

AUGUST 1954

CONVENTION HEADQUARTERS

# *The* TOASTMASTER



Ham Crane

*Going Places*

For Better Thinking—Speaking—Listening

# The TOASTMASTER

Official Publication of

Toastmasters International, Inc.

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Address all communications to

*The Toastmaster*,  
Santa Ana, California

AUGUST, 1954

Vol. 20—No. 8

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 1583 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

ONE OF the most usual of all the unusual speech situations is that of being called upon unexpectedly. Some speaker or chairman or toastmaster fails to appear, and a substitute is needed. The man who is called upon should count himself lucky, for he gets a rare opportunity to show what he can do.

What should you, as a Toastmaster, do in such a case?

Accept the situation readily, and then get ready in minutes instead of in hours or days. Condense, concentrate and streamline your preparation.

If it is a speech opportunity, undoubtedly you have in mind or in your pocket the ideas for a speech which can be adapted to the occasion. Begin at once to line it up to suit the audience. Define your objective, taking into consideration the circumstances, and then plan your campaign of speech to reach that objective. With a few notes quickly made, you will be ready to present your ideas with effectiveness.

Perhaps you are called upon to preside over a program. That should be easy for you, as an experienced, self-possessed Toastmaster.

The first thing is to inform yourself as fully as possible on the plan of the program, the persons to be presented, and the limits of time. With this information, you are ready to scintillate, or at least to perform graciously and well.

Do not, in any case, begin by calling attention to your unpreparedness. Simply do your best, without apology or explanation, and the audience will be pleased with your good performance, instead of being annoyed by your excuses.

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AUGUST, 1954

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## The Mind of Man

By Russell V. Puzey  
President Toastmasters International

**A** FEAST for the mind, a table offering infinite variety and unlimited abundance — is not that a fitting word picture of a good Toastmasters Club?

The mind of man has added little to the principles of brotherly love and human understanding since the time of Jesus. Yet during this same period the great diseases that have scourged mankind have one by one succumbed to the mind of man.

We have not yet found a means of living together as nations without wars. Instead, we seem to seek more and more terrible ways to bring death and destruction. The history of peoples and of civilizations has been that they fail for the same reasons as man alone fails. That reason is mental decline and laziness, breeding bigotry, lust and defeat.

Habits are our prisons within which we live, and it is only our will or determination that makes them good or bad for us and for our fellow men. I believe the Toastmasters Club is the place to learn good habits of character and of mind, strength and honesty of purpose, integrity of ideas and appreciation of human fellowship.

Lamentations alone never solved anything. Inertia never helps anyone. Most of us stop educating ourselves as soon as we leave school. Our minds and bodies are channeled toward job success and pleasurable, physical living. Our minds become narrow; our imagination stops; our initiative ceases, except in one or two directions; our interest in our fellow man declines. Most pathetic of all, our minds reject most that is new or different.

One of the great opportunities in the Toastmasters Club is that which gives us adult mental exercise. Mental activity and agility, and receptivity to new ideas, are recognized as having great therapeutic value as we prepare ourselves for the greater longevity that, we are told, is ahead. Bob Zuppke, a former coach at the University of Illinois, took up painting seriously after he retired as football coach. He says he is young in that field and is still growing.

Our Toastmasters Clubs keep the mind active, fertile and open for newness by research and study on assigned subjects, by alert conversation, and by the art of listening. They create a desire for service to our fellow man. Above all, they show us the strength of character, understanding and purpose that is within each of us. Through criticism and the observation of progress in others as well as in ourselves, we can focus on the problems of the world, and good can come forth. With good programing and evaluation, we will retain our members indefinitely; then will these things come about. We must always be cognizant of such possibilities and diligently prepare, eagerly seek each opportunity, and wholeheartedly engage in our assignments. As individuals in the group, we must work for the good of all.

More on Page 24

## Can Leadership Be Taught?

Ralph C. Smedley

**T**HAT THE world needs competent leaders is a statement not open to dispute. Where and how are these leaders to be found? That is another question.

A metropolitan daily recently headlined the account of a conference of educators with the words: "Colleges Urged to Teach Leadership." This raises still another question. Can leadership be taught? Can people be made into leaders through education?

There is no question that the principles of intellectual and personality training can be presented to students for assimilation, and that both knowledge and personality are essential elements in equipment for leadership; but unless the qualities which make for leadership are present in the individual, it is hardly possible that any amount of instruction will ever make him a leader. You can't train a man to be a painter or a pianist unless he has some natural ability. Neither can you teach leadership to people who lack leadership ability.

But just what do we mean by "leadership"? It would appear to be the capacity to look ahead, think ahead, plan ahead, and then influence other people to go ahead on the plan.

Walter Lippmann wrote, "The final test of a leader is that he leaves behind him in other men the conviction and the will to carry on."

Some people are equipped by nature for such thinking and influencing. Some have the ability to study, evaluate, reason, foresee, and then to formulate plans to bring their visions into reality. More than that, they can inspire their associates to work for the same purposes. These are the natural leaders. Give them a reasonable amount of education and opportunity, and they will stand out from the crowd.

There are some who aspire to be leaders because they like to feel powerful. They want to order others around. They want their word to be law.

Often there is some youthful experience of frustration in the background for such as those, or perhaps some unfulfilled ambition. There is a definite self interest, a wish to be served rather than to serve.

This is the stuff of which dictators are made. Men of this stripe may develop into Napoleons or Hitlers. They make good followers of the authoritarian line. They

want to lead for their own sakes, not for the good of society.

A real leader, cooperative rather than dictatorial, is altruistic in disposition. He has ideals which he believes may be good for others, and he tries to establish them because they are good, not because they will make him rich or powerful, or even make him feel better. He is not primarily concerned about his own glory or enrichment. He is willing to stay out of the spotlight, so long as he is helping his fellow men.

Experience has demonstrated that many men possess the capacity for leadership without realizing it. Their talents lie dormant for lack of the needed awakening. But unsuspected abilities may be revealed to a man on his job. He may seek further self-improvement through studies and special training. This is the way to discover and develop leaders, rather than to attempt to "teach leadership."

Self expression is one of the first steps toward leadership. When a man learns to express himself intelligently, he discovers that he has knowledge or experience which is of interest and value to others. This gives him a new sense of appreciation for himself.

At the same time, his associates discover in him depths of knowledge and talent which they had

not suspected. This gives them a new appreciation for him, and for what he can do.

Unless other circumstances stand in the way, these discoveries lead to his being called upon to serve in activities which had been completely out of his reach before the awakening. Thus he may become a leader, to whatever extent his capacity will permit.

Leadership cannot be taught, but the qualities for leadership which are present in a man can be developed and revealed and made available for use through training in self-expression and self-control. Leaders can be taught and trained. Thus may be justified the idea of "leadership through speech," provided we realize that speechmaking in itself is not an end, but merely one step, and a very important one, in the direction of preparing for service and leadership.

To quote Lippmann once more: "The genius of a good leader is to leave behind him a situation which common sense, without the grace of genius, can deal with successfully."

But to be able to organize and establish such situations is a task which requires both genius and training, and training in communication is fundamental in preparation, a desideratum for every leader.



**Coming together is beginning, keeping together is progress, working together is success.**

—Henry Ford

## POVERTY of WORDS - THOUGHT

NO TWO things are more closely connected than poverty of language and poverty of thought. Language is, on one side, as truly the limit and restraint of thought, as on the other side that which

feeds and sustains it. When an illiterate person sits down to write, his fund of words being small, the paucity of his thoughts is sure to correspond to it. Though he may have made the circuit of the globe, and gazed on the main wonders of Nature and of Art, yet he has hardly more to write to his friends at home than the old pleonastic phrases, "I am well, and I hope you are well, and enjoying the same blessing." In bridging the chasm between such a man and one of high culture, the acquisition of words plays as important a part as the acquisition of ideas.

