

# THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

May, 1951

Vol. 17 — No. 5





TOASTMASTERS INTERNATIONAL, incorporated in 1932, is a non-profit educational organization of 950 active clubs, located in the United States, Canada, England, Scotland, South Africa, and the Hawaiian Islands, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Listening

## Contents

Express Yourself . . .	A Primer for Beginners . . . . .	16
—J. E. McLaughlin . . . . .	What's Going On . . . . .	18
Can You? . . . If Not, Why	A Summary . . .	21
Not? — George W. S. Reed . . . . .	—Herbert T. Condon . . . . .	21
Editorial — Training in	Warmed-Over Speeches . . .	22
Communication . . . . .	—Gene Dryden . . . . .	22
The Scottish Story . . . . .	New Clubs — When and	
The "Occasional" Speech —	Where They Meet . . . . .	24
How to Construct It . . . . .	This Month in Your Club . . . . .	26
Faith and Work . . .	It's a Good Idea . . . . .	27
—Ralph Olin . . . . .	How We Talk — What Good	
So You Have to Make a Speech?	Is Grammar? . . . . .	28
—Warren O. Mendenhall . . . . .	Recommended Reading . . . . .	29
Inside Your Club — Part 2 —	This Is My Problem . . . . .	30
The Speech Program . . . . .	The Mail Bag . . . . .	31
The Widening Circle . . . . .	A Lesson in Socialism . . . . .	32
Across the Desk . . .		
—Ted Blanding . . . . .		

ON THE COVER — Toastmasters of Area Ten of Washington District Nine have something to crow about as the 35,000 acres of apple orchards break into full bloom. The State Apple Blossom Festival in May attracts thousands of visitors to the "Apple Capital of the World." Wenatchee Toastmasters Club No. 176 is located in the midst of this flowerland, and the members promise to keep in training on an apple a day, plus plenty of good cider.

—Photo by Wenatchee Chamber of Commerce.

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 1951 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.



## EXPRESS YOURSELF

By J. E. McLAUGHLIN of Winnipeg, Manitoba, Toastmasters Club No. 250.

Toastmaster McLaughlin was invited to speak before a meeting of the employees of Trans-Canada Airlines, held at the Winnipeg Flying Club. What he said on that occasion is of such general interest and of such stimulating quality that it is presented for the benefit of all Toastmasters, with appreciation to Maurice Head, Lieutenant Governor of District 20.

The musician labors for long years over his notes and scales before he can successfully express himself through his own composition. The painter daubs many canvases before he acquires the skill to express his inner feelings in a beautiful painting. The sculptor shivers his stone time and again before he sees himself expressed in a monumental work. These artists invest their lives in the search for self-expression in their chosen fields.

But there is another means of self-expression more essential, more common, and far more neglected: self-expression through the medium of the spoken word. Every hour that we spend in developing our latent capabilities in this regard is an hour well spent. Our position in business

and in society can be favorably influenced by our increased ability to translate our thoughts into lucid language.

It is extremely important to our progress in the world of business that we cultivate the art of self-expression. Office work consists largely of two separate, yet related, operations.

### 1. *Planning the Work*

Under this heading come innumerable conferences, conversations, and discussions. Here, a man hampered by self-consciousness and inexperience finds himself at a decided disadvantage. He may be a clever man, full of revolutionary ideas to streamline the entire undertaking; but of what value are these ideas if they remain locked in his tongue-tied head? If he merely sits and

listens, he may as well be completely devoid of thought.

On the other hand, if he presents his ideas in a confused and illogical manner, he risks the loss of his thoughts because his fellow workers cannot understand what he is trying to say. This man's potentialities go unrecognized by his superiors, and he suffers. The firm misses the opportunity to benefit by his ideas, and it suffers. This man's incoherence is a two-edged sword.

## 2. Working the Plan

This phase of the operation most certainly involves speech. If the time spent in formulating the system is not to be wasted, it must be implemented by a well-informed staff.

It is reasonable to assume that we have all come into contact with that bane of office workers, the "information juggler." He starts somewhere in the middle of the problem and juggles his way in both directions. When he finds himself with too many eggs of information in the air simultaneously, he shatters them all with the inane question, "Do you see what I mean?", and walks away. This sort of thing puts the informant in a bad light, but what is much worse, it deprives his fellow workers of the opportunity to demonstrate their ability to do a good job. Is it possible that some of us are guilty of this offense through the lack of coherent self-expression?

Understanding comes only from clear, simple, straight-forward instruction from those who know what they want to say, and can say it well. Our Toastmasters Club

had the privilege of touring the Trans-Canada Airlines shops some years ago. We plied the men with questions and they were very tolerant of our ignorance. However, one of the men has remained in my memory more vividly than all the others. He was working on a super-charger; and I, who didn't know a super-charger from a vacuum cleaner, was able to follow his explanation. I came away feeling that I had enlarged my store of miscellaneous information. This man had successfully cultivated the art of vocal self-expression.

Though I am not an expert in the realm of romance, I am told that even here self-expression is important. I am prepared to believe this because on one occasion, when I wanted a young lady to know how lovely I thought she was and how much she meant to me, I could not find the words. Some other Lothario who could find them, did, and now he has the girl. However, where romance is concerned there are many occasions when a few moments of silence are worth an hour of unnecessary conversation.

There was a young man of the strong, silent type, sitting on a park bench with a sweet young lady. They sat in silence for a long time. Finally the urge to speak became irresistible. He turned to her and said, "Euphemia, will you marry me?" She coyly nodded, Yes. Another lengthy silence. Eventually she placed her head on his shoulder and murmured, "I've agreed to be your wife. Haven't you any-

(Continued on page 25)

# Can You? . . . If Not, Why Not?

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

Can you honestly recommend membership in *your* Toastmasters



Club to your friends — as a means of enjoyable, effective self-improvement? If you cannot — your own club is falling short of its purpose and possibilities. . . .

And *you* must share the blame! For each member has the responsibility for evaluating the *club* in the same constructively critical manner in which he is taught to judge and assist any *speaker*.

If a speaker does not present a proper physical appearance — you tell him so and he does something about it. (How about your club's meeting place?)

If a speaker is unduly noisy — you tell him so and he quiets down. (How about your club?)

If a speaker misses a meeting for no very good reason — you ask "How come?" and he is less likely to repeat the offense. (How about your club?)

If a speaker has failed to make adequate plans — you tell him the failure is quite apparent, and he prepares properly the next time. (How about your club?)

If a speaker ignores many or any of the procedural rules which

have been developed out of the experience of others — you remind him of their value, and he profits from adherence in the future. (How about your club?)

If a speaker "muddies the stream of thought" with questionable vocabulary or stories — he, too, is reminded — and climbs to higher levels. (How about your club?)

If a speaker wastes your time with aimless chatter — you suggest that he "get down to business," and he does. (How about your club?)

If any of these faults exist in your club and make you reluctant to invite your friends into membership — yours is the job of constructive club criticism.

If your club has none of these faults — then, of course, you can counsel your friends to come and join!

As a Toastmaster, you are obligated to do either one or the other: improve your club and *then* ask your friends — or get your friends in first and *then* improve the club.

Three very practical articles which will help you evaluate your club, started with "Inside Your Club" which appeared on page 6 of your April issue of *The Toastmaster* magazine. Re-read it — then read the article on "The Speech Program" in this May issue . . . and *put them to work!* If not — WHY not?

