

November 1955



the TOASTMASTER

The TOASTMASTER

Official Publication of
Toastmasters International, Inc.

Editor in Chief.....Ralph C. Smedley
Editor.....Wayland A. Dunham

Address all communications to
The Toastmaster
Santa Ana, California

NOVEMBER, 1955

Vol. 21—No. 11

See INDEX—inside back cover

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 1904 active clubs—located in the United States, Alaska, Australia, British Crown Colony, Canada, Channel Islands, Cuba, England, France, Germany, Greenland, Guam, Hawaii, Iceland, Japan, Philippines, Scotland, South Africa, the South Pacific Islands, and Venezuela.

Organized October 4, 1930
Incorporated December 19, 1932
First Toastmasters Club Established
October 22, 1924

HOME OFFICE—Santa Ana Community Center, 1104 West Eighth Street. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International. Published monthly at Santa Ana, California. Copyright 1955 by Toastmasters International. Name Registered, U. S. Patent Office. Entered as second-class matter Oct. 25, 1941, at the Post Office, Santa Ana, California: act of March 3, 1879.

PRICE \$1.50 PER YEAR

Printed in U. S. A.

Among our contributors—see page 30

Editorially Speaking

Growth

Plant a bushel of corn, tend it according to its need and you will soon have a fine field, golden with harvest and bountiful in its increase.

If there is any one thing for which we should be supremely thankful, it is the magic of growth and development which makes possible our abundance.

Every living thing has an activating force within its life's essence which, though seeming latent and sometimes dead, is forever pushing—pushing up and onward toward an evolvment of perfection.

Man alone possesses the great privilege of selection and determination. A tree, a flower, a lower animal must, in its natural state, wait the infinite cycle of progress. Man, through divine guidance and proper use of his mind may lift himself upward and onward, limited only by his vision and determination.

Learning to think deeply and then to express himself adequately is one of man's greatest opportunities. To think without crystallizing thoughts into expression, may breed repressions and mental blocks which hinder his progress.

Your Toastmasters club is an ideal medium for such expression, for talking things over, for critical evaluation, for sound readjustment of your thinking processes and for the establishment of a pattern of true growth.

Approach this privilege of membership with real sincerity and your reward will be great. Fritter it away and the day may come when you will sorely need the training and understanding you could have made your own.



STOP-LOOK-LISTEN SPEECH AHEAD

By Ralph C. Smedley

SPEECH material is all around us. We need only to open our eyes and use our imagination to find "sermons in stones, books in the running brooks."

As you drive along the highway, keep your eyes open for a sign at an intersection which reads, "Keep Right." There is the text for a stirring talk, which may apply to political right and left, or to the conduct of one's own life.

Note the sign which says, "Dangerous Curves Ahead." Another reads: "No Passing on Curves," while another warns: "Divided Road Ahead," and another says: "Caution! Downgrade for the next five miles."

Applications both moral and economic fairly leap to the mind of the thinking man as he reads such warning signs. It is a wonder that preachers do not more frequently go to the highway for sermon texts.

A writer in the Scottish Church bulletin, *Life and Work*, did that very thing not long ago, when he presented an article titled "Sin on the Highways." The sin he was

writing about was the sin of discourtesy, selfishness, unbrotherly conduct in speeding, hogging the road, and otherwise endangering the lives of other people. He held that discourtesy on the highway was just as sinful as any other manifestation of selfishness.

The man who complains that he has nothing to talk about simply advertises his lack of imagination and originality. He has his own work, his reading, his personal interests, with many items which would entertain and help other people if he would interpret these in speech.

Professor Huxley constructed an entire scheme of geo-philosophy around a piece of chalk from the white cliffs of Dover.

A student of chemistry built an informative speech around the glass of water which he found on the dinner table. His discussion of the chemical constituents of water and their place in human affairs was hardly less than thrilling. He might just as well have taken another line, discussing the importance of water when con-

verted into steam or ice, or in relation to the man lost on a desert, wandering and suffering in the hot sun.

You do not have to go far afield for speech material. You will find the subjects in your daily newspaper, or in a magazine or book you are reading. Then you can select the one which appeals to you, go to the encyclopedia or textbook for reliable information, and weave it into a talk of interest and value.

You can look into your own experiences, or into your occupation. The story of your first job, if well told, stirs reminiscences in the minds of your hearers. Your mental awakening in high school or college may help others to profit by what you learned. Your account of help given you by a thoughtful friend may stimulate altruistic impulses in other people.

Perhaps you are a salesman. What interesting experiences have you had or observed which will help your audience to understand better how to buy or sell?

Let us assume that you are an accountant or a tax expert. What can you tell about the inner details of accounting or tax records which will be helpful?

Suppose you are a state or federal employee. Can you justify your position by the results produced by your work? Let the taxpayers in on your secrets.

Maybe you are an executive, a personnel manager, a sales manager, a production manager, or something of the sort. What can you tell, from the inside, that will help others, either in seeking em-

ployment or in handling other people?

If you are a farmer, a carpenter, a mechanic, a bookkeeper, a cashier, consider the part that machinery plays in your work and talk about modern mechanization. Is the milk taken from the cow by milking machines as good as that which used to be drawn by hand? Are figures as accurate when made on a machine as when added and subtracted by hand? And always include the "why" of your argument.

Getting out into the wider realms, ask yourself what are the prospects for world peace. What good will it do to create earth satellites? What value will come from a successful trip to the moon? What good does it do for people to swim the English Channel? What is America going to do about the diminishing water supply? How can the highways be made safe?

Hard to find speech material, did you say?

We have not even scratched the surface in these suggestions. If you are endowed with an ordinary imagination and intelligence, and a modicum of energy, you can drive yourself almost to distraction just in trying to select from this abundance, and in finding opportunities to talk about all the things which are of interest.

Pick your speech themes out of the air, the newspaper, your daily work, or on the highways, in the fields, on the sidewalks, or wherever you happen to be. They are there, waiting for the observant speaker to use them.

== The Title Is Vital ==

THERE is an old saying, "You can't judge a book by its cover." Like most of our be-whiskered adages, it contains an element of truth. But it is also true that the main reason you open a book to read it, is that your attention has been caught by the title.

Motion picture producers thoroughly understand the value of an alluring title. They will spend endless time and many dollars in an attempt to secure the exact combination of words which will lead the public straight to the box office.

True, some of the gems they come up with may be a trifle on the inaccurate side. Most of us have had, at some time or other, the experience of coming out of a movie whose marquee blazons "Flaming Passions—a thrill-packed story of raw human emotions," thoroughly disgusted with the soporific little romance we suffered through inside. We may vow that we will never be misled by a title again. But the very next time we pick out a movie to attend, it's ten to one we were caught by the title.

If publishers and producers are willing to spend so much time and effort in a search for a good title, we, as Toastmasters, should also give the matter careful and considered attention. A title is vital—vital if you wish to capture and hold the attention of your audience, vital as a lead to your main

idea, vital as an indication of type and manner of handling the speech, vital as a capsule presentation of the main idea.

The question is often raised: Which comes first, the title or the idea for the speech? This is as hard to answer as its counterpart about the chicken and the egg. Sometimes a good title will suggest a speech, and sometimes a speech creates its own title. Many times you have to dig and search for just the right phrasing which will capture attention and make people want to hear you.

A title may be a word, a phrase, or a full sentence. It may be a statement, a question or an exclamation. It may be a quotation or the paraphrase of a quotation. Its primary function is to announce your speech, to capture the initial attention of your audience. Its secondary function is to indicate the type of your speech. It must not be misleading. For instance, you would not announce a humorous, rollicking title and follow it with a serious, scholarly dissertation. Your listeners will feel cheated if you do.

So, in preparing our speeches, let's pay particular attention to that vital title. Take time to polish and perfect it. You'll find that your own enthusiasm will rise as you feel your audience respond to the exact, right title for a good speech.

YOUR CLUB as a LABORATORY

"It's a grand opportunity,"
writes a salesman

Sirs:

"I have been engaged in three types of sales activity during the last three years—direct selling in the field, merchandising and promotion, and now sales management.

"More and more salesmen are finding opportunities for presenting their company causes before a group. For example, there are evening meetings before wholesalers' salesmen. Or a chance arises to present a product or an idea before a group of company executives. Their time is valuable, your time is short and *you can't jumble the ball!* Trade Associations often need and welcome presentations of company men on their specialties.

"For years I was exposed to all these situations. Frankly, I dreaded them. I shook in my shoes. But Toastmasters training, I have found, can eradicate these fears.

"In merchandising and promotion work with my company, I was responsible for organization of vi-

sional sales meetings. This involved presentations of new items before our salesmen. At each meeting I would have to be on my feet a number of times, selling ideas, activity and action.

"So I decided to put my Toastmasters Club to work on a laboratory or 'preview' basis.

"I made a sales sample presentation before the group exactly as I would make it to our salesmen. I had my sample kits with me, and all the other material which could be used.

"The evaluation was 'open' and I received many very constructive suggestions which I put to excellent use when actually appearing before the sales group.

"Some months ago, I was in an audience of our company people when a salesman from a large chemical firm which supplies us, made a presentation to the group. Oh, how that man could have used some Toastmasters practice! Here was a marvelous captive audience of some thirty or forty people, many of whom were in a position to affect his future sales position. He was a nice guy with a poor presentation. Unfortunately, they don't pay off on 'nice guys.'

