

MAY 1955

*the* TOASTMASTER



*Good Delivery*

For Better Thinking—Speaking—Listening

# the TOASTMASTER

Official Publication of

Toastmasters International, Inc.

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

Editor.....Wayland A. Dunham

Address all communications to

The Toastmaster,

Santa Ana, California

MAY, 1955

Vol. 21—No. 5

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 1775 active clubs—located in the United States, Alaska, Australia, British Crown Colony, Canada, Channel Islands, Cuba, England, France, Greenland, Hawaii, Iceland, Japan, Korea, Philippines, Scotland, South Africa, the South Pacific Islands and Venezuela.

Organized October 4, 1930

Incorporated December 19, 1932

First Toastmasters Club Established

October 22, 1924

HOME OFFICE — Santa Ana Community Center, 1104 West Eighth Street. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization. Toastmasters International. Published monthly at Santa Ana, California. Copyright 1955 by Toastmasters International. Name Registered, U. S. Patent Office. Entered as second-class matter Oct. 25, 1941 at the Post Office, Santa Ana, California; act of March 3, 1879.

PRICE \$1.50 PER YEAR

Printed in U. S. A.

## Editorially Speaking

### GOOD DELIVERY

This meaningful phrase is not limited to our national pastime—important as it is to that game.

It applies to every phase of life. It is the result of deep thought, careful study, inspirational planning, and self-discipline as well as the follow-through.

Making a speech in loud oratorical fashion so that even the man outside the door may hear, is not necessarily *good delivery* unless the thought expressed “delivers the goods.”

Lincoln, at Gettysburg, who spoke world shaking truths, was derided in most national news editorials as a *sorrowful figure as a President*, who failed utterly to measure up to the stellar performance of Edward Everett Hale, whose *delivery* was unimpeachable—yet his speech struck to the hearts of thinking men and proved to the world that he could *deliver the goods*.

As Toastmasters we learn techniques of speech presentation which make us more capable of expressing our innermost thoughts in an effective and acceptable manner.

Perhaps even Lincoln, had he had the benefit of our self-training, would have been a more effective speaker and thus escaped much of the ridicule of his countrymen; but the stature of a man is determined by what he says in a greater degree than by how he says it.

We are fortunate, today, in having available a process of self discovery and expression which not only teaches us to observe analytically and objectively, but to think consistently, to express ourselves clearly and succinctly and in a manner that wins our audience.

Even a pitcher must have a *lot* of the *ball* as well as superior technique to lead his league.

Talking things over is -

## THE MODERN WAY

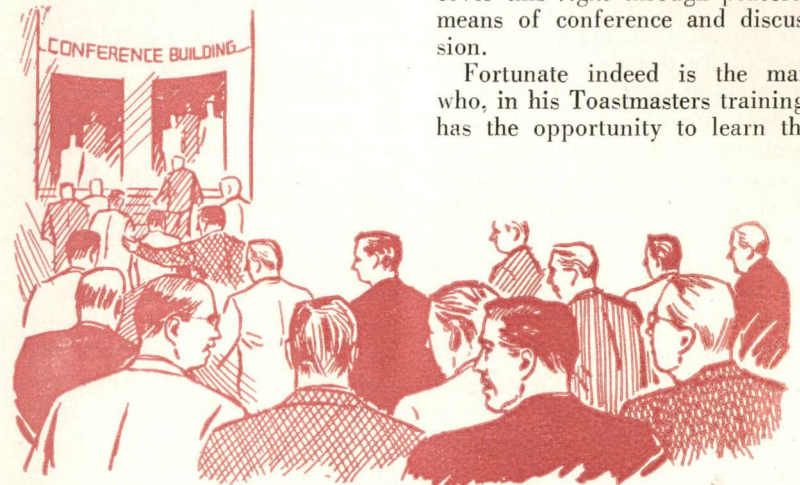
**I**N OLDEN times, when two knights bent upon chivalrous questing encountered each other on the plain, the procedure of greeting was routine. Each one immediately lowered the visor of his helmet, unslung his lance, kicked his war horse into a gallop and shouted, “Have at you!” This was not necessarily the result of an old enmity or the settlement of a quarrel; it was simply the accepted method of determining which was the better man. So they fought it out, with lance and broadsword and mace, until one or the other emerged victor. The

loser then limped off to have the dents hammered out of his iron suit and to nurse the beginnings of an inferiority complex.

We smile at the old stories. We prefer the modern way—the *talking things over way*. We do not wish to follow the man with the strongest muscles. We follow the man with the right ideas.

Even with the advance of civilization, the idea of force as the ultimate settlement of a difference persisted. Behind iron curtains it still holds sway. But we of the more fortunate countries join with Lincoln in the “faith that right makes might,” and seek to discover this *right* through peaceful means of conference and discussion.

Fortunate indeed is the man who, in his Toastmasters training, has the opportunity to learn the



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techniques of talking things over. He knows that a conference is not a matter of shouting out his own opinions and beating down the opinions of others. He appreciates that it is a give and take process, a true meeting of minds, an exchange of ideas. And he has studied the best methods of effecting that exchange. He has learned to listen, to evaluate, to think clearly and to present his clear thinking so that others can understand.

How do we talk things over? On whatever level it is done, whether it be a discussion of the family budget with the better half, a staff meeting at the office, a labor-management arbitration or a top-secret diplomatic conference of nations, the procedure is the same.

The first step is physical—we sit down together. The spiritual implications of this simple and natural procedure are, when analyzed, tremendous. For by so placing ourselves, we imply that all are equal, that everyone has a part in the discussion and a contribution to make toward the goal.

Next, we seek to establish the problem. Talking at cross purposes never reaches a conclusion. We must define our terms in order to limit our observations to the subject in hand. However inviting the by-ways, we must stick to the road.

Having established the problem, we next attempt to discover our areas of agreement. Here is another place where Toastmasters training renders invaluable serv-

ice. Practice in effective and intelligent listening and evaluation pays dividends. The well-trained Toastmaster has learned the futility of vindictive argument, of cast iron opinions, of stubborn self-righteousness. He has demonstrated the effectiveness of consideration for the ideas of others, of incorporation and amalgamation of all workable ideas into a well-rounded whole. He understands that basic agreements are the firm platform on which a problem-solving conference must rest.

From then on, the establishment of the areas for compromise and solution becomes possible. And as the conference ends, each man leaves the table with the knowledge that he has contributed to the acceptable solution.

The world is ready to follow the man who knows and can demonstrate the method of talking things over. He is the pathfinder, the way-shower. He has learned the lesson of true greatness, which is the subordination of his own opinions and desires to the good of the whole. He knows how to arrive at an expression of that whole. Because he knows where he is going, he can show others the road.

Upon the shoulders of this man, in whatever personality he was embodied throughout history, rested the progress of the democratic ideal. On his shoulders still rests the survival of democracy. That he may continue to grow, flourish and multiply, is the prayer of the modern world.



## The Art of

# CONVERSATION

By William Ostling

TO EACH species of beings, the Maker gave some particular means of communication between its members. But as far as we know, man is the only being given the power of speech, the art of conversation.

For conversation is an art, an art each one of us can master, not so much by arduous training as by watching what we are saying and how we say it.

It seems to me that the truest way to master the art of conversation is to know the faults and errors to which it is subject. Thus it is possible for each of us to form our own maxims for guidance. For the simple talents this art requires are those that men are born with, or can acquire without great genius or deep study. Nature has given to every man the most important talent, the capacity of being agreeable. By developing this priceless gift, and by observing a few simple rules, we can find ourselves welcome in almost any gathering.

And yet, because of certain faults which could be corrected in a few hours, some men are hardly tolerable in company.

There is, for example, the error of talking too much, of dominat-

ing a conversation. This is almost inevitably demonstrated by someone, whenever a company gathers, much to the discomfort and disgust of the others.

The repeating of stories, most of which have been heard fifty times before, is a sure way to bore a group.

Talking about ourselves, and the clever things *we* have done, or about *our* operation in all its gruesome detail, or bragging about *our* achievements and how *we* told off the boss, a customer, or a salesman—this is a sure way to become unpopular.

Why do we act like this?

Because man is of so much importance to himself he is ready to think that he is just as important to others. He does not stop to reflect that his affairs might be of no more importance to his hearers than theirs are to him.

The art of conversation does not consist only of speaking. The ability to listen quietly and attentively when someone else is talking, is fifty per cent of the art.

