

THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

February, 1951

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*Those who
deny freedom to others
deserve it not for them-
selves, and under a just
God they cannot long
retain it.*

Abraham Lincoln



TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 920 active clubs, located in the United States, Canada, England, Scotland, South Africa, and the Hawaiian Islands, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Listening

(For Information, address Toastmasters International, Santa Ana, California)

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DELIVERY

COUNTS



Once upon a time there was an earnest young man who felt that he was called to the ministry.

He went to a great university, and then attended theological school, where he graduated with honors. Then he was called to the pastorate of a small-town church. After several years of hard work, he was drawing a salary of \$2500 a year.

He had a younger brother, who was something of a roughneck. The lad loved baseball. He played all his way through grammar and high school. He thought he was good enough to be a professional.

He developed into a very good pitcher, putting some twists on the ball which made him a terror to the batters who had to face him. Eventually he found his chance to pitch for a very minor league team. His remarkable pitching came to the attention of some big league scouts, and in a year or two he was on the staff of the Cincinnati Bluestockings, drawing down \$25,000 a year, and in a situation to scream about income taxes.

One day the preacher said to his pitcher brother, "I wonder why it is that your income is just ten times as much as mine, when I worked ten times as hard to prepare myself for my position. What do you suppose makes the difference?"

"Brother!" came the reply, "it's all in the delivery. You've got to deliver the goods to collect the pay!"

The moral of this tale is that everybody, even a speaker, has to deliver.

Every man is a speaker. You are a speaker. You have to deliver.

How is *your delivery*?



THE Toastmaster

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The Color Line

This title does not refer to any kind of race conflict. It relates to that border line which marks the difference between clean, wholesome humor and the off-color, questionable kind which causes people of good breeding and culture to shudder whenever that line is crossed.

In a Toastmasters Club, it should never be necessary to call attention to the impropriety of the questionable story. If it is questionable in any way, it is unquestionably to be avoided.

If it hurts the feelings of any member, because of his race, religion, political opinions, or other personal considerations, it should be omitted. If it is of the suggestive or indecent variety, no gentleman will defile his speech with it, nor will he expect other gentlemen to listen to it.

Most of the experienced mem-

bers of the Toastmasters Club realize this limitation. Occasionally a new recruit fails to sense the situation, and breaks over the line. The indicated action, in this case, is for one or two of the intelligent members to take him aside and in kindly but plain language explain his error.

One of the surest ways to kill a Toastmasters Club is to permit it to degenerate into a dirty-story group.

When You Move

The U. S. Postal Service is efficient. Mail is delivered faithfully and promptly—if possible.

The mailing department of Toastmasters International is efficient, but it is not omniscient. Carelessly written addresses cause great difficulty. Incorrect addresses make trouble with deliveries. People who move without giving notice to the management make it impossible to reach them promptly, if at all.

All this adds up to the simple request that when you move or make any change in your address, you will be thoughtful enough to give notice of the change. A post-card will serve the purpose.

Every month, a considerable number of magazines come back because of changes in address of which no notice has been given. This need not happen if you give notice to our office.

In reporting a change, be sure to give the former address and the name or number of the club to which you belong. This makes possible exact identification. Help us to serve you well.

YES, BUT . . .

By GEORGE W. S. REED, President of Toastmasters International



Yes — delivery is important in speech as in the game of baseball. (See page 1.) But in neither is it *all* that matters.

Just as there are rules governing methods of delivery, so also are there rules as to the character of the “ball” itself. Every American boy knows that his cheaply put together sand-lot ball cannot be delivered with the same control and effectiveness as can a major leaguer. And he knows that when he is batting, home runs are more easily made with a regulation ball than with a poor substitute. (Is not the same true with a speaker?)

Baseball rules require that the ball be of a certain weight and size. Speaking rules require that speeches be of specified length. A good baseball has been carefully put together of proper materials — lively, vital core, given greater substance and usefulness and built to the specified size, with a careful application of a continuous thread, and finally sewed together in a strong covering, ready for delivery and batting about.

Yes — delivery is im-

portant. But so is the “ball” — the speech. Our Toastmasters training reminds us that a good speech must contain a good live idea at its core, that it must have a continuous thread running through it, that it must be a complete unit compactly assembled and held together, able to withstand whatever hard knocks it may receive.

We might carry this analogy a little further, recognizing the existence of two kinds of baseball — “hard ball” and “soft ball.” The two games are basically the same yet the balls and pitching delivery are quite different. Only by diligent application and practice can a soft-ball pitcher become good with a hard ball. But this *can* be achieved by a determined man!

Are you a “soft-ball pitcher” in your speech? If so — are you ready for a good game of hard ball? And what about football and basketball? They, too, require pitching skill with a different kind of ball . . . Now — I will admit that “four-letter men” are as scarce in speaking as in athletics — but even so you may try for distinction.

Yes — delivery *is* important but it is even more important to have the right ball for the right game.



“See what I mean about using gestures in your speech?”

The movement of any part of the body by which thoughts or emotions are expressed, or by which words are made more impressive, may be classified as a gesture.

Limited by this definition, we see the difference between purposeful movements of hands or body and the nervous, meaningless jerks and fidgetings of hands, head, or body by which some speakers annoy their hearers. Those random movements are not gestures, because they do not help to convey the idea advanced by the spoken word. Ordinarily, they do little more than distract attention from the speech.

A good gesture is spontaneous. It comes from within as a means of strengthening the speech. It re-

MAKE YOUR HANDS TALK

sults from emotion, excitement, conviction, enthusiasm, but it is under control.

Good gestures help the speaker. They make his meaning more clear. Bad gestures, untimely, inappropriate, awkward movements, are a definite hindrance—a handicap both to the speaker and to those who try to listen.

The best gestures are usually unnoticed by the audience. They are so natural a part of the speech that their effect is felt without conscious reaction. It is the bad ones that catch the eye, and by catching it, impede the effect of the speech.

You use gestures when you converse. Make these good ones. Then carry the habit of good gestures with you when you address an audience.

There are few fixed rules for gesticulation. Here are some to remember:

1. Let your movements be meaningful.
2. Be neither a statue nor a windmill. Use moderation and control.
3. Make the action suit the words.
4. Do not pocket your hands nor handle your face.

DELIVER HOW TO

Good news!

Your application letter clicked. You are to report for an interview.

But, can you land the job? Ah! that is the question.

There are no formulas to assure you of success, but here are suggestions which may help.

Appearance will count. Even if God did not make you an Adonis, you can make the best of the face you have. Be neat in dress and person. Sloppy looks indicate a slovenly worker. First impressions are important. Your countenance should reveal a pleasant personality.

You will be judged by what you say and how you say it. Your tone of voice can make or break you. Don't irritate the interviewer. Long before the appointed hour it is wise to prepare tentative answers for anticipated questions. Once the question is asked don't flounder. Come to the point. Be as exacting as a top sergeant but choose each word wisely.