—William Mathews, LL. D.

### What They Say About Fear

There is great beauty in going through life without anxiety or fear. Half our fears are baseless, and the other half discreditable.

—C. N. Bovee

*Fear is the father of courage and the mother of safety.*

H. H. Tweedy

If a man harbors any sort of fear, it percolates through all his thinking, damages his personality, makes him landlord to a ghost.

—Lloyd C. Douglas

*Fear is sharp-sighted, and can see things under ground, and much more in the skies.*

—Cervantes

At the bottom of a good deal of the bravery that appears in the world there lurks a miserable cowardice. Men will face powder and steel because they cannot face public opinion.

E. H. Chapin

*Courage consists, not in blindly overlooking danger, but in seeing and conquering it.*

—Richter

A great deal of talent is lost in this world for the want of a little courage.

—Sydney Smith

# The Challenge of Change

**T**HE hard-boiled boss — the dogmatic dictator — is being challenged. Democratic leadership is replacing autocratic authority. We shall continue to make sacrifices and supreme efforts for the privilege of a voice in how we are to be governed.

In a society of growing complexity and concentration of population, rugged individualism is being replaced by cooperative control. Decision through discussion is becoming popular.

Of necessity, therefore, education and re-education are indicated for successful control of modern affairs. Government control has moved from autocratic rule and proclamations to Magna Cartas, constitutions and ballots. Production control has progressed from the individual to partner, corporation, directors and share-

holders. Labor control is changing from autocratic authority to a larger opportunity for worker representation. Distribution and consumer control shows a trend toward cooperatives.

With social control being shared and decisions becoming composite, leadership training must include techniques and attitudes for cooperative planning and action. Society grows as does a young man, from egotistic and individual expressions of youth to more democratic expressions of maturity.

There is a great potential strength in democratic planning and control. The benefits can be realized only by successful methods of selection, training, and inspiration of leaders.

Here is a challenge to Toastmasters.

## A Thought In Passing

Have you ever noticed the excessive use of the phrases "I think" and "I believe" during table topics at our meetings? *I think* that we could make our talks sparkle a little more by leaving these phrases out once in a while and *I believe* that no one would miss them if we did omit them.

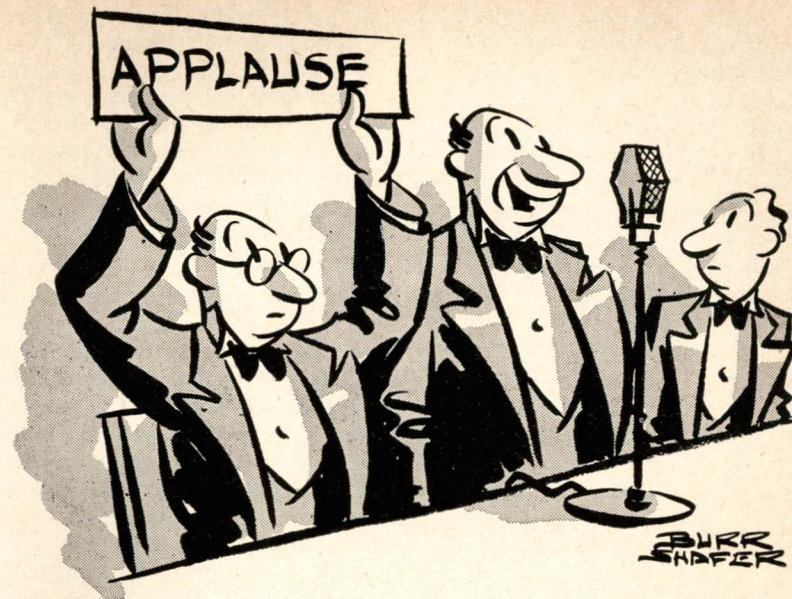
—From Wenell Toastmasters' Bulletin, Minneapolis, Minn.

## Don't Be Static!

There is no mummy in an archeological museum which is deader than the man who refuses to grow and expand in his attitudes towards life.

There is no man alive, who has accomplished a worth-while service for himself or for his fellow man, who has not changed his mind as experience and inspiration has dictated.

As one progresses and develops, his horizons recede and his goals are viewed from new perspectives.



## The Big Broadcast

By D. W. Halfhill

Don't fall into a trap on Number 7!

**T**HIS ASSIGNMENT requires a speech to be read and is deceiving in its apparent simplicity. True, the need for memorizing a speech outline is eliminated, but the speaker will be surprised to learn that reading a speech with proper voice gestures requires considerable thought and practice.

In the case of speeches over the radio, where the audience and speaker cannot see each other, variety and interest must be produced by the voice alone.

Some of the members of the Windjammers Toastmasters of

Lynn, Massachusetts had a fine opportunity recently to use the skills learned at their club in the preparation and delivery of a series of programs put on by a local radio station in honor of Engineers' Week. The experience gained was particularly valuable and a few observations related to it may be of help to others who are planning a similar venture.

In the first place, it is always necessary to prepare a script. Outline the entire presentation and know exactly what is to be said and by whom.

Avoid ponderous terminology, technical language and abstruse discussions.

The talk must be kept on a conversational plane and as simple as possible. The reading will sound more natural if the *actors* depart from the script now and then with a little improvised dialogue. Be careful, however, that this does not get out of hand as it may seriously affect the program timing.

In radio, an audience is either held or lost in the first 20 seconds of the program. Remember this in organizing your material and be sure that you have a strong attention-gathering "ho hum" (see Basic Training Assignment No. 6).

Carefully selected music will add a professional touch to your program. Use it at the beginning and ending, as well as to break up long periods of dialogue. (Consult with the station Musical Director about this).

Beginners will find a tape recorder useful in arranging their speeches. In fact many stations

welcome the idea of pre-recording programs on tape for later broadcast. It virtually insures a program which will proceed smoothly and it simplifies the use of background music. Caution: such recordings should be made in compliance with suggestions of station technicians.

The use of a recorder will provide good practice in the proper use of a microphone. Mistakes may be eliminated by re-recording. It will be found that certain speech habits which are desirable before a regular audience, are not tolerated by a radio listener. This is particularly true of the habit of turning the head from side to side. One also learns to handle the script sheets in a manner which will not produce noise.

Toastmasters welcome an opportunity to try their skill in challenging new ventures. The preparation, practice and delivery of a radio talk is a worth-while experience and an opportunity for self-development which should be cultivated. Grasp the opportunity if it comes your way.

Never wait for inspiration—always expect it.

—David Seabury

Tact is the ability to stand on your own two feet without stepping on anybody's toes.

From Lincoln (Nebr.) Toastmasters Bulletin

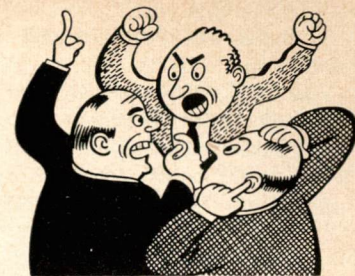
### Speaking of Ad-libbing

The prize for quick thinking is awarded to Juano Hernandez, who played De Lawd in GREEN PASTURES for "Theater Guild on the Air." When a fellow actor couldn't find his lines and froze, Hernandez came to the rescue.

"Son," he said reassuringly, "you is nervous before me and I can understand that. But I is de Lord, and I knows what is in your mind." Whereupon he supplied the missing lines.

—This Week Magazine

## How To Lose An Argument



GET MAD!

