

July 1954

The
TOASTMASTER



THE FIRST FREEDOM

For Better Thinking—Speaking—Listening

The TOASTMASTER

Official Publication of

Toastmasters International, Inc.

Editor in Chief ... Ralph C. Smedley

EditorWayland A. Dunham

Address all communications to

The Toastmaster,

Santa Ana, California

JULY, 1954

Vol. 20—No. 7

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 1558 active clubs—located in the United States, Alaska, Australia, Canada, Channel Islands, Cuba, England, Greenland, Hawaii, Japan, Philippines, Scotland and the South Pacific Islands.

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 1954 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

THE POINT of Emphasis for July is on patriotic and civic speeches. It is intended to bring to Toastmasters the reasons for preparing speeches calculated to inspire love of country and devotion to its welfare. Every speaker should have in mind something to say, and should have a method of preparing it.

Some curious misconceptions exist on this subject. Some speakers appear to believe that a patriotic speech requires a special sort of Websterian or Disraelian eloquence, in which one appeals to high heaven and shouts ringing phrases of uncertain meaning. Some would make it appear that a political harangue is a patriotic oration.

The simple fact is that a speech calculated to encourage better understanding and appreciation of one's country, presenting facts pertinent to better citizenship and promoting the general welfare, may well be counted a patriotic presentation.

The ideal of patriotism was well stated by the poet Goethe when he wrote:

In peace patriotism really consists only in this — that everyone sweeps before his own door, minds his own business, also learns his own lesson, that it may be well with him in his own house.

The concept of the insincere, bombastic, flag waving type of so-called patriotic speaker was characterized by Samuel Johnson in his pungent statement:

Patriotism is the last refuge of a scoundrel.

For your practice in patriotic speaking, consider what matters will most help your hearers to better citizenship. The test is whether and to what extent it will help inspire people to better living, as members of the social and political community of which they are a part.

IN THIS ISSUE

For the discriminating reader

▶	HOW CAN THEY? How can anyone refuse to accept his good?	2
▶	BE A DICTATOR! To win others you must first control yourself.....	3
▶	THE OTHER HALF OF TALKING is being able to listen effectively	5
▶	HOW TO FIND AND TELL A STORY that will be clever and enjoyable.....	7
▶	DON'T SAY IT! if you have heard it too often.....	9
▶	DON'T WALLOW IN THE PUDDLE with contemporary name callers!.....	14
▶	EFFECTIVE COMMUNICATION is a two-way thoroughfare	20
▶	TABLE TOPICS TIPS New ideas for the Topicmaster	28
▶	MATURITY is continued growth, not stagnation.....	29
▶	AN IDEA for prompt collection of club dues.....	31

JULY, 1954

1



How Can They?

By Russell V. Puzey, President Toastmasters International

DOES IT amaze you — as it has often amazed me — that a considerable number of clubs have a turnover of membership of more than one third each year? How can anyone actively in membership of a Toastmasters club leave us? Could you?

This piece will not be read by those who have left. It is designed to alert some to the things they will miss if membership is terminated.

Many say they are too busy in business or in other activities. That, I know, cannot be. Membership in our clubs makes these other activities so much easier.

How can they afford to miss these things, to name only a few: the living mirror of evaluation; the knowledge of how their effort was received; the intellectual discipline from preparation of talks under assigned subjects; the sharpening of the mind from table topics; the building of character gained from giving and receiving criticism; the reality of God and stewardship of self gained from our service fellowship; the honesty, tact, gentleness and humanities of life that come from honest evaluation; the knowledge gained from talks given by others; the fellowship, friendship, and sincerity gained from fellow members; the opportunities for training and evaluation of any exercise in speaking, writing or leadership that they may need or want to practice.

Above all is the inspiration, the lift and the continued and increased zest and joy for life that springs from helping others and being helped in turn. No man can be a good Toastmaster and not experience these things, nor can he fail to broaden in character, in mind, in expression and most importantly, in Christian understanding and service.

We know that if everyone sweeps in front of his house, the city is clean, and that no one can hang the sign around his neck "Nothing wrong here." Our club is a primary course of development for intelligent, aggressive and serviceable citizenship. If you are considering leaving your club, try doing your assignments well. It's impossible to leave or dislike work that is well done. Habits are formed through use, and all things are ready if the mind be so. Nothing profits more than self esteem grounded on mind and might well managed. Our greatest sin is self-neglect.

How can they who leave us do without these things? I can not, can you? Is it possible that they never discovered them for themselves? Is it possible that their clubs did not provide these things for them? Let us take stock first of ourselves and then of our club, so that I may never say to you, "How could you!" Never permit us to lose you. It is your challenge as well as ours.

The reward of a thing well done, is to have done it.

—Ralph Waldo Emerson

THE TOASTMASTER

BE A DICTATOR

To Your Mind

By Ralph C. Smedley

CONCENTRATION IS one of the lost, or nearly lost, mental powers of most Americans.

We have forgotten how to pay attention. We do not know how to listen and observe. Because we do not practice concentration, we forget names and faces and facts. We let our minds wander from the main point, and so we never catch that point.

Most of us do not understand about things because we do not pay attention. Our wits, such as they are, go wool-gathering even while we talk, and much more while others talk. Then we complain about our poor memories.

Think of the person whom you met a little while ago. You know him well, so you could speak his name and exchange the usual inane greetings. But beyond that, what was said? Can you remember what kind of clothes he was wearing? Did he have a necktie, or was he wearing a sport shirt? Did he wear a hat, or was he sunning his roof?

Try to mention someone you have met. His name escapes you. You speak of him as "Whatchamay-call-him" or "that guy down in the real estate office" or "Bill

— oh, you know him as well as I do, but I just can't call his name."

Perhaps you are working in the garden, and you need another tool. You shout to the small son, "Jimmy, will you bring me that gadget out of the garage — that thingumabob that I use to tighten this what's-it?" With a moment's thought, you could remember the name of the monkey wrench or the alligator wrench or the garden fork, or whatever it is that you need. The trouble is that we talk so often without thinking.

Some jingler has written:

*They never taste who always drink;
They always talk who never think.*

You positively can control your mind, but it takes effort and will power to do it. Conditions around us conspire to distract attention and make concentration harder, but you can do it if you will.

We listen to the radio while reading the newspaper, or while driving the car. But we are not really listening. Our attention is divided. When we get through we cannot remember either the headlines or the radio program. We might better turn off the radio or lay aside the paper. Our minds are not capable of concentrating on two things at once. We have to

JULY, 1954

keep our minds on what we are doing.

This failure of attention drives advertisers crazy, and in turn, their product tends to increase our inattention. They know that a billboard will not register with the passing public unless it has an eye-catcher, like something in motion. Thus we see animated billboards, with a washerwoman elbow deep in suds, or a puddle-jumping car, or a mule doing a high kick. Even in the newspaper, the type is so big that it fairly screams at you, or you do not notice the ad.

It is a reflection of the times in which we live. We are constantly assailed by so many noises and sights that we become confused, calloused, inattentive in self-defense.

But if we are going to produce results of any merit, we must exert our mental strength to rise above these distractions. We can

shut out the noises when we become engrossed in some line of thought. We can ignore our surroundings as we listen to some speaker of worth. We can even improve our memories if we learn to concentrate.

Concentration and frequent review are the twin keys to better memory and better thinking. We can disregard unimportant things, and fix attention on that which matters most. Then we can bring back in review the things we wish to retain. By that process we can remember names and faces, or speech outlines, or important engagements and errands.

It is not easy, but it is possible. You can control your thoughts, and you can build a dependable memory, but you can't do it by merely wishing for it. If it is worth your while, you will accomplish it by concentrated persistent effort. You must be a Dictator to your mind!



We are all blind until we see
That in the human plan
No speech is worth the making, if
It does not make the man.
Why build these fine forensic
gems
If man unbuilt goes?
In vain he builds his speech, unless
The builder also grows.

With apologies to Edwin Markham

Our greatest need is not for national figures who excel in star-spangled oratory, but for business leaders who will recreate in their firms the enterprise atmosphere under which they have attained their success.

—H. C. McClellan

THE OTHER HALF OF TALKING

By John A. Walker

LISTENING IS the other half of talking. If people stopped listening, it would be useless to talk. But listening isn't as simple as it seems to be. It involves interpretation of both the literal meaning of the words and the intention of the speaker. For example, if someone should say, "Hello Jim, you old horse thief," technically Jim has been insulted, but the tone of voice indicates friendly affection.

