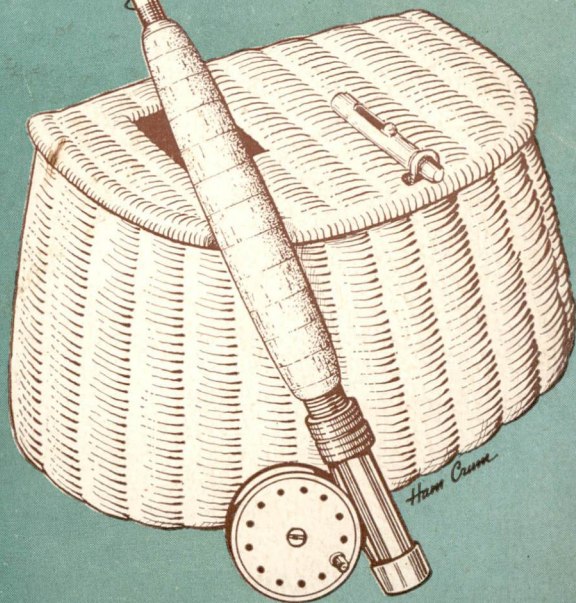


JUNE 1954

The
TOASTMASTER



IMAGINATION

For Better Thinking—Speaking—Listening

the TOASTMASTER

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Editorially Speaking

I HAVE just observed a “Copa de Oro” unfold from a large, greenish, rather insipid looking bud into a true “cup of gold” — one of the most exquisite flowers to bloom in temperate climes.

I was sitting at my desk, working on the final proofs of the Magazine, when I “felt” a movement in the room. I looked up from my work. On a low table by my desk I discovered magic at work.

This sallow bud, which my secretary had placed in the bowl the day before, seemed to be impelled by an inner force. Its drabness took on a golden glow and it appeared to bulge with a fullness that belied its gaunt beginning.

As I watched, there unfolded before me the drama of the birth of completeness — so long locked up within the seed of time and for which the life process of this flower had been planned.

What has this to do with Toastmasters? What has this to do with you, an engineer, a production manager, a lawyer, a merchant, an accountant?

Nothing — if you are serious in asking this question.

Everything — if you ask it in wonder, and desire to find the answer to a corresponding glow within your own heart that seeks expression.

Toastmasters was designed by our founder — not just to teach men the technique of speech, but to establish the proper climate and the productive soil wherein the potentials of its members could find root and grow and blossom into that fullness of expression which was implanted within the seed germ of each individual.

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A Living Mirror

By Russell V. Puzey, President Toastmasters International

Have you felt lost after giving a talk outside your Club? If so, you have missed that living mirror of evaluation that we have grown to be dependent upon. This month I shall write about criticism, the living mirror of our actions, minds and personalities.

Our philosophy of criticism can be briefly summed up in one sentence. Anyone who deals with the measurement of performance is in the position of holding a mirror before a man with a wart on his nose; he must make the man want to remove the wart rather than to break the mirror.

When we are critics let us say what is true pleasantly, but not say what is pleasant but untrue, or what is true and unpleasant except in confidence after the meeting. Let us not teach ourselves to be liars in order not to hurt others, as politeness is principally the art of choosing from our thoughts.

The best in anyone is something to admire; we never laugh at or belittle an honest effort. We are not impatient with beginners or bad speakers but we should be firm with good speakers who do not try. Speak of the virtues of another as if they were our own and of his faults as if they, too, were ours. If we are to complete the designs of the Gods we must put a lick in here and there.

We have a duty to attack a speech of words without thought; we shall criticize methods of arrangement, organization, illustrations, word pictures and fill-in material. We have no right to attack the subject matter on the basis of contrary opinion. We need to tell the speaker when he commits an "ah," a grammatical error or slur words. Criticism is the listing of assets of the speaker as well as his liabilities. Why was he good? Why will we remember? Why? Why? A criticism of a fault without a remedy is the worst speech we can ever make, so we make each comment a "how?" — how to overcome a fault — how to improve an asset. The speech that is always remembered is an evaluation. It is harder to evaluate than to speak; consequently, we must work harder on evaluation than on prepared talks. Criticism can be and is wonderful training in the art of extemporaneous speaking.

As recipients of criticism there are certain basic precepts that need to be remembered. We need to know our faults, so we keep a list. We should incline toward suggestions as eagerly as flowers to the sunlit window and use them for growth and color as the flowers do the sun. We persevere until the fault is gone and do not fear failure, as no man ever became great except through many and sometimes big mistakes. We must fight to defeat fear and learn to know our assets and use them as the weapons with which to kill our weaknesses. We pray that the critic will illumine what is dark; raise and support what is low within us.

Criticize so that glory from a defect will arise. Criticism is the improvement of each moment as it flies. What an opportunity; what a blessing; what a challenge to our minds, our character and our courage is criticism. Let us make our clubs an honest, helpful and truly living mirror.

TAKE A TIP FROM COLUMBUS

Ralph C. Smedley

YOU ARE a salesman.

The world is your possible customer. There is plenty of sales resistance for you to overcome.

Your merchandise is yourself, your ideas, your abilities, your capacity to produce.

The first rule in good salesmanship is that the salesman must believe in his merchandise. He must understand it and realize its value, without overrating it. He must be sold on it himself. Then he is ready to sell it to others.

Christopher Columbus is a classic example of the good salesman.

He had a great idea, but it was too revolutionary. He met with a vast amount of sales resistance. People thought him crazy, but then people are always inclined to rate an enthusiast as a crank. You have to be ready to meet that kind of discouragement if you are to put the sale across.

Columbus had a great idea, and he believed in it. He believed so sincerely that he was ready to bet his life that he was right. He went out on a sales campaign, and tackled a number of prospects, but did not make a sale. But did he

give up? Not for a minute. He was too thoroughly sold on his idea to let anyone shake his confidence.

Every salesman knows that it takes a lot of ringing of doorbells to get the business. There are statistics available today to show you how many calls you will make, on the average, for each order you sign up.

Columbus did not have the statistics, and he did not fully understand the science of salesmanship, but he knew that he had to keep on till he made a sale. He went right along, following up his prospect list, until at last he came to Queen Isabella.

The Queen's sales resistance was strong, but so was the selling force of Columbus, and eventually he convinced her. She rather liked the idea, and so she bought it.

The result of all this was that Columbus could go ahead with his plan, which led, to his surprise, to the discovery of a new world. In turn, Queen Isabella's purchase of the idea started Spain on a course of development which made that nation a world leader for generations.

That is the way with good selling. It brings advancement to the salesman, and it satisfies the purchaser, sometimes beyond all expectations, as in the case of the Queen.

You may take a lesson from Columbus.

He had the idea. He pounded the pavements and rang doorbells. He stood rebuffs without admitting defeat. He believed that his was a good cause, and he persevered in it, and finally made the sale.

Most of the world's successful people have been like that. They have been turned down, discouraged, rebuffed, but they never admitted defeat. Conscious of the merit of what they had to offer, they kept on offering it. Eventually, the idea was accepted.

Remember the struggles of Morse and Bell and Edison as they tried to give a reluctant world new conveniences which would revolutionize living. Remember the Wright brothers with their foolish notion that flight was

possible. Remember "Fulton's folly" which was the forerunner of the steamers which ply world's waters. Remember the countless men of vision and inventive genius whose ideas brought ridicule and opposition until demonstration proved them to be good.

A story is told of Edison, on a day when one of his assistants complained about the bewildering number of failures. There had been something like 50,000 unsuccessful experiments, for example, before a new type of storage battery proved successful. All this, and no results, was the man's verdict. A terrible waste, was what he called it.

Said Edison: "Wasted? Results? Why, man, we have a lot of results. Now we know 50,000 things that won't work!"

There are thousands of such examples to encourage the weary salesman. Take heart when you meet discouragements. Just be sure of what you have to sell, and keep on ringing doorbells. Above all, don't quit.



