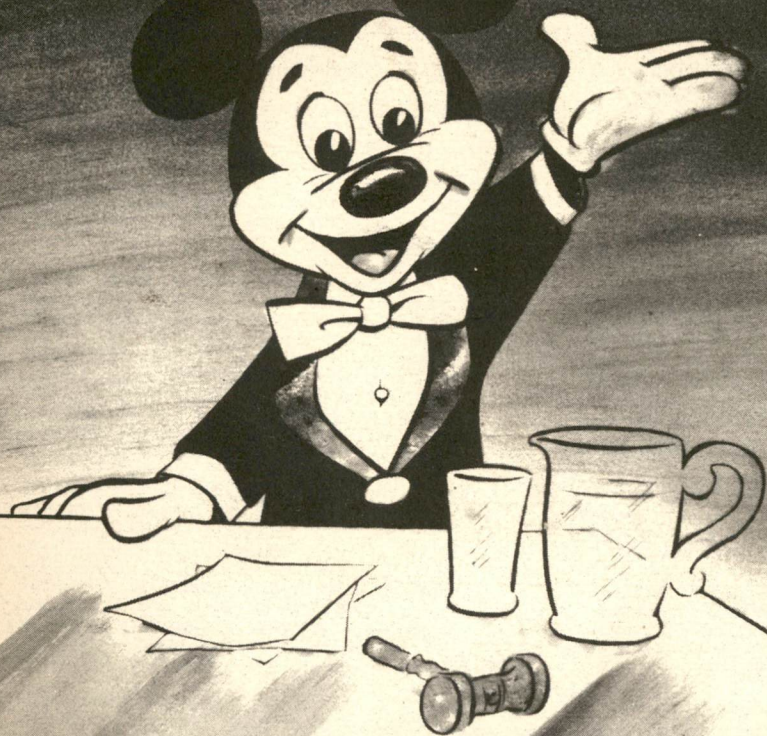


OCTOBER, 1957

The TOASTMASTER

For Better Speaking, Listening, Thinking



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IN THIS ISSUE: They Speak a Universal Language—a Study of Walt Disney's Animation Arts by Jack Jungmeyer • Convention Report

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For Better Thinking—Speaking—Listening

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INDEX

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ON THE COVER

Mickey Mouse in the role of Toastmaster was specially drawn for this issue of THE TOASTMASTER MAGAZINE by the Disney Studios.

THEY SPEAK A UNIVERSAL LANGUAGE—By Jack Jungmeyer.....	2
TUNE UP YOUR THINKING MACHINE—By Fred De Armond.....	7
18 SECONDS OF APPLAUSE—By H. R. Novros.....	10
THE GENTLEMAN'S TIME HAS EXPIRED—By G. W. Kunkle.....	12
THE CONVENTION IN PICTURES.....	16
CONVENTION REPORT.....	20
THE ANNIVERSARY MONTH—By R. C. Smedley.....	24

EDITORIALLY SPEAKING, 14 — PROGRAM SUGGESTIONS, 25 — CLUB TO CLUB, 26 — LETTERS TO THE EDITOR, 28 — HOW WE TALK, 30 — JUST IN JEST, 31 — NEW CLUBS, 32.

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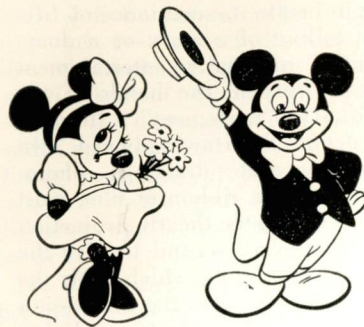
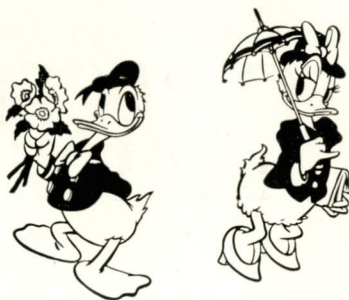
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OCTOBER, 1957



by jack jungmeyer



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THEY SPEAK... A UNIVERSAL LANGUAGE

THE unique methods of visual communication developed and practiced by Walt Disney in the name of fabulous worldwide entertainment are recognized as a source of useful study by public speakers. The particular point of reference is his animation characters and their beguiling pantomime, known in almost every land around the globe.

Every man, woman and child, of whatever race or culture, understands the feelings and behavior of Mickey Mouse, Donald Duck, Pluto and the personalized immortals of "Snow White and the Seven Dwarfs," "Cinderella," "Pinocchio," "Peter Pan," "Bambi" and

his whole fabled brood of people, animals, fairies and witches.

They speak—or enact—a universal language.

These spokesmen of the Disney arts and the Disney imagination are understood not by the written or spoken word, but because every eye recognizes them. They make their feelings and thoughts known by their actions. They communicate largely through gesture and posture, expressing basic emotions with bodily movement.

The function of the toastmaster—used with a small "t"—is to facilitate immediate contact between speaker and audience. In this re-

spect he is more than just an intermediary; he is a participating personality with a character of his own—a personality in action. The public speaker definitely becomes an actor, a performer. And the successful toastmaster never loses his own identity, even though he caters to others as honored guests of the occasion.

From this viewpoint, Mickey Mouse may well be cited as a toastmaster without equal, speaking for the leading fable maker of our day to the minds and hearts of millions of people around the earth: champion of amusement, ambassador of goodwill, everybody's friend.

What Walt Disney says today to motion picture and television audiences through the visual medium



Jack Jungmeyer has been associated with the motion picture industry since 1922 and is highly qualified to comment on any phase of the business and its prominent figures. He has been on the Disney writing staff for the past 12 years. Previously he had been motion picture columnist in Hollywood and New York for 600 members of the Newspaper Enterprise Assn., critic-reviewer of films for Variety, screen writer, scenario and story editor for several major studios and author of books and originals adapted to the screen.

is the result of thirty-six years of intense and exploratory devotion to the business of public entertainment and communication. He is the acknowledged master of cartoon animation.

This writer has carefully observed the Disney animation methods for the past twelve years as a studio staff man, and for many years previous as a press service commentator and trade paper reviewer-critic.

It was Disney's ceaseless endeavors that enlarged the province of the animated drawing from its early crude slapstickery to a distinctive fine art of almost limitless story telling capacity. It has now reached the point where, as Disney has often said, animation can explain whatever the mind of man can conceive. This facility makes it the most versatile and explicit means of communication yet devised for quick mass appreciation. And while fiction-by-animation, as Disney practices the art, has confined itself mainly to the great classic fairy tales and folk fables, it has demonstrated an amazing capacity for those subtleties and shades of meaning and poetic grace which are commonly understood.

Cinemascope animation—the cartoon or the painting in motion



© Walt Disney productions

—relies entirely on skillful drawing to create its semblance of life. The telling of a story or a document of informative entertainment lies entirely in the hands of the artist. The "movement" is literally created on the drawing board. Two dozen separate drawings, photographed on a ribbon of film, must race through the theatre projection machine every second to give the smooth continuity which fools the beholder's eye into the impression that he is indeed witnessing living action.

These skills and the mechanism to project them effectively have been a long time reaching their present perfection in scope of screen, color, sound and other effects. Public taste in amusement has also changed very decidedly since the early days when the motion picture was a toy, a novelty; it has changed as much in animation as in live-action cinema offerings.

Walt Disney, artist, producer, fabulist and showman, is essentially a pleasure bringer, using his skill in communication. The characters he invented had to assure pleasant entertainment to the multitudes with whom he has always identified himself. They needed simple, basic stories whose emotions and passions could be understood at sight, with very few explanatory words. Mickey Mouse has filled that bill for almost thirty years. "Snow White and the Seven Dwarfs" is as stirring and legible today as it was nineteen years ago when it made its momentous debut.

One thing remains constant—the ultimate essential of the won-

drous art of animation whenever it deals with human or animal figures—yes, even when it gives antic life to inanimate objects. That essential is *easily-understood pantomime*. If Toastmasters and other public speakers find value in the Disney technique of communication, it is in the study of his star characters and the potency of their gestures.