Most people are not very good listeners. In general they talk more than they listen. Many of us, while supposedly listening, are inwardly preparing what we are going to say when we get the floor. Yet it really isn't hard to learn to listen — just unusual. Competition in business today tends to put a premium on self-expression. Even if a person has nothing to say, what he lacks in knowledge he often tries to make up in talking, loud and fast.

Listening is regarded as a passive thing, but it can be an active process, something to challenge our intelligence. A stream of messages is coming in to be decoded.

How close can we come to their real meaning? What is the speaker trying to say? What has he left out? What are his motives?

When listening to a speech, made either to an audience or in conversation, look for motives behind the words. What is its real purpose? What does the speaker want us to believe? Is he sincere? Are his statements logical and factual or does he deal in double talk intended to mislead? With practice and application we can develop a keen sense of discernment.

Lastly, the listener should bring to each speech or conversation an open mind, a friendly willingness to listen impartially to the thoughts of others and to weigh what he hears in the balance of logical reasoning. If he cannot agree with the ideas propounded, he has every right to state dispassionately his points of disagreement, and if the occasion permits, back up his ideas with a few brief arguments in their behalf, always remembering that the other fellow has the right to his own conclusions.

Diplomacy is to do and say the nastiest thing in the nicest way.

—Isaac Goldberg

I HAVE TURNED THE CORNER

By Earl M. Fitch

DO YOU bring out the best in others — your employer, your employees, your customers, the members of your family?

Can you dismiss an employee or turn down a salesman and still retain their friendships to the extent that they will recommend your firm?

Can you hire people and effectively train them in their duties so that they realize the importance of their positions? Do they understand that they are members of a team, and thus become hard-working, happy, productive employees — each fitted into the right place?

Can you work with your officers and have them perform effectively and happily for the club and their own self-improvement?

Several years ago, I decided that there were weaknesses in my way of contacting and associating with people. Toastmasters training is helping me to overcome these faults. It has taught me how to organize my thoughts and ideas, how to plan and present a sound program and how to con-

duct a corporate meeting. It has taught me control of myself. As a result of this control, I can use my thought and energy in understanding my customers, salesmen, officers and friends.

Also I am learning to talk the other fellow's language, whether he be the bank president or the newsboy. I am taking an active part in trade groups, PTA meetings and similar activities which would have made me run for cover a few years ago or kept me so filled with fear I could not have succeeded in holding an audience.

Toastmasters training is teaching me to listen analytically. Now I can understand why speeches are good or bad. On Sunday, I find myself evaluating the sermon as I sit in church. If I do not like it, at least I know why.

Every problem becomes easier when it is untangled, knot by knot, and training in a Toastmasters club makes such chores a simple routine. As a result I am becoming more useful within and without my business. *I have turned the corner.*

and now we will hear from
JIM NISSEN.....



THE TOASTMASTER



Must You Tell a Story?

By Ralph C. Smedley

INDEED YOU must, if you aspire to be a popular talker. Stories, appropriate and well told, are an important part of every speaker's equipment.

By "popular" speaker, I do not mean necessarily a humorous speaker, and by "story" I do not wish to imply that it must be a joke. Both the serious speaker and the humorous one are included, and the stories we are talking about include the serious or inspirational illustration as well as the kind guaranteed to lay the audience in the aisles.

Neither can we limit this storytelling facility to the one who speaks from the platform. It is as important to the conversationalist as to the orator. If you wish to be recognized as a good talker, either on the platform or in ordinary conversation, you need to have a stock of good stories, useful illustrations and catchy phrases at your command, and to be able to use them well in the right places.

A sharp, appropriate story can do more to explain a point or settle an argument than half an hour of logical, abstract reasoning.

The wisest and ablest teachers in all ages have used the story technique. They have realized the importance of the concrete, the value of visualization, and the convincing quality of analogy.

Every time we say to a listener, "Do you see the point?" we prove the value of illustration. We want our hearers to "see" what we are driving at.

You need not be a comedian, nor even a humorist, but if you are hoping to be accepted as a good speaker, either to individuals or to crowds, you really must have skill in the art of illustration.

There are several reasons why a stock of good stories, plus the skill to use them, is essential. These reasons may be loosely gathered up under four general heads.

First, the speaker's ideas need illustration, or illumination, such as is shed upon them by an appropriate anecdote.

Usually, the story is about people and their doings, and those who listen can see themselves in the situations depicted, and can appreciate the actions described more readily by the picture in the story than by many words of explanation.

JULY, 1954

No matter how serious the subject, it can be given fresh interest and better understanding by the use of illustrations, whether these are in the form of story, diagram, map, picture or analogy. The subject is illuminated, or lighted up, by the story.

To illuminate means to throw light upon, and that is exactly what a good story, told with grace and finish, will do for a speech or an idea. The human mind demands concreteness when it attempts to absorb ideas, and there is no better agency than the illuminating story to present abstract matter in concrete, tangible form.

Abraham Lincoln was a master in the art of explaining things by means of a simple, illuminating story. For an example of how he did it, consider this one:

The war with Mexico was not generally popular with the American people. Lincoln, then a member of Congress, was definitely opposed to it. In trying to explain his attitude, he said:

"Those folks who say that the war is not one of aggression make me think of an Illinois farmer who explained and excused his land hunger by saying, 'I ain't greedy about land. All I want is just what jines mine!'"

A pertinent story or a picturesque word is remembered when the argument has been forgotten.

Second, stories are good for relaxation, needed by both the speaker and the audience.

This is especially true when the speech is a long one, and on some serious theme which calls for concentrated thinking. Attention is exhausting. When prolonged, it interferes with the effect of the speech. People are physically and mentally incapable of following a lengthy exposition without intervals of rest.

Shakespeare introduced the grave diggers into the tragedy of Hamlet, to relieve the tenseness. The grim humor of the scene does little to set forward the action of the play, but it does serve to relax the audience for a few moments, and gives better effect to the tragic roles.

A skilled speaker knows when his audience needs to be relaxed, and he uses a story or illustration for that purpose, without losing his hold upon them. He never drags in a story just for the sake of telling it. The story must pay its own way in contributing to the thought.

Third, it lets the audience laugh *with* the speaker, rather than *at* him. When listeners laugh at you, unless you have brought about the situation by design, you are in danger of losing control, but if they laugh with you, all is well.

A pointed story puts you on friendly terms with the audience, and helps to remove any impression that you are a stuffed shirt. It creates a feeling of understanding and fellowship. When you laugh together at something amusing, you are brought into a closer relationship.

(Continued on page 24)

GOODBY TO HACKNEY

By Dr. H. R. Novros

OUT OF THE quarter to half a million words in our rich English language, most of us struggle along with a frugal 1000 to 2000 frayed and ragged ones. They are used to the point of exhaustion. They have lost clarity, pungency and exactness. Tramps of the dictionary, they fit in everywhere but rarely do the work of a selected word.

The critic says, "That was a fine job, Jim."

It's a hackneyed sentence. It occurs several times in every meeting of every club. Especially hackneyed is the word "fine."

According to the dictionary, the word hackney goes back to the days of the horse one kept for hire, hence a horse used by many persons and termed a hack. Part of the definition is "to devote too frequent or common use, as a horse; to wear out in common service; hence to make trite, vulgar or commonplace."

"That was a fine job."

The word "fine," according to the same high authority, means



"finished;" brought to perfection; refined, hence free from impurity. Other parts of the half-page definition are "of marked excellence or superiority; worthy of admiration; of great merit."

Even the most enthusiastic and laudatory critic might stop a little short of such high praise for a Toastmasters program. They are good, they are enjoyable, they are informative, but few of them are "fine."

If we wish to become a bit more erudite, we might comment, "Jim, you must have put some good thought and planning into this program. I think it ranks among the best we have had."

Does a member wish to say something commendable about the president, who is concluding his term?

No, not another "You have done a fine job, Jim."

Let's keep away from hackney and make it something like: "We elected you because we thought you'd give time and thought to making your administration a success. You did. It is going to be a

little hard on your successor because you have set so high a standard, but it is good for the club."

For the speaker, to get away from the hackneyed "You did a fine job," why not try this: "The simple manner in which you presented what is usually considered a complicated subject has enlightened us all."

(But of course if he did the sort of job that so many of us so frequently do, the comment might well be, "The complicated manner in which you presented what is usually considered a simple subject has left us in our customarily confused condition!")

The critic, the president, the Toastmaster in charge of the program, even the secretary and the treasurer can dress up their few remarks — and most of them should make only a few — in words which will not be hackneyed.