"So I'm grateful to my Toastmasters laboratory, and recommend it to all salesmen who want to advance from the poor presentation level up to the top rung."

Sincerely,
KENNETH G. HOUTS

When an idea rolls around in your mind, it attracts other ideas to it, and they become fused into a bigger idea.

Dr. Smedley

You get in my hair



EVERYONE else sings your praises, but do I? No! Last fall in Memphis you temporarily swayed me from my earlier conviction with your personal magnetism, charm and wit. I've had time to get that out of my system now.

For years I have heard toastmasters, masters of ceremony or other presiding officers introduce the speaker of the evening, who in most instances was well known to us all. How the flowery expressions would fly! Such a flow of adjectives! How nice it was to hear praised *your friend and my friend, the man who needs no introduction*—but who got one nevertheless.

Now, Dr. Smedley, you say that long introductions are to be avoided unless the speaker actually is unknown. If he needs no introduction, why spend fifteen minutes giving him one? I see your point, but what a charming bit of Americana you are urging us to cast into the discard.

I have listened to speakers spend the first half of an address making profuse excuses and apologies about the talk that was to follow. How interesting these excuses were! *I was called upon to make this speech only four weeks ago, but I've been so busy I haven't had time to adequately prepare the subject. . . . I really shouldn't be making this talk . . . my good friend Joe Blow knows more about it and can do a much better job than I . . .*

That was a fine way to start a speech. Think of the preparation time saved when the speaker can spend fifty per cent of his time telling why the speech wouldn't be good! And how neighborly of him to warn his audience of what was to follow. Those of us who did not take advantage of his escape clause and leave had only ourselves to blame.

You, Dr. Smedley, say that excuses and apologies are out. The audience is not to be tipped off in advance. Let them discover for themselves if the talk is bad.

This is sound reasoning. But what splendid opportunities for wool-gathering I had when I had been told how poor the talk was going to be!

Too often the main body of the speech fulfilled the speaker's predictions. However, he usually had a large stock of jokes and anecdotes.

You say that if a story is used it should fit the speech. Perhaps so. Yet even a poor joke is a relief in a dull talk. It gives one the opportunity to change positions and let the other leg get paralyzed.

The closing of these talks was a most entertaining feature. Here the speaker offered his thanksgiving. How rewarding it was to have him tell me . . . *you have been a splendid audience . . . I don't believe I've ever had the opportunity of speaking to such a splendid audience in my many appearances before splendid audiences . . . and I want to thank you, yes from the bottom of my heart I want to thank you for your kind attention. I thank you.* It always gave me an inner glow to have my aching body salved in such a manner.

But you say the thanks should be given to the speaker, if he has delivered the message.

Now after two years of Toastmasters training, my speech "listening to" has been ruined. I find myself evaluating from the speaker's first word.

I listen to his opening and ask, "Did he dispel the ho-hum attitude as called for in the Borden Formula?"

I watch his gestures. Are they mechanical? Forced? Natural?

I check his eye contact. Is it fixed? Does he stare at the ceiling? Or at the lectern?

I notice his voice. Is it well modulated? Does he speak in a monotone? Could his voice be improved?

I scrutinize his general demeanor. Does he have a pleasing appearance? Does he smile?

I estimate his audience reaction. Was he convincing? Did he put the story across? Did he make the sale?

Dr. Smedley, you iconoclast! You have destroyed everything of the old. I can no longer enjoy a speaker if he does not measure up to Toastmasters standards. I know now how public speaking should be done.

So again do I say—Dr. Smedley, you get in my hair? No. My feelings for you go much deeper than that. You have wrecked the old and opened up a broad, revealing vista to me and to all Toastmasters.

The chap who wrote this clever article used the typewriter for everything but his name. If the hieroglyphics were purposely garbled because of fear that the good doctor might not approve it, he succeeded magnificently in remaining anonymous. Matter of fact, Ralph has chuckled more over this submission than any we have received for a long time. So if the author will make himself known (on the typewriter) we will happily give him recognition in the next issue of THE TOASTMASTER.

If you would thoroughly know anything, teach it to others.

—Tryon Edwards

It's a Tradition

MR. X is a Toastmaster who in the course of his occupation, covers most important American cities and certain foreign countries at periodic intervals. He makes a point of visiting Toastmasters clubs at every possible opportunity. We found his letter to be most interesting, and quote in part:

"I have seen a lot of good clubs and a lot of poor ones. Some of the best are small town clubs and some of the poorest meet in metropolitan areas. Some of the strongest meet twice a month and some of the weaker meet on a once-a-week schedule—and, of course, the opposite is also true.

"Obviously, then, the factors of geographical location and time of meeting are not the decisive elements in club performance.

"As a perennial visitor, I have established a little game. Whenever I find a club that sparkles

with enthusiasm, where everyone present seems to be glad he's alive and especially glad he is attending that particular meeting, I bring out my stock question. When the evening is over, I ask several of the members, 'Just what is it you fellows have that sparks such a good meeting? What's your secret?'

"I always get substantially the same answer. It runs something like this: 'Well, I suppose it's sort of a tradition. We're mighty proud of our club, and we know it takes work to keep it up to the mark. We started out following the program suggestions from the Home Office, and we've always kept it up. Whenever we're tempted to slump a little, we remember our club tradition of hard work and teamwork. We just don't sell it short.'

"It seems to me that this is the spirit we should try to engender in all clubs. Believe me, when my period of travel is over and I settle down to a prosaic desk job, I'm going to do all I can to see that my club establishes a similar tradition—a tradition of keeping up standards. It will be a challenge to those who follow as club leaders and keep us really on our toes."

A good bulletin is one of the foundations of a strong club—not just a rehash of who spoke and what he said, but a good inspirational, educational, provocative bulletin, that unifies all Club activities. It will lend your club character as nothing else can.

—Norman C. Gavette

Saddle your dreams afore you ride 'em.

—Mary Webb

It's a Good Idea

■ Impromptu

"Use the last word of the previous speaker for your subject," were the instructions given the Sunrise (Phoenix, Ariz.) Toastmasters by Topicmaster McGuinn. Words such as "gain," "go" and others made for fast thinking on the part of the participants—an excellent practice exercise in thinking on your feet.

■ Grab Bag

Under the direction of Educational Chairman Orville Weller, Pueblo (Colo.) Toastmasters recently held a "grab bag" meeting. No advance assignments were given out, but as members came in the door they selected a number from a hat. This number was keyed to a certain assignment in the program. All members but the Toastmaster gave assigned topic talks.

Members assumed the identities of leading world figures and the program was a great success.

■ Old Timers Work

It's not exactly a brand new idea, but if you haven't tried it yet, you might take a tip from the Hub Toastmasters of Aberdeen, (S.D.) and stage an Old Timers Night in which the guests give the entire program, from invocation to the final tap of the gavel. Members found the meeting instructive and inspirational, and the Old Timers enjoyed themselves thoroughly. Hub Toastmasters plan to make it an annual affair.

■ Adventure a Bit

(From list compiled by Carl Damaske, the Salem, Oregon, "Walking Library.")

1. To encourage friendliness among members, have a mystery member award a free meal ticket or a Toastmasters booklet to the twentieth man who shakes his hand.

2. When guests are introduced, try greeting them with a hearty "Hi, Joe."

3. Have a mystery night. After the invocation, have names and assignments drawn from a hat for the evening's performance.

4. Have each member taking part in Table Topics recite a well known verse in various modulations, such as sadly, dramatically, in a whisper, or laughingly.

5. Try making a recording of your meeting. Then send it to some far distant Toastmasters club. Let each member introduce himself.

6. For Table Topics have a fun night. A speaker speaks while balancing a glass of water in each hand, another speaks from under the table, from on a chair, sitting on the floor, above the din of silverware and glasses being tapped.

7. Put the names of all members in a "doghouse" until each member brings a new member. Offer a prize to the one bringing the most new members.

8. Try limiting a Table Topics speaker to the length of time he can stand on one foot.

9. For a change in Table Topics, hand each member a card with the name of some commonly used article on it. Have the person describe the article in such a way that the audience will recognize it without being told what it is.

10. When the speaking panel is abbreviated by absentees, allow a brief period of audience questioning to follow each speech.

11. For variety, have each member come prepared with a two minute speech. All speak in pairs. Two men, one at each end of the table, talk at the same time.

12. For Table Topics one member begins by calling out a name. The next member calls out a name beginning with the last letter of the preceding one. If he fails, he sits down. This is thinking under pressure.

13. Use Table Topics time for parliamentary practice occasionally.

14. Have you tried turning out all lights in the room except for a spotlight on the speaker?

15. For Table Topics try flashing a picture on a screen for ten seconds. Have speaker talk on what he observed.

16. During the last half minute of the meeting ask for a bit of wisdom or philosophy in one sentence.

17. Instead of Table Topics, have each man evaluate the entire meeting for a minute and a half.

18. Try having every fourth man evaluate the three preceding speakers as his Table Topic.

19. Have the new member stay "on the hook" until he brings a new member.

20. For Table Topics start telling a tall tale. Have each speaker continue the exaggeration.

21. Table Topics such as "Why I was named George, or John or Bill" always produce some good humor. Better yet, "Why my second name is ———."

22. For interest and variety have the speakers appear in costume of the subject on which they are speaking, such as an army uniform if the speaker is telling about his army days, a clown or jester's cloak if his speech is humorous, a swallowtail coat and top hat if his speech is political.