Yell at your opponent!

Call him obnoxious names!

Impugn his veracity!

If he makes a statement, call him a liar. Better still, call him a "barefaced liar." (Don't ask me why a lie with its face uncovered is worse than any other lie. I don't know, but the phrase seems to be the most vigorous one, short of profanity.)

Never listen to your opponent. Interrupt him every time he starts a sentence. Be sure to yell your objections at him, and don't forget to shake your fist.

Do not allow yourself to be restricted by facts or evidence. The argument may have to do with discovering the facts about some issue, but that is not important. What really matters is for you to establish yourself as an invincible, unanswerable argufier. To do this, you must follow the rules.

Of course, there is always the possibility that your opponent may be skilled in the art of debating, and that he knows these rules. In that case, he may deliberately set out to make you lose your self control. Perhaps he

understands that when your temper is lost, provided he restrains his own, the chances are that you have also lost the argument.

With this understanding, he goes to work to stir your anger and resentment. When you assist him by permitting your temper to run away with your intelligence, you may say things that contradict each other. You make statements which will require explanation, or even apology. You lay yourself open to confusion and contravention. You set the stage for your own defeat, but since you are studying how to lose an argument, defeat is victory for you, so let's go ahead with the prescription.

The general rule is that he who yells the loudest and longest gets the hardest bump.

But perhaps you are wise enough to see the point, and to turn the tables.

Perhaps you are willing to let the other fellow lose the argument.

In that case, you deliberately bait and taunt your opponent until he grows angry and begins to yell and call names and make

wild assertions. Now *you* have *him* on the run. Let him lose the argument.

You will keep yourself calm and under control. Smile at the other fellow. Even laugh at him. Speak softly when he gives you the opening. Ask him some searching questions. Concede some of his points, and then knock him out with a simple, friendly statement of fact, or with a leading question.

By following this course you give your opponent every advantage in losing the argument.

A soft answer may turn away wrath in some instances, but in an argument, one of the most infuriating tactics you can employ

is to keep cool when your opponent gets hot. The quietness of your demeanor and the softness of your voice will still further inflame his temper, and will lead him into more damaging indiscretions.

Presently he will make himself so vulnerable to your rapier-like wit that you will suddenly move in and administer the coup de grace, or, to speak colloquially, give him the good old K.O.

Your course in argument will depend upon whether it is your purpose to win or to lose. Choose your objective, and then follow the procedure here given. You will inevitably win—or lose—the argument.



## THERE ARE PLENTY OF WORDS

The unabridged dictionary lists about half a million words. The normal, well educated man, should have a vocabulary of at least 13,000 words. He will understand many words which he does not use in ordinary speech. But he must know how to put his ideas into words which his hearer will understand.

The way to add to one's stock of words is to make it a practice to keep the dictionary at hand, and to look up every unfamiliar word encountered in reading or listening. If it is one we can use, we should put it into use in conversation until we are sure of it. We must know what it means, how to pronounce it and how to spell it before it really belongs to us.

Don't load up with words not needed.

But don't be stingy about adding to your vocabulary. There are plenty of words. You have to select and assimilate the ones you need.

Above all things, know the words which pertain to your own business. Know how to pronounce them and exactly what they mean. If they are technical words, make sure that your customer understands them also. A novice gets little meaning if you tell him that paper is 16 pound weight, or that it is "rag" or "bond" or "coated." You have to be sure that "sulphite" means the same to him as to you.

# OOPS!

## Your Attitude is Showing

By Homer Davis

**L**ET YOUR audience know you want to talk with them, that you have something to say, that you know what you are going to say.

If you are flustered, bored, scared, uncertain, or angry, your emotion can build barriers in the minds of those you want to impress favorably. Don't prejudice an audience against you before they have heard your ideas.

Your attitude controls you and influences those to whom you are

speaking; but watch for the dominant audience attitude. It may be one of skepticism, apathy, or even resentment. It may be jovial, friendly and receptive; occasionally it is one of eager interest. You can quickly discern the mood of the audience you are facing and bring your attitude into line with theirs.

Capitalize on attitudes which favor your message or purpose. Plan to change attitudes which may get in the way of the ideas and feelings you intend to communicate.

Attitude is always at work . . . at home, on the job, in the club. It is not enough to be yourself . . . be yourself at your best. Consider then an attitude of friendly earnestness, of constructive assurance, of thoughtful evaluation and decision. Attitude becomes a habit. It may as well be good.



### Mr. President

Your editors are deluged with pleas from Toastmasters everywhere for *success stories* of fellow members who have used their Toastmasters training as stepping-stones to higher accomplishment.

We have received many such stories, but we will need many more to prepare several articles we are planning for future issues of *The Toastmaster*.

You may help us, and at the same time provide desirable publicity for your club and merited commendation for the subject Toastmaster, if you will sit right down and write us a factual and interesting account of your *star* success in not to exceed 100 words. Address it to *The Toastmaster*, Santa Ana, California.

Thanks a lot.

# It's a Good Idea

## ■ Your Toastmasters Pin

Do you have one? Do you wear it? Or are you not particularly proud of the fact you are a Toastmaster?

Many clubs add its cost to the initiation fee for new members and make its presentation a part of the induction ceremony.

Several clubs use it as an award in presenting the certificate for having completed Basic Training.

However you do it, club members should be alerted to the value of owning such a pin and of wearing it. More and more it is becoming a badge of high accomplishment.

## ■ Plus Benefits

Clair W. Long, Jr., writing in *The Speakeasy* (voice of the Greensburg Toastmasters Club) brings out a point that is worthy of serious consideration:

"When you are talking to prospective members about Toastmasters do you tell them about the PLUS benefits of Toastmasters? Or, do you just tell them how they will become better speakers? How about telling them that through Toastmasters they will develop poise and confidence, and will advance more rapidly in their work? Why not tell them of the large number of employers who have such high regard for Toastmasters that while not requiring their employees to join Toastmasters they strongly suggest that they do so? Every day more and more employers are becoming cognizant of the benefits Toastmasters has for their employees. Just the other day I had a memo from the Vice President in charge of sales of the Diversey Corp. (my employer) requesting that I send him a Club Directory of Toastmasters. He said that he had realized how Toastmasters had helped me and that he felt that more of our salesmen should avail themselves of the benefits offered by Toastmasters. He said that he was going to write every salesman who lived in a town where there was

a Club and suggest that he join.

"I think that many times all of us miss the boat when discussing Toastmasters with prospective members when we fail to mention the PLUS benefits of Toastmasters. If we will discuss and publicize the PLUS benefits we will have a long waiting list for membership in our Toastmasters Club."

## ■ A Record to Beat

Many Toastmasters clubs are sharing their training with other organizations, but it took a team from the Pawtucket (R. I.) Toastmasters to demonstrate how to make it pay.

Having been asked to furnish speakers for a recent meeting of the Rotary club of that city, they elected to present a Toastmasters meeting in miniature. We leave it to the reader to judge the effectiveness of the presentation, for 17 applications for membership in Toastmasters were received from the audience.

Toastmaster C. H. Leach, a columnist in the Pawtucket *Times* in reporting the meeting, quotes Phillip Geiger, director of the local Boy's Club as saying: "I have never witnessed such an enthusiastic demonstration of a club's principles and policies, and all who attended were amazed at the exact timing of the speech schedules."

## ■ Cheers

The Bert Mann Toastmasters Club of St. Louis has successfully exploded the old idea that Speechcraft cannot be successfully put on by a noonday club.

Eighteen students signed up for the 8 weeks course. Twelve of them already have joined the club and the other six have indicated they will seek membership in an evening group.