True glory consists in doing what deserves to be written; in writing what deserves to be read; and in so living as to make the world happier and better for our living in it.

—Pliny

If I shoot at the sun, I may hit a star.

—P. T. Barnum

The human mind requires contrary expressions against which to test itself.

—Wendell L. Wilkie



PHANTOM SPEAKER

By Lloyd Thorpe

THE INTRODUCTION of a "phantom speaker," at a recent meeting of the Monday Noon Club in Seattle, made a distinct hit. It was one of those occasions when outside circumstances intervened, with the result that Toastmaster William Eastman came "up to bat" with one speaker short.

A little fast conniving with Chief Evaluator Frank Green and Dr. Harvey Roys resulted in Toastmaster Eastman introducing "Mr. Phantom" as his last speaker. Eastman carried through the introduction in all seriousness. He looked the vacant chair right "in the eye," built up the invisible character with a flow of words, followed Mr. Phantom with his eyes as the "speaker" arose, accepted his acknowledgement with a nod, and sat down.

Giving the perplexed audience a few moments to wonder what it was all about, Eastman then stood up again, thanked Mr. Phantom for his sage remarks and went on with the program.

The audience experienced a real treat when Dr. Roys "lit into" Mr. Phantom with a personal evaluation. "I'll have to be brutally frank," Dr. Roys began. "This man just didn't speak up—and that's a cardinal sin with Toastmasters. I was sitting practically in the next chair, and yet I just couldn't get what he was trying to say.

"More than that," the critic continued, "our speaker used no gestures at all, so we couldn't even gather the import of his message by sign language. His voice, too, lacked variation. It was downright monotonous, whereas there was an excellent chance to run up and down the scale a bit in pitch, and also to vary the volume in the range between whisper and thunder. He didn't even vary his word speed.

"As for organization, I can't give him a single credit. Perhaps there would have been some salvage here, if only I could have heard him better. I very distinctly got the impression that he lacked enthusiasm and just didn't believe in his product.

"Finally," concluded Dr. Roys, "Mr. Phantom needs to improve his vocabulary, enlarge upon it, flavor it with originality. Instead, I'm positive I could hear, as I'm sure others of you must have heard, some muffled slang and, yes, even swear words. We have to watch things like that in Toastmasters, Mr. Phantom, watch them all the time, in fact."

Chief Evaluator Frank Green summed up with a cryptic, "I agree in all that Harvey says. Besides, the Phantom had very poor eye contact."

The whole stunt, tossed in on the spur of the moment, proved again that training in Toastmasters helps one to rise to meet unexpected situations. It was well received; it held attention; it was heartily applauded.

Imagination rules the world.

—Napoleon

JUNE, 1954

THE TOASTMASTER

Off Beat

- a few notes off the record

A cold is both positive and negative; sometimes the eyes have it and sometimes the noes.

—Indianapolis Star



There is one thing, at least, that can be said in favor of baldness: It's neat.



A smile is a curve that sets many things straight.

—Boston Post



Doctor: "Well, well, you're coughing much easier this morning."

Patient: "Why shouldn't I? I've been practicing all night."

—Los Angeles Examiner



A golddigger is a girl who breaks dates by going out with them.



The mind is like an atomic pile.



Marriage vows would be more accurate if one of the phrases were changed to read, "Until debt do us part."



The only reason why some American families don't own an elephant is that they never have been offered one for "a small down payment and easy monthly installments."

—The Line

By the time a man gets sufficiently experienced to watch his step, he isn't going anywhere.

—Norton Telegram—Quote



Heenshe: "Do you like Kipling?"
Sheenhe: "I dunno; how do you kipple?"



"You say you were once cast away on a desert island, entirely without food. How did you live?"

"Well, I had an insurance policy in my pocket and I found enough provisions in it to keep me alive till I was rescued."



Will Rogers, invited to dinner by a friend, replied, "No thanks, I've already et."

"You should say 'have eaten,'" his friend corrected.

"Well," drawled Rogers, "I know a lot of fellers who say 'have eaten' who ain't et!"



The colored preacher, after talking to his congregation about free salvation, asked Brother Smith to take up the collection. A parishioner got to his feet and protested: "Parson, I thought you said salvation was free—free as the water we drink."

"Salvation is free, Brother," replied the minister. "It's free and water is free, but when we pipes it to you, you have to pay for the piping."

—Wall Street Journal

SPEECH HANDICAPS

By Ralph C. Smedley

*Of all the guys that I despise,
My favorite is this'n;
The boresome pest who grabs my vest
And starts out with, "say listen!"*

HE DOESN'T really want me to say "listen" at all. That is just his way of starting to say something. I call it his speech handicap, self-imposed.

One time when he told me to "say listen," I said "Listen!" and he looked at me as though he thought I had gone crazy. Well, if I had gone crazy it was his irritating way of talking that had driven me to insanity.

Of course that is only one of the silly, senseless ways that people have of introducing their remarks. Some of them say "Look!" Others start with "Listen" without the "Say." Some lead off with "Well-uh" or "Why." It does not make much difference. None of them mean a thing. They merely serve to kill time and annoy the person addressed while the fellow is warming up his talk.

When you have something to say, say it!

You pay no compliment to the person addressed when you imply that you must set off an explosion to catch his attention. No

doubt he is courteous enough to listen without your introductory appeal. Your "say listen" does not help in the slightest degree to win a sympathetic hearing.

The same time-wasting technique is especially noticeable in telephone talking. How many times do you begin the telephone conversation with, "Well, how are you this morning?" and then follow it up with some other bromides, until you get to the point of saying, "Well-uh, there is a question I wanted to ask you." If it is a toll call, let us hope that you are paying for the wasted time.

All such opening gambits are unnecessary. In many cases they are definitely annoying. It will pay you to cut them out.

*Another irritating twirp is he
Who interlards his sentences
with "See!"*

You will recognize this fellow, unless this is a self-portrait, in which case you may not know yourself as the culprit.

He is the chap you meet on the street, see? and he stops to ask you for a match, see? He used to know you, see? and he thinks you ought to remember him, see what I mean?

Perhaps this habit originated in asking, "Do you see?" to make sure that your words are understood. It may have begun with "Do you catch my meaning?" as a safeguard to understanding. Whatever its origin, like so many bad habits, it becomes an ad-

diction, meaningless, superfluous, annoying. Watch some of your acquaintances, see? and discover how many of them use it. Note that they are quite unconscious of it. Then watch yourself to find out if "see" pops in where it does not belong in your talking.

You can free yourself from this and other bad habits which handicap your speech if you will make the effort, but it takes watchful care and faithful endeavor. The result, in cleaning up your talk, will be worth the effort it costs.

I Wish to Introduce

By Ernest Wooster

A WELL-KNOWN speaker will not be introduced: he will be presented. The audience already knows him. Possibly he should have the audience introduced to him! What is the occasion? What is the organization?

Many a speaker has embarrassed himself and his audience because these things were not made sufficiently clear. If the speaker has arrived late, a little discreet briefing can help him greatly. Then you might present him something like this:

"Mr. Morgan, you have probably been introduced many times to audiences which already know you, so I am going to break precedent by introducing the audience to you. While they know

you, you may not know that . . ." Then for a minute tell of the organization, its purposes, its history, or whatever is appropriate. If you can make this a trifle flattering, it will please the audience and make it better for the speaker. But don't go on for more than a minute or so.

If the speaker is not well known, it is the chairman's duty properly to introduce him to the audience. If he likes, he can tell something about the organization, the occasion or whatever will be helpful to the speaker. If the speaker is appearing before a service club—and speakers are distinctly not a novelty to them—give some background information about the speaker which may provide more attentive listening.