Let it be emphasized once more that public speaking—or any appearance on the podium—is an expressive act. It exposes the individual's personality, his physical manner, as well as the type of delivery and the substance of his presentation.

In learning his art of story-telling by animation, Disney soon discovered that language has an anatomy. Every spoken word, whether uttered by a living person or by a cartoon character, has its facial grimace, emphasizing the meaning. Speeches are dramas, no matter how quietly delivered. The speaker can scarcely help gesticulating, posturing, changing position.

Since speaking is an act and the speaker the performer, it may be inferred from Disney's philosophy and lively arts that the happiest and most effective Toastmaster is one who frankly expresses his own personality.

The Disney characters do not come into their effective expression easily, but through a long process of evaluation and re-evaluation. A Disney story conference is a fascinating thing to watch. Here one sees the rudiments of communication by pictures take form and develop as Walt and his artists mull



Walt in his studio
© Walt Disney productions

their subject—perhaps an original project like the recent "Lady and the Tramp," or the elaborate and magnificent forthcoming animation version of "Sleeping Beauty."

Walt and his artists, animators, story staffers and top craftsmen spend an incredible number of hours and weeks in these preliminary phases, deliberating how much they can convey by pictures alone. There is no written scenario. The continuity as it progresses is indicated by a series of rough sketches pinned to story boards. If the main trend of the story cannot be thus clearly projected, something is wrong and another tack is pursued.

Although Disney himself is a

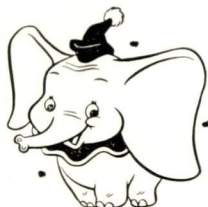
persuasive speaker on matters close to his interests and has achieved wide repute as personable host on his Disneyland television show, he has always thought most directly in terms of pictures. More recently he has also applied his animation techniques to scientific subjects, accomplishing the incredible feat of translating the abstractions of biology, chemistry, astronomy and space engineering into popularly understood terms of theatrical entertainment.

The Disney method of conveying information—by fairy tale or document—is in line with the earliest efforts of humans to exchange ideas and experiences. The attitudes and gestures of Mickey, Donald, Pluto, the adventures of the Uncle Remus characters in the briar patch, the cat and mouse contest in “Cinderella,” the evil

witchery of the queen in “Snow White” and the arch villainy of Captain Hook, all have in their structure the same elements we see in cruder, primitive form in the pictographs of the Sumerians, the Egyptians, the Chinese, the American Indian and the lost races of the Pacific. Their basic pantomime is also the familiar caricatured gesture of the modern American newspaper comic strip, whose characters greatly influenced the early trend of the animated movie cartoon.

Disney knows that one picture often can speak more eloquently than a thousand words.

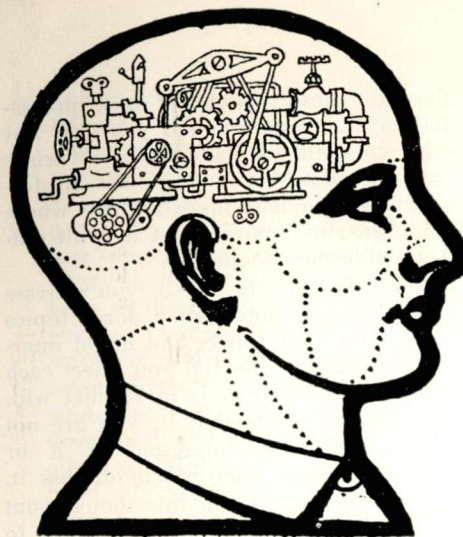
And he knows, too, as part of his vast showmanly experience, that the expressive gesture is an inseparable complement of the spoken word in our audio-visual, universal language.



© Walt Disney productions

Every one now believes that there is in a man an animating, ruling, characteristic essence or spirit, which is himself. This spirit, dull or bright, petty or grand, pure or foul, looks out of the eyes, sounds in the voice, and appears in the manners of each individual. It is what we call personality.

—Chas. W. Eliot



TUNE UP YOUR THINKING MACHINE

by fred de armond

THE new digital computers are often likened to mechanical brains. This is not an ultra-modern conception. More than a century ago George Boole, an English logician, invented what he called a thinking machine. It was not a success, and so Boole's name is not recorded in the annals along with those of Robert Fulton, George Westinghouse, and others.

But no doubt men will go on looking for easier ways to do that hardest task in the world's work—thinking.

Yes, there is psychology, a science of mind so-called. But the varieties of the schools of psychology, abetted by a horde of cultists, have made a dark mystery out of thinking.

In fact, the very word “think” scares most men. Let a luncheon club speaker be advertised as “a deep thinker” and you may be sure of a large contingent of the “eat and run” boys at that meet-

ing. Publishers avoid like the plague titles suggesting that a book for general consumption is thoughtful.

Thinking seems to be associated in the popular mind with genius, as the special prerogative of the Ketterings, the Bertrand Russells, and the MacKinlay Kantors. Others connect it with feats of memory such as John Kieran's and Charles Van Doren's. It must then be something as exotic as fortune telling.

Of course that conception is palpable rot. Everyone is required to think as a part of his trade, be he taxi driver or member of the Supreme Court. Every time anything arises in the course of your work that involves choosing, you have to think. How can one perform that operation more efficiently? It's a big subject for a short article, but let's look at just two or three facets.

Having stated your problem

clearly and bounded it on the north, the east, the south and the west, you are ready to analyze it into the separate parts. If it looks big and formidable and insoluble, try the practice of Crawford H. Greenewalt, president of the Du Pont Company. "Let's break this down to man size," he will say to his men, according to a writer in *Fortune*. That's good advice. Whether it be crushing rock or running a corporation, it's necessary to make little ones out of big ones before you can handle them.

Let's imagine that you have been invited to make a speech before a civic club on a subject of your own choosing. An inspiration may strike you at once. But if you aren't so fortunate, there is a problem to be thought out. *What are you to talk about?*

There are about three conditions or avenues of choice.

1. The subject you are most interested in just now.

2. The subject you are most qualified to speak on before this audience.

3. The subject that will most likely interest your audience.

Now taking up the three categories of subject in order, you decide that you're most interested just now in the alarming increase in crime and the growing softness of our courts and parole boards toward criminals. That topic would probably also satisfy condition No. 3, but not No. 2. You have no particular experience or special knowledge that would qualify you to speak with weight on that subject, so you reject it.

"I am probably most competent

to speak about my own profession," you next tell yourself. But this club is made up of a variety of classifications in the professions and business, and the whole area of your interest is a bit outside their scope.

Turning to No. 3, you canvass in your mind half a dozen topics which are timely and might interest the group. But you reject each one because it is in conflict with No. 1 or 2—that is, you are not particularly interested in it or especially qualified to discuss it.

Then you fish this thought out of your mind: Why not talk to them about ethics—the ground that is common to business and professions? You have lately run into a question of medical ethics that caused you to read up a bit on the codes professed by doctors and other groups, and you are on a committee that is concerned with ethical practices in your own profession. You have also heard that vocational service is an important part of the agenda of the club you are to address.

So by a process of analysis and elimination you have your speech topic. Of course you have still to fashion a pointed theme and then give the subject a catchy title. But your main preliminary problem is solved.

After you have taken a problem apart (analysis) you put it back together again (synthesis) into something different from what you started out with. It is largely in the ability to analyze, synthesize and visualize that great executives differ from the average or mediocre man. On this point the evi-

dence is conclusive. Herbert Hoover "cuts through non-essentials, avoids tempting tangents, and is almost at once at the heart of an issue." George Eastman could "go to the heart of a problem quickly and see immediately what the main points were and keep to those points in later discussion." George Horace Lorimer was good at straight thinking. "He never thinks around a subject," wrote Irvin S. Cobb—"he thinks through it and comes out on the other side with the sum total in hand, all neatly wrapped up and ready for delivery."