When the President says he is sure Toastmaster Braddock has a fine program tonight, he means he hopes it is but doubts it. Of course, it won't be a *fine* program — five or six students of speech are not going to furnish a "fine" program, though they may present a good one. He can just as well leave off the terminal word "tonight," also, if the program is for the same evening.

If the president cannot do any

better, he might say, "Toastmaster Braddock assures me that his six speakers are going to give us a program which will make us glad we came." Not highly original as a remark, but better than the old hackney.

The treasurer, in giving his report, can cover himself with glory by making it cleverly different — such as, "Despite the fact that our government seems able to run its business on an unbalanced budget, we don't have much luck. If the 13 members who still owe their second half dues will pass over some of that cool green stuff," etc.

The secretary's report can be deadly and usually is. In a few clubs it is looked forward to as a high spot of the meeting because its production is a work of art, including humor, philosophy, and factual material set down in a manner to entertain.

The Toastmaster might borrow a dictionary (no Toastmaster has yet been discovered who actually owns one) and run through it for a few vocabulary-building words, avoiding the word "fine," but plucking some rarely used ones to startle his hearers and make them think he has gone to school. Twenty to thirty members bringing in two or three new words to programs could immeasurably increase the word power of a club.

Good-bye to hackney — it can be fun if you give new words a chance.

Cause your audience

TO FEEL

by your words

They Will Speak With Authority

—because they have practiced what they preach.

Toastmasters who attend our International Convention in Washington, D. C., next month will be richly rewarded. How? by sitting in on practical demonstrations of accomplishment by proven leaders in many fields. You'll get none of this theoretical soothing-syrup or synthetic pep- tonic so often dished out at conventions, but down to earth, straight from the shoulder "How Tos" which have worked for the speakers and will work for you.

Sales Manager, Secretary-Treasurer, Partner, President, Technical Adviser, Chief Engineer, Owner, Executive Vice President, Manager . . . these are some of the titles which dignify the names of our program participants. But titles mean little unless they are identified with established leadership. Our speakers have earned this identification in companies like Brown & Bigelow, Line Material Company, Illinois Central Railroad Company, The Texas Company, Boeing Aircraft, General Electric, Libbey-Owens-Ford Glass Company, Pillsbury Mills, Inc., to name but a few.

These men know leadership. Since "Leadership" is our Convention theme, they will have much to say. And since we are vitally interested in the subject, our Convention sessions should be full to overflowing. See you in Washington August 26, 27 and 28.



MY CREED

I do not choose to be a common man. It is my right to be uncommon—if I can. I seek opportunity—not security. I do not wish to be a kept citizen, humbled and dulled by having the state look after me. I want to take the calculated risk; to dream and to build, to fail and to succeed. I refuse to barter incentive for dole. I prefer the challenges of life to the guaranteed existence; the thrill of fulfillment to the stale calm of Utopia. I will not trade freedom for beneficence nor my dignity for a handout. I will never cower before any master nor bend to any threat. It is my heritage to stand erect, proud and unafraid; to think and act for myself, enjoy the benefit of my creations and to face the world boldly and say, "this I have done." All this is what it means to be an AMERICAN.

Dean Alfange in Press Proofs

It's a Good Idea

■ Et Tu, Brute!

Even the most searching and analytical evaluation is of little value if the member does not take it to heart and practice to eliminate his weakness. Where evaluation ends, the speaker should take over.

From The Ubiquitous Buzzer
St. Louis Toastmasters

■ Welcome Traveler

On a recent business trip to California, Oregon and Washington I availed myself of the privilege of visiting the following Toastmasters Club: Angeles Mesa, Los Angeles; Financial Center, San Francisco; Broadway, Portland (Ore.) and Chambers, Seattle.

Everywhere courtesy and gracious hospitality prevailed. The warm welcome accorded me made me glad and proud to be a Toastmaster.

May I suggest that all Toastmasters when away from home take advantage, as I did, of the opportunity of visiting other clubs? Much can be gained in good fellowship and a new and different perspective can be gotten on how to conduct a Toastmasters Club meeting. This will prove invaluable.

The high light of my trip was the visit to the Home Office of Toastmasters International, Santa Ana, California, where I met Dr. Ralph Smedley, Ted Blanding and Way Dunham and the staff in the office.

Memories of the cordial, friendly treatment will remain with me always.

J. G. Cahill

Losantiville, Ohio Toastmasters

■ Professional Tips

To clear your throat for speaking after a hearty dinner, try a pinch of salt, dissolved on the tongue and followed by a swallow of water.

When you stand to speak, take a minute to get your bearings before you start. A genial smile distributed over the audience is a help to good feeling and to your own relaxation.

If you are afraid to trust your memory, use notes, but use them inoffen-

sively. Use small cards not more than 2 by 3 inches in size. Write one point on a card, and discard each one as used—that way, there will be no *lost place jumbling* as the next card in hand will contain the next thought for use.

Pitch your voice so that men in the last row may hear. Pick out men in all parts of the room and speak personally to one for a moment and then pass to another, but do not get into a routine.

If you use visual aids, plan them carefully and make them large enough to be viewed effectively by the audience. Keep them in your possession. Never pass them around for examination while you are speaking. You need the undivided attention of your audience.

■ Toastmasters Sharing

The SIERRA TOASTMASTERS of Fresno is another club in which the members find pleasure and satisfaction in sharing their speech training with others, especially the junior citizens of their community. JOHN GLASPEY, an old time Toastmaster and speech instructor at Washington Union High School, sparked the idea of sponsoring a junior club at that school. Sierra Toastmasters rallied to his aid, and today such a club with its own bylaws and roster of officers meets once a month under the general supervision of the enthusiastic Sierra members.

■ Working Words

The Educational Committee of the FRANKLIN TOASTMASTERS of Columbus has come up with a vocabulary building scheme which they call "Word-A-Gram." At each meeting a member of the committee provides a new word and its definition. The purpose is for all to use the word at least once during the evening — at table topics, during the formal speeches or in evaluation — or even during just plain conversation. Each member is then asked to take the word home with him and to practice its use for a week.

■ Make It Good

A comedian was asked one day why he had worked so hard during a matinee where the audience was very small. "What's the use of straining yourself for just a handful of people?" was the question. "David Belasco might be in the audience," was the answer.

The time never comes when a man can afford to be less than his best. On the day when he lets down he may miff the great opportunity of a lifetime.

No audience is too small to merit anything but our best. No occasion is so unimportant that we are justified in doing inferior work. Everyone has pictured himself doing great things, speaking to a vast audience, heading some great enterprise. But if we would arrive later on we must start now.

We must be willing to do our best for the smallest audience if we hope to deserve our chance at the largest occasion. We must be willing to start at the bottom and work up. Your speech may be delivered before a mere handful of listeners, but they are entitled to the best you can do.

Remember, "David Belasco might be in the audience."

■ This and That

John Carver, Vice-President of the ST. LAWRENCE TOASTMASTERS of Montreal, Canada, brought honor to his club and to Toastmasters recently by placing THIRD and winning the Bronze Medal in the Montreal Oratorical Contest in which many of the best speakers in Canada's largest city compete MARVIN HANSEN, President of the Alexandria (Minn.) Toastmasters reports unusual success in regular, well attended Executive Committee meetings by applying the simple expedient of bringing the ladies along. The first monthly meeting was in his home. The ladies played canasta in the parlor while the men transacted their business in the basement playroom — then all got together for fellowship and refreshments Since 1954 is an election year, the BURLINGTON (Iowa) TOASTMASTERS decided to follow traditional campaign methods in carrying out its

election of club officers. Pictures and posters of the candidates were hung on the walls and several office seekers passed out gifts and table favors. Each candidate was placed in nomination by one of his supporters, while another made the seconding speech. Effectively staged, the program was voted the best of the year Put this on your tickler for next April --. It comes from the BLACK HAWK Club in Waterloo, Iowa. The Toastmaster announced that a complete change in program was to be made and that the speakers were to lay aside their prepared talks and speak impromptu on subjects which would be assigned them. When the victims were about to be led to slaughter, they were told it was all an April Fool joke and that they should deliver their prepared speeches Crosstown rivals of the Black Hawk, the WATERLOO TOASTMASTERS, pop right back with suggestion to have a SHOP TALK night every once in a while where every Toastmaster could sell his own "line," whatever it might be. Let the appliance salesman sell his washing machines, the druggist his pills and the professional man his services.

■ Do You Read It?

George H. Barr, secretary of Central Toastmasters, Chicago, and himself an editor, writes:

"I am never disappointed in *The Toastmaster*. You should print on the front of it 'Don't let me gather dust, pass me around. I've got work to do.'"