# THE Toastmaster

Official Publication of  
Toastmasters International, Inc.  
A non-profit educational corporation



Editor . . . . . R. C. Smedley  
Editorial Board: Jack Haynes,  
E. M. Sundquist, Ernest Wooster,  
Frank Learned, James Graham, T.  
Vincent McIntire, Gordon Merrick.  
Address all communications to  
The Toastmaster Magazine, Santa Ana, Calif.

## Training in Communication

A very practical application of speech training as given in the Toastmasters Club is reported in a letter from a member who offers comments on his work.

This man is employed in a great industrial establishment, where he has charge of a small department. He mentions two values in his Toastmasters training as noted in his daily work.

"It helps me to get a better understanding from my supervisor about just what is wanted before I start on a job. I am able to talk more easily and intelligently with him. And then I am able to explain more clearly and understandably to the men who work with me. Thus we save time and

reduce the danger of misunderstandings and mistakes. In our plant, the fact that a man is a member of a Toastmasters Club has a definite connection with his prospect for promotion."

For the man who is getting full value from his work in Toastmasters, simply acquiring the ability to make a speech is not enough. He realizes that all the talking he does with other people is public speaking in one form or another, and that his successes or failures are closely related to his ability to make himself understood and to understand others.

If he is an employer or a supervisor, he learns how to speak clearly, concisely, and in a friendly tone, so that instructions are understood and human relations are kept in good order.

If he is an employee, he learns how to listen intelligently, and to express his own ideas in a pleasant, friendly and acceptable manner. He gets along better with his fellow employees.

The result of such attitudes in communication is a better understanding between men and their associates, which should bring about better production and improved working conditions.

These matters of training for better communication will have a large place in the program at the San Diego Convention, August 10-11. Meantime the convention leaders are trying to communicate to every Toastmaster a sense of the importance of being at San Diego for this great meeting.

## The SCOTTISH STORY

Some time ago, Glenn Bishop, of Fillmore, California, who is secretary of Central California District 12, wrote to Governor Dan Macgregor, of our Scottish District No. 18, asking about the history of Toastmasters work in Scotland. Governor Dan responded with a most interesting story, written by William Goldie, who is generally recognized "over there" as the father of Toastmasters in that country.

The story is so full of interest that we present it here in condensed form, in order that newer Toastmasters may get an idea of how our movement spreads and grows. Here is what "Bill" Goldie has to say about it:

"It is 16 years since I first heard of Toastmasters. I was then (1935) living in Paisley, where the famous Paisley shawls were made, and where the famous threadmakers, J. & P. Coats and Clark's are located.

"Through a magazine article I learned about Toastmasters Clubs. The article was by Jean Bordeaux, of Los Angeles, who was then secretary of Toastmasters International, and editor of *The Toastmaster*. His description of the speech clubs attracted me, and I wrote to Jean for further information. His reply, dated March

25, 1935, is before me now. In it he gave me full details on how to lay the foundation for a club.

"The Glasgow Toastmasters Club, the first in Scotland, was formally organized two years later, in May, 1937. We had two excellent seasons, and then the war started. This dire event caused us to close down our regular meetings, but we held together even during those hard days, with meetings held as conditions permitted.

"After the war we went to work again, to spread the good news. The second club was formed in Greenock in March, 1945. Our district governor, Dan P. G. Macgregor, was a charter member, along with our district organizer, Jim Ewart. In September of the same year, the Edinburgh Club was formed.

"In the last three years tremendous advances have been made, so that there are now 35 clubs in Scotland."

To Goldie's story should be added the fact that when Scotland's District 18 was established in 1946, he was the natural choice to head the work as the first governor of our first fully organized district outside of North America.

# THE "OCCASIONAL" SPEECH

## how to construct it

There are many occasions when a speaker is called upon to officiate in some special capacity, to perform some unusual function, or even just to "speak a few words." He needs to be prepared.

With a practical outline in hand or in mind, the resourceful person need never be at a loss for the right thing to say, though called upon without warning. Give him two or three minutes to steady his thoughts and to gain needed information, and he can go ahead. Give him two or three days, and he should be ready for superior performance.

The following suggestions are adaptable to many occasions.

### Introduction

There are three things which an audience is entitled to know about a speaker. These are:

1. What is he going to talk about?
2. Why is he going to talk about this?
3. Who is he, and what does he know about it?

Personal details about the speaker are not of much interest as a rule. There may be some special reason for telling where he came from, or where he got his education, or how often he has been married; but if such matters are not essential, skip them.

Here is a sample introduction built on the above outline:

**Today we are to hear a matter of absorbing interest, discussed by a man whose experience and training qualify him to speak with authority.**

The subject is "The Origin and Nature of the Peanut." Every man of us is vitally interested in this matter. Some of us raise peanuts. Others of us sell them. A few of us, in the manufacturing line, depend on peanuts and peanut oil for an essential ingredient. And every one of us likes to eat peanuts, whether in the shell, as at the circus, or salted, as at the refreshment bar, or made into butter and used at our own tables. The quality, supply, and price of peanuts, of such great importance to us, should command our unflinching attention for the next half hour.

The speaker is Colonel Shellbark, whose long years with the circus and in all sorts of entertainment work, coupled with his beginnings on a Southern plantation, give him a background of information and authority. I present for your pleasure Colonel Hardshell T. Shellbark, recognized authority on the peanut.

Bear in mind that the one who introduces does not make the speech. The introduction is a springboard from which the speaker is launched. He is entitled to a good start.

A really good introduction should last not more than two minutes.

The more important the man, the less needs to be said about him. One of the highest compliments you can pay to a speaker is to give his name and his subject and turn him loose without further words, because he is so well known that you need not recommend him. But do not make the mistake of saying "The speaker is so well known that he needs no introduction" and then of talking for five or ten minutes, giving him what he does not need.

### Nominating Speeches

There are three points in a good nominating speech.

1. Quickly define the duties to be performed and the kind of person who is needed for the office.
2. Without naming your candidate yet, indicate that you know one who can perform the functions, and who can devote the necessary time and energy to the task.
3. Name your candidate, renewing your assertion that he can and will fill the position. Your closing words should be: "Mr. Chairman, I nominate Mr. James Jamestown for the office of president."

Ordinarily, there is no need for a second nomination. Sometimes, as in a political convention, the opportunity is given to admirers of the candidate to exhibit their eloquence in his behalf.

If a seconding speech must be made, the speaker should hold to the general formula given above, but he must not repeat what has been said by the one who made the nomination.

**Avoid contradicting or repeating what has been said.**

**Show additional points or incidents or characteristics which fit the candidate for the office.**

**Give evidence of the esteem in which he is held.**

**Call for the support of all present, and sit down.**

## Installation of Officers

Officers having been elected, it is right and proper that their installation into office should be made impressive. You may be a visiting dignitary, or a member who has previously held some high office in the organization. In any case, you have been asked to do the installing. The general procedure is quite standardized.