Too often we encounter the chatterbox who can not for the love of anything keep quiet while someone else is speaking. He is the jakeety-jakeety-jakeety

type. He is constantly making clever remarks (or that is what he considers them to be), trying to throw the speaker off the track or embarrass him into silence. This pest can dissolve any congenial group.

Silence can be very expressive at times.

When the Germans defeated the French in the War of 1872, the delegations from the two countries met to sign the peace agreement. The chairman for the French delegation asked a question of the German Chancellor, von Bismarck. Bismarck did not deign to answer. Historians speak of this as the most eloquent silence in all history.

The philosopher Socrates was perhaps the foremost conversationalist of all times. He loved to talk with men, because he liked to discover, to bring out and improve the beauty of the human soul.

Conversation, in order to be profitable and pleasant, should follow in the footsteps of Socra-

tes. Rather than condemning, it should redeem; instead of tearing down it should build up; in place of being disgruntled it should be cheerful, and in lieu of spreading hate it should promote love and affection.

By so doing, we not only help ourselves, but help promote that for which mankind has been searching throughout the ages.

For the human heart is ever seeking a fairer world than the one it knows, a world of friendship, with peace and good will toward all men.



*But reading this, and intellectually agreeing with its basic philosophy, will not make you a popular conversationalist. You must appropriate it as a positive influence in your life, and practice it daily, hourly, until it becomes a subconscious motivation in all intercourse with your fellows. Conversation of the heart is sure to find friendly acceptance and to elicit reciprocal action, even among strangers.*

### WORTH \$20,000

A little boy had been struck by a live wire and burned and paralyzed on one side of his face. In court, his lawyer asked the little fellow to smile at the jury. He tried. One side of his face smiled, but the injured side just puckered up in a hideous contortion. It took the jury only twenty minutes to give him a verdict of \$20,000.

If a smile is worth \$20,000 after you lose it, it must be a pretty big asset while you still have it.

Wisdom is knowing what to do; skill is knowing how to do it, and virtue is doing it.

—David S. Jordan

Talking is like playing on the harp; there is as much in laying the hands on the strings to stop their vibrations as in twanging them to bring out their music.

—Oliver Wendell Holmes

## PLANNING A SPEECH

*No speech without a purpose.  
No speech without a plan.  
The simpler the plan, the easier it  
is to follow.  
Try this one:*

1. *The Opening*: striking, lively, interest-awakening. It gives a preview of the purpose. It leads naturally into the body of the speech.

2. *The Argument*, or body of the speech. This makes the points clear, illustrates, proves, informs. It is arranged for cumulative effect, with strongest point last.

3. *The Conclusion*. This ties back to the opening paragraph. It is a logical deduction from the argument, from the points presented. It is the "Q-E-D" of the problem. It presents a definite appeal to the audience. It clinches the "sale."

4. *A Test*. Rehearse the opening sentences. Then go to the conclusion, skipping the argument or body of your speech. Does the conclusion naturally follow the opening? If not, something needs to be done about it.

5. *Delivery*. If your preparation has been followed through faithfully, you should have little trouble with delivery. A speech thus planned will compel earnest, effective presentation. You will have to strain yourself to spoil such a well planned talk by poor delivery.



He who keeps his mind on his work, goes ahead; he who keeps his work on his mind, goes crazy.

—Press Proofs

The best kind of pride is that which compels a man to do his best work, even though no one is looking.

—The Tyro Toastmaster

### YOU ARE A PUBLIC SPEAKER

The Bank of America put out a bulletin recently that is just one more indication of the recognition of Toastmasters by business organizations. They say, "Maybe you don't realize it, but you are a public speaker. True, you may never be called upon to deliver a formal talk, but you still have to talk to people. It's the most common method of communication, so unless you use sign language, you are a public speaker. Even if you're talking to an individual or a small gathering, the impression you make when you open your mouth can be just as important—just as good or bad—as the impression you would make while addressing a large audience. The only one tried and true method of becoming a good speaker is practice. If possible, join a speakers club, such as Toastmasters."

Use

## THE OLD-TIMERS

Sometimes an older member gets the idea that he has gone as far as he can. Newer members are filling the offices and doing the work which he used to perform. He begins to feel like excess baggage.

This ought not to happen. The older member has a great opportunity to serve his fellow members. He should be put to work.

of evaluation needed in the club. A program of evaluation is prepared, adapted to the needs of the club, progressive, pointed and practical; and this program is directed by the committee which prepared it.

Still another practical use for the "seniors" is in a careful study of the club and its work. Let a committee be appointed, consisting of three or four of the experienced men, to analyze the club and see how it can be improved. Then let the president call a meeting of his executive committee to hear the report of this special committee.

The Toastmasters Club is distinctive in that it first trains inexperienced members and helps them gain experience, then uses their experience in making the club a stronger agency for the training of other inexperienced members. It just goes around and around, with each member helping and being helped.

The older member should not be a problem. The only problem is to decide which task should be assigned to him.

**W**HAT can he do?

First, he can help the younger men with friendly counsel and suggestions. A beginner, working on his first two or three speeches, appreciates comments on his efforts. He wants help. The experienced member can give him such help.

Some clubs wisely appoint a coach or consultant for the new member. The older member is the natural one for this place. He gets the benefit of a review while he advises the novice. He gets while he gives.

Another good place to use the old-timer is in evaluation. The club appoints a small committee on evaluation, to serve for a month, or for two or three months. This committee, made up of experienced members, studies the kind

You are

## STILL FREE!

*The following article, calculated to stir all free people, is taken from Responsible Enterprise, a Canadian monthly. It was reprinted in the London Recorder, from which we borrow it for the benefit of all Toastmasters. Here is stimulating speech material.*

**T**HE global gamble of the Soviet Communists is that the freedoms God has offered to man—freedom to choose, freedom to search and explore spiritual laws and realities, freedom to become God's children here and hereafter—are neither appreciated nor desired by most men.

The Communist gambles that the average man in all countries has a slave mentality and that therefore his normal permanent role is to be the unquestioning tool of the gang that parades as The State.

After thirty-seven years of world-wide demonstration of this

monstrous doctrine, left wing parties still are sympathetic to the Reds, attacking the United States with much more vigor and sincerity than they can assemble against Soviet Russia.

All Collectivists share belief in this gamble that the slave mentality is the fundamental and permanent base of human nature. If this gamble succeeded we would be headed straight for the horrors of mass destruction and the return to barbarism.

Fortunately, however, man's individuality is an inevitable consequence of his spiritual being. The individual free citizen, once aware of his heritage and destiny, will permit no political conspiracy to enslave him—and this goes for all varieties of Collectivism, Socialist and Communist.



### SECURITY

When God made the oyster, He guaranteed him absolute economic and social security. He built the oyster a house, a shell, to protect him from his enemies. When hungry, the oyster simply opens his shell and food rushes in for him.

But when God made the eagle, He said, "The blue sky is the limit. Go build your own house," and the eagle built on the highest mountain crag, where storms threaten him every day. For food he flies through miles of rain and snow and wind.

The eagle, not the oyster, is the emblem of America.

# It's a Good Idea ■ ■ ■

## ■ Membership Getter

A "membership getter" that really works is a recent brain-child of the Evergreen Toastmasters Club of Vancouver, B.C. Each member carries a supply of cards, about the size and shape of the average calling card. These are printed with the club name, and date and place of meeting. They are set up attractively with the pine tree emblem, and carry a line where the member signs his name. When a prospective member is invited to the club, he is given one of these cards. Club Secretary C. A. Nickason writes: "You will note that it carries all that information which a normal human being swears blind he will not forget—but usually does. It is neat, to the point, and we find makes the right impression." It's a good idea!

## ■ Quote or Consequences

When Mayor Gaby of the Franklin Toastmasters of Columbus, Ohio, found himself scheduled to act as Topicmaster for the forthcoming meeting, he decided to request something which would be of lasting value. Each member was directed to come prepared to give a quotation. But here was the catch; each quotation had to be something which could be used in a future speech, either to make a point or give an example. Any member who failed to produce a quote had to suffer the consequences, any forfeit which the Topicmaster decided to impose.

## ■ Speak on Public Issues

Clubs can get much favorable radio and newspaper attention when they do or say something noteworthy, as proved recently by the Zanesville (Ohio) Toastmasters. Topicmaster T. Vincent McIntire chose as his subject the remarks of Woody Hayes following the recent Rose Bowl game, and asked if Hayes should be censured for them. The topics were recorded by the news editor of the local radio-TV station, who is also

sergeant-at-arms of the club. The next day the topics were aired *in toto*, resulting in a newspaper story including individual quotes. Public response was very great.

