

# *The* TOASTMASTER

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**JANUARY, 1957**

**OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL**  
TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 2305 active clubs, located in the United States, Alaska, Canada, Canal Zone, Channel Islands, Cuba, England, France, French Morocco, Germany, Greenland, Guam, Hawaii, Hong Kong, Iceland, Japan, Philippines, Scotland, South Africa, South Pacific Islands, Spain, Thailand and Venezuela. Organized October 4, 1930. Incorporated December 19, 1932. First Toastmasters Club established October 22, 1924.

## EDITORIALY SPEAKING

If the second-class mail which the postman deposits at your door is anything like ours, you probably receive a great many admonitions to — *Relax! Take it easy!* Let someone else do the spade work, settle back in your lounging chair, avail yourself of our easy service which enables you to have or achieve this, that or the other—no trouble involved!

We have nothing against relaxation *per se*; it is and always has been one of our favorite indoor (and outdoor) sports. We're all for it. But sometimes we find ourselves wondering if maybe the world isn't taking these admonitions a little too literally

Take Toastmasters, for instance. The novice Toastmaster usually takes his Basic Training Manual very, very seriously. The first few assignments are a stimulating challenge.

But how many Toastmasters ac-

tually finish Basic Training? The proportion is amazingly small.

What we would like to know is: at just what point do you, the Toastmaster, begin to relax? Just where along the line of achievement do you decide that it is no longer necessary to struggle, that you can now sit back and take things easy?

If you go around the golf course in the 70's, undoubtedly you have mastered the art of relaxation in swing and stance. But you didn't break 100 by relaxing in your practice, did you?

In Toastmasters, the same thing holds. A speaker with easy confidence and relaxation is an accomplished speaker. But he didn't get that way by relaxing in his training.

Let's not relax in our Toastmasters training. Let's weigh each situation: some call for relaxation and some definitely do not. Let's be selective. Isn't this called *evaluation*?

## MEET OUR CONTRIBUTORS

**CAPT. MAURICE CALFEE** of the Los Angeles Police Department (*A Policeman's Job*) is also President of the Metropolitan Toastmasters Club No. 1570 . . . **ARTHUR D. WRYE** (*Common Sense Evaluation*) Secretary of Cascade Toastmasters No. 986 of Tacoma, Washington, is Contact Representative at Veterans Administration Hospital, American Lake, and Past Grand Chancellor of Knights of Pythias Domain of Nevada . . . **GEO. A. RAWCLIFFE** (*Canine Chairmen*) of the Fall River Toastmasters No. 968, will be remembered for his article on "Brain-

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# The TOASTMASTER

For Better Thinking—Speaking—Listening

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

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*We feature Art Baker of radio, movies and TV. If you're a Baker fan—and who isn't?—you may see or hear him 35 times a week. His programs include Art Baker's Notebook, Crossroads, You Asked for It, Beat Mr. Genius, the Dinah Shore Show and various newscasts.*

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JANUARY, 1957

# THE POLICEMAN'S JOB

An official of the Force discusses  
Toastmasters training for Peace Officers

By MAURICE E. CALFEE



I'M A policeman.

I was appointed to the Police Department of Los Angeles in 1938 and came up through the

ranks to my present position of Captain of Police.

My command is in charge of the largest police division in Los Angeles, an area comprising 212 miles and having a population of 512,000 people. This area is larger than the city of Chicago and its population numbers more than the entire city of Columbus, Ohio. I have direct command of 347 personnel.

I have found Toastmasters training invaluable because I, like other peace officers, can be an effective man of action only if I have community support. I can obtain that support only if the public understands why I must act. If I want public support based on understanding, it is essential for me to tell my story effectively.

The Police Department of a city represents one of the vital governmental services in the community. These are the men to whom citizens have delegated responsibility and entrusted authority to maintain an orderly community, one in

which the unruly element seeking self-advantage to the detriment of a group's welfare is restrained. These are the men to whom authority has been given to deprive an individual (under certain conditions) of his liberty. It becomes apparent that a person to whom such grave responsibility has been given must be conditioned by an understanding of the "why" of his responsibility so that he does not exercise his authority in an arbitrary manner.

It is of equal importance that the peace officer should be able to communicate effectively to the public, *why* his actions in their interest are the proper exercise of his responsibilities. Too often the public condemns an officer performing his duty, because the public fails to understand what he was doing, and, more important, that he was doing a necessary job for them.

This problem of communicating and selling to the police their joint responsibility is not a new one, despite its frequent oversight. In 1829 Sir Robert Peel laid down some of the basic concepts of law enforcement shortly after the founding of the London Metropolitan Police. Neither the passing of time nor their English herit-

## EFFECTIVE

## COMMUNICATION



age diminish the appropriateness of these principles as they are applied to American law enforcement.

The first of these principles is that ". . . *the police are the public and the public are the police, the police being only members of the public who are paid to give full-time attention to duties which are incumbent upon every citizen in the interests of community welfare and existence.*"

Altogether too frequently the police and the public view themselves as entities rather than as segments of the public itself. Some police officers tend to view the power they exercise in regulating the conduct of the public in personal terms rather than in terms of their position as a public servant. They fail to recognize that this power has as its source the very persons whom they are serving.

Such a misconception leads to abuse in the exercise of authority which further alienates the citizen from the police. On the other hand, perhaps just as frequently, the average citizen is willing to endorse law enforcement only so long as it restricts the activity of the other fellow. When it restricts *him*, he tends to overlook the fact that a well-ordered community must begin with a well-ordered individual. He overlooks the fact that a relatively small group such as the po-

lice cannot by itself provide a healthy community.

Not only must the law enforcement officers themselves have a proper perspective—the public too must be aware of its share in the maintenance of a law-abiding community. Closely related to the first principle stated by Sir Robert Peel is another: "*The power of the police to fulfill their functions and duties is dependent upon public approval of their existence, actions and behavior, and on their ability to secure and maintain public respect.*"

Once this premise has been accepted by the police administrator and communicated to the police officer, it becomes the duty of the police to indicate the existence of such an attitude to the community. To provide this link, police officers themselves are joining Toastmasters groups in their own neighborhoods. Thus it will become increasingly evident that the public and the police have a mutual responsibility to prevent crime and provide an orderly community.

Toastmasters is thus making its contribution to a law-abiding community by training police administrators to be articulate and effective in communicating and selling to police officers and to the public their joint responsibility in the area of law enforcement. ♦

# Common Sense Evaluation

is the

## BACKBONE of the CLUB

By ARTHUR D. WRYE

**WE** TOASTMASTERS are approaching bankruptcy.

That's a strong statement. Why? It is because our unprepared, mechanical and oftentimes stupid speech appraisal would embarrass even a grade school student.

An unprepared evaluation is a disservice to all our members. It should be left unspoken.

*No proper evaluation of a prepared speech can be made unless the evaluator reviews the Speaker's Training Guide, knows the number of the speech and is aware of the places where the speaker needs help.*

Most important, is the evaluator qualified by training, experience, temperament? Is he really trying to help, or enjoying an opportunity to "clobber" somebody? Does he realize that the speaker's future performance in the club and elsewhere depends on a careful, helpful speech appraisal, backed by the

knowledge that we, his friends, are here to assist him? Does the Program Chairman understand that the success and growth of the club depend on a friendly, thought-provoking analysis of what has been said and done? Does he look for tolerance, firmness and a kindly, helpful manner in the general evaluator, and in suggesting individual evaluators, does he give consideration to the special needs of each speaker?

When the answer is negative, it is not long before we are asking, "What's happening to our club?" The decline in attendance is a direct result.

Too often we hear criticism of a speaker's posture, eye contact or lack of hand gestures—and nothing else. How ridiculous! History records many magnificent speeches by dying men who were not concerned with posture, eye contact, hand gestures. They had some-

thing to say and little time in which to say it. Lord Nelson, the Victor of Trafalgar, had but one hand, so his hand gestures were limited. With one eye gone, his eye contact suffered. It was necessary for him to shift his weight frequently to relieve the ache of his one remaining leg. Yet his words changed the course of history.

When Abraham Lincoln spoke at Gettysburg in 1865, he was criticized for lack of good posture, but his speech will live throughout the ages.

Standing at the foot of the gallows in 1776, Nathan Hale spoke a few immortal words—words which have fired the hearts of men and which will reach the hearts of men still unborn. Obviously here there was no eye contact, no hand gestures.