1. **Speak of your pleasure in being permitted to serve as installing officer.**
2. **Compliment and thank the retiring officers. You may ask them to stand so that they may be recognized and formally discharged from their duties.**
3. **Outline very briefly the principles and ideals of the organization, and the duties which must be performed by the new officers. Challenge them to do their best. Do not prolong the instructions, but warn the new officers that they really must know their work. Tell them that they can find out much by studying the constitution and by-laws of the organization, and by reading other information which is sent to new officers.**
4. **Then you may properly ask the new officers to stand while you challenge them to make this administration the best in the history of their organization. You may then declare them duly installed as a group, or you may take them in order, starting with the lower offices and working up to the president, greeting each by name and stating something like this: "You have been chosen by your fellow members to the important office of . . . and I now declare you, Blank Blank, duly installed in this position."**
5. **When you come to the president, it is proper to hand him the gavel, his symbol of authority.**

You may ask each man to give some sign as a pledge of his purpose to perform his duties faithfully, but this is not essential.

## The Inaugural Speech

Sometimes the person elected president of an organization is expected to deliver a somewhat formal address, outlining plans and aspirations, and challenging the members. If that is the case, you may use the outline indicated in the preceding sentence.

1. **Begin with words of appreciation.**
2. **Review the purposes or ideals of the organization.**
3. **Explain how you propose to implement these purposes.**
4. **Praise the good work of the preceding administration.**
5. **Outline any special policies or activities which you hope to stress.**
6. **End by pledging yourself to faithful performance, and by calling for the cooperation and help of all members.**

*NOTE: This article will be continued in the June magazine.*

## Faith and Work

Ralph Olin, Governor of Area 8, District 10, presented charter No. 917 to the Aquinas Toastmasters Club, of Columbus, Ohio, on February 12. His speech of presentation is given here as an example of a good speech on a "special" occasion. He took 5 minutes to deliver it.

A Toastmasters charter, like a college diploma, represents only the entrance into a lifetime of self-improvement and progress toward success.

You members of the Aquinas Toastmasters Club have banded yourselves together that you may gain the benefits of Toastmasters training in the art of communication. Your primary purpose is to aid your progress, to help you along the road to success in your business or profession, and to improve your relationships with associates, friends and neighbors. The Toastmasters Club will do this for you.

What I have to say is directed primarily to the men who are members; but I know that you ladies are interested in the successes which these men will achieve through their training, and that you will profit by it, and be proud of your men.

The benefits of Toastmasters work are not to be gained merely by membership and by wishing. To get them, you must work — work constantly for a long time — work for a lifetime. One never graduates from a course in self-improvement, and the Toastmasters training is not a temporary thing, a short-term course. Too

often I have seen a man start in the club, work at it spasmodically for a time, and then drop out of it, thinking he has finished. No real success is ever achieved in that way.

Outstanding men in every line won success by work and by faith in themselves — not by just wishing. For instance, consider Roger Hornsby. He led the National League for years as a hitter. How did he hold his place?

He gave me this answer one day: "I keep going to bat. If there's nothing wrong with me — I mean with my eyesight and my stance — I know I'll get my share of hits. But just to hurry things along I get me somebody to throw them in there and some kids to shag flies, and I go out to the park in the mornings to practice."

That principle applies to learning to play golf, the piano, pinochle, or to make a speech. You have to keep on practicing and trying to do a little better each time. You have to read and study and think, and then practice and practice more. You may as well face the fact that you can win success, but you won't get it unless you work for it.

In Abraham Lincoln, one of the successes of all time, there is an

example of the effectiveness of faith plus work. He was a great President, a great humanitarian, and a great speaker. First, he had faith in God and in himself. One day during the Civil War he was asked, "Is God on our side?" He responded, "I am more concerned to know whether we are on God's side." Second, deprived of advantages, he worked hard for everything he gained.

We all know that he read every book he could get hold of; that he practiced public speaking by talking to the tree stumps in the fields; and that his Gettysburg address has come down through the years as a classic, while the principal speech of that day, given by a famous orator, has long been forgotten.

Yes, Lincoln is a marvelous example of working for success in-

stead of wishing for it — an example of the power of faith when joined with honest work.

You are especially favored in receiving your club's charter on his birthday. Let this serve as a constant reminder and inspiration to you. You can benefit by the example of Lincoln, who did the best with what he had. You can gain through this club if you will take full advantage of what it offers you.

Don't wish for success — work to win it.

It is my high privilege, as representative of Toastmasters International, to welcome Aquinas Toastmasters Club No. 917 into our fellowship. I pledge you the hearty cooperation of all the thousands of fellow Toastmasters as we work together for our mutual success in self-improvement.

## Zone Speech Contests

Speech contests will be held in the six zones to select speakers who will compete at San Diego on August 11. Dates and locations of these contests, name of the Director in charge of each, and numbers of the districts in each zone are given below:

City	Date	Director	Districts
ZONE A—Bozeman, Mont.,	June 16,	Nick Jorgensen	(2, 7, 9, 15, 17, 21, 32, 33)
ZONE B—Des Moines, Ia.,	June 9,	Glenn Johnson	(6, 19, 20, 24) (Savery Hotel)
ZONE C—Columbus, Ohio,	June 16,	H. O. Johnson	(8, 10, 11, 13, 14, 28, 30, 31) (Deshler Hotel)
ZONE D—Joplin, Mo.,	June 2,	Hugh E. McEvoy	(16, 22, 25, 26, 29)
ZONE E—Santa Ana, Cal.,	May 26,	Harry La Dou	(F, 3, 5, 23)
ZONE F—Los Angeles, Cal.,	June 23,	John W. Haynes	(1, 4, 12, 27)



## So You Have to Make a Speech ?

By WARREN O. MENDENHALL, of Smedley No. One Toastmasters Club, Santa Ana, California.

Like death and taxes, speech-making is certainly an inevitable part of life, for even the lowliest have occasions when they are called upon to speak up. But unlike death at least, the making of a speech need not be a tragedy. In fact, the invitation to speak should be counted as a compliment — a recognition that one has something to say which is of interest to others. It is an opportunity to contribute a part of one's self to the world around in such a way as to be of mutual benefit.

The making of a speech, however, entails thoughtful planning. To meet with success, it must fit the occasion, just as clothes must be tailored to fit the individual. The wise speaker carefully analyzes many factors in the situation before he begins building his speech, in order that his presenta-

tion will be appropriate, timely, and interesting.

### Why Ask Me?

The survey questions may well be: "Why did they ask me to speak instead of someone else? For that matter, why did they ask anyone to talk? Why did they not play cards or show pictures instead?" The answer: "Audiences don't ask for punishment. It must be that I have something to offer that is unique and individual; otherwise they would have asked someone else."

### Place, Show, or Also-Ran?

Another important consideration is that of status and timing. Is the talk to be one of several — just a short spot-talk — or is it to be the main feature of the program? The planned status of the speaker should be definitely

known, and the amount of time he has been allotted. Plan the talk accordingly.

Many a speaker has been thrown for a loss because he failed to anticipate the environment in which he would be placed. He should discover in advance, if possible, whether he speaks from a stage, from a banquet table, or as a part of an informal group. What interruptions are there apt to be? Will there be children present? Is it a mixed crowd? With what else will he have to compete, including the possibility of poor acoustics?

### Analyze the Group

The successful speaker soon learns to foresee and evaluate the group to which he will be speaking. An excellent talk for one group may fall flat in another for no other reason than that the two groups are different in background, culture, and understanding. If given the opportunity to choose his own topic, the speaker must appraise the probable interests of his audience and plan to appeal to them. If he is presenting a new idea or telling of a new experience, the approach and the content must be such as will suit the taste of his hearers.