The Bert Mann Club meets promptly at 12:10 P.M. and adjourns at 1:30. Here is proof that careful planning, determined execution and follow through can make anything possible.

## ■ Ideas Plus!

According to J.P.B. McCormick, President, St. Lawrence Toastmasters of Montreal, Toastmasters training is helping sell new ideas, especially in the architectural world. It's a far cry from the speaker's podium to the drawing board of a successful building designer. But is it? No matter how good a plan is, it will not sell itself.

Architect Keith Graham, Deputy Governor of the club, recently sold a million dollar idea — a new design trend in hospital building, created for a hospital now nearing completion in Toronto, Ontario. Of special interest is the arrangement for all facilities in the central core — nurses' controls, elevators, stairways, etc.

Toastmaster Keith says, "Design is an important factor, but there is no denying the necessity of being able to merchandize it. Toastmasters training has helped me immeasurably to do this."

## ■ Summer Plans

In an endeavor to follow through the suggested summer program and present more interesting programs, Speakers Forum Toastmasters of Chicago was recently the host to six clubs of Area 2, District 30. The six participating clubs were: SPEAKERS FORUM, CENTRAL, KRAFT, LAWSON, CPA, BELL, and SENATE. District Governor-elect Fred Braun and Area Governor H. V. Williamson were present and Mr. Emmet Holmes, Past Governor, District 30 was Toastmaster of the evening.

This meeting was in no way a speech contest, but the speakers were evaluated in the usual manner. All the Toastmasters present expressed themselves as being highly pleased with the meeting, which was held in the Lecture Hall of Chicago Natural History Museum through the courtesy of Col. Clifford C. Gregg, Director. A public address system was used and the entire meeting was tape-recorded.

## ■ Good Public Relations

Okmulgee, Oklahoma, Toastmasters is taking its public relations seriously. Each year they present a "Man-of-the-Year" award to that Okmulgee citizen who, in the opinion of the club, has made the greatest contribution to the city through his use of the spoken and written word. All civic activity is reviewed by the local club and speakers are assigned to do sufficient research to pinpoint the achievements of each candidate.

Members speak in a regular club meeting and all club members take part in the discussion and choosing of the outstanding citizen. The award, an inscribed scroll, is presented to the winner in a public ceremony. This is the third annual presentation of the trophy, which is looked upon as the highest honor a local citizen may receive. Toastmasters themselves are not eligible for consideration.

James K. Frazer, Superintendent of Schools was named Okmulgee's "Man-of-the-year for 1954."

## ■ Charades

Topicmaster G. Brown presented a new and novel idea. He used the game of "Charades" to emphasize our use of gestures without speaking. This was accomplished by acting out song titles such as *Five Foot Two, Eyes of Blue, and Tea for Two*.

From "The Ubiquitous Buzzer"  
St. Louis Toastmasters

## Official Announcement

*For the coming year, any individual not on the Priority Mailing List may subscribe to the monthly mailings from the Home Office upon payment of \$3.00 per year.*

*The Priority List is composed of International Officers and Directors, Past Presidents, Committeemen and District Officers.*



# What Is It Like?

By Bill Adams

**T**HIS IS the question most often asked of us who are members of Smedley Chapter Number One. We hear it at Area and District get-togethers; we hear it from visiting Toastmasters who drop in on a Wednesday evening here in Santa Ana; we read it in letters from Toastmasters throughout the world. And because I feel so strongly about the answers we try to give, I have asked permission to put them into print.

The answer is simple: It's wonderful! In fact, it's just as wonderful as being a member of any of the other 1600 chapters throughout the world. "But," you ask, "isn't it just a little different?" Only, perhaps, because our chapter is just a little older than yours. Other than that, we have the same problems of membership, attendance, program planning, evaluation, and the multitude of other things that go to make up a Toastmasters club. Our speakers will fail to show up once in a while, just as yours do; they'll fail to notify the Toastmaster and secure a replacement, just as yours probably do. Our attendance drops off during the summer, some of our programs are better than others, and we even have an evening now

and then when we all feel that we should have stayed at home — just as happens in your club occasionally.

"I'll bet you have some terrific speakers in your club." (That's another one that we hear often.) Yes, we do. They are just about as good as the speakers in your own club, perhaps a few are a little better because they've been at it longer. But, like your membership, we feel they are all "terrific" for one reason — they're better speakers now than they were when they joined, and that, in my book, makes any Toastmaster "terrific."

Take Otto Schultz, for example. (I can't name them all here, but will cite a few so that you can compare with your own club.) Otto is a retired potato grower. There was a time when all that Otto could talk about was his potatoes, and at that you couldn't understand him for all the grunts, groans, and ahs. Otto is, comparatively speaking, a smooth speaker now. He has learned to talk on a variety of subjects and with very few aspirated pauses. We built an "Ah meter," a red light that flashes every time a speaker forgets that sounds should make sense. Otto got so tired of staring

that red light in the face that he buckled down and got rid of his ahs.

Then there's Warren Mendenhall. Warren's an old timer . . . been around for about 15 years now, but he keeps coming back for more. He is a school official and does a lot of public speaking in a professional capacity. Every time he gets careless in his Toastmasters attendance, his wife says she notices a drop in the quality of his speeches and sends him back to us for more. Warren claims we keep him on his toes so well that he can't afford to quit.

And we have Charlie Baxter! If you haven't a Charlie Baxter in your club, get one! He's a project all in himself. I know Charlie won't mind my talking about him, because he has made so much progress by this time we hardly recognize him any more. Charlie works in an aircraft factory where he hasn't had to do much speaking. When he first came to us, he was the shyest guy imaginable. His first Table Topic was so short and halting that we weren't sure, when he sat down, whether or not he had said anything. But Charlie was willing to work, and so were his fellow members, with the result that today Charlie can stay on his feet for the full six minutes. He still isn't good, by contest standards, but *he is better than he was*, and that's what makes a Toastmaster "terrific."

A lot of men will get a starry-eyed look and ask, "What is it like, having Dr. Smedley as one of your active members?" Now, that is a most difficult question to answer, because it is impossible to under-rate the Doctor's vitality, his personal charm, and his almost effortless ability to contribute something of himself to those around him — not just occasionally, but whenever and wherever he is part of a group.

Naturally, it is humanly impossible for him to be personally present at every meeting of every club, and we are proud and honored to have him with us at the majority of our meetings; but what about all of the hundreds of other clubs to which you readers belong? You have him present in your meetings too . . . not just once in a while, but at every meeting, IF you use the material sent to you from the Home Office.

We at Smedley Number One get it first in the form of new ideas for which we are often the guinea pigs. You, in your own clubs, get it too, complete and well organized for use in your program planning, your Table Topics, your Executive Committee meetings, and in every phase of the operation of your club. General information comes to all in *The Toastmaster* magazine, while specific ideas and suggestions come to our officers in the regular monthly mailings which they receive from Santa Ana.