Let's get back to the fundamentals of good public speaking. The speaker must gain and hold the attention of his audience. To do this, he must say or do something to attract and interest the group. He must know his subject thoroughly, and be able to hold his audience by using an interesting topic and by effective use of voice and hand gestures.

The speaker's own knowledge

that he is well-prepared will make for forgetfulness of self. He will not need artificial gestures and will not make nervous actions. He will speak naturally, thoroughly enjoying the experience.

Evaluators must understand and remember that our Basic Training Manual is *not* regulatory; that it contains helpful suggestions and encourages the use of good common sense. Evaluators must remember that they should exemplify the true spirit of Toastmasters and be fully prepared to assist the speakers with friendly criticism and useful suggestions offered in a kindly manner.

The success of our clubs depends on careful, well-planned evaluations of the speeches and of the entire meeting. We must stop using "canned" speeches of evaluation and revert to the human approach to humanity's greatest problem—the need for training and growth in the art of communication.

Then and only then will our membership increase and our attendance grow. Then and only then can we say, "We belong to Toastmasters because the club helps us and provides opportunities for us to help others."

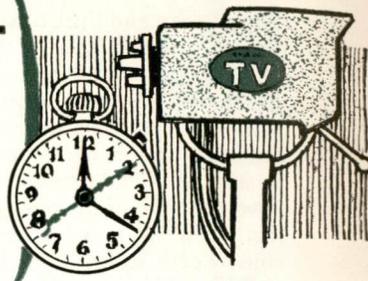
### OFFICIAL NOTICE

**Clubs wishing to submit names of persons qualified to be nominated for Officers and Directors of Toastmasters International should send such names to any of their District Officers or to the Home Office before March 1st, 1957.**

# YOU'VE GOT JUST 20 SECONDS . . .

*Get 'em or get off!*

By ART BAKER



*The star of stage, screen, radio and television offers a few tips to Toastmasters on a very important subject*

**Y**OU'VE won or lost your audience in the time it takes a clock to tick off twenty seconds. Believe me, that's no exaggerated statement. In a lifetime spent before audiences, on platform, stage, screen, radio and TV, I have found twenty seconds to be the absolute maximum of time allowable for making the initial impression.

I figure that I speak about a hundred and fifty words a minute. That gives me fifty words for that all-important opening. Fifty words—and every one of them must hit the mark. I can't afford to waste a single one.

Maybe your rate for this interval is a little less than fifty words, maybe a little more. It doesn't matter exactly how many words there are. For, of course, you've got to bring along something more than just words. Enthusiasm—that's the ticket! You must say to your audience (and I don't mean audibly) "Hello, audience! I would rather be right here with this group of intelligent people than any place in the country. I have looked forward to this mo-

ment ever since I was invited to speak. There isn't an audience in the world I'd rather be with at this particular moment than you!" You must make them feel that this is the minute you have been living for, and with that feeling you will carry the confidence that says, "I will do well before you."

Warning: You can't fake this attitude. You can't pull it over yourself as you step up to the lectern. It's got to be real; it must come from the inside. Don't be afraid to express it. Show it in your eyes, your smile, the whole movement of your body. Give your audience the priceless gift of yourself; give it wholly and ungrudgingly. If you do this, you'll find they will take you to their hearts.

Toastmasters, you're testing yourselves in your clubs weekly, but do you want to test yourselves against the toughest audience in the world? Then try a high school assembly. If you can get the kids, you can get anybody.

I started my career as a performer by being an Evangelist's helper. I opened meetings, led the

singing, took up the collection—did everything except the actual preaching. At every town where we stopped, we made an appearance at the local high school.

The principal's introduction usually went something like this: "Look, kids, I don't expect to enjoy this any more than you do. But these two jerks have come here and we have to have them on the program this morning. Try to bear up if you can." Of course, those weren't the actual words. But you can always trust a high school student to get the real meaning behind a polite remark.

So I would go to the front of the stage, look anxiously over the crowd and demand, "Where's your cheerleader? I need him up here. Oh, there you are! Come on up here—here on the stage. I want you to help me. I think XYZ is a wonderful school, and I've written a song about it. It goes like this . . ." The tune was catchy and the words could be twisted to include the name of any high school in the country. Before the twenty seconds were up, I had one arm around the cheerleader's shoulders and was beating time with the other, the whole assembly was singing lustily, and we were *in!*

In case you are saying to yourself at this point, "But you're a professional; I can't do that, I get stage fright!" then let me tell you the salutary lesson I once received on that subject. I used to have stage fright, badly. One day a friend told me bluntly, "Look, Art, this stage fright of yours is

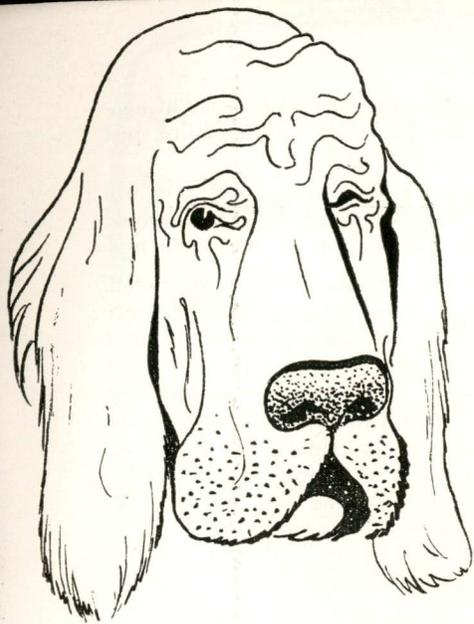
nothing but the worst case of egotism I've ever seen. You're just vain, that's all!"

My feelings were hurt. "I'm not vain," I protested. "I'm modest! I'm timid! I'm scared of them!"

"Then why," he demanded, "are you conceited enough to care about what they think about you? Just who are you anyway? They don't care how you look or whether your hair is parted on the left or the right. All they care about is what you're going to tell them. Thinking too much about yourself is conceit. Look it up in the dictionary." I've never had stage fright since.

In television more than in almost any other medium, the rule of the twenty seconds holds. Take one of my shows, "Beat Mr. Genius," as an example. It's a quiz show, and one of the best if I do say it myself. It is paced fast. It opens without elaborate fanfare and pans in to a shot of me at the desk, questions in hand. Twenty seconds, I figure, is just about the length of time it takes to cross a room and twist a dial. If I can keep a viewer interested for that length of time, he's going to stay put and watch the show. Once he watches it, the chances are ten to one that he will return the following week.

That twenty seconds is a pretty important time to me, and it is important to you too. Face it with enthusiasm, with a real love for people and an expression that says "I'm glad I'm here," and you won't have to get off—you've got 'em! ❖



## CANINE CHAIRMEN I HAVE MET

*A new idea in selecting  
conference leaders*

By GEORGE A. RAWCLIFFE

**I**N A Conference do you ever slouch down on the end of your spine, half-hearing a fly buzzing at the window, and look up from your doodling to notice suddenly that the chairman resembles a bloodhound? His features begin to merge into those of his canine counterpart—chins become dewlaps, wrinkles become furrows. You stare in fascinated horror, realizing that he is almost ready to take to the trail, almost expecting to hear that spine-chilling bay.

Or perhaps you are roused by a series of shrill yaps which remind you of the neighbor's fox terrier. You know perfectly well that he isn't going to bite, but you can't help feeling a bit nervous about it.

Fellow Toastmasters and conference sufferers, if this happens to

you, don't be worried. It is not the sign of a mental crack-up. Frankly, you are on the highroad to a solution of your problem!

Your committee, conference or meeting is stifled in its efforts for group action. All right, think carefully and observe. Do you have a hound, a poodle or a doberman in charge? Eureka! Here is the first hint of a possible solution! It lies in the recognition of the breed of dog. Then toss him the particular type of bone he likes best. This will permit the meeting to proceed, and avoid a number of hydrants.

Let's take a look at some of the breeds you are liable to encounter. First we have the pointer. He is determined to make a point, cannot be distracted by a new scent, knows his quarry and can't be diverted.

But he absolutely refuses to make the kill himself.

To handle a pointer, look for the gun-bearer in the group. There's always a gun-bearer. He's the one who makes motions, moves to table, moves to postpone. Concentrate on him.

The poodle chairman wants people to like him. He strives to please and he loves compliments. But he never forgets his objectives, and though he may be temporarily diverted, he always returns to them.