23. Have the audience heckle the Table Topic speaker to see if he can take it.

24. For an unusual and different impromptu program, paste an assignment under each cup saucer for the members: "You are the chairman," "You are the Topicmaster," "You give a three minute speech," etc.

25. In place of a regular program hold an executive board meeting. Allow the audience to participate. Many of them have never attended a board meeting. You will be surprised and your club will benefit by the many and varied ideas and suggestions which will be offered by the individual members.

26. Try evaluating the speaker before he speaks. Based on his past performances, it will help him not to repeat previous mistakes.

27. Change the table and chairs arrangements often to simulate other surroundings in which you may be called upon to speak.

■ Vocabulary Practice

A better vocabulary for each member is a prime objective of the Uptown (Chicago) Toastmasters Club. To this end, Educational Chairman Bob Atherton each week writes two expressive new words on the blackboard, together with their pronunciation and meaning, and gives a brief explanation of their use. Throughout the remainder of the program, Toastmasters attempt to incorporate one or both of these words into their talks. As a result, each member leaves the meeting with two new words for effective expression securely placed in his vocabulary.

■ Appreciation

The San Bernardino County Employees Association Toastmasters (Calif.), which is composed entirely of County personnel, receives tangible encouragement from its top management, the Board of Supervisors. Not only does the Board grant an additional thirty minutes for lunch period on meeting days, but they participate in a ceremony wherein each member who receives his Basic Training certificate is officially presented to them. The personnel office then arranges for a letter to the Toastmaster from the Board, and the letter is entered in his personal file and considered as a factor in promotional examinations.



**ABSENTMINDEDNESS
CAN BE PAINFUL!**

WORLDS TO CONQUER

THE United States Patent Office was created in 1790. In 1883, a large number of people throughout the country urged that it be abolished as an unnecessary expense to the taxpayer, since "everything had already been invented."

In case you are one of those who feel that our inventors and scientists

have about exhausted possibilities on this terrestrial globe, just listen to these:

An Offshore Platform that will float into place in a hundred feet of water, put its feet on the bottom and start drilling for oil.

A Landing Craft Retriever that will walk out into ocean surf, let down hooks and pick up an 180,000 lb. stranded vessel and walk ashore with it.

A Tree Crusher that will walk through dense jungle at two mph, leaving a swathe 20 ft. wide with everything behind it chewed to cord wood.

A Diesel Electric Trackless Train (six cars, locomotive and five flat beds) now making its first run across the trackless regions of interior Alaska.

These are just a few of the developments of one company, the R. G. LeTourneau Co., Inc., in one year.

IGNORANCE

There are two kinds of ignorance. A man may be ignorant of what is right and what is wrong, and this may be cured by instruction; or he may be possessed by the ignorance that thinks wrong does not matter. We ought to try to understand people to the extent of knowing which sort of ignorance they have, so that we shall know how to cure it, or how far to trust them, or whether we should avoid them.

One need not be ashamed of one's ignorance if it is honestly come by . . . the result of cramped opportunity to learn, of schooling cut short by economic forces or by illness, or of something lying totally outside one's control. The great fault in ignorance lies in not trying to cure it when opportunity can be made.

—Monthly Letter of the Royal Bank of Canada

Try Again

Be not concerned, nor be surprised,
If what you do is criticized;
There's always folks who usually can
Find some fault with every plan;
Mistakes are made, we can't deny,
But only made by folks who try.

—The Lifeline, Vancouver, B. C.

Success

Success is failure turned inside out,
The silver tints on the clouds of
doubt;
And you never can tell how close you
are,
It may be near and it may be far.
So stick in the fight when you're hard-
est hit—
It's when things seem worst that you
mustn't quit.

If you are deep in the hunt
for program ideas

By Ernest Wooster

You Might Try These

THE new member with curiosity about Toastmasters and not much information, had asked some questions. His fellow members had been somewhat vague in their answers, and the Educational Vice-President saw an opportunity.

He contacted the Area Governor and together they worked out a "Meet the Press" program. The Area Governor was the visiting VIP, interviewed by four speakers, the Toastmaster of the evening acting as moderator. In conducting the program he made sure that all questioners had equal opportunities, that no one exceeded his time, and that the interview was kept lively and interesting. To be ready for any lapses, he came prepared with some questions to use if necessary.

The panel was arranged in a semi-circle, facing the audience. The Area Governor was apart from the others, nearer the moderator.

Questions asked concerned the area and the district, the officers, the functions, the methods. What is a district? What is an area? Who sets the boundaries? Who appoints the officers? What are the benefits to club members?

When the panel had used its allotted time, the moderator invited members to ask questions.

In the evaluation, the general conduct of the panel, the performance of the moderator, the clarity of the answers given by the Area Governor and the relevancy of the questions were considered.

Running Commentary

A Toastmaster who had often wondered how a running commentary of evaluation could be used so that a speaker would be given his criticism as he went along, hit upon a novel method.

He placed all of the critics near the front table, facing the speakers. Each speaker knew who his critic was to be. The club was completely disregarded by the speakers, who addressed themselves to their individual critics only.

Each was to consider that he was at home preparing his speech to be given at the club meeting, using the evaluator as an assistant. Critics broke in to help formulate a better opening, to appraise the use of a story or illustration, to gauge the conclusion.

Combining the time of the speaker and the critic allowed a few more minutes to each team. The interruptions did not bother the speaker, for he was not delivering a talk but only formulating one.

The Toastmaster of the evening did not even introduce his speakers. They came forward in turn, talked as they would be expected to do if practicing before a member of the family or a friend. One of the speakers came up mumbling that he didn't know what to talk about, wondering what subject to use.

To vary it a little, the Toastmaster accosted one of his speakers as though on the telephone, with, "Bill, do you know you are on my program at the club this week?" This was the speaker's signal to come to the front and talk to his critic.

Newspaper Topics

A man with a flair for the dramatic took newspapers to his club. They were not of the same date, but there were copies for all.

He allowed five minutes for scanning the papers, explaining that as a salesman he had to meet about twenty people each day and that he always liked to have a discussion topic ready. He used the daily paper as a source of topics.

"I want each of you to impersonate me. The man next to you is my customer. Use the item you have selected, and open a conversation with him just as though you had entered his place of business and wanted to get him into a good mood. You have a somewhat limited time."

Novelties, showmanship and unusual programs do much to stimulate attendance and membership.

Foolers

The English language is studded with foreign words still in the stage where they retain their foreign grammatical characteristics. They are useful elements of our vocabulary—but concern over our literary reputation compels us to expect that they be used correctly. The greatest sin in this respect is the use of the plural form for these words with a singular verb. Here are some particularly prominent trouble makers:

<i>Singular</i>	<i>Plural</i>
<i>Datum</i>	<i>Data</i>
<i>Stratum</i>	<i>Strata</i>
<i>Phenomenon</i>	<i>Phenomena</i>
<i>Index</i>	<i>Indices</i>
	<i>(or Indexes)</i>
<i>Alumna</i>	<i>Alumnae</i>
<i>Alumnus</i>	<i>Alumni</i>

—From "Mr. Toastmaster," Bulletin of the St. Clair Toastmasters, Belleville, Illinois.

There may be, as a professor said, over 10,000 useless words in the dictionary, but a great many come in handy in framing the political platforms.

Agreeable Disagreement

Should controversial subjects be discussed in a Toastmasters Club? Why not? Where else can people learn to respect each other's opinions —to disagree without being disagreeable?

TO THE items on your chart for personal development, add this one question: Can you disagree with another person without being disagreeable?

Can you discuss politics or religion or personal tastes with one who holds different views without losing your temper, and writing him down as a perverse idiot? Can you argue without getting mad and yelling at your opponent? Can you gracefully admit your error when it appears that you are in the wrong?

Your honest replies to these questions may serve as a dependable measure of your progress toward maturity of mind.

The ability to disagree without being disagreeable is a characteristic of the well balanced personality. It is all too uncommon among men today.

Too many of us are inclined to call a man a fool when his opinions do not harmonize with our own. Calling names is much easier than meeting arguments, or re-studying our own opinions and prejudices to discover any weaknesses in them. Flying into a rage is one way to terminate an argu-

ment, but it is not the best way to clarify the situation nor to arrive at the truth.

I knew a man, a good many years ago, who was really an intelligent person, usually right in his opinions. That is, he usually agreed with me. But when he was opposed on some favorite aversion, such as socialism, or civic corruption, or traffic violations, reasoned argument ceased and invective took over. His neck would grow red and his eyes would snap, and his voice would rise until you could have heard him at considerable distance if you had been there to listen. Having a powerful voice, he could win most of the arguments by shouting down the opposition.

I knew another man who was just the opposite. He could listen quietly to the most unreasonable arguments, taking in everything with an air of close attention. Then, when the disputant ran out of breath or out of words, this friend could puncture the whole structure of error with one or two searching questions, quietly propounded. Argument with him was a lesson in polemics.

Discussion, free, frank and friendly, is an essential in free speech. It is a means for learning and improving. In the exchange of ideas we learn from each other. Argument with an open mind leads to new understanding of facts, and to clearer thinking.

But much of our discussion is anything but friendly. Note some of the words given as synonyms for discussion: controversy, con-

tention, wrangling, disputing. Almost invariably we read into the idea of argument the connotation of mental or verbal enmity. We argue to win rather than to arrive at the truth. And yet, the right to argue a matter in a constructive way is one of the bulwarks of democracy.

Through years of observation and experience, I have been brought to certain conclusions as to discussions and controversies.