These men were able to recognize and separate the important from the unimportant almost instinctively. It was not a faculty that sprang full grown in their minds. They developed it by study and practice. They learned by conscious effort how to entertain large thoughts. If a man prefers little thoughts or no thoughts at all, that's what he will get, because he is the architect of his own mind.

A final word about two other tools of thinking—suggestion and analogy.

Old Montaigne ordered "a purge for your brain; it will do you more good than one for your belly." He didn't write the prescription for that purge, but a potent one might be: "One teaspoonful of suggestion in a half glass of fact and spiced with a pinch of necessity."

"I thought of it this morning when I was in my bath," said Winston Churchill when asked if a fine passage in one of his great

House of Commons speeches had been extemporaneous.

Suggestions seem to come unbidden from the unconscious. But introspection usually reveals that the subconscious acted at the prompting of the conscious mind. From wherever they come—your subconscious, the remark of a friend, or in something you read, capture them quickly with pencil on paper. Inspirations are often as fleeting as butterflies on the wing.

Analogy is nothing more than a simplification process, useful in expanding a conception or in selling an idea to someone else. It pictures the unfamiliar or unaccepted in terms of the familiar and acceptable. The stethoscope was merely an analogy in the mind of the inventor Laennec, developed by watching two boys at a teeter board, one pecking on one end of the board with a stone and the other with his ear close to the opposite end, listening.

Analogy may be accomplished by a figure of speech, as when Benjamin Franklin answered a skeptic of his time who had asked what good a balloon could be. "What good is a new-born baby?" Franklin asked.

As in every skill, learning to think effectively, accurately and constructively is largely a matter of intelligent practice. The steps mentioned—analysis, synthesis, suggestion and analogy, are only a part of the process, but they represent three elements which if recognized and utilized will help you appreciably in the development of your own "thinking machine." ✦

GIVE YOUR SPEAKERS

18

SECONDS OF APPLAUSE

By H. R. NOVROS

THE Friars' Club is one of the largest organizations of Thespians in the world. Whenever anybody, be he actor or layman, gets up to speak to them or to perform for them, they applaud long and enthusiastically. If part of the speech or performance includes a humorous story, they laugh heartily and applaud again. If you were sitting among them at such a time, you would be unable to tell whether the yarn was new to their ears or an oldie.

The Friars are the greatest audience anyone can face, because they are sympathetic, generous, receptive and patient. They are all of these because they appreciate the importance of applause to the performer. They know from their own experience how much loud and prolonged handclapping can do to bolster up their morale and improve the quality of their own efforts.

There is a parallel in Toastmasters. We, too, owe it to our speakers to applaud them enthusiastically as soon as they rise to approach the rostrum and until they reach it. We owe our speakers good rounds of clapping when they have finished. *The manifestation of ap-*

proval should continue for at least eighteen seconds.

Why eighteen seconds? Because it takes an average of eighteen seconds for a Toastmaster to travel from his seat to the rostrum. There is nothing that is less encouraging, nothing more disengaging, than to walk to the platform amidst silence. It does not matter how lavish and flowery the introductory remarks of the Toastmaster of the evening have been; they do not help that silent walk.

A good reception assuages the first fright of the speaker. It establishes a warm liaison between the speaker and his audience. Such encouragement spurs on the speaker to open his remarks with conviction. It promotes his self-assurance. It normalizes his pulse. It gives him eighteen full seconds to collect his thoughts.

Try this. You will never regret it, because the rewards are impressive. Applaud eighteen full seconds. If you need a watch, use one.

Put some verve into your handclapping. A sincere effort to do this will train you to become a better audience because of the cheerful atmosphere you will create. You will also get far better production from your speakers.

The same thing is true about laughter. Don't be afraid to laugh out loud if the story is both funny and appropriate to the occasion. The polite smile or the low, modulated laugh may be all very well in a drawingroom, but does not afford much encouragement to a speaker.

I am reminded of the experience of a friend of mine, a humorous

speaker much in demand for meetings of church groups, Granges, and fraternal organizations.

One evening he was addressing a church group. He had worked hard over his talk, and he had many amusing anecdotes to tell. In the second row sat a pair of delightful old ladies, who fixed him with a bright, interested gaze. He tried his first joke. Their eyes never wavered, not a smile crossed their faces.

He found himself playing up to them, trying harder and harder to make them laugh. His attempts were futile, and finally he sat down, discouraged and disheartened.

After the meeting, one of the little old ladies approached him timidly. "You know," she confided, "some of your speech was so funny that it was all I could do not to laugh right in your face!"

Don't be like those little ladies. Take a tip from the Friars, and laugh out loud, then applaud. Your speaker will be encouraged; he will actually become funnier as he unfolds in the warm atmosphere of appreciation.

You may feel that a preconceived, standard or "stock" reception is so fraught with artificiality that it may undermine the true significance of applause. But to a good Toastmaster, as to any other gentleman, the clapping would be sincere and spontaneous. It may feel cumbersome or awkward in the beginning, this counting of the seconds, but soon enough, when the results are seen, heard and felt, your eighteen seconds of applause will become as natural and easy as a smile. ❀

the gentleman's time has expired

a reply to

"Frankenstein's Monster"

By G. W. KUNKLE

Lieutenant Governor, District 41

WITH great respect but in an honest difference of opinion, I take issue with Toastmaster Oscar W. Armstrong, whose article, "Frankenstein's Monster," appeared in the June issue of THE TOASTMASTER MAGAZINE.

The burden of Toastmaster Armstrong's remarks is that a strong regard for the clock and a too strict adherence to its warning of "time up" are detrimental to both speaker and club. His conclusion is that the speaker or evaluator whose time is up should not be interrupted.

This subject is of real significance to me. Let me cite some personal examples.

I recall the time when, before starting my speech, I requested a few additional minutes. The toastmaster asked me how much I thought I would need. Five minutes, I told him, would be ample time in which to expound upon my chosen subject—"The Fifth Amendment and the Immunity Statutes."

I wish I could describe my embarrassment when my evaluator informed me that the time I had consumed was eighteen minutes. Yet no one had interrupted me, warned me that I was talking too long. I told them then, and I still insist, that they did me a grave injustice by their silence.

It is true that I might have been flattered into thinking that their reason for not interrupting was that they were engrossed in my message. But they were not helping me to develop the sense of timing so necessary to a public speaker. What is worse, they were indirectly contributing to the development of a bad habit. Every Toastmaster knows that the most unpleasing type of speaker in the world is the long-winded bore.

What would I have done if one of the members—preferably the toastmaster—had said "The gentleman's time has expired"? Well, I could have taken my choice of several courses of action. (1) I could have asked for unanimous

consent to continue my speech for a specified number of minutes. (2) I could have requested permission to conclude my speech at the next meeting of the club. Or (3) I could simply have smiled and sat down.

I recall another time, in the early days of our club, when our District Governor paid an unexpected visit. Just before adjournment, the presiding officer said, "There are four minutes left, and we recognize our distinguished District Governor."

The District Governor rose, and proceeded to consume the four minutes. Two minutes later I rose, and putting my hand on his shoulder, I said with a smile, "Mr. Chairman, perhaps our distinguished Governor does not know that it is our club policy to quit and start on time."

The reason for close adherence to the time schedule is a selfish one, and can be expressed in one word—*survival*. Nothing kills a club more quickly than disregard for time limits. Why should you pare your talk to the bone because I have gone on too long? Should the meeting be prolonged? Then how can a member plan his time, perhaps prepare for an after-meeting appointment?

Toastmaster Armstrong will undoubtedly admit that there are other places besides radio and television where seconds are split. In our own U. S. Congress, members are promptly and politely told: "The gentleman's time has expired."

I shall continue to recommend the self-discipline of strict observance of the clock. ✦



Editorially Speaking . . .

ON LIVING IN A VACUUM

It can't be done, you say, and you're right. Yet, that is what some of our members seemingly would wish for themselves, this magazine, and our organization.