The poodle can be handled by clear argumentation, common courtesies and sensible solutions. Don't try any half-measures or shortcuts. He'll be disappointed in you if you do.

Then there's the doberman, tall, handsome, alert, silky-smooth and dangerous. He rules by fear. He has a penetrating eye and a half-grin, and you know that nothing will ever be forgiven or forgotten by him.

The only way to handle a dober-

man is to seek joint action by a well-prepared group. Failing that, you will have to sic another doberman onto him.

There are many others. There is the setter, who sits and sits and permits discussion to wander. There is the scatter-brained boxer who seizes on every idea as a bone which must be growled at and worried to exhaustion.

None of these descriptions are exactly flattering to their human prototypes. But fortunately for us all, there is also the shepherd. His qualities are thoughtful consideration and firm leadership. He is skilled in rounding up those who stray. He urges on the laggards and tactfully holds back the headstrong. Under his guidance his charges safely reach their destination.

The next time we are looking for a chairman, let's choose a shepherd. And the next time we find ourselves chairman—let's at least try to be a shepherd! ❖

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### OFFICIAL CONVENTION CALL

To all Club Secretaries:

By virtue of the authority vested in me by the Board of Directors of Toastmasters International, and in accordance with Section 1, Article V of the Bylaws of Toastmasters International, I take pleasure in notifying you that the twenty-sixth Convention of Toastmasters International will be held at Dallas, Texas, on the 22nd, 23rd and 24th of August, 1957.

All Toastmasters are earnestly urged to attend.

**T. Vincent McIntire, President**



Tonight You're the  
**Arbiter  
Elegantiarum**

*(But you're still the  
Toastmaster of the Evening)*

By A. J. ZITO

WHEN the old Romans held their banquets, the toastmaster of the evening was known as the *arbiter elegantiarum*. Even if the hearer has no knowledge of Latin, the phrase conjures up a picture of someone holding a distinctive, honorable and responsible position, performing with suavity. *Arbiter*—one who judges, decides; *elegantiarum*—well, translate it for yourself!

We know that the job of toastmaster is not all flowers and embroidered togas. What is your re-

action after each occasion upon which you act as toastmaster for your club? If you're anything like the fellows in our club, you probably wipe your brow and say "Whew! Being toastmaster is tougher than giving a speech."

Now the reason that being a toastmaster is so tough is fairly obvious. When you're scheduled to give a speech, you can concentrate on one subject. You do research on that subject. You organize your material, prepare an outline, perhaps write out the whole speech—then deliver it when your time comes on the program.

But how about being a toastmaster? While a speaker may concentrate on and know only one subject, the toastmaster has the tougher task of knowing a little about many subjects. The comments of the toastmaster between each speech provide the glue which holds the whole program together.

A toastmaster's foremost job is to draw speaker and audience together so that they can communicate. He must make the audience anxious to hear each speaker—somewhat in the manner of the comedian who starts the audience laughing before a TV quiz show. A toastmaster must warm up the audience for the speaker, and he must warm up the audience for each succeeding speaker, even though the topics spoken on during the evening may be completely unrelated. The toastmaster must be so skillful that his comments furnish a bridge between each subject.

In supplying that bridge, the toastmaster must sense and provide an emotional balance for the audi-

ence. If the speeches are so serious that the mood has become somber, he must inject a light touch, a sparkle that will bring the audience to life again for the next speaker. On the other hand, if a speech has evoked gales of laughter, then he must supply overtones of a serious theme at its conclusion. He must do all this without falling into the cardinal sins of Toastmasters training, such as taking up too much time, or stealing the thunder of the speakers. The speakers are the main course of the program; the toastmaster is at best only the appetizer.

Specifically, how should a toastmaster introduce a speaker? He knows the speaker's name, has discovered a little about his background, and has ascertained the topic. What does he do now?

There are several very excellent formulas which may be used in introducing speakers. One of the best is the Borden formula\* which consists of four key questions.

1. Why this subject?
2. Why this subject before this audience?
3. Why this subject before this audience at this time?
4. Why this subject before this audience at this time by this speaker?

If you can answer these four questions for each of your speakers, you will have done a creditable job of introduction. After your first speaker has finished, you should comment favorably on his speech—perhaps mentioning something he said in his talk, or noting his excellent delivery. Then skillfully bridge the gap between his

speech and the answers to the questions above as they pertain to the next speaker.

It is not imperative that all four questions be answered, or that the questions be answered in the same sequence for each speaker. The questions should serve as a general guide. There are two essentials, however, that should be covered in your introduction. One is the topic of the speech, and the second is the name of the speaker. It is usually wise to give the name of your speaker in the last sentence of your introduction. This avoids the possibility of his arising to speak before you've finished your introduction.

A simple aid which will help you to remember these four questions is to use 3x5-inch white cards on which the four questions have been printed or mimeographed. Be sure to include a space for the speaker's name.

If you keep a supply of these cards handy in your wallet, it is a relatively simple matter to jot down notes under each heading for use when you are called upon to introduce the speaker. And you will have the essentials—the subject and the speaker's name—before you, to preclude any embarrassment from those momentary lapses of memory.

The next time you are the toastmaster, try these techniques. After you have mastered them, you'll find that the job has ceased to be a chore and has become fun. You'll be a real *arbiter elegantiarum*.

"Public Speaking as Listeners Like It," by Richard C. Borden (Harper & Brothers, N.Y.C.)

*I'm glad he came!*

By JOHN M. LAMPARTER

SEVERAL years ago, I was preparing for several days away from business because of a Toastmasters meeting in another state. I happened to mention, casually, the reason for my forthcoming trip to a vice-president of my bank. He was puzzled.

"Toastmasters," he exclaimed. "What is that?"

I told him.

He was interested and wanted to visit a meeting. He joined and became very active. He completed Basic Training, served effectively in several offices, and brought a number of good men into the club. As president, he gave us a fine administration and was instrumental in forming a new club.

To our regret, after serving as president, he became inactive, because of the pressure of additional responsibilities in his work. He still expresses a desire to come back later. From my past experience in such cases, I doubt that he will.

But, even if he never comes back—I'm certainly glad he came!

I know that we gave him a great deal. And I am certain that he paid it back.

There are two morals to this story:

Moral Number One.

I had never mentioned Toastmasters to this man previous to my chance remark. Neither had a close personal friend of his who belongs

to another club. Yet—this man was just ripe for what we had to offer.

There are thousands like him all over the country. We should try to get the message to them. We should never miss an opportunity to mention our club in conversation, when we speak to groups or when publicity regarding us appears in print.

Moral Number Two.

We worry because the average membership in our clubs is only something over two years.

But—many men get just what they want and need at some particular point in their careers, by a short stay in Toastmasters. We render them a great service and many times, as in the instance related above, they contribute greatly.

We love and respect the men who stay in Toastmasters year after year. They are the firm foundation upon which we can build. But we can be proud, too, of the men who stay with us for a time and then go on to use their training in other worthy pursuits.

The measure of a man's life is not in how long he lives; it is in what he contributes to his fellow men while he is here. It is in the satisfaction he brings himself, his family and his fellow beings during his lifetime.

Perhaps the same measure can be applied to membership in Toastmasters. ♦

## GOOD EVALUATION . . . means more than a check-up of speech mechanics

HOW can we improve evaluation in our clubs? How can we get out of the rut of "poor eye contact, hands in pockets, too many ah's"?

Evaluation is more than an appraisal of the mechanics of a speech. I'm not disparaging mechanics. If a man wants to solve a mathematical problem, he has to know the multiplication tables. But if he stops at 12x12, he won't get far with differential calculus.

Toastmasters recognize the value of evaluation. It is the means by which they progress. But when a speaker receives a weak evaluation, dealing entirely with small details of the mechanics of delivery, he wonders miserably which one of them missed the bus—himself, or his evaluator. What about the idea back of the speech, the purpose, the logic, the reasoning, the style?

One way in which we can encourage better evaluation is both simple and easy. *We can recognize it.* Simple, isn't it?

Here's a plan: Once a month, devote the educational portion of the program to a review of the evaluations which have been made during that month. Then take a vote and award a cup or some other token, such as something to wear, to the "evaluator of the month."

Let's make the award mean something, though. Many clubs have an award for the most im-

proved speaker. The lucky winner receives it, holds it gratefully in his hands for sixty minutes or so, then gives it back.