On the other hand, if the topic has been assigned, it is necessary

to gauge carefully the previous knowledge of the group. How much do they already know about the topic? How much background of information can be expected so that the listeners will not become bored by repetition? Or does a background of fundamentals have to be given before the audience can be expected to follow the thought? What is the vocabulary level of the group? Can technical or professional terms be used, or is it an inexperienced audience for whom simple language is required?

### Chance of a Lifetime

Perhaps the most challenging thought to the prospective speaker is that this is his one big chance, perhaps the only one he will ever have, to talk to this particular group. What can he say in this unique opportunity which will be of real value and importance to those who come to listen? Democratic idealism insists that each individual of sound mind has a real contribution to make to the thinking and life of his fellow men. This is the speaker's opportunity to contribute to this group — and he may never have this chance again.

So you have to make a speech? Why, you lucky fellow! How fortunate you have this opportunity!

### Litany for a Speech Contestant

*O Lord, give me power to do my best, and then to rejoice heartily in the larger success of another man.*

—Bosworth

# Inside Your Club . . .

## PART 2

### THE SPEECH PROGRAM

This is the heart of Toastmasters training. It is the time when men get their chance to practice and to learn. It is the second part of the standard Toastmasters Club meeting.

It is presented by five or six men, each of whom is expected to give a speech of specified length on a subject which he has prepared. Speeches should be of various lengths, to give the men practice in timing. They may range from three minutes to ten minutes in length, and time limits are carefully observed.

These speakers are introduced by a chairman, or toastmaster, who thus gains practice in presiding over a program.

The program is arranged by the Program Committee, working in harmony with the Educational Committee. These two committees cooperate in assigning the members in rotation so that each member has an assignment as speaker or toastmaster once every month.

The kind of program and the objectives to be accomplished are planned by the two committees, following the program plans provided by the Educational Bureau. Special types of program are

much more desirable than miscellaneous, go-as-you-please occasions. Such types include panels, debates, theme programs, simulated occasions, and the like.

Speech topics should be assigned at least half of the time, so as to hold the speakers on the coordinated schedule of training.

The toastmaster is responsible for implementing the plans of the Program and Educational Committees. At least ten days in advance, he contacts the program participants, securing their speech titles, and gaining assurance that they will be on hand. He arranges the sequence of speakers and plans his introductions so as to provide unity and continuity.

This formal speech program must always be of high quality, both as to interest of material and quality of presentation.

Each such program gives the participants valuable practice in planning and presenting a worthy performance, but such a performance is impossible without careful preparation. Everyone who has a part in it gains from the experience in proportion to the work he does in getting ready.

**Note:** This is the second in the series of studies of the club meeting. The third, dealing with the period of evaluation, will appear next month.



# THE WIDENING CIRCLE

Toastmasters travel and tell. Others hear the story and ask for a share of the benefits. Thus the Toastmasters movement spreads and grows, both in America and in other lands.

## In Cuba

A charter has just been authorized for a club at the U. S. Naval Operating Base, Guantanamo Bay, Cuba. This is a large Navy Operating Base, rather isolated, and the men have been quick to welcome the chance to profit by Toastmasters training. From the Commander, Rear Admiral A. M. Bledsoe, clear through the ranks of officers and civilian personnel, the interest has been keen, and the club starts off with enthusiasm, after several months of probationary work, headed by Commander E. F. Metzger as president, and a full corps of officers.

## In Iceland

It started when a member of the Toastmasters Club of Montrose, California, was stationed at Keflavik Airport, in Iceland, as a civilian employee. He talked about his work in the Toastmasters Club and quickly found several men who were interested. They are operating on a provisional basis until organization can be completed. Charles P. Gonzalez is the California Toastmaster who started

it, and he is serving as secretary for the new chapter.

## Elsewhere

The wife of a Pasadena, California, Toastmaster visited relatives in Finland, and told about her Toastmaster husband. As a result, C. T. Crawford, of Pasadena, called for information for Mr. Artur Haggblad, of Vasa, Finland, who has undertaken to plant a club in that city.

P. L. Reichard, of Tulsa, has a son-in-law who is connected with the oil business in Venezuela. The son-in-law, Frank Salas, visited the Tulsa Toastmasters Club and liked it. Correspondence is in progress which may produce a chapter at Punta Cardon, Venezuela.

Inquiries have been received from Mr. O. B. Alexander, general secretary of the Y.M.C.A. at Madras, India, which may provide the opening for our work in that land.

And so the influence is being felt in many parts of the world outside the American continent, where most of the present clubs are located.

## Across The Desk

By TED BLANDING, Executive Secretary of Toastmasters International.

"When your organizer is in this vicinity, please have him call to see me. I am interested in seeing a Toastmasters Club established in our community."



Thus wrote a man who had heard of Toastmasters through an acquaintance. He was surprised when I wrote to him that Toastmasters International employs no agents or "organizers" to travel about the country.

"How does your movement grow, then?" he wanted to know.

It was my pleasure to tell him that our own members are our organizers; that the man who has profited by the training is the one who tells his friends about it and introduces them to its benefits. And then we have the district officers to help as field workers, so that extension work is cared for.

Undoubtedly we could have grown faster and farther if we had commercialized the organization. With paid agents in the field, we could have had many thousands of clubs instead of the nearly 1000 which we have today, and we could have put the cost at a high figure without exceeding its real worth, so that rich cash dividends could have been paid to its promoters.

We have chosen the other way, the way of voluntary service, free from the difficulties of big business and big returns in money. I believe that it is far the better way.

Toastmasters International exists for the benefit of the members of the clubs. Its energies are devoted to promoting the interests of the individual member, not because of the hope of financial gain from him, but because it is our basic purpose to help him to gain from the training.

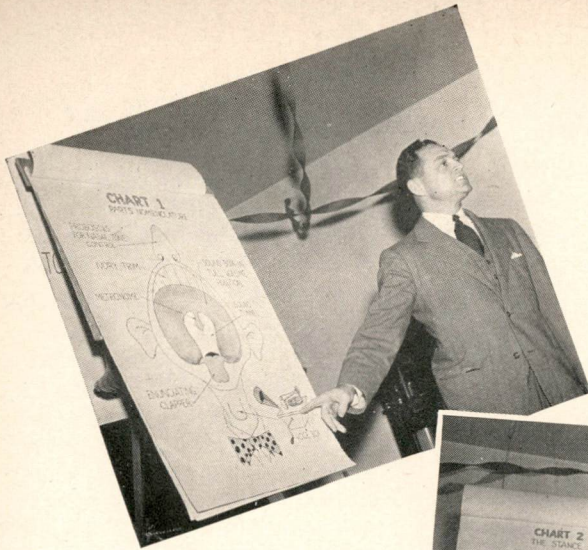
We do not need any professional organizers so long as we hold true to our ideal of sharing with others the good we have received for ourselves. As we demonstrate our increased usefulness, our friends wish to know what has happened to us, and when we tell them, "I learned it in Toastmasters," they want to share our opportunity.

Thus we grow as we serve, until today as I write, we have chartered 951 clubs, and are looking forward confidently to the organization of Club No. 1000 in the near future. All this has come about not by the activity of any paid agent, but by the unselfish interest of thousands of men who have given their work freely to spread Toastmasters benefits.

It is a proud record for any organization. I congratulate you, the members, on what you have done to make all this possible.