Be definite in the knowledge of your capabilities. A successful businessman who hires hundreds of men argues that too few job seekers show confidence in their own ability. He illustrates the right and wrong approach with this exaggerated story. When asked what he could do, applicant Jim Johnson whispered, “I have a degree in engineering. Maybe I could do that type of work.”

LAND THAT JOB

“Such answers,” the employer shouted, “drive me wild! I hire men who know what they can do. Take our present truck foreman. When I questioned him he roared back, ‘I’m the best so-and-so truck driver this side of the Ohio River. I wheel a two-tonner along the road as easy as Mom pushes the baby carriage along the sidewalk.’”

The moral to the story is: Express confidence in your abilities.

Personality does count. Statistics show that job success depends 91 per cent on personality and nine per cent on job knowledge. Your interviewer is concerned with your individual character and with your ability to get along with others. If you have handled people in business, in community or club projects, say so. If you are an officer in a Toastmasters Club you



are ahead of most of the other job seekers. You'll impress the interviewer with such training and prove to him that you are willing to work to improve yourself.

Beyond the call of duty. You have an ace in the hole if you can show that you are willing to do more than just the assigned work. Initiative is the pay-off card. Have you written and had published articles pertaining to your work? If so, show them to the man. Are you capable of representing your future employer on the speaker's platform? The interviewer will

be happy to know that you are the person who can tell a story to an audience. But more than that, he will be proud to be the man who hired that go-getter, Joe Blow, who does more than his duty and does it happily.

And you got the job!
Congratulations and good luck.

But while you are working, remember C. W. Wendt's statement, "Success in life is a matter not so much of talent or opportunity as of concentration and perseverance."



GESTURES HELP OR HINDER

Irregular or inappropriate use of the hands is sure to excite criticism. But few know how to manage their legs; these supporting pillars are often allowed to assume ungainly postures, or to move so grotesquely as to excite ridicule.

The face, however, is more important than any other part of the body. Without a single gesture or motion some have been able to maintain interest through long discourses; others whose gestures, as a result of slavery to habits, were uncouth and some great orators unfortunately lame or maimed, have by the magic of their speaking countenances caused their defects or infirmities to be forgotten . . .

Defects of facial expression are very common. There are habitual muscular contractions and nervous twitchings originating in embarrassment in early life, and some men have a habit of speaking only from one side of the mouth. Many from the beginning to the end wear an inane smile, or in passages supposed to be impassioned disfigure their countenances by meaningless contortions. The eyes of some are fixed in a stony stare, and those of others incessantly move.

He who employs numerous words and manifold gestures to express the same idea or feeling seriously errs. Gesture weakens if it does not add to the force of words. Words diminish the force of a speaker if they do not augment or explain the significance of the gestures.

—J. M. BUCKLEY—The Art of Extemporaneous Oratory, published 1898.

DELIVERING THE GOODS

By ERNEST S. WOOSTER

The milkman rattled his way along the street, stopping to accost a prospective customer.

Quoth the customer, "You are the third milkman who has been here to solicit my business today, and I have just moved in — haven't even got things unpacked yet. Why should I buy from you? Is your milk any better than the others'?"

This milkman was a man with Toastmasters training. He was ready. He gave his sales talk.

"Mister, we have the best cows in the world in our dairy. They are selected from the best herds, and every cow does her best. There is not a cow in our herd that gives more than seven quarts a day. We specialize in quality rather than in quantity.

"But this is not just milk, mind you, it's super-milk. It is so rich that when we feed it to the calves we have to dilute it with water. We do not skim the cream from the milk; we just drain the small amount of milk from under the cream.

"You may find this hard to believe, but I assure you that it is because of the scientific method of feeding that we can control the butterfat content. Our cows are fed on carefully selected, scientifically prepared foods, by which they obtain complete nutrition, with vitalized vitamins and creative calories in regulated amounts. Our cows are thus kept

not merely contented, but exuberantly happy.

"The feed last week was a little too rich, and the production of cream was out of proportion. We have put controls on it, so that the grade of richness is reduced to the point where the milk is safe to use as it comes from the cow, and without dilution. We have to be very careful about such matters as this, but no care is too great for us to take for the safety and well-being of our customers.

"If you want to grow better children, with more mind-power and greater athletic ability, our milk is what you need. If you are satisfied with having just ordinary kids, don't bother about it.

"Ours is comparatively a small business, and I have only two vacancies on my route. That is why I am offering you this opportunity to get on the preferred list. The families with superior minds and better athletes are the ones that patronize us. They are a very select clientele. Shall I add you to the list?"

"Well, sir," replied the prospective customer, recovering his balance, "I don't believe a word you say, but you say it so convincingly that you have sold me. Put us down for two quarts a day of your super-charged lacteal ambrosia, and don't rattle the bottles when you deliver at 5 a. m. if you want to keep your customers."

SPEECH DELIVERY

Good - - and Better

Posed by Toastmasters of Reading, Pa.

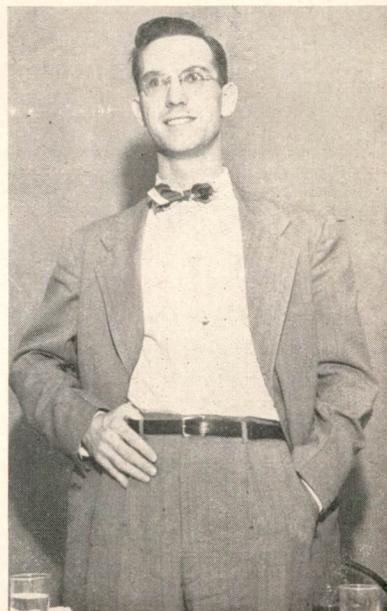


—2—

1. Toastmaster Byron W. Whitman scores a point in his speech. His evaluators rate this a good gesture.
2. Dr. John T. Bair, Jr. turns on the charm. "Personality puts it over."
3. Daniel H. Huyett appears as a perfect example of what a speaker is supposed not to look like.



—1—



—3—

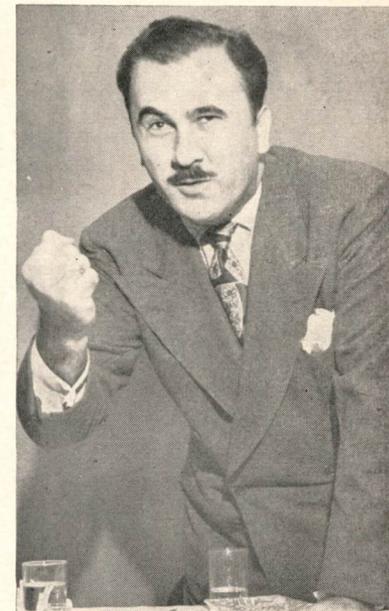


—4—



—6—

4. Dr. S. J. Clunk is in the middle of his speech, while Warren F. Randolph checks up on his technique.
5. Dr. Joseph J. Rozum is a forceful speaker. He uses gestures, both with the fist and the eye.
6. Kenneth Erdman is the nonchalant type of speaker. He is going to be nailed by his critic for holding that cigarette and parking his hand in his pocket.