Aside from a brief feeling of pleasure, what has he received? Nothing—or at best, a slight recognition, soon forgotten. Let's give him something he can keep, something he can take home and show his wife and family. Let's give him something he can exhibit or wear. Let's give him a chance to blush modestly and murmur, "Oh, it's really nothing, just a little trophy I won for being the best evaluator (or most improved speaker) at my Toastmasters club."

The Home Office has available a number of trophy cups at moderate prices, ranging from \$1.75 to \$2.20, suitably inscribed. These are handsome cups, trophies to be proud of. At this price, any club can afford to award two cups each month or each week—one to the most improved speaker, one to the best evaluator. In fact, clubs will find that they save money by buying smaller, permanent trophies rather than investing in an expensive "traveling" award. The stimulation to better work and the attraction value to new or potential members is inestimable.

These cups may be ordered directly from the Home Office. Let's recognize achievement in a tangible manner. Let's try the best method in the world—appreciation! ♦

# Evaluation

## IS EVERYWHERE

By RALPH C. SMEDLEY

THE principle of evaluation is involved in every phase of life. It is inherent in our right to freedom of choice, for our choices are made as the result of evaluation—comparison of different objects, people, courses of action.

Evaluation of speeches is but one of the many uses which we make of this technique, but the principles involved in speech evaluation can profitably be employed in many other fields. We can improve our approach to all situations by improving our ability to appraise and discriminate.

The fact is that we do exercise our powers of evaluation continually, but often unconsciously. Every intelligent decision is based on our ability to appraise, discern, appreciate, size up the matter under consideration. A systematic approach to the problems of such

evaluation can be of great help to us in determining the reasons for choices which must be made, and in making the right choices.

Every one of us is constantly subjected to evaluation by our associates. Every one of us in turn is constantly evaluating those same associates.

The employer appraises the work of his employee. The employee evaluates his employer. Each could help the other by sharing some of the results of this evaluation. Each could help himself by trying to look at himself through the eyes of the other.

Business has developed processes by which an evaluation is made of applicants for positions. Psychological and aptitude tests are used for this purpose. Both the business and the applicant are helped by placing people in the situations for

which they are best fitted, and by keeping them out of work for which they are not fitted.

Individually, we like people or we dislike them, or we are indifferent to them. They reciprocate. They like us, or do not like us, or are unconcerned.

Frequently, our estimates of others are erroneous through insufficient knowledge. Casual acquaintance may give false impressions. Thus it often becomes necessary for us to revise our likes and dislikes as we come to know people better, and have the opportunity for more adequate appraisal. The better we understand and appreciate people, the more effectively we can work with them for results.

Consider the tremendous influence of evaluation in your own life. You will not realize it unless you give serious thought to it. Then you will begin to understand what your unconscious, almost automatic use of it means to you, personally.

Consider the suit of clothes or the necktie you are wearing as you read these lines. Why are you wearing that particular outfit? Granting that it *may* be the only suit you possess, which we doubt, let us as-

sume that in reality you have at least two suits. If so, why did you put on this one?

Which route did you follow when you started out this morning? Why?

Which newspaper did you read? Why?

And for that matter, why are you reading this article?

Every action is a matter of choice, and every choice must be based on some sense of discrimination, comparison, preference, based on evaluation.

Whether you wish it or not, your life is a perpetual, continual process of evaluation. You cannot help it. You could not live without it.

Therefore, and this is the point of the whole argument, the better you can exercise your faculties in appraisal, criticism, appreciation, the better you can live and work.

Your training in speech evaluation in your Toastmasters club can be extended into your daily living. Such extension of effective criticism to yourself and your activities can lead to better living and better work.

Evaluation is involved in every phase of your life, for:

*Evaluation is Everywhere*

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*No man who continues to add something to the material, intellectual and moral well-being of the place in which he lives, is left long without proper reward.*

—Booker T. Washington

*Opinions that are well rooted should grow and change like a healthy tree.*

—Irving Batcheller

# What's going on ... in and around the clubs

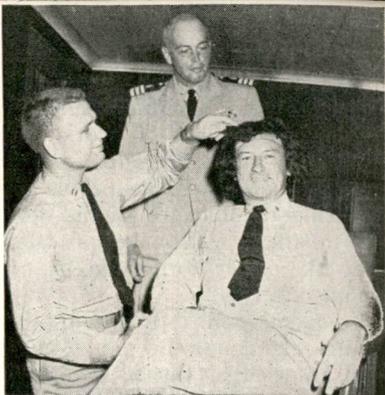
Reports from our far-flung agents tell us of great activity going on in the use of trophies and awards.



Tm Ralph Randerson (left) awards Butterfly Cup to Tm Steven Davis.

At Lajes Field, Azores, Toastmasters of the **Mid-Atlantic Club** now vie weekly for possession of the "Butterfly Cup." The significance of the cup is explained by Toastmaster Ralph M. Randerson as: "Most people suffer an uneasy attack of butterflies in the pit of their stomach when suddenly called upon to speak before a group. The cup is awarded to the Toastmaster who has most successfully demonstrated his improvement by conquering this butterfly feeling."

Awards are used for a different purpose at the **Naval Medical Center Toastmasters of Be-**



Pres. E. B. Cook watches sympathetically as J. E. Banta invests K. L. Urban with word whisker trophy.

thesda, Md. A fearful and awesome toupee has been selected as the *Word Whisker Trophy*. It goes weekly to the Toastmaster found guilty of word whiskers and clichés. He must wear it all during the succeeding meeting, at which time, if his speech has reformed and there is another unlucky winner, he can pass it on.

The **Rutherford County Toastmasters of Murfreesboro, Tenn.**, keep an eye on evaluation when they present the *White Wash Award*. This unique plaque comes complete with scroll granting membership in the "Whitewashers' Local of Club No. 1179," for glorified and glowing evaluation over and above the call of duty.

The award backfired recently. It was presented to Pres. Tom Gunnels. Tom and Harold Harris conceived the idea.

"Too much whitewash," says Rock Hardaway, Ed. V-P, to Pres. Tom Gunnels.



General H. N. Toftoy awards trophy to Tm Wilfred J. Mellors.

Conventional use of awards can be given value by having distinguished guests present them. At the **Redstone Arsenal, Huntsville, Alabama**, Major General H. N. Toftoy, Commander of the Arsenal, presented a trophy to Major Wilfred J. Mellors for his demonstrated prowess as an extemporaneous speaker. Toastmaster Mellors, a charter member of the Redstone Club, has served as liaison officer for the Royal Electrical Mechanical Engineers at the arsenal since November, 1954. He received the cup on the eve of his return to his home in England, where he is to attend the Joint Services Staff College.

Gov. Roddy receives City of Philadelphia Toastmasters Proclamation.



Others in the picture include (left) Capt. Bailey T. Strain, Area Governor, and Capt. Rudolph F. Nottdrodt, Secretary-Treasurer of the Club.

**Taunton (Mass.) Toastmasters** recently held a "Telephone Techniques" night. A guest speaker, Mrs. Harrington of the New England Telephone Co., gave a visual demonstration dealing with the importance of the voice over the phone. A recording of the voices of all members followed the talk.

"This was definitely a meeting where no member received a wrong number," reports Publicity Chairman T. Howard Donahue.



Mrs. Harrington demonstrates telephone techniques to T. Howard Donahue and Ken Archibald.

Toastmasters of **District 38, Pennsylvania**, received recognition of their community worth in the City of Philadelphia Proclamation for Toastmasters Zone J Conference Day. District Governor John J. Roddy received the proclamation from Deputy City Representative Abraham Rosen. Also in the photograph is H. Benedict Ripkee, District Extension Chairman.



## What of the FARMER?

By FLOYD C. WANGRUD

WHEN we think of a Toastmaster, our immediate mental picture is of a man in a group, a man well versed in public speaking, able to arrange his thoughts and express them in effective words.

The pioneers in Toastmasters were men from urban communities, men who recognized that their survival and their progress in their own economic fields depended upon learning how to communicate. The pressures of living, the interdependence of man upon man which forms the basic fabric of urban economy, the necessity of learning the art of leadership—all combined to prove the value of Toastmasters training. Men who were immediately attracted to the program were men to whom communication was bread and butter. Better communication meant more butter on the bread to the salesman, the professional man, the executive. As he advanced, he became aware of the

social and personal benefits which were beginning to accrue—benefits most obvious when an individual was also a member of a group.