# A PRIMER FOR BEGINNERS

At El Cerrito, California, a group of Standard Oilers have a Toastmasters Club — Mira Vista, No. 106. Their membership is not restricted to men of the Company, but for the two years of its existence, the club has been filled to capacity by these men. They appreciate the opportunity for training, and are making good use of it as a means to personal advancement and larger living.

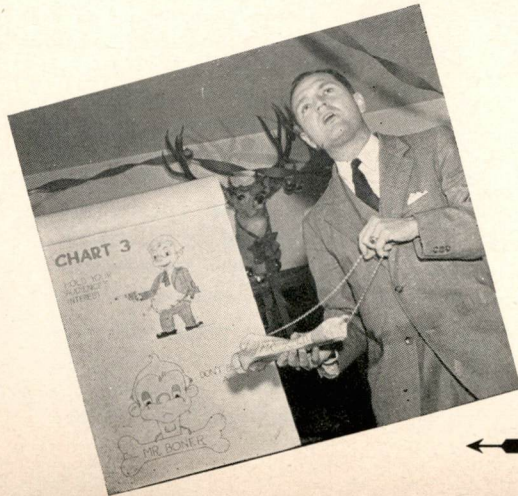


← 1



← 2

4



← 3

At a recent meeting, with numerous guests present, Secretary Marvin Campen delivered a speech on "The Beginner's Primer," illuminated with cartoons prepared by Toastmaster Floyd Nodine. It was a good demonstration of showmanship in speech.

The meeting and the speech were reported in the Company publication, *The Standard Oiler*, by whose courtesy we are able to present this story of Campen in action with his "Primer."

1. Marvin Campen, of California Research & Development Co., uses a chart to explain how the voice box works to produce speech.
2. He shows, with the help of the chart, just what the stance should not be.
3. When a speaker makes a bad break in the Mira Vista Toastmasters Club, he becomes Mr. Boner, and is given the "bone" to wear.
4. It was a blank cartridge, but it served to demonstrate the "attention" step in the speech.



# What's Going On

## Vancouver, B. C., Goes International



"International Night" was observed recently by members of the Vancouver, B. C., Toastmasters Club No. 59, who acted as hosts to members from two clubs located in the state of Washington: Bellingham No. 60, and Mount Vernon No. 258.

In the picture are George Smith, deputy governor of the Bellingham Club; Dick Jack, governor of District 21; Jim Turner, of No. 59, toastmaster of the evening; Doug McDougald, president of No. 59; and Al Oldenburg, deputy governor of the Mount Vernon Club.

## Find your keys to success at San Diego

Open the doors on Fellowship, Fun, Education,  
Job Training with the keys of  
Better Understanding through Better Communication.

San Diego invites you — August 9, 10, 11  
for the 20th Annual Convention of  
Toastmasters International



## "Traffic" in New Orleans

The new Traffic Club Toastmasters Club received its charter in a setting of Valentine decorations, and is off to a strong start. The presentation of the charter was made by Lee Smallwood, of Mobile, Governor of District 29. This makes the third Toastmasters Club in the city of New Orleans, with others in prospect.

## Old-Timers at Reedley

Toastmasters Club No. 93, of Reedley, California, went far back into the past for members from early days for the "Old-Timers' Night" celebration staged recently. Organized in 1937, they looked back over 14 years of service, as more than a score of former members came back to join in reminiscences. Among them was Elliott J. Taylor, past president of the club and former governor of District Four. Formerly Dean of Reedley College, he is now Director of Admissions at College of the Pacific.



In the picture you see Vice-President William Minami; Educational Chairman Norman Zech; President Ed Tejerian; Taylor; and Judge Paul Eymann, toastmaster of the evening.

## Advancement in Grand Rapids

Presentation of certificate for completion of *Beyond Basic Training* by J. Owen Eister was made a special occasion by Grand Rapids Toastmasters Club No. 404. This was the third such certificate presented since the establishment of the advanced course.

Grand Rapids Toastmasters have sponsored a new Toastmasters Club in their city, the Junior Chamber of Commerce Club, No. 933.



In the picture, Dr. Arthur Taylor, president of Club No. 404, makes the presentation to Eister, as Area Governor Sherman Coryell looks on. Seated is Lynn R. Harris, first governor of District 28.

## Active in Brainerd

Charter No. 922 was presented to the Toastmasters Club of Brainerd, Minnesota, by Lt. Governor Emil Nelson on February 8; but even before the charter presentation, the new club had made itself heard on the air via Radio KLIZ, in a well-received program. For that broadcast, the club had as special guest Glenn E. Johnson, of Moorhead, a director of Toastmasters International. The new club is making a fine start in preparing its members for service to the community.

## Speechcraft Precedes Annual Convention



District Governor Howard Z. Dudley presents certificates to the 97 members of the District Five Speechcraft group. Gov. Dudley is seen at the right, handing the certificate to Claude A. Atkinson, while J. P. Williamson looks on. At the extreme left is Area Governor Victor Brown, announcing the names of the men who completed the course.

The Speechcraft course sponsored by the Toastmasters Clubs of the western portion of District Five came to its climax at the dinner held March 30th at the House of Hospitality, Balboa Park, San Diego.

With a record enrollment of 97 ambitious business and professional men, this combined venture in speech training proved its value as an educational service to the community. Ninety of the non-Toastmasters have joined Toastmasters Clubs in the San Diego area. Fifty or more of the experienced Toastmasters benefited by service as instructors for the course. The value of Toastmasters training received great publicity through radio, television and newspapers, and through wide dissemination of information among naval and military commands in the vicinity.

A high standard of speech instruction was maintained throughout the course, largely due to the capable chairmanship of Governor Dudley. In recognition for his services, he was presented with a handsome gavel by a member of the class.

The committee in charge of the project included co-chairmen Joe Laib and Bob Fuller, with Vic Brown, Roger Johnson, Morrie Woods, Jim Sutton, Milton Van Brasch, Bob Butler and Ralph Davis as members.

Because of the success of the project, it is likely that the course will be repeated next season.

One result of the course is the addition of many willing workers who will help to make the August Convention an event to remember.

A Toastmaster expresses his appreciation in

## A SUMMARY

By HERBERT T. CONDON, of Mobile, Alabama, Toastmasters Club No. 226.

I had prepared a high-powered speech for this evening on the all-

inclusive subject, "The Secret of Life." Then, this afternoon, I received confirmation of my transfer from Mobile to the Pittsburgh offices of Alcoa (Aluminum Company of America). Therefore, it seemed appropriate in this final talk, to summarize my experiences here.

I propose to pursue three objectives in this evaluation: first, my original purpose in joining the club; second, the extent to which that purpose has been accomplished; and finally, the part which you Toastmasters have played in its accomplishment.

I joined Toastmasters for a purely selfish reason. I am interested in P.T.A. work. At a meeting, I once made the mistake of voicing an opinion; I was made a committee chairman! Next I found myself vice-president, and inevitably, I was soon conducting some of the meetings. For two or three years, I had been urged by some of you to join the Toastmasters Club. I had found your meetings enjoyable but could not see any urgent reason for investing the required time. Following the first P.T.A. meeting at which I presided, I saw the reason! So, you

see, my motives for becoming a Toastmaster were selfish.

How successful have I been in accomplishing that purpose? Well, I still get that feeling of wearing too tight a collar, and my knees refuse to stay still. But now I know that these sensations are not just peculiar to Herb; other people have the same trouble. I can proceed with the assurance that composure will soon return and sensible sounds will come forth.