More On Page 20

# MEET THE NEW GOVERNORS

## *Toastmasters International*

1954-1955



D-F  
DR. E. T. WOOD



D-1  
G. WINBIGLER



D-2  
JOE DeLEON



D-3  
FRED COLLINS



D-4  
BEN M. YATES



D-5  
DR. C. WATSON



D-6  
ALEX SMEKTA



D-7  
GEORGE LONEY



D-8  
G. HARTNETT



D-9  
C. F. BRENTON



D-10  
W. F. BIXBY



D-11  
L. P. KEMPER



D-12  
RAY REES



D-13  
G. J. MUCEY



D-14  
H. A. WRIGHT



D-15  
C. E. HARDER



D-16  
R. GOLDSMITH



D-17  
E. CHRISTIANSEN



D-18  
J. HARRISON



D-19  
W. H. NANNY



D-20  
LYLE B. CLARK



D-21  
G. WILLISCROFT



D-22  
HEIL PETTIT



D-23  
P. ROBINSON



D-24  
PHIL NEGLEY



D-25  
SCOTT SKINNER



D-26  
LEO BOLIN



D-27  
JOHN DAMRON



D-28  
L. SIMONSEN



D-29  
RICHARD DAVIS



D-30  
F. W. BRAUN



D-31  
C. A. STOECKEL



D-32  
R. E. BREON



D-33  
W. G. SHIRK



D-34  
LEO STOCKMAN



D-35  
B. ZIMMERMANN



D-36  
DON C. LUECK



D-37  
DR. M. SENKUS



D-38  
C. H. ROEDER



D-39  
ROBERT MOORE



D-40  
FRANK DIXON



D-41  
EMMET JONES



D-42  
G. R. TATLOCK



D-43  
ODELL HARTZ



D-44  
DR. M. ADAMS

# What's Going On

## ● Voila Toastmasters

Toastmaster history was made the other day when a whole Toastmasters club picked up and moved to France. The club was No. 1209, Mitchel Air Force Base, Hempstead, Long Island, New York.

When the 465th Troop Carrier Wing, of which the club members were a part, was alerted for movement to France, there was no question in the minds of the officers but that their Toastmasters club would go with them. And so it was arranged.

The club will retain its old name and number. The only change is that now it will be domiciled at Toul Rosier Air Base in the northeastern sector of France near the city of Nancy. Thomas B. Meyer, Lt. Col., USAF is the new President.

## ● Space Patrol

Guests at the famous Westward Ho Hotel in Phoenix were startled recently when what they thought was a man from Mars strolled through the lobby.

There was no cause for alarm, however, as it was just a member of the Willie Air Patch Toastmasters coming in to register for the spring conference of District Three. He was just off duty and had not taken time to change into his civvies.

Shown below (the cause of the commotion) is Lt. Paul "Mike" Hammer, instructor at the nation's first jet fighter school and educational chairman of the Willie Air Patch Toastmasters.

Looking on is Captain James E. Webster, president of the all Air Force club. Taking the registration is Miss Vi Patch, Phoenix Chamber of Commerce public relations bureau.



## ● Bigger and Better



This is how important the Table Topic cup seemed to Dick Brooks of Westchester Toastmasters, Los Angeles, when he won it and took it home for all the world to see. Being an advertising man, he had to do something big with it—and sure enough—he showed up at his club the following week with this photo.

## ● Honorary

George Boardman Perry and Roland L. Meyer, Jr., both members of Midtown Toastmasters Club, No. 283, St. Louis, were recently initiated as members of Sigma Delta Chi, professional journalistic fraternity. George is a charter member and past president of Midtown, a past District Governor (8) and editor of the American Painter and Decorator. Roland is a past president of Midtown and is editor of the American Paint and Wallpaper Dealer. Both are members of the editorial committee of Toastmasters. Both agree that Toastmasters training has aided them materially in their chosen profession.

THE TOASTMASTER

## ● Toastmasters A Natural



The various branches of our armed services are finding Toastmasters a promising answer to two very pertinent needs: 1, Better public relations and 2, a medium for constructive group interest and fellowship.

As a result, clubs are springing up all over the world where our military installations are established—Alaska, Cuba, Greenland, Japan, Newfoundland, Okinawa, Korea, and in many points throughout the United States.

Here officers are trained to appear before both military and civilian audiences and express themselves effectively; and here has been discovered a medium of friendly rivalry and camaraderie with a purpose that is doing much to keep high the morale of especially detached groups such as these in the far north and in the South Pacific Islands.

The accompanying photograph shows Colonel H. E. Frinke, Hqs., NEAC, past president of the Iceberg Toastmasters Club, NARSSARSUAK, Greenland, the first Toastmasters Club formed in NEAC, presenting a club charter to Major Robert E. Tierney, president of the newly formed Harmon's Toastmasters Club at Ernest Harmon AFB, Newfoundland.

AUGUST, 1954

## ● The Impossible Takes a Little Longer

When International Director Gordon R. Merrick began casting about for a suitable location at which to hold the Zone "F" conference and speech contest he discovered a real problem. Northwestern Kansas would be the logical spot, but adequate facilities would be hard to find, especially as the conference date had been set for May 30th, a Sunday.

Undismayed, Gordon solicited the assistance of George Stoepelwerth, president of Russell (Kansas) Toastmasters, and together they scoured the countryside for suitable accommodations. The result was the Towne House, an exclusive dinner club on Highway 40, just outside of Russell, Kansas. Basic Training speech number nine must have been effectively presented as the management not only agreed to act as host for the conference but also to close the club to its regular patrons for the entire day and evening.

The bar became an excellent display area for Toastmasters literature and charts. The club room was an ideal place for discussion groups and officer training presentation. The dining room and club room, together, provided facility for the evening banquet and speech contest. Moral: Toastmasters are trained to meet the situation — the impossible only takes a little longer.

Shown below are conference chairman Gordon R. Merrick, International First Vice-President Charles H. Griffith, Home Office staff member and Editor of THE TOASTMASTER Wayland A. Dunham and President of Russell (Kansas) Toastmasters, George Stoepelwerth.

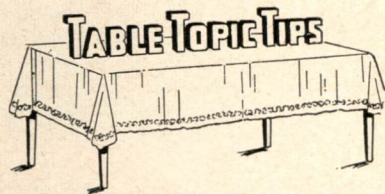


You are missing a great deal in terms of personal pleasure by not having the founder with you at your meetings, but you are missing nothing in terms of his ability to give of himself for the training and development of others if you use the material at hand.

There is one more question that is asked, and I find it perhaps the easiest to answer: "What is it like to be president of Smedley Number One?" There is only one answer: It is an honor, just as it is an honor to be president of Club 100, or 333 or 1415, or any other Toastmasters Club. It is an honor because the president, or any other elected officer of a Toastmasters club, finds himself in a position of leadership in an organization where every individual, regardless of occupation, educational background, age, or any other qualification you can name, is believed to have something valuable to offer to every other member; where every member is credited with having, and is allowed to demonstrate, basic human intelligence; where every member freely expresses himself on any subject, then, just as freely, throws himself open to the criticism of the group, respecting their opinions as they have respected his; and where the sole criterion for membership is one of man's greatest impulses — the desire for self-improvement. To

hold office of any kind in such an organization cannot help but be an honor for any of us.

So now you know that there is only one basic difference between your club and ours: ours is Number One, yours is Number 1600. Other than that, there can be no difference. For all Toastmasters clubs share the same problems, contain the same cross section of members, and provide the same great experience in self-improvement through the medium of a completely free exchange of ideas and opinions.



Frank C. Prager, secretary of the Rocky Mountain Toastmasters at Denver, submits an interesting idea for Table Topics which was recently put on by his club with outstanding success.

The Topicmaster, when he called each speaker, briefly outlined the first half of a famous short story. It was then up to the speaker to finish the outline, if he had heard it before, or to use his imagination in reaching a satisfactory conclusion in one and one-half minutes.

## Off Beat

-a few notes off the record

Inscription on a cigarette lighter:  
"To my matchless wife."  
—Painesville, Ohio TELEGRAPH



According to Hedda Hopper, a Hollywood press agent is a fellow who hitches his braggin' to a star.



Egotism has been described as just a case of mistaken nonentity.



Church bulletin: "Come in and have your Grace lifted."



Critic, to a Toastmaster who had just delivered what was announced as an inspirational speech: "You ran the gamut of emotions from A to B."