Editors everywhere would be happy to get a cross section of public opinion provided by twenty-five or thirty representative men of the community speaking out on public issues.

## ■ First Prize

Table topics, a prize contest and an "ah" check were all combined at a meeting of the MCAS Staff NCO club of Miami, Florida. Table topics were conducted along the lines of "Two for the Money," a popular TV show, using two contestants for each subject, one *pro* and one *con*. A buzzer sounded each time a contestant paused and said "Ah." At the conclusion of the talks, a tally was taken, and the contestant with the greatest number of "ah's" was adjudged the winner. The prize, not displayed until this time, consisted of seven gilded tongue depressors mounted on a stand, each lettered to form the words "Say Ah!"

## ■ Legislative Session

Toastmasters had the opportunity to put themselves in the place of their own state solons when Topicmaster Harold Beck asked the Anthony Wayne Toastmasters of Toledo, Ohio, to "play legislature." Beck distributed copies of the various bills then pending in the Ohio State Legislature. Each Toastmaster had a minute and a half to introduce his bill and tell why he, as a member of the Legislature, thought it should pass. When each participant finished his speech, any other member could ask for the floor and voice objections to the bill for one minute. If objections were voiced, the bill automatically failed to pass. This is an idea which provides excellent speech practice, and also serves to make members more familiar with the issues of the day.

## LOS ANGELES

## AUGUST 17-20



## ■ Batting Average

Hempstead (N.Y.) Toastmasters have hit upon a graphic way of presenting a study of the attendance record of their club. Calculating attendance like a baseball player's batting average (perfect attendance 1000 per cent, present at half the meetings 500 per cent, etc.), they have prepared the overall average of the club, and individual averages of the members.

There is an excellent idea in this for club and self evaluation. How high have you been batting lately?

## ■ Turning the Tables

Toastmasters of Lima, Ohio, gave a different twist to the usual plan of presenting a Toastmasters program before a service club. Instead of providing a program with two or three typical short speeches, they assigned a topicmaster, timer and evaluator. The evaluator gave a brief talk on Toastmasters training, while the topicmaster called upon members of the service club for two-minute talks on questions of local interest. In this way, the service club members gained an idea of one of the phases of Toastmasters training. It seems to have worked well in Lima, where the members have appeared with this type of program before Rotary, Lions, Kiwanis and Sertoma Clubs.

## ■ Traffic Broadcast

Capt. Lou Spitz of the Silver State Toastmasters Club (Reno, Nev.) has

combined a tape recorder, a local radio station and the club members in order to render a valuable service to the community at large.

Following each regular meeting of the club, four members participate in an unrehearsed discussion of traffic problems in Reno and in the nation. The tape is then given to the radio station, which broadcasts it as a weekly feature. The program has proved to be extremely popular, and Toastmasters participating have received valuable training in microphone technique, as well as having the enjoyment of hearing themselves on the radio.

## ■ Criticism Poll

A most valuable system of club evaluation is being practiced by many clubs.

Approximately quarterly, a list of members is passed out at the meeting and each member present is requested to fill in a one phrase suggestion for improvement of each name on the list.

The suggestions may run like this: Joe Doakes—Relax, you are too stiff and formal.

Jim Jones—Talk slower.

Bill Karnes—Avoid nervous movements.

Pete Smith—Use more enthusiasm.

These evaluations lists are then collected and a composite list of all the recommendations is made and given to the member.

It has worked wonders for the clubs which have tried it and we recommend it to you.

# LAFF LINES

Nervous drivers should never try to beat a train to the crossing—they might fly to pieces.

Getting married in an airplane is no more dangerous than on the ground. (This might make good copy for some enterprising airline.)

**Mrs. Peck—Henry, is there any difference between a fort and a fortress?**

**Henry—I should imagine a fortress is harder to silence.**

## DAFFYNITIONS

**Temperamental**—Ninety per cent temper and ten per cent mental.

**Farfetched**—a souvenir.

**Moon**—A heavenly body that sways the tide and the untied too.

**Monkeys**—Animals that differ from humans in having no mustaches.

**Stalk**—A bird that brings baby ears of corn.

—The Treasury of Modern Humor.

Automobiles come in all the new pastel combinations, but pedestrians will still be black and blue.

"Faith," declared Mike, "'tis an unthankful country this is, now. Here we Irish have done so much for the U.S. and b'jabbers they've named only one state after an Irishman!"

His friend Pat raised his eyebrows. "I didn't know there was such a state, Mike!"

"Sure and have ye niver heard o' that great western state O'Regon?"

—Press Proofs.

When a husband opens the door and helps his wife into the car, he has probably just acquired one or the other.

How wisely Nature, ordering all below,  
Forbade a beard on woman's chin to grow;  
For how could she be shaved (whate'er the skill)  
Whose tongue would never let her chin be still!

—From The Quipmaster,  
Aliquippa (Pa.) Toastmasters.

**A Harvard professor remarks: "It is egregious obscurantism to postulate that syncopation in harmonization has an immoral connotation."**

**Our teen age daughter agrees as she translates: "Modern music won't hurt your morals, if any."**

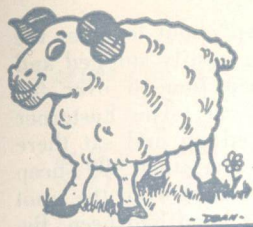
Too bad Demosthenes didn't live in this generation; he doubtless would have discarded his pebbles for a certain brand of cigarettes advertised as so important to vocal culture.

**All the world's a stage, but many of the people are only brayers.**

Man is a peculiar creature who can spot a shapely ankle a block away while he is navigating his car through a crowded street, but who fails to notice, in open country, an approaching locomotive as big as a house, accompanied by a flock of eighty box cars.

**Girl is a common noun, singular in number, playful in person, objective in case, seeking to become possessive to the noun boy.**

**Dippy Dimple, the office pest, wants to know if the height of rigid economy is a dead Scot?**



*Oves semper infelix pecus  
Ovis ovem sequitur.*

OUT of consideration for the intellectual capacity of my readers, I had hoped to do some research work and prepare a learned treatise on animal psychology. But alas, my choice of the species of animal to investigate was unfortunate in many, many respects.

First, I was a little late, to be exact some 2000 years too late, to have been the first to look into this particular field. For the two Latin phrases used above were uttered nearly 20 centuries ago by two curious Romans who were also exploring the limited psyche of sheep.

Virgil, who was a somewhat verbose investigator, summed up his observations in the first Latin phrase of four words, which states that "Sheep are always unhappy." The second statement was made by a lesser known Roman; but in fairness it should be noted that he was also a less verbose individual. For he dismissed his study of sheep with but three Latin words which mean, "One sheep follows another."

Those early indictments of sheep have never been changed. Sheep still remain the most stupid of all domestic animals, utterly de-

Sallies in

## SHEEP PSYCHOLOGY

By James D. Nolan

pendent upon man, who has exploited them for centuries for their meat and wool. But conversely, man has been exploited by sheep for the same length of time, for his good nature and sense of responsibility. No other domestic animal is dependent upon man for mere survival.

A horse, turned loose upon the open range, considers himself well rid of the saddle. Even the lowly hog will strip off weight, run wild, and thrive. But a sheep left to his own silly devices is likely to survey an unfriendly universe and lie down and die in utter discouragement.

Now in research in certain fields, it is requisite that the social order of the species be examined. Dutifully I did so, but my examination of the social order of sheep was likewise discouraging. For while they do have a very strict social order that brooks no change, it too is stupid and serves no useful purpose.

During last Lenten season a large department store, in its frantic search for a magnetic advertising display, put five colored lambs in its show window. One lamb was dyed pink, the others blue, orange, green and yellow.

Immediately and inevitably the SPCA howled to high heaven at this inhumane treatment of lambs. And the store manager, instead of telling the SPCAs, instead of telling the SPCAs, instead of their own business or to direct their efforts toward the alleviation of the suffering of their fellow man, acquiesced to their demands and had the lambs removed and sent back to their flock. Here you would expect a happy reunion with their fellows. Not so! All five of the little colored creatures were promptly ostracized as *Non-conformist*.

