

# *The* TOASTMASTER

## *Featured* IN THIS ISSUE

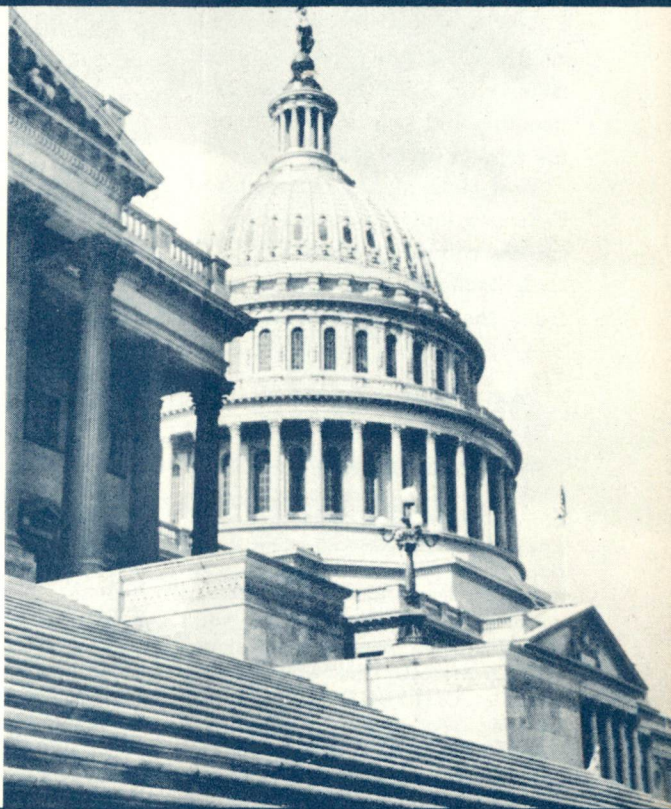
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*An Executive's Job  
Demands Decisions*

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*Another Side to the  
Question of Notes*

•  
*How to Insure a Good  
Club Program*

•  
*Outside Speeches  
Can Be Fun*

•  
*Are You Sure You  
Want a Manual?*



**F E B R U A R Y , 1 9 5 7**

### **OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL**

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 2330 active clubs, located in the United States, Alaska, Australia, Canada, Canal Zone, Channel Islands, Cuba, England, France, French Morocco, Germany, Greenland, Guam, Hawaii, Hong Kong, Iceland, Italy, Japan, Philippines, Puerto Rico, Scotland, South Africa, South Pacific Islands, Spain, Thailand and Venezuela. Organized Oct. 4, 1930. Incorporated Dec. 19, 1932. First Toastmasters Club established Oct. 22, 1924.

## EDITORIALLY SPEAKING

Now that Christmas and New Year's Day are out of the way, the bills more or less paid and nothing more to look forward to until income tax in April, we can lift our noses from that grindstone and take a deep breath.

February is a sort of *mid-term* month. Clubs and officers have hit their stride, programs function smoothly and sparkle with interest. It's a good time for all.

Most clubs during the month of February find themselves deep in speech contest preparation. The term "contest" is a bit unfortunate from the Toastmasters point of

view; it implies struggle and a judgment of superiority. As Toastmasters, we know that the only person against whom we are really competing is—ourselves. The stimulus which a speech contest provides is a stimulus to each Toastmaster to put forth his best effort.

When this effort is made successfully, then everyone emerges a winner, regardless of the final decision of the judges.

Like the famous caucus race in *Alice in Wonderland*, in a Toastmasters Speech Contest, everybody wins!

## MEET OUR CONTRIBUTORS

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# the TOASTMASTER

For Better Thinking—Speaking—Listening

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## INDEX

<b>Ted Blanding</b> <i>Executive Secretary, Toastmasters International</i>	MAKE DECISIONS—By J. O. Grantham..... 2
<b>Maurice Forley</b> <i>Editor</i>	THE ANNUAL MANUAL MANIA..... 5
<b>Dorothy Garstang</b> <i>Assistant Editor</i>	FEDERAL TOASTMASTERS HOLD CAPITOL MEETING..... 7
	THIS IS THE CAPITOL—By Joe F. Davis..... 9
	USE NOTES? DEFINITELY!—By Ted Davis..... 11
	ALL WIND AND NOTHING TO BLOW—By Sydney J. Harris..... 13
	MAKING THAT OUTSIDE SPEECH—By Clifford G. Massoth..... 14
	NEEDED—CLUB PROGRAM INSURANCE—By L. A. Thurston..... 18
	SEMANTICALLY SPEAKING—By Ralph C. Smedley..... 22
	SELECT 3 GOALS—By Gunther Cohn..... 26

## ON THE COVER

*This unusual shot of the U. S. Capitol at Washington, D. C., shows the dome and the Liberty Statue on top. For interesting details of the Capitol, see story on page 9, by Joe Davis.*

WHAT'S GOING ON, 16—HOW WE TALK, 20—CONVENTION, 21—THIS MONTH IN YOUR CLUB, 24—WORD CLINIC, 27—IT'S A GOOD IDEA, 28—LETTERS TO THE EDITOR, 30—A BIT OF WIT, 31—NEW CLUBS, 32.

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FEBRUARY, 1957



*To be an Executive, you must*  
**MAKE DECISIONS!**

By J. O. GRANTHAM

**T**HE success or failure of an organization depends upon its ability to define its objectives.

"What is the objective? What are we trying to do?" is the first question. The second is, "Do our

associates and co-workers know and understand the objective?"

Objectives need constant attention. This is accomplished through *planning*. Most men in management do all too little planning.

Action is so much more enjoyable than mental concentration! Because of this, most of us would rather be shuffling papers and giving orders than thinking about objectives and how to accomplish them. *Nothing pays off like thorough planning.*

A recent popular book entitled "The Conquest of Everest," by Sir John Hunt, described in minute detail the way Mount Everest was finally conquered by an English mountain-climbing team. Exhaustive, and what seemed to be useless, detailed consideration was given to every facet of the Everest Expedition, from diet to weather, to clothing, to tents, to boots and even the type of sunburn lotion, before the foot of a single man touched that mountain. The author stated:

*"Only by making some such plan and entering into considerable detail, only by making certain assumptions based on an unfavorable combination of circumstances, could we work back to the size of the party, the quantities of food, equipment, and in particular, oxygen required to achieve success. . . . Once this planning basis has been laid down . . . the machinery of mounting the expedition . . . would be turned on to full speed ahead."*

One of the principal ingredients in planning is *decision making*. Decisions clear the deck for action. Through the medium of decisions, action is either implemented or prevented.

Many people in management or supervision are extremely reluctant to make decisions. The reasons for this hesitation will perhaps be bet-

ter understood if we define two terms.

**1. Decision effectiveness:**

A decision is effective if the desired result is achieved. If it has been decided to put in a new piece of machinery, then as soon as this machinery is installed the decision has become effective. Effectiveness occurs with the accomplishment of a desired objective.

**2. Decision efficiency:**

This is a measure of the unsought consequences of action. It is impossible to predict completely what the side effects of any action will be, regardless of planning. Because of this, it is quite possible that actions which achieve the results desired may also have unsought consequences which completely nullify the desirability of this achievement.

For example, if the piece of machinery mentioned above has been installed, then the action has been effective. But if immediately after the installation, it is discovered that a competitor has found a new and cheaper means of manufacturing the item, then the machine becomes obsolete, and the cost involved in the capital expenditure and maintenance can be excessive. The unsought consequences completely nullify the favorable result expected from the machine, and the decision to install the machinery was therefore *effective*—but *inefficient*.

It is the question of the efficiency of a decision which halts many executives. They hesitate to decide for fear something unsought and unpredicted will crop up and thereby ruin the effectiveness of

*(Continued next page)*

the decision which must be made.

Nevertheless, decisions must be made before action can take place. The calculated risk must be taken. Those in management and supervision who cannot condition themselves to accept the responsibility for calculated risks or inefficient decisions will find themselves paralyzed insofar as action is concerned.

What are the areas in an organization which create occasions for decision?

1. *Authoritative communications which come down from higher levels.* These decisions must be made quickly because supervision is waiting for them. If an excessive number of such communications require decisions, the only way in which a supervisor can unburden himself is by delegating portions of the work to responsible subordinates.