Because of your concern for my progress and your helpful evaluation of my talks, I know something of platform deportment, speech construction, enunciation, and parliamentary procedure. But for these things, I would be much less well prepared for my new job.

In that position, I will find myself among fellow workers whose stock in trade is an ability to speak effectively and to write lucidly. Competition will be stiff. But I am confident that I will measure up to the situation because the first organization I shall join in Pittsburgh will be a Toastmasters Club.

It is difficult to say thanks adequately. If we overdo it we are accused of being maudlin; if too casual we may be thought unappreciative. That, fellows, is what this talk has been about. It is my way of saying thanks — thanks a million.





## WARMED- OVER SPEECHES

By GENE DRYDEN, Club-of-the-Year Chairman,  
District 32 (Southwest Washington)

The season of speech contests brings many speakers to the problem of using the same ideas repeatedly without going stale. These suggestions from Toastmaster Dryden are presented with the hope that they may be useful to some contestants as they go about working over their speeches for repetition.

A "repeat" speech, like left-over food, needs a lot of seasoning to keep it from becoming stale and unpalatable.

Sometimes it is necessary to give the same talk several times, or to talk repeatedly on the same subject. It is bad enough if you have a different audience every time, but if part of the audience are with you for all the occasions, you definitely have a problem.

The situation calls for carefully planned changes, with a variety of seasonings and shifts in the menu, to keep you out of the rut of repetition. However, the same "meat" of the speech can be served up in a surprisingly large number of different ways if you watch it.

I had a "repeat" problem last fall when I was called upon to give Club-of-the-Year pep talks before most of the clubs in our district within a period of three weeks. Our district officers were present at each meeting. That forced me to make an effort to offer the same ideas, or "main course," each time without permitting myself to become a king-size bore that would rival the Holland Tunnel.

If you would like to see how it was done, just move in here at the snack bar and nibble a few morsels. Do you see that beautiful trophy on the counter? That is the Club-of-the-Year award which Evergreen Toastmasters Club of Tacoma is presenting in District 32. It was used as a prop in all the pep talks. Here are a few samples of how it was done:

### SPEECH NUMBER ONE

**Opening:** We see two women, one bedraggled, drab; the other a gorgeous creature. These were compared to two Toastmasters Clubs, one just dragging along — the other a sparkling success, carrying a fine program and participating in many district activities.

**Body:** This was the theme of all the speeches. It tied in with the opening with an appeal: Let your club be that better club, the club that knows how to answer when opportunity knocks. How to earn points was explained, and how the club benefits by participation was made clear.

**Closing:** Cup is displayed. A challenge: "Can this be YOU?"

### SPEECH NUMBER TWO

**Opening:** You answer the phone. A pleasant voice says, "I have a wonderful prize which you may win by giving the correct answer to my question." You really miss the boat if you aren't prepared.

**Body:** Same as in first speech.

**Closing:** Cup is again displayed. The phone is ringing in your club. Answer the call of opportunity. Your club may win the prize.

### SPEECH NUMBER THREE

**Opening:** The first Tacoma Narrows Bridge, dubbed "Gallop-ing Gertie," looked all right on paper, but it had weaknesses. When put to the test, it collapsed. The new bridge, "Sturdy Gertie," was well planned and will last. The two bridges were compared to two Toastmasters Clubs.

**Body:** Same as in first speech.

**Closing:** How well will you and your club serve your community? What kind of bridge are you building? Here is the prize. Can you take it?

These and other expedients for varying the start and the finish of the speech kept me from going stale on it, and helped my perpetual listeners to keep from complete and hopeless boredom. While the main idea had to be presented every time, the approach and the application could be varied, and thus kept from being completely monotonous.

It is the experience of many speakers that the same speech must be given repeatedly. For their own sake they need to introduce variety, so that they may not lose all their enthusiasm, and so that each presentation may bring some aspects of novelty.

To see how many ways you can find to vary the form of your speech is a fine test of your ingenuity. I recommend that you try it. Change the flavor, the seasoning, the shape of the dish; and even the warmed-over speech need never grow stale.



## New Clubs — When and Where They Meet

- 942 ALEXANDRIA, Scotland, (D 18), *Vale of Leven*, Wed. 7:30 p.m., Conservative Club Rooms.
- 943 MANKATO, Minn., (D 6), *Columbian*, Tues., 6:15 p.m., Northside Cafe.
- 944 SCOTTSBLUFF, Neb., (D 24), *Scottsbluff*, Mon., 7:30 p.m., Gingham Inn.
- 945 MILWAUKEE, Wis., (D 6), *Milwaukee Road Shops*, 1st & 3rd Mon., 5:00 p.m., 4520 W. Wisconsin Ave.
- 946 PORT HURON, Mich., (D 28), *Y Industrial*, Tues., 6:15 p.m., Y.M.C.A.
- 947 CHICAGO, Ill., (D 30), *Auburn-Highland*.
- 948 KANSAS CITY, Mo., (D 22), *Winston Churchill*, Mon., 12:00 M., Y.M.C.A.
- 949 MEMPHIS, Tenn., (D U), *Memphi*, 1st & 3rd Mon., 6:00 p.m., Railroad Y.M.C.A.
- 950 OCEAN FALLS, B. C., (D 21), *Tyee*, Fri., 7:00 p.m., Legion Memorial Hall.
- 951 PITTSBURGH, Pa., (D 13), *Almono*, Mon., 8:00 p.m., Y.M.C.A.
- 952 MUSKEGON, Mich., (D 28), *Greater Muskegon*, Thurs., 6:15 p.m., Greater Muskegon Y.M.C.A.
- 953 GRANGEMOUTH, Scotland, (D 18), *Grangemouth*, Wed., 7:30 p.m., Reference Room, Public Library.

### Reissued Charters

- 92 GUANTANAMO BAY, Cuba, (D U), *Guantanamo Bay*, Thurs., 7:30 p.m., Commissioned Officers' Mess.
- 225 PERRY, Iowa, (D 19), *Perry*, Mon., 6:15 p.m., McDonald's Tea Room.
- 284 SAN DIEGO, Cal., (D 5), *Balboa*, Tues., 6:30 p.m., 5th Ave. Methodist Church.
- 303 ENCINO, Cal., (D 1), *Encino*, Wed., 7:00 p.m., Travaglini's Cafe.
- 329 AUBURN, Wash., (D 32), *Auburn*, Wed., 6:30 p.m., Green Parrot Inn.
- 336 OAKLAND, Cal., (D 4), *East Bay*, Wed., 6:00 p.m., 316 Club, 316 14th St.
- 365 CHILLIWACK, B. C., (D 21), *Chilliwack*, 1st & 3rd Thurs., 6:30 p.m., Empress Hotel.
- 673 PRICHARD, Ala., (D 29), *Prichard*, Mon., 7:30 p.m., Prichard City Hall.
- 746 BLACKWELL, Okla., (D 16), *Blackwell*, Tues., 7:00 p.m., Larkin Hotel.

### Express Yourself

(Continued from page 2)

thing to say?" He pondered for a long moment then replied, "I think I've said too much already."

Exclusive of our progress in business and romance, we require entertainment and relaxation. Humans are, by nature, gregarious, yet many people avoid social contact with their fellows because they are painfully shy. They cannot comfortably take part in group activities. We all know people who sit on the sidelines while life goes on around them. They are spectators, not happy participants.