Guess I really asked him a doozy that time.

Name Calling is Easy

A CERTAIN immunity is recognized in the case of debate in legislative bodies, and offensive words spoken on the platform have usually been ignored or hurled back with reinforcements. But there have been sad cases of actual ruin and death which followed unfounded charges against a candidate or a public official.

Horace Greeley, a great editor and good citizen, was broken both mentally and physically by the showers of mud heaped upon him in the campaign of 1872, when he opposed Grant for the presidency. Thomas Nast, the cartoonist, represented Greeley as an ally of Tammany Hall and of the Ku Klux Klan. Another newspaper writer said: "If any one man could send a great nation to the dogs, that man is Horace Greeley."

During the campaign, Greeley's wife died, supposedly because of the distress caused by such attacks. Only a few days before the election, Greeley wrote: "I am not dead, but I wish I were. My house is desolate, my future dark, my heart a stone." His wish was granted, for only a few weeks after the election, he died in an asylum, a physical and mental wreck.

One is led to inquire whether any office in any nation is worth the suffering caused to Horace Greeley in the course of a vituperative campaign.

George Washington, "father of his country," was not permitted to escape the smearing by his opponents. He was called "hyena," "tyrant," "embezzler." No proof was offered to support these charges, and Washington seems to have been well-enough balanced to withstand the attacks.

Lincoln came in for plenty of epithets, both editorially and by the cartoonists. He was called "the direct descendant of an African gorilla" and the men who made the pictures for the papers were fond of picturing him as a great, hairy ape. The ape's face was always that of Lincoln. They called him "a despot," "a traitor," and "a teller of obscene jokes."

It has been like that through the years of free speech, and it has been not only in America, but in Britain as well.

Disraeli was a master of invective. His speeches before Parliament were famous for his caustic comments. One of his brilliant sayings dealt with speeches made by members of the ministry during

the parliamentary recess of 1872, of whom he said: "Her Majesty's ministers may be said during the last six months to have lived in a blaze of apology."

Some political spellbinder should find some way to adapt that saying for use in this year's campaign.

Disraeli was so violently opposed to Sir Robert Peel that his language sometimes took on the qualities of vitriol.

As he spoke in a debate on an increased grant to some college, he shouted: "With him (Peel) great measures are always rested on small precedents. He always traces the steam engine back to the tea kettle. In fact, all his precedents are tea kettle precedents!" In the same speech, and still referring to Peel, he said: "We have here a great parliamentary middleman. It is well known what a middleman is — he is a man who bamboozles one party and plunders the other."

As he grew older, Disraeli gained in wisdom and mellowed in his expression, so that we find him saying, some years later, in the course of debate: "It is much easier to be critical than to be correct."

Today, it is easier to denounce than to reason. Call a man a liar or a communist or a white-livered whimperer from Whodunit and someone is sure to believe that you are right, and a devoted patriot.

You don't even have to make that statement. You can put it in the form of a question, and thus protect yourself against suit for libel.

You do not need to state that "Senator Scooper is a communist." You can thunder out the question: "My fellow citizens, can it be true that Senator Scooper is actually a card-carrying member of the communist party?" Or you may shout "What truth is there to the statements that the Senator is the paid agent of Wall Street, and that he has sold out his party and his nation to the Big Bosses who seek to enslave the Downtrodden Laboring Man?"

It is a time when voters in every free land need to remember that mere statement does not establish anything as a fact, and that intelligent listeners are bound to discount clever phrases and slogans. Critical, analytical listening is in order, if the world is to be led by sincerity and ability, rather than by self-seeking incompetence.

The candidate who shouts the loudest is not always the one with the best cause, or with the greatest qualifications for office.

A good citizen refuses to be swept off his feet by the appeal of prejudice, but listens for facts and reasons. If there were enough good listeners, the spellbinders would have a harder time making the headlines.

You've heard about the new reducing drug, of course: Sulfa-denial.

The Elections Committee Reports

The Elections Committee reports its selection of the following names to be placed in nomination at the election at the 23rd Annual Convention of Toastmasters International, August 26, 1954, in Washington, D. C.:

George W. S. Reed, Chairman



PRESIDENT: CHARLES H. GRIFFITH Dist. 32
Club: 333, Tacoma, Washington
Served: Area Gov.; Dist. Lt. Gov., and Gov.; 7 Int. Com.; Int. Dir. & Sec.; member Exec. Com., 1st Vice-Pres., 1953. Member 11 years.
Vocation: Owns & operates sanitarium; lecturer.



1st VICE-PRES.: JOHN W. HAYNES Dist. 1
Club: 29, Glendale, California
Served: Area Governor; District Lt. Governor and Governor; Int. Director and 2nd Vice President; 6 Int. Committees. Member 11 years.
Vocation: Advertising



2nd VICE-PRES.: BERTRAM H. MANN, JR. Dist. 8
Club: 194, St. Louis, Missouri
Served: Area Governor; District Governor; 2 International Committees; International Director and Treasurer. Member 13 years.
Vocation: Patent Lawyer



SECRETARY: PAUL W. HAEERBLIN Dist. 28
Club: 299, Windsor, Ontario, Canada
Served: District Founding Governor; 5 International Committees; Director and International Treasurer. Member 10 years.
Vocation: Branch Manager, Life Insurance Co.



TREASURER: IRV. L. SAUCERMAN Dist. 7
Club: 31, Portland, Oregon
Served: Area Governor; District Secretary; Lt. Governor and District Governor; 5 International committees; International Director. Member 12 years.
Vocation: Inspector, Interstate Commerce Com.



DIRECTORS (6 to be elected)
DIRECTOR: C. FRED CUENI, JR. Dist. 14
Club: 326, Augusta, Ga.
Served: Area Governor; District Governor. Member 9 years.
Vocation: Investments Salesman



DIRECTOR: KENNETH FROELICH Dist. 10
Club: 384, Canton, Ohio
Served: Area Governor; District Governor. Member 9 years.
Vocation: Gen'l. Manager Canton Containers, Inc.



DIRECTOR: *AUBREY B. HAMILTON Dist. 8
Club: 170, St. Louis, Missouri
Served: Area Governor; District Lt. Governor and Governor; International Director; 4 International Committees. Member 14 years.
Vocation: Lawyer



DIRECTOR: *GLENN H. HOLSINGER Dist. 2
Club: 259, Seattle, Washington
Served: District Treasurer and Governor; International Director; 3 International Committees. Member 11 years.
Vocation: Certified Public Accountant



DIRECTOR: JOHN M. LAMPARTER Dist. 11
Club: 385, Indianapolis, Indiana
Served: Area Governor; District Lt. Governor and Governor. Member 8 years.
Vocation: Merchant and cattle rancher



DIRECTOR: W. C. PATTEN Dist. 23
Club: 122, Albuquerque, New Mexico
Served: Area Governor; District Governor; 1 International Committee. Member 14 years.
Vocation: Insurance Underwriter



DIRECTOR: ROBERT R. SMITH Dist. 25
Club: 713, Dallas, Texas
Served: District Treasurer; Lt. Governor and Governor. Member 5 years.
Vocation: Engineer, Proctor & Gamble Mfg. Co.



DIRECTOR: STANLEY T. WEBER Dist. 28
Club: 676, Detroit, Michigan
Served: Area Governor; District Lt. Governor and Governor. Member 6 years.
Vocation: Supervisor, Analytical Accounting, General Motors Corp.



DIRECTOR: JOSEPH P. WILLIAMS, JR. Dist. 4
Club: 46, Millbrae, California
Served: District Secretary-Treasurer; Lt. Governor and Governor. Member 6 years.
Vocation: Asst. Vice Pres., Bank of America, in Charge of Organizational Planning



DIRECTOR: ROBERT N. WOOD Dist. 37
Club: 843, Raleigh, North Carolina
Served: Area Governor; District Governor. Member 6 years.
Vocation: Director, Membership Relations, Farmers Cooperative Exchange

*Having been elected to their present 1-year term under special provisions at the time of increasing the number of Directors at last year's Convention, these two men are eligible for reelection to 2-year terms, although reelection of Directors is not regularly permissible.

PRESENT DIRECTORS who will continue on the Board for another year: Carl W. Binker (36), Washington, D. C.; Paul R. Brasch (19), Waterloo, Iowa; Raymond G. Castle (34), Syracuse, N. Y.; Don M. Matsocks (16), Tulsa, Oklahoma; Emil H. Nelson (6), St. Paul, Minnesota; Glen E. Welsh (F), Santa Ana, California.