First, it appears that no one person has all the truth on all subjects. In case of disagreement, there is always a possibility—a 50-50 chance—that each debater may be partly right or partly wrong.

Second, many disagreements result from a misunderstanding of words, or from a lack of clearness in stating a proposition. It is always important to define the issue, and to use words mutually understood.

Third, it is not sinful to disagree with another. On the contrary, differences of opinion point the way to progress. By comparing and evaluating our differing ideas, we develop better ones.

Fourth, no argument is worth the price of friendship. Personal animosity is far worse than disagreement.

Fifth, the person who becomes angry in discussion thereby confesses the weakness of his position.

Any person of reasonably mature mind ought to be able to discuss any worthy subject without unpleasantness, seeking to generate light rather than heat. Any such person should be able to disagree agreeably; to learn from opposing opinions; to listen to all sides of the question; to form convictions based on facts rather than on prejudices.

We need to learn to argue without becoming angry; and we must always keep in mind that the one who disagrees with us is human, and worthy of a measure of respectful attention.

In a word, a person whose mind has matured must have learned lessons of tolerance and self-control by which he can disagree without losing his temper. He must know how to listen before he answers an opponent's argument. He must be able to take as well as to give.

No question is too controversial to be discussed by intelligent, truthseeking men or women, who can explore together the issues at stake, and jointly reach reasonable conclusions.

It is time for all free men to master the art of disagreeing without being disagreeable. In the wise words of Dr. George Campbell, "Free and fair discussion will ever be found the firmest friend of truth."

A great deal of what we see depends upon what we are looking for.

Let's find A NEW ONE

By Phil Cooke

THERE is a word which has been tolling like a cracked bell in nearly every conversation we've had with others lately.

"He did a good job," or "That was a fine job he did," or "An excellent job!"

Job, job, job! That little noun is taking the place of hundreds of good phrases; it is shortening our vocabulary and short-circuiting our intelligence. "His performance of the things required was excellent," is certainly longer and more complicated to say than "He did a good job," but it also has much more sincerity and ring of truth about it.

I listened to a very interesting speech the other afternoon wherein the word "job" was tolled a number of times. Its use detracted from the over-all excellence of what the speaker had to say. It showed a lapse in thinking, a veering to a sloppy way of using our language.

Why the word "job"? It means, according to the dictionary, a piece of work; specifically, any definite work undertaken in gross, especially for a fixed price.

To say, therefore, to a man whose work or pleasure achieved the required end that he did a good job is taking away all praise and substituting a platitude.

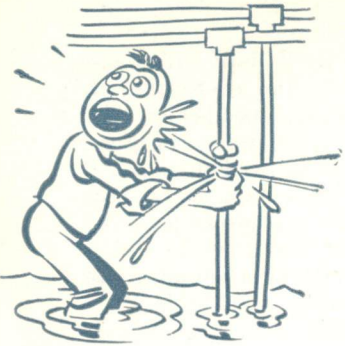
The mind of man is unlimited; thus, why not search far afield for the sincere words we do know rather than use one whose context has no meaning to the supposed compliment offered?

Let us, then, eliminate from the language the use of this word "job" except when it pertains to the employment of the individual. Let us open the mind and use those words which are far better suited to the occasion than one which has been dragged in by the heels because it is easy to say, sounds somewhat correct, and is handy to the unimaginative.

Editor's Note: Phil Cooke, the author of this article, has cleverly refrained from handing us a list of synonyms and saying: "Use these instead."

"Find your own," he says in effect, not because he couldn't provide a dozen or two, but because he believes in letting the speaker do his own thinking. How many can you find and use?

"Carelessness is at the root of most of the ills of speaking. Sloppy speech can be overcome."



Louder, Please!

By E. J. Murphy

“LOUDER, please!” The raucous sound comes from the back of the room. Is our speaker rattled by it? Is he disturbed? He certainly is.

So he shouts—and thereby ruins an otherwise excellent speech.

This particular speaker determined that never again would he undergo such a harrowing experience. So in true Toastmaster fashion, he set about to improve himself.

First in his quest of a good voice, it became necessary to understand something of the body structure that produces and controls the voice. The actual voice is produced in the larynx, an organ at the top of the windpipe in the throat, sometimes called the *voice box*.

But the power of the voice comes from the action of the diaphragm, a ring of muscles and tendons situated crosswise in the middle of the body and separating the lower abdominal cavity from the upper respiratory cavity. The raising or lowering of the diaphragm by muscular action causes pressure on the lungs to increase

or decrease according to the power needed by the voice.

Now therefore it becomes apparent that attention to the lungs, the storehouse for air, is all-important. It is necessary to practice a few exercises in order that lungs accustomed only to ordinary breathing and conversation may develop greater capacity. Our speaker found this to be one of the best:

Stand and fill the lungs to the very utmost with air. Holding the breath, beat the chest three times with closed fists, as hard as possible, and take in three more gulps of air. Still holding the breath, beat the chest again and take in another gulp or two. Repeat this exercise several times a day. Soon you will find that the lungs take in more air with natural inhaling, and the voice no longer fades away before a sentence is concluded. Facial muscles become relaxed, and the speaker both feels and looks better.

But voice power through increased lung capacity and proper diaphragmatic control was only the first step. The speaker studied the

situation carefully and noted that his tongue was blocking the sound coming from the throat. To correct this, he tried the experiment of keeping the tip of the tongue just touching the back of his lower two front teeth. With a little practice he found that this procedure did not impair enunciation and his tongue no longer blocked the sound coming from the larynx.

But he became conscious of tension and rigidity in the lower jaw muscles. He tried the exercise of opening and closing his mouth before a mirror, but some rigidity still remained. Then he realized that the mouth opens not only from top to bottom, but also from side to side. He developed an exercise wherein he first held the teeth tightly together and then stretched his mouth sidewise as far as possible. Then, still holding this side stress, he dropped his jaw and relaxed it. Repeating this exercise daily gave him great freedom of jaw and lip action.

After mastering this exercise, he stood before his mirror and said the vowels A-E-I-O-U twenty-five times on a single breath, watching tongue, lips and jaw action at the same time.

Now our speaker was ready to approach the first of three major points necessary to success—*modulation*. He pondered the problem. Modulation—when do I go up? When do I go down? When do I stay in the middle? And—most important—just where is the middle, anyway?

It occurred to him that he must seek out his own particular middle tone. This was a tough problem,

but he realized that if there were tenors, baritones and basses in singing, they must have equivalents in speech. So he began by singing the scale—do, re, mi, fa, etc. Then he tried speaking the scale instead of singing it. But that one particular pitch which would turn out to be his natural eluded him until he held his hands tightly over his ears as he said the scale. One tone vibrated much more than the others. This was it. He now had his own middle tone, and from it he could go up or down—up to sell, compel, plead; down to inspire, impress, to be profound.

Our speaker now felt that he had mastered at least the rudiments of modulation. He had voice power, control and good delivery. He could be heard with ease. But he found that not always were his remarks understood. In developing an easy use of his voice, he had also developed a speed which was causing him to slur and chop his words. He realized then that good speech is not only the application of sound, but also the proper mixture of sound and silence.

So he began to examine the other two essentials—*tempo* and *pace*. Tempo is the speed with which we deliver phrases and sentences, while pace gauges the general speed of the entire speech. For example, a selling, driving type of speech would be delivered at a fast pace, a narrative at a level pace, and a profound one at a relatively slow pace.

In all speeches, tempo rides as

(Continued page 30)

What's Going On . . .

● Observers



The Capital City Toastmasters (Lincoln, Neb.) recently voted to enroll en masse in the Ground Observer Corps, believing that they could serve a valuable purpose in learning about the Corps and passing on their knowledge to others. Photo shows Paul Quinland and Harry Tackett, secretary-treasurer and president of the club, receiving their certificates and wings from Adj. Gen. Guy Henninger and Mrs. Vivian Turner of the Lincoln, Nebraska, post.

● Zoom

No, it's not a bird—nor a jet plane—nor Superman about to take off.

It's International Secretary Paul Haeblerlin in action at the Zone L meeting held at Atlanta several months ago.



● This Is Your Life . . .

At a recent meeting in Area 12, District One, a "This Is Your Life" program patterned after the TV show was staged in honor of the retiring Area Governor, Jim Van Dorn. The affair, a complete surprise to the subject, was highlighted with projected photographs, recorded voices and the appearance of people out of Jim's past. The performance was arranged by Area 12 Secretary John Sherman, assisted by Les Duberger and Robert Traver. Also present were District 1 Governor Paul Hornaday, immediate past Governor Gordon Winbigler, and Lt. Governor Al Hallquist.

Picture shows Jim Van Dorn (right) and Gordon Winbigler (left).



● Quite a Trip

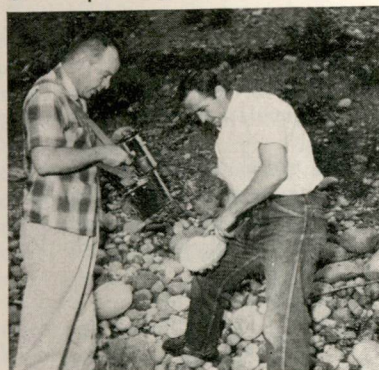
A new high in Toastmasters travel was recently established when the Rocker Club of Harmon AFB, Newfoundland, visited the Pepperell AFB Toastmasters for a joint meeting and debate. A distance of 300 miles separates the two clubs, and there are three methods of transportation—military boat, a journey of two days, commercial rail, taking 24 hours, and military aircraft. In a hard and close contest, the Rocker speakers emerged winners of the debate.