It seems that to be socially acceptable, a sheep has to look exactly like every other sheep. And a pink colored lamb is far, far better received in an alcoholic's vision than in his own fold.

Virgil's comment that sheep are always unhappy, was probably made because of the woolies' watery eyes, persistent baaing and their abject willingness to let others make their decisions. Certainly opportunities for leadership in the ovine world are great indeed; for any sheep can become a leader merely by walking off in a different direction. Like Mary's little lamb, his fellows are sure to follow.

An Eastern motorist who was unaware of this trait had a startling experience in Wyoming. He was driving along and came to a

band of sheep about to cross the highway. He hastily stopped and the first sheep jumped over the hood of his car. The Easterner rapidly backed up and sat there fascinated as the other 999 sheep dutifully bounded over the spot where the car hood had been. Being unfamiliar with sheep, that tourist probably thinks to this day that the entire flock was rabid, completely pixilated or loaded to the gills on locoweed.

The study of sheep psychology proved to be negative in every single phase but one; and even that was in the comparative studies outside the order of mammals.

Last summer I met a turkey grower who had just lost 300 fat birds, when they ran into a corner of the pen and suffocated. This man used an expression, with which I am most happy to dismiss the whole miserable study of sheep.

I have translated it into Latin because I think it fitting that the whole frustrating project be interred in a dead language.

So, sheep; with this phrase, I thee inter—

*"Ne oven voces fatuam cum adest Meleagris gallapavo"* or in the original words of that astute turkey grower—"Don't ever call a sheep stupid if there is a darn turkey around."

Overheard as a TM member was speaking to a party interested in TM: "Just let me say to you in all sincerity that my time invested in Toastmasters is paying off more in personal satisfaction than all the time I spent in college, and I'm a lawyer with two degrees and almost thirty years of practice."

Quote that to prospective members when they start to drag their feet a little.

—The Early Riser, Greeley (Colo.) Toastmasters.

Forget the "experts"—

## SMALL TALK

IS important

**M**OST of our conversation can very well be termed "small talk" without implication of disparagement.

Small talk is the ordinary exchange of observations on unimportant matters, ranging from the state of the weather to the prospects for the World Series; from panning the Government to inquiring about Susan's plans for going to high school next semester.

But let us not get the notion that small talk is unimportant. It really is one of your best methods for establishing pleasant public relations with those about you. When you meet a neighbor at the club, or encounter an acquaintance at the snack bar when you stop for your ten o'clock coffee, you face an opportunity to create a friendly relationship, add to your popularity, or enhance your reputation.

Casual conversation does not require such careful preparation as you would give to a public speech, but a little forethought will lift your talk from banality and make it much more worth while for you and for others.

Think ahead, and you have a

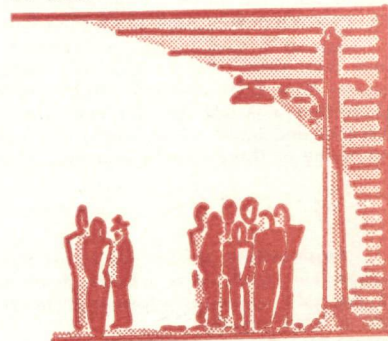
chance to escape being avoided by others as a bore.

But how can one prepare for ordinary conversation?

The newspaper is a very good starting point. Its pages are filled with interesting conversation starters. The editorial page usually presents opinions on timely subjects. Even the advertisements and the cartoons may serve as talk-starters.

But don't launch the talk by asking the other fellow if he has read the news item or the editorial to which you refer. Perhaps he did not read the paper today, and it embarrasses him to be shown up as ignorant. Prevent the embarrassment. Be tactful in your start.

Instead of saying, "Did you read the editorial in this morning's *Bulletin*?" begin with, "That was an interesting article in the paper about the prospects for passenger service to the moon. I wonder if that can ever be made really practical." That gives your companion a chance to think of some way to reply, and the talk is under way. And he has not had to say whether he read the paper or not.





Dozens of stories are published every day which furnish conversational possibilities. Recent magazine articles are equally good, so long as you do not enter into extensive and detailed reviews.

Your friends will appreciate your bringing up something besides the weather and the prospects for rain. You can even gain a reputation as an interesting talker if you make some plans.

The one essential feature, which must never be forgotten, is that the talker must pause occasionally

so as to give the other a chance to speak. A good conversationalist does not monopolize the talk. He creates conversation, and conversation is a two-way matter. It consists of listening and talking. It involves two speakers.

Be a good listener, and your listening ability will help your reputation as a talker. In any case, forethought will help mightily to keep your small talk from being so utterly small that it becomes insignificant.

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## On a 3 Match

Scratch any of us very deep, and we have to own up to some pet superstition. We knock on wood, avoid black cats, shudder at a broken mirror or at an umbrella raised in the house, carry rabbits' feet or some other "good luck" fetish, worry about Friday, especially if it's the 13th—the list is endless. It's a toss-up which is more stupid than another.

Some of you may have the "three on one match" superstition, a quirk we have seen carried to considerable extremes. Do you know how it originated? Neither do we—but this is *said* to be the origin.

The late Ivan Kreuger, known as "the Swedish match king," seeking a way to increase the use of matches, offered a large cash prize to the one who submitted the best idea. A great many suggestions were made. Make matches shorter so they would burn out faster. Popularize greater use of candles in the home. Start a campaign to make people think pilot lights on gas stoves are dangerous.

Kreuger is said to have rejected all these, but gladly paid the award to the man who wrote: "Have you ever noticed how many times three and even four people light their cigarettes from one match? Why not plant the idea here and there that it is bad luck for more than two to use the same one? It shouldn't be hard to find quite a few people who can recall some ill fortune shortly after they were one of three who lighted their cigarettes from the same match."

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*Superstition is the poetry of life. It is inherent in man's nature; and when we think it is wholly eradicated, it takes refuge in the strangest holes and corners, whence it peeps out all at once, as soon as it can do it with safety.*

—Goethe

## AND IN CONCLUSION

By Nat Haseltine

(I Would Like to Make a Few  
Hundred Remarks. . .)

ALMOST anyone with a normal amount of spunk can get up and start a speech. But how many people are there who haven't the slightest idea how to stop once they get started? All of us at some time or other have listened to the speaker who has no conclusion at all. Somewhere along in his remarks, he simply sits down. Such a physical conclusion puts a substantial dent in the effectiveness of his speech.

But far worse than this "sitter-downer" is the man who concludes his speech three, four, or even five times—the man who raises his voice and says: "And in conclusion . . ." He then proceeds to go on and on for at least another thirty minutes.

The beginning of the speech is extremely important as an attention-getter, to awaken interest. But the conclusion, the portion last heard by the audience, is the part most likely to remain in memory. Therefore every speaker aspiring to complete effectiveness should consider the example of the scorpion. The scorpion has a message: "Hands off!" At the

beginning, you are confronted by his attention-getting pincers. His body carries the message further. But the sting, the clincher, resides in the scorpion's "conclusion." This is the part that conveys the deep and lasting impression, if you are rash enough to pursue it to the end.

Here are a few types of effective conclusions:

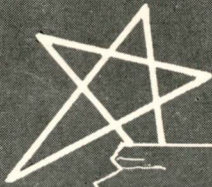
1. An appeal for action.
2. A quotation, a common saying with a new twist, or a story, so long as it is appropriate and not a time-worn cliché.
3. A thumbnail summation of the principal points of the speech.
4. A direct answer to the question: "So how does all this affect me?"

No matter what type of conclusion you plan to use, be certain of three things:

1. That you actually have a conclusion.
2. That it takes no more than a third, preferably a quarter or less, of your total time.
3. That it ties your entire speech together in a neat package, which your listeners may take home with them.

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There are those who have something to say, and those who merely want to be saying something.