—5—

"THE EAGLE" of Reading, Pa., sent staff writer Marshall Post and photographer Walter Romanski to a meeting of the Toastmasters Club. Result: a full-page feature story with pictures. Thanks to THE EAGLE for permission to use the pictures, and to Secretary Charles Roeder for securing them for us.

**A GOOD SPEECH DESERVES
GOOD DELIVERY.**



Traffic Rules for



THE SPEAKER

A speaker is like a driver.

He starts; he goes slowly; he speeds up; he slows down; he pauses at the signals; he stops and sets the brakes when he comes to the end of his run.

One cannot talk at the same rate at all times, unless the purpose is to lull the audience to sleep. There must be variety in speed as well as in force and inflection. There must be pauses to let the hearers catch up with the speaker's thought.

When the speech material is complex, weighty, of special importance, it should be presented more deliberately, so that the audience may understand, and may be properly impressed.

When the material is lively, descriptive, anecdotal or enthusiastic, it calls for a quicker tempo.

In any case, effective use of the pause is vital.

The pause is a punctuation device used in speech. It helps to separate the words into groups, and to clarify the meaning, just as do the commas and periods in written composition. The pause must be used intelligently, for emphasis and understanding. The speaker should never stop with a vacant look on his face, as though trying to remember what comes next. The pause must have mean-

ing in gesture and in appearance as well as in the words.

For example, you have been speaking of something which is wrong. You may say, "There are three fundamental principles to be considered (slight pause) First, there is the effect upon our national stability. (emphatic pause) Whether this course leads to victory or defeat is the primary point."

Or you may ask a question, as: "These are the facts. (pause) We must face them. (pause) What is to be done in this emergency?" (emphatic pause)

Don't let your speech become disjointed. Make the pauses as smooth and eloquent and meaningful as the words you speak.

Vocal punctuation with pauses is essential, but you must never allow grunts and hesitant sounds to creep in. When you are silent, *be silent*, but let your silence have significance. Do not let "ah-h-h" and "er-r-r" spoil the effect.

You have a natural rate of speech. Use that as the basis, but provide for variety by speeding up and slowing down. The sure way to put your audience to sleep is by droning along in a monotone at an unvarying rate.

And don't forget to stop. The time comes when the speech must end. Never run past the red light.

ARE YOU BEING

SHORT-CHANGED?

By GORDON R. MERRICK, Past Governor of Colorado District 26.

Are you a canny buyer?

Do you take pride in getting your money's worth?

Specifically, are you getting full value on your investment in Toastmasters? Or are you being short-changed?

Take a look at your experience.

From the day when you were inducted into your club, and were handed the packet of training materials, you have been receiving aids in the fundamentals of speech from Toastmasters International. First came your *Basic Training*. Soon afterward you received *Speech Evaluation*; and then, a little later, *The Amateur Chairman* came to stay with you. These were definite returns.

And then there is always *The Toastmaster*, the internationally known magazine for better speech. Each month it brings you information and inspiration to help you be a better talker. You get it, but does it always "get" you—your attention, your careful reading? If so, then you are collecting another dividend.

But in addition to these items, there is a constant flow of educational materials, plans, methods, suggestions, from the Home Office to your club leaders. These materials are destined ultimately to be used for *your* benefit. The original purpose and the continuing motive of all this is the im-

provement of *you*, the individual member, for whom the entire organization exists.

These excellent materials are funneled to the club members through the club's officers in order that interesting programs may be planned, speech opportunities created, and variety and progress provided in your meetings for the good of every member.

Each month, *The Toastmaster* carries a page under the heading, "This Month in Your Club," which gives in condensed form the suggestions sent to your officers so that they may help you. It is thus possible for you to check up on them. Are they giving you, in the programs, what they have been urged to deliver?

Have the officers, together with the Educational Committee, been transmitting these helps to you so that you may profit by them in your own speech training? If not, you are not getting full value from your investment. You are being short-changed.

You, the nearly 27,000 Toastmasters, are the only ones who can compel your officers to bring this help to you, so that you may collect the proper returns on your investment. You have a right to demand this of them.

You have spent a little of your money and a lot of your time in this work because you expected

the Toastmasters Club, aided by the Educational Bureau and other elements of Toastmasters International, to provide you with valuable training. International has responded by producing for you the best direct mail material in the field of education.

You have also invested your interest and your confidence in certain of your more capable members by electing them to leadership as officers, for one important reason: that they may bring these materials to you and help you to get at them in easily usable form.

Therefore, you have the right to demand that these officers fulfill their responsibilities as leaders. You may expect them to study the materials sent to them each month from the Home Office,

and to pass the benefits on to you, as an individual member, for your personal benefit.

It is your privilege, as a member, to inquire whether all the workable methods are being made available to you. It is your duty to make sure that you are getting what properly should come to you and the other members.

Read "This Month in Your Club" each month with care as it appears in *The Toastmaster*. Ask your officers about any points which you do not understand.

This is a free country, isn't it?

Don't be short-changed. Don't miss your profits.

Get full value for the dollars and the hours you invest in your Toastmasters Club.

A Leader Is Lost



Clarence E. Olson

Toastmasters of District 23 were shocked and saddened by the sudden death of District Governor Clarence Olson, which occurred on December 9th. He attended the meeting of his club, at Roswell, New Mexico, on Thursday evening. During the night he suffered a heart attack, and the end came on Saturday afternoon.

Clarence had suffered a severe illness early in the fall, but had apparently recovered, and his sudden passing took his friends by surprise. In spite of poor health for some years past, he had been a faithful worker in his club and in the work of the district.

Although he was far from normal strength, he attended the chartering of the new club at Artesia, New Mexico, on November 25, where he handled the installation of the officers and had other parts in the program. Always a hard worker, he will be greatly missed in our fellowship.

I am sure that all Toastmasters will join us of our district in sympathy to the bereaved family.

—George W. McKim, Past Governor of New Mexico District 23.

The Doctor as a Public Speaker

This article originally appeared in the *British Medical Journal*, September 16, 1950. The condensed version, as printed here, is reproduced by permission of *Current Medical Digest*, which reprinted it in the December 1950 issue.

The level of public speaking in the medical profession is lower than in the professions of law and teaching and in the Church and the Civil Service. It is below the level which used to obtain in medical societies, whose old members, accustomed as they were to deliberate speech, with a slight polish on it, would be aghast at the slovenliness prevailing to-day. There are outstanding exceptions, but in general the standard of speaking in medical assemblies—scientific, business, or social—has deteriorated. Discussions are casual and conversational, speech is slipshod, articulation is disregarded. It is a refreshment to find a speaker who has not only something to say but a way of saying it, a sense of phrase and structure, with sentences that do not lose their way in parentheses.