2. *Requests for decisions which are referred up by subordinates.* The test here is to make those decisions which are necessary, delegate back those which should be made by the subordinates themselves, and decline to make those which should be made elsewhere.

There is a tendency among managers and supervisors to make too many decisions for their subordinates. By doing this, they create a sense of dependency, and stifle growth. Requiring people to make decisions which they are qualified, or should be qualified, to make, increases their development. Their growth depends upon the decisions they make, and mistakes must be used as a means for training.

3. *Occasions for decisions which*

*arise from the supervisor's own initiative.* These, the most important test of a good supervisor, are the easiest to put off and the hardest to be detected if they are not made. They are the most dangerous. The manager will receive praise and recognition if the decision is good, but he must accept the consequences if it is bad. These are the decisions which separate the men from the boys—the top executives from the mediocre.

It must be recognized that the fine art of decision consists also in not deciding many things—in not deciding matters not pertinent, matters which are premature, which could not possibly be made effective, or which others should make.

Objectives tell the manager or supervisor what he ought to do, and proper organization of his job enables him to do it. But it is the spirit of the organization which determines whether he will do it or not.

It is the responsibility of the manager to create and cultivate the proper spirit within the organization. On Andrew Carnegie's tombstone there is an inscription which reads: "Here lies a man who knew how to enlist in his service better men than himself."

The spirit of an organization is created by *performance*. A good place to work, congenial associates and excellent human relations are splendid adjuncts, but they are of no avail if accomplishment is not present. Accomplishment rests on planning and decisions. If accomplishment is obtained, the spirit of the organization will be healthy. ❖



# THE ANNUAL MANUAL MANIA

WE OFTEN wonder whether there is some kind of relationship between the geographical location of our clubs and the *Annual Manual Mania*. Is there perhaps some logical connection between the long, cold nights of the North or the rainy seasons of the South and the letters we receive at such times from Toastmasters club officers in these regions?

The letters usually start something like this: "As I sit at my desk tonight staring out of the window and asking myself, 'What is the solution to our club problems?' a wonderful idea occurs to me! Why don't we have a manual which will tell us how to . . ."

Geography, season and climate may trigger such effusions, but their effect is a matter for grave concern. In essence, these letters say, "Give us some instructions to read that will tell us how to solve our problems." The "How To"

mania has come to Toastmasters. Unless controlled, curbed and directed rightly, it can be a growing threat to the vitality and value of the Toastmasters program.

Daily the mail is glutted with publishers' come-ons, offering to tell us (for the price of a book or a correspondence course), "How to Succeed," "How to Make People Like You," "How to be a Leader," "How to Get a Promotion"—to mention but a few random samples. Happiness and prosperity, success and leadership are being huckstered. All we need is a set of instructions. Books, correspondence courses, charm schools steadily bombard us, all implying in effect, "If you want to know how to achieve anything, don't bother to think for yourself! Just follow our instructions!"

We're not condemning this lust for spoon-fed knowledge. It is only

*(Continued next page)*

human, natural, and sensible to learn something the easy way, if we can.

We do want to emphasize the dangers involved, for this is dangerous. It is deceptive. It is inconsistent with the principles on which Toastmasters International is based.

"How to . . ." is synonymous with "This is the way . . ." The danger rests in this: *it is much easier to do what we are told than it is to think for ourselves and then do it for ourselves.* It is but an easy, imperceptible step from reading instructions on how to do it, to the conclusion that *this is the only way to do it.* In short, very quickly a manual becomes a gospel.

The manual mania is insidious. When we rely too heavily on manuals for help in basic situations, we begin to expect manuals for help in every situation. When confronted with a new situation demanding thought and evaluation, our first impulse is to thumb through the manual, riffling the pages more and more frantically if the rule we need is not forthcoming. Not finding it, we end in hopeless collapse, since the habit of trusting our own ideas has not been formed. We have rejected our own ideas if they have not conformed to a manual rule. In short, we have lost our initiative.

When Toastmasters International prepared its training material for club officers, the book was entitled, "Helpful Suggestions." There was a definite reason for selecting this title. It implies, "Here are ideas for club procedure which have proved helpful to others. They will

prove helpful to you as a basis on which to form your own ideas. They are guide-posts, not rules."

Here is an important tip which we have found useful: *always evaluate a manual and its purpose.* Read it with these two questions in mind: "What is this manual attempting to do? What can I learn from it that will help me to do more, by myself?"

After we have read a manual or a set of instructions, we should remind ourselves of these points:

**1. A manual does not operate automatically. We must still think for ourselves.**

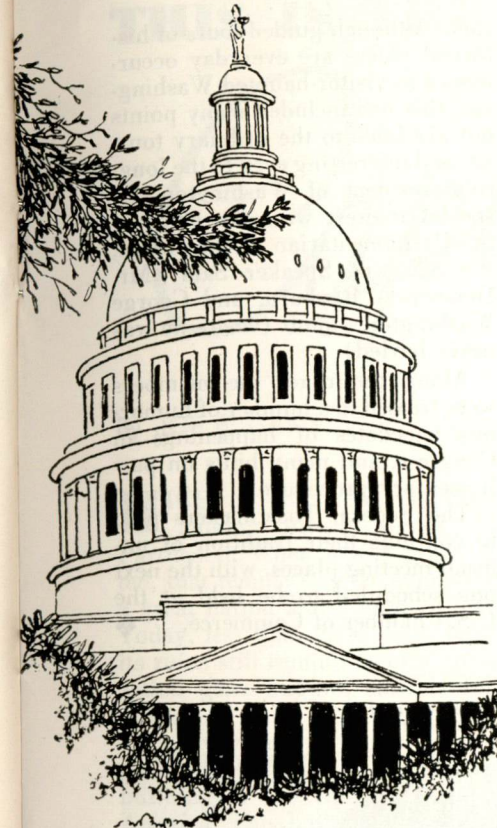
**2. A manual is not a gospel; it is only a guide.**

In evaluating a manual, first we decide that we want to achieve the promised results earnestly enough to supply the effort. For effort is necessary to achieve our objectives—the passive effort of preparing, and the active effort of doing it ourselves.

Second, we must decide whether the results, if achieved, are worth the effort. Evaluation is a continuing process, involving both pre- and post-reflection. In this particular case, our pre-evaluation determines the means of working toward the desired end, while the post-evaluation assesses the value of the end results.

Judgment and personal effort are essential to achievement. These are elements which no manual can supply—yet no manual can be effective without them.

In short, a manual is incomplete without the principle we emphasize in Toastmasters training: *we learn by doing.* Accept no substitutes! ♦



## FEDERAL TOASTMASTERS HOLD CAPITOL MEETING

**T**OASTMASTERS clubs meet in many places and under many unusual circumstances. Meetings have been held in the wardroom of an aircraft carrier, in mess halls overlooking the fields of Iceland or the woods of France, in strange exotic ports and on an Indiana farm.

It remained for the Federal Toastmasters of Washington, D.C., to plan and stage a regular meeting of the club in the heart and nerve center of a nation's capital.

Toastmaster Bill Cochrane of the Federal Club No. 1037, is Assistant Parliamentarian of the U.S. House of Representatives. It was through his planning that the club members met in the historic Vandenberg Room of the U.S. Capitol Building.

The time of the meeting was the weekend between the Democratic and Republican party conventions. Since the entire country was seething with political sentiment at that particular time, the program was designed as a simulated convention of a political party, Tactfully, as Federal employees know how to be, they refrained from allying themselves too closely with either party, and held strictly to the bi- or non-partisan ideal. They simulated only the opening of a convention, and carefully refrained from choosing or endorsing a candidate for the Presidency!

Prepared speeches were billed as "convention addresses." They included facts about the Capitol by Joe Davis (see page 9 in this issue), historical highlights of both major political parties by Art Zaufu and Ralph Walker, and an explanation of the origin and use of the

mace as a symbol of authority in the House of Representatives, by Bill Cochrane.

Platform planks were discussed as table topics. These generated almost as much heat as their actual prototypes in Chicago and San Francisco. A roll-call taken at the start of the meeting disclosed that the twenty-eight member "delegates" actually represented seventeen different states. Washington is a city which exerts a magnetic pull for people from all parts of the country!

Party planks as seen from regional points of view can provide sharp differences, and the resolution of such differences can call forth some excellent use of Toastmasters training.