We have published articles by leaders in industry, government, the theatre arts and other activities. Our contributors are individuals who have risen to eminence in fields that yield such recognition only to those who have met and mastered the most exacting demands for skill in their specialized field of communication.

After such publication, invariably we receive some letters asking, "Is he a Toastmaster?" or, "Surely you could have gotten an article from among our own members," or, "What does the subject have to do with our program?" and so on.

The first and obvious answer is that Toastmasters have no monopoly on speech training or any other specialized aspect of communication. The second is that we can learn from others; from whom better than those whose ability has brought them wider acclaim than from a limited circle of fellow learners in a Toastmasters Club?

More pertinently, we must re-

member that we seek self-improvement in order to apply our skills outside our organization, and not for the purpose of being named "Best Speaker of the Evening." Basic Training or a Basic Training Certificate is not an end in itself. Our purpose in joining this organization is to develop the confidence and ability to relate ourselves successfully to the conditions of life around us. Our ability to speak effectively is merely one measure of our progress. We cannot be successful if we cut ourselves off from the world, or if we look for a Toastmasters pin before we listen to what another has to tell us. Toastmasters has never encouraged that kind of brand loyalty.

A vacuum admits no air and nothing escapes from it. It has nothing to offer but a negative—an absence of content. A group which relies solely on its own resources and its own members—which limits its thinking and experience—becomes inbred. It feeds on its own substance. It consumes itself. Without the fresh air of new thoughts and ideas and experiences, a practical vacuum is created. Neither clubs nor men can live in a vacuum.

We need the stimulus of outside information and example. We need the broader viewpoint. That is why we do not limit our non-member contributors to subjects such as "How I Maintain Eye Contact," or "My Secret for Avoiding Ah's."

There is more to effective speaking than a smooth delivery. There is more to the content of a speech than what is said. Communication cannot be compartmentalized. Whenever you make a speech, its preparation began the day you were born. Consciously or unconsciously you draw upon the experiences, the interests, the reading, the reflection and impressions you have acquired all through your life. Your speech reflects you.

You cannot make an effective speech unless you have something to say. If you have something to say, you cannot make an effective speech unless you express your ideas clearly. An essay "On Writ-

ing Clearly" has something to tell you about effective expression. If you cannot write your ideas clearly you cannot speak them with clarity.

All knowledge and experience has relation to effective communication. Any pertinent aspect contributes to good speaking. That is, if the individual does not preserve a mental vacuum. The riches of the world are closed to the man who will not receive them because they are not listed in his Basic Training Manual. An open mind and the desire to learn are the prime essentials for the end product of good speaking.

To ask of an author or his subject, "Is he a Toastmaster?" or "What has this to do with speech training?" indicates a need for mental ventilation. We think this is one of the most important services of *The Toastmaster Magazine*. —M.F.

Evidence that **THE TOASTMASTER MAGAZINE** is reaching an ever-widening readership continues to come to the editorial office. Hardly a day passes that we do not receive letters from people who have "happened to see" the magazine, many enclosing the \$1.50 non-member subscription fee.

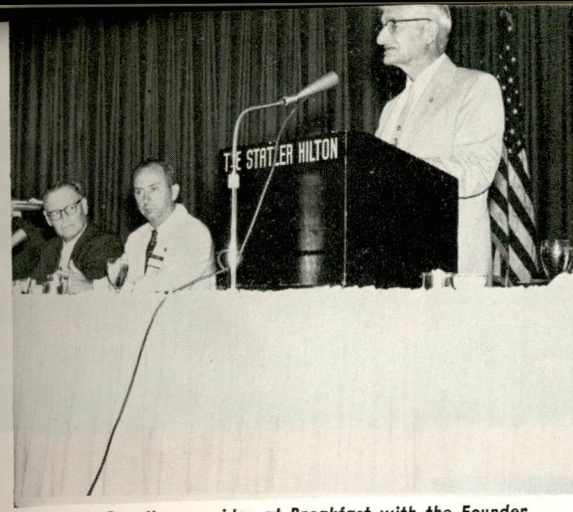
The July, 1957 issue of **Executives' Digest**, which provides a summary of timely articles of special interest to businessmen, carried a digest of "*Why Can't We Remember Names*," which appeared in our magazine in June. **Labor**, a national weekly newspaper published by the Railroad Brotherhoods, with a circulation of approximately 250,000, devoted considerable space in their issue of August 3 to a summary of Senator Murray's article in the June **TOASTMASTER**, "*Why Write Your Congressman?*" Mr. R. J. Maxwell, Editor of **The Missouri-Pacific Railroad Magazine**, has requested permission to reproduce Senator Murray's article in his publication. *The Missouri-Pacific Railroad Magazine* goes to all employees and stockholders of the Missouri-Pacific Railroad.



Acting Secretary of Commerce Williams arrives for banquet speech



Texas Rep. Saunders presents Governor's proclamation



Dr. Smedley presides at Breakfast with the Founder

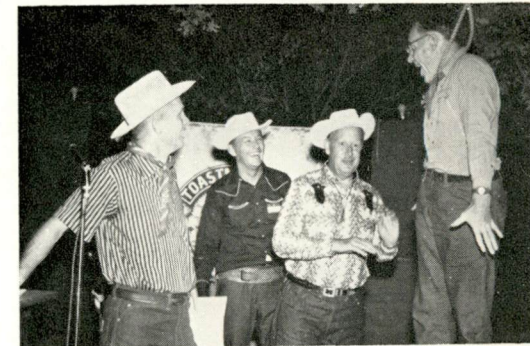


"O-oh! You're the Lone Ranger!" says Junior Toastmaster



Gunsmoke greeted tenderfoot Toastmasters

THE CONVENTION IN PICTURES



No mercy for Varmint Haeberlin

Western Night was gala affair

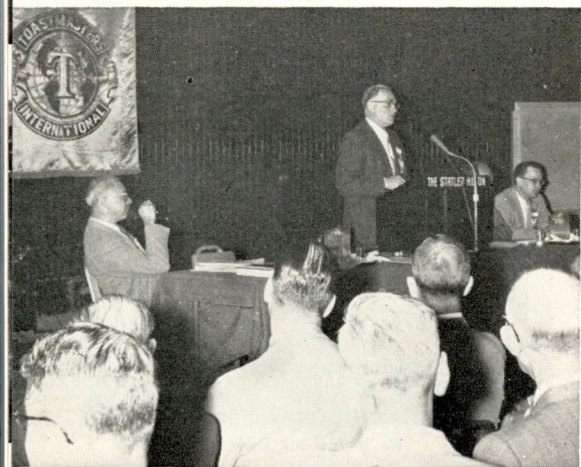
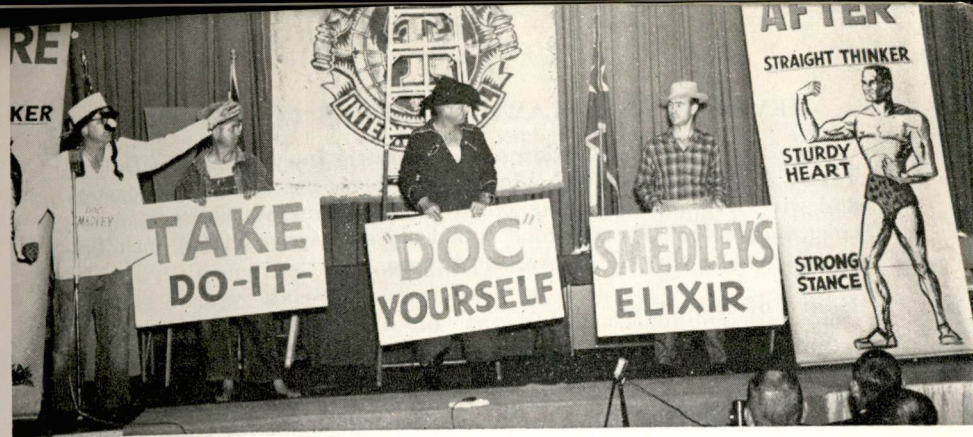
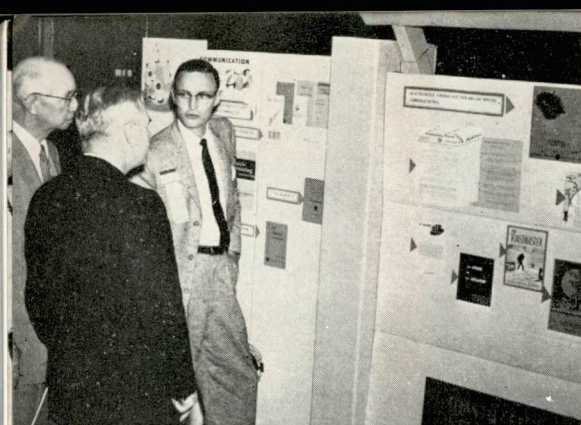