In Plutarch's *Lives* it is told of Demosthenes that he claimed he was a good member of the democratic State because he always came prepared to the rostrum. He

held that such preparation was a mark of respect to the people he addressed. The medical profession does not need a Demosthenes; but some preparation before speaking, some attention to form, is, after all, a courtesy to the audience, as well as a way of impressing the speaker's ideas not only upon others but upon his own mind. This is not the unimportant frill that some may suppose.

The doctor, especially in a small community, will probably be called upon to take a lead in public affairs, which will bring him occasionally to the platform. He may also be expected to take part in the meetings of his profession, and the ability to put his points so that they can be comprehended by the slower-witted and the partially deaf will be a recommendation. From time to time he will go into the witnessbox, and in court a habit of clear statement will serve him well.

It is the young doctors and research workers, full of knowledge of their subject, who should be particularly on guard against incoherence. Some of the older men, brought up in a different tradition, are less prone to be glib and diffuse—but more audible and more comprehensible. Their example is one which the eager young speaker should follow.



"The permanent value of a speech is in its content, but the effectiveness is in the enthusiasm, conviction and sincerity of delivery."



Here is the House of Hospitality, where Toastmasters will be welcomed in August. The picture was made recently when Ted Blanding and Ralph Smedley spent a full day conferring with the local committees on arrangements for your pleasure and comfort.

Standing: Robert M. Switzler, Publicity; Robert Fuller, Registration; Colin Hodge, Exhibits and Displays; Ben Lewis, Transportation; Clark Chamberlain, Coordinator; Harry La Dou, Local Activities Chairman; Howard Dudley, Governor of District 5. Seated: Ted Blanding and Ralph Smedley.

Planning the Convention

If you were planning the convention for Toastmasters what would you put on the program? What are the high points for you, personally, in such a meeting?

Probably you would think first of the educational advantages, the practical applications of speech training to your daily occupation, and the opportunity to hear fellow Toastmas-

ters speak. If you are an officer, or have been, or expect to be, you would naturally think of getting answers to your own questions about club problems. And then, if you are an experienced convention attender, your thought would turn to the renewal of old friendships and the creation of new ones. Certainly you would want recreation and entertainment for your wife and family.

Thinking of San Diego in August, you would be reminded of vacation possibilities, and you would see to it that plans were made to let you visit points of special interest, such as Old Mexico, the "Big Eye" at Palomar, the Old Mission, Ramona's Home, and Point Loma.

This planning has engaged the attention of this year's Convention Committee for months, and will continue until the final detail has been arranged for the great meeting at San Diego.

The members of the committee are men of interests similar to yours, and their ideas probably follow your own pattern. That is why you can be assured of the kind of program that you will enjoy and profit by when you come to San Diego for the 1951 Convention of Toastmasters International. You just can't afford to stay away from this session on Better Business through Better Communication.

Across The Desk

By TED BLANDING, Executive Secretary of Toastmasters International



President George Reed returned to the Home Office with an enthusiastic report of Toastmasters affairs in the East. In New York City on business in November and part of December, he participated in Toastmasters activities in New England, New York, and Pennsylvania. Because his experiences are typical of what is taking place through our entire territory, I am making this report the subject of my own page.

While in New York last May, he had taken part in the demonstration program which the Knickerbocker Club presented for a group then seeking to organize a Toastmasters Club in Hartsdale, New York. Under the capable guidance of Robert Patterson and others, this group made such progress that in December our President had the privilege of presenting the charter to the Westchester Toastmasters Club of Hartsdale. The charter party was attended by 10 members of the Knickerbocker Club,—with President Bruce and Secretary Peake, guest speakers.

This sponsorship of a new club has given the Knickerbocker Club new enthusiasm. Before President Reed left New York, he attended

a meeting of this club at which there were several especially invited guests and potential new members from well-known companies.

Accompanied by President Bruce of the Knickerbocker Club, our President also attended a joint meeting, in Philadelphia, of the Quaker City and Philadelphia's First Club, which was followed by a District 13 Area Meeting, under the direction of Area Governor Earl Slaughter and District Lieutenant Governor Martin Ivers.

All the Toastmasters Clubs in New York state have now asked for the establishment of a new District. This action resulted from a meeting of the representatives of the various clubs held in Syracuse, which our President attended. Merrit Robinson of Rochester and Ray Castle of Syracuse were elected Provisional Governor and Lieutenant Governor of the new District. It is expected that the Board of Directors will act upon this petition at its Midyear Board Meeting in Tulsa.

President Reed also participated in the November meeting of the New England Council, held in Boston. Impressed by the quality of this meeting and the one he had attended in New Haven in May, he is ardent in his praise of New England Toastmasters and agrees with Governor Fish and Lieutenant Governor O'Brien in their prediction that the number of clubs will be doubled this year.

TWO MEN WHO

George Washington was not an orator. He was not notable even as a public speaker.

He was a thinker, a writer, and a doer, but he shrank from facing an audience.

When the occasion arose, as it did a few times in his life, he spoke, usually with brevity, always with well-chosen words and proper sense of fitness and restraint. His distinguished bearing made him a commanding figure, and if he had cared to take the trouble, he could have been a powerful speaker, but he preferred other lines of endeavor.

Washington was a farmer, a successful man of business, an explorer, an engineer, a great general, a great statesman, and a great President. But he was not a great speaker.

He wrote much. He was one of the most prolific writers of his day, possibly exceeding even Benjamin Franklin in his production. He did not write for publication, but much of his writing, in letters, journals, and business and political documents, has been published for our benefit.

He did not aspire to be "clever" in phrasing, but he had the ability to put words together in striking ways, as when he said, "Today one nation — tomorrow thirteen," or "The Confederation is a rope of sand."

He was an ideal presiding officer. As chairman of the Constitutional Convention, while others spoke often and at great length, he never made a speech. He reserved his comments until the final day, when in a few words he expressed sentiments more influential than all the speeches which had preceded.

Dignified, impressive, serious, his bearing took on added solemnity on the few occasions when he spoke, as in his farewell to the army and his inaugural address.

With Washington's speeches, the true value lay always in the substance of what he said, and not in the style of his delivery.



DELIVERED

Abraham Lincoln was not an orator, but he was a remarkably effective public speaker.

Judged by the standards set by Webster and Clay, he did not qualify, but in ability to inform, inspire and arouse an audience he had few peers.

Lincoln learned to speak by speaking. As a young lawyer in pioneer Illinois, he had to face juries of plain citizens. When he entered the political field, he faced larger audiences of the same kind of plain people. In each case, his approach was that of a friend and neighbor, always talking *with* his hearers — never *at or down to* them.

His voice was rather thin and high-pitched. It lacked the impressively deep tones of Stephen A. Douglas, and the polished eloquence of Edward Everett, but it had great carrying power. When he addressed an audience in some Illinois grove, everyone could hear him.