If he is a substitute for the person previously billed and expected, you have a delicate task ahead of you, one requiring tact and skill. To say that he is a substitute is to indicate that he is not what we wanted but what we could get. To assert that you had the good fortune to get Mr. Morgan instead of the expected Mr. McPherson might imply that you let your expected speaker go when a better speaker became available.

If you can truthfully say it, you might state that a change in program became necessary because Mr. McPherson was unable to come, but you are fortunate in being able to introduce a speaker whose message is timely and whom you might not be able to obtain at another time. If you can give some convincing reason why his message is timely, so much the better.

The purpose of the introduction is to make the speaker and the audience acquainted and to create the most favorable atmosphere possible. When the speaker is a substitute, and probably a last-minute one, the need for this is greater than usual.

But whether it is Mr. McPherson, the scheduled speaker, or Mr. Morgan, the substitute, tell why he is a good choice. Why should his subject be of interest to this audience? What is his authority as a speaker? What is his background for today's talk?

Make your introduction with such points of interest and enthusiasm that the appetite of the audience is sharpened and its appreciation deepened.

Sometimes the introducing officer will come up with something like this: "As you all know, it is our custom to have a speaker at each meeting. This time it is Mr. Morgan, who will talk on . . ."

This is much like launching a ship with a bottle of ink. Mr. Morgan is made to feel that he is Mr. Hardship and the audience may catch some of this feeling.

Jokes sometimes have an unsuspected sting. A generally

harmless one may hold a peculiar barb for the speaker because of some past experience. Moreover, unless you are a good storyteller, your joke may induce only a discomfiting silence or laughter that is particularly ribald. It will embarrass you, make it more difficult for the speaker, and leave the audience in a measurably less receptive mood. If you make yourself too conspicuous, you have not done a good job.

As the person to introduce or present the speaker, your job is to give him a good start. That's all. He may prove incapable of entertaining or instructing or informing, but don't you forestall him. Let him make good or fail on his own account. Let it be his success or failure alone.

When you are Toastmaster of the Evening, do you take full advantage of your privilege, and formally introduce all members of the speaking panel?

If not, you are robbing yourself and your fellows of one of the most important parts of Toastmasters training.

It's a Good Idea

■ Audience Evaluation

The San Joaquin Toastmasters of Fresno believe so definitely in the importance of effective evaluation that they have augmented the service of individual evaluators by a system of audience grading for each speaker.

Forms have been prepared for the audience. The speaker is graded on his effectiveness in manner, voice, diction, speech as a whole, purpose and effect. Five points are given for a superior speech; four points for an excellent one and so on down to unsatisfactory.

These audience gradings are given to each program participant after a record is made by the secretary. At intervals an average grading is computed for the club as a whole which gives an excellent picture of how the speech program of the club is progressing.

Educational Chairman John Sheets, whose address is 1923 Buckingham Way, Fresno, California, will be happy to provide additional details to any other interested club officer.

■ Hear Ye!

Jack Knerl of the Le Mars (Iowa) Toastmasters proved himself a discerning magazine fan as well as an astute Toastmaster when he made the following observations before his club recently:

"How many of you read *The Toastmaster* faithfully? A man who doesn't take time to read his trade publications is like the fellow who feels he can't spare the time off his woodcutting to sharpen his ax."

■ Creativeness—

The most beautiful thing we can experience is the mysterious. It is the source of all true art and science. He to whom this emotion is a stranger, who can no longer pause to wonder and stand rapt in awe, is as good as dead: his eyes are closed.

—Albert Einstein

■ Toastmasterisms

Toastmasters Bulletin of Brandywine Club No. 359, Wilmington, Delaware, assumes that all members are human and like to see their thoughts in print; consequently, each issue carries a "quote" gleaned from speaker, critic, or other program participant.

These "telling words" are called *Toastmasterisms*. They are labeled as such — complete with credit line — at the bottom of the weekly broadside.

Here, minus the authors' names, are some "phrase making" examples:

"Human nature can't be altered by being haltered."

"It's the use one makes of things that determines their value."

"Words are the foundation of communication."

And the night no *gems* were produced: "Good speeches should yield quotable quotes."

Poor Richard could not have done better, and besides, Dick isn't a member of our club. But a poll among the Toms, Dicks and Harrys who are, indicates a high degree of readership of this bulletin feature.

—Edwin L. Wiederrecht

■ See Yourself

Men serving as evaluators are finding that in listening analytically, in order to point out another's faults and the ways of correcting them, a Toastmaster often realizes that he has the same faults and that he has told himself how he can improve.

This statement was made in an excellent publicity article which appeared in *The Graphic* and was sent us by President Walt Aman of Webster City (Iowa).

■ Need Members?

Try that new minister in your community, that young attorney or doctor just beginning his practice, that new merchant who needs to get acquainted, your next door neighbor who has just moved to town, your service station attendant who seems particularly alert and anxious to go places — in other words, talk Toastmasters wherever you go and make those whom you invite as your guests feel it is a signal honor you have bestowed upon them.

■ Sounds Good!

Item in Connecticut Yankee Topics bulletin of New Haven Toastmasters:

"Here's your bill for club dues — \$4.00 if paid before April first; \$5.00 if held over. Save a buck by being prompt."

Sounds good!

■ \$ \$ \$ \$

Spencer (Iowa) Toastmasters have taken steps to penalize members who fail to appear for an assigned part on a program and do not arrange for a substitute.

A fine of \$1.00 is assessed against such a member. The jobs affected are toastmaster, topic master, general evaluator and prepared speakers.

—From District 19 News

■ Jury Evaluation

Schenectady Toastmasters are determined to make speech criticism more effective in their club. Among the many ideas tested, one — the judge and jury method — was found to be most effective.

Chief critic, Frank Yeaple, introduced himself as judge of the court and his panel of critics as the jury. Each speaker was asked to come before the jury and be cross-examined. After listening to the evidence, the judge found the speaker guilty or not guilty and pronounced sentence.

For instance, the sentence *could be* in the form of a constructive suggestion such as "practice gestures fifteen minutes a day while standing in front of a mirror."

■ This and That—

AL WATKINS of the Plus Factor Toastmasters of St. Louis showed real ingenuity in outmaneuvering his critics who regularly complained of his insistent use of the sound "Ah," by charading the subject given him on his speech assignment card. His non-plussed evaluator had no alternative but to grade his performance as A 1. By not uttering a word, he had displayed qualitative improvement in "Ah" suppression . . .

. . . Members of TYRO TOASTMASTERS, St. Louis, "asked for it," and as a result got a special "you asked for it" program recently. Each toastmaster chose the name of a fellow member whom he would like to see try some particular type of a presentation — something new; for this particular member, but a performance in which he should excel. These were passed on to the Program Committee and from the many suggestions an evening's program was evolved and presented . . .

. . . Redwood City (Calif.) Toastmasters Club has been signally honored by having DONALD L. BOGIE, one of its Charter Members, designated as Man of the Year by the Chamber of Commerce of that city. This is an annual award given to the man who, in the opinion of the committee, has done the most for the community . . .

VIC ALBRECHT of South Chicago Toastmasters rose to a real challenge recently when he delivered a funeral oration for the late but not lamented Joseph Stalin . . . The Bulletin of UNCLE JOE CANNON TOASTMASTERS of Danville, Ill., applies psychology to their dues collection by calling them "duzies" . . . From the Dixie Diction, bulletin of Atlanta's HENRY W. GRADY's Toastmasters, comes the sage observance, "It is not easy to evaluate a potential dictator. To the average Toastmaster she looks like nothing more than a sweet girl."



FIRST AID

for inexperienced speakers

Don't pocket your hands, or handle your face. Your hands ought to be used to emphasize your speech, but if you can't do that, at least you can keep them from interfering. Use them, or leave them alone.

Don't hesitate or grunt. Think ahead to what you will say next. If you can't get the words, by all means do not fill the pause with "ah-h-u-h."