A Texas preacher once prayed: "Oh Lord, we thank Thee for the bounteous blessings bestowed upon our fair state. We pray Thee, in all humility, to also look with favor upon those places Thy feet have never trod."



A good definition of a Toastmaster is "a fellow who believes it is never too late for one to learn more than one already knows."

Executive: A man who can hand a letter back to a red-headed stenographer for a fourth retyping.  
—The Down-Town Crier



Have you heard about the toothless termite who walked up to the bar and asked, "Is the bar tender here?"  
—Boston Toastmasters Bulletin



Many people's tombstones should read: "Dead at 30. Buried at 60."  
—Nicholas Murray Butler



Small daughter to mother: "Here's my report card and one of yours I found in grandmother's trunk in the garage."



"Pardon me, but you look like Helen Black."  
"Yes, I know I do, but I look worse in white."



Speech critic: "For the first time in my life, I envied my feet. They were asleep."



Many an after-dinner speaker who rises to the occasion stands too long.

—from Quote

# HOW WE TALK

## The Able Orthoepist

Orthoepy is the art of pronouncing words correctly. Correct pronunciation depends on usage. Customs change, not always for the best. The careful speaker tries to follow the best usage of the most cultured people.

There is a reason for the pronunciation of most words. This reason is frequently found in the derivation. When careless or "progressive" speakers try to change such pronunciations, it is better not to follow them.

One case which is ever with us is the sound of the *a* in words from the Latin. In accented syllables, this *a* always gets the "long" sound, but some people persist in shortening the sound. Thus, you hear of *av-viashun* and *av-viators* and *rashun* and *stat-tus* and *dat-ta* and *appa-rat-us*. In each case, the *a* should be given the long sound, regardless of what your favorite radio commentator may call it.

Here is a partial list of such words. All the important dictionaries agree in giving the *a* its full value. Webster, Winston, Century, Standard and Oxford English Dictionary are in accord. If you have been in the habit of shortening the *a* in any of these, try to break the habit.

<i>aviation</i>	<i>ration</i>
<i>status</i>	<i>patron</i>
<i>apparatus</i>	<i>pro rata</i>
<i>data</i>	<i>radio</i>
<i>strata</i>	<i>radiator</i>

*If you have knowledge, let others light their candles at it.*

—Thomas Fuller

You have heard every one of these words pronounced with a short *a* sound, sometimes by people who should have known better. Even radio and radiator have been called *rad-dio* and *rad-diator*. Do not be misled. Do not give us any more *dat-ta* on our present *stat-tus*, and do not distribute the cost *pro rat-ta*.

### Accents Must Be Watched

There are many words which take rough treatment by failure of the speaker to stress the proper syllables. Correct placing of the accent gives your speech a sense of authority and sureness. The following list includes a dozen words which properly take the accent on the second syllable. Test your pronunciation on them.

<i>research</i>	<i>ideal</i>
<i>resource</i>	<i>horizon</i>
<i>robust</i>	<i>decadent</i>
<i>ordeal</i>	<i>advertisement</i>
<i>morale</i>	<i>address</i>
<i>idea</i>	<i>adult</i>

Lest we mislead our British readers, let it be said that *decadent* usually gets the accent on the first syllable in British usage, and is thus given by the Oxford Dictionary, but all the other authorities make it *de-cay-dent*.

# HAVE YOU READ?



## Power of Words

by Stuart Chase, Harcourt, Brace and Company. Price \$3.95.

If you would doubt for one moment the power of words in your personal, social and business life, you should read this book.

Stuart Chase has performed a worthy service by giving to the average reader, as well as the professional educator, speaker and writer, interested in improving his vocabulary and basic understanding, a clearer concept of the why and the how, as well as the value of the proper usage of words in relation to improved understanding and human relations.

We talk too much and say too little—at least we fail to put over our meaning in exact terms.

He stresses a Toastmasters' precept, that "Listening is the other half of talking," and that adequate communication is a two-way street. He deplores double-talk and questions oratory as such. His treatment of international propaganda is a classic and his dissertation on "schoolroom talk" should be a "must" for all educators.

We who are sincere students of effective communication should likewise consider this book a *required reading* as well as a standard reference work for our bookshelves.

## Discussion and Debate

by William A. Behl, published by the Ronald Press. Price \$4.00. It is sub-titled "An Introduction to Argument."

It is well suited to meet the needs of men who are interested in engaging in formal argument, as in debate, or in the more informal types of discussion. It outlines in detail the procedures to be followed in the different situations, and adds many good suggestions about preparation of outlines and briefing of speakers.

## The Wizardry of Words

compiled and published by A. C. Belden, 394 Pacific Ave., San Francisco 11, California. \$1.00. Those who would improve their technique in the use of words, whether writer, speaker or just plain Mr. or Mrs. Citizen, should consider the ownership of this small volume a "must."

Mr. Belden, who actually compiled this source material for his own use, found it so valuable in his literary work that he decided to share it with others.

It is made up of a collection of brief items, gleaned from here and there, but each one is pertinent to its subject and applicable to everyday problems of effective communication.

# Ten Ways TO WRECK AN ORGANIZATION

By George Van Zeveren

Are you interested in wrecking your Toastmasters Club? Follow these ten easy steps and you CAN succeed.

1. *Don't attend meetings.*
2. *If you attend a meeting, come late.*
3. *If the weather is bad, don't show up.*
4. *When you do attend, find fault with everything.*
5. *Never accept office or volunteer for anything.*
6. *If you do become an officer, never attend a committee meeting.*
7. *Never voice an opinion during a meeting, but criticize loudly afterward.*
8. *Do no more than is absolutely necessary, but if some people roll up their sleeves and work to improve the club, claim that a clique has taken over and you are being left out.*
9. *Hold back your dues as long as possible.*
10. *Never get a new member. Let George do it.*

But wouldn't it be better to be like that fellow George? If we extend ourselves just a little bit, we will prosper and grow along with our group. It is more important to be proud of your club and work for it than to be indifferent and destroy it.



Man's Mind | from page 2

In the final analysis, those human qualities that provide all our knowledge, all our action, and all our progress, succeed or fail according to their effect on the human mind and spirit. We must never neglect the basic reason for survival, which is man himself. We are on the threshold of something big. Let us enter and really live.

The basic underlying theme of these monthly articles has been taken from my heart. I so firmly believe in the greatness of our Clubs as the means for the release of the beauty that is in us that I had to share that belief with you. I am convinced that we are destined for greatness, and that we shall contribute mightily to the future minds of men. Never let us think other than UP and BIG and NEW.

# MEETING THE SITUATION

What is a "situation" and why does it have to be faced?

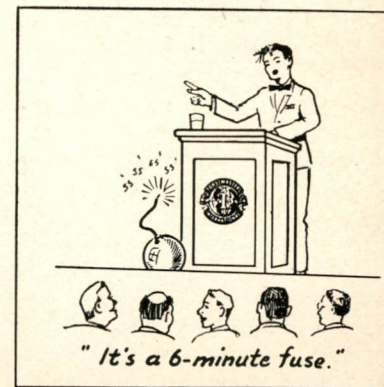
**I**N GENERAL, a situation is the place or condition in which we find ourselves. There is no reason why it should not be a pleasant situation, but in some way we have come to associate unpleasantness with the word. Thus we think of a situation as a critical or trying state of affairs, as when we find ourselves in an embarrassing situation, or a difficult one.

"Meeting the situation" involves self-adjustment to whatever embarrassing, unexpected or unusual conditions may have arisen, whether the conditions are actually unpleasant or merely difficult because of being unexpected.