The meeting culminated in a tour conducted by host Bill Coch-

rane. Although guided tours of historical places are everyday occurrences in visitor-haunted Washington, this one included many points not available to the ordinary tourist, and interesting even to the longtime resident of Washington. Of special interest were the office of the Parliamentarian of the House, the office of Speaker Sam (Mr. Democrat) Rayburn, and George Washington's tomb (where he was never buried).

Along the road, the members were treated to a number of humorous anecdotes of happenings in Congress, and many hints on parliamentary procedure.

The Federal Toastmasters plan to continue their tradition of unusual meeting places, with the next one scheduled to be held at the U.S. Chamber of Commerce. ❖

Federal Toastmasters pose outside the Capitol after successful meeting



## THIS IS THE

# Capitol

*A talk delivered before the Federal Toastmasters of Washington, D.C.*

By JOE F. DAVIS

**H**IGH on the Acropolis overlooking Athens stands the Parthenon. When it was constructed, that temple was the symbol of a great nation and a high culture. Today, less than 2500 years later, its ruins still remind us of a civilization gone but not entirely forgotten.

Today we are privileged to meet on Jenkins Hill, in the Capitol building of the United States of America. This building more than any other one thing—more than the Golden Gate Bridge, Oak Ridge, an Iowa farm or the Statue of Liberty—is the symbol of these United States. It speaks of a glorious past, an exciting present and a promising future.

It is said that American business is based on installment buying. This building was certainly constructed on the installment plan! Five units have been completed—six, if you count the dome. The first unit, the one just north of the central section, was completed in

1800. This was during the administration of John Adams, a few months after George Washington died. The second wing, where Statuary Hall is now, was completed in 1808, the last year of Jefferson's presidency. The central portion with a low, wooden dome was completed in 1827. John Quincy Adams was the Chief Executive at the time. The two large wings were authorized in 1850 and completed in 1857 and 1859, during the term of office of James Buchanan.

Work on the massive central dome was carried on all during the Civil War. Abraham Lincoln was President when the 19 foot, 7½ ton statue of Freedom was erected at its top. This was on December 2, 1863—a little more than 70 years after the first wing was begun.

Americans are enthralled by ceremonies. The Capitol building has had its share of these. George Washington laid the first cornerstone in a Masonic ceremony on

September 18, 1793. The occasion was further celebrated by a beef barbecue—a form of festivity popular with Americans to this day. When Millard Fillmore laid another cornerstone on July 4, 1851, the principal orator was Daniel Webster.

Provision was made for the burial of George Washington in the Capitol. This plan was thwarted by Washington's will and by his family, who insisted that he be buried at Mount Vernon. His proposed resting place beneath the rotunda stands empty.

The Capitol became a focal point for fights even before its location was finally determined. The conflict of interests between the North and the South resulted in serious proposals that two structures be erected—one in each section. By compromise and skillful political maneuvering, the present site was chosen.

During the War of 1812, the first two wings of the building were burned by British troops. They might have been completely destroyed except for a providential rain. Again a fight was made to move the Capitol. This subsided when a temporary structure was erected on land now occupied by the Supreme Court Building.

Much of the art work of the Capitol is the result of the patriotism of one man—an Italian immigrant named Brumidi. Brumidi came to America in 1852, and soon afterward dedicated his life to adding beauty to the building. His masterpiece is the fresco in the dome, a task which took him more than a year to complete. He did

most of the frieze around the rotunda, but did not live to complete it.

It has often been said that Americans will skimp on pennies and throw dollars around like mad. In the President's room is a chandelier, bought for \$900 and later gold plated for \$25,000. (It is much too large for the room.) In the Vice President's room is a mirror which Dolly Madison bought in France for \$40.00. The Congress debated for two weeks over paying the bill.

The statute of Freedom which tops the building was designed by the artist, Thomas Crawford, to wear a liberty cap. This cap, popularized in France during the French Revolution, was the symbol of liberated slaves.

This symbol was too much for Jefferson Davis, who was then Secretary of War, to swallow. He ordered that the statue wear a helmet. This was too plain, said the artist. So the Secretary ordered eagle feathers on top of the helmet. The poor artist almost had apoplexy, but Jeff was adamant. In desperation, the artist then suggested adding a band of stars around Freedom's brow. This suggestion met with approval.

Now at the apex of the Capitol is a statue of Freedom, with a helmet, eagle feathers, an American eagle, and a band of stars.

Today the Capitol of the United States is recognized the world over as the symbol of a great nation of active and thriving people. What it will symbolize 2000 years from now depends upon the citizens who give it their allegiance. ❖

## Use Notes?

# DEFINITELY!

By TED DAVIS

**M**R. TOASTMASTER, if you are one who frowns upon the use of *any* crutch in public speaking, read no further.

Anybody still here? Yes? All right, now that he's gone, let's get down to a question which bothers both neophyte and experienced Toastmasters. Notes constitute a crutch, or perhaps we should say a prop. *Should we use notes?*

A good speech is one which gets the message across clearly, quickly and convincingly. To achieve this effect, a definite plan is required.

Convention and sales meeting planners say that staying within a plan seems to be the toughest thing for a man to do when he occupies the speaker's chair. Yet without a plan, he cannot accomplish his three objectives—get started, build to a climax, and quit.

Notes contain the plan's secret. They prevent fumbling for words and rambling. Preparing the notes takes time, especially if it is to be done effectively. The preferred method is to write out your speech in full, then make notes from the manuscript. This assures good organization.

The kind of notes you use will depend upon the kind of talk you wish to give and the knowledge you have of your subject.

Short, informal talks seldom call for more than a few reminders. Their greatest value will be to keep you within the time limits. If you know your subject matter, you may need no more than three or four key words or phrases, even for a long talk. Keep your notes brief, but cover every main idea you want to include.

Have you made three or more speeches outside your club? Yes? Then you have undoubtedly been a victim—at least once—of a long-winded emcee or a knotty business session. That twenty-minute masterpiece you had prepared for the lucky listeners must be suddenly condensed into a five-minute quickie. Under such circumstances, notes are invaluable. Pruning each part of your speech is not the answer. Go over your notes quickly, and strike out entire parts in the order of least importance. This will enable you to cover the items left, thoroughly and completely.

If cutting up your brain child appalls you, conclude with something like: "There are six major points necessary to this project. I have presented here the three most important." If your speech was convincing, you'll be asked for the other three, right after the meeting.

What size notes? Three by five? It matters not, but finely scrawled data require too much concentration and create tension. Use any size of paper you like, but be sure you can read the notes easily, without squinting or adjusting your glasses.

Be obvious and matter of fact with your notes. Hiding them, or peering into them surreptitiously can ruin a potentially good effort. Flourishing them or waving them around unnecessarily can be an equal distraction. Take them for granted, and the audience will do the same.

*Facts are our scarcest raw material.*

—Owen D. Young.

Users of notes will find that they move in very respectable company. Messrs. Lincoln, Franklin, Webster, Henry and Roosevelt used these valuable speech aids. More recent advocates of the use of notes are Alfred P. Haacke, who, while he personally may not have sold more cars than anyone else, did show General Motors how to sell them; Norman Vincent Peale and Albert G. Karnell of the Executive Clubs system. These men are paid up to \$2500 for a single speech. They have spoken in every one of these United States and in many other countries. Not once has any listener complained of their use of notes. (What happened to that Toastmaster we lost in the first paragraph? Is he perhaps feeling a bit lonely?)

Karnell spends as much as two years on the preparation of one speech. He continually edits and revises it to keep it up to date. Recently he stated, "The greatest thing I learned from my Toastmasters training was to *quit on time!*" Careful adherence to his notes enables him to stop within thirty seconds of his allotted period, and with no timing device. Notes help to prevent over-extension.

If you do use notes in your speeches outside your club, and your talk is convincing, don't worry. No one will object. If your talk is not convincing, even if you have used no notes, again, don't worry. You won't be asked to speak a second time, anyway!



ALL WIND and

## NOTHING TO BLOW

By SYDNEY J. HARRIS

I FOLLOWED another speaker on a club program in Omaha recently, and his adroitness revealed to me what I consider the fatal weakness in most of those "public speaking" courses that are currently so popular with businessmen.

He was a star pupil, no doubt of that. He was ruddy, jolly and self-assured. He spoke with flavor and humor; his pauses were well timed; his climaxes really built up; his bearing and gestures fairly radiated good will to the audience.