● Waikiki Meeting

This picture should really be captioned "Pick the Vacationer"—or maybe that's too easy. George Emerson (center) former member of the Board of Directors of Toastmasters International, while vacationing at Waikiki was guest of representatives of the 15 Island clubs at a meeting to formulate plans for a district of TMI in Hawaii. Also in the picture are Eugene H. Stober (left) newly-elected governor of the provisional district, and Mike Lamson (right) lieutenant-governor.



● Prospecting



When Ron Vietmeier, Governor of District 9, made a 200 mile trip from Moscow, Idaho, to present the charter of the Republic (Wash.) Toastmasters, he took advantage of the opportunity to do a bit of uranium exploration on the side. The only prospects he saw, however, were prospects for a fine Toastmasters Club in Republic. Club President Lester Merritt holds the rock sample.

● Change of Pace

The Uptown Toastmasters (Chicago) are still chuckling at the success of their recent Old Timers Change of Pace meeting, in which active members joined with old timers in group singing, a glamorous and gorgeously costumed chorus line, unusual speaking situations and good fellowship. "Hair Down and Spirits Up," was the slogan for the evening.

● Brass Shines Here

With the result of further cementing the cooperation and relationship of the Marine Corps Air-Infantry, a joint meeting of El Toro Officers Toastmasters Club and Camp Pendleton Officers Club was held a few months ago at the El Toro (Calif.) Marine Base. The meeting was notable for the glitter of top brass, including three generals—Maj. Gen. Geo. F. Goode, Jr., Commanding General of the Marine Base at Camp Pendleton; Maj. Gen. M. B. Twining, Commanding General of the 1st Marine Division; and Maj. Gen. Christian F. Schilt, Commanding General of AFMFB.

The picture shows, left to right, Lt. Col. J. N. Swartley, president of the El Toro Club, Generals Goode, Schilt and Twining, and Lt. Col. Sid Jenkins, President of the Camp Pendleton Club.



HOW WE TALK

Neologisms

A neologism is a novel word or phrase which has not yet secured unquestioned admission into standard speech. There is nothing undesirable about it except that it is new. If it seems to most speakers to supply a lack in the language, or to be peculiarly suited to the expression of some idea, it will maintain itself against the protests of the purists.

Many, if not most, of our modern words came into use through the neologistic route. Many are being developed today. For example, "automation" is so new that the dictionaries have not caught up with it, but it has won a place for itself. You will find "automatize" and "automatization" in the dictionary, but the latest "auto" does not appear.

The newspapers are responsible for many new usages. They are always seeking vigorous, picturesque expressions, especially for headlines. Occasionally, one of their inventions comes into use, and something is added to our speech, but more frequently, the novel phrasing is dropped.

There is always a tendency to convert nouns into verbs, to make them sound more lively. For example, the newspaper reports that Mrs. Blank *hosted* the meeting of her club, or that Chicago *hosted* the convention of the United Clam Bakers. It would seem better taste for Mrs. Blank to *hostess* her meeting.

Frequently we read that Mr. Whosis *chaired* the meeting, and he has even been known to *chairman* it. We have not yet heard that John Doe *Toastmastered* a program, but give us time. Already, he has *emceed* it. We may even hear that some young woman has *waitressed* a party in a swank restaurant.

Perhaps there is no harm in this tendency, but we do the language no great favor in thus distorting words when there are plenty of other words at hand which can just as well be used.

There are many cases in common use of nouns transformed into verbs. You can "man the lifeboats" or "pen a letter" or "gun the engine" or "foot up a column" without fear of reproach. In each case we have a noun verbalized.

A classic example of an attempt which failed to plant a new word comes from the latter part of the 19th Century, when Charles Sumner tried to popularize the obsolete word *annexion* as a replacement for *annexation*, which he did not like.

Perhaps there is justification for such usage as chairing a meeting or hosting a convention, but the urgent need for these terms has not yet appeared. Without condemning such terms, we shall do well to be slow in adopting them for common use until they have been more generally accepted. We have plenty of other good words which we have not yet worn out.

THE MAGIC WAND OF MATHEMATICS

A SIMPLE mathematical formula— $E=MC^2$ —is the key to atomic power. When Albert Einstein announced this formula to the waiting world, he discovered a secret man had sought for hundreds of years—the secret source of energy. In everyday language, it means that nuclear energy can be released, measured, controlled and harnessed to do man's bidding.

Here is the higher use of mathematics—the science of numbers.

Simple counting methods were developed independently by peoples all over the early world. They went hand in hand with the development of speech. Word concepts and number concepts were necessary to carry on existence. The development of property, family relationships and inheritance required records. Animals had to be counted, stores of food measured against the needs of the group.

A basis—a word plus number basis—had to be established. Some people used 2, some 5, 10 or 20. At first glance the idea of using 5, 10 and 20 as a basis for counting makes sense to us. Obviously

the fingers and toes were the counting units. Some systems, however, are built on the number 2, on the sound logic that all of man is composed of two equals. Man's eyes, arms, legs, ears, hands and feet are all paired.

Whatever the reasons behind the choice of a number as the basis for a system of arithmetic, and no matter how complex or simple that system is, there is no language spoken in the world (or ever spoken, scientists say) that does not contain words for *one* and *two*. As soon as man was able to speak, to communicate with another human being, these two words to express "aloneness" and "togetherness" became a vital part of his vocabulary.

The simple agricultural societies needed only to record "how many." The number concepts and the word concepts necessary to use them were



simple and few. But as society flourished, large quantities of food and fuel had to be counted, arranged, stored and sold. Things had to be counted quickly and often.

More complex industrial societies needed more than just a system of counting. They needed to calculate in advance and with unknown figures to determine factory output, income taxes, or how many mulberry leaves to feed how many silkworms to produce 5000 pounds of raw silk.

The abacus, a counting gadget developed many thousand years ago and still used in many Far Eastern countries, is probably the most distant relative of today's complex adding machines. Its main use was for the two simplest procedures—adding and subtracting. But development of the science of numbers with the centuries brought many new needs—met only by high-speed, almost human machines that could cope with practically any problem, no matter how difficult and complicated.

The first adding type calculating machine was invented in 1642. In 1874 a Swedish engineer, W. T. Odhner, was successful in applying the principle of pinwheel mechanism to the problem. In 1923 the first 10-key rotary calculator, called the Facit, was developed and distributed throughout the world by the Swedish firm of Atvidabergs Industrier. It was the first manually or electrically operated machine capable of performing mathematical wizardry of jet action multiplication and division, as well as addition and subtraction, with just 10 keys.

Man's ten fingers have a new magic at their tips. The world around us, the mysteries of deepest ocean and outer space, are explored by men whose tool is the genie of mathematics. Orbits of planets are charted, distances between stars accurately measured, weather forecasted and the dramas of the heavens—the eclipse, the meteor—predicted with unerring exactness. The vast potential of atomic energy awaits us.

In this brief speech, the author illustrates how a prosaic item such as an office adding machine may be used as the basis for a speech. Speech subjects are all about us. We need but look around to find thousands of interesting ideas just waiting for development.

Are You a Yesbut?

A superintendent in an industrial plant had a sign placed in a strategic spot in the shop. It read, "Are you a Yesbut?"

The word "Yesbut" was coined by simply removing the comma after "Yes," in the oft-used expression, "Yes, but—"

The superintendent felt the need of such a question because too many of the workers were using it too frequently.

When he would ask them if they did not think it advisable to make certain necessary changes in their procedure, they would answer "Yes, but—" and then give a series of excuses which turned their "Yes" into a "No." He realized they were losing their confidence, initiative and enthusiasm.

The "Yesbut" says the suggested plan has merit, *but* he never puts it into operation.

HAVE YOU READ?



Maxwell Droke, publisher of many excellent books for the *Public Talker's Bookshelf*, has added another winner to his list in *How to Manage Your Meeting*, a very practical discussion of how to plan, organize and conduct almost any meeting.

The first part of the book is by Harold Donahue, an enterprising citizen of London, Ontario, who writes on the basis of long experience, and whose work can hardly fail to be helpful to a multitude of readers.

The second part holds a special interest for Toastmasters, for it was written by the late Grant Henderson, author of the several scripts for parliamentary practice which are in current use by Toastmasters Clubs. He served as official parliamentarian at several of our conventions, and gave notable service at many points in the effort to improve the conduct of meetings. He has written in a lively and understandable manner under the title: "Simplified Parliamentary Procedure," and it is to be expected that many people will thus come to have a better appreciation for the *Rules of Order* of Henry Martyn Robert.

The third section of this book of 300 pages is given over to a collection of stories and anecdotes, most of them not new, but all of them carefully classified as to their appropriateness for use in specific situations.

The book sells for \$4.00. It may be ordered from Toastmasters International, at Santa Ana. (Add 10% to cover shipping. California clubs add 3% sales tax.)

How to Make Your Living in Four Hours a Day, by William J. Reilly, Harper and Brothers, New York City, Price: \$2.50

This book not only shows us how to so organize our working hours that they will produce many times more in accomplishment, earnings and satisfaction, but it actually points the way toward simplifying life's problems and making our dreams come true.

It is a mind-opening book, and should be especially interesting and helpful to Toastmasters who are intent upon self-improvement. There is much in this small volume for everyone who thinks.