How about the farmer?

Have we perhaps been overlooking a large section of people who may also find great help in Toastmasters?

What can Toastmasters offer to the farmer?

The farmer is traditionally inarticulate. This is not because of lack of education, or of scarcity of opportunity or desire for social contacts. It is rather because his primary economic concerns are with elemental forces of nature. Rain, sun, snow, sleet and drought can make him or break him, according to the proportion in which he encounters them. Over them he has no control and there is no need to communicate.

The farmer today is far removed from his grandfather who tilled his acres with the help of his sons, who from those acres could be virtually self-contained and self-supporting. The time has come when the farmer must take his place as a member of a production group of prime importance to society. Upon him depends the structure of that society. As he succeeds, so does our economic structure flourish; as he fails, so is it proportionately weakened.

The farmers of today need leaders in their fight to be recognized as members of a vital industrial structure. The very fact that their problems are not always immediately recognizable to the man who is several generations removed

from the farm means that they must be even more able to communicate their needs and aims effectively. Toastmasters training can help to supply that ability to communicate.

The man who continuously works within a group is daily and hourly testing his ability to communicate—with one, two or many listeners. The man who works alone lacks this daily proving ground, and as a result, despite his innate ability to express himself, may develop feelings of hesitancy and diffidence. Toastmasters training can overcome this.

The farmer of today can stand alone no longer as lord of his farm and field, depending upon no one but himself. He is engaged in the highly competitive business of buying and selling. He must keep abreast of new techniques, must learn new methods of soil enrichment, must subscribe to various practices and plans which will benefit his whole group. To do this he must become gregarious, must take his rightful place not only among his fellow farmers, but among all men. He must become able to state his own case and appraise his own capacities. He must learn to evaluate, plan, elucidate. What training fills this need better than Toastmasters?

The modern farmer, no longer a self-contained unit, must take his place in his community and participate in community activities. This is not always an easy matter, for the hours of a farmer's toil are set by forces greater than a state legislature or union wage-hour agreement. But it is a matter nec-

essary for successful survival.

What has the farmer to offer Toastmasters?

This is an easy question to answer. He offers his own sturdy independent thinking, his own inner knowledge of problems that are vital to all. He offers a chance for extension of mental horizons, a chance at better understanding.

Toastmasters, have we been overlooking the farmer in our search for good members whom we need and who need us? Have we tacitly closed a door to a group which has much to offer and much to gain from our program?

In my own district we have many clubs which have recognized the value of Toastmasters training to the farmer and the value of the farmer to a Toastmasters club. There are many others, however, which have more or less closed their doors to those who are not in their own fields of activity. Sometimes even the name of a club suggests a closed corporation, a concentration on the city professions or on strictly urban aspects of living.

It's time to make a special effort to include the farmers in our groups, and by so doing, to satisfy a mutual need. Let's get more farmers into our clubs. Invite some farmer friend to your next meeting, or arrange to hold a meeting at some gathering of farmers in your neighborhood. Don't wait until they invite you—be progressive and invite yourselves, for time never stands still.

You have the greatest asset in the world to sell—Toastmasters. You have a great deal to gain. ❖

# It is, too, What You Say

**T**OO many times we hear the statement casually tossed off, "It isn't what you say, it's how you say it."

This is only one of a group of such remarks, all beginning, "It isn't . . ." For instance, "It isn't what you know, it's whom you know." There are many others. Most of them are expressed lightly as quips, as evidence of a sophisticated outlook on life, and are not necessarily an expression of the actual feeling that lies close to a man's heart. But such ideas repeated frequently have a way of becoming affixed in consciousness until they come in time to be accepted as axiomatic truths.

Let's examine that first statement for a moment. ". . . it's how you say it." As Toastmasters, we all know that the best idea, the best thought, the best plan, can wither on the vine if it is not brought into full fruition by a careful process of expression. We know its presentation must be logical, convincing, arresting, structurally sound. Definitely, a tremendous amount lies in "how you say it."

But what about a bad idea, a dangerous notion, a weak plan? Does "how you say it," the effectiveness of your plea, make it acceptable? Does a skillful speech justify the existence of an undesirable premise?

Along with self-improvement in the art of communication we must, if we are to assume our place as contributing members to the welfare of society, develop intellectual integrity. We must give the same amount of time, thought and study to the subject we are going to endorse through our talk that we give to the mechanical aspects of delivery—to voice, gesture, eye contact, vocal variety. We must watch the content of our speech as closely as we plan its structure. Is the beginning attention-arresting, is the body of the speech informative and logically arranged, is the conclusion a call to action, a "making the sale"? Fine! *But is it a sale that should be made?* Is it one to which you yourself subscribe, and in so subscribing sincerely believe that others will be helped in their own thinking? Is it something you sincerely believe? Have you thought the idea through, weighed it against your own convictions? Or did you merely pick up the germ of an idea somewhere, and are passing it on without examination or study?

This doesn't mean that every speech you give must be the result of a lifetime conviction. Our clubs would be dull places indeed if we faced a continual diet of heavy ideas, weighted by world importance. We'd also have a lot of trouble, some of us, in finding

topics. There is a place for the light, humorous speech, and for the purely informative one.

Every speech we make, from the brief table topic to the longer prepared speech, is a bid for attention. Attention must be deserved; if it is given to us, we must repay the gift by offering something worthy of that attention. Only by making this a primary concern can we be sure that we are using our clubs as a laboratory for our own development, not merely making use of a captive audience.

Our training in evaluation should help us in selecting the ideas and themes which go into our prepared speeches. Fuzzy thinking has no place in the

mental equipment of a true Toastmaster. As evaluators, we should learn to spot a weak idea, an illogical or false conclusion, as quickly as we spot a "hands in pockets" distraction or a superfluity of "ah's."

Our world is full of ideas, good, bad or indifferent. Each individual is faced with a choice of which he is to embrace, which to reject. Before there can be action, before there can be production, growth, development, there must be the idea—the conception and visualization of that production, growth, development.

"How you say it" is the result of study, training, practice. "What you say" is what you are.

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## HOW TOUGH EVALUATION?

Any Toastmaster should be willing and happy to receive just and honest criticism. In the short time allowed the critic, it is impossible to lay a groundwork of flattery to soften needed adverse criticism if the critic is to have sufficient time to cover all he should. However, an inexperienced and fearful neophyte not only needs encouragement but can't remember too numerous suggestions anyway. Be gentle with him in his infancy; build his morale and suggest two or at most three things to work on.

The experienced Toastmaster should expect and receive honest, straight-from-the-shoulder criticism. There is another class of speakers, those who from inadequate preparation, carelessness or lethargy perform far below their capabilities. These need to be shocked. With them you can't be too tough.

—From *The Gaveler*, Bulletin of Skokie (Ill.) Toastmasters

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*Criticism is often merely a proof that you have done something worth attracting attention.*

—Good Impressions

# You and Your Club

By Ralph C. Smedley

*"It is not the future that is to make us, but we who are to make the future."*

What do you want for your club during 1957?

Now is the time to set out to gain this.

The way to get ready for success in your club during the year 1957 is to do it now—start success right at the beginning. Now is the time.

The "Point of Emphasis" for January is "Speech Engineering." Let this remind us that all engineering work starts with planning. All successful club work comes with planning and forethought.

A speech must be planned, constructed. So must a meeting's program. So must the work of a month or a year.

## The Officers Lead

The officers of a Toastmasters club are its leaders. They lead in planning and in construction.

They are responsible for giving to each member the training which he needs, and the opportunity to use that training. They do this through well planned, carefully constructed programs, set up in general months in advance, and implemented in detail at least four to six weeks ahead of time.

Each month there goes from the Home Office to the Educational

Vice-President a set of suggestions for building programs which will help the members. These suggestions are to be developed by the Educational Committee, whose members will apply imagination and originality in planning the programs. When this Committee operates efficiently, every member of the club is benefited.

## A Happy New Year

For the club whose officers are awake and on the job, 1957 cannot fail to be a happy and profitable year. For those unfortunates, if any, whose officers are careless, irresponsible, dilatory, the prospect is less inspiring.

We appeal to every officer, and especially to Presidents and Educational Vice-Presidents, to start the year with intelligent, careful planning, that the club members may be inspired to work to keep up with their leaders.