It was quite a show, and he walked off to considerable applause. But, afterwards, I heard several members of the audience saying to one another, "He was a fine speaker, all right—but I didn't seem to get much out of the talk."

What this approach to public speaking seems to ignore is the most important part of any speech—the content. This is often the most neglected part. We have become so involved in "projecting," in "selling," that the manner has begun to obscure the matter.

A speaker has to have something to say. He has to have an idea, or a series of ideas. Unless he is a politician, in which case he blandly offers a bundle of emotions dressed up to resemble thought.

But the non-political speaker has

to know what he is talking about. It is my impression that very few do. Even when they are talking about their own business or craft, they are generally incapable of expressing their thoughts in a clear, orderly, articulate way.

A man who really has something to say, and who says it simply and directly, does not need any tricks of rhetoric or mannerism. If he is sincere, his sincerity does not need to be supercharged by a false air of enthusiasm. If he is honest, he does not need to sugar-coat the truth.

Speakers who are shy or tongue-tied can be assisted, no doubt, in acquiring poise and confidence. There can be no objection to this. But when "the delivery" becomes the thing, then what should be a think-piece turns into a show-piece.

A speaker is not an actor. An actor is paid to pretend to the public that what he is saying is consequential, even when it is rubbish. A speaker, whether paid or not, is supposed to be communicating a worth-while idea. He should communicate this as pleasantly as possible—but his prime task is not to give the audience something to hold them in their seats, but something to take away when they leave.

(Reprinted from the column "Strictly Personal" by permission of *The Chicago Daily News* and the author.)





Making that

## OUTSIDE SPEECH

By CLIFFORD G. MASSOTH

FOR the new Toastmaster whose mouth seems to be filled with plaster and whose knees are knocking like bowling pins when he steps to the rostrum in his home club, the thought of ever making a talk before a large audience may seem ridiculous. Yet if he is to progress toward the goals for which his Toastmasters training is designed, he should be thinking of the day when he will confront a sea of strange faces.

The world is full of men who have taken speech training, either as Toastmasters club members, as enrollees in night school or college classes, or as members of specialized training courses under professional teachers. Speech training does not mean much unless it is put to use. The man who has taken a half-dozen lessons from a golf pro doesn't develop good strokes unless he quickly carries the theory of those lessons over to actual play on the golf course.

There is one big step that must

be taken if a man is to become an effective speaker, and that step is to make himself available as an outside speaker. How does he get invited? That's easy. *He invites himself.* This may be a crude way of expressing the process, but fundamentally a speaker gets speaking engagements by letting it be known that he is available. Clubs and organizations of every type are constantly seeking speakers. Charitable organizations like the Red Cross, Community Fund and similar organizations need good speakers.

Once the Toastmaster has put himself into the current as a good volunteer speaker, invitations will come to him.

As one who has made many talks before audiences large and small at widely scattered points of the country, I have a few helpful tips for the man who is willing to tackle the outside audience. First of all, *forget false modesty.* Prepare a brief and accurate biography, and

have it mimeographed. A good photograph or single-column newspaper mat is highly desirable. The biography and the photograph if sent ahead will often be used in the local newspaper or club bulletin. This advance information helps to bring out an audience to hear our speaker.

The Toastmaster who makes frequent outside appearances has armed himself with a basic talk. But certainly that talk should be trimmed and shaped to the new audience. This involves getting information about the group he is to address.

In addition to advance reading about the organization, the speaker should arrive at the meeting early. He can then become acquainted with the officers of the group and with its leading personalities. Skillful use of their names in his opening remarks helps to establish him as a man who knows what the organization is all about.

I recall one meeting where the speech of the evening was a fiasco because the speaker failed to ask the president of the group one simple question. The audience was composed of industrial editors who seldom, if ever, bought any outside material for publication in their magazines. The speaker, however, devoted his entire talk to the subject of selling articles. The speech fell as flat as a bride's first cake.

On one occasion in my own experience, a little advance information turned a cold audience into a hot one. As a volunteer speaker for the Community Chest, I had been warned that the large steel company where I was scheduled to

have it mimeographed. A good photograph or single-column newspaper mat is highly desirable. The biography and the photograph if sent ahead will often be used in the local newspaper or club bulletin. This advance information helps to bring out an audience to hear our speaker.

have a very poor participation record—less than 25%. I remembered that my uncle had worked for that company before his retirement. I called him and asked for the names of some of the men who were natural leaders. On the way to the meeting, I stopped briefly at one of the agencies supported by the Fund in the neighborhood of the plant.

There were nearly a thousand people in the large dining room. I got up on a table and told the story of what that welfare agency meant to that neighborhood and, indeed, what it probably meant to some of the people in the audience. I tried to touch their hearts with pictures of what I had seen in visiting other agencies supported by the Fund. But the clincher was the reference to my uncle and to the leaders whose names he had given me.

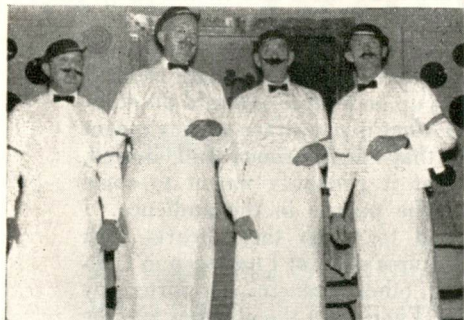
*"My Uncle Harry says that Joe Novak and Pete Murphy will personally knock hell out of anyone who doesn't cough up."*

It was a factory audience. They had expected to be bored, but instead they had a good laugh. A few weeks later I heard from the personnel manager of the plant, and received a warm glow when he told me that more than 75% of those employees who had listened to the speech had signed up for Community Fund deductions.

So if you want to translate your training into effective action, take on those outside talks! Go prepared to do a job, and you will enjoy one of the greatest thrills that can come to a speaker—the thrill of winning an audience. ♦

# What's going on

...when Toastmasters meet



Round Towners render "Sweet Adeline" for Sunrise Toastmasters

Toastmaster Ed Harrington of the **Sunrise (Phoenix, Arizona) Club** made a Basic Training speech about the SPEBQSA (Society for the Preservation and Encouragement of Barbershop Quartet Singing in America, in case you didn't know.) The speech was criticized for lack of impact, and the suggestion made that he repeat it. He did—bringing along his quartet, the "Round Towners" who demonstrated their ability to handle a minor third. Impact was terrific! Past Dist. Gov. James Trees, himself a "barbershopper," joined in the close harmony at the Ladies' Night Party of the club.

Old Presidents of the **Roseland (Chicago, Ill.) Toastmasters** don't just "fade away," they stay active and continue to help them-

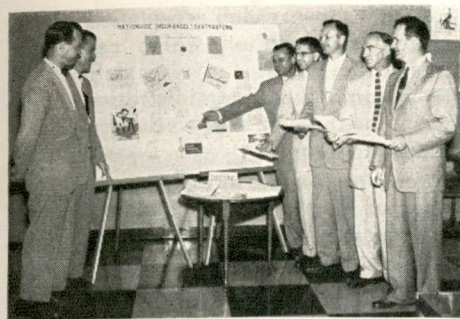


Past Presidents present program for Roseland Club

selves and others in Toastmasters training. Here they are shown presenting a program, nine Past Presidents with a combined total of 75 years of Toastmasters experience! Their subject was—the benefits they have received through Toastmasters.

When Elmer Mateas was recently installed as President of the **El Monte (Calif.) Toastmasters**, he accepted the gavel across a new trophy—a chrome anvil presented by the El Monte Foundry Co., which will be awarded to the club's "Toastmaster of the Year." Competition is high for this trophy as the members strive for points based on attendance (El Monte or outside clubs), outside speeches, guests, first or second place in table topics, prepared speeches or evaluation. Pres. Mateas, Sup't. of the El Monte Foundry, has established this as a special project of his administration.

Pres. Elmer Mateas receives gavel (rt) from Area Gov. Cal Shelton



Nationwide Insurance employees enjoy Toastmasters Educational Exhibit

Here's another trophy, one which never fails to bring a chuckle when awarded. Toastmaster George Ono of the **Thompson Products Toastmasters Club of Cleveland, O.**, designed and cut out the novel "Ahscar." The body and legs of the figure form the letters AH, with the yellow "A" made by the arms and body, and the black "H" by the legs. The figure is 4½ inches high, and the base is 2½ inches square. Guess who gets to take

Queen Mary Lee Swan accepts honorary membership from Pres. John Ryan



home this little companion each week!

