speech you are the master and will speak as you have never spoken before.

PROGRAMING

Words, Words, Words!

Mighty tools of the speaker, yet fragile as a spider's web. They are powerful when used correctly and arranged expertly.

Carelessly chosen and thoughtlessly phrased they might better have been left unspoken.

Picked as a bouquet and arranged with understanding, they become poetry.

Fashioned in the forge and upon the anvil of intellect, they may pierce the clouds of darkness and fear, that the light of truth may shine through.

Allowed to well up from the heart in expression of joy and appreciation they carry with them the motivation of service to all mankind.

Or spoken hastily in anger they injure and destroy.

But regardless of how you use them, words are the only means you have to express your ideas. If your ideas are worth expressing, they are worthy of being phrased in clear-cut, meaningful words that ring true. Likewise these words have a right to be properly arranged in sentences and to be pronounced correctly.

As Toastmasters we set aside the month of March, in our recommended study procedure, to con-



centrate on the proper use of words. While it is always a good idea to be continually on the lookout for interesting and expressive new words, it is even more important to make sure we can pronounce the ones we use correctly and to arrange them into colorful and effective sentences.

If you are particularly interested in the study of words and would enjoy passing your findings on to other Toastmasters, suppose you give an informative speech on one of the following subjects: "How to use the dictionary" or "How to use the Thesaurus" or "How to avoid errors in grammar."

You will doubtless get as much value out of the preparation as your audience will from listening, but it will be a worthwhile addition to any program if you plan it well and execute it effectively.



The finest words in the world are only vain sounds, if you cannot comprehend them.

—Anatole France

A Speech Must Grow

DO NOT sit down and try to manufacture a speech in thirty minutes. A speech can't be cooked to order like a steak. A speech must *grow*. Select your topic at least a week ahead of your assignments; think over it during odd moments, brood over it, sleep on it, dream over it. Discuss it with your friends. Make it a topic of conversation. Ask yourself all possible questions concerning it. Put down on pieces of paper all thoughts and illustrations that come to you, and keep reaching out for more. Ideas, suggestions, illustrations will come drifting to you at sundry times — when you are bathing, when you are driving downtown, when you are waiting for dinner to be served. That was Abraham Lincoln's method. It has been the method of almost all successful speakers.

From "The Down-Town Crier," Quincy, Ill.



PUT & TAKE

Ralph C. Smedley

YOU ARE engaged in a game of "put 'n take."

This is not a gambling game, nor even a game of chance, for it works with almost mathematical accuracy.

Let us assume that you belong to some club. It may be a service club, a church club, a social club, or even a Toastmasters Club. You are a member, and that membership relation immediately creates a situation which involves you.

You owe something to the club, and the club owes something to you. You put something into the club, and, in turn, you take something out of it for yourself.

As a member, you are supposed to be in sympathy with the club's purpose, so you are under an obligation to "put" by promoting that purpose. You owe faithful service to the club in whatever capacity you are best able to help.

You will never be a genuine member until you go to work in the organization. The task assigned to you may seem of minor importance, but if it contributes

to the welfare of the group, you owe it to yourself and to the other members to serve faithfully. Your participation in the activity brings you into real membership, and enables you to say, with sincerity, "This is *my* club."

On the other side of the picture, the club owes you something. This is where you begin to "take." It may be fellowship, or experience, or a chance to invest your energy in some worthy cause. Be sure to collect.

The president, as the executive officer, ought to make sure that you are assigned to some service which you can render. He may name you on a committee, or ask you to perform almost any task in the club's program. That is his obligation to you, as a member, and your obligation is to tackle the task and perform it well.

When these mutual obligations are fulfilled, by "put and take," the club is successful, in so far as you are concerned. Your participation not only helps the organization to do its work, but it helps you to develop and grow, and thus both the member and the society are gainers.

If the club has nothing to offer you, resign from membership. If you stay in as a member, do not shirk. Do not expect to "take" unless you are willing to "put."

The president, like any good executive, delegates responsibility. You, as a good member, accept the responsibility handed to you. If you dodge, you are a loser, and your loss is greater than that of the organization. For your own sake, guard your right to work.

The more you put in, the more you can take out. Be greedy about it, and put in plenty.

Who Is Educated?

A PROFESSOR in Chicago is reported to have given the following test to his pupils. He told them they were not really educated unless they could answer "yes" to all these questions.

Has your education given you sympathy with all good causes and made you espouse them? Has it made you public-spirited? Has it made you a brother to the weak? Have you learned how to make friends and keep them? Do you know what it is to be a friend to yourself? Can you look an honest man or a pure woman straight in the eye? Do you see anything to love in a little child? Will a lonely dog follow you down the street?