Jest Eavesdropping, by Walt Reynolds, Pageant Press, 130 W. 42nd St., New York 36. Price, \$2.50

Walt is a member of the Baltimore, Md., Toastmasters. His chief hobby is in finding and bringing chuckles and entertainment to shut-ins—especially to men in the various veterans' hospitals. "Jest Eavesdropping" is the result of many years of effort in this good work. It is a book of cartoons, jokes, anecdotes and epigrams written and collected by the author, and would make an excellent gift, especially for the sick.

You and Your Club

By Ralph C. Smedley

Point of Emphasis

Emphasis on what to talk about must not be allowed to obscure the importance of how we talk.

Excursions into fresh fields of material will bring opportunities for various types of delivery, and for the acquisition of new words. While major stress is placed on where to find speech material, it is wise to emphasize also the best ways to present what is found.

Theme programs and assigned subjects are a natural accompaniment of the "where to find it" motif.

In Your Club

Seek speech material in your own club and in the materials it affords you. How good is your club? How can it be made better? Discuss such points in a speech.

Educational talks on various phases of speech, as to choice of subject, preparation, accumulation and selection of material, and delivery of the speech, are definitely in order. There ought to be at least one careful talk on evaluation, preferably at the first meeting of the month. Help the members to get acquainted with the materials at hand, often neglected to the disadvantage of all.

One of our members, Carl Damaske, of Salem, Oregon, won the

sobriquet "The Walking Library" by his study and interpretation of the educational resources of Toastmasters International. He was called upon to give his talk and demonstration all over the district, simply because he had studied and understood what was available. We need a walking library in every club.

The New Regime

The fall elections brought new officers into the picture. November should find them well adjusted to their tasks, leading a well organized group of committeemen and members into new advancement in their training.

Give the members the full benefit of the many-sided training offered by a good Toastmasters Club. Do not neglect practice in discussion, in presiding and parliamentary procedure, in planning, and especially in the give and take of evaluation. Use dramatized demonstrations of sales talks, conferences, personnel problems and how to meet them, and the many other applications of Toastmasters principles.

This administration of your club has only six months in which to work, and November is the second of the six. Make it count for fullest value as the club goes on to "Progress Unlimited."

When making a speech

Put Yourself Into It

IF IT is not worth that self-investment, it is not worth doing.

Put some *THOUGHT* into it. Without thought, no speech is worth making. To help your thinking, put study and research into the preparation. Never make a speech without learning something for yourself. Unless you are learning and growing and thinking, your audience will not get much from it, either.

Put some *CONVICTION* into your speech. You must believe in what you are advocating, if you are to convince others. The salesman who does not use his own goods will not chalk up any world-beating records. The speaker must be a strong advocate.

Put *WORK* into your preparation. Exercise self-control and self-discipline. When your mind tends to wander, bring it back into line with stern and positive direction.

Put some *ENTERTAINMENT* into your speech. No matter how

serious the subject, a bit of lightening, of illumination, will help to hold attention and to fix your thought in the minds of the hearers. With all your earnestness, provide some entertaining features.

When the time comes to deliver the speech, put some *ENTHUSIASM* into it. Be in earnest; be vigorous; be zealous.

An unenthusiastic speaker usually addresses an uninterested audience. The listeners reflect the spirit of the one who talks.

"Vigor is contagious," said Emerson, "and whatever makes us either think or feel strongly adds to our power and enlarges our field of action."

And Dr. Blunt, writing three-quarters of a century ago, gave this opinion: "Eloquence must be the voice of one earnestly endeavoring to deliver his own soul."

In a word, put yourself into your speech.

ENTHUSIASM

Every great and commanding movement in the annals of the world is the triumph of enthusiasm. Nothing great was ever achieved without it.

—Emerson

LAFF LINES



Jerry: I went home last night a bit under the weather and my wife didn't suspect a thing.

Harry: Couldn't she smell your breath?

Jerry: That's just it. I ran the last block home, and when I got there I was all out of breath.

When Lindbergh flew the Atlantic, a friend remarked to Boss Kettering of General Motors: "Isn't it wonderful that one man alone could accomplish such a feat?"

Mr. Kettering rejoined: "It would be even more remarkable if the plane had been flown by a committee."

Have you heard the story of the middle-aged Texan who went to a psychiatrist? "Doc," he began, "I shore need your help. I been a Texan all my life, and suddenly I just don't give a damn."

The man of the house was leading a handsome boxer on a leash when he met a friend.

"Look, Archie, see what I got for my wife this morning."

Archie did a quick take, his admiration unmistakable.

"Gosh, Jack, you really have all the luck. Wish I could make a trade like that."

A young mother was discussing with an older woman the arrangement worked out with her husband about feeding the baby in the wee small hours.

Young Woman: Who in your family got up to feed the baby at night?

Older Woman: Well, it certainly wasn't my husband. You see, young lady, we didn't have bottles then.

An advance style note for men states that they will never look better than in 1956.

One way to save face is to keep the lower end of it closed.

A department store floorwalker, thoroughly fed up with his job, quit and joined the police force. When asked why, he explained: "The pay and the hours may not be so good, but at least the customer is always wrong."

A small boy leading a donkey passed a naval base. A couple of sailors wanted to have some fun with the boy.

"Why are you holding on to your brother so tightly, sonny?" said one of them.

"So he won't join the Navy," the youngster replied without blinking an eye.

The maharajah of an interior Indian province decreed that no wild animals could be killed. Soon the country was overrun by man-eating tigers, lions, panthers and boars. The people could stand it no longer and gave the maharajah the heave-ho. And this was the first instance on record where the reign was called on account of the game.

**It's sad for a girl to reach the age
When men consider her charmless,
But it's worse for a man to reach
the age
When the girls consider him harm-
less.**

**Pink elephant—A beast of bour-
bon.**

BARS are something which, if you go into many of, you are apt to come out singing a few of, and may land behind some.

She longs for a man around the house
Whose deeds surpass his twaddle,
Who isn't only a model spouse,
But also a *working* model.

HOW TO

USE A MICROPHONE

By Willis Scott

Today you will find a microphone before you in practically every auditorium. You may even encounter one in a room so small that only a chronic whisperer with laryngitis would need its help. In any case, if one is on the speaker's stand, use it. But be sure to treat it properly.

We will take for granted that as experienced speakers you have long ago foregone any temptation to snap your fingers into the mike to see if it is on, or to murmur self-consciously, "Testing, one two three." Such manifestations of the tyro have practically faded from the American scene. You may confidently assume that capable technicians have prepared the microphone and that it is ready for use. Relax, be yourself, and give your speech with all sincerity, because that is the reason you are there.

Stand from eighteen to twenty inches away from the microphone, facing the mouthpiece and standing well above it. Lay your notes down flat on the lectern. The notes or script should be on loose sheets, so that they may be handled without crackling or rustling. As you finish with each sheet, move it aside.

You will have occasion in your

speech to raise or lower the volume of your voice. Do this naturally, without changing your distance from the mike. Those low tones will go out over the air surprisingly well.

If you are going to shout, naturally you will stand straight and erect, so there is no need for you to jump back from the mike. The engineer will adjust to suit the need.

Of course, there is a certain limit to the range in which a mike will pick up sound, but this will never bother a speaker, since he will be instructed where to stand.

There are three emphatic "don'ts."

First, don't handle the mike or its support. Keep your hands off. Put them in your pockets rather than on the mike.

Second, do not speak into the side of the open screened portion of the mike, nor hold it so far to one side that the sound picked up consists mostly of overtones or humming.

Third, avoid all tendency to that "microphone stoop." Don't get your mouth down as though you were going to breathe sweet secrets into this mechanical ear. The whole posture indicates lack of enthusiasm and confidence on the part of the speaker. Never get closer than twelve inches, and preferably keep the eighteen to twenty inches distance mentioned above as the ideal.

After all, there's really only one bit of advice anyone can give. Step upon the speaker's stand or platform, assume the proper position, and go ahead and speak.

Forget about the microphone.



They took their pens in hand

Editor's note: The article by Harvey P. Schneiber ("A Peripatetic Answers the Critics" in THE TOASTMASTER for September) has elicited an extensive response from his fellow Toastmasters in various parts of the land. Their replies are so cleverly written and so helpful in thought that we wish it were possible to publish all of them in full. Limited space makes it necessary to offer selected paragraphs from several of these comments instead of full publication. Toastmaster Schneiber is to be congratulated on having stirred up so many men by his demand for freedom for the speaker.

"A stumbling block and a stepping stone are the same thing. It all depends on how you use it. Your stumbling block is a habit of pacing back and forth as you speak. You have the nerve to continue doing so consciously, despite the outcries of many critics. . . . It is no sin to walk about, but you are guilty of breaking the seventh commandment of Toastmasters: *Thou shalt not commit monotony*. . . . My challenge to you is to earn your right to freedom by daring to be different in many ways rather than in one single, monotonous way. . . . Socrates was not adaptable. That was the reason he was forced to drink a cup of hemlock. Here's hoping you will learn to take better advantage of your freedom than he did, and that eventually you may out-sock Socrates."

Arthur E. Martin, Club No. 35, Long Beach, Calif.