The **Nationwide Insurance Toastmasters of Columbus**, recently displayed an interesting exhibit of Educational Aids of Toastmasters in the lounge of the Nationwide Insurance Co. for one week. On hand during the lunch hour were members of the club to explain the objectives and benefits of Toastmasters training.

"The 'Queen of the Snows' of the St. Paul Winter Carnival is now the queen bee of the **First St. Paul Toastmasters Club**," writes Gil Thoele, Educational V-P. Miss Mary Lee Swan was given honorary membership in the club at a recent meeting. She also presented the President, John Ryan, with the Club President's pin.

Ahscar always brings a laugh



# WE NEED CLUB PROGRAM INSURANCE

By L. A. THURSTON

**L**ET'S face it! Our Toastmasters clubs need a method of operation which will insure officer, membership and committee participation in a high-grade performance and a varied program all of the time. Trusting to chance for part-of-the-time success is not enough.

The method needed must do several things automatically.

1. It should train new club officers, utilizing to the fullest extent their first enthusiasm. It must be started soon enough so that those important first two months are not wasted.

2. It should provide a simple procedure for planning adequate programs, utilizing the Home Office helps, and saving the time of busy men.

3. It should commit (preferably in writing) the club leadership to a definite, concrete, full and varied program at the start of each administration.

4. It should dramatize the total

program to insure club acceptance.

Here is a method which can satisfy these needs. It involves definite action of a new administration during the three or four weeks preceding its term.

*Step One* consists of a clear evaluation of the needs of the club and the responsibilities of the officers. This becomes "on the job" training as to duties and club needs. The Past President is usually the person best fitted to lead this discussion.

*Step Two* involves the collection and collation of materials, including Home Office helps, the last year's club program, a calendar of national, local and religious holidays, a survey of the desires of the club members and a tabulation of ideas by the new officers themselves. From these, each officer and committee plans a six months' program from the point of view of his particular job requirements.

*Step Three* is the presentation of this program to the club. This is done in three ways—verbally, as each officer presents it to the club; visually, or charted so that it can remain before the club as a reminder; and personally. Each member should receive a concise but complete copy of the program to take home with him.

*Step Four* requires management scheduling. Each committee and officer should draft a work schedule for his program. This means back-dating each activity step by step so that the time to prepare and other progress points are definite. This insures against an activity being started too late and performed inadequately.

*Step Five* fixes the line responsibility for weekly meetings. It requires preparation of a check-up chart on the weekly program. Who should call the Toastmaster, Topicmaster, chief evaluator, critics, speakers, timer, and others?

In such long-range planning we train our leadership, evaluate the needs and results and produce a varied, balanced and complete program. We do it when enthusiasm is high, and by this plan officers are committed to their jobs in terms of definitely stated goals. It also leaves a clear, written record of the administration for evaluation purposes.

There are other items to be considered, such as: Area and District activities, traditional club activities, inter-club exchanges, club achievement activities, parliamentary practice and Basic Training. The consideration of these problems and their inclusion in the program is essential to success.

The success of this long-range planning depends upon proper timing. Officers should be elected three

or four weeks before assuming their duties, so that time for planning and training is available. Retiring officers must cooperate in the planning, and should encourage new officers to formulate and follow such a plan. Their practical experience should be of invaluable assistance.

The scheduling of people for the weekly program is done by the Educational committee, which makes up assignment sheets in the usual manner.

Table topics and planned evaluation methods are also important. It is advisable to prepare a list of different ways in which these can be handled, enough for the six months' period, if possible. These can be selected and adapted to particular needs.

Let's face the situation again, as clearly as we did in the opening paragraph. This plan entails both thought and work. But it is both time- and work-saving, if carefully prepared and thoroughly executed. *It will pay off.*

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*Speech is civilization itself. The word, even the most contradictory word, preserves contact—it is silence which isolates.*

—Thomas Mann.

# HOW WE TALK

## HEAR BOTH SIDES

*A mind closed by prejudice cannot profit from free discussion*

The open mind is essential to the acquirement of knowledge.

The person who reads a book or listens to a speaker with a mind closed by prejudice, or with a sense of knowing it all, gains very little from his reading or listening—except perhaps a strengthening of his prejudices.

That word, *prejudice*, is an interesting one, if we look at its background. It comes from a Latin word which means, literally, *pre-judgment*, or reaching a verdict before hearing the evidence.

John Stuart Mill wrote these wise words: "*He who knows only his own side of the case knows little of that.*"

The philosopher who wrote our Book of Proverbs put it this way: "If one gives answer before he hears, it is his folly and shame." (*Prov. 18:13*).

Over the door of the old Council House in London is inscribed

the warning: *Audiam alteram partem*—hear the other side.

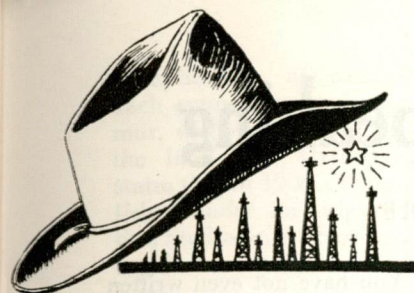
The weakness of much so-called discussion among men is that they speak without listening. They close their ears against the other side. They abide by their own ideas and pre-conceived opinions. Instead of seeking to learn from the arguments of others, they try only to impose their own thoughts on those with whom they argue. They refuse to accept new truths which conflict with their old ideas.

Very few men are free from prejudice. Few, if any, can listen with impartial ears. But it is possible to acquire the habit of constructive listening, and to school oneself to "hear the other side" without a completely negative mind.

In the practice of conference methods and discussion techniques, we gain much more than a mere exchange of ideas. We learn to respect the thoughts of others, and to gain information from those who disagree with us. We may be led into new fields of thinking, simply by listening with the open mind.

Talking it over is a privilege enjoyed by the people who possess the right of freedom of speech. These fortunate ones can examine all sides of a question, and can join forces in seeking the solution of a problem. But they can render their privilege worthless if they refuse to hear those who disagree with them.

Do not be afraid of talking with one who disagrees with you. Difference of opinion is far more constructive than indifference.



# 1957

## CONVENTION

Just about the time that February begins to seem like the longest instead of the shortest month of the year, when you're getting sick and tired of dark, stormy or blustery days, slippery streets and just plain too much winter, comes a ray of light. It comes on the day that the boss stops by your desk to inquire casually, "When do you think you'll want your vacation this year, Joe?"

It's a good idea to have your answer ready. Tell him, "The next to the last week in August. I'm Texas-bound, to the twenty-sixth annual convention of Toastmasters International, to be held in Dallas on the 21st, 22nd, 23rd and 24th, inclusive!" (If you can get all that out in one mouthful, then you're doing all right.)

The old prairie schooners that once lurched across the plains wore, stencilled on their canvas sides, the legend, "Texas or Bust!" Now is the time for Toastmasters to revive this old slogan. It's time to start thinking about the convention, planning for it, and talking it up.

What does the individual Toastmaster gain from attending an International Convention? The answer is—many things, almost too many to mention. There is, for one, the realization of the size and scope of the organization that is Toastmasters International, and the proud feeling of *belonging* engendered by this realization. If your concept of Toastmasters has been limited to the boundaries of your own club, you'll be surprised! You'll also be enriched by the contact with Toastmasters from all over the world, men whose aims and aspirations are similar to yours, whose problems are the same, and whose solutions to those problems can give you some mighty good ideas. There's the stimulus and inspiration you receive from the meetings themselves, the opportunity to learn new techniques, new methods, new procedures. There's the exchange of ideas, the new friendships you make, the old ones you cement closer by shared experiences.

Texas, of course, not only has the most, it *is* the most, as any Texan will tell you. In case a purist, unskilled in the jargon of today, inquires, "The most of what?" any Texan will leap to his feet to thunder, "Everything, sub, everything!" It's the only possible answer.

Like Texas, your 1957 convention will have everything. Plans have been started and are maturing rapidly. It's not too early to start your own plans to attend!

# Semantically Speaking

By RALPH C. SMEDLEY

**S**PEAKING of semantics, as so many of the intelligentsia seem to be doing, one is led to raise his voice to inquire just what all the excitement is about.