He was homely and awkward at first sight, but when he got into his speech, his ungainliness was forgotten in the overwhelming earnestness of his words.

He had a fine sense of the dramatic. He adapted himself quickly to unexpected developments. He rarely lost his temper, but met unfair and dishonest arguments with good-natured refutation. His sense of humor enabled him to turn many an attack back upon his attacker with a laugh instead of an insult. He was friendly, even with his opponents.

He was an able framer of phrases. He was a master of illustration. He could speak the most profound truths in language so simple that everyone could understand.

But the real secret of his power as a speaker was in his sincerity, his deep conviction, his evident honesty. His speech was forceful because he believed what he said.

Simplicity, sincerity, friendliness, honesty, and the close touch with the common man made Lincoln one of the great speakers of all times. But he was not an "orator."



What's Going On

Bankers in Akron



Summit Toastmasters Club was permitted to place a display of Toastmasters materials in the window of the Bank of Akron. It attracted much favorable attention. Don Davis, vice-president of the Summit Club, was responsible. In the picture, at the left, is Attorney Elmer Fry, a Summit member. Next is M. S. Richardson, president of the Bank of Akron, who congratulates Walter Kuhlke, area governor, on this fine display.

Mr. Richardson said, "No matter what previous educational advantages have been enjoyed, I would recommend that any young man, seeking to improve his chances for success in business should earnestly apply himself to the training offered by the Toastmasters Club."

IMPORTANT! ALL CLUB OFFICERS!

Make certain that your club reports, in duplicate, the names of club members eligible for nomination as officers or directors in Toastmasters International. You can do this by sending a copy with names and qualifications to your District Governor, and a copy to

*The Elections Committee,
Arthur Johnson, Chairman
926 East Dolores Drive,
Altadena, California*

Toastmasters Visit Library

President Fred Imhof, of Seattle Monday Noon Toastmasters, had a happy thought when he proposed to the members that they assemble a complete file of *The Toastmaster* for some years past, and present them to the Seattle Public Library, so as to be available for people interested in speech improvement. The presentation was made at a regular meeting of the club, with John S. Richards, secretary of the Seattle Public Library System, as a special guest to receive the gift. The program for the evening was built around the library and the service it renders. Publicity Chairman John H. Klas reports the event, with the hope that other clubs may be stimulated to do similar service to their own public libraries.

Chemists Should Speak

Monsanto Chemical Company recently asked for enough copies of *Introducing the Toastmasters Club* to put on all the bulletin boards in the St. Louis plant. The company has been observing the progress of some of its employees who are Toastmasters, and is pleased with what it sees. Other men should take the hint and get into training. (From the "District Digest," District 8, George Boardman Perry, Governor.)

He Earns the Honor

A. C. ("Dad") Palmer is a member of the Toastmasters Club of Ephrata, Washington, having been in the club since early in 1949. He is soon to remove to California to make his home. At the last meeting he was able to at-

tend in his own club, he delivered his eleventh *Basic Training* speech. Then he went to the newly organized Ee-Quip'-Sha Toastmasters Club in the same city, and secured permission to present his Number Twelve there. Deputy Governor L. W. Claypool, of Ee-Quip'-Sha Toastmasters Club reports this interesting incident involving a Toastmaster who is in his seventies, and who is keenly alive to his opportunity in the training.

Inglewood Places Marker

Toastmasters Club No. 114, of Inglewood, California, have installed a highway marker on Manchester Boulevard at 11th Avenue, so that traveling Toastmasters may know when and where to find their club meeting. The men who did the heavy work reported an enjoyable performance. The picture is by Bill Williams, and the report comes from Toastmaster John J. Burns.



Toastmasters Dorrence Henion, Nick Nichols, Jim Van Dorn, and Harold Moore raise the emblem at Inglewood.

Bilingual in Montreal



President Arthur P. Beaulieu receives from Brian Newey the charter for Laurentian Toastmasters Club of Montreal.

At Montreal, Quebec, charter No. 866 was presented by Brian Newey, deputy governor of the older St. Lawrence Toastmasters Club of that city, who spoke impressively on the ideals and purposes of the organization. An interesting fact about this club is that the mother tongue of most of the members is French; and as a consequence, the program was partly in French and partly in English. Table Topic speakers were permitted to choose the language in which to talk, and of the two formal speeches, one was in English and the other in French.

The menu, as shown on the printed program, was also bilingual, so that guests could choose whether to eat "roast beef, bourgeoise, with all the trimmings," or "le roti de boeuf bourgeoise avec ses garnitures."

Good Indians in Seattle

When the new Chemewa Toastmasters Club, Seattle's newest ad-

dition to the list, received its charter, the setting was all on the Indian theme, with tepees and canoes in miniature for table decorations. This was to emphasize the significance of the name *Chemewa*, an Indian word which means "true talk." The timing device was a small wigwam which emitted smoke signals at prescribed times. Some of the men appeared in Indian costumes, and all the events were presented in Indian nomenclature. The charter was presented by District Governor Glenn Holsinger to President Erik H. Petersen.

Toastmasters Make Headlines

Many Toastmasters Clubs are discovering that newspapers like news about their work, and many newspaper reporters are learning that their local Toastmasters Clubs provide feature material. The Reading, Pa., *Eagle* recently devoted a page, with numerous pictures, to a story about Chapter No. 714. Staff Writer Marshall Post, Jr. found his experience enlightening when he visited the club and gathered his material. Secretary Charles Roeder reports that the club members are pleased with the publicity. Several of these pictures are reproduced on pages 8 and 9, by courtesy of the Reading *Eagle*.

The recently chartered club at Hartsdale, N. Y., received generous attention from the two local dailies, *The News* and *The Times*, and from *The Reporter Dispatch*, of White Plains, as well as in the affiliates of *The Times*, the *Ardley Leader*, the *Edgemont Echo* and the *Elmsford Herald*. President Robert J. Patterson reports.

Scotland Likes Toastmasters

Charter No. 918 has recently been granted to a new chapter at Motherwell, Scotland. This city is located a few miles to the south-east of Glasgow. With a population of nearly 100,000, it is an important manufacturing center, and the Toastmasters training should be especially valuable here.

A reporter for the Motherwell *Times* visited the club to see what it was all about, and an illuminating article in the paper resulted. The title read, "Tongue-tied once, but this club helps them."

The first paragraph: "Attending Motherwell Toastmasters Club last Friday as guest and reporter certainly provided me with a novel experience, and gave me a clearer understanding of the purpose and operation of this American innovation which has met with so much success since its inauguration in our town." The article thus introduced gives a good explanation of the work of the club, and appreciation for its work.

Deputy Governor John Scott sends in the report of the club's activity and of the excellent publicity it is receiving.