Don't disregard the fundamental rules of grammar. Give verbs a chance. Don't say "I done it," or "you have did it," or fall into any other of the hundreds of easy errors.

Don't use such words as "and" and "very" and "now" too frequently. Especially, don't get the "very, very" habit.

Don't fuss with your clothing. Be sure you are properly attired before you rise to speak, and then refrain from buttoning or unbuttoning your coat, arranging your tie, or brushing your shoulders while you talk.

Don't let your voice be pitched too high. Cultivate the lower tones.

Don't be afraid of your audience. Consider that many of those who listen to you could make no better speech than the one you are making. Some of them may envy your ease and skill.

Speak to a crowd as you would to one person. The crowd is made up of individuals, and the argument that will convince one person may serve to convince a majority of the listeners in a great audience.

Don't make unnecessary apologies. Never imply that you have not made preparation for the speech. To do so reflects a lack of respect for the audience and the occasion. Needed explanations are not to be classed as apologies. Explanation is in order when needed.

Don't close your speech with a hasty, completely unnecessary "Thank you for your attention." End on a strong, high note of appeal or inspiration.

Whether you are a novice or a case-hardened talker, attention to these admonitions may result in definite improvement in your style of speech. Take such of them as you need, and apply them to yourself.



LOAFING

Is My

HOBBY



By Frank I. Spangler

CONTRARY TO general opinion, loafing takes genius.

To begin with, it is a lost art and is not a simple thing to find, pursue or practice. It is the most natural thing in the world, yet most of us have to use all our ingenuity to treat ourselves to a dose of utter indolence.

Some people come by it naturally, like fourteen-year-old Henry. In desperation one day I exclaimed, "Henry, is there anything you can do fast?" "Yes sir," he drawled, "I gets tired fast."

There are two major obstacles to loafing which I would like to discuss: *First*, there is a vast body of literature that has cast honest loafing into disrepute with such phrases as "idle hands are the devil's tools," with smear words like "sloth" and with such sayings as "Go to the ant, thou sluggard; consider her ways, and be wise."

If we aspire to become good loafers enjoying the respect of our community, we must make it clear that our exercise in indolence is in keeping with sensible

prescription—that is to say, that it is not to be confused with "sloth" but is to be regarded merely as a periodic escape from hard work, an escape undertaken solely for the sake of our health.

A large part of the present trouble of the world arises from the fact that its affairs are being conducted by tired men. Statesmen lack the punch that comes from fresh nerves. Business executives are so worn out with conferring that they can no longer act. The butcher, the baker, the candlestick maker have lost their zip. Everybody is too tired.

Wise old Talleyrand, when he was confronted with problems so complex that he could see no solution, used to give out word that he was in conference, whereupon he would go to bed. When he decided to get up again he usually found that some of the problems had settled themselves and all the rest looked easier.

Allow a few minutes of complete rest before you eat your evening meal. Lie down if you

can, let yourself go, and breathe deeply. Before you get up, stretch as you did in the morning. You will feel refreshed and ready for a pleasant evening.

A Broadway producer, whose nerves were shot, went to a psychiatrist. He went daily for a month and got a bill for \$1500.

"It's worth it, Doc," he said, "You've made a new man out of me."

"I didn't do it," was the frank reply. "Relaxing on a couch thirty minutes every afternoon for a month can do wonders."

The *second* obstacle to loafing is the well-intentioned friends who militantly insist that the loafer-to-be, instead of indulging himself in complete inactivity, should devote all his free time to some "relaxing" hobby like plodding up and down mountainous hills to play golf.

An old Spanish proverb says: "How beautiful it is to do nothing, and then to rest afterward."

A professor once remarked to Robert Maynard Hutchins, then Chancellor of the University of Chicago, "Don't you sometimes get an overpowering urge to exercise once in a while?"

"When I do," replied Hutchins, "I lie down until the urge goes away."

Now, once we have learned to do these two important things, that is: to ignore the slurs on loaf-

ing which are so widespread in everything we read; and second, to educate our well-meaning friends to realize that when we have a case of laziness we intend to make the most of it, then as inspired loafers we will be free to get down to the concrete business of studying the art itself. A good time to make a start on this is in the spring, because that is the time of year we can call plain laziness "spring fever."

I recall the old codger down south who had loafing down to a fine art. He was ninety odd years of age and still in good health. I asked him how he kept so well at his time of life. "Well," he said, "when I works, I works hard, and when I sits, I sits loose."

Now at this stage in our loafing, we will run into additional trouble—all sorts of distractions that will make it difficult for us to do absolutely nothing. The "lady of our choice" will wonder audibly if it isn't time to mow the lawn. Little Johnny will have a game that he wants daddy to play with him. The neighbor two houses down needs some help in putting up the framework of his new garage.

But we should not let ourselves become discouraged. In due course, after a few false starts, we are likely to find ourselves surprisingly adept, though not perfect, at sitting still and staring at a blank wall or engaging in some similar inactivity.

(continued page 21)

Toastmasters Ladies:

While rumor has it you can fry eggs on the sidewalks of Washington during the summer, it is much like summer anywhere. For all you wives who'll be packing your bags to accompany hubby to the Toastmasters' Convention August 26th, 27th and 28th, we will pass along a few ideas on what you might include.

Late August, while still quite warm, sees fall's fashion favorite BLACK, very much in the limelight — be it a sheer, or your favorite black linen. Your hotel will be comfortably air conditioned, but if you are planning to take in the Capitol, Lincoln Memorial, Washington Monument, White House or the myriad spots on a sightseer's schedule, you'll find cool cotton dresses or separates a favorite item. Be sure to tuck in good comfortable walking shoes because Washington is known for its deceiving distances.

A summer weight suit of cotton, rayon or the newer fabrics is always welcome in a wardrobe. Particular pets too are the sunback styles with their cover-up jackets or stoles that can go anywhere, including luncheon or afternoon cocktails. Do include a cocktail dress for the President's banquet and evening reception.

It's always wise to bring a lightweight topper or spring coat. If you attend a Watergate Concert or are down along the water, you'll find a cool breeze blowing.

As for shoes, in addition to your walking shoes, include a medium-heel casual shoe or spectator pump and a dark dressy pair for your cocktail hour and evening activities.

You'll find small hats easier to manage while traveling and the non-crushable velvet is always good for this time of year.

The new synthetic fabrics of nylon, orlon and dacron give a vast choice in sleepwear, blouses, undies and accessories that are easy to care for in a hotel room. A whisk through the suds and they are fresh and ready to wear again. As for accessories, perky flowers or a bright scarf can change your suit, and gloves are almost indispensable.

The nation's capital is eager to welcome all of you and to make you feel truly at home. While we can't predict the weather, you may be sure our bid is in for nothing but the finest.

Till we meet in August —

Our fondest regards,

Amy Powers

Fashion Editor, Washington Jaycee Journal

What's Going On

● Congratulations, Toastmaster!

Secretary Sinclair Weeks bestowed the meritorious silver medal of the U. S. Government on Toastmaster Edward J. Martin, Jr., for his exceptional work as Chief Accountant in the building of the Alcan Highway. Mr. Martin is a member of Club 739 of Denver. He has served as Club President and Area Governor.

● Going, Going, Gone!

The San Joaquin Toastmasters of Fresno recently held an auction.

Several months ago, when the auction idea was first conceived, members were given an envelope containing instructions and \$10.00 in AUCTION BUCKS.

They were asked to donate items for the auction for which they would receive one AUCTION BUCK for each article turned in. AUCTION BUCKS were also rewarded for bringing guests, performing an assigned duty and arriving on time.

Penalties were assessed for failure to appear, tardiness, and for winning the GOONEY GAVEL.

The auction itself was held April third. Only official AUCTION BUCKS were legal tender in bidding in the various items donated by members.