**PROGRESS UNLIMITED**

# 24<sup>th</sup> ANNUAL CONVENTION

## TOASTMASTERS INTERNATIONAL

**LOS ANGELES**

**TUES - WED** *DISTRICT OFFICERS TRAINING SESSIONS ... At Home Office Tuesday--- hotel, Wednesday ... Round Table Discussions ... Audio Visual Demonstrations ... Hospitality Hour ...*  
**AUG-16-17** *FORMAL OPENING of CONVENTION - Wednesday evening ... FAMOUS KEYNOTE SPEAKER*

**THURSDAY** *BUSINESS SESSION and ELECTION of OFFICERS - morning ... FREE AFTERNOON ...*  
**AUG-18** *... Scheduled tours to points of interest in and around Los Angeles ... ending in a NIGHT in HOLLYWOOD ... TV Shows ... Fancy eating ... Just playing around*

**FRIDAY** *FIRST EDUCATIONAL SESSION - morning ... Demonstrations at Club, Area & District levels -*  
**AUG-19** *followed by Seminars at all levels ... Free afternoon for sightseeing - scheduled excursions to harbor, beaches, orange groves to KNOTT'S GHOST TOWN ... INT. SPEECH CONTEST - Wagon Train Arena*

**SATURDAY** *BREAKFAST WITH THE FOUNDER ... SECOND EDUCATIONAL SESSION - formal & informal presentation of*  
**AUG-20** *... TM materials & how to effectively use them ... FELLOWSHIP LUNCHEON ... THIRD EDUCATIONAL SESSION (afternoon) - TOASTMASTERS AT WORK where we all get into the act - - the pie-ala mode of the entire convention ... PRESIDENT'S BANQUET - No long speeches - No tiring reports ... Meet the new officers at the PRESIDENT'S RECEPTION which follows ...*

**SUNDAY** *Morning - Meeting of the new BOARD ... Afternoon - the Internationally famous Los Angeles Sheriff's*  
**AUG-21** *Rodeo - Memorial Coliseum - an event you will long remember .. THEN - ADIOS \*\*\**

**LADIES EVENTS** *MORE THAN YOU CAN POSSIBLY USE ... Special Teas and luncheons with Hollywood personalities ... Scheduled sightseeing trips ... Back Home hospitality group excursions ... DISNEYLAND ... QUEEN FOR A DAY .. TV & RADIO BROADCASTS .. Huntington Library ... Forest Lawn ... Yachting ... Bathing Beaches ... SHOPPING EXCURSIONS ... and best of all --- HUBBY WILL HAVE MORE FREE TIME THAN USUAL ...*



# What's Going On . . .

## ● Discover By-Products

Newest addition to the roll call of Toastmasters clubs in Washington, D. C., is the Five Square Club, composed of members of the Headquarters staff of the American National Red Cross. The club is somewhat of a rarity not only because all thirty-nine members represent the same organization, but in the fact that they are already experienced speakers and presiding officers of established ability. This does not detract from their feeling that Toastmasters training has a great deal to offer them. They add that two delightful by-products of Toastmasters have been apparent from the first meeting—getting to know each other as persons rather than just business acquaintances, and the uncovering of hitherto little known talents, abilities and experiences of the members as revealed in their speeches.

## ● Man of the Year

Robin L. Small, first president of Federal Toastmasters (Portland, Ore.) Club, was recently the recipient of a unique award made by the Portland Federal Council, an organization of federal agency executives. Small was named "Federal Man of the Year."

Small, the first federal employee to win the coveted plaque, is the Portland representative of the General Services Administration. He has been active in various civic organizations, and his tireless devotion to community projects was perhaps the most important basis for his signal honor. He credits a large part of his recognition to his Toastmasters training.

Below is a picture showing Small (left) receiving the plaque from Federal Council President Madison R. Smith.

## ● Monetary Dividend

The Toastmaster is proud indeed to extend congratulations to T. Vincent McIntire, International Vice-President, who has recently added a new laurel to his collection. In addition to his other duties, Vince has accepted the responsibility of handling public relations for the Zanesville Board of Education, a position which entails a great amount of work and a substantial fee.

Vince writes: "The public relations offer is the result of speaking out for better schools to unsympathetic groups, with considerable success. I'll consider the first check I receive the first monetary dividend from my investment in Toastmasters training."

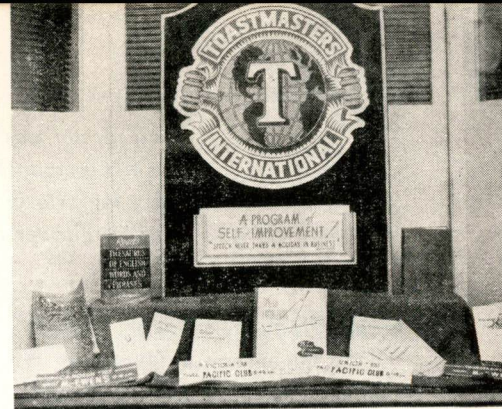
## ● Aloha Lanikai

Toastmasters of the newly-organized Municipal Toastmasters Club in beautiful Lanikai, Hawaii, staged a charter party whose mirthful echoes are still reverberating over the Pacific Ocean. Their avowed purpose was to present to their wives and guests the usual Toastmasters meeting in an unusual form. Prepared speeches were given by members appropriately nicknamed (for this occasion only) Sloppy Sylvester, Mannerism Moe, Nervous Ned, Rocking Chair Charlie, Dead Pan Dick and Monotonous Mike. Their subjects were chosen in accordance with their assumed roles, and as they spoke on such topics as "The Advantages of Proper Grooming," "How to Prepare a Speech," "The Use of Gestures," and others, their ham acting made the point perfectly—in reverse. Word Critic Joseph Woo delivered his speech in solemn pidgin English. "I think mo betta he use good-kind English, no?" he told the group. Table topics, led by guest Leo Pritchard of the Honolulu Toastmasters, and general comments by Albert Lee, secretary of the Municipal Club, were the only parts of the program carried on in a more or less serious vein.

Presentation of the charter was made by Toastmaster Aubrey Price of the Honolulu Toastmasters, and acceptance was by President Franklin Sunn.

## ● Club Chatter

More Drive in '55 was adopted by the Hartford City (Ind.) Toastmasters Club as its theme for the year. Although winner of the "Club-of-the-Year" trophy in District 11, the club has taken this step as a sure defense against complacency. . . . Members of the Granite City Toastmasters of St. Cloud, Minn., are in high glee these days as for the first time in many a moon their membership is full, with several associates. According to Calix Bauer, secretary, this achievement is the result of the "summer punch" received by not taking a club vacation last summer. . . . Camosun Toastmasters (Victoria, B. C.) report a successful "mystery outing" at which the members met in a downtown parking lot and were escorted in caravan to a fine lawn near the outskirts of town. A meal was served outdoors and the speakers enjoyed the experience of applying themselves to an unexpected situation. . . . "Two presidents call or a director" could have been the caption for a meeting held in the offices of Roadway Express Co. of Akron, Ohio. The two presidents were Charles G. Maier, President of Progressive Toastmasters of Akron, and Jim Eaton, President of Dixie Toastmasters of Memphis, Tenn. The director upon whom they were calling was director of personnel, and all three are employees of Roadway Express. The company has at present nine active Toastmasters in its employ. . . . One hundred per cent on Basic Training, is the jubilant report of the Santa Cruz (Calif.) Toastmasters. They feel that this is the secret of their enthusiastic meetings. The club has also sponsored a noonday club which is about ready to apply for a charter. . . . The cause of Toastmasters in Canada received quite a boost recently when *Between Ourselves*, the semi-monthly magazine of Trans-Canada Air Lines, devoted an entire page to a comprehensive story of Canadian Toastmasters and their many activities. John P. B. McCormick, immediate past president of St. Lawrence Toastmasters of Montreal, was largely responsible for gathering the material and arranging for its presentation. John is Passenger Sales Development Supervisor for the air line.



## ● In the Limelight

Toastmasters Clubs of Victoria, British Columbia, have been receiving some excellent publicity recently, reports S. R. Thomson of the Camosun Toastmasters. Local merchants have been donating window space for display of material relative to their efforts in promotion of public speaking.

One of the most effective of these was the window of the B. C. Electric Company, shown in the accompanying photograph. The window is located on a main downtown street, directly opposite the City Hall, and as would be expected in view of the sponsors, was favored with the very best of lighting. Each of the four local clubs had the opportunity to display prominently its time and place of meeting.

With the exhibit as a topic of conversation among businessmen, more than one hundred Toastmasters were afforded an opportunity to further promote good public relations, each becoming a goodwill agent.

## ● From the Antipodes

Word has just been received from the flourishing Toastmasters Club of Melbourne, Australia, that they are planning to send two members as delegates to the International Convention in Los Angeles this August. There's a warm welcome waiting for you, fellows, and we'll all be anxious to hear the latest news from "down under."

## USING HUMAN NATURE

A company which offers various kinds of literature to its employees, by means of boxes or racks placed near the time clock, found that this material was not being carried off in any great quantity. The following notice was posted above the rack: "This is not for those whose reading is limited to comic books." Immediately the "take" of free literature greatly increased.