"Ugh! Me hate lectern!" says Maj. DeArment forcefully



A quieter greeting—still Texas-style





Top Left—Exhibits of TM materials provide points of interest for delegates

Top Right—Founder Smedley and Executive Director Blanding watch Speech Contest

Center—Pres. Haerberlin addresses the District Officers Training Session

Below—Business meeting gets down to hard work, produces effective results

Convention pictures by W. P. (Tex) De Lacy, Dallas, Tex.

Top—Toastmaster principle of Do-it-Yourself is demonstrated at 3rd Educational Session

Center—Collecting and counting ballots is an important part of every business meeting

Below Left—Pres. McIntire congratulates Speech Contest winner Jones

Below Right—Out-going Pres. McIntire, Past-Pres. Haynes, congratulate Pres. Haerberlin



REVISION OF BYLAWS FEATURES CONVENTION

The 26th annual convention of Toastmasters International in Dallas, Texas, August 22-24, 1957, brought together over 1,200 Toastmasters and wives for a conclave marked by mature thinking, decisive action, congenial fellowship and good fun. Delegates arrived from such far-away points as Hawaii, Alaska, and France.

Board of Directors

While the convention did not open officially until Thursday, the 1956-57 Board of Directors met Sunday and Monday to review the year's operations and put the finishing touches on their proposal for revision of the Bylaws, to be presented to delegates for consideration at the annual business meeting. A highlight of the Board meeting was an educational session led by Dr. Smedley, stressing the responsibility of the Directors to the organization. Past President Jack Haynes spoke on the duties and responsibilities of the Directors in resolving problems and policies; Aubrey Hamilton talked on the legal responsibilities of Directors of a non-profit organization, and Maurice Forley discussed the development of service to special groups ineligible for Toastmasters charters, such as those found in colleges, V.A. hospitals and other types of institutions.

District Governors

On Tuesday, District Governors attended a buffet supper, then assembled for an intensive all-day training session Wednesday. Executive Director Blanding opened the meeting, then relinquished it to a panel composed of Joe Rinnert, legal counsel, Aubrey Hamilton and Paul Haerberlin. An unrestricted discussion of the proposed Bylaws changes was held, with much audience participation.

In the afternoon, problems of administration and District operations were considered. At one point, members broke up into round table groups to facilitate discussion and formulate questions to be answered by Ted Blanding.

Business Meeting

One of the liveliest business meetings in the history of Toastmasters officially opened the convention Thursday afternoon. A report by Pres. McIntire summarized the year's accomplishments, and Executive Director Blanding reported on the growth of the organization (over 400 new clubs in 1957), the steady growth in club membership, and the strong financial position of the corporation. A feature of the meeting was the full report of Dr. Smedley, in which he recommended dropping the annual convention in favor of better Zone conferences.

After discussion, the Bylaws revisions were accepted by a substantial vote over and above the necessary two-thirds required to adopt. Since

these changes will affect all clubs and members, a future issue of THE TOASTMASTER MAGAZINE will carry a full discussion of the revisions.

Because of the volume of business, the session recessed until Friday afternoon, at which time officers and directors for the coming year were elected. Paul Haerberlin was chosen as President; Aubrey Hamilton, 1st Vice President; Emil Nelson, 2nd Vice President; Glenn Holsinger, Secretary; George Mucey, Treasurer. Directors elected for a two-year term were: Willard Bixby, Harold Carper, Evans Hamilton, Herman Hoche, Paul Hornaday and Frank Spangler.

Western Night

Western hospitality, atmosphere and food combined in a warm welcome for all Toastmasters and ladies at the Godfrey Dude Ranch on Thursday night. The Local Activities Committee under the direction of Chairman J. O. Grantham had prepared a bang-up program, complete with masked Sheriff's posse, a lynching ceremony (Haerberlin and Haynes the unwilling victims) and barbecue dinner. Featured speaker was Dr. Kenneth McFarland, educational consultant for General Motors Corporation, who spoke on "The 'U' in BUiness." His forceful and effective presentation will long be remembered as a model of public speaking.

Breakfast with the Founder

Traditional at Toastmasters conventions is Breakfast with the Founder, presided over by Founder Ralph C. Smedley on Friday morning. A large group of early-rising Toastmasters saw the presentation of Basic and Beyond Basic Training certificates, and listened to speeches by Thomas C. Adams of Mobile and Harold J. Carper of Denver. A panel discussion with audience participation followed.

First Educational Session

Maurice Forley, Administrative Counsel of Toastmasters International and Editor of THE TOASTMASTER MAGAZINE, guided the first educational session on the topic, "Toastmasters International—An Evaluation." Speakers included Paul W. Haerberlin on "Mousetraps or Mountains," and Aubrey Hamilton on "An Evaluation of our Educational Policy." A panel consisting of John D. Griffiths, Executive Vice President of Gulf Union Life Insurance Co. of Baton Rouge, La.; Richard Smith, Building Contractor of Dallas, and Emmet L. Holmes, General Passenger Agent, Illinois Central Railroad, New Orleans, led the audience in a lively discussion of our organization and its future.

Fellowship Luncheon

Always a high point, the Fellowship Luncheon surpassed all previous ones in good solid fun and the evocation of belly-laughs. A skit by the

Tyler (Tex.) Toastmasters No. 1403, "This Is Toastmasters?" hilariously demonstrated all the wrong ways of doing things. The performance of Major Harold DeArment of the Sandia Toastmasters 765 of Albuquerque, in his one-man Indian raid upon the lectern ("Heap big enemy. Me hate!") broke up the furniture and the audience.

Second Educational Session

Saturday morning Toastmasters met under the direction of Seth Fessenden, Research Consultant for Toastmasters International, for a study of effective techniques for group action—a timely response to the question of "Who trains the trainers?" Dr. Fessenden's assistants in the consideration of exploratory, problem solving and role playing group work were: Bernard Fischbein, Owner, American Business Machines, El Paso; Kenneth Hill, Realtor, Albuquerque; George P. Macatee, President, Macatee, Inc., of Dallas; Donald Eastland, Attorney of Hillsboro, Tex.; T. Webster Six, Owner, Business Services, Garland, Tex.; Joseph Zodrow, Jr., Sales Rep., Oklahoma Natural Gas Co., Muskogee; Monroe A. Ebner, Chief, Aircraft Maintenance Branch CAA, Oklahoma City, and Walter A. Alderfer, Engineer, Dallas.

Third Educational Session

Past President Jack Haynes provided a short, snappy and spectacular educational session with a graphic demonstration of the Toastmasters "Do-It-Yourself" ideal in action. Assisting were Walter Scott, Robert Feindel, Homer Graham, John Mackesy, Paul Hornaday, Max Sacks, Ralph O. Lines and Travis Freeman.

President's Banquet and Reception

Walter Williams, U. S. Acting Secretary of Commerce, was featured speaker at the banquet which climaxed the festivities. In his talk he stressed the importance of harmonizing the incentive principle of free enterprise with the selflessness of the Christian ethic, thus developing a successful working unity. He discussed the Toastmasters overseas clubs as examples of "people to people" projects which contribute to better understanding and are therefore peace programs.