● Long Distance Interview



Oscar Lindem of Moorhead, Minnesota, Toastmasters, is named OUTSTANDING DRIVER of the week by "Road Show," a national radio program. He is pictured here during his interview-appearance on a long distance line to New York. At right is Lyle Clark, Chairman of Moorhead's Chamber of Commerce Safety Committee.

● South Pole

Here We Come!

The next time you are "down under" in Melbourne, Australia, on a second or fourth Tuesday in the month, you may drop in at Hotel Federal and enjoy Toastmasters in action.

When Frank M. Russell, a Pasadena, California, Toastmaster, was sent to Melbourne by his company, he missed Toastmasters so much that he decided to form his own club. Melbourne Club No. 1519 is the result. Already other groups in that country are becoming interested. Who knows? It may be that Australia will become another SCOTLAND in Toastmasters popularity.

● And the Second Vice-President Says to the First Vice-President

We don't really know what he said but you can bet your bottom dollar it was something about Toastmasters. It is always thus when Charlie Griffith, (seated) First Vice-President of Toastmasters International and Jack Haynes (r) the Second Vice-President get together.

The occasion for the confab was the spring PAST PRESIDENTS' NIGHT of the Bell (Calif.) Toastmasters. Also pictured are (l to r) Deputy Governor John Clauser, Club President Rod O. Litten, and Roy D. Graham, Past Governor of Area One, District One, currently serving as Director of the Club Service Bureau of District One.

● Good Old Days

"Gastronomically and economically, those were the days," reminisced Dr. Clarence Clark at a recent "old-timers" meeting of the Waterloo (Iowa) Toastmasters. He was referring to the year 1938 when Club No. 101 was chartered and when the charter party banquet had cost but 75c a plate instead of \$2.50 as currently asked.

Dr. Clark was a charter member and first President of Club 101, which was the first club formed in Iowa.

—From District 19 News

● Selling Safety

"Where Do We Go From Here?" was the subject for consideration as six members of the Forsyth Toastmasters Club of Winston-Salem, North Carolina were called upon to help sell industrial safety throughout Piedmont, North Carolina.

Toastmasters John Brandon, Ted Kerner, Chris Daye, Dallas Chappell, Harry Horton, and Grant Stewart were asked to prepare a special panel program for the R. J. Reynolds Tobacco Company Safety Council. Word spread rapidly concerning the entertaining and educational discussion offered by this group of Toastmasters. Before long two repeat engagements were set for the program. In January the Central Piedmont Safety Conference met in Lexington, N. C., and the Toastmasters were the featured attraction. Again in March the Western Piedmont Safety Council, meeting in Lenoir, N. C., called upon this group to present their program.

The Forsyth Toastmasters can well be proud of the important contribution they have made to the advance of safety in industries.

● Who Says Toastmasters Drop Out?

It has been proven, mathematically, that within a year and a half every member of the Progressive Club of Huntington Park (Calif.) will be a past president or a current officer, and within another year and a half every member will be a past president starting on his second presidenthood!

● That'll Tell 'Em

Pueblo (Colo.) Toastmasters believe in telling the tourist world about their club—as any enterprising club should. Reading l to r we have: Mike Ciavonne, Secretary; Sam Samuelson, Area Governor; Bill McDonald, President; H. A. Braggins, Deputy Governor; Phil Woods, Vice-President.

—From letter of H. A. Braggins

● It Couldn't Be Done!



But they went ahead and did it.

Some men in Cooperstown, North Dakota, a small community of not more than 1500 people, heard about "this Toastmasters business" and decided to do something about it.

After visiting the Lincoln Club in Fargo (100 miles east) these men set to work to organize a club of their own. Realizing that Cooperstown was rather small to support such a club, they invited certain men from three nearby communities as well as several young farm leaders in the vicinity. Everywhere they went they were told, "Yes, we want that same training," so in six weeks, with a full roster and a waiting list, they had applied for and received a Toastmasters charter.

International Director Emil Nelson, a guest at the charter party, writes us: "They are a fine bunch of men, eager to learn. The local hotel owner is a member, the Mayor is a member — in fact some of the organizations to which the members belong had to change their meeting nights, so these men could go to Toastmasters."

Shown in the photograph (l - r) Director Nelson, President Reynold Retzlaff, Area Governor Martin Kruse and Lyle B. Clark, Lt. Governor of District 20.



DARE

To Be Different!

IN SPITE of our claims to independence of thought and action, most of us are confirmed conformists, which is a polite way of saying that we are "copy-cats."

We do not want to be different. We want to be in style. We are unwilling to stand out from the crowd. Our regular test of any line of different action is likely to be, "Is it being done?"

If a popular movie star comes out with a new type of hair-do, all the girls hurry to get their hair arranged in that style. If a hero of the athletic field appears in some special kind of sweater or slacks, the boys follow his lead. Someone devises a new style and announces, "This is what the well-dressed man—or woman—will wear," and we flock to the stores to make ourselves conform.

The manufacturer makes a change in the lines of the automobile, and we must have a new model, with the new look, in common with all the people who really matter. Some radio or television entertainer coins a new quip or phrase, and we work it to death trying to be in the know.

Conformity to changing styles is an important item in the business world. It would be hard on

designers and manufacturers if people were willing to wear the same clothes or drive the same model of car, year after year. It is our sensitiveness to the importance of change which creates new markets.

But the net result is that we are governed, in large measure, by the slogans, the clichés, the mannerisms of popular personages. We are conformists at heart, in spite of our boasted individuality.

We even talk like other people. We borrow the style and the pronouncements of the company we may be in.

That is not a bad idea when we are in the company of intelligent and cultured people. It may lead us to improve ourselves. But if we permit ourselves to be influenced by those of lower intelligence and of poorer speech, it is not good for us.

Speakers are subject to this handicap, for it really is a handicap to permit oneself to be an imitator, instead of seeking to develop one's own best style. Too many speakers try to imitate some popular talker, and in the imitation, lose whatever they may have possessed of individual distinction.

It is no great compliment to say of some talker, "He is another Will Rogers." He will do better to be his own self and create his own style.

In the Toastmasters Club, the constant insistence is on using your best style and developing and improving it. Sometimes an insistent or influential critic leads to over-emphasis on some particular style of speech, to the detriment of all those who heed his remarks.

Children are quick to fall into line with the crowd. Like their elders, they want to avoid being different. With them, as with older folks, it is fine if their crowd is of the right sort. Otherwise, it is just too bad.

Conformity is a good thing in its place. We are better off because of the standardization of many things. Interchangeable parts for machines save time and money. Good customs generally recognized are a great help.

Recognition of standard rules of procedure in conduct of meetings is a tremendous help. Henry Martyn Robert proved himself a benefactor to men when he developed his "Rules of Order" by which our business is guided today. These are but a suggestion of the many phases of life in which conformity to standards is good.

But conformity which causes us to submerge our personalities and our originality to become blind followers of leaders is a bad thing for all of us. When conformity to some custom can help us to improve, we ought to follow it, but when conformity leads to the sacrifice of individuality and initiative, it is something to avoid and fear.

The wise man dares to be different when he sees that the crowd is taking a wrong path, or an inferior one. You need not be a conformist. You may have in yourself the qualities of leadership if you will permit them to be developed for use.



THE CAVE

There was once a cave which lived in darkness as all caves do.

One day it heard a voice calling: "Come up into the light and meet the sunshine." So, being curious, it journeyed forth, but the sunshine made the cave uncomfortable and it cried out for its darkness.

And the sunshine, hearing the cry, asked: "What is darkness?"

"Come and see," replied the cave, leading the way.

As they entered the depths of the earth, the sunshine remarked: "Now show me your darkness!"

But there was no darkness.

Most of the shadows of this life are caused by standing in our own sunshine.

—Henry Ward Beecher

SELLING YOURSELF

IT DOES not take much to make or to mar one's chance for success in life. Little things have tremendous effects. Sometimes a mannerism or a way of talking may win friends, or create enemies. Small defects of which we are unconscious may make all the difference. The only safe way is to be careful what we do and how we talk.