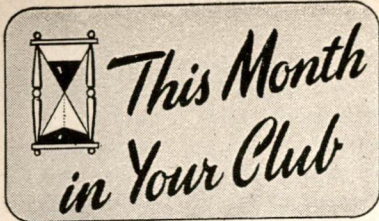
I have seen people like this change. I have seen them come down from the bleachers and get into the game. They learned that people will be interested in them if they will but return that interest and give something of themselves. Those who are lonely, those who envy other, more popular men, are the ones who most need the ability to express themselves. They can acquire that ability if they will only summon courage, stride to the front of a group, and let the words come out. The baseball player swings two bats so that one will seem light when he comes to the plate. The speaker who addresses a room full of people finds social conversation comparatively easy.

I am persuaded that vocal self-expression which comes with ease and confidence can enrich every aspect of our lives. Remember that time in your service club when you had a strong conviction that you wished to share? The

trouble was that every time you tried to rise, your mouth was dry, your palms perspired, and your feet were cold. Remember when they asked you to propose a toast, or move a vote of thanks, and you suggested that they call on old Tom Doakes, because he was more experienced at that sort of thing?

Confidence will come only with the knowledge that we can correctly and coherently express our thoughts. It is of the utmost importance to us all that we acquire the necessary confidence and ability. Very few students of public speaking become silver-tongued orators or renowned lecturers, but that does not make their training less valuable. The majority of us will never address a larger group than our own club members and their ladies; but our value to our employers, our families, our communities, and ourselves will increase in direct proportion to our growing ability to express our thoughts.

Experience in public speaking is valuable not only to those with oratorical ambitions. It is invaluable to every person who wishes to converse with his fellows. We all cannot be musicians or painters or sculptors, but it requires no inborn talent to express ourselves capably. Public speaking can be roughly defined as speaking before an audience—whether that audience consists of one person or five hundred. We all do a great deal of public speaking every day. We owe ourselves and our audience the best performance that we can possibly give.



## Variety in Experience

Emphasis for this month is laid on types of speech required for special occasions. Here is a grand chance for each member to learn how to perform when some unusual kind of speech must be made.

Do you, personally, know how to:

- Nominate a candidate
- Deliver address of welcome
- Introduce a speaker
- Make a sales talk
- Address a business conference
- Make a political speech
- Address a school commencement
- Install officers
- Induct new members
- Make a patriotic address
- Present a committee report

Those are a few of the speech occasions which come along to trip up the speaker. During this month of May your club should help *you*, individually, to prepare yourself to meet any such event.

## Plan the Programs

Simulated situations give the start for unusual programs. Imagine that your club is the local Chamber of Commerce, or the City Council, or Board of Education. Carry on with committee reports and discussion. Let some citizens (simulated) appear to

present complaints or suggestions or advice. There are good possibilities for lively speech and entertaining exchanges, along with training in how to conduct such meetings, and how to speak before such groups.

Devote an evening to sample speeches of various kinds. Let someone speak on "How to Introduce a Speaker," or "How to Make a Report," or on any of several related lines. Then have speakers follow, giving talks on these lines. You could afford to have half a dozen members each give a one-minute speech of introduction, presenting some speaker by name and subject. By giving special attention to these special situations, your members can be definitely helped.

## Material

Observe that this issue of *The Toastmaster* carries much material on the subject of occasional speeches. Give special attention to the article on pages 6 to 8, "The Occasional Speech — How to Construct It." Refer also to the charter presentation speech on pages 9 and 10, and to "Warmed-Over Speeches," on pages 22 and 23.

The planned program, like the planned speech, is the one which produces results.

## Helps for Evaluators

- What was the occasion (simulated or real) for this speech?
- Was the speech appropriate for the occasion?
- Was it well delivered?
- Did it have any points of originality?

# It's a Good Idea

## Friendly Gesture

Senator Brien McMahon, of Connecticut, introduced a Senate resolution reaffirming the friendship of the American people for all the peoples of the world, including the peoples of the Soviet Union. In presenting this resolution, the Senator made a speech which is of rather exceptional quality as Congressional speeches go in these days.

Regardless of the merits of his resolution, and without endorsing it or urging its adoption, we go so far as to recommend the resolution and the speech to Toastmasters who like to read good speeches; and still further, we suggest that the resolution may well be made a subject for discussion in your Toastmasters Club. What good will it do, if passed? Can the sentiment be made known to the people most concerned, those who are behind the Iron Curtain? Such questions are worth talking about.

If you would like to see a copy of the resolution and of the speech, address the Hon. Brien McMahon, in care of the U. S. Senate, Washington, D. C.

## Advertise Your Programs

It is a very good idea to stimulate interest among your members by telling in advance what

kind of program they may expect at the next meeting. Many club bulletins merely list the names of the speakers, without giving any intimation of what is to be presented. Such announcement does not do much to promote attendance. But if the announcement states the nature of the program and the subjects of the speeches, interest is quickly aroused.

The fact that Jim Skidmore is to give a five-minute speech may not stir you, but if you are informed that Jim is going to talk about how to relieve traffic congestion in the downtown areas, you may want to hear him. Or Tom Spokes is to explain the project for improving the city parks. Or "Shorty" Muscles will review his experiences as a football star at Siwash College. Or it may be that a panel discussion is scheduled on price controls and how to control them. Such definite announcements tend to build interest and attendance. Of course, the Program Committee has to do a little work, and plans must be made in advance so that the editor of the bulletin can get the information.

There is little inspiration in a list of names of men who will speak. There is a great deal of value in advertising the topics to be presented, and the type of program that is planned. Be specific in your announcements.

---

## HOW WE TALK

---

### What Good Is Grammar?

If you are one of the many people who have trouble with grammar and spelling, don't take it too much to heart. You are in good company. Many notables have had similar trouble, and their poor grammar did not keep them from success.

For example, George Washington had trouble with spelling. He was frequently embarrassed by such words as *opportunity*, *separate*, *Presbyterian*, — to mention a few samples. But even if he couldn't spell *opportunity*, he was there to open the door when opportunity came knocking.

Andrew Jackson grew up completely illiterate. His wife taught him to read. General Grant needed coaching in his English.

William Cobbett, in his textbook on grammar, written more than one hundred years ago, spoke strong words of disapproval concerning what he considered inexcusable violations of good usage in an address by the king delivered to Parliament in 1814. Mr. Cobbett severely criticized both the king and the cabinet for not using better language in so important a document.

Even Homer is supposed to have nodded occasionally. It would be difficult to find any

writer who has not on some occasion slipped into errors. Both grammar and spelling are so complex in our language that it takes a master mind to keep them always under control.

And so, if you do get mixed up now and then, and speak or write in ways not approved by the best authorities, do not be disheartened. Remember that you have good company, but keep on trying to do better.

Do not excuse your bad habits of careless speech just because Washington was not a good speller, or because Shakespeare sometimes used the wrong word. There are certain standards which you must follow if you hope to qualify as a good talker.

Bear in mind that you have better educational advantages over Washington and Jackson and Shakespeare, and that you do no credit to yourself when you neglect your opportunities for improvement.

While minor errors in ordinary speech are to be condoned and overlooked, never forget that the correct use of one's native tongue is one of the marks of a cultured person.