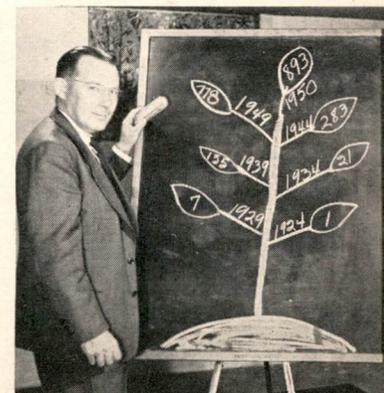
District Secretary J. O. Brunton writes from Edinburgh that the organization is making excellent progress. Under the enthusiastic leadership of Toastmaster Jim Ewart, Scotland's District 18 now has 25 chartered Toastmasters Clubs, with 5 other applications for charter being developed, and 11 more prospects which should soon become active clubs. Among

these recent additions to our Scottish roster are clubs at Dumbarton, Cambuslang, Dingwall, Kilmarnock and Annan. You can find history and romance in the very names of these places.

Secretary Brunton predicts a total of 40 chapters in Scotland in a few months. The secretary reports a loss in the death of William W. Christie, of the Royal Bank of Scotland, an active member of St. Andrew Toastmasters Club of Edinburgh.

Growth of an Idea

That was the subject used by Emil H. Nelson, Lieutenant Governor of District 6, when he recounted the history of Toastmasters before the Victory Toastmasters of St. Paul. In celebrating the 26th anniversary of Toastmasters, the club devoted the entire speech program to anniversaries, including the 61st for Standard Oil, and the perpetual anniversary of opportunity for the alert person.



Emil Nelson plants a "tree" to show how the idea grew.

SPEECH MATERIAL



This is the final installment in the series of suggestions on where one may find material to talk about. Our sincere appreciation should be spoken to the men who have contributed to this symposium. Let their experiences help every reader to use his imagination so that he may find "books in the running brooks, sermons in stones, and good in everything."

It is possible that these articles on speech material may be made available in pamphlet form. Would you like to have them so, for ready reference? Your comments will be welcomed.

—R. C. Smedley, Editor

Everywhere

says Dr. G. G. Faber, Area Governor, of Iowa-South Dakota District 19.

1. Read short biographies of little-known men who have done great things, such as Henry Martyn Robert.
2. Take occasional short trips to factories, laboratories, mines, mills, and unusual institutions like fishworm hatcheries and pig incubators. Your observations make good material.
3. Watch crowds. Study faces. Converse with individuals to learn their interests. People are interesting as well as funny.
4. Talk with people of different trades, businesses, professions, and vocations. What does a street cleaner or a milkman or a clerk think about?
5. Read old books, new books, advertisements, and forecasts for the future.
6. Listen to the radio — selectively, of course, and to local speakers, such as the ministers.
7. Review personal experiences, apply imagination. Twist the truth as may be necessary to add humor and novelty.
8. Attend Toastmasters meetings, where there are always new ideas being advanced by speakers. Catch an idea and go on with it from where the speaker left off. Visit other Toastmasters Clubs, and participate at every chance.

Really, speech material is all around you, if you keep your eyes and ears open.

Make a Note of It

is the prescription of Russ Bonander, of Des Moines Toastmasters Club, No. 451.

Where do ideas originate? They come from experiences, from thinking, from conversation, from reading, from listening.

The important thing is for us to make a record of the ideas as they occur. We cannot rely on memory to retain them, and call them back when we need them.

Next time you have an unusual experience, make a written record of it as soon as possible. Get enough down on paper so that you can not only recall the experience, but can also bring back the feelings and get back into the mood.

It is of paramount importance that you make a note of your thinking, especially when it has something of originality or inspiration in it. You have many moods. Sometimes you are in an exuberant mood and your thoughts are stimulating. Then is the time to make a note of those thoughts so that you can call them back when you want to use them.

Make use of your notebook to preserve sparkling bits of conversation, or lively expressions you find in newspapers, magazines or books. Later on you can incorporate some of these in your speech, either quoting them verbatim or adapting them with a new twist.

When you hear an able speaker, get ideas from his talk, and then reach for your notebook. You can use them later, provided you have some way to remember them.

There are sources for ideas and material almost without limit, but the important part is, *make a note of it*. Then file the notes so that you can bring the ideas back vividly when you want them. They will constitute a reservoir, an oasis, a storehouse of words, thoughts and ideas which will be at hand when needed.

"To have something genuine to say, let the speaker look into his own experience and judgments and find there a subject applicable to the audience he is to face. Timid men, over-fastidious men, self-effacing men do not readily succeed in speaking. Undervaluing their own experiences and judgment, they talk as impersonally as a dictionary. Yet the one element that makes any public talk genuine is that the speaker lived it before he said it. The most powerful address a man can ever make is, at bottom, an elaboration of 'This I know and believe.'"

—CHARLES W. MEARS — "Public Speaking for Everybody"

NEW DISTRICT GOVERNORS



District 32 — RAYMOND T. (Mac) MCKENZIE, Tacoma, Washington, Governor. Educated, University of Oregon and Missouri School of Engineering. In radio work since 1935, he is now sales manager of Station KMO. Has held club and area offices; lieutenant governor of District 2, 1949-50. Aim: "All clubs in this new district need new strength and enthusiasm. Twenty clubs in '51 — and a promotional job of selling Toastmasters in the district!"



District 9 — JOSEPH H. BLACK, Ephrata, Washington, Governor (succeeding William J. Paulukonis, now serving in the Army). Graduate of University of Wyoming with B.S. degree in agricultural economics. Employed by U. S. Bureau of Reclamation to supervise 4 Development Farms in Columbia Basin. Active in civic affairs; is commanding officer of local Volunteer Air Reserve Group. He says: "Toastmasters is a challenge and an opportunity for any man regardless of how long he has been a member, or how high he has climbed on his way to success."

New Clubs — When and Where They Meet

- 913 DAYTON, Ohio, (D 10), *Oakwood*, Mon., 7:00 p.m., Oakwood YMCA.
- 915 NORTH CANTON, Ohio, (D 10), *North Canton*, Wed., 7:30 p.m., North Canton Community Building.
- 916 ROCK SPRINGS & GREEN RIVER, Wyo., (D 26), *Green Rock*, Thurs., 6:00 p.m., Howard's Cafe.
- 917 COLUMBUS, Ohio, (D 10), *Aquinas*, Wed., 7:45 p.m., Aquinas High School.
- 918 MOTHERWELL, Scotland, (D 18), *Motherwell*, Alt. Fridays, 7:30 p.m., Frazer's Restaurant, Muir Street.
- 919 DUMBARTON, Scotland, (D 18), *Dumbarton*, Mon., 7:30 p.m., Old Co-operative Hall.
- 920 CAMBUSLANG, Scotland, (D 18), *Cambuslang*, Alt. Fridays, 7:30 p.m., Ardock Lodge, 25 Central Avenue.
- 921 POUGHKEEPSIE, N. Y., (D U), *Poughkeepsie*, Tues., 6:15 p.m., French Pastry.
- 922 BRAINERD, Minn., (D 6), *Brainerd*, Mon., 6:00 p.m., Ransford Hotel.
- 923 CHICAGO, Ill., (D 30), *South Shore*.
- 924 ABERDEEN, S. D., (D 19), *The Hub*, Tues., 6:30 p.m., YMCA.