What's Going On

● Star Performance

Northrop Club 212 played host at a dinner party for the five speaking groups within the Northrop Aircraft Company of Southern California. Representatives from the two Toastmistress Clubs and the other two Toastmasters Clubs participated. Since the dinner party a fourth Toastmasters Club has been established. If the proof of the pudding is in the eating, the eating must have been good. Northrop builds speakers as well as airplanes.

● Blobs of Ink

Lloyd Thorpe of the Monday Noon Toastmasters, Seattle, and Governor of Area 2, District 2, reports a clever idea for Table Topics that certainly is worth a try.

Blobs of ink are passed out to each topic speaker who is asked to talk for one minute on the first impression he gets when he looks at his blob.

The blobs are individually made by putting a few drops of ink on a small piece of paper, then folding it in the middle of the ink and pressing down tight. The ink within the fold spreads into all manner of grotesque shapes. You open the paper and there is your blob.

To further confuse the speakers, the Topicmaster makes reference to applied psychiatry and the strange functioning of human minds. Governor Thorpe guarantees there will be no duplications in such a topic session and claims the exercise is an excellent stimulant for the imagination.

● Clever and Convenient

The San Joaquin Toastmasters has just brought out a vestpocket club program guide which covers a two month period. Members have received it enthusiastically as it is so convenient to carry and easy to refer to. John Bucholtz, club president, will be happy to send a sample to any interested Toastmaster requesting same and enclosing a 3c stamp. Write to him at 943 Garland, Fresno, Calif.

BE THERE!

23rd Annual Convention

TOASTMASTERS INTERNATIONAL

Hotel Statler

Washington D. C.

August 26, 27 and 28

ACT NOW!

● Insurance Head Lauds Toastmasters

Robert E. Murphy (left), new president of the California-Western States Life Insurance Company and one of the youngest presidents of a major life insurance company, accepts congratulations from James M. Miller, Jr., president of Capital City Toastmasters, Sacramento, California.

President Murphy, a Toastmaster for eight years, had just been voted an honorary membership in the club. In accepting the honor, he said, "Toastmasters training has given me complete confidence to meet challenging situations — the assurance needed to accomplish difficult tasks, plus the ability to recognize how well they are done."

THE TOASTMASTER

● National Square Dance Champs To Entertain at Convention

The SAINTS AND SPINNERS, internationally known folk dance team, will be the featured attraction at the Host District's Reception for visiting Toastmasters and wives, Wednesday evening, August 25, preceding the formal Convention opening Thursday.

Toastmaster Bob Knight, Convention hospitality and entertainment chairman and himself a professional entertainer, has arranged a two hour program that will delight the whole family.

Be sure to plan your arrival in Washington in time to enjoy this and other pre-Convention activities.

● A Teaser

From the Springfield (Ill.) Toastmasters Bulletin we gleaned the following: If you remember how much easier it is to remember what you would rather forget than remember, than to remember what you would rather remember than forget, then you can't forget how much easier it is to forget what you would rather remember than forget, than to forget what you would rather forget than remember.

● King For A Day

The Grand Coulee Dam Toastmasters are great believers in the equality of the sexes. Having listened to so many programs crowning Queens for a day, they decided to crown themselves a King. The choice was decided by lot and John Drummond drew the lucky ticket. He received a golden crown and as King For the Day presided for the rest of the meeting.

● Phoenix Effectiveness

For many years Science has been seeking a practical use for the stately Saguaro Cactus which adorns the landscape of Arizona's winter playground in and around Phoenix; but it took a Toastmaster to discover and activate such a use.

Here we see Russ H. Backus, Past President of the Sunrise Toastmasters of Phoenix, giving a few pointers to John G. Mc Verry, new President of that club. John seems surprised at the effectiveness of the points in question, and perhaps a bit wary of accepting too many.



● Convention

When Toastmasters International moves into Washington August 26, 27 and 28, for its 23rd International Convention, the Statler, pictured above, will be the official hotel. The entire mezzanine floor has been reserved for this Toastmasters' occasion.

This view looks South along 16th Street toward the White House (hidden by trees) and the Washington Monument in the distance.

● Touch and Go

Topicmaster Bill Little of the Public Service Toastmasters of Seattle, introduced a table topic variety at a recent meeting of that club. The general topic was Birds, Beasts and Fish. Two speakers were asked to stand at the same time and told that they would act as a team, each speaking for one minute on the same subject—the last speaker taking up where the first Toastmaster left off, and finishing the speech. This approach required the talks be completely extemporaneous. The subjects varied from robins to pterodactyls.

● Different

Saint Louis Toastmasters are scheduling a LEFT HANDED BALL GAME & BAR B-Q to precede a summer meeting. This is just a sample of what can be done to make these summer events ring the bell.



JULY, 1954

Two-Way Communication

We received the following letter from a working and thinking Toastmaster. It is worthy of serious consideration.

Toastmasters International
Santa Ana, California
Sirs:

Your reference to breakdown in vertical lines of communication in business (Jan. 1954 issue of *The Toastmaster*, "Management Looks at Toastmasters") gave me cause to write you at this time to point out another phase of this same problem.

Recently I heard a talk by one of our top industrial relations men in the Pacific Northwest, Charlie Broaded of Seattle. He made the point that one reason why communications break down is that the man giving the order does not know his order has been received and understood down the line, unless it is by the response he receives from the recipient of the order.

The need, Mr. Broaded said, is to get back a response which will make it clear to the man giving the order, just how it is absorbed by his subordinate. If the order is misunderstood, in whole or in part, there is still time to rephrase or clarify the order, so it will be understood and carried out according to the originator's intent. If the recipient of the order merely begins executing, without giving any response as to how he understood the order, anything might happen.

It is needless for me to point out how this doctrine of Mr. Broaded's illustrates the need for clear communications, but it must emphasize the need for picturing communications as a two-way device, and not single-tracked.

Added to your January article, it gives another reason, I believe, for better Toastmastership as an aid to management, and not merely for the executive who gives the orders.

Sincerely

Art Chamberlain
Federal Toastmasters
Seattle, Washington

In an article which accompanied this letter, and which was too long for publication, Mr. Chamberlain made the following suggestion:

I am convinced that it would be healthy for a club program now and then, to provide time for speakers to direct pertinent inquiry to the individual or general critics.

Your Educational Bureau is in full accord with this suggestion. Very often the speaker is left up in the air by his critics. Perhaps his point was not made clear. Perhaps it was not sufficiently supported by evidence to establish its worth. Then, again, it is possible the critic was *wool gathering* and did not follow the line of reasoning. All of these suggest different cures.

The cures are available through Toastmasters training, but the speaker must know where he stands to put the cures effectively to work.

One On Me

I had agreed to speak on my recent book at a Southern California garden club. The occasion was a sumptuous affair in one of the most extensive and beautiful gardens in the area.

Because of the uniqueness and beauty of the floral display, the president had considerable difficulty in recruiting her members from the garden to the drawing room for the more formal portion of the program.

Her face was much redder than mine when she realized what she had said in introducing me:

"We are fortunate in having but one speaker on our program today and then you may return to your garden exploration."

W. A. D.

Note: As a speaker, what was your most embarrassing moment or your most humorous experience while making a speech? Address all entries to "One On Me," c/o The Toastmaster, Santa Ana, California. An autographed copy of Dr. Ralph Smedley's book, "The Voice of the Speaker," will be awarded for each entry published.

INTERNATIONAL HEADQUARTERS



Here it is . . . that is, here is the Santa Ana Community Center in which the Home Office is domiciled. We now occupy a large part of the west wing. Remember — the latchstring is always out to visiting Toastmasters.

JULY, 1954

21

Some word families are as strangely assorted as are some families of people. The dictionary reveals some of these relationships, all trace of which has been lost in ordinary usage.

TRY TO find the connection between *lieutenant* and *tene-ment* and *tenacious*, for example. All of them descend from the Latin verb *tenere*, to hold. The lieutenant holds (French tenant, "holding") a place (*lieu*). The tenacious person holds on, clings to, retains. Other members of this family are tenable, thin, continent, continue, entertain, sustain, tenet, tenor.

Tenure is frequently used to express permanence of position. The common ancestry, shared with several other words, is traced back to that simple Latin word *tenere*, to hold.

What connection can there be between extravagant, vagabond, vague, vagary, vagrant? These are all lineal descendants of the Latin verb *vagari*, to wander. The extravagant one wanders outside the proper limits. The vagarian rambles away from the subject. The vague one is indefinite, lacking in precision. A vagary (pronounced with accent on second syllable) is a mental wandering, while a vagrant is a physical wanderer. A vagabond is much the same as a vagrant, but the meaning is modified in common usage.