Speech Contest

Speech Contest contenders Dean Craig, Keith Crosbie, Charles Jones, John Lyles, Richard Nichols and Daniel Sullivan, winners in the regional speak-off contests of the preceding day, met for the final contest on Friday evening. After careful—and difficult—deliberation by the panel of judges, Charles Jones of Fort Smith, Ark., was awarded first place for his "Creative Imagination," and John Lyles of Roanoke, Va., placed second with "The Importance of Effective Communication." The contest was marked by an unusually high standard of effective speaking.

Club Achievement Awards

Ten club achievement awards for excellence of operation and service were presented to the following clubs (not listed in order of merit):

Pacific Beach No. 54, San Diego, Calif., D.5
Sunrise No. 74, Phoenix, Ariz., D.3
Sierra No. 135, Fresno, Calif., D.27
Borger No. 218, Borger, Tex., D.44
Fort Collins No. 375, Fort Collins, Colo., D.26
Lincoln No. 403, Lincoln, Neb., D.24
Uptown No. 830, Chicago, Ill., D.30
East St. Louis No. 845, East St. Louis, Ill., D.8
Hastings No. 1617, Hastings, Nebr., D.24
York No. 1865, York, Nebr., D.24

Highlights

Space limitations preclude mention of all the people who worked hard to make this 26th annual convention a success. It is also impossible to give proper space to the various events which contributed to the whole, events arranged by the Local Activities Committee under the chairmanship of J. O. Grantham. Much as we would like to describe in detail the spectacular gun-fight in the lobby of the Statler-Hilton, the unforgettable—at least to the ladies—Nieman-Marcus fashion show, the various tours of Dallas and environs, we shall have to refer you to the convention-goers of your area for proper coverage.

One Toastmasters "first" should be mentioned—the presentation of Charter No. 2556 to the Hutchinson "Y" Toastmasters of Hutchinson, Kansas, D.22. The presentation was made by Dr. Smedley via long-distance telephone, and accepted for the group by Lt. Gov. James Quinn. Dr. Smedley's speech was broadcast over the P. A. system to the Toastmasters assembled in Hutchinson.

NEW ADMINISTRATION

The 1957-58 administration of Toastmasters International holds much of interest and import to Toastmasters everywhere. It will be the first administration operating under the revised Bylaws, and will therefore set operational precedents for future administrations.

Toastmasters International is embarking on its second quarter-century of growth. The organization is emotionally mature, financially sound, structurally solid.

The international aspect of Toastmasters is emphasized in this administration by the election of President Haerberlin, the first man elected to that office from outside the limits of the United States.

President Haerberlin's message to Toastmasters, outlining his plans, policies and philosophies, will appear in next month's issue of THE TOASTMASTER MAGAZINE.

THE ANNIVERSARY MONTH

By RALPH C. SMEDLEY

OCTOBER is Anniversary Month for Toastmasters International. Let every club observe the occasion in the way which will best serve its own needs.

The story of the beginning in Santa Ana, on October 22, 1924, has been told so often that every Toastmaster, except the newest ones, should know it well. We know that the Number One Club began on that October day in 1924, that the federation of clubs which took the name, Toastmasters International, was established in October, 1930, with a dozen clubs as members.

With these facts as our starting point, let us consider two points.

First, what has the Toastmasters Club meant to me, to you, as an individual?

Second, how much have I, or you, as an individual, done to increase the effectiveness, lift the standards, improve the methods used in the clubs—in our own, or in the movement in general?

How much better is your club today than was the Number One Club during its first year of existence, or than was the Number Two Club, at Anaheim, California, organized a year after Number One took hold in Santa Ana? Are your meetings conducted with such decorum and attention to first principles as were those early chapters? Are your programs planned with originality and imagination such as gave interest to the meetings when there were no bulletins nor manuals nor program suggestions,

and when each club strove to utilize its opportunities on its own initiative and resources?

Here is a program suggestion for your anniversary observance:

Apply some introspective study to your own club. Try to determine just how good it is, and how much better it could be, in service to you and other members.

What can be done to improve program planning, conduct of meetings, the work of evaluation?

Is each meeting of the club of such quality that you can take a visitor with you to attend it, and say to him with pride, "That is the way our club works every week. You can see why we members gain so much from it."

Do any of your members regard the club as a class in public speaking, attended as a task rather than as an enjoyable privilege? Do they think of Basic Training as a "course" to be rigidly followed, and do they have the idea that when a man has made twelve speeches, he is an accomplished speaker, with no further training needed?

Celebrate this 33rd anniversary by honest examination of your own club, and of yourself, to discover methods for improvement.

If every one of our more than 2,500 clubs would make this the occasion for a definite step upward and forward in its own work, it would constitute the most profitable anniversary celebration in our history. ❀

PROGRAM SUGGESTIONS FOR OCTOBER

October is a month so crowded with speech material that the program planners as well as the speakers must be dazzled by the plenitude of inspiring subjects. It is a month in which careful planning of programs is vital to the welfare of the club and of its members.

It is the month which marks the beginning of American history; and it marks also the beginning of the Toastmasters movement. In addition, it is the beginning of a new term for officers in the Toastmasters Club. The tenth month of the year, it is a month of beginnings. Let it be noted as the beginning of a new era of usefulness in your club.

The Anniversaries

The usual observance of anniversaries of historic events tends toward a look backward, a review of the days of beginning, or of significant developments. That is good, but there are better ways if we seek them.

This time, let us try a forward look. Think of the Toastmasters Club as it faces the future, especially its immediate future. Think of your club, built on the solid foundations of experience, and consider how it may better fulfill its purpose.

Think about America, and the great civilization which has been built on the strange land which Columbus discovered.

Think about the United Nations Organization, and its accomplishments and failures in the twelve

years since it came into being.

In each case, think of the past in the light of the future, and apply the lessons of experience to your club membership and to your citizenship in the world of today and tomorrow.

Plan Program

The Point of Emphasis for October is purposeful speaking—"Making the Sale." Each program should be planned with this in mind. Evaluation should be built around the problem of whether the speech had a clear purpose, clearly set forth, and definitely accomplished. It need not be a "sales talk," but it *must have a definite purpose*.

The "Featured Program" for the month is *Formal Discussion* or debate. It is worth while for every club to stage a formal debate, in correct manner, so as to gain the experience and understanding of what is involved in this kind of discussion. Feature it this month.

Install Officers

The club officers are the leaders. They should have been instructed and trained in their duties of leadership, before the first of October. Now they are ready to be installed. Make this an impressive ceremony, helpful both to officers and to the members, as the new term begins.

Make October a month of progressive, constructive, foresighted planning in your club, and problems of membership and attendance will begin to fly out the window. —R.C.S.

CLUB TO CLUB

Capital City Toastmasters No. 639, Lansing, Michigan

Topicmaster Ed Howarth assigned one member from each table to conduct an "On the Street" interview of the members at another table. Acting as station announcer, Howarth switched the broadcast to the individual announcers, who interviewed the members on topics which covered various controversial issues of the day.

Each announcer used a microphone, which gave him practice in shifting back and forth according to the speaking range of the individual whom he was interviewing.

* * *

Vigo Toastmasters Club 332, Terre Haute, Indiana

Topicmaster Jack Stark turned the tables on us recently and made the members select the table topics. He did this by asking, "If you were Topicmaster, what would the table topics be this evening?"

The answers were very revealing, and the response indicated a fact which we have often expressed—give a Toastmaster a familiar subject and he is a cinch to speak for the required two minutes, and speak well.

Frank E. Balmer Toastmasters Club 95, Pullman, Washington

The Frank E. Balmer Toastmasters Club took cognizance recently of the international aspect of our organization by contributing to the fund for the children of Mrs. Naka Sakai, who was killed on Somagahara firing range on January 30. While this is not in the usual line of Toastmasters programs, we thought it in keeping with the promotion of international goodwill, which, in the incident referred to between our country and Japan, had been rather badly strained.