# HOW WE TALK

*As a farmer was going to plough  
He met a man driving a cough;  
They had words which led to a rough,  
And the farmer was struck on his brough.*

## Going Through Is Tough, Though

Pity the poor foreigner who is trying to learn the English language. We who have grown up with it have enough trouble, so that we ought to sympathize with the beginner.

Before he has started to master the puzzles of grammar and idiom, he runs against the problems of spelling by pronunciation and pronouncing by spelling. He finds that the sound of long *a* is represented in print by *ei* as in eight and rein and sleigh and weigh, and then it is read as *ay* in day, stay, and as *ey* in obey, and as *ai* in pain.

Perhaps he notices the combination *ove*, and since love is one of the first words he learns, he decides that *ove* is always pronounced like love, with the short *u* sound. Then he discovers stove and has to revise his conclusion, while move introduces still another variant. Suppose he has to read a sentence in which words occur like: "Move over, lover, while I improve the oven in the stove."

The bad part of it is that you can hardly give him an unfailling rule to follow. He simply has to learn by force of observation and habit.

But now he comes to the syllable with real opportunities: *ough*. How do you pronounce that?

Read these words, noting your pronunciation of each. Then check up with the dictionary: bough, bought, brought, brougham, cough, clough, dough, drought, enough, fought, hough, lough, nought, ought, plough, rough, slough, sough, sought, though, thought, thorough, through, tough, trough, wrought, hiccough.

If you can make it all correct, including such unusual ones as chough, clough, hough, lough, sough (two pronunciations) and hiccough, you are a better man, as an orthoepist, than most of us.

By the time you have thoughtfully wrought your way through the tough, rough slough, you will be ready to slough off the bough with the brougham you bought before you sought your hiccough. You might like to advise John Bunyan to keep his pilgrim out of the Slough of Despond and let him plough through a rough marsh instead.

These are just a few of the peculiar items in our English speech which result from changes in usage and from origins in diverse languages, and which frequently confuse even those of us who claim it as our native tongue. The only sure way to avoid confusion in such cases is to learn the right forms and then review them until they become habitual.

## Let's face facts -

- CAN
- YOU
- TAKE IT?

By Ralph C. Smedley

**I**F YOU can take it, you are in line for improvement and advancement.

We are speaking now of criticism, which every person gets, and which most of us give freely, but which no one likes to receive, unless he is the rare one who knows what to do with it.

No matter what you do, you will be criticized by someone. Even if you do nothing at all, unfavorable comments will be made. You simply can't escape it. You have to take it.

The wise person listens to the criticism, whether it be friendly or caustic. Then he asks himself whether there may be something in it.

"Is that the way I impress people?" he inquires, when he hears someone allude to him as "sourpuss," or "stuffed shirt," or "that awful bore."

"I don't want them to think so of me," he says. "Perhaps I am that way. Maybe I can change myself for the better." Then he sets about making the desirable changes.

It may be that some unconscious mannerism in speech, some facial expression, some unfortunate mental attitude has become habitual without his realizing it. Something

has come into his life which hinders him in his contacts with others. What can he do about it? He is now in a position to improve himself.

The fact is that the impression you make upon those with whom you come in contact is a tremendously important factor in your advancement and success. If you can find out what people honestly think of you, you may be able to make adjustments which will remove serious obstacles and clear the way to success and growth.

Don't take offense if someone comes to you with a friendly suggestion. It may be that you have halitosis, or B.O., or possibly your personal attitudes are negative. If you have good sense you will listen when he points out your handicap, and you will thank him for it with real gratitude.

The ability to receive criticism graciously and to give it tactfully to others is the mark of a man of ability and balance. You can help and be helped by constructive criticism.



# TALL TALES

Fruitful sources for tall tales, is the collection published under the title of "The Surprising Adventures of Baron Munchausen."

ONE of the most surprising things about it is the fact that this collection of fantastic stories should have won a place in English literature, for its literary quality is not of the highest. It stands as one of the group of humorous or imaginative writings which English authors created in the sixteenth, seventeenth and eighteenth centuries.

Sir Thomas More's *Utopia* is an example of the philosophical type; *Robinson Crusoe* is listed by experts as being of the edifying type; *Gulliver's Travels* claims a place as the satirical type of fictitious travel. But Munchausen is a grand example of "the fantastically mendacious" kind of writing.

People enjoy big lies, when told frankly as inventions, and Munchausen's tales have gained worldwide fame. The Paul Bunyan myth owes much to them.

Baron Munchausen was swallowed by a whale. His words were frozen in terribly cold winter weather, and could not be heard until spring days thawed them out. He threw his silver hatchet at two

bears which had attacked a honey bee to steal her honey, and the hatchet was thrown so hard that it landed on the moon. To regain it, he planted a Turkeybean, which grows very fast and to a great height. It reached the moon and fastened itself on one of the horns of the new moon. He climbed it and retrieved his hatchet, and then slid down the beanstalk, but the stalk broke. He twisted the broken stem into a rope and spliced it to some imaginary support and continued to descend. When he was four or five miles from the ground, it broke again and he fell so violently that he found himself in a hole nine fathoms deep. He dug steps with his finger nails and easily climbed out.

You may find a copy of the book in your public library, if it is not in a bookstore. If you like that kind of fun, you will enjoy reading it, and you will find in it the ancestors of many a "new" joke. Possibly you may wish to make a talk on it some day. Its material is old enough to be new to most people of today.

The quitter gives an alibi,  
The thoughtless, he is blue,  
The fighter does his very best,  
The thoroughbred comes through.

# HAVE YOU READ?



## THE DAM BUILDERS

Here is a book by a Toastmaster.

Harry E. Sever, a long-time member of the Toastmasters Club of Pullman, Washington, and at present one of the officers of District Nine, has brought into use his experiences during the development of the Pacific Northwest, plus his skill in expression gained through years of Toastmasters training, and has constructed a story of the stirring events as he has seen them.

The story is told in a recently published novel, from Vantage Press, of New York. The title is *Dam-mania*, and the price is \$3.50.

The story centers on the building of one of the great power and irrigation projects on the Columbia River. The author's experience as a participant in the undertaking has qualified him to speak with authority concerning the conditions of working and living among the men whose energy went into the project. His ability to paint vivid word pictures has brought to life the people and their problems.

A substantial citizen of Pullman, Mr. Sever has found time in the midst of his business activities to write this book which will be read with interest by many. Not many of us realize the cost

in money and in human energy and skill which made these irrigation projects possible.

In *Dam-mania* we may learn about these works and the workers, and gain a new conception of the spirit of the pioneers, which still lives in America



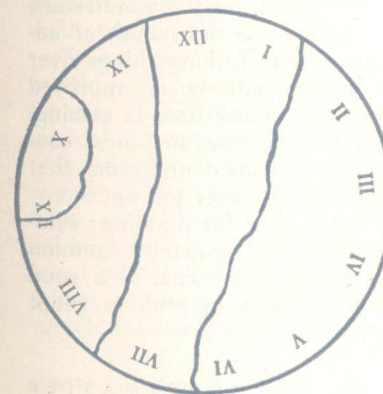
## SAMPLE SPEECHES

Not infrequently, some troubled Toastmaster writes to ask for suggested forms or samples of speeches to fit some special occasions. We are not in favor of "canned" speeches, nor of borrowing freely from the work of others, but perhaps there will be a real value in having at hand some specimens when we need them.

*Tributes and Forms for Public Occasions* is the title of a small volume published by David Belson, of 70 Pine Street, New York 5, which may be just what some of our readers have been asking for.

With the understanding that the samples are to be used as samples, and not lifted for use as complete speeches, we are glad to recommend this book to Toastmasters who need help.

It can be ordered from Toastmasters International at Santa Ana. Price \$2.00 paper bound. Plus 10% shipping cost. California clubs add 3% sales tax.

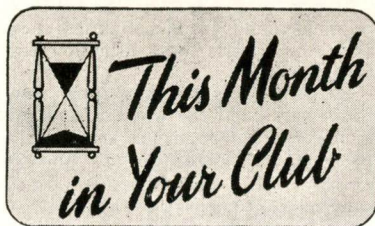


Here is the answer  
to watch dial

PUZZLE

from April Magazine

# PROGRESSIVE



## We Discuss

Everybody talks.