The way you meet people, what you say and how you say it, your appearance, your manner, many things which are so much a matter of habit that you do them without conscious volition, may help or hinder you. While no man is indispensable, any man can make himself less easily dispensable by looking out for the small items which count up so heavily in our living with people.

There was Bill Griver, who used to work at Flint's Hardware Store. He was a crusty, unpleasant person. He was not a good salesman. He never went out of his way to accommodate a customer, and if he felt like being impolite, that was the way he acted. He held his job because he had some family connection with a member of the firm, but finally he became so obnoxious that they had to let him go. He was fired.

When I was in the store, I missed him, and inquired, "Isn't Bill here today?"

"No," was the reply. "He isn't here."

"Will he be here tomorrow?"

"No. He won't be here at all. Bill doesn't work here any more."

"Well, then," I persisted, "do you have anyone in mind for the vacancy?"

"No, we haven't. Bill didn't leave any vacancy."

Perhaps you have known a man like that, whose greatest service to his employer was to quit the job. Such a fellow leaves a vacancy like the one left by a toothache when it is cured, a pleasant kind of sensation that something bad is missing.

Of course you can keep from being that way if you will take the trouble to cultivate some desirable qualities. Learn to be efficient in your work, but at the same time, try to be friendly and agreeable with people. If you wait on customers, show yourself courteous and interested. Don't brush them off as if they annoyed you. Don't make them force you to sell to them. Don't let yourself be a

grouch. Don't act as though you hated everyone, including yourself.

By way of contrast, remembering the sad case of Bill Griver, we have the little story about the clerk who was called up for jury duty.

He did not want to serve. He tried to beg off on the plea that he could not be spared from his work at the store.

"My friend," said the examining lawyer, "do you mean to im-

ply that the business can't get along without you?"

"No," was the quick reply. "That is just the trouble. They might find out that they can get along without me, and I just can't afford to have that happen."

There are plenty of men ready and willing to fill your position, if you don't continue to hold it. Your way to hold on is to make yourself solid by selling yourself to your employer and to your customers by being the kind of a chap they will wish to deal with. Little things add up to big results. Watch yourself!

LOAFING

from page 14

It is even possible to make indolence our business, as many people have discovered. At an isolated gas station in the Bad Lands of South Dakota the only other sign of habitation was an Indian tent beside which sat a wrinkled squaw. Near her was a sign: "Pose for pictures—50¢." I watched several groups of tourists pose with her; to none did she give more than an occasional grunt. I walked over, snapped a picture, and as I paid her, ventured, "Don't you find it dull just sitting here having your picture taken all day?" Sudden mirth animated that impassive counten-

ance as she replied in perfect English, "Marilyn Monroe does it all day for a living too, and she has to learn lines."

Now if we put our hearts and minds to it; if we muster all our resources; if we keep trying hard enough, we will become really accomplished loafers, and will come to know the sweetness and restorative value of indolence. We will learn to appreciate more than ever these singing words of Walt Whitman: "I loaf and invite my soul; I lean and loaf at my ease, observing a spear of summer grass."

This is a condensation of Mr. Spangler's 8th Beyond Basic Training speech. It is an excellent example of a humorous speech being used to convey an important message of warning against the high tensions of modern living.

HOW WE TALK

And How We Eat

Technical knowledge is important to the man who would get ahead, but it is not by any means the only essential. He must know his work — and something more.

People who claim to be expert in matters of personnel now say that technical knowledge is about 15 per cent of the equipment. The rest is the ability to adapt oneself and get along with other folks. Whether these figures are scientifically accurate or not, it is true that many a man has muffed his big chance because he did not know how to get along with others.

Not long ago, there was an important position to be filled in a large industrial concern. One man apparently was in the favored spot. He was an able worker, and he was right in line for the appointment. It would mean a generous increase in salary, and a rare chance to get into the top flight of executives.

The head man was much impressed with this candidate. One evening he took the man home to dinner with him. We all thought that this clinched the deal, but a few days later, another man got the job.

"How come?" I asked Mr. Big when we met at the club the other day. "I thought that John Johnson was slated for the promotion.

What happened to, put him out of the running?"

"He doesn't know how to eat," was the startling reply.

"The man who fills that position," he continued, "not only has to know the technical end of the business, but he has to meet people — important people — on their own level. He represents the business, and our clients and customers judge the firm by his conduct. I took him home for dinner, to have him meet some important men, and to see how he handled himself. He was a total loss.

"His table manners were atrocious. I don't mind a few social errors, but his eating was all error. I simply couldn't use him, no matter how well he understands the business. That is why I say he didn't know how to eat, and thus we couldn't use him."

That makes it pretty tough, doesn't it? But that is the way it goes in these days, when even a technical man has to know how to mix with people, and be socially acceptable. A slight acquaintance with Emily Post does not hurt anyone.

A consciousness of inward knowledge gives confidence to the outward behavior, which, of all things, is the best to grace a man in his carriage.

—Feltham

Recommended Reading

By R. C. S.



The Lost Art of Oratory

The Reader's Digest, in the March issue, carried a condensation of an article by Max Eastman under the above title, which had been published in the *Saturday Review* issue of February 6th. This article is of interest to every Toastmaster.

The incidents related about famous orators of the past are strikingly appropriate to present day speakers. Comments on preparation of speeches by the great ones are helpfully suggestive to our members.

Mr. Eastman deals vigorously with the speakers who retard their delivery by inserting grunts, a process which he terms "a mere dragging of the breath over the vocal chords." He is not favor-

ably impressed by microphone techniques of men using public address systems, and he does not like the speaker who talks too slowly on the mistaken theory that slowness of speech is evidence of great depth of thought. He is definitely in favor of talking so as to keep the audience awake.

"Winston Churchill is our sole surviving orator and comes near to being a great one," says Mr. Eastman. He does not express great regret at the change in speech style in modern days, but believes that there is still much room for improvement.

The article is available to most Toastmasters through the *Reader's Digest*. If you missed it, hunt up the March issue and enjoy a treat.

Official Memorandum from the Credentials Committee

In a recent mailing from the Home Office of Toastmasters International, each Club Secretary has been sent the official Credential certificate and Proxy form for use at the Washington Convention. The Annual Business Meeting of the corporation will be held at the Statler Hotel in Washington, D. C., on Thursday, August 26, 1954. Each Club President has been sent information on voting procedure.

At the Washington Convention, only the official Credential certificate and the official Proxy form will be accepted by the Credentials Committee. No copies or facsimiles will be accepted, nor will any written or typed proxies be honored. In case the official card is lost, another may be obtained by the President or the Secretary of any club by writing to the Home Office for a second card.

Any club which delegates its right to vote to a member of another club should do so only after due deliberation and with a complete understanding of what the club is doing. This action should take place at a regular club meeting.

I urge each club to treat its privilege of voting, either by accredited delegate or by proxy, in a businesslike manner, reflecting the matured thinking and the wish of the club members.

Raymond G. Castle, Chairman

IT'S MAGIC

BUT YOU MUST PUT IT TO WORK

When International Director D. Joe Hendrickson was asked for a Magazine article on Club-of-the-Year activities of Toastmasters, he immediately thought of Phillip H. Ogden, Governor of District Eight, who had done an outstanding job of popularizing this important project in his district. The following is a condensation of Governor Ogden's report.

"Shortly after taking office in July, all of the Area and Deputy Governors of District Eight were called to a meeting to be indoctrinated in their new offices.

"At this meeting the Club-of-the-Year committee did an excellent selling job. It was suggested that we 'think about it this way' and urged that the Club-of-the-Year book be used in much the same way as a score card for a golf game or a baseball game. To refresh your memory on that idea why don't you reread the article in the January *Toastmaster* by District Eight Club-of-the-Year chairman Paul Gnadt, entitled 'Think About It This Way.'