An interesting letter was received from the Asahi Evening News of Tokyo, thanking the club and enclosing a clipping from the paper mentioning the gift.

* * *

Uptown Toastmasters Club 830, Chicago, Illinois

If you want to get out of the rut of ordinary speaker introductions, follow the plan used by Ever Christell for a recent meeting of the Uptown Toastmasters. He telephoned wives and mothers for intimate stories that revealed interesting new facets of each speaker's personality.

Pass Toastmasters Club 1969, Banning-Beaumont, California

To discourage both declining summer attendance and general community ignorance, members recently conducted a public debate on a red-hot Banning civic issue: the proposed purchase of the City Hall building, now leased. The meeting hall was packed with citizens and civic leaders.

Net results to the club were: general commendation for sponsoring discussion of a theme of current interest, front-page newspaper coverage, and the acquisition of six new members, including Banning's City Manager.

Pass Toastmasters also pepped up their summer meetings with regularly-scheduled outdoor pot-luck dinner meetings, to which wives and children were invited.

* * *

Public Service Toastmasters No. 2275, Denver, Colorado

Visual Aids were introduced to our club recently when movies were taken of those on the scheduled program and the main speakers. By utilizing the normal and telephoto lens, the eventual results proved quite professional. The speakers of the evening had a good chance to see themselves as others see them.

However, in the meantime, the table topics proved so interesting that the camera was switched to catch some of the amusing antics. The topic for the evening concerned gestures, and each time one of the Toastmasters was caught napping on gestures, he was required to eat a cracker.

The film was reviewed a week later, and the entire program proved both educational and amusing.

Marietta Toastmasters No. 1047, Marietta, Georgia

Several members of the club had attended the District meeting and Speech Contest which had been held in Savannah the week previous to the meeting. President Harry Evans and Vice-President Talmadge McNeal had taken the club's tape recorder and recorded the seven contest speeches.

At the regular club meeting all scheduled speeches were postponed and the complete recording was played back to the members. Topicmaster George Hardin then asked the members questions on and comments about the speeches they had heard. This resulted in a most lively topic session.

* * *

Ivan Steiner Toastmasters No. 1136, Yakima, Washington

In our club we have five cups, three of them for the usual things—table topics, evaluator and speaker. Then we have the "Ivan Steiner Award of the Year" to the men who measure highest in attendance, preparation, accomplishment in speech training, inducing new membership, general capabilities, enthusiasm, willingness to accept responsibility, participation in outside activities and in Area and District work.

We also have the "Ssakcaj" (spell it backwards) given to the member who has made the biggest boo-boo at the meeting.

Virgel Delegans, Jack Radford and Robert Howell hold Ivan Steiner awards



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 Mr. Forley:

Thank you for sending me a copy of the August issue of THE TOASTMASTER containing the article "Communications Grow By Mail" written by former Assistant Postmaster General Walter Myers.

It was most thoughtful of you to make this interesting article, emphasizing the importance of free communication to the progress of civilization and the part our postal service plays in maintaining such communications, available to me.

Sincerely yours,

Arthur E. Summerfield
The Postmaster General
Washington, D. C.

Dear Sir:

The lead article in THE TOASTMASTER for August, 1957, was read here at the Post Office Department with great interest, and we appreciate the comments about continuing improvements, and other nice things that were said about the Postal Service. Thanks for thinking of us and sending us your interesting magazine.

Cordially,

L. Rohe Walter
Special Assistant to the
Postmaster General

I fail to see the purpose of Walter Myers' article, "Communications Grow By Mail" as an apt article for our magazine. Of what value is this to a Toastmaster? Is Myers a Toastmaster?

Ted Bullocks
Palo Alto, Calif.

I'm disappointed over not seeing M.F.'s "reverse format" . . . expected to see the August issue this way.

J. O. A. Peets
Edmonton Toastmasters 1452
Edmonton, Alberta

The reason "ain't" is not generally accepted is because it is used as a crutch for many other contractions as well as for "am not." For instance: I ain't; they ain't; it ain't; we ain't; etc.

I think Mr. Rutledge is off base.

William H. Jamieson, Jr.
Napa, Calif.

The wife complains of no jokes in the latest (August) issue of THE TOASTMASTER. Let's see what we can do to keep her happy!

Ralph Williams
Sunshine Toastmasters 196
Yuma, Arizona

Dear Mr. Forley:

I have just finished my reading of the July issue of THE TOASTMASTER magazine. It is gratifying to note that there is no seasonal let-down in its contents. . . .

Regarding your editorial "Reading in Reverse," you offer an interesting reading procedure that goes back to the Ancient Hebrews. In fact, you might carry this a step further and follow their procedure of reading and writing from the right to left. It might be awkward to start with but you can accomplish anything with practice.

I would like to hear more about this idea when you have obtained a cross-section report from other clubs. I believe that this idea could be the basis for table topics.

I believe that if you continue your policy of offering intriguing topics of thought that your readers will rise to the bait and bring forth new ideas to keep THE TOASTMASTER magazine supplied with material . . . keep up your stimulating articles.

I. Louis Cook
Antlers Toastmasters No. 725
Minneapolis, Minn.

Dear Maurice:

Your syllogistic diatribe against Motivational Research has more fury than soundness to recommend it to any fair minded reader.

Your choice of words like "assault on the last barriers of personal privacy," "implications are disquieting," "This has sinister and far-reaching aspects" more readily fit the demagogue than a sober editorialist.

Also, I resent your insertion of Harold Laski, the eminent advocate of socialism, as one "concerned with the maximum freedom that can be achieved for the individual within society." If you want to advocate socialism that's alright with me—but let's leave this sort of ideology out of a magazine that purports to help us be better speakers.

As a man who has been in the advertising business all of his life, and who is helping sponsor motivational research experiments of all types, I think your tirade is wholly unjustified, full of inaccuracies, and is the sort of thing you'd expect in the Daily Worker. A dispassionate criticism of something we may not like, as an editor, is one thing; but to use syllogism . . . use a faulty premise to prove something . . . is hardly logic or objective reporting.

You say, among other things, "advertisements have been based on two premises—(1) a man won't buy unless he wants something . . . (2) if you learn what he wants and appeal to it, he'll buy."

You are confusing something every advertising student learns. A man has NEEDS, which is actually all he requires. But if you (society) tried to fill only needs we'd have a society not much different from that of the animals. A man also is capable of having WANTS . . . but we (sellers of merchandise) must create desire (wants) for our products and services; badly enough so he will want to buy them. Is it wrong to create a desire for something that will make you healthier, happier, wiser; enable you to live longer, make more money, get more enjoyment out of life?

The object of motivational research is to try and learn what makes you WANT SOMETHING . . . so we can sell more goods and services. And unless we find

more scientific ways to sell more goods at lower costs we are in for trouble.

Today the manufacture of goods, thanks to automation, is no longer a puzzle to anyone. But unless we learn how to "manufacture sales" we are going to have mountains of merchandise clog up our distributive channels; firms and plants will go out of business; people will lose their jobs . . . and you won't have to worry about WANTING (desiring) anything beyond necessities . . . because you won't have enough money to buy anything else.

When you are editor of a magazine like TOASTMASTER, purportedly aimed at men who are trying to improve their speaking ability . . . you write better articles when you restrain yourself to editorials that help achieve this purpose.

You do great harm to progress when you criticize any research—including Motivational Research—when you substitute your personal prejudice as logic.

I'd like to see the day when I can get people to buy only my brand of catsup—in competition against dozens of others. And what's wrong with "selling" democracy over communism or over any other ideology? As long as we have a Free Enterprise System, which restrains monopolies, oligarchies and conspiracies of the market place, you don't have to worry about the consumer not having a choice.

I've always enjoyed your editorials but this "The Last Freedom" is hardly one of your best efforts. Maybe you were drinking too much July 4th beer when you wrote it?

Barney Kingston
Chicago, Illinois

Dear Sir:

Thank you for breaching Motivational Research by bulwarking "The Last Freedom."