An interesting group comes from the Latin *via*, a way or a road. Viaduct is a combination of *via* and *ducere* (to lead) and

it is a bridge, generally built for carrying a road over a valley.

"Deviate" takes us off the main road by means of the prefix *de*, which has the sense in Latin of down or away from. "Impervious" gives us the opposite of "pervious," which means affording a way through. You see the *via* root in *vi* of the latter part of the word.

A word which requires imagination is "trivial." For us, it means trifling, or of little worth or consequence. We speak of the trivial matters of daily life. Back of it is the Latin *trivium*, a place where three roads meet. Probably there was small talk at the crossroads, an exchange of ordinary gossip, and from this sense of unimportance has come our meaning of trivial. Obvious means for us to be apparent, clear and indubitable. It goes back to the Latin *ob viam*, which meant in the way, so as to be very plainly visible.

"Previous" is another derivative. The Latin word *praevious* means going before, or leading the way. We have adapted it to our spelling, to give us "previous," with the meaning almost unchanged.

But do not make the mistake of thinking that all our words ending in "vious" are thus derived. "Envious," for example, comes from the Latin *invidere*, compounded of *in* (against) plus *videre* (to see or look at).

Recommended Reading

By R. C. S.



About the UN

The United Nations and Our Religious Heritage, by Justin Wroe Nixon, is a careful study of the United Nations organization from the standpoint of the thoughtful Christian. It is published by The Church Peace Union, 170 East 64th Street, New York 21, and it costs 50 cents.

Whatever our opinion of the UN may be, we must agree that public attention is being directed toward this world organization whose headquarters is in the United States. In order to form intelligent judgments, we must be informed about it. We need to hear the arguments for and against it, and to review its successes and failures. This is especially true since 1955 will bring the tenth anniversary of the Charter, with study of proposed amendments which will improve its operation.

Dr. Nixon is professor of Christian Theology and Ethics at Colgate Divinity School. He has had wide experience in social and welfare work, and he is actively connected with the activities of the United Nations.

The book has been written for the general reader, and is particularly designed for use in group discussions. It is a desirable addition to the library of any Toastmaster.

A Guide to Effective Public Speaking

by Lawrence Henry Mouat, of San Jose State College, published by D. C. Heath and Company. Price \$2.75.

This is a book prepared especially for the student, and it appears to be well adapted for use in the classroom. Of course it can be used by the man who desires help in his speech career, if he will do the work prescribed, even without a teacher to control him.

Part One is devoted to "Elements of Speechmaking." It covers preparation and delivery. Part Two takes up the "Types of Speech" and treats them adequately. Part Three deals with "Speech Criticism," giving half a dozen pages to "Principles of Criticism" and then using many more pages for speeches and comments on them, demonstrating the application of the principles.

H.D.

Words are the dress of thought, which should no more be presented in rags, tatters and dirt than your person should.

—Lion, in "Quote"

Thus, a good joke which may be directed toward the speaker or his profession or his organization is usually acceptable, provided it does not give offense to any other member of that profession or organization who happens to be present.

For instance, a political candidate began with this one:

"What do you think of the political situation now?" shouted an excited partisan as he burst into the statesman's office.

"This is no time to think," the statesman replied. "I'm busy preparing a speech!"

Fourth, people expect it. They expect that a speaker will have some good stories, and he must not disappoint his public. If he is an able speaker, his stories will not only be funny, but they will fit the situation.

As an example of how to get started with a wholesome laugh, there was the speaker who began with a story which, while it did not directly apply to his subject, served to put him on good terms with the audience.

He told of a prominent citizen who was visiting the State Penitentiary, and who was asked to address the inmates. Having never before made a speech in a prison, he hardly knew how to begin. Taking a long chance, he started out with, "My fellow citizens."

Then he remembered that when one goes to prison, he loses his citizenship. He tried again with, "My fellow convicts." That did not sound right, either, so he squared off once more and announced: "Well, anyhow, I am glad to see so many of you here today."

The speaker found in this story an opportunity to proceed with an expression of his pleasure in seeing so many intelligent people present to hear him discuss his subject. He added a word of felicitation on there being so many people still out of prison.

On a program which included two or three ice-breaker speeches prior to the address by the famous man who was the headliner, one of the preliminary speakers began thus:

"In the old days, when balloon races were a popular entertainment at county fairs, they always used to send up some trial balloons to test the air conditions and the direction of the wind before the big balloons, the big windbags, took to the air. I am here today as a trial balloon."

These four reasons for using stories are important, every one of them, but the one listed first is the really vital point — that there must be some illumination given to the speaker's thoughts. This is the primary test to be applied to every story you use.

Does the story illustrate the matter?
Does it set forward the discussion?
Does it help make the subject clear?

If it does not meet this test, the story must be wonderfully acceptable in other respects, or you will not use it.

This article is condensed from the opening chapter of a new book entitled **MUST YOU TELL A STORY?** which Ralph Smedley has in preparation. Pending publication of the complete book, he will share abstracts from it with our readers, and he will appreciate their comments as to the timeliness and interest of what is offered.

Humor is emotional chaos remembered in tranquility.

—James Thurber

TIME TO THINK

In 1923, a very important meeting was held in Edgewater Beach Hotel in Chicago. Attending this meeting were 10 of the world's most successful financiers.

Those present were:

The president of the largest independent steel company;

The president of the National City Bank;

The president of the largest utility company;

The president of the largest gas company;

The greatest wheat speculator;

The president of the New York Stock Exchange;

A member of the President's Cabinet;

The greatest "bear" in Wall Street;

The president of the Bank for International Settlements.

Certainly we must admit that here was gathered a group of the world's most successful men, at least, men who had found the secret of making money. Thirty-one years later, let's see where these men are:

The president of the largest independent steel company — Charles Schwab—died a bankrupt and lived on borrowed money for five years before death.

The head of the National City Bank — Nicholas Parnissai—died insane.

The president of the largest utility company — Samuel Insull—died a fugitive from justice, and penniless in a foreign land.

The president of the largest gas company — Howard Hopson—is now insane.

The greatest wheat speculator — Arthur Cutten—died abroad, insolvent.

The president of the New York Stock Exchange — Richard Whitney—was recently released from Sing Sing Penitentiary.

The member of the President's Cabinet — Albert Fall—was pardoned from prison so he could die at home.

The greatest "bear" of Wall Street — Jesse Livermore—died a suicide.

The president of the Bank for International Settlements — Leon Fraser—died a suicide.

All of these men learned well the art of making money, but not one of them learned how to live. Surely, in these perilous times, this is food for thought. People who make "money" their goal never find happiness. People who make "living" their goal are the ones who find happiness. You cannot buy happiness with money.

—From News Letter
Living Arts Foundation

REMEMBER

That nothing will run itself unless it is running down hill.

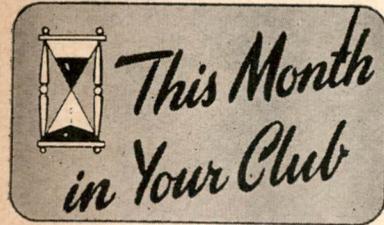
That to get anywhere, it is necessary to start from where you are.

That the thing to be done is more important than the method of doing it.

That the water in a well can not be purified by painting the pump.

That progress is possible only when there is mental hospitality to new ideas.

PROGRESSIVE



The making of patriotic and civic speeches is excellent practice because it requires a balanced use of the heart and the head.

To acquire this balance, we must do a lot of studying and thinking. We must become objective in our reasoning and critical in our listening. At the same time we should not lose faith with the higher motivations of the heart, but strive continually for an understanding peace of mind.

Program Chairmen

Yours is a real privilege to serve wisely by scheduling and supervising club discussions of pertinent civic, state and national questions.

July is also a good month in which to present educational programs featuring the administrative superstructure of Toastmasters International and its importance to the proper functioning of your Club, Area and District. The new member, especially, needs to familiarize himself with these

vital statistics and this is an excellent time for him to do it.

Vital as speech training may be, there is even a more important opportunity — *leadership*. From the lowliest committee chairman to International Director or officer there is a path of directional development that would be difficult to find elsewhere. Study to prepare yourself for this leadership training.

Special Programs

July is a month for all manner of special programs. Outdoor meetings have an especial appeal. Certain members who find it hard to express themselves in the formal atmosphere of a meeting room, may discover their stride in the friendly informality of a campfire or in a garden setting.

July's balmy evenings are conducive to Ladies' Nights and special guest occasions where those who have been *toying* with the idea of joining may make their decisions.