Make January a month of "engineering," whether that engineering be applied to speeches or programs or to every-day living. It is in the present that we prepare for tomorrow's achievements. The morrow will be disappointing unless we prepare wisely.

Your activities and your planning during January may very well set the course of your club for the entire year.

# WORD



# CLINIC

## WHAT'S THE MATTER?

Something is wrong in each of the following sentences. See how many of the errors you can detect. Then consider whether any of these slips occur in your own talking and writing.

1. Leave us walk through this field.
2. I like this stationery that don't show erasures.
3. People should listen carefully to they're own voices.
4. The burglar deluded the policeman.
5. We must never prosecute minority races.
6. You have all ready begun to correct your mistakes.

7. We formally lived in Chicago.
8. A speaker should try to complement his listeners occasionally.
9. Too much smoking will effect your throat.
10. Informality is the currant style in public speaking.
11. He should have went to school yesterday.
12. You can't win without you conquer your fears.
13. I want to see the tallest one of your two brothers.
14. Your voice is different than it used to be.
15. I listened when she spoke to him and I.

## THE PHILOSOPHY OF CRITICISM

Man is the only creature capable of finding fault and then doing something about it. He is the only creature endowed with the talent for constructive criticism.

Instead of creating all things in a finished state, and making man complete in all knowledge and skills, the Creator gave to humanity the desire and the ability to discover, invent and improve; to envision better things, and to achieve them. He gave man the raw materials, and the ability to develop them. That is the foundation of criticism, which is the builder of civilization.

It was constructive criticism—intelligent faultfinding—which brought man out of the caves and jungles of the primitive into the present state of civilized society. It was the desire for something better that gave us improved shelter, food, clothing, transportation, communication, lighting—in short, all the comforts and conveniences of life.

Criticism laid the groundwork for democracy, and criticism makes it possible for democracy to survive.

—Ralph C. Smedley

# HAVE YOU READ?



***The Speaker's Handbook of Humor* by Maxwell Droke. (Harper & Brothers, New York, N. Y. 464 pages, price, \$4.95.)**

Here is exactly what you need if you sometimes find yourself up a tree in your search for a good, sparkling, interesting story that will point up a subject and enliven your talk.

*The Speaker's Handbook of Humor* is much more than a collection of anecdotes, although it contains more than 1500 good ones. It shows you how to tell, select and create entertaining stories for every occasion. It explains the exact way in which to deliver them to obtain the greatest impact.

How do you introduce a story casually? How do you polish and personalize a joke? How do you build up the laughs and deliver the final punch line? And most important of all, how do you determine whether a story is worth telling?

Maxwell Droke provides the answers in the first section of the book. His chapters on "Selecting Your Funny Stories," "How to Tell a Funny Story," and especially "Stories You Shouldn't Tell—and Why" map out every pitfall which may trap unwary feet. "Don't crowd your laughs," he says, and "Beware of printed-page poison." His explanations are lucid and convincing.

The second half of the book contains examples of humorous stories, grouped under convenient classi-

fications such as: The Business World, Travel, The Salesman and His Prospects, and many others. The jokes are funny and tellable, and most of them are gratifyingly new and up-to-date. But the unusual feature—and the most helpful—is the author's inclusion of a lead-in to the story, or a suggestion as to the place where it can be best used.

Here is an example:

Under the heading "Do It Now!" is the following anecdote. "The insurance salesman was on the point of writing a large policy. The prospect said he recognized the need, meant to buy the insurance, but was inclined to wait a little. 'Later, later,' he said. 'Come back in November.'

"The insurance man's hand was on the doorknob. As he was leaving, he spun around and said, 'Whom shall I ask for if you are not here in November?'"

In a parenthetical addition, Author Droke notes, "A story for the speaker who seeks action. Now is the time—tomorrow may be too late for effective action."

Himself a Toastmaster, Maxwell Droke in presenting this book has rendered a service to Toastmasters everywhere, as well as to all speakers who have ever been "reminded" of a story. ("Don't do it that way," he says, and tells us exactly why.)

If you belong to the Society for the Prevention of Cruelty to Audiences, don't fail to read this book!

**Order directly from Toastmasters International, Santa Ana.**

## SAY WHAT YOU MEAN

"When I use a word," Humpty Dumpty said in rather scornful a tone, "it means just what I choose it to mean—neither more nor less."

"The question is," said Alice, "whether you can make words mean so many different things."

"The question is," said Humpty Dumpty, "which is to be master—that's all."

But Humpty Dumpty's remark was not so nonsensical as one might think. Words really do mean what we want them to mean, for words in themselves are merely sounds to which we attach meanings, agreed upon by common consent and usage. When people generally agree upon the meaning of a word, that is what the word means, and when people decide that it means something else, its meaning changes, regardless of what it originally meant.

An example of this change in meaning is found in the word "prevent" as used in Paul's first letter to the Thessalonians. In the fourth chapter of this epistle, the writer explains the mystery of the resurrection. In the fifteenth verse he says, "We which are alive and remain unto the coming of the Lord shall not *prevent* them which are asleep." From the usage of *prevent* here, it is obvious that its meaning differs today.

## HOW WE TALK

When the Authorized Version of the Bible was made, more than three centuries ago, the word *prevent* retained its original Latin meaning—"to go before, to precede." "Prevent" is the English form of the Latin *prevenire*, which meant "to go or come before." But in the course of the years there was developed the idea of crowding in ahead and so hindering or holding back, so that the word gradually took on its present meaning of hindrance. That makes today's reading of the old translation quite contrary to the thought of St. Paul. The Revised Version changed "prevent" to "precede," which makes the meaning clearer to us.

To people living in the days of King James, the old wording was understandable, but our word "precede" might stump them.

We might have a difficult time, just as Humpty Dumpty probably had, if we were to use other words than those whose meanings have found common acceptance. By using words which mean the same to us and to our hearers we can avoid misunderstanding and promote clear communication. ❖

# It's a GOOD IDEA!

## Original Timing Device Proves Successful

*When Timekeeper Jeff Etheridge of the Wake (Raleigh, N.C.) Toastmasters Club discovered that the Dirigo Timer had been left at home, he rose to the situation with Toastmaster-trained skill. He commanded three large candles for his timing device.*

*On the five-minute speakers, Jeff put out one candle when the speaker had one minute left to go, another when he had thirty seconds remaining, and the last when the five minutes had elapsed. The penalty for speaking overtime would have been talking in the dark—a fate which every speaker managed to avoid.*

*Ted Davis, Governor of District 37, suggests the candle idea to all new clubs as an inexpensive way to time the speeches until there is money in the treasury for a timer.*

## Booster Trips Help Attendance

If you are attempting to create interest in your District Spring Conference and Speech Contest, it might be a good idea to take a tip from the Beaver Dam (Wisconsin) Club. For their 1956 Spring Conference, the club chartered busses and made a number of booster trips to various points near and far, to visit area contests. Bad

weather was no deterrent to these enthusiasts, and every area contest in District 35 had a representation from the Beaver Dam Club promoting the District Conference and Speech Contest. It paid off in a wonderful attendance and one of the most successful conferences ever held.

## Spellbinding Speeches Hold Attention

When a fireman looked in on the private dining room of Gang Sue's Restaurant in Porterville, Calif., he was amazed to find a speaker vigorously addressing an attentive audience.

Members and guests of the Orange Belt Toastmasters were also surprised to learn that (a), fire had broken out on the roof of the building twenty minutes earlier, (b), smoke pouring into the public dining room had caused some forty guests to flee, (c) a general alarm had been sounded and every piece of fire-fighting equipment in town was on the scene, and (d), the blaze was already under control.

While admitting that their speeches can sometimes be hot, the Toastmasters disclaimed responsibility for starting the fire. They also adjourned the meeting, since the spell-binding speaker had just concluded.

## To Promote Toastmasters

The appearance of the Florence (S.C.) Toastmasters over their local television station recently has resulted in a large number of letters and cards, many of them asking how they may form a Toastmasters club. The panel, consisting of Toastmasters Haskell Gray, President; William H. Seals, Secretary; and Lee Grimsley Jr., Administrative Vice-President, discussed Toastmasters under three headings—history, purpose and value to the community.