"After the Deputy Governors were mentally prepared and sold on the idea, Club-of-the-Year books were made available and every man who wanted a book was able to take one back to his club. Thus, the books were in the proper hands early in the year when record keeping should be started.

"The Club-of-the-Year committee then set out to visit especially those clubs not participating in the Club-of-the-Year program to explain the operation of the book and to encourage their participation. This was well received and proved successful. There was also devised a monthly report form, which set up a monthly point schedule for each section of the Club-of-the-Year program. This was strictly on a voluntary basis but gave the club a monthly check as to its progress. These forms were handled through the Area Governors and copies returned to the District Governor for permanent files.

"That was the Club-of-the-Year program in District Eight for 1953-54. What was the result? Has the program been worth the effort? Here are some figures. You may judge for yourself.

"Last year there were five clubs in the Club-of-the-Year competition, this year there were twenty-

four. Last year there were four clubs presenting Speechcraft, this year twenty. In almost every phase of the Club-of-the-Year work the record showed improvement — it was like a chain reaction: a club used Club-of-the-Year, it conducted Speechcraft which brought more members, which meant better attendance, the attendance was maintained by Progressive Programing and a more comprehensive educational program.

"This competition brought about more speaker exchanges and a definite interest in Area and District affairs. Our goal of one hundred per cent participation was not reached this year, but we did increase participation five fold, and thus we have many more strong clubs in District Eight. Naturally we expect next year's participation in the Club-of-the-Year to exceed this year's."

HISTORICAL NOTE

In the *Daily Pantagraph*, of Bloomington, Illinois, March 28, 1954, there appeared an item of interest to every Toastmaster. A column of information from 50 years ago contained the following paragraph with date line of April 1, 1904:

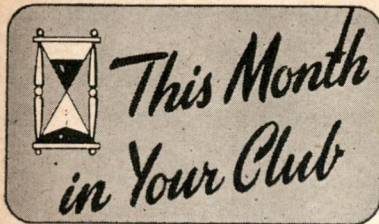
The Toastmasters Club of the Y.M.C.A. held their second banquet last night. The toasts were on Bloomington's famous people, and the young men who spoke were well prepared and interesting. The club is limited to 14 members.

Through the thoughtfulness of Dr. Fred Muhl, charter member of Bloomington Toastmasters, and a long-time friend of Ralph Smedley, the item was received at the Home Office. It enabled Dr. Smedley to fix the date of beginning, a time which he had not been able to locate definitely.

From the above item it has been established that the first meeting of the first Toastmasters Club was held on March 24, 1904, which makes the application of the idea just 50 years old in 1954. It took 20 years of experience to bring the plan to a point where its growth began. The present "Number One" Club, in Santa Ana, was organized October 22, 1924. From this has grown the present world-wide movement for "better thinking, better speaking, better listening."

Fifty years ago, as today, the idea was to learn by doing and to improve through constructive criticism, an exceedingly simple idea from which remarkable results have come.

PROGRESSIVE



This is a month of challenge in the club. It not only applies to formal speeches but to all other phases of club activity.

It is a month of awakening—awakening to the opportunities which we as members and officers have before us.

It may be that in joining Toastmasters we had an idea it was a nice quiet place to go for weekly relaxation and good fellowship — and so it is. If this has been your attitude, fine and dandy, and we know of no finer place to do *just that*.

But it is also a place where great opportunity lurks, and most of us have to try mighty hard not to be bitten by the *bug* of high accomplishment.

So June has been designated as a month of challenge. If you are an officer who has been loafing on the job, now is the time to turn over a new leaf and really start *pitching*.

Toastmasters is designed to train men to meet every problem that may be solved by a proper personal attitude toward life as implemented by correct communi-

cation with others. It is a laboratory of experimentation, where one may discover the correct method and equip oneself for the battle of life. This is your challenge.

Programing

The program committee can render special services during this month by carefully evaluating the speakers on each program and assigning to them such subjects as will best bring out the latent potentials of each.

If John Doe leans heavily on his notes, try taking them away from him just before he speaks. If Jack Price paces the podium in a distracting manner, have him stand on a chair while he delivers his speech. If Bill Brady is easily distracted by noise or commotion, arrange for an abundance of both; but it is wise to tell him of your plan before he begins.

If your President is weak in his understanding of parliamentary procedure, plan a stunt in advance, with the help of several members, that will give him a real workout. The program chairman should advise the president that such a scheme is in store and suggest that he study his *Amateur Chairman* so that he will be ready for all comers.

June programs may well be the best of the year if they are well planned and given full advantage of vivid imagination.

PROGRAMING



July has been designated by the Educational Bureau of Toastmasters as the time for "Patriotic and Civic Speech Themes."

In the United States we will be particularly inspired by the Fourth of July and many of our speeches will be patterned to expound the glories of our *great heritage*; especially since our coming International Convention will be held in Washington, D. C., where we may visit the many shrines to our Nation's heroes and the headquarters of our government.

Toastmasters of other allegiances may also thrill to patriotic speeches and take this opportunity to discuss their own national problems and accomplishments.

Program chairmen will do well to design one meeting during July for a preview of Toastmasters 23rd Annual Convention, stressing the leadership theme and planning several speeches on the historical value of visiting the many places of national significance which will be scheduled by the Hospitality Committee of our convention planners.

Civic affairs should also be discussed. Speeches extolling the desirable features of the home town are indicated. A simulated meeting of the city council where current problems are considered might also be used. Arguments on important community projects

are always interesting and instructive.

Such a program is an excellent excuse for inviting city officials as guests and this is always an excellent means of developing a greater community consciousness of the excellent work Toastmasters is doing.

July is also a month for well-planned outdoor meetings — wienie fries, clambakes, barbecues and even a picnic in the park. Invite the whole family.

Try storytelling for the youngsters, tall tale contests, ghost stories, tales of weird exploits and wild imaginings — the spookier the better.

Hold a "talk-fest" around the fire and give everyone a chance to suggest new ideas for making the club a more vital experience for its members.

July meetings can be fun as well as instructive.