Semantics, it appears on the surface, is a rather intensive examination of the meanings of words. The Webster dictionary defines it as: "The science of meanings, as contrasted with phonetics, the science of sounds." The dictionary lists another word, semasiology, which has not gained popularity, although it sounds more learned than semantics. Both words are derived from the Greek *semanticos*, significant, which is based on *sema*, a sign, so there is no doubt that it relates to meanings.

But is there more in it than appears on the surface? Is there some mystical, esoteric meaning concealed under the meaning of the meaning?

Is there something new and subtle hidden in the simple word, *semantics*? Or is it possibly the novelty of trying to find out what we mean when we talk, plus the privilege of using a word which has not been in common use?

I put the question to a college teacher of English, whose interest in philology is of long standing. "What," I asked him, "is back of the interest in semantics? You are not preaching about it in your classrooms as many teachers are

doing. You have not even written a book about it. Are we the victims of ignorance, you and I? Do we lack intelligence, or have we become mentally ossified? In short, why are you not lecturing on semantics?"

He replied with a question. "Do you remember technocracy?" I confessed, "Yes, I dimly recall some excitement in that field a few years ago. But what does technocracy have to do with semantics?"

"Technocracy," he said, "was an economic theory. Some people became obsessed with it, and made a sort of religion out of it. I am afraid that some of our semantic enthusiasts are doing something like that."

This led me to begin an investigation. I wanted to know how new this idea of semantics may be.

The Oxford English Dictionary revealed that in 1665, one J. Spencer wrote, in his quaint post-Elizabethan style: "Twere easie to shew how much this Semantick Philosophy was studied." From the context it appears that his "semantick" referred to interpretation of signs of the weather.

More modern usage, relating to signification of meaning, brings us a quotation from the *American Journal of Philology* in 1895: "The semantic value of the older reduplication." Of course all philologists understand the theory of

reduplication, as exemplified in such expressions as bonbon, murmur, wishy-washy, willy-nilly, and the like. The Oxford authority states that in 1900 a book was published under the title of "Semantics, Studies in the Science of Meanings."

Thus it appears that semantics was not first discovered by Hayakawa nor by Stuart Chase nor any other of our recent writers on the subject. H. L. Mencken dealt freely with the subject, although he omitted the word from his great work on "The American Language."

A century ago, Max Muller was pointing out the fact that words become symbols after they cease to be descriptive, and sixty years ago, Hans Oertel, in his Yale Lectures, advanced his theory of oscillating percepts, suggesting that established words, such as *apple* or *man* or *mountain*, do not describe the object named, "any more than a wardrobe check is descriptive of the coat for which it calls."

With all this weight of authority, we are compelled to believe that while popular interest in semantics is a phenomenon of comparatively recent development, the study of meanings is as old as the science of philology.

It is a good thing for people to be concerned about the meaning of the words they use. Better understanding of meanings should conduct to better communication.

Of primary importance is the understanding of the word *semantics* itself, and it is to promote such understanding that these paragraphs are written.

Every thoughtful user of words can enrich his speech by increasing his understanding of words as to their backgrounds and history. This is the general purpose of philology and etymology, which are studies less dry and forbidding than commonly supposed.

For example, when we speak of influence, as we so often do, we may gain a new sense of what we mean if we remember that the word is a direct borrowing from the Latin word *influens*, which is based on the verb *influere*, to flow in; and as we speak of talking more fluently, we are reminded again of that origin in the Latin word for flowing, and we can see how the meaning of smoothness and facility came into it.

The point to all this is that we need to cultivate a more catholic, more general attitude toward the whole matter of words, and their origin and uses. We need to appreciate the fact that words are but symbols, used to communicate our ideas to each other, and that the expert use of the right words to convey our meanings clearly is a skill to be coveted by every thoughtful person.

In studying the history of words, we review the history of mankind, while we learn to reveal our own minds to better advantage. In a word, to answer our initial question, semantics is the study of word meanings, and as such it is not new, but it is vital to all of us who seek to communicate with our fellow men. Let us pursue our studies in semantics with a realization of the meaning of the meanings of words.

# This Month in Your Club

By Ralph C. Smedley

## Stand and Deliver

This is the month in which we concentrate on delivering the speech.

Last month we were concerned about constructing the speech—"speech engineering"—but now that we have learned how to construct it, the next thing is to improve our manner of presenting it.

Delivery is both audible and visible, and in both phases it offers rare opportunities to develop mannerisms. Peculiar habits of pronouncing or enunciating words, and odd ways of using the voice are involved in the mannerisms which may interfere with our speaking. We must watch for them and eliminate bad habits.

Visible delivery brings in the matters of posture, gesture, and facial expression. The Toastmaster who has trouble at any of these points should make a very exceptional effort this month to clear up his difficulties, with the help of his faithful evaluators.

Sometimes a man overcomes a difficulty by over-emphasizing or burlesquing the item which troubles him. He can safely do this in his Toastmasters Club, for it is his laboratory—his place for experimenting.

One man who had trouble with gestures made a speech in which he described the way he wanted to

use his hands. He demonstrated many movements of the hands and body which he would like to use, but explained, "Of course, I can't make gestures like that." But he was making those very gestures all the time, and the ridiculous quality of his claim of helplessness proved to him that he could use his hands.

The same method worked with a man who could not get any variety into his voice. He tried shouting "Fire!" and "Help!" and calling the hogs, and used various expedients, and presently he was getting all the variety he needed.

Sometimes it pays to make yourself ridiculous, just to prove that you can.

Whatever method you use, concentrate this month on two points. First, go after any bad mannerisms in your speech, and eliminate them. Second, cultivate the good ones, and make them your own. A month of concentration on better delivery will work wonders for the speaker who is in earnest.

## Program Variety

Let no man complain of lack of speech material in the month of February. It is a short month, crowded with historical happenings.

Consider the birthdays. There are Lincoln and Washington, of course, but add the names of Wil-

liam McKinley and Franklin D. Roosevelt to the list of presidents. Remember the philosopher Schopenhauer, scientist Charles Darwin, diarist Samuel Pepys, businessman John D. Rockefeller, for just a few.

Think of musicians such as Victor Herbert, Fritz Kreisler, Jascha Heifetz, Mendelssohn, Paganini, Chopin, Ole Bull and Enrico Caruso.

Hawaii took the first steps toward independence in February, 1893. The Federal Bureau of Investigation began 49 years ago. The first policy of automobile insurance was issued February 1, 1898.

The famous "Bank Holiday" began in February, 1933.

And February brings Boy Scout observances, along with the birthday of Sir Robert Baden-Powell.

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## NEW OFFICE FOR DR. SMEDLEY

Pursuant to the authorization of the Board of Directors of Toastmasters International, an office suite has been established for Founder Ralph C. Smedley near his home in Corona Del Mar, California. The address of Dr. Smedley's new office is 336 Poinsettia Avenue. Correspondence with Dr. Smedley should be addressed to: Post Office Box 216, Corona Del Mar.

From this convenient location, Dr. Smedley will carry on the program of evaluating our organization, which has been assigned to him by the Board.

The Home Office will continue to serve the Organization from its present address. All communications excepting those intended for Dr. Smedley should continue to be sent to **Toastmasters International, Santa Ana, Calif.**

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*Discretion of speech is more than eloquence;  
and to speak agreeably to him with whom we deal  
is more than to speak in good words or in good  
order.*

—Francis Bacon.

# SELECT 3 GOALS

By GUNTHER COHN

**M**Y FATHER didn't leave me much money, but he gave me a wonderful bit of advice that has paid off many times. He said, "Whenever you are challenged, do just three things. Which three? The three most important things you can think of."

How much better our clubs, our community, our country would fare if we followed this sage advice. Too often, we set out to conquer the world only to discover that we can never quite reach our goal.

Look at the three things your officers accomplished during the last term:

(1) We arranged for a Cup of the Evening. The plan was to tie in with the efforts of the Educational Committee. Duties of judges and mechanism of handling were defined.

(2) We improved the participation of officers. The talks by each officer (describing his duties) forced the man to become familiar with his job, permitted him to present his ideas in a stimulating manner, and gave the members a better insight into Toastmasters organization.

(3) Finally, we published a Club Brochure. Now, each of us has a copy of the By-Laws, a list of members, and a raft of other help-

ful data such as the schedule of dues collections.