## Try These Two Topics:

*Topicmaster Don France of the Verdugo Hills (Calif.) Toastmasters offered an unusual table topic when he handed out cards, each containing a picture of a country's flag. Topic speakers were instructed to speak for two minutes each on the history, geography and political situation of each country represented.*

*In Ohio, the Springfield Toastmasters found their meeting enlivened when Topicmaster Harry Potts passed out pages torn from current magazines. In introducing the topic session, Harry said: "You will notice that on each page there are two or more ads. Pick out one, and for two minutes, try to sell us all on the product of your choice."*

## A Mark to Shoot At

Toastmasters of the Officers Toastmasters Club 296, Marine Corps Air Station, Cherry Point, North Carolina, have been given some-

thing to speak for. President J. L. Tenaglia, Capt., USN, presents at the end of each month a gold tie bar inscribed with the Toastmasters insignia, to the speaker judged as the best of the month. The winner is chosen by a committee of five evaluators. In addition, the best evaluator for the month is selected.

## Try Speaking "Off the Cuff"

*From the Tower Toastmasters of Darwen and District, Lancashire, England, comes an interesting letter. Eric Sharples, Educational Vice-President, writes: "During this winter session I have introduced an idea. The objective is to give practice in spontaneous speaking, and to keep members on their toes. Instead of giving a fortnight's notice to main speakers, I announce that at the next meeting, someone will be appointed to give a main speech "off the cuff." The victim is given a subject and a time limit, and has five minutes to marshal his thoughts.*

*"At our last meeting, for example, Toastmaster John Whalley was given seven minutes to convince us "That America has passed from barbarism to decadence, without encountering civilization." He did a first class job—in fact, I am still trying to convince myself he was wrong!*

*"I was hoping some part of my letter might justify a small paragraph in THE TOASTMASTER. I presume my last remark ruins all chances."*

*It doesn't, Eric. In fact, it is a question we ourselves debate frequently!*

## Area Clubs Create Trophy

The five clubs which comprise Area 1, Founder's District, recently held a joint meeting, combining Ladies' Night and installation of officers. Each club was represented by one speaker. Guest speaker for the evening was Dr. Ralph C. Smedley, who spoke on the history and founding of Toastmasters.

Believing that close cooperation and constructive competition within the area is of mutual benefit to all clubs, the area has created a traveling trophy, to be known as the Dr. Smedley trophy. This gold statuette of a speaker will be presented yearly to the club within the area which demonstrates the most achievement, according to Toastmaster Ray Jablonski, Area Governor.

Officers for all five clubs were installed by District Governor Melvin Sikes.

## New Club Commemorates Veep

The newest addition to the roster of clubs in District 26 (Colorado) is the recently formed Barkley Toastmasters Club of Denver, named in honor of the late Senator and former Vice-President Barkley.

Harry M. Fleenor, Jr., Secretary of the club, has received the following note from Mrs. Barkley:

"The family of Senator Barkley and I wish to express our very deep appreciation for the tribute which you have paid his memory by naming your Toastmasters Club the Barkley Toastmasters Club in his honor."

## Participate Aggressively

This from the bulletin of the Ellensburg (Washington) Toastmasters Club is worthy of attention:

"The function of the Topicmaster includes getting every member present and not otherwise assigned, on his feet to speak. As Topicmasters we often choose a topic and select our topic speakers to match it; thus the more accomplished speakers and those already assigned prominent positions often participate in table topics while unassigned members are not called upon. Remember, an essential purpose of table topics is to give members *not scheduled*, a part in the program.

"Each individual Toastmaster should seize every opportunity to participate in table topics, as in every other part of the program. It is by participation that we learn. It is the Toastmaster who participates at every opportunity who makes progress."

## Ink Blots Make Sure Fire Table Topic

*It's not entirely new, but if your club is looking for a sure-fire table topic, try this one suggested by the Irving (Texas) Toastmasters Club.*

*The Topicmaster prepared slips of paper on which ink had been dropped from varying heights. The slips were folded while the ink was still wet, which made various blots of different shapes and sizes. Each participant was asked to tell what he saw in the spots. Some saw a man from outer space, and one Toastmaster discovered two monkeys dancing a rumba.*

## NEW SERVICE TO MEMBERS

Toastmasters International is a non-profit educational organization with a long established policy prohibiting its endorsement of any other organization, cause or interest, no matter how worthy or deserving. We have adhered rigidly to our dedicated purpose of service to our members. We have encouraged our members to apply the skills they acquire in Toastmasters, to constructive causes of their choice in their community.

As a service to members seeking club program speech material and for those members who wish to obtain speech experience appearing before groups outside their clubs, we are instituting a new service, on a trial basis.

From time to time we receive material from organizations offering speech kits or other informative material relevant to their interests. If you wish to obtain such information, drop a postcard to:

**Speech Topic Service  
The Toastmaster  
Santa Ana, California**

We will send you a descriptive list of such organizations.

We must emphasize that our listing in no way implies endorsement of the organization or its principles. We must emphasize further that if you use such material in speaking before other groups, you must make it clear and unmistakable that you do not represent this organization or your club, that the views you express are your own, and that Toastmasters does not endorse any group.



## APOLOGY

THE TOASTMASTER offers its deepest apologies to the Pittsburgh Plate Glass Co. of Pittsburgh, Pa., whose name was erroneously reported in the December issue as "Pacific Plate Glass Co." It was the Pittsburgh Plate Glass Co. which presented the interesting article "Talk, Talk, Talk," in its splendid house publication, *People*.

To the magazine, the company, and to the Gateway Toastmasters of Pittsburgh, we apologize.

## APPRECIATION

Toastmasters International recently received a bequest from the estate of the late Jean Bordeaux, President of Toastmasters International in 1936-7, who died in May, 1956. Jean left to the Home Office a number of bound volumes of "Words," a publication devoted to origin, history and etymology of words, and of "The Gavel," the first publication of Toastmasters, in 1928.

These books form a valuable addition to the history and archives of the organization.

# Letters to the Editor

(Because of obvious space limitations we often print only pertinent portions of letters received. While only signed letters will be considered for publication, names of writers will be withheld on request.—Editor)

Dear Editor of THE TOASTMASTER:

From time to time I have read in your columns of the value and pleasure to be obtained from visiting other Toastmasters Clubs. I heartily agree with this suggestion. I am a salesman and travel a great deal, and am always happy when I can drop in at a TM meeting. The trouble is, I don't know where the meetings are held, or when. Though I carry a Toastmasters Directory with me, I find that many clubs change their time and place of meeting frequently, so that the Directory is of little use.

What can you suggest?

THE TOASTMASTER recommends that all Toastmasters clubs file with their local Chamber of Commerce the name, date and time and place of meeting of their club. It is also wise to include name and telephone number of either the President or Secretary of the club, so that they may be reached by out-of-town Toastmasters.

Dear Sir:

The article about Benjamin Franklin's club in 1727 in the October TOASTMASTER suggested that you might be interested in hearing of an even earlier club.

The Diepnsophist Club, mentioned by Athenaeus of Naucratis, circa 197 and 228 A.D., met at dinner and discussed subjects in a wide range of categories. The club consisted of twenty-four men, philosophers, grammarians, physicians, musicians, a lexicographer, a jurist and Roman officials. It is noteworthy that they addressed the Toastmaster and the Master Critic.

Otus O. Robinson, Club No. 1740  
Indianapolis, Indiana

Does anyone else know of other early ancestors of our organization?

Dear Editor:

Why do we have the rule in Toastmasters to limit all speeches to five minutes? Would it not sometimes be a good plan to have a little longer time for a speech?

According to Dr. Smedley, there is no rule in Toastmasters International limiting speeches to five minutes or to any specific time. He recommends that speakers be given different lengths of time in order to gain experience. Each club is at liberty to set time limits, always bearing in mind that speeches should be kept short enough to permit as many men as possible to be heard at each program.

Dr. Smedley also suggests that it is easier to talk for fifteen minutes than to condense ideas into five or six minutes. Training in brevity is one of the values of your Toastmasters work.

Dear Editor:

In the club mailings and in THE TOASTMASTER we see many references made to the Home Office.

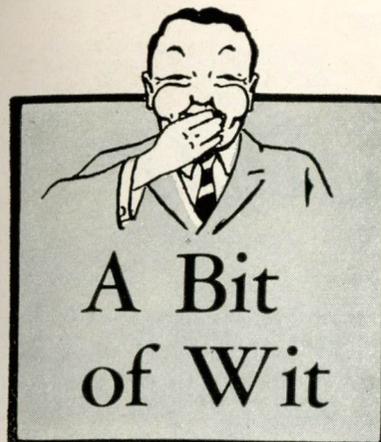
There must be a lot of Toastmasters like the ones in our club, who don't know too much about the Home Office and how it operates. We'd like to know more about it—how it functions, how many employees, how many departments.