Reissued Charters

- 146 QUONSET POINT, R. I., (D 31), *Quonset Toasters*, Wed., 11:30 a.m., Officers' Club, Naval Air Station.
- 729 NEW ORLEANS, La., (D 29), *Traffic Club*, Wed., 6:00 p.m., The Pine Room, Holsums Cafeteria.

It's a Good Idea

For Evaluation

Julius C. Schock, program chairman of Tacoma Toastmasters No. 13, reports good results from use of the special "Helps for Evaluators" but says that instead of preparing a wall chart, he has run off duplicated sheets carrying the suggestions. These sheets are handed to the evaluators, with the warning that these sheets are a guide, and that they are not to be read from or quoted in oral criticism. The results are closer attention to the month's Point of Emphasis and more intelligent comments on the speeches.

Because of the general interest shown in these "Helps," the suggestions will appear in *The Toastmaster* hereafter. Use them as best fits your club, either as a wall chart or as mimeographed sheets to be handed to the evaluators.

Gifts for Topics

The Toastmasters of Jefferson City report an unusual Table Topic used with success. Each member was asked to present a "gift" to some other member, and each was permitted to respond briefly in accepting the gift. Some of the imaginary gifts were as follows: Aladdin's lamp; A flight to the future; The original copy of the U. S. Constitution; 50 beautiful dancing girls; A vial containing the elixir of life; Absolute power over our Government for 24 hours; The ability to play any

musical instrument; The automobile of your choice; \$1000 in cash.

These topics, reported by Ernest L. Schneider, may suggest a lively topic period for many other clubs.

Athletic Program

At Portland, Maine, the Toastmasters held a lively discussion on Radio WMTW on the topic, "An Analysis of the Athletic Program of the Greater Portland Grammar Schools." The subject could easily be adapted for use in any community and it would present rare possibilities as a Table Topic or the theme for a panel to work over.

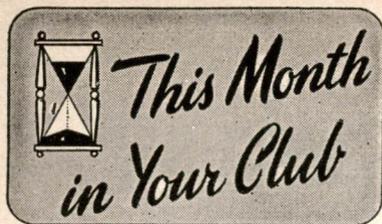
Helps for Evaluators

For February, concentrate on delivery, audible and visible.

Here is an outline used by Toastmasters Club No. 179, of Monrovia, California:

1. What seemed to you to be the speaker's purpose?
2. What one feature of his organization or delivery contributed most to accomplishment of the purpose?
3. What one feature hindered the speaker most in accomplishing the purpose?
4. Suggest how this obstacle can best be overcome or eliminated by him.

(Use no more than two minutes for your evaluation.)



The Program of Education

February is the month in which we emphasize *Speech Delivery*.

This issue of *The Toastmaster* features many pages devoted to that subject. The purpose is to help each individual member to improve his own delivery.

This one month of special attention to delivery can make a vast difference in your speech. It can help you eliminate objectionable mannerisms and make better use of good qualities you may possess.

You, as a member, have a right to ask that evaluators watch you as to audible and visible phases of your speech, and give you warnings and advice which will help you to do better. In turn, when you are an evaluator, watch the others to this same purpose.

One of the best methods for criticizing your audible delivery is by means of speech recordings. Ask your educational chairman about renting or borrowing a recording machine for an evening, so that each member may have an opportunity to speak briefly for the record, and then hear his own voice as the record is played back.

If a member has a home movie camera, ask him to make pictures of the members as they speak, and

then show them to the club. There is nothing like hearing yourself and seeing yourself to show you where you need improvement.

Your educational chairman has received from the Educational Bureau a bulletin giving detailed suggestions for February programs. Help him to interpret and use these suggestions for the good of the club.

This page is published for the benefit of the club members. It tells you each month just what you should expect to gain in the club meetings. It is your privilege to check up on your officers to make sure that you do not miss anything. Turn to page 11 of this issue and read the article by Gordon Merrick, "Are You Being Short-Changed?"

The bulletins which go to all the older clubs are the ones called *Progressive Training*. Clubs less than one year old receive a special series of bulletins dealing with *Basic Training*. Be careful not to confuse the two. In each case, the purpose is to aid the officers in providing program variety and steady improvement for the members.

For the Executives

You are reminded that February is the month in which your Nominating Committee should be appointed. Its report and recommendations should be ready to submit to the club at the last meeting in the month.

No action is to be taken at that meeting, but at the next meeting, the first one in March, the election of officers should be held. The new officers then have the rest of March for their training and preparation to take office at the first meeting in April.

The process of nominating and

electing should be made a training in correct parliamentary procedure in your club.

Preparations are under way for the Speech Contest in your Area. Take your full part in this contest and in the joint meeting which it will involve.

You Can Hear Them Speak

Students of speech and of history should welcome the chance to hear the actual voices of important people who have lived and worked in the past 30 years. This is made possible by the Columbia Records production of the series "I Can Hear It Now," edited and narrated by Edward R. Murrow, noted commentator and news reporter.

One set, which covers the years from 1919 to 1932, includes recordings of speeches by Woodrow Wilson, Harding, Coolidge, Darrow, Bryan, Al Smith, Will Rogers, and Mayor Jimmy Walker. Another set presents speakers of pre-war and World-War years: Churchill, Roosevelt, Wilkie, Stalin, Hitler, Dewey, Chamberlain, Duke of Windsor, and others who were in the limelight from 1933 to 1945.

A third set covers the period from 1945 to 1949.

In the Home Office of Toastmasters International, these recordings are found profitable for study. Any enthusiastic student of speech can profit by listening critically with the double purpose of refreshing his knowledge of current history and improving his own speaking style by adapting or avoiding the traits of men who have won fame as world leaders.

Go to the record dealer in your own community and ask to hear these remarkable recordings. You may wish to place some of them in your own record cabinet at home.



Club of the Year

The period covered in the official contest starts with April 1, 1950, and ends with March 31, 1951. All matters of membership, attendance, special events, and other items which count in the competition are to be figured on the basis of those dates.

The reports must be received in the Home Office by July 1, 1951, in order to be included in the judging.

HOW WE TALK

Our Language Changes— For the Worse

Have you heard anyone yet pronounce it *u-ran-nium*?

Don't despair. You will hear it pretty soon. Some people just can't keep away from shortening the *a*. Of course these word-debasers did not get far with *rad dio* and *rad diator* but what they have done to *ration* and *apparatus*!

The recently published *Webster's New Collegiate Dictionary* actually gives *rash un* the first place, listing the really correct *ray shun* in second place. *Apparatus* is still given with first place to the long *a*, and with short *a*—the *rat* pronunciation—as second choice. Thank goodness, we are still permitted to sound the long *a* in *nation*. Wouldn't it be something if we had to speak of this great *nasshun*!