July may be a *banner month* in your club if you determine to make it so.



PROGRAMING



As Toastmasters, we are publicized as being ready, willing and able to discuss any subject at the drop of a hat. While this, of course, is not true, we should keep ourselves conversant with the issues of the day and be ready to express ourselves in an intelligent and interesting manner.

August has been selected as the month in which to point our reading and our thinking toward a surer and more balanced understanding of what is going on about us so that we may not be found *lacking* when called upon to speak.

Programs for August should be designed to bring unusual opportunities for speech practice in unusual circumstances. What we say is of greatest importance, but how we say it is also a point for emphasis during the month.

If a speaker is nervous and easily disturbed by noises and movement in the audience, arrange to have him speak against such disturbances which have been purposely accentuated for his benefit. Some clubs have a special tape or record which they play as a background for such an exercise.

Others may be subjected to the specific handicaps that aggravate their problem: if a speaker paces the floor, have him stand on a chair; if he is inclined to gesticulate wildly, tie his hands behind him; if he speaks too low, turn his

back to the audience and require him to raise his voice until he may be heard. These and similar handicaps are worth trying.

Table Topics

No month in the year offers greater scope to Topicmasters. Let your conscience be your guide and let your imagination roam freely. Vacations suggest *tall tales* and tall tales are top Table Topic material.

Convention Call

One of the best cures for Toastmasters ennui and club diffidence is the attendance of one or more of your officers at an International Convention.

It should be a "must" that every club be personally represented so that much of the spirit and enthusiasm, so in evidence at these gatherings, could be brought back home and shared with fellow members.

If this is impossible, be sure to appoint an official proxy, as outlined in a recent letter to your president.

IMPORTANT TO CONSIDER

As we moved into 1954 a certain amount of pessimism was created in the public mind by talk of a recession due to reduced defense spending.

This is somewhat like the two boys who were asked to look at a glass half filled with water and describe what they saw. One said, "I see a glass only half filled with water," the other said, "I see a glass half filled with water." The omission of one word changed a statement of pessimism to one of optimism.

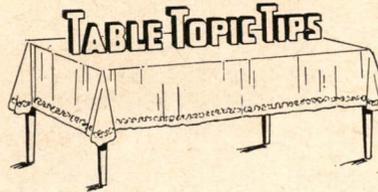
It is so often the case in our daily life that a good or bad day depends on a conversation with the little woman at breakfast, the editorial in the morning news, or the mood of the elevator operator. The same day unfolds but, because of our outlook, the complexion of things to come can be varied completely.

The future of our country depends on the integrated thoughts of its citizens. Certainly life is not all a rosy picture and it would be foolish to think that regardless of how bad things look, everything will work out in the long run. This is blind optimism and can destroy our nation as quickly as pessimism. However, we can seek out facts and present these facts in an optimistic but intelligent fashion.

Therefore, it seems fitting to suggest that Toastmasters offset

this increased pessimistic feeling with talks flavored with a little more optimism — based not on over-confidence but on intelligent creative facts.

By Frank Emerson from bulletin of the Greensburg (Penn.) Toastmasters



Warren M. Baldrige, Secretary of Executive Toastmasters of Indianapolis, reports:

"The other night we had a most interesting and entertaining topic session. As we walked in Topicmaster W. W. Pace handed each man a slip printed as follows:

"First speaker during the Topic Session this evening will be assigned a subject at the time he is introduced. It will be a controversial current event.

"Listen carefully to his remarks. If you disagree with the ideas advanced, and if you would like to offer a rebuttal on the same subject, raise your hand or otherwise signal the Topicmaster. If you are the first to be recognized, you will be given the opportunity to present your views.

"In the event that no speaker wishes to give a rebuttal, another man will be introduced and he will be given a subject that also will be controversial. The same procedure applies."

THE MARK OF **HIGH** ACHIEVEMENT

By Homer Davis

MATURITY IS not stagnation, nor is it age, nor conservatism. It is wisdom and purpose, advancement and utilization. It is the condition of full development.

Without purpose, skill has little value. A Toastmaster needs more than speech technique; he needs speech content, if maturity in communication is to be attained.

When we evaluate ourselves, our desires, our ambitions and objectives in terms of the qualities of maturity, there are worlds of opportunities for improvement. Toastmasters know this and then take action.

Evaluation itself is a quality of maturity, for improvement rests upon evaluation, and there is wisdom in improvement if improvement is justified, and justification itself is evaluation.

Toastmasters is on the right track. However, the direction and manner we travel the track and the distance we go, give us challenge and opportunities for evaluation and improvement.

Let's examine what *Toastmas-*

ters has been trying to improve: Grammar? Yes! Voice? Yes! Posture, gestures, mannerisms — of course, but these are merely mechanics and vehicles of the all important factor — the *Idea*.

Maturity directs us toward something worth saying — more of the *what* instead of so much of the *how*! Maturity insists that wild opinions and statements which ignore facts are dangerous and dull — and facts can be dull too. Maturity requires a balance of *what to say* and *how to say it*.

No one looks mature when he is just learning. The greenhorn is afraid he will be laughed at, his weaknesses exposed. We are familiar with how Toastmasters encourages maturity in such circumstances. This is commendable, but we have only begun.

Let us extend our program to develop maturity in speech content. This means gathering worthwhile information, then sifting and selecting examples which best fit the audience and occasion, and finally test-running the vehicles of language and delivery to carry such ideas to minds ready to receive them maturely.

Happiness makes up in height for what it lacks in length.

Robert Frost



New Clubs

- 269 WENATCHEE, Wash., (D 9), *We-Tahko*, 6:00 p.m., Columbia Hotel.
812 MAPLE VALLEY, Wash., (D 2), *Maple Valley*.
1536 LAS VEGAS, Nev., (D U), *Las Vegas*, Thurs., 7:15 p.m., Las Vegas Public Library Community Room.
1537 MEMPHIS, Tenn., (D U), *Anchor & Rocker*, 2nd & 4th Tues., 11:00 a.m., C. P. O. Club, Naval Air Station.
1538 HOWELL, Mich., (D 28), *Howell*, Mon., 6:15 p.m., basement, Lutheran Church.
1539 CHICAGO, Ill., (D 30), *Westinghouse Wednesday*, 1st & 3rd Wed., 6:00 p.m., Merchandise Mart.
1540 WARRINGTON, Penn., (D 38), *Warrington*, 1st & 3rd Wed., 7:00 p.m., Orties Tavern.
1541 FITZGERALD, Ga., (D 14), *Fitzgerald*, 1st & 3rd Tues., 7:30 p.m., The Spotted Pig.
1542 SILVER SPRING, Md., (D 36), *Silver Spring*, 1st & 3rd Tues., 6:15 p.m., Club Room, Rosentel Council, Knights of Columbus.
1543 ST. MARYS, O., (D 49), *St. Marys*, Friday, 6:00 p.m., Koch's Cafeteria.
1544 OKLAHOMA CITY, Okla., (D 16), "66," Wed., 7:00 p.m., Frank Phillips Men's Club Building.
1545 NORFOLK, Va., (D 36), *SACLANT Staff*, 2nd & 4th Tues., 6:30 p.m., Commissioned Officers Mess, U. S. Naval Base.
1546 FORT FUSTIS, Va., (D 36), *TRADCOM*, 1st & 3rd Tues., 6:00 p.m., Hunt Room, Officers Club.
1547 LONG BEACH, Calif., (D 1), *Socratican*, Mon., 4:30 p.m., Douglas Aircraft Company.
1548 MEMPHIS, Tenn., (D U), *Wilford*, 1st & 3rd Mon., 5:30 p.m., Hotel Claridge.
1549 BARTLESVILLE, Okla., (D 16), *Cherokee*, Thurs., 7:15 p.m., Bartlesville Y. W. C. A.
1550 LITTLE CREEK, U. S. Naval Amphibious Base, Va., (D 36), *Pop Up*, 1st & 3rd Wed., 7:00 p.m., Commissioned Officers Mess.
1551 ADRIAN, Mich., (D 28), *Adrian*, Mon., 7:30 p.m., YMCA.
1552 SAN DIEGO, Calif., (D 5), *Ryan*.
1553 DALLAS, Penn., (D 38), *Back Mountain YMCA*, 1st & 3rd Mon., 8:00 p.m., Back Mountain YMCA, "Y" Hdq. Bldg., Shavertown, Penn.
1554 MONTEVIDEO, Minn., (D 6), *Montevideo*, Thurs., 6:15 p.m., Fiesta Room, Claires Cafe.
1555 KOREA, (D U), *First Marine Air Wing*.
1556 STOUGHTON, Mass., (D 31), *Stoughton*, Thurs., 6:45 p.m., Stoughton Diner.
1557 LEVELLAND, Tex., (D 25), *Levelland*, Mon., 6:30 p.m., Wayne's Restaurant, Cal Boykin Hotel.
1558 KENOSHA, Wis., (D 35), *Kenosha*, 1st & 3rd Thurs., 6:15 p.m., Elks Club.