"Harvey P. Schneiber is an astute and doughty protagonist of his style of oratory. . . . He tells us that Socrates introduced freedom to the world. . . . and that what was good enough for Socrates must be good enough for Schneiber. . . . Socrates could get away with his meanderings; he had reason to be fidgety—a wife of sorts to contend with, creditors to assuage. And his audiences were willing to tolerate *anything* just to hear those pearls of wisdom. With such a flow of language and logic, a speaker may 'peripatet' and get by with it. But if there be the slightest danger that his message be upstaged by his terpsichorean traipsing, he is wasting his time, jeopardizing his status as a speaker and losing his audience. . . . We have no quarrel with the campaign of the thinkers throughout history to free men's minds. Sophist Schneiber seems to argue that such freedom gives a man the right to be *irritatingly* individualistic. We once knew a very talented violinist. He had been proclaimed by a throng of admirers, including his mother, as a great soloist. When he played in the string section of the orchestra, he was also a great soloist. They fired him."

Dr. H. O. Novros, Club No. 1033, Atlantic City, N. J.

"His (Schneiber's) answer to his critics is a well-written document upholding the right of every man to arise and cast off the chains of convention and be as eccentric as he wishes. Should Mr. Schneiber take up swimming, no person should say him nay if he wishes to dog paddle. . . . should criticize if he insists on riding a horse backwards. . . . or play golf on his knees. I seriously doubt if he will excel in any of these sports or be asked to play on a team. . . . When a man reaches the top in any field it is usually the result of a sound apprenticeship or long training in that thing we call *form*."

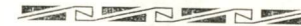
—W. S. Vickerman, Club No. 446, Ellensburg, Wash.

"The ancient Greek teachers understood the psychology of a crowd. Their listeners didn't like to be talked *to* but preferred to be talked *with*. So these great teachers walked *among* them and talked *with* them. If imitator Schneiber finds that pacing the floor to relieve his own nervousness increases the thoughtful attention of Toastmasters to his message, let him pace. . . . But if he finds that Toastmasters pay more attention to his body movements than his thought processes—let him stop and ponder. . . . The criterion of the speaker's posture, as of all other factors in public speaking, is its effect on the audience. . . . Do the Toastmasters remember Schneiber's message better when he paces? Would they remember his speech points better if he stood on his head?"

—J. Gustav White, Club No. 19, Whittier, Calif.

". . . The essence of speaking is that the speaker has in his mind an idea. He speaks to put that idea into the mind of his listeners. Anything that assists this transfer of ideas is good; anything that interferes is bad. If unnecessary body movement attracts attention to itself, away from the ideas being propounded, it is automatically bad. . . . If an audience thinks something is wrong they must be right. Thirty Toastmasters in agreement on anything can't be wrong."

—C. F. Brenton, Past Governor Dist. 9 (Wash.)



INTERNATIONAL COMMITTEES

The following Committee Chairmen have been appointed by President Haynes. Each Chairman is an International officer or director with the exception of George W. Benson of the Elections Committee. International Bylaws require that the chairman of this committee be a past International President.

Executive	John W. Haynes
Elections	George W. Benson
Bylaws and Policy	Glenn W. Holsinger
Educational	J. O. Grantham
Editorial	Kenneth Froelich
Club Operations	Odell F. Hartz
District Operations	Fred H. Garlock
Speech Contest	George J. Mucey
Public Relations	John M. Lamparter
Resolutions	William C. Patten
Convention and Conference Program	Stanley T. Weber
Convention Local Activities	Paul W. Haeberlin
Advisory Group of Past Officers	Charles H. Griffith
Zone Conferences	Robert N. Wood
Credentials	Clifford E. Smith
Interim Planning Committee	Joseph P. Williams, Jr.

Among Our CONTRIBUTORS

WILLIS SCOTT (*How to Use a Microphone*) is a former radio announcer, and holds a gold medal for services performed over KFOX, Long Beach, during the California earthquake of 1933. A member of the South Pasadena Toastmasters Club No. 356, he served last year as chief announcer of the public address stations for the famed Tournament of Roses. . . .

"I am at present the most prolific and most unpublished writer in the state of Nebraska," says **PHIL COOKE** (*Let's Find a New One*). He is Plant Historian and Editor of "The Tank Buster," employee publication of Mason & Hangar-Silas Mason Co., Inc., at the Cornhusker Ordnance Plant, Grand Island. A member of Grand Island Toastmasters Club No. 1101, he is embarking on a European tour which will last all winter, and plans to visit many TM clubs as he passes from country to country. . . .

KENNETH G. HOUTS (*Your Club as a Laboratory*) is Western Regional Sales Manager, Frozen Foods Division, for the Marathon Corporation of Menasha, Wis., with his headquarters in San Francisco. He has been a Toastmaster since 1952. . . .

Another veteran Toastmaster is **E. J. MURPHY** (*Louder, Please!*) who started his TM career in Pittsburgh, but who has recently moved to Corpus Christi, Texas, in order to enjoy life in the great open spaces. . . .

The ideas presented in his article (*You Might Try These*) will really work, guarantees **ERNEST WOOSTER** of Santa Ana. He has proved it during his many years as a Toastmaster. . . .



A conceited speaker, in bragging on his oratorical success, offered the clincher that his voice was insured for \$10,000.

"You don't say," remarked a Toastmaster in his audience. "What did you do with the money?"

Louder, Please

(Continued from page 17)

though on the tip of a maestro's baton to control the thinking of the audience, to color a thought, to touch the heart with sadness or to stir the mind to action.

The speaker who sets out on the quest of a truly good voice will not travel an easy road. Nor will his journey be short. Yet he will find that the rewards more than

compensate for the effort required.

If you determine to become an effective speaker, remember that *the voice must come first*. A speech delivered and not heard or understood is like a letter written and never mailed. Make sure that *you* will never hear a voice from the back of the room yelling, "Louder, please!"



New Clubs

- 83 SAN LUIS OBISPO, California, (D 12), *San Luis Obispo*, 2nd & 4th Mon., 7:00 p. m., Tower Cafe.
- 118 LIND, Washington, (D 33), *Lind*, 1st Tues. & 3rd Mon., 8:00 p. m., Lind High School Cafeteria.
- 819 HIBBING, Minnesota, (D 6), *Hibbing*, Mon., 6:15 p. m., Foley's Cafe.
- 1058 EL SEGUNDO, California, (D 1), *Mariposa Speakers*, Thurs., 6:00 p. m., N. R. C. Clubhouse.
- 1644 DELTA, Colorado, (D 26), *Delta*, Mon., 7:00 a. m., Golden Grill.
- 1885 TACHIKAWA, Feacom Air Base, Honshu, Japan, (D U), *Feacom*, Tues., 5:30 p. m., Officers' Club.
- 1886 SAN DIEGO, California, (D 5), *Kearney Mesa*, Thurs., 4:10 p. m., Miramar Naval Air Station.
- 1887 CANTON, OHIO, (D 10), *Triangle*, Wed., 6:30 p. m., YMCA.
- 1888 ST. ANN, Missouri, (D 8), *Sunset*, Mon., 6:30 p. m., Sunset Acres, 3720 Lindbergh.
- 1889 USS HORNET, (Operating in Far Eastern waters), (D U), *The Fighting Hornet*, Sat., 1:00 p. m., USS Hornet.
- 1890 KAUFBEUREN, Kaufbeuren Air Base, Germany, (D U), *Alpine Chingwiggers*, Wed., 11:30 a. m., Kaufbeuren NCO Open Mess.
- 1891 MINNEAPOLIS, Minnesota, (D 6), *Pillsbury*, Mon., 5:30 p. m., Daytons.
- 1892 CAMPBELL RIVER, B. C., Canada, (D 21), *Campbell River*, Tues., 6:15 p. m., United Church meeting room.
- 1893 TACHIKAWA, Tachikawa Air Base, Honshu, Japan, (D U), *Non-Commissioned Officers*, Fri., 6:15 p. m., Tachikawa NCO Club.
- 1894 CLEVELAND, Ohio, (D 10), *Cuyahoga Heights*, Thurs., 11:30 a. m., Miranda Pizza House.
- 1895 GRIFTON, North Carolina, (D 37), *Grifton*, Thurs., 7:30 p. m., Episcopal Church Parish House.
- 1896 PORT ARTHUR, Texas, (D 25), *Port Arthur*, 2nd & 4th Tues., 7:30 p. m., First National Bank.
- 1897 KEY BISCAYNE, Miami, Florida, (D U), *Islanders*, Tues., 7:00 p. m., Key Biscayne Hotel.
- 1898 BROOKLYN, New York, (D 46), *Floyd Bennett Flyers*, every other Wed., 11:30 a. m., USNAS, Commissioned Officers' Mess (closed), Floyd Bennett Field.
- 1899 PAMPANGA, Clark AFB, Luzon, Philippines, (D U), *Clark*, Wed., 11:45 a. m., Officers' Open Mess.
- 1900 HONOLULU, T. H., (D U), *Oahu Olelo*, Mon., 12:00 noon, Tues., 4:30 p. m., Shipyard Cafeteria—Kelly's (alternately).
- 1901 ATLANTA, Georgia, (D 14), *Atlanta*.
- 1902 WARWICK, Virginia, (D 36), *Warwick*, 2nd & 4th Mon., 6:30 p. m., The Earl Restaurant.
- 1903 HANNIBAL, Missouri, (D 8), *Hannibal*, Tues., 6:30 p. m., Mark Twain Hotel.
- 1904 KEFLAVIK, Iceland, (D U), *Arctic Circle*, Wed., 7:30 p. m., Headquarters, Iceland Air Defense Force, 3rd Wed., Naust Restaurant, Reykjavik.