Most talking is done when there is a listener present, so that there is the possibility of talking back. This constitutes discussion.

According to Webster, the earlier meaning of the word was "to examine and pass upon judicially; to try." The present meaning is "to argue by presenting the various sides of, as a question; to debate fully and openly."

Our ordinary usage is considerably broader than this. We dignify by the term "discussion" almost any argument or process of talking matters over. Thus it appears that discussion covers a very great part of our talking, and it is wise for us to take advantage of the May *Point of Emphasis* to brush up on the techniques.

It is recommended that your club laboratory be put to full use in experimenting with as many kinds of discussion as possible. A committee with some imagination and originality will devise programs which involve several types. They will depart from the usual

set schedule of four or five speeches, and will introduce simulated situations to encourage the members to try different methods of discussion.

A business conference, a problem-solving conference or a sales conference (all simulated) will give experience of practical value. A simulated "town meeting" or a session of the city council or the state legislature will be useful. Let some experienced members give talks about discussion and how to carry it on. Then give the members a chance to try out the suggestions.

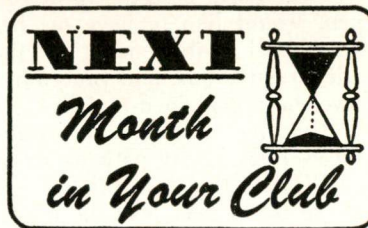
Learning how to talk things over will be a notable achievement for many Toastmasters this month. It will increase their value in business and professional relations. It will help them to better adjustment in their individual surroundings. It will enable the club to make a new contribution to the life of each member.

## Officers

New officers and committeemen are in their second month of administration. Talking things over in the committees is approved practice. Summertime is coming. Plan for the best and most constructive summer programs that your club has ever put on.

"Springtime for planting; summertime for growing; autumn for the harvest." That is a good program for your club to adopt right now.

# PROGRAMING



A surprise may be pleasant, delightful, enjoyable, or it may be embarrassing. It depends on whether you are ready for it or not.

It is the unexpected that often throws a speaker off the beam, or puts the chairman out on a limb. One cannot always be prepared for the specific surprise which catches him unawares, but experience, practice and study can help.

## Your Laboratory

Such experience can be gained in your club during the month of June, if your educational leaders use the opportunity for laboratory work. The point of emphasis for June is "Meeting the Situation." It is a time for experimenting.

If you are to "meet the situation" the situation must be created. This is not done on the spur of the moment. Situations are planned, to simulate possible experiences.

The month's program should present at least one or two programs simulating meetings of various types, such as conventions, political meetings, indignation meetings of citizens, sessions of the city council or of some commercial organization.

In addition, there should be assignments of an emergency nature. Suppose you were visiting the local high school, and the principal asked you to speak briefly to the school assembly. Or suppose the speech teacher asked you to ad-

dress his class in public speaking.

Suppose you were in a social group, and someone asked you to explain the Toastmasters Club and tell you why you belong; or suppose a traffic officer stopped you on the street and gave you a citation for a traffic violation. Suppose you were called up to present the prize to the winner of a golf match, or of a speech contest, or suppose you were asked to install officers or induct a new member.

There are situations in vast variety which you may encounter. Use the club meeting as your practice grounds. Just imagine what might happen to you, and be prepared for it, if it ever does happen.

## Table Topics

This portion of the program offers wonderful opportunities for practice. The Topicmaster, working with the Educational Committee, will give time and thought to the introduction of individual topics or questions which will afford the needed experience. This cannot happen unless advance preparation is made.

## A SUPERVISOR'S PRAYER

Dear Lord, help me to become the kind of supervisor my management would like to have me be. Give me the mysterious something which will enable me at all times satisfactorily to explain policies, rules, regulations, and procedures to my workers even when they have never been explained to me.

Help me to teach and to train the uninterested and dimwitted without ever losing my patience or my temper.

Give me that love for my fellowmen which passeth all understanding so that I may lead the recalcitrant, obstinate, no-good worker into the paths of righteousness by my own example, and my soft persuading remonstrance, instead of busting him in the nose.

Instill into my inner being tranquillity and peace of mind that no longer will I wake from my restless sleep in the middle of the night, crying out: "What has the boss got I haven't got, and how did he get it?"

Teach me to smile if it kills me.

Make me a better leader of men by helping develop larger and greater qualities of understanding, tolerance, sympathy, wisdom, perspective, equanimity, mind-reading and second sight.

And when, dear Lord, Thou hast helped me to achieve the high pinnacle my management has prescribed for me and when I shall have become the paragon of supervisory virtues in this mortal world—dear Lord, move over.

Amen

Reprinted from *The Management Review*  
Courtesy A. E. Hayward, President, Frederick (Md.) Toastmasters

### GREATNESS

"Aren't you remarkable?" the world says to all the great; and the great, if they are truly great, always reply, "What is remarkable?"

—Lin Yutan

The most completely lost of all days is that on which one has not laughed.

You can always spot a well-informed man. His views coincide with yours.

"It's admirable to fight for a principle—only be sure it's a principle and not a prejudice."

—Coronet.

# HOW TO

## DEVELOP CONFIDENCE

1. *Learn to control fear of speaking.* We can not eradicate fear, but we can learn to control it. Edward R. Murrow is reported to have said of the microphone: "I've never got over a slight sense of fright at the sight of one of those things." Be glad you know fear, but make of fear a friend and not an enemy.

Fear springs from our dread of encounters with the unknown. The most unknown factor in the speech situation is ourselves. You are afraid of yourself. Dr. Walter C. Alvarez of the Mayo Clinic has said, "A wise man will often turn his tense nerves into useful servants." Let us, therefore, know as much about the speaking situation as possible to reduce our fear.

2. *Let the speech germinate.* Get the idea of your speech in your mind as early as you can. Live with the idea for days and weeks. Be sure your speech is yours and not someone else's. An audience gathers to hear you speak your mind. President Nathan M. Pusey of Harvard University recently said, "What every conscientious teacher yearns for is only that his pupil's mind shall hold within it some ideas that are clearly his own, that have been understood in his head because worked out there."

Likewise, an audience yearns

for the same thing from the one who presumes to speak to it. All ideas expressed in your speeches must be flavored by your own personal experience. If I know thoroughly what I am going to talk about, I can not be afraid. I will speak with confidence.

3. *Don't memorize the speech, memorize the outline.* Know your ideas inside out and how they follow each other. Mark Twain used a series of pictures as an outline for his speaking. Visualize your speech in a series of stories. For example, talk about the past, the present and the future of an idea. A simple plan will see you through, and will give you confidence.

4. *Rehearse the speech aloud.* Have some private place where you can go and learn to speak trippingly on the tongue.

There is no substitute for rehearsal. Always imagine as you practice that the audience-to-be is before you. Do this every day for a week before you have to give your speech. If you have a tape recorder, make use of that in preparation. I cannot be afraid if I know I have gone through the speech many times and am confident of what is coming next.

5. *Tell the audience something they do not know.* Choose a subject or a phase of a subject on which you are especially well prepared. Your job, your family background, your hobby, your travel, your conviction will furnish materials for interesting talks.

Talk about these in terms of the needs, wants, desires, tensions, disasters, conflicts, frustrations,

problems of the audience. If you have something to say that no one else could say, you will have cause for confidence that you will not lose attention.

6. Choose a subject that fits you, the audience and the occasion. Unless you are very careful you will find yourself as a beginning speaker wanting to talk about a subject on which you actually know very little. Analyze who will be in the audience. What age? What sex? What interests? How many? Why will they be there? Is there a special reason? National holiday? Can you get a lead from that? If you have eliminated as far as possible the unknown factor about yourself, about the occasion, and about the audience, you can face the speech situation with confidence.

7. Write out the speech and carry the manuscript in your pocket. The fact that you have taken the time to write out your ideas and to pattern them will give you confidence. Only as a last resort read from the manuscript unless it is a manuscript occasion. Writing will help clarify your thinking.

8. Get all the experience you can. Never turn down an invitation to speak. Do the best you can every time you speak and build up your confidence. Hold yourself up to self criticism after your speech. I like this maxim, "If anyone is fool enough to ask you to speak, be fool enough to speak."

By Prof. Lionel Crocker  
in *Vital Speeches*.



"I never preside at a formal speech program," reminisced the Chairman. "but I think of a luckless Toastmaster who was giving his first speech in Basic Training. Forgetting the recommendation never to memorize a speech, he thought only of making it a letter perfect oration which he learned by rote and proceeded to give with great dignity.