The general tendency to change pronunciation for the worse gives reason to anticipate that we shall hear some inspired speaker before long cheerfully ranting about *u ran nium*. Until we are forced to make the change so as not to be old-fashioned, let us keep the *ray* in *uranium*.

When we come to the fifth letter of the alphabet, the tendency seems to be definitely mixed. We change long *e* to short at every chance. *Economic* becomes *ek onomic*, for instance. But on the other hand, *helicopter* is changing to *hee licopter* in everyday speech.

And *camellia*, which perpetuates the name of Father Kamel, persists in becoming *ka meelya*, which has no background meaning whatever.

What can we do about it?

Practically nothing, except bow our heads in humiliation and talk like other people, for fear we may be counted odd or eccentric.

We have a beautiful language. What a pity we spoil its beauty by our mistreatment!

Tiresome Expressions

There are some expressions which creep into one's speech and become a definite hindrance, although they may not be objectionable in themselves. The speaker is unconscious of his bad habits until some friendly critic calls them to his attention. Then, if he is wise, he eliminates them.

"I shall now discuss briefly."

"In conclusion, I wish to say."

"I hasten on to my next point."

It is not good practice to keep reminding your hearers of the flight of time. Your promise to "discuss briefly" may encourage them to hope for brevity, but if they are experienced listeners, they will realize that it presages greater length.

The suggestion of "In conclusion" may remind them that your speech is not interminable, but that is all the good it does.

Most of these undesirable words and phrases reflect a certain degree of nervousness on the part of the speaker. Repetition leads to the impression that he is stalling, or scared, or uncertain what to say next. Rid yourself of such expressions if any of them appear in your speech.

Recommended Reading

By R. C. S.



The Magic of Believing, by Claude M. Bristol (Prentice-Hall, New York, \$3.95) is a book to be read with care and discrimination. It is written in popular, easily readable language, and you may enjoy it even though you do not follow the writer to all his conclusions.

The thesis is that we can achieve if we believe that we can—not a new idea at all, but rather a new and vigorous presentation of a familiar theme. Mr. Bristol holds that there are powers latent in each of us which can work miracles if called into action and given a chance. He has studied deeply in the literature of religion and mysticism, and has been a keen observer and a daring experimenter in the field of thought control.

In this book he gives a lively account of the force of suggestion, whether external or from within, and he suggests methods by which one can use this force for personal advantage. It is a book to be read with care and discrimination, but if used intelligently it can be very helpful. Don't let the notion that all of success lies in some formula, or that wishing and day-dreaming can take the place

of solid effort. That is not Mr. Bristol's idea, although the shallow reader might gain that impression.

Let's call it an inspiring, stimulating book, and read it for the good we can get from it.

The Processes of Leadership, by Charles Hickman Titus, of the University of California (William C. Brown Co., Dubuque, \$4.75).

This is a scientific and scholarly study of a theme which never loses its interest for ambitious people.

What is leadership, and how is it achieved, and how does it operate? Why do men desire to be leaders, and what must they do, once they have achieved it? What are the responsibilities and dangers for a leader?

You will not read this massive tome of nearly 500 pages at one sitting — probably not in half a dozen sessions. More likely, you will look at the chapter headings and read selectively on the lines of your interest. When you find paragraphs which apply to your own problems of leadership, you will note them for reference. If you read it in this thoughtful manner, it will be worth its cost to you, both in time and money, provided you really are a leader, or hope to become one.



This Is My Problem

Have you a problem in speech or in club management? Send it along, and it will be discussed on this page as space permits.

QUESTION: Should there be an educational program at every meeting of our club? If so, for what suggested length?

—Kenneth Ruffell, Torrance, California

ANSWER: It all depends on what you mean by "educational programs." Every program in a Toastmasters Club has its educational purposes, or it does not belong there. If you mean special educational talks on specific subjects, such as are related to the monthly "Point of Emphasis," or to *Basic Training* matters, then there should be such a talk, from 5 to 8 minutes in length, at least two or three times a month. Let the educational topics be assigned to members on the regular program schedule. It will be good practice for some speaker to discuss "Better Evaluation" or "Better Gestures," or "How to Build a Speech." He will learn while he instructs.

QUESTION: Is a "one-man" evaluation better than evaluation by a general evaluator and one or two assistants?

—Sol Lefkowitz, Long Beach, California

ANSWER: Evaluation by discussion is better, as a rule, than

that by an individual. It gives the speaker a better understanding of how his speech impresses different people. Read *Speech Evaluation*, page 22, for suggestions. Get a variety of opinions and you may find the truth among them.

QUESTION: Must every speech have an appeal for action in order to be effective? Does the "Borden Formula" apply even to speeches to entertain or inform?

—Walter Burton, Minneapolis

ANSWER: No. There is no universal formula that fits all speeches. Dr. Borden's outline is excellent for some types, but not for all. The same is true of Monroe's "Motivated Sequence" and of all the other plans of organization. An appeal for action is the natural conclusion for an action speech.

Refer to your *Basic Training*, page 12, for types of good endings for a speech. But always keep in mind that there is no mechanically perfect, universally applicable plan for a speech. The plan depends always upon the type of speech and the purpose to be accomplished.

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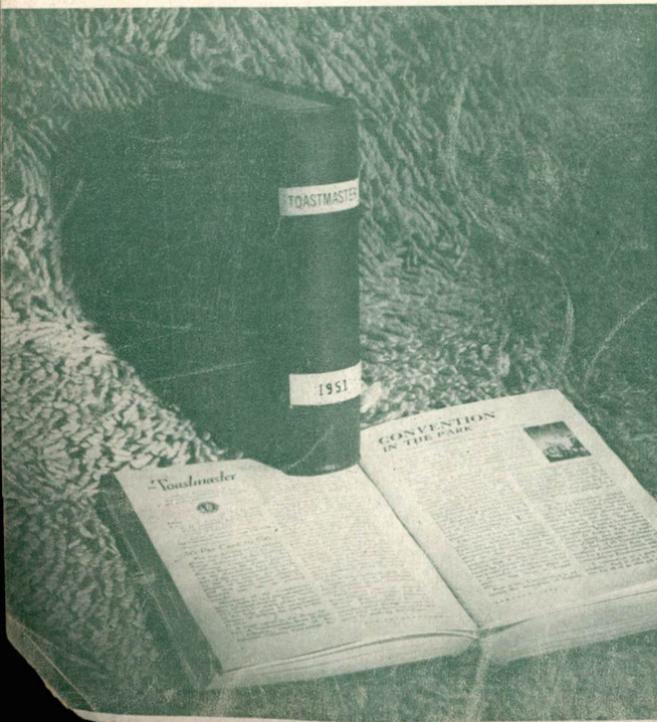
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