WHEN AND WHERE THEY MEET

OFFICERS

President—JOHN W. HAYNES
 Vice-President—T. VINCENT McINTIRE
 2nd Vice-President—PAUL W. HAEBERLIN
 Secretary—AUBREY B. HAMILTON
 Treasurer—EMIL H. NELSON
 Past President—CHARLES H. GRIFFITH
 Founder—RALPH C. SMEDLEY
 Executive Secretary—TED BLANDING

1111 Wilshire Blvd., Los Angeles 17, Calif.
 18 South First St., Zanesville, Ohio
 801 Security Bldg., Windsor, Ontario
 705 Olive St., St. Louis 1, Mo.
 1367 Bayard Ave., St. Paul 16, Minn.
 Magnuson Apts., Renton, Washington
 Santa Ana, Calif.
 Santa Ana, Calif.

DIRECTORS

Kenneth Froelich
 1277 Deuber Ave., S. W., Canton 6, Ohio
 Fred H. Garlock
 1901 Sacramento St., Los Angeles 21, Calif.
 J. O. Grantham
 401 Fleetwood Drive, Bartlesville, Okla.
 Odell F. Hartz
 808 Central Station, Memphis 3, Tenn.
 Glenn H. Holsinger
 715 Lloyd Bldg., Seattle 1, Wash.
 John M. Lamparter
 3634 Watson Rd., Indianapolis, Ind.

George J. Mucey
 144 N. Main St., Washington, Pa.
 William C. Patten
 P. O. Box 896, Albuquerque, N. M.
 Clifford E. Smith
 1343 So. College St., Ft. Collins, Colo.
 Stanley T. Weber
 18025 Archdale, Detroit 35, Mich.
 Joseph P. Williams, Jr.
 1265 Lower Vista Grande, Millbrae, Calif.
 Robert N. Wood
 2519 Saint Mary's St., Raleigh, N. C.

DISTRICT GOVERNORS

Founder's Dist.—Lewis B. Sutherland

1. Paul W. Hornaday
2. Morris Plummer
3. James H. Trees
4. Dale E. Callis
5. Aaron W. Reese
6. Helge G. Olson
7. Robert Batdorf
8. Joseph G. Tragesser
9. Ron Vietmeier
10. William R. Warden
11. Arthur M. Diamond
12. Fred S. (Stan) Howell
13. Elwood W. Weissert
14. Robert L. Bailey
15. Richard V. Keim
16. H. M. McDaniel
17. George Anderson
18. James S. Munro
19. George Patterson
20. David Steinley
21. Robin Dick
22. J. C. Sanders
23. Herbert W. K. Hartmayer
24. Henry Gibson
25. Dan J. Watts, Sr.
26. Harold J. Carper
27. Dean Marsh
28. Douglas I. Horst
29. Monte W. Rouse
30. John Franczak
31. Joseph M. Hines
32. Maurice L. Olson
33. Monte L. Strohl
34. Harold E. Curran
35. Frank I. Spangler
36. William H. Brain
37. Wm. A. Stringfellow
38. Walter P. Moran
39. Martin J. Dreyfuss
40. Carl P. Krantz
41. J. Clifton Hurlbert
42. Elwood C. Gorrie
43. Fred J. Payne
44. C. W. Scott
45. Harry D. Whitten
46. LCDR. Walter R. Campbell

- 907 King St., San Gabriel, Calif.
- 9845 Vicar St., Los Angeles 34, Calif.
- 3637 Woodland Park Ave., Seattle 3, Wash.
- 139 West Harrison, Chandler, Ariz.
- 2100 Howard Ave., San Carlos, Calif.
- 5247 Quince, San Diego, Calif.
- 5305 Penn Ave., S., Minneapolis 19, Minn.
- 160 Division St., Salem, Ore.
- 408 Missouri Ave., East St. Louis, Ill.
- Standard Lumber Co., Moscow, Idaho
- 180 Ausdale Ave., Mansfield, Ohio
- 112 Lafayette Bldg., South Bend, Ind.
- 109 16th St., Edwards, Calif.
- 337 Lincoln Ave., Carnegie, Pa.
- 3624 Dale Place, Decatur, Ga.
- Rt. 5, Nampa, Idaho
- 5150 South 36 West, Tulsa 7, Okla.
- 122 12th St., No., Great Falls, Mont.
- 19 Ashley Gardens, Aberdeen, Scotland
- 2 Geneva Dr., Muscatine, Iowa
- P. O. Box 524, Warren, Minn.
- 775 Homer St., Vancouver, B. C.
- 1840 So. Maple St., Carthage, Mo.
- 1391-A 44th St., Los Alamos, N. M.
- 324 West Koenig, Apt. 14, Grand Island, Nebr.
- P.O. Box 1771, San Antonio, Texas
- 2655 Tennyson St., Denver 12, Colo.
- 555 E. 19th St., Merced, Calif.
- 11180 Odell Rd., R.R. 3, Fowlerville, Mich.
- 2401 St. Stephens Rd., Mobile, Ala.
- 11120 Langley Ave., Chicago 28, Ill.
- 60 Congress St., Boston, Mass.
- 4118 No. 12th St., Tacoma, Wash.
- Box 209, Pasco, Wash.
- 2912 S. Salina St., Syracuse 5, N. Y.
- 5271 N. Bay Ridge Ave., Milwaukee 17, Wis.
- 6110 Eastern Ave., Washington 11, D. C.
- P. O. Box 2056, Raleigh, N. C.
- 1828 Beverly Rd., Philadelphia, Pa.
- 1040 Maryland St., Fairfield, Calif.
- 5453 Philloret Dr., Cincinnati 24, Ohio
- 224 Midwest Bldg., Aberdeen, S. D.
- 641 Victoria Ave., Brandon, Manitoba, Canada
- 507 Central Station, Memphis, Tenn.
- 2207 14th St., Lubbock, Texas
- 13 Montrose Ave., Portland 5, Maine
- 210 Clinton Ave., Brooklyn, N. Y.

In This Issue

EDITORIALLY SPEAKING	Inside Cover
SPEECH AHEAD—By Ralph C. Smedley	1
THE TITLE IS VITAL	3
YOUR CLUB AS A LABORATORY—By Kenneth G. Houts	4
DR. SMEDLEY, YOU GET IN MY HAIR!	5
IT'S A TRADITION	7
IT'S A GOOD IDEA	8
WORLDS TO CONQUER	10
YOU MIGHT TRY THESE—By Ernest Wooster	11
AGREEABLE DISAGREEMENT	13
LET'S FIND A NEW ONE—By Phil Cooke	15
LOUDER, PLEASE!—By E. J. Murphy	17
WHAT'S GOING ON	18
HOW WE TALK	20
THE MAGIC WAND OF MATHEMATICS	21
HAVE YOU READ	23
YOU AND YOUR CLUB	24
PUT YOURSELF INTO IT	25
LAFF LINES	26
HOW TO USE A MICROPHONE—By Willis Scott	27
THEY TOOK THEIR PENS IN HAND	29
NEW CLUBS—WHEN AND WHERE THEY MEET	31



In the Mill

- **POTATOITIS**
 ... Are you a victim?
- **HOW TO REMEMBER YOUR SPEECH**
 ... The secret is in your approach
- **JUST FOR THE FUN OF IT**
 ... Two speeches—same subject, but with a difference

BEFORE WE ADJOURN

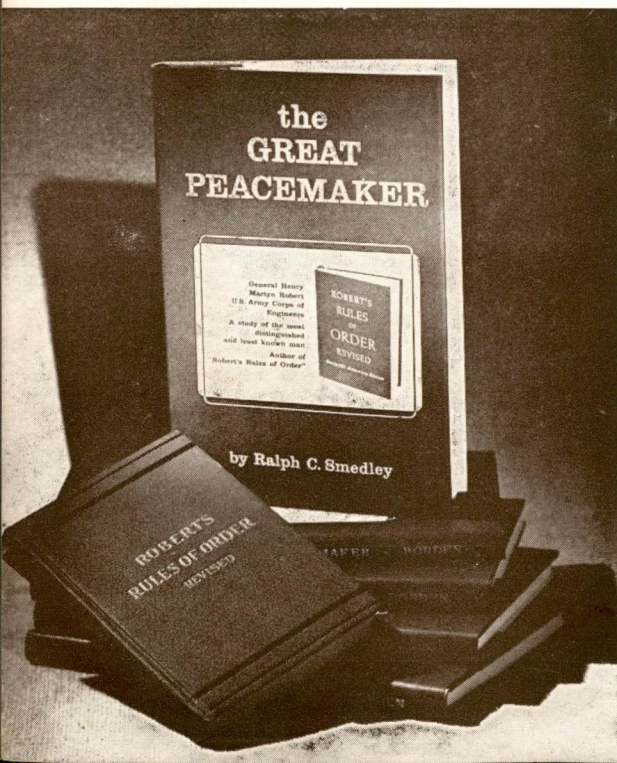
A man would do nothing, if he waited until he could do it so well that no one would find fault with what he had done.—J. H. Newman

Now available for general distribution

Special Convention Autograph Edition

Dr. Ralph C. Smedley's latest book
The Great Peacemaker

a story of General Henry Martyn Robert
author of Robert's Rules of Order



Price \$2.50
add 10% shipping
cost
Calif. clubs
add 3% sales tax

—
Excellent
Club Trophy
or
Personal Gift

—
TOASTMASTERS
INTERNATIONAL
Santa Ana, Calif.