New Clubs

- 514 OAK HARBOR, Wash., (D 2), *Oak Harbor*, Mon., 7:00 p.m., except first Mon., 6:30 p.m., The Chimes Cafe.
- 631 FORT WALTON BEACH, Fla., (D 29), *Choctawhatchee*, Mon., 6:00 p.m., Bayview Club, Ocean City, Fla.
- 1149 HURON, S. D., (D 41), *Jaycee*, 2nd & 4th Tues., 6:15 p.m., Sip 'N' Bite.
- 1514 NORFOLK, Va., (D 36), *Breezy Point*, 2nd & 4th Tues., 6:00 p.m., Officers Club, NAS.
- 1515 FULTON, N. Y., (D 34), *Fulton*, Mon., 5:30 p.m., Fulton Chamber of Commerce.
- 1516 DESERT HOT SPRINGS, Calif., (D F), *Desert Hot Springs*, Mon., 7:30 p.m., V. F. W. Hall.
- 1517 RALEIGH, N. C. (D 37), *Capital*, Wed., 6:00 p.m., S & W Cafeteria.
- 1518 STEPHENVILLE, Ernest Harmon AFB, Newfoundland, (D U), *Ernest Harmon*, Wed., 11:30 a.m., Ernest Harmon Officers' Club.
- 1519 MELBOURNE, Australia, (D U), *Melbourne*, 2nd & 4th Tues., 6:30 p.m., Hotel Federal.
- 1520 ATLANTA, Ga., (D 14), *Buckhead*, Wed., 7:30 p.m., Peacock Alley.
- 1521 CRANE, Ind., (D 11), *Lake Greenwood*, Thurs, 11:30 a.m., U. S. Naval Ammunition Depot.
- 1522 GRANITE CITY, Ill., (D 8), *Granite City*, Mon., 7:00 p.m., The Edison Cafe, Niedringhaus.
- 1523 DULUTH, Minn., (D 6), *Duluth*, Thurs., 6:00 p.m., Duluth Athletic Club.
- 1524 CHICAGO, Ill., (D 30), *Westinghouse Monday*, 1st & 3rd Mon., 6:00 p.m., Merchandise Mart.
- 1525 FORT EUSTIS, Va., (D 36), *Transportation*, 2nd & 4th Tues., 6:00 p.m., Officers' Club.
- 1526 CHASKA, Minn., (D 6), *Chaska*, Alt. Tues., 6:30 p.m., Chaska Public School Cafeteria.
- 1527 GASTONIA, N. C., (D 37), *Gaston*, Tues., 6:00 p.m., Eagles Club.
- 1528 CANTON, O., (D 10), *Ohio Power*, Friday, 7:30 p.m., The Ohio Company Conference Room.
- 1529 CEDAR RAPIDS, Ia., (D 19), *Jaycee*, Wed., 5:45 p.m., YMCA.
- 1530 BRUCETON, Tenn., (D U), *Bruceton*, 2nd & 4th Tues., 7:00 p.m., Leaden Cafe.
- 1531 SUN VALLEY, Ida., (D 15), *Sun Valley*, every other Mon., 6:15 p.m., Dollar Cabin.
- 1532 DENVER, Col. (D 26), *Denver*, 1st & 3rd Tues., 5:30 p.m., Republican Club.
- 1533 PAWTUCKET, R. I., (D 31), *Pawtucket*, Mon., 6:30 p.m., Lindsey Tavern.
- 1534 SACRAMENTO, Mather Air Force Base, Calif., (D 39), *Mather Air Force Base*.
- 1535 OMAHA, Neb., (D 24), *Centennial*, Mon., 6:00 p.m., Rome Hotel.

WHEN AND WHERE THEY MEET

THE TOASTMASTER

The Gnat

and the

Sequoia



*A tiny gnat with a wee thin voice spoke to Sequoia Tree,
"I am the least of living things, would you deign to speak to me?
You must be God...or the Brother of God...so old and great and tall."
Sequoia spoke from its mighty height. "We are only large or small,
Not greater or less in the eyes of God. We are His Children...all.*

*Once I was less than the size of you, a germ of growth in a seed.
Driven to reach for the passing clouds by a silent urgent need.
Now I am tall, as men count tall, yet you with your shining wings
Can mount to the sky above my head for a God's-eye view of things.
To the mountain's gaze I am just as small as you seem small to me.
In the heart of God we are all the same, mountain, gnat and tree.
A life is as long as each may live...eon, millenium...day.
Each is a thought in the Mighty Mind, each perfect in his way.
So I'll try to be the mightiest tree...you be the gnattiest gnat.
Thus we repay, each in his way. God won't ask more than that."*

Aloha
Don Blanding

Reprinted from the
SCIENCE of MIND MAGAZINE

DELICIOUS AND DESIRABLE

Many of the valuable Convention sessions have been informally planned around the "festive board" where we may eat and chat and learn of Toastmasters procedures at the same time. You are invited to join in making these occasions the high lights of the Convention.

1. **BREAKFAST WITH THE FOUNDER** An informal meal with Dr. Ralph C. Smedley, where you will share in a big family celebration of Toastmasters' 30th birthday observance.
2. **FELLOWSHIP LUNCHEON** Where good fellows get together for fun and fellowship. This will be the occasion to meet and fraternize with your fellows.
3. **CLUB OF THE YEAR BREAKFAST** An inspirational occasion presenting a preview for high accomplishment. Here new club officers may find a norm for their club's performance.
4. **IDEA LUNCHEON** Only Toastmasters keenly interested in the exchange of dynamic and workable ideas for club betterment will be welcome, but if you don't attend you will miss an important Convention feature.
5. **PRESIDENT'S BANQUET** The premiere of Toastmasters International for 1954-55. It will be a vital and pleasurable experience for all Toastmasters and guests.

Wives are privileged and welcome guests at all sessions (including the above.)

MEAL SESSIONS WILL BE LIMITED, BY NECESSITY, TO THE CAPACITY OF THE RESPECTIVE DINING ROOMS. ORDER YOUR TICKETS NOW. SEE OPPOSITE PAGE.

SPECIAL PRE-CONVENTION REGISTRATION

If this registration is completed and mailed to Toastmasters International, Santa Ana, California by July 1, your registration fee is \$4.00 instead of \$5.00.

Please Registration and tickets for Me As Follows:

Quantity	Price
(/) Men's registration — @ \$5.00	\$.....
() Ladies' registration — @ \$1.00 (net)	\$.....
() Ticket(s) Mt. Vernon Trip — \$5.00	\$.....
() Ticket(s) Mt. Vernon Trip — Children under 18 @ \$4.00	\$.....
(/) Ticket(s) Breakfast with the Founder (Fri.) — @ \$2.75	\$.....
(/) Ticket(s) Idea Exchange Luncheon (Fri.) — @ \$3.00	\$.....
(/) Ticket(s) Club of the Year Breakfast (Sat.) — @ \$2.75	\$.....
(/) Ticket(s) Fellowship Luncheon (Sat.) — @ \$3.00	\$.....
(/) Ticket(s) President's Banquet (Sat.) — @ \$6.00	\$.....
TOTAL	\$.....
Less \$1.00 for early registration	\$.....
NET TOTAL	\$.....

My check (make checks payable to the Toastmasters International Convention Fund) for \$..... is enclosed. It is my understanding that my badge and tickets designated will be waiting for me at the PRE-REGISTRATION DESK at the HOTEL STATLER, thus eliminating the delay and annoyance of standing in line.

Signature.....

(Please print)

Name..... Club No..... Dist.....

Mailing Address.....

City..... Zone..... State.....

Note: Reservations for rooms may be made on separate blank provided for the purpose in this magazine.

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TEST YOURSELF

- ▶ What are your speech handicaps?
- ▶ How do you introduce?
- ▶ Would you leave a vacancy?
- ▶ When and where is our International Convention?
- ▶ When should one dare to be different?
- ▶ Should we criticize subject matter?
- ▶ What did Columbus have that you don't have?
- ▶ What is the Point of Emphasis for June?

The answers to these questions may be found in the preceding pages.



In the Mill

—for Next Month

- BE A DICTATOR
... to your mind!
- THE OTHER HALF OF TALKING
... is important also
- OK, TELL IT!
... but make it good
- TIME TO THINK
... about attitudes
- ? ? ? ? ?
... the Elections Committee reports

BEFORE WE ADJOURN

The misfortunes hardest to bear are those which never come.
 James Russell Lowell



AMERICAN AIRLINES ITINERARY MEMO



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J. F. Bean.

CONTACT: _____

to 3-3666.

(Home)

(Business)

1

NO. IN PARTY

purchase ticket by spm 7/30

CITY	CARRIER FLIGHT	DATE	TIME	STATUS
FROM Los Angeles	AA 652	8/25	LV. 1230A	ONE WAY
TO Dallas	AA 638	8/25	AR. 620A LV. 705A	
TO Washington	AA 655	8/30	AR. 135p. LV. 1615p.	TOTAL \$
TO Los Angeles			AR. 540A LV.	
TO			AR.	ROUND TRIP FARE \$ 196.00
TO			LV.	
TO			AR.	TAX \$ 1960
TO			LV.	
			AR.	TOTAL 215.60
			LV.	

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FOR FURTHER INFORMATION OR RESERVATIONS CALL

845-4225

1:20 A.M. # 264.88
11:51 AM

11:05 VIA BILLS 9:59 PM

Dr. James F. Bean
P.O. Box 128
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356-f-51b

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Watch for Toastmasters Road Signs

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OF THEIR ACHIEVEMENTS



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