Gerald J. Ganser
Irvington Toastmasters 199
Indianapolis, Ind.

Special word of praise to Mr. Forley. He and his staff are doing a fine job on THE TOASTMASTER. It's done so well I can't stop until I've read it from cover to cover. Yep! I'm sold!

Howard J. Doyle
Statesville, N. C.

HOW WE TALK . . .

WORDS ARE WINDOWS

"Surely thy speech betrayeth thee," said the servant to Simon Peter, when fear led him to try to conceal his identity.

His rough northern accent was a complete giveaway of the fact that he was from Galilee, just as your speech may reveal to others whether you are from Boston or Brooklyn or New Orleans or Texas.

But it is not only in the accents that our speech betrays us. What we say is a window opening right into the hidden depths of our character. A keen observer sizes us up quickly and accurately as he listens to our ordinary talk. He discovers what sort of mental background we have, and much about our moral and ethical standards, just by what we say and how we say it. This is why our manner of speaking counts so heavily for or against our advancement and success.

"Out of the abundance of the heart the mouth speaketh," is a warning for any thoughtful person.

The kind of talking you do is determined by the background of thought and character in your mind. If you are friendly, unselfish, genial, clean-minded, people will know it by the words you speak and by the tone of your voice. The voice reflects the disposition of the speaker quite as accurately as the words themselves.

Be careful about the picture gallery you keep in your mind, for that collection of pictures and ideas shows itself when you talk. If you are mean, stingy, hateful, jealous, envious, unclean in your mind and disposition, it comes out in your words. But if your thoughts are friendly, helpful, generous, optimistic, clean, those characteristics are just as readily revealed. The pictures of yourself which you show to those around you may be flattering and complimentary, or they may be the kind of which you may well be ashamed.

Thus your words really become windows through which your true self is to be seen. People who know how to listen will quickly detect what is back of the words, and if it is the wrong kind of thing, it may cost you friends.

On the other hand, you can make good use of this idea, when you meet someone you have not previously known. Listen to his talk, as he speaks unrestrainedly and naturally, and you will be able very quickly to decide whether you wish to employ him, or lend him money, or buy his goods, or invite him to meet your family.

His words will be the window through which you can look into his mind and character, and see for yourself what sort of person he is. —R.C.S.

JUST IN JEST



And then there's the one about the spinster who willed her \$500,000 estate to her pet cat. The cat didn't collect, though—the spinster's dog broke the will.

A little boy was busily practicing the piano when a salesman came to the door. "Is your mother at home?" asked the salesman.

"What do you think?" replied the boy.

When people tell you to cheer up, things might be worse, try it—you'll find that they usually do get worse.

And there's the sad story about the bell ringer; he got tangled in his rope and tolled himself off.

"How can you possibly say," thundered the prosecuting attorney, "that you delivered this terrific kick in the stomach to this man, without intending to?"

"Well," replied the defendant, "he turned around too quick."

A tourist is a person who travels a thousand miles to have his picture taken standing beside his car.

When the grass looks greener on the other side of the fence, it may be that they take better care of it over there.

Ambition may be the thing that keeps people moving, but the "No Parking" sign helps, too.

BUSINESS ENGLISH DEFINED

Policy—Common substitute for good judgment.

Calculated Risk—Crap shooting on a corporate level.

Well-rounded Program—An excuse for running off in all directions.

Attitude of Watchful Waiting—Dignified way of doing nothing.

Take Forceful Action—Do something which should have been done a long time ago.

Taking a Long, Hard, Look—A cover-up for indecision.

Forward-looking—Not justified by past experience.

Merger—A form of musical chairs in which one or more executives is left without a seat.

Diversification—Out of the frying pan into the fire.

Capital Gain—The substance executive dreams are made of.

Before Taxes—Wishful Thinking.

Management Prerogative—Lunch from twelve to two.

Promotion from Within—A system of moving incompetents up to a policy-making level where they can't foul up operations.

Under Consideration—Somewhere in that stack of papers on the corner of the desk.

In Due Course—When we get around to it.

—Leslie Gould, Financial Editor
New York Journal-American

New Clubs

(As of August 10, 1957)

- 857 DETROIT, Michigan, (D-28), *Orators*, Every other Monday, 5:30 p.m., Metallurgical Products Dept. Office, 11177 E. Eight Mile Rd.
- 994 MALDEN, Malden Air Base, Missouri, (D-8), *Ambitious Diners*, Tues., 7:00 p.m., Malden Air Base, Missouri.
- 1991 SHEFFIELD, Alabama, (D-48), *Muscle Shoals*, Tues., 6:30 p.m., Muscle Shoals Hotel.
- 2353 WEIRTON, West Virginia, (D-13), *Weirton*, Wed., 6:00 p.m., The Odyssey Restaurant, 3776 Main Street, Weirton, West Virginia.
- 2389 ST. LOUIS, Missouri, (D-8), *Cross Town*, Every other Wed., 5:00 p.m., 4050 Lindell Blvd., St. Louis.
- 2483 EASTON, Pennsylvania, (D-38), *Delaware Forks*, 1st & 3rd Mon., 6:15 p.m., Elks Club, Phillipsburg, New Jersey.
- 2512 LONG PRAIRIE, Minnesota, (D-6), *Central Todd*, 2nd & 4th Wed., 6:00 p.m., Marcie's Cafe, Long Prairie, Minnesota.
- 2525 ROCKFORD, Illinois, (D-54), *Blackhawk*, 2nd & 4th Monday, 6:30 p.m., no specific meeting place.
- 2532 BOSSIER CITY, Barksdale AFB, Louisiana, (D-25), *Zebra*, 2nd & 4th Wed., 6:00 p.m., Barksdale AFB, Bossier City, Louisiana.
- 2537 CANOGA PARK, California, (D-52), *Rocketmasters*, 1st & 3rd Thurs., 7:00 p.m., Golden Bull, Chatsworth, California.
- 2541 NORFOLK, Virginia, (D-36), *Naval Supply Center*, Wed., 12:00 noon, Tidewater Room, Naval Supply Center Bldg., 143, 6th Floor.
- 2551 TINLEY PARK, Illinois, (D-30), *Tinley Park*, 2d & 4th Mon., 8:30 p.m., Tinley Park Village Hall.
- 2564 PARRIS ISLAND, South Carolina, (D-38), *Parris Island Officer's*, Alt. Wed., 7:00 p.m., Commissioned Officers' Open Mess, Parris Island, South Carolina.
- 2568 INDIANAPOLIS, Indiana, (D-11), *Indianapolis Railroad Community Committee*, 2nd & 4th Mon., 6:00 p.m., K. of C., 1305 North Delaware Street, Indianapolis, Indiana.
- 2570 MANHATTAN, Kansas, (D-33), *Manhattan*, 2nd & 4th Tues., 6:30 p.m., Wareham Hotel, Manhattan, Kansas.
- 2571 HOOPESTON, Illinois, (D-54), *Hubbard Trail*, Tues., 6:00 p.m., Moose Club, Hoopston, Illinois.
- 2572 LOS GATOS, California, (D-4), *Los Gatos*, Mon., 6:30 p.m., Live Oak Inn, Los Gatos, California.
- 2573 CLOVIS, California, (D-37), Mon., 7:00 a.m., Helen & Wanda's.
- 2574 CHICAGO, Illinois, (D-30), *Hawthorne*, 2nd & 4th Thurs., 6:00 p.m., Industrial Room—Austin YMCA, 501 No. Central Ave., Chicago, Illinois.
- 2575 LEBANON, Scott AFB, Illinois, (D-8), *Scott NCO*, Tues., Scott AFB, NCO Club, Illinois.
- 2576 LOS ANGELES, California, (D-50), *Templers*, Thurs., 6:30 p.m., King's Tropical Inn, Washington & Adams, Los Angeles, California.
- 2577 MONTREAL, Quebec, Canada, (D-34), *C-I-L*, Mon., 12:00 noon, CIL Conference Room, Montreal.

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