"Mr. Chairman, fellow Toastmasters and guests. We are living in an age of little men. Washington is dead. Lincoln is dead"—then forgetting, he groped blindly for the next phrase only to conclude lamely, "and I—I'm beginning to feel pretty sick myself!"

#### MY POMPOUS FRIEND

His sense of dignity is strong,  
To see him stroll is fun.  
He walks as if he were a long  
Professional of one.

—L. E. Nelson, *Horizons*



#### Question:

*I have been appointed to serve as the club grammarian. I need your help to plan my work so that I may be useful in this position without becoming a nuisance over small details.*

#### Answer:

Take careful notes on all speeches in each club meeting, not only the formal speeches but informal discussions as well. Observe each error in grammar or pronunciation or word use.

Save these notes for a monthly review. In that review, mention all errors of sufficient importance to deserve attention, but do not name the offenders. Continue this process of observing and noting for two or three months. Then, if some of the men persist in their errors, mention their names and warn them against bad habits.

#### Question:

*We have several members in our club who are invariably tardy. Is there any cure for such a problem?*

#### Answer:

When members habitually arrive late, it may be because the meetings do not open on time and there seems no point in coming early and then having to wait.

The only cure for this is prompt opening, no matter how small the number present. It is also well to make certain that the opening time is not set too early.

Tardy openings promote general slovenliness and lower a club's standards. They indicate that the club is not important enough to warrant punctuality.

Running overtime is likely to make members regret that they came. Many have allotted a specified period, and resent having more time taken without their consent.

Timing of meetings is a matter of pride in Toastmasters.

#### Question:

*How can I overcome my nervousness in speaking? I have made good progress; but even after months of speaking practice, I still feel nervous and excited when I face the club or any other audience. How can I learn to be calm?*

#### Answer:

Don't try to be calm. A certain nervous tension is inevitable—even essential—in a good speaker. This tension is not to be confused with fear of the audience, or "stage fright." It is nature's effort to help you do your best in speech. Be sure that you are prepared, and that you have something to offer your audience. That is the antidote for fear, as such. But be keenly alive to your opportunity and responsibility as a speaker. If you are too calm and unconcerned, your audience will go to sleep on you. Putting the vital quality into a speech implies putting yourself into it, with all the enthusiasm and earnestness you possess. A bit of nervousness, kept under control, is good for you.



## Among Our CONTRIBUTORS

**WILLIAM OSTLING**, author of *The Art of Conversation*, lives in southwest Los Angeles with his wife and daughter. His profession is mechanical engineering, inventions, designing and construction. His hobby—the main one—is reading, particularly history, geography, philosophy and international relations. He has been a Toastmaster since October, 1950, is a member of the Angeles Mesa Club, and is at present serving as club secretary. He writes, "I have learned much during those years, yet, I have just begun. . . ."

**NAT G. HASELTINE** (*And in Conclusion . . .*) is a petroleum engineer. For the last six years he has been with the Standard Oil Company of California, at Avenal. He was a charter member and third president of the Kettleman Hills Toastmasters Club of Avenal. Although he has always preferred to read and write rather than to talk and listen, he states that Toastmasters is fast reversing the trend. Endowed with five children, his other hobbies involve making things with his hands, using any kind of raw material that strikes his fancy at the moment. We imagine that baseball bats and doll buggies form a large part of his output. . . .

If you enjoyed *Sallies in Sheep Psychology*, you will be interested to know that the author, **DR. JAMES D. NOLAN**, writes with authority, since he is a veterinarian by profession. He attended the State College of Washington, graduating in 1932 with the degrees of Bachelor of Science and Doctor of Veterinary Medicine. He is married, and has a teen-aged daughter, Patricia. A member of the Madera Yosemite Toastmasters Club, he has served as Educational Chairman, Vice-President and President, and has completed his Beyond Basic Training course. He is active in civic affairs and has served as a member and past-president of the city school board, and is now president of the Madera County School Boards Association. His hobbies, he says, are innumerable—anything that detracts from earning a living. . . .

### WHAT IS YOUR VALUE?

"A plain bar of iron is worth \$5. This same bar of iron when made into horseshoes is worth \$10.50. If made into needles it is worth \$4,285. If turned into balance wheels for watches it becomes worth \$250,000. This is true of another kind of material—you. Your value is determined by what you make of yourself."

—James M. Hughes, educator

### SWITCH

A husband in St. Louis, Mo., recently inserted this To Whom It May Concern public notice in the local newspapers: "I AM responsible for all debts and obligations of my wife, and am more than happy to be the provider for a woman who has made the past 21 years of loving kindness the nicest years of my life."



## New Clubs

WHEN AND WHERE THEY MEET

- 365 VANCOUVER, B.C., Canada, (D 21), *Bay*, Thurs., 6:00 p.m., Hudson's Bay Co., Seymour Room.
- 790 VICTORIA, B.C., Canada, (D 21), *Victoria Beaver*, Tues., 5:45 p.m., McEwens Restaurant.
- 837 LA GRANDE, Oregon, (D 33), *La Grande*, Mon., 6:00 p.m., Blue Lantern Tearoom.
- 946 MARSHALL, Michigan, (D 28), *Marshall*.
- 1755 SAN RAFAEL, California, (D 4), *Tamalpais*, Fri., 12:00 noon, Ranch House.
- 1756 COLUMBIA CITY, Indiana, (D 11), *Thomas R. Marshall*, Mon., 6:00 p.m., Moose Lodge Hall.
- 1757 BOSSIER CITY, Louisiana, (D 25), *Bossier*, Thurs., 6:30 p.m., Amber Inn Restaurant.
- 1758 GASTONIA, North Carolina, (D 37), *Spindle City*, Thurs., 6:30 p.m., Eagle's Club.
- 1759 CRIEFF, Scotland, (D 18), *Crieff*, Mon., fortnightly, 7:30 p.m., The George Hotel.
- 1760 RICHLAND, Washington, (D 33), *Atomic City*, Wed., 7:00 p.m., Desert Inn Hotel.
- 1761 ATWATER, Castle AFB, California, (D 27), *Castle Officers*, Monday, 5:30 p.m., Castle AFB Officers Club.
- 1762 ALHAMBRA, California, (D F), *Farmers Agency*, 1st & 3rd Fridays, 12:00 noon, Morris Cafe, 301 East Valley.
- 1763 DULUTH, Minnesota, (D 6), *Albert Woolsen*, Mon., 6:00 p.m., Duluth Athletic Club.
- 1764 ROCKFORD, Illinois, (D 30), *Forest City*, every other Monday, 6:00 p.m., Trudy's Lodge.
- 1765 CALGARY, Alta., Canada, (D 42), *Shag-A-Nappi*, Thurs., 6:00 p.m., Calgary Y.M.C.A.
- 1766 NEW YORK, N.Y., (D 34A), *Union Carbide*, Mon., 5:30 p.m., Union Carbide & Carbon Corp., Room 301, 30 East 42nd Street.
- 1767 ST. PAUL, Minnesota, (D 6), *Articulators*, Thurs., 12:00 noon, Y.W.C.A.
- 1768 KEFLAVIK, Iceland, (D U), *Keflavik*.
- 1769 CHICAGO, Illinois, (D 30), *Cities Service Oil*, 2nd & 4th Mon., 5:30 p.m., Cities Service Oil Co., 20 No. Wacker Drive.
- 1770 GLENDALE, California, (D 1), *Royal Order of Robert's Rulers*, Thurs., 6:30 p.m., The Glendale Elks Club.
- 1771 HOUSTON, Texas, (D 25), *Bellaire-West University*, Wed., 6:30 p.m., Stuart's Drive Inn Restaurant.
- 1772 GLENDALE, Luke AFB, Arizona, (D 3), *Luke Air Force Base*, Mon., 7:00 p.m., Luke AFB Officers Club.
- 1773 OKLAHOMA CITY, Oklahoma, (D 16), *Northwest Oklahoma City*, Tues., 6:30 p.m., Tropical Cafeteria.
- 1774 FORT WORTH, Texas, (D 25), *Fort Worth*, Tues., 6:45 p.m., Coburn's XXX Restaurant.
- 1775 OAHU, Wheeler AFB, T.H., (D U), *Wheeler*, Alt. Thursdays, 6:30 p.m., Schofield Officers Club & Kemoo Farms Restaurant.

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