Will history remember us for these accomplishments? I doubt it. Posterity remembers ultimate goals, increases in membership or boosts in morale. However, one cannot reach these goals in a single step. Our three modest steps helped to advance our stand; each worthwhile job, when well planned and well done, will advance us even further.

This then is my advice to the new regime: Continue our innovation and do just three things. Be sure they are not large, unwieldy tasks but rather small, concrete jobs capable of ready solution.

It is easy to collect ideas. I'll bet that every member can point at half a dozen areas that need improvement, while every former officer is good for at least twenty suggestions. From this list, select the best three, work on them and get them done.

If each future Executive Committee will solve just three things, better thinking, better speaking, and better listening are sure to follow. With this plan of slow but sure advancement, we'll become the best Toastmasters Club in the world.

*Valedictory speech by Gunther Cohn, when President of Pennypot Toastmasters, No. 1202, Philadelphia, Pa.*

## WORD CLINIC

This is the second installment dealing with words ending in *ous*. In a previous article we considered the words which get a simple *us* termination. This time we take up words ending in *eous* or *ious* or *uous* in which the extra vowel is sounded.

There is *assiduous*, for instance. Place over against it *insidious*, and do not permit yourself to confuse their pronunciations. The first is pronounced *a sid u us*. The second is pronounced *in sid i us*.

Now let us give attention to the following list. Check each word with your dictionary. Perhaps you are not on speaking terms with *vicarious* and *gregarious* and *deleterious* and *tenuous*. They are good words which you can use to enrich

your vocabulary.

Read the list aloud, to make sure of your pronunciation, and to accustom yourself to hearing the words correctly spoken.

<i>osseous</i>	<i>hilarious</i>
<i>homogeneous</i>	<i>ignominious</i>
<i>spontaneous</i>	<i>illustrious</i>
<i>tempestuous</i>	<i>industrious</i>
<i>courteous</i>	<i>aqueous</i>
<i>insidious</i>	<i>gaseous</i>
<i>sumptuous</i>	<i>deleterious</i>
<i>arduous</i>	<i>vicarious</i>
<i>assiduous</i>	<i>gregarious</i>
<i>tenuous</i>	<i>mysterious</i>
<i>compendious</i>	<i>tortuous</i>
<i>euphonious</i>	<i>delirious</i>
<i>harmonious</i>	<i>virtuous</i>
<i>felonious</i>	<i>ingenious</i>
<i>simultaneous</i>	

### "THE GREATEST SPEECH"

Many replies have come to the Editor's desk since we asked our readers to name their choice of the greatest speech ever made. (See *The Toastmaster* for November, 1956.) Many of the letters are worthy of re-printing in entirety; however, lack of space precludes more than a brief resume of their content.

Overwhelming choice for "greatest" goes to the Gettysburg Address and the Sermon on the Mount. Others ranking high on the list and therefore qualifying as runners-up, were: Churchill's "Blood, sweat and tears" exhortation to the English people during World War II; Franklin D. Roosevelt's "We have nothing to fear but fear itself;" Patrick Henry's "Give me liberty or give me death," and Bryan's famous "Cross of gold."

Many Toastmasters felt that the speech which had most affected their individual lives was a very short one; it was delivered in a church, and consisted of two words, "I do."

# It's a Good Idea!

**"Toot Your Own Horn". . .**  
was the theme of a recent "fun night" for the *Miracle Mile Toastmasters of Los Angeles*. Each member was provided with a toy horn by Toastmaster Paul Hornaday, Past District Governor. In addition to tooting when called upon, each member had to tell a tall tale about himself—the taller the better. Paul Bunyan and Pecos Bill would have been jealous of some of the stories produced.

## A Need for Vocabulary Building. . .

as a part of its educational program was strongly felt by the Central Toastmasters of Chicago. They decided to select two words for each meeting and publish them in the club bulletin. At the following meeting, one of the members would be called upon during table topics to give derivation, meaning and examples of the usage of the words. The element of chance selection provided that all members would study the words, thereby avoiding embarrassment if called upon.

The program was started with two words selected from the November TOASTMASTER—*desideratum* and *verisimilitude*. Effectiveness of the plan was proved when the member called upon was not embarrassed.

## Reminder Card Saves Time and Trouble. . .

is the conclusion of the Scranton (Penna.) Toastmasters. They have devised a wallet-sized card upon which the names of members assigned as Topicmaster, Toastmaster, evaluators or speakers may be noted, together with date and time of the next meeting.

"Most members do not have scrap paper to copy the program; they want a card or reminder mailed to their home. This card allows them to have their own reminders, and has a speeding-up effect on our meetings. We think the idea will help all clubs if they use it or a similar device," says Conrad Tassie, originator of the idea.

## A Surprise Guest Made a Memorable Meeting. . .

for the *College Toastmasters of San Diego, Calif.* Guest was *World Light Heavyweight Champion Archie Moore*, introduced by *Sgt.-at-Arms Frank Bonnet*. When asked to make a talk, the Champ proved to be as much at home with words as with fists, and gave a fascinating resume of his career from laborer to world champion. In appreciation, the *College Toastmasters* awarded him the certificate of merit for the week.

## Facts Do Not Speak for Themselves. . .

was the conclusion reached by the *Crownmasters Toastmasters (San Francisco, Calif.)* when they finished a most amusing table topics interval.

It was the contention of the Topicmaster that facts must be interpreted. To prove it, he gave each participant a slip on which was typed a fact. He then suggested a conclusion, and called upon the holder of the slip for comment.

Here is an example:

**Fact:** It has been noted that healthy people in the Shetland Islands have body lice; sick people do not.

**Conclusion:** Have lice, be healthy!

**Comment:** Lice are smarter than people.

There is no end to the variations on this theme, say the *Crownmasters*.

**"This is Going to be Easy,"** . . . thought the members of the *Capitol City (Lansing, Mich.) Toastmasters Club* when they arrived for a meeting and found that Topicmaster Ed Howorth had listed twelve topics of current interest on the blackboard. Participants in the session had plenty of time to scan the list and make their choice of the most attractive item.

But Topicmaster Ed foiled all the carefully laid plans. As each participant arose to speak, he was handed a pair of dice to roll. He then was forced to speak on the topic indicated by those unwinking little black dots.

## A Switch in Addresses. . .

was made for one issue of "Fore and Aft," club bulletin of the *Anchor Toastmasters of Washington, D. C.* The bulletin was directed and mailed to the wives of members, "because we want to have you better acquainted with our club and its aims and achievements. Also, we want to make sure you know of a couple of future events of interest to you. After you have read this, though, please pass it on to the man of the family, so he'll have the latest word about the plans and program of his club."

THE TOASTMASTER has received no direct word as to the success of this venture, but we'll wager that it was effective.

## "Have a Cigar," . . .

said Topicmaster Don West to the *Mentors Toastmasters Club of NAAS Whiting Field, Milton, Fla.* The cigar box was filled with current newspaper headlines with the first sentence of the story still attached. The speaker talked for two minutes on the event indicated, then passed the box to the next speaker.

## Table Topics Recall Past. . .

when the *South Denver (Colo.) Toastmasters* found that their subject involved recollection of past years. Topicmaster Bill Nilsen passed out slips naming a certain year. Each member had to comment upon some important event that happened during that period.



# Letters to the Editor

(Because of obvious space limitations we often print only pertinent portions of letters received. While only signed letters will be considered for publication, names of writers will be withheld on request.—Editor)

Editor of THE TOASTMASTER:

Lincoln Toastmasters Club No. 370 held Ladies' Night recently. This was unique in our club in the fact that it was a regular scheduled meeting and program, rather than a special program arranged just for their benefit.

Comments by the ladies after the meeting proved that they preferred attending a regular dinner meeting, as it showed them exactly what their husbands were accomplishing.

W. C. Moore, Sec.  
Lincoln Toastmasters Club  
Fargo, N. D.

We pass this along as an idea which might prove useful to other clubs. The ladies always like to know for sure!

Dear Editor:

Where can one find instruction or help on how to give the invocation at a meeting? I find myself very unsure in this. What should enter into a good invocation?

There is an excellent guide for the inexperienced person in the little boxful of "Saying Grace" cards published by Toastmasters International, and sold to members for one dollar per set. These 55 cards provide forms suitable to almost any occasion, and the cards are small enough to be held in the hand.