WHEN AND WHERE THEY MEET



Question:

When should business matters be taken up in the club?

Answer:

The best time for business is early in the meeting — preferably during the meal and before table topics. This will leave the program section free to run to its logical conclusion without the injection of the somewhat technical details of business considerations.

Question:

Is it against the rules to use notes?

Answer:

On the contrary, it is often wise for a speaker to provide himself with notes, particularly if his speech involves statistics or quotations.

Criticism is due not because of notes, but because the speaker is inept in their use. Of course the speaker who trains himself to the planning and use of mental notes and outlines is much freer to pay attention to the mechanics of speech presentation.

If notes are used they should be as unobtrusive as possible. Small cards are preferable to a large sheet, and if each card is limited to but one idea, there will be no awkward pause in finding the next point for consideration. If you determine to learn to speak without notes, congratulations. If you choose to use them, learn to do it properly.

HOW TO COLLECT DUES

OUR TREASURER IS AN EXTREMELY SENSITIVE PERSON, A SELF-CONSCIOUS GUY. THE VERY THOUGHT OF STEPPING UP TO YOU AND THREATENING TO BEAT YOU UP UNLESS YOU PAY YOUR DUES IS REPULSIVE TO HIM.

WHY NOT SAVE HIM EMBARRASSMENT AND BRING ALONG A \$3.00 BILL TO THE NEXT MEETING? ALSO, WHY NOT SAVE YOURSELF THE EMBARRASSMENT OF FINDING YOURSELF FLAT ON YOUR BACK, BLEEDING, WITH YOUR ARMS BEING TWISTED?

3 BUCKS, PLIZ!

FROM—NINETY & NINE TOASTMASTERS BULLETIN, CHICAGO

OFFICERS

President—RUSSELL V PUZEY
Vice-President—CHARLES H. GRIFFITH
Second Vice-President—JOHN W. HAYNES
Secretary—T. VINCENT McINTIRE
Treasurer—PAUL W. HAEBERLIN
Past President—NICK JORGENSEN
Founder—RALPH C. SMEDLEY
Executive Secretary—TED BLANDING

3900 Bd. of Trade Bldg., Chicago 4, Ill.
P. O. Box 991, Tacoma, Wash.
1111 Wilshire Blvd., Los Angeles 17, Calif.
18-22 South First St., Zanesville, Ohio
701 Security Bldg., Windsor, Ont.
202 W. Mercer, Seattle 99, Wash.
Santa Ana, Calif.
Santa Ana, Calif.

DIRECTORS

Carl W. Binker
802 Gall Ave., Rockville, Md.
Paul R. Brasch
P. O. Box 330, Waterloo, Iowa
Raymond G. Castle
351 South Warren St., Syracuse 2, N. Y.
George H. Emerson
677 S. Park View St., Los Angeles 5, Calif.
Aubrey B. Hamilton
705 Olive St., St. Louis, Mo.
D. Joe Hendrickson
39 N. Webster Ave., Indianapolis, Ind.

Gienn H. Holsinger
715 Lloyd Bldg., Seattle 1, Wash.
Don M. Mattocks
Box 1589, Tulsa, Okla.
Gordon R. Merrick
601 Elizabeth St., Fort Collins, Colo.
Emil H. Nelson
1367 Bayard Ave., St. Paul 5, Minn.
C. Lee Smallwood
259 Michigan Ave., Mobile 19, Ala.
Glen E. Welsh
128 Mountain View Drive, Tustin, Calif.

DISTRICT GOVERNORS

Founder's Dist. — Dr. Everett T. Wood

- Gordon Winbigler
- Joe DeLeon
- Fred Collins
- Ben M. Yates
- Dr. C. Gordon Watson
- Alex Smekta
- George Loney
- Godfrey Hartnett
- Chester F. Brenton
- Willard F. Bixby
- Lowell P. Kemper
- Ray Rees
- George J. Mucey
- Henry A. Wright
- C. E. Harder
- Ralph Goldsmith
- Emil A. Christiansen
- John Harrison
- William H. Nanny
- Lyle B. Clark
- Gordon Williscroft
- Heil C. Pettit
- Paul W. Robinson
- Phil M. Negley
- Scott Skinner
- Leo Bolin
- John H. Damron
- Leif D. Simonsen
- Richard B. Davis
- Fred W. Braun
- Chester A. Stoeckel
- Richard E. Breon
- W. G. Shirk
- Leo V. Stockman
- Bernard S. Zimmermann
- Don C. Lueck
- Dr. Murray Senkus
- Charles H. Roeder
- Robert A. Moore
- Frank N. Dixon
- Emmet V. Jones
- George R. Tatlock
- Odell F. Hartz
- Milton C. Adams

160 Lincoln Place, Monrovia, Calif.
618 Galer Place, Glendale 6, Calif.
3241 Hanford St., Seattle 44, Wash.
911 W. State Drive, Phoenix, Ariz.
3027 Hillegass Ave., Berkeley, Calif.
9497 Ridgecrest Drive, La Mesa, Calif.
622½ - 9th St., S. E. Rochester, Minn.
6981 N. E. Graham Place, Portland, Ore.
725 Catalpa St., Webster Groves 19, Mo.
North 4702 Madison St., Spokane, Wash.
17013 Lipton Ave., Cleveland, O.
301 North Kitley Ave., Indianapolis, Ind.
504 Acacia Ave., Bakersfield, Calif.
144 North Main St., Washington, Pa.
1808 Wrightsboro Road, Augusta, Ga.
Box 845, Jerome, Ida.
4934 S. Cincinnati, Tulsa 5, Okla.
2608 Highwood Drive, Billings, Mont.
20 Ballantine Dr., Agr. Scotland
Box 2454, Waterloo, Ia.
c/o Clark Insurance Agency, Moorhead, Minn.
1025A Fort St., Victoria, B. C., Canada
1608 Perry St., Wichita, Kan.
609 Fourth St., N.W. Albuquerque, N. M.
3212 Lafayette, Omaha, Nebr.
P. O. Box 511, Corpus Christi, Tex.
1020 R Street, Gering, Nebr.
2435 Adoline Ave., Fresno, Calif.
608 Carver Blvd., Toledo, O.
31 Fountainbleau, New Orleans, La.
3714 N. Kildare, Chicago 41, Ill.
Stonebridge Inn, Tiverton, R. I.
5616 South Tacoma Way, Tacoma, Wash.
1911 Irving, Pasco, Wash.
11 N. Pearl St., Albany 7, N. Y.
26 South Locust St., Oconomowoc, Wis.
3809 Elby St., Silver Spring, Md.
c/o R. J. Reynolds Tobacco Co., Winston Salem, N. C.
1618 N. 11th St., Reading, Pa.
860—56th St., Sacramento, Calif.
434 Aberdeen Ave., Oakwood, Dayton, O.
561 Illinois St., N.W., Huron, S. D.
178 Linden Ave., Winnipeg, Man., Canada
808 Central Station Memphis 3, Tenn.
Box 906, Hereford, Tex.

THE TOASTMASTER

TEST YOURSELF

- ▶ Can one learn to remember?
- ▶ What is the other half of talking?
- ▶ But I never could tell a story!
- ▶ Why associate with dictionary tramps?
- ▶ Why denounce when you may reason?
- ▶ Have you met the nominees?
- ▶ What is two way communication?
- ▶ What is the Point of Emphasis for July?

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



In the Mill

—for Next Month

- SPEECH IMPEDIMENTS—
... may they be cured?
- THE BEST WAY
... to lose an argument
- IF YOUR CLUB NEEDS A TONIC
... try Speechcraft
- WHAT'S IT LIKE TO BE A MEMBER
... of Smedley Club Number One?
- GOT STAGE FRIGHT?
... —Congratulations!

BEFORE WE ADJOURN

CONCEIT IS GOD'S GIFT TO LITTLE MEN.

—BRUCE BARTON

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



GOING TO WASHINGTON?

23rd Annual Convention

TOASTMASTERS INTERNATIONAL

August 26, 27, & 28

WASHINGTON D.C.

Hotel Statler