Can you be high-minded and happy in the meaner drudgeries of life? Do you think washing dishes and hoeing corn as compatible with high thinking as piano playing or golf? Are you good for anything to yourself? Can you be happy alone? Can you look out in the world and see anything but dollars and cents? Can you look into a mud puddle by the wayside and see anything in the puddle but mud? Can you look into the sky at night and see beyond the stars? Can your soul claim relationship with the Creator?

—Press Proofs

New Clubs

WHEN AND WHERE THEY MEET

- 1002 MOBILE, Ala., (D 29), *Knights of Columbus*, Mon., 8:10 p.m., K. of C. Building, 602 Government Street.
- 1455 COOPERSTOWN, N. D., (D 20), *Cooperstown*, 2nd & 4th Wed., 8:00 p.m., Windsor Hotel.
- 1456 PORT NECHES, Tex., (D 25), *Port Neches*.
- 1457 BALTIMORE, Md., (D 36), *Baltimore*, 1st & 3rd Tues., 6:30 p.m., Stafford Hotel.
- 1458 JOLIET, Ill., (D 30), *Caterpillar*.
- 1459 DALLAS, Tex., (D 25), *Downtown*.
- 1460 BURLINGTON, N. C., (D 37), *Burlington*.
- 1461 NEW BRITAIN, Conn., (D 31), *Hardware City*, Mon., 6:00 p.m., Burritt Hotel.
- 1462 RED OAK, Ia., (D 19), *Red Oak*.
- 1463 HOUSTON, Tex., (D 25), *Sam Houston*, Mon., 6:00 p.m., Central YMCA.

The Spaceband

R. E. Lee Aldrich, former Governor Founder's District, is editor and publisher of THE PRESS, San Dimas, California. His Toastmasters training frequently asserts itself in his newspaper. Here is an editorial recently published which brings a new analogy before us in connection with good speech.

The spaceband is a most valuable device perfected for the operation of the linotype machine. It is a wedge-shaped sleeve which is dropped between the words, and which makes possible the mechanical spacing of the line of type which is being set.

Once in a while, because of some operational imperfection, it may drop a little too quickly, or a little too late, and then we have transpositions, and words running together.

Perhaps because of my use of the spaceband in the operation of the linotype I am sensitive to such a lack of proper spacing when people are speaking. When someone talks so fast that listeners cannot separate the words, he needs a lesson in the use of the spaceband.

Sometimes, when I am listening to a public speaker, I wish that I had a spaceband to throw at the fellow who is talking; but then I realize that he would probably not know what it is used for.



Follow Through

By Wayland A. Dunham

MUCH has been written regarding the importance of officer allocation of responsibility. The chain of authority in Toastmasters is well defined from International President to local club officer. Each has his opportunity of service—a service that has but one final objective, the assistance to the individual member toward becoming the most effective Toastmaster possible.

We have learned much through this process of responsibility. We have developed new horizons through considered acceptance of basic ideas and patterns of procedure from higher echelons of administrative guidance. To this we have added our own imaginative programing and have passed it on (as capable executives should) to those of our jurisdiction to implement and put into action.

Such failures as may occur are usually due to the fact that we do not follow through or that we are too undiplomatically demanding upon those who serve under our direction.

The wise executive solicits cooperation from his associates—never demands. He outlines suggested procedures under the basic

pattern and seeks ideas for practical activation.

A good example is the case of a club president in the mid-west who found himself with an educational chairman who did little or nothing. He was always *going to*, but he never did. And to make it more serious he was rather thin skinned.

Normal efforts of the president failed to produce results. In desperation, he decided on one last try. His telephone conversation went something like this:

“Bill, I’ve just had a grand idea as to how our club may be sparked toward greater accomplishment, and you are just the man who can put it over.” He then went on to relate how a club in a neighboring community had worked its magic, etc.

But he didn’t stop there—he made an appointment for Bill to have lunch with him the following day, and to come loaded with ideas of how to make the idea even better.

The result was an awakened Bill, who went forward from that luncheon to become one of the best educational chairmen in the District.

Key to Quiz on Page 6

1. The Symposium: First in series of special programs designed to give concentrated attention to practice in this discussion method.
2. Four or five speakers present one phase each of a given subject. General discussion follows each presentation.
3. Breakdown is shown in new bulletin sent to your President and Secretary last month. Pie chart clarifies the story.
4. (1) Each contestant will deliver only a 5-7 minute extemporaneous speech, title to be chosen on day of contest. (2) Addition of regional contests to be announced after midyear Board meeting in January.
5. "Delivering the Speech" — cultivation of good mannerisms and original style.
6. Engage in a well-planned campaign to publicize club's contribution to personal improvement of members. Invite guests to come and see.
7. An integrated program of training which club can offer to community. Club members learn while they teach non-members.
8. Inactive member is temporarily missing meetings but is paying dues of fifty cents a month, plus any service costs required by club.
Dropped member is one who has completely terminated his membership.