This is just a suggestion, but sometime could we have an article about the Home Office in the magazine?

If there is enough general reader interest to warrant it, THE TOASTMASTER will be happy to prepare such an article and present it in an early issue.

Send in your comments, criticisms and suggestions to:

Editor, The Toastmaster  
Toastmasters International  
Santa Ana, California



1st Toastmaster's wife: "I'm afraid my husband hasn't any sales resistance."

2nd Ditto: "What's he done now?"

1st Tm wife: "Well, in the first place, he let a man sell him a lot that was completely under water. When I insisted he go and get his money back, the same man sold him a gasoline launch and a copy of 'Golden Days in Venice.'"

It's true that a fool and his money are soon parted. But what we want to know is, where did he get it in the first place?

A college professor says that civilization will last for 40,000 years. That's fine. Now maybe someone will tell us just when it will begin.

An Indian went to court to have his name changed.

"I want a white man's name," he said. "I'm sick of Rain-in-the-Face."

"Well," he was asked, "what do you want to change it to?"

Proudly he replied, "Drizzlepuss."

"Mama! Little Elmer just lost his little toe in the lawn mower!"

"Oh, dear, now how will he ever do his arithmetic lessons?"

The best thing some self-made men can do is deny it.

The world is so full of a number of things that it's hard to keep up the payments on them.

You're getting old when the gleam in your eye is from the sun hitting your bifocals.

A member of the city's finest left a prowler car in the police department garage with this note: "The syreen on car number 15 ain't working. It will sigh but it won't reen."

Our nomination for the luckiest man in America is a fellow we met in an elevator the other day. Somebody mentioned Elvis Presley, and this fellow said, "Who's he?"

—Changing Times

A Texan was trying to impress upon a Bostonian the value of the heroes of the Alamo. "I bet you never had anybody so brave around Boston," said the Texan.

"Did you ever hear of Paul Revere?" asked the Bostonian.

"Paul Revere?" said the Texan. "Isn't he the guy who ran for help?"

A husband is someone who wishes he had as much fun when he is out as his wife thinks he does.

Nothing makes temptation so easy to resist as being broke.

There's nothing wrong in wanting to get ahead in life, but unlike driving, it's not good form to blow your horn when passing the fellow in front.

Most men are pessimists when they are making up their minds to buy—but they like to buy from an optimist.

"Son," said his father sadly, "after four years of college, you're nothing but a loafer and a nuisance. I can't think of one good thing it has done for you."

The son was silent for a moment. Then he said timidly, "Well, it cured Ma of bragging about me."



## New Clubs

- 1297 ALPENA, Michigan, (D-28), *Mich-E-Ke-Wis*, 2nd & 4th Tues., 6:00 p. m., Huron Shore Trading Post.
- 1640 SANFORD-SPRINGVALE, Maine, (D-45), *Sanford-Springvale*, 1st & 3rd Thurs., 7:00 p. m., Sanford-Springvale YMCA.
- 1708 MISHAWAKA, Indiana, (D-11), *Wheelabrator*, Wed., 5:15 p. m., Mishawaka Hotel.
- 2108 REXBURG, Idaho, (D-15), Mon., 7:00 p. m., Grovers Drive Inn.
- 2121 SHEBOYGAN, Wisconsin, (D-35), *Sheboygan Y*, Mon., 6:00 p. m., Y.M.C.A.
- 2207 SAN ANTONIO, Texas, (D-25), *Business and Professional Men's*, Fri., 12:00 noon, Summer's Cafeteria.
- 2212 THULE AIR BASE, Greenland, (D-U), *North Star*, Wed., 8:00 p. m., Thule Air Base.
- 2235 RAMSTEIN AIR BASE, Germany, (D-U), *Palatinate*, Mon., 6:30 p. m., Ramstein Air Base.
- 2236 PHOENIX, Arizona, (D-3), *Public Service*, Thurs., 5:00 p. m., Arizona Public Service Cafeteria, 501 South 3rd Avenue.
- 2240 CHICAGO, Illinois, (D-30), *W. F. Hall Printing Company*, 1st & 3rd Tues., 6:00 p. m., Irving Park Y.M.C.A.
- 2243 UVALDE, Texas, (D-25), Mon., 6:30 p. m., Elite Cafe.
- 2247 CAMDEN, South Carolina, (D-47), 1st & 3rd Wed., 6:00 p. m., Emerson's Restaurant.
- 2251 ATLANTA, Georgia, (D-14), *Jaycee*, Thurs., 5:30 p. m., Howard Johnson Restaurant.
- 2253 CHEYENNE, Wyoming, (D-55), *Wyoming Highway*, 1st & 3rd Mon., 7:30 p. m., 2nd & 4th, 6:30 p. m., Committee Room, State Office Building, 1st & 3rd Mon.; Palomino Club on 2nd & 4th Mon.
- 2254 CANTON, Ohio, (D-10), *Nationwidiers*, Thurs., 5:00 p. m., Conference Room, Nationwide Insurance.
- 2256 PRESQUE ISLE, Presque Isle Air Force Base, Maine, (D-45), *Afterburners*, Tues., 11:45 a. m., Officers' Club.
- 2257 WEST PALM BEACH, Palm Beach Air Force Base, Florida, (D-47), *NCO*, Wed., 11:00 a. m., NCO Club.
- 2258 MIAMI SHORES, Florida, (D-47), *North Dade*, Wed., 6:30 p. m., Miami Shores Country Club.
- 2259 HAWKESBURY, Ontario, Canada, (D-34), Tues., 6:30 p. m., Esquire Restaurant.
- 2260 DETROIT, Michigan, (D-28), *Gail Borden*, Tues., 4:00 p. m., Cotter's Inn.
- 2261 LANCASTER, California, (D-12), *Sheriff's Mira Loma Facility*, Wed., 4:30 p. m., L. A. County Sheriff's Mira Loma Facility.
- 2266 BENTON HARBOR, Michigan, (D-28), *Harbor*, 1st & 3rd Wed., Holly's Restaurant.
- 2267 SOUTH BEND, Indiana, (D-11), *Clay Township*, 2nd & 4th Wed., Owen's Toll House Restaurant.
- 2268 BRYAN, Ohio, (D-40), 1st & 3rd Tues., 6:30 p. m., Lamar's Restaurant.
- 2269 MANCHESTER, New Hampshire, (D-45), *Windjammers*, 2nd & 4th Mon., 5:30 p. m., Derryfield Country Club.
- 2271 ORLANDO, Orlando Air Force Base, Florida, (D-47), *Orlando Air Force Base*, Wed., 12:00 noon, Officers' Club.
- 2274 STE. ROSE-WEST STE. EUSTACHE, Quebec, Canada, (D-34), *Lake of Two Mountains*, Alt. Mon. 7:30 p. m., Bellevue Hotel, St. Eustache.
- 2275 DENVER, Colorado, (D-26), *Public Service*, Mon., 7:30 p. m., Electric Institute.
- 2276 GREEN, New York, (D-34), Alt. Mon., 6:00 p. m., Hotel Sherwood.
- 2277 WORCESTER, Massachusetts, (D-31), *Heald*, Alt. Wed., 7:00 p. m., Conference Room, 10 New Bond Street.
- 2279 SANTA MONICA, California, (D-50), *Douglas Santa Monica*, 1st, 3rd & 4th Wed., 4:30 p. m., 3000 Ocean Park Blvd.

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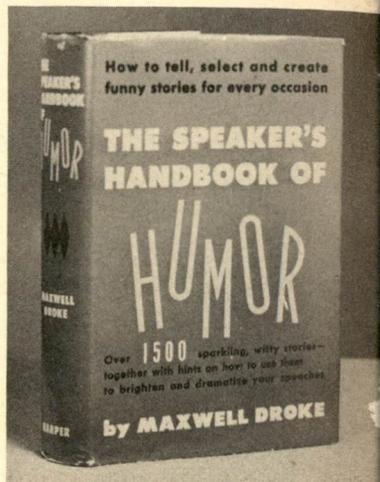
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