Dear Editor:

In addition to the usual list of benefits derived from Toastmasters, it seems to me that the most important one is the opportunity to practice. Without practice to build confidence, many people who can organize their thinking nevertheless cannot get on their feet to make a few pertinent remarks. To me, this opportunity to get on my feet be-

fore a group is the most important part of Toastmasters training. Can't we stress this in the magazine?

We agree, though, as Andrew Carnegie once pointed out, it's hard to tell which is the most important leg of a three-legged stool. Have you read the article on "Making That Outside Speech" on page 14, this issue?

Gentlemen:

We have in our club a Nudist who has given two talks advocating nudism and is going to give another shortly.

Is the advocacy of such doctrines of indecency acceptable to Toastmasters? If not, then what is the procedure for stopping it?

Apparently, no nudes is good news. Any comment from our readers?

Gentlemen:

Lind Toastmasters No. 118 wish to inform the world that there is at least one other club in a town of 1500 or less (see THE TOASTMASTER, November 1956, "When Toastmasters Comes to Town.")

Lind, Washington, has a population of less than 800, and is in a farming area where a family size farm averages about a thousand acres! And it does have a Toastmasters Club.

Mr. Editor, it would be interesting to find out about these clubs in small communities. Why don't you try to find out which club is in the smallest town?

Robert Drewes, Past. Pres.  
Club 118, Lind, Wash.

Let's hear from more clubs in small communities.

Send in your comments, criticisms and suggestions to:

Editor, The Toastmaster  
Toastmasters International  
Santa Ana, Calif.

The late Senator Barkley used to enjoy telling this one:

Two friends met after a long absence. One was well dressed and prosperous-looking, the other seedy. Said the seedy one, "You must have a good job nowadays."

"I don't have a job; I have a position. I'm an orator!"

"What's that?"

"Well," responded the prosperous one, "if you ask an ordinary man how much is two and two, he will say four. But you ask an orator, and he says, 'When in the course of human events it becomes necessary to superimpose upon the previous digit the number of two, then I say unto you, and I say it without fear of contradiction, that the resulting union shall and must, forever afterwards, unalterably and inevitably be—four!'"

A genius is a crackpot who makes a screwball idea work.

Getting an idea should be like sitting down on a tack; it should make you get up and do something about it.

No one should try to do two things at once, and this includes women who put on weight and slacks at the same time.

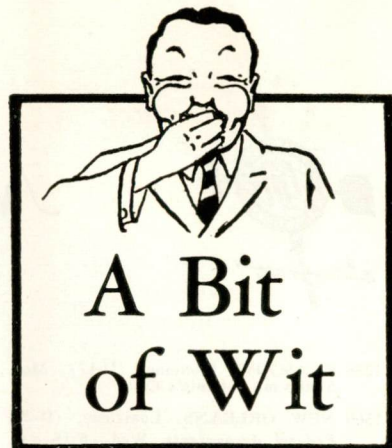
Philosophical is what you find yourself having to be about what you don't like that you can't change.

Her dress was rayon, her coat was orlon, her stockings were nylon. Yet she had no trouble pulling the wool over his eyes.

A pun is a stupid, childish, unfunny remark that someone else thinks of first.

Grandma was giving the recent bride a heart-to-heart talk.

"Child, I hope your lot's goin' t'be easier than mine," she said. "All my wedded life I've carried two burdens—Pa and the fire. Every time I've turned to look at one, the other one's gone out."



Our pastor appeared in the pulpit one Sunday morning with one of his fingers swathed in bandages and giving evidence of having bled profusely.

One communicant leaned toward his neighbor in the pew and asked, "What's the matter with the preacher's hand?"

The second brother explained, "I was told that this morning while he was shaving, he had his mind on his sermon and cut his finger."

To which the inquirer said wryly, "Well, I hope that next Sunday he will keep his mind on his finger and cut his sermon!"

It's strange how unimportant your job is when you ask for a raise, and how important it is when you want a day off.

Chance remark: Anything a man manages to say when two women are talking.

A housewife called in a plumber and while he went to work fixing the kitchen sink, her cat watched with deep interest.

"That's quite a cat you have," the plumber remarked. "Seems to know just what's going on."

"Yes," agreed the woman. "It's a Siamese, you know."

"A Siamese, eh?" said the plumber. Then, glancing around the kitchen, he asked, "What happened to the other one?"



## New Clubs

- 1256 GLASGOW, Montana, (D-17), Mon., 6:30 p.m., Johnnie's Cafe.
- 1560 NEW ORLEANS, Louisiana, (D-29), *Federal Accountants*, Wed., 6:15 p.m., Holsum Cafeteria, Pine Room.
- 1661 NEWBURGH, New York, (D-34), *Stewart Air Force Base*, 12:00 noon, NCO mess.
- 1904 CASABLANCA, Nouasseur Air Depot, Morocco, (D-U), *Nouasseur Air Depot*, Fri., 11:45 a.m., Nouasseur Officer's Club.
- 2146 FORT WORTH, Texas, (D-25), *Frontier*, Tues., 6:45 p.m., Harry's Restaurant.
- 2262 TAMPA, MacDill Air Force Base, Florida, (D-47), *MacDill Officers*, Wed., 6:30 p.m., Officers' Club.
- 2263 ROSS, Ohio (D-40), *Miami Valley*, Alt. Wed., 5:15 p.m., Venice Pavilion.
- 2265 EUGENE, Oregon, (D-7), *Emerald*, Wed., 6:00 p.m., alternately at Hotel Osborn and Sears, Roebuck & Company.
- 2270 ITAMI, Itami Air Base, Japan, (D-U), *Itami*, Alt. Wed., 12:00 noon, Itami Air Base.
- 2280 JACKSONVILLE, Naval Air Station, Florida, (D-47), *Mar-Nav Easy Seven*, Thurs., 11:30 a.m., CPO Club, Naval Air Station.
- 2281 ROCHESTER, New York, (D-34), *Fire-side*, Alt. Thurs., 5:30 p.m., Hedges Grill.
- 2282 SPRINGFIELD, Illinois, (D-8), *Cileco*, Tues., 5:00 p.m., Central Illinois Light Company, 4th and Capital Avenue.
- 2283 COCOA, Patrick Air Force Base, Florida, (D-47), *Missile Test Center*, Tues., 11:45 p.m., NCO Open Mess.
- 2288 SAN FRANCISCO, California, (D-4), *Beachcombers*, Tues., 12:00 noon, Carlos Inn.
- 2290 SNYDER, Texas, (D-44), *Snyder*, Mon., 6:00 p.m., Hilander Drive-In and Restaurant.
- 2293 KEY WEST, Florida, (D-47), *Southernmost*, 1st & 3rd Mon., 6:30 p.m., Raul's.
- 2295 LAKEHURST, Naval Air Station, New Jersey, (D-38), *Lakehurst*, Thurs., 11:30 a.m., Commissioned Officer's Mess.
- 2296 SAN FRANCISCO, California, (D-4), *Chinatown*, Mon., 7:30 p.m., Chinese Recreation Center, Washington and Mason Streets.
- 2297 WILMINGTON, Delaware, (D-38), *Caesar Rodney*, Mon., 6:45 p.m., Howard Johnson's Restaurant.
- 2298 SOMERSET, Wisconsin, (D-35), *St. Croix Valley*, 1st & 3rd Wed., 6:30 p.m., The Steak House.
- 2300 WILMINGTON, California, (D-51), *Hook and Gavel*, Wed., 8:15 p.m., ILWU Hall, 231 West "C" Street.
- 2301 SHELBY, Montana, (D-17), Mon., 6:30 a.m., Capital Cafe.
- 2302 DRUMMONDVILLE, Quebec, Canada, (D-34), *Heriot*, Wed., 5:30 p.m., Ma-noir Drummond Hotel.
- 2303 TORONTO, Ontario, Canada, (D-34), *Podium*, Tues., 6:30 p.m., Broadview Y.M.C.A.
- 2309 ALAMOGORDO, New Mexico, (D-23), *Alamogordo*, Alt. Mon., 7:30 p.m., No. 2 Rooster Shack.
- 2311 BLOOMFIELD, New Jersey, (D-46), Fri., 7:00 a.m., Cafeteria, Schering Corp., 60 Orange Street.

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