Expanded answers to these and many other items, were included in the January Monthly Mailing to various club officers. The materials were sent to point the way to better club performance.

How many of the items have your officers brought to your attention? Are they being well used?



WINNERS

(October limerick)

*When a fellow admits he's a dud
Then, in spite, joins a Toastmasters
Club;
That fellow, to me,
Has the gumption to be
A speaker of note—no mere cub.*

1st: Lee Bauer, Bert Mann Toastmasters
St. Louis.
2nd: Alfred B. Thomas, Capitol Toastmasters,
Salem, Oregon
for
A great oak, not merely a shrub!

BEFORE WE ADJOURN

IF ALL THE AFTER-DINNER SPEAKERS WERE LAID
END TO END, IT WOULD BE A GOOD THING FOR THE
COUNTRY.

--WILL ROGERS

DISTRICT GOVERNORS

- Founder's—Russell Searing
84 N. Sierra Bonita, Pasadena,
Calif.
1. Fred H. Garlock
1901 Sacramento St., Los Angeles
21, Calif.
 2. M. B. Jewell
7716 Latona Ave., Seattle 5, Wash.
 3. Alfred Morgan
Box 1228, Yuma, Ariz.
 4. Joseph P. Williams, Jr.
c/o Bank of America, P. O. Box
3415, Rincon Annex, San Fran-
cisco 20, Calif.
 5. Lloyd B. Plummer
3208 Par Drive, La Mesa, Calif.
 6. Herman C. Goebel
138 Montrose Place, St. Paul 4,
Minn.
 7. Lew Smith
P. O. Box 2342, Portland, Ore.
 8. Phillip H. Ogden
1782 N. 36th St., St. Louis, Ill.
 9. Boyd Hanna
Box 971, Elmer City, Wash.
 10. Joseph C. Selby
1326—24th St., N.E., Canton 4, O.
 11. Andrew M. Hite
324 Fincastle Bldg., Louisville, Ky.
 12. Jack Pavin
1560 California St., Oxnard, Calif.
 13. Howard E. Slagle
2656 Winchester Drive, Pittsburgh
20, Pa.
 14. Carlton E. Selph, Jr.
1404 Clairmont Ave., NE, De-
catur, Ga.
 15. Wayne R. Chapman
P. O. Box 1, Nampa, Ida.
 16. Jack Rector
3245 N. Roff St., Oklahoma City,
Okla.
 17. Edwin R. Mitchell
917 Fourth Ave., North Great
Falls, Mont.
 18. David L. Moffatt
111 Union St., Glasgow, C 1,
Scotland.
 19. Dr. Walter A. Steigleman
Box 695, Iowa City, Ia.
 20. Hope J. Moffatt
118 Balfour Ave., Winnipeg, Mani-
toba, Canada.
 21. Herbert Glover
c/o Canadian Collieries (Duns-
muir) Ltd., Union Bay, B. C.,
Canada.
 22. Paul Tilford
4103 W. 74th Terrace, Prairie Vil-
lage 15, Kan.
 23. Russell Thorwaldsen
Box 597, Santa Fe, N. M.
 24. Arthur E. Stadler
4228 Larimore Ave., Omaha, Neb.
 25. Robert R. Smith
P. O. Box 5118, Dallas Tex.
 26. Clifford E. Smith
1343 S. College St., Ft. Collins,
Colo.
 27. M. W. Saunders
325—17th St., Merced, Calif.
 28. Stanley T. Weber
12-219 General Motors Bldg.,
Detroit, Mich.
 29. Sidney O. Grubbs, Jr.
c/o Kansas City Southern Lines,
New Orleans, La.
 30. Carroll Hudson
432 East 9th St., Lockport, Ill.
 31. Leonard C. Tims
National Shawmut Bank, 40 Water
St., Boston, Mass.
 32. George A. W. Sparkes
116 Farallone Fircrest, Tacoma 6,
Wash.
 33. Kermit W. McKay
1605 Judson, Richland, Wash.
 34. Carl T. Weber
1441 East Ave., Rochester 10,
N. Y.
 35. Chester Hagan
2540 N. 65th St., Milwaukee 10,
Wis.
 36. Charles F. Pentz
1650—32nd St., N.W., Washing-
ton 7, D. C.
 37. Robert N. Wood
2519 Saint Mary's St., Raleigh,
N. C.
 38. Norman E. Siems
3792 Woodland Ave., Drexel Hill,
Penna.
 39. Edward F. Trau
1435 Roselawn St., Stockton, Calif.
 40. Donald Ramseyer
6818 Elwynne Drive, Cincinnati
13, O.
 41. Dr. George G. Faber
115 North Duff, Mitchell, S. D.