When we use the expression in connection with speech, we think of the possibility, or danger, of something which will catch us unawares and unready to meet it. Instead of being frightened by the prospect, we need to cultivate a sense of readiness. This is done by going through various circumstances in imagination, and deciding what we would do in such situations.

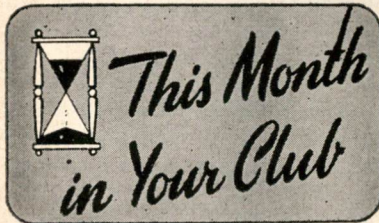
Suppose you were interrupted by a loose-mouthed heckler, or disturbed by a crying baby in the audience. There might be one or two genial chaps in the group who have mellowed themselves with too much stimulation, so that they are at the silly, giggling stage. You might have prepared a serious talk only to find that the expectant audience wants to be entertained, or vice versa. You might be called upon to present or accept an award of which you had no advance information.

It is all a matter of keeping your balance and adapting yourself to a condition without becoming confused, embarrassed or frustrated. Plan in advance. Consider what is the best way to handle the situation if it arises. Then, when the time comes, prove your versatility by meeting whatever happens in a masterly, workmanlike manner. The ability is acquired by practice, hence our insistence on simulations.



When All Else Fails  
... try this surefire speech  
winderupper.

# PROGRESSIVE



August is the month for meeting unusual speech situations. One of the best ways to do this is to plan a program or two on the theme of "Just Suppose."

Just suppose that you are met on the street by a *roving reporter* and asked for your opinion on The State of the Union.

Or suppose that you have, rather unexpectedly, been elected President of your PTA and are called upon for a statement on what you propose to accomplish during your term of office.

Or that you have been appointed by the District Governor as Governor of your Area and called upon to outline your program for the coming year.

Then there is the staff meeting of your firm. Just suppose you were called upon by your boss to give your ideas on what should be done to meet the existing emergency. What would you say? You probably have lots of suggestions but have never crystallized your thoughts to the point you would dare put them into words, especially in front of the boss.

Do it! Think through some of your business problems and try them out on your fellow Toastmasters. Your club should be your laboratory in which you may freely test your theories and progressive ideas.

You may be slapped down if they are not logical and clearly expressed, but so what? Re-think them and try again with an explanation of what you have done and the goal you are trying to reach.

Chances are your evaluators will be of great assistance in keeping your dreams with one foot on the ground and in helping you express them more effectively.

Just remember that your fellow club members are likewise striving to improve their ability to think through their problems and to express themselves better, so do not hesitate to share with them the problems you face and ask their assistance in building a self confidence with which to meet any speech situation.

August is a month for sure accomplishment of every club member who will diligently strive to improve himself.

**EVENTUALLY**  
you will follow  
**Progressive Programing**  
in your club!

**WHY NOT NOW?**

# PROGRAMING

Better evaluation is the point of emphasis during September.

There is no club in Toastmasters International that is so good in this department that it need not pay particular attention to this important phase of Toastmasters training.

Non-professional, fellow member evaluation is one of the great secrets of Toastmasters' supremacy among speechcraft organizations; but only as this responsibility is exercised to the full—and exercised correctly—may this supremacy pertain.

It is incumbent upon every club officer and club member, therefore, to see to it that proper methods of evaluation are pursued.

The Chief Evaluator should be a Toastmaster of ability and experience. The work of the individual critic need not necessarily be limited to old timers versed in the art of evaluation. Even the newer man should have a chance, for the best way to learn is by doing; but his mis-evaluation (if any) should be corrected by the chief evaluator so that both speaker and critic may learn from the experience.

This is of vital importance as many Toastmasters of high potential have become discouraged and have dropped out of their club, because of ineffectual evaluation by others far below their standard of effectiveness.



## Chief Evaluators

This month is your month in which to shine. Study to present new methods and procedures. The panel method is very effective. In this the critics sit as a body and discuss among themselves the constructive approach to improvement.

Sometimes it is good to have the speaker talk back and possibly explain his reason for this and that.

It is an interesting variation, once in a while, to ask the critics to evaluate the speakers before they speak, such evaluations to be based upon the critic's remembrance of previous speech deficiencies.

Remember, however, that each of us has a particular gift of expression (or we would not be individuals) and that our membership in Toastmasters is for the purpose (realized or not) of discovering this gift and putting it to work.

**WHY NOT NOW?**

# Stage Fright

By Ralph-C. Smedley

**S**TAGE FRIGHT is a convenient name for whatever it is that scares us when we face an audience. But we need to remember that there are other things which frighten us in much the same way.

When you go out hunting, and for the first time draw bead on a deer or a bear, you may feel a similar sensation. This time it is called "buck fever," but the feeling is the same.

In an emergency or dangerous situation, such disturbance occurs in greater or less degree. When you face a dangerous enemy, such as a hold-up man, or when you enter the office of some great personage, or propose to the girl of your dreams, or even when you lose your temper, you feel that same quickening of the pulse, dryness of the mouth and weakness of the knees.

All this is the result of a provision of nature to help us out of difficulties. When you understand what it is, and why, you are in a better position to deal with it.

Primitive man, when he faced danger, had two lines of action open. He could fight, or he could run away. In either case, he

needed extra strength, and he needed it in a hurry. The same source of strength with which Mother Nature reinforced the cave man is available for us today.

The presence of danger causes the adrenal glands to pour into the blood stream a flood of stimulating elements, which cause the heart to beat faster, and provide extra strength to meet the emergency. Under great stress, you can perform feats which would be impossible in ordinary circumstances. You can lift weights beyond your normal capacity, run or jump faster and farther, endure pain and strain, and meet the extraordinary demands with extraordinary energy.

The glands function in a similar manner when you face an audience. You may be a singer or a speaker or a prestidigitator but your subconscious tendency is to look upon the audience as a group of potential enemies. The blood stream prepares you to run away from the danger, but you must not run away. You must stand there like a hero, facing the peril.

The pent-up energy provided in the emergency can be used to put more force and vitality into your

performance, your speech; or it may be permitted to put quivers into your knees and cotton into your mouth. It all depends upon how you direct it.

The man who overcomes his fears and learns to control and direct them has learned one of the great lessons of life. He is on his way upward when he can transmute physical force into mental power. This takes self-control.

But the man who lets his fears overcome him has lost a crucial battle, has failed in a critical test.

Let no one confuse this "stage fright" with the normal nervous stimulation which every speaker or performer must feel when he faces his audience. The presence of the audience leads to a nervous reaction which may be akin to fear, but which is far beyond it. The speaker is aroused and challenged to do his best. If he is completely calm and without emotion when he performs, his audience is likely to go to sleep.

Even the most experienced speaker or singer or actor must be emotionally stirred, or he will never stir his hearers; but this is not because of fear, unless it may be a fear that he will not do his best on this occasion. He is not afraid of his audience, but he is challenged and stimulated by their presence.

When you meet a situation in which your alternative is "fight or flight," remember that either you or your fears will dominate. If you give up, you lose. If you

fight, even though you may be battered in the conflict, you will have won a moral victory.

Not many speakers have ever been known to faint from fear when trying to make a speech. There have been such cases, but they are rare. But many a novice, overcome by the sight of the audience, has forgotten what he intended to say, and has had to sit down in ashamed confusion. Some men, meeting such an experience, have had the fortitude to ask for a chance to try again, and have proved to themselves that they can beat the little blue devils which tell them that they can't do it. This is not easy, but it is far better than acknowledging failure.

Do not underestimate the power of "stage fright" to spoil your speech, but do not underestimate your own power to overcome and beat it. Every victory you win over this fright strengthens your moral fiber, and makes you a stronger man.

If you have ever faced an audience with fear and trembling, you can understand the experience of the young man who was called on to make a speech. He replied, "I just can't do it. When I stand up to speak, my mind sits down."

But you can order your mind to stay on its feet if you are man enough to be in command of yourself.

Don't let yourself be scared off the field. Choose fight instead of flight. Be boss of yourself if you hope ever to boss anyone else.





## New Clubs

- 1559 SUNNYVALE, Calif., (D 4), *El Camino*, Mon., 7:30 p.m., El Morocco Cafe.
- 1560 LAUREL, Miss., (D 29), *Laurel*, Mon., 7:45 p.m., Pinehurst Hotel.
- 1561 WOOSTER, O., (D 10), *Wooster*, Mon., 6:15 p.m., Mrs. M. O. Kate, 1440 Beall Avenue.
- 1562 GALESBURG, Ill., (D 30), *Galesburg*, 2nd & 4th Thurs., 6:30 p.m., Galesburg Club.
- 1563 FINDLAY, O., (D 28), *Findlay*, Mon., 6:30 p.m., Elks Club.
- 1564 MONTGOMERY, Maxwell Air Force Base, Ala., (D 14), *Montgomery*, Tues., 6:30 p.m., The Beverly.
- 1565 NASHVILLE, Tenn., (D U), *Nashville*, Mon., 6:30 p.m., Hermitage Hotel.
- 1566 ENID, Vance Air Force Base, Okla., (D 16), *VATOMAC*, Mon., 11:45 a.m., Vance AFB Officers' Club.
- 1567 ANNISTON, Ala., (D 14), *Anniston*, Mon., 6:00 p.m., Vic's Cafe.
- 1568 KENT, O., (D 10), *Kent*.
- 1569 TORONTO, Ontario, Canada, (D 34), *Broadview*, Thurs., 6:15 p.m., Broadview Y.M.C.A.
- 1570 LOS ANGELES, Calif., (D 1), *Metropolitan*, Thurs., 12:00 noon, Alexandria Hotel.
- 1571 SOUTH SAN FRANCISCO, Calif., (D 4), *United*, Thurs., 4:45 p.m., United Air Lines Cafeteria.
- 1572 MUSSELBURGH, Scotland, (D 18), *Musselburgh*, Alt. Tues., 7:30 p.m., The Musselburgh Community Centre.
- 1573 BANFF, Scotland, (D 18), *Banff*, Thurs., 7:30 p.m., Carlton Cafe.
- 1574 KIRKWALL, Scotland, (D 18), *Kirkwall*, Wed., fortnightly, 8:00 p.m., Royal Hotel.
- 1575 FORRES, Scotland, (D 18), *Forres*, Thurs., fortnightly, 7:30 p.m., Carlton Hotel.
- 1576 KEITH, Scotland, (D 18), *Keith & District*, Thurs., 7:30 p.m., The Commercial Hotel.
- 1577 SAN JOSE, Calif., (D 4), *Junior Chamber of Commerce*, Tues., 7:00 a.m., Town House Restaurant.
- 1578 CINCINNATI, O., (D 40), *Seven Hills*, Alt. Wed., 6:30 p.m., Shuller's Wigwam.
- 1579 LIVERMORE, Calif., (D 4), *Livermore*, 2nd & 4th Mon., 6:30 p.m., Golden Rule Creamery.
- 1580 ALAMOGORDO, N. M., (D 23), *Alamogordo*, Price's Steak House, Mountain Park, New Mexico.
- 1581 SACRAMENTO, Mather Air Force Base, Calif., (D 39), *Sierra Jesters*, Thurs., 11:30 a.m., Mather Air Force Base.
- 1582 COLUMBUS, O., (D 40), *Battelle Memorial Institute*, Alt. Thurs., 8:00 p.m., Battelle Memorial Institute.
- 1583 DOWNEY, Calif., (D F), *Rheemair*, 2nd & 4th Thurs., 5:30 p.m., Rheem Manufacturing Company.

## WHEN AND WHERE THEY MEET



### Question:

*Why is there not a textbook on public speaking published by Toastmasters International? Why does not Ralph Smedley write such a book, based on his long experience?*

### Answer:

Let us continue the "why" technique. Why should Toastmasters International publish a textbook when there are scores, perhaps hundreds of good textbooks already on the market? Sometimes it appears that almost every man working on his thesis for an advanced degree writes on public speaking in some form, and then many of these theses are published and offered as aids for the aspiring student of speech. There are so many such books now that it would seem a waste of time and money to add to the abundance.

In Toastmasters Clubs, we do not use textbooks. We try to learn by practice and evaluation. We avoid the classroom atmosphere. Individual members read textbooks as they feel the need, but they do this voluntarily, and their speeches reflect the benefits, if any are gained. Most of the modern texts on speech simply rehash the recognized fundamentals, with each author trying to find some new way of phrasing and presenting material. Some of the books are better than others, and some are worse. A number of years ago, Dr. Richard Borden presented his book entitled, *Public Speaking as Listeners Like It*, in which he gave a "formula" which has become recognized as a very helpful method of speech organization. Dr. Alan H. Monroe's theory of the "motivated sequence" given in his *Principles and Types of Speech* is another helpful variation. These two books may well have a place in the library of every public speaker. Beyond that, he may choose as he will among the many titles on the subject. Multiplication of textbooks will not help. It is the faithful use of the book or books which we possess that will promote our improvement.



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## TEST YOURSELF

- ▶ What is it — fight or flight?
- ▶ Why must one meet a situation?
- ▶ Who's your new District Governor?
- ▶ Are you afraid of change?
- ▶ Do you desire to lead?
- ▶ Why is *The Big Broadcast* important?
- ▶ How would you win an argument?
- ▶ How is your attitude?

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



## In the Mill

—for Next Month

- SPEECH IMPEDIMENTS  
 . . . . may they be cured?
- WHO'S TELLING WHOM—  
 . . . . in this world of ours?
- IS IT GOOD-BY  
 . . . . to democratic discussion?
- THREE SIMPLE RULES  
 . . . . for effective evaluation
- STRAINING AT GNATS  
 . . . . and swallowing camels

## BEFORE WE ADJOURN

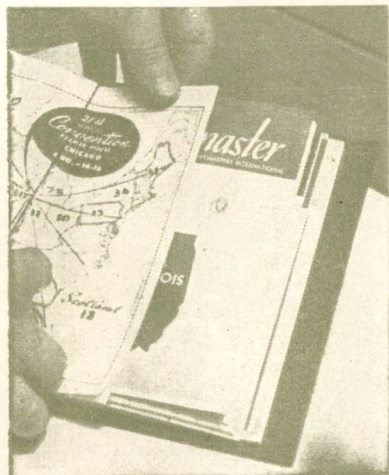
To listen well is as powerful a means of influence as to talk well, and is as essential to all true conversation. A single conversation across the table with a wise man is worth a month's study of books.

—Chinese Proverb

Dr. James F. Bean  
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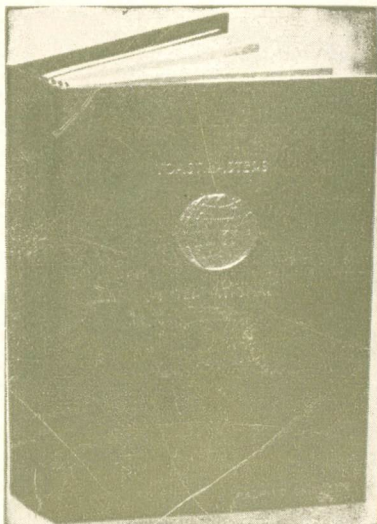
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