Perhaps you may be great enough, in other ways, to get along without education, even as Andrew Jackson did; but until you can demonstrate that greatness, you will do well to conform to the standards set by those who are supposed to know best about how to talk.

## Recommended Reading

By R. C. S.



### Unusual

This is unusual (in *The Toastmaster*) but let's face it. We are advising you to dip into certain current magazines for bits of humor and inspiration.

Get a copy of *The New Yorker*, issue of March 3, 1951, and read page 21, "The Talk of the Town." What the editors say about words in general, and about Dr. Rudolf Flesch in particular, will entertain you and at the same time give you something to think about. If you do not subscribe to *The New Yorker*, you will find it at your city library. Take it as a bit of solid truth dressed up in humorous trimmings.

While you are at the library, pick up *The Atlantic Monthly* for March, 1951, and read the article on page 88, "The Handwriting on the Backboard," by Samuel Yellen, of Indiana University. He explained "How Football Died" in two articles in *The Atlantic* last October and November, and now he comes along with a description of the dire straits in which our nation found itself some centuries hence by reason of the development of basketball, with its accompaniment of increasing stature of the populace.

This article is recommended, along with the football fantasies, as an example of clever use of the

humorous treatment of a more or less serious problem. You speakers who have trouble in concocting an amusing speech will find excellent suggestions, by inference, in these articles. Please don't crib one of the articles and try to pass it off for your own. Rather, study the writer's style, and then try your hand at constructing an amusing talk by the serio-comic or "kidding" process.

### Buried Treasure

How long is it since you gave yourself the pleasure of an interview with Robert Louis Stevenson's writings? Have you ever read about Dr. Jekyll and Mr. Hyde? You should know them—or him.

But for recreation, and for the stimulation of your imaginative qualities, take a trip with Long John and his shipmates in *Treasure Island*.

It is a good story, and well told, and it may be that you can get some good ideas from it about how your imagination may be used for speech development. But one of the best things about it is that it will get your mind off the troubles and problems of the present day, and by giving you mental relaxation, help you to meet those problems as they force themselves upon you.



**THIS IS**

## **MY PROBLEM**

*QUESTION: Can you recommend any books on gestures or voice modulations that will help me? Evaluators tell me that my gestures are artificial and my voice is monotonous.*

J. D. B.

**ANSWER:** No, we cannot recommend any books which will improve your gestures or your voice inflections. There are a good many books which deal with the subjects. Every textbook on speech has something to say about them. But you can't get gestures out of a book. They must come out of you.

Good gestures, whether of hands or of voice, are altogether a matter of practice and criticism. Studied gestures and inflections are likely to be artificial. The best gestures are the ones which come naturally, and which grow out of the words you speak. Good gestures are hardly observed by the audience, because they are so much a part of the speech. It is the bad ones, the poorly timed, artificial, badly executed ones which cause comment.

Observe your hands and your voice in ordinary talking. Are your hands idle as you converse? Probably not. You use them for emphasis and for illustration, for description and direction. Your voice follows the same lines, unless

you are a monotone talker. Your hands and your voice should follow the sense of your words.

But let's have some practical suggestions to help you.

Make a voice recording. If there is not a machine handy for you to borrow, pay to have the recording made. Then play it back and see how you sound. Make a practice of reading aloud, trying to put the sense and feeling into what you read. Put action into the reading. Make the action suit the words. Use gestures as you read, not planned and studied, but spontaneous movements of the hands.

When you make a speech at your club meeting, take such a subject as "I Can't Make Gestures" and then demonstrate how difficult it is for you to get your hands into action. Show them what you would like to be able to do. Be ridiculous, exaggerating the movements. Burlesque your vocal performance. Read some sentences with exaggerated inflections.

Step clear out of character, and see how easy it is to put action into hands and voice.

No, you can't get skill in gestures by reading a book. You have to practice, and study your results.



### **Self-Confidence**

I am convinced that ability alone is not enough. In these days one has to be articulate in order to win success, and I am convinced that Toastmasters training can help one immeasurably. It gives me a great deal of pleasure to see so many young men in our club blossom out with new poise and self-confidence because of their training.

—Frank C. Melone, M. D.  
Ontario, Calif., Toastmasters

### **Vision**

I would like to compliment the founder of Toastmasters for having vision for the need for this training, and for following through with it to the point it has now reached. My regret is that I first heard of Toastmasters a year and a half ago, instead of ten years earlier.

—Glenn R. James, President  
of Tyro Toastmasters, St. Louis

### **Poise to Say "Thank You"**

I have been in Gecola Toastmasters Club for about two years, and I know that I am not the same

person who struggled to his feet nearly two years ago and stammered and stuttered when he tried to speak. I am thankful for what Toastmasters has already done for me. For example, I have just completed 25 years of service with General Electric. My friends honored me with a dinner, and presented me with a beautiful watch. It was a complete surprise to me. Of course I was nervous, but I really did get to my feet and I made a few remarks, and was told by my friends that I appeared to be at ease. Two years ago I would probably have crawled under the table in such circumstances. I shall continue my training in Toastmasters and continue to improve.

—Jack O'Neal, Vice-President  
of Gecola Toastmasters, Los Angeles

### **Good Taste**

I think that Toastmasters training is invaluable for those who seek advancement in their employment, in social influence, and in civic work. I admire your stand against off-color humor, although it seems impossible completely to eliminate such things.

—John R. Mahalek, Treasurer of Vigo  
Toastmasters, Terre Haute, Indiana

### **Satisfactions**

I have the conviction that Toastmasters has offered me the best opportunities to participate, the most satisfying benefits, and the finest personal associations of any organization to which I have belonged.

—Richard F. Madden, of Honolulu  
Toastmasters Club No. 119

# A LESSON IN SOCIALISM

By courtesy of The Foundation for Economic Education, Inc., Irvington-on-Hudson, New York, we are able to present this unusual example of graphic illustration. The writer used a possible situation in daily life to demonstrate a political and economic fallacy, thereby setting a good example for all speakers and writers to follow.

As a teacher in the public schools, I find that the socialist-communist idea of taking "from each according to his ability," and giving "to each according to his need" is now generally accepted without question by most of our pupils. In an effort to explain the fallacy in this theory, I sometimes try this approach with my pupils:

When one of the brighter or hard-working pupils makes a grade of 95 on a test, I suggest that I take away 20 points and give them to a student who has made only 55 points on his test. Thus each would contribute according to his ability and — since both would have a passing mark — each would receive according to his need. After I have juggled the grades of all the other pupils in this fashion, the result is usually a "common ownership" grade of between 75 and 80 — the minimum needed for passing, or for survival. Then I speculate with the pupils as to the probable results if I actually used the socialistic theory for grading papers.

First, the highly productive pupils — and they are always a minority in school as well as in life — would soon lose all incentive for producing. Why strive

to make a high grade if part of it is taken from you by "authority" and given to someone else?

Second, the less productive pupils — a majority in school as elsewhere — would, for a time, be relieved of the necessity to study or to produce. This socialist-communist system would continue until the high producers had sunk — or had been driven down — to the level of the low producers. At that point, in order for anyone to survive, the "authority" would have no alternative but to begin a system of compulsory labor and punishments against even the low producers. They, of course, would then complain bitterly, but without understanding.

Finally I return the discussion to the ideas of freedom and enterprise — the market economy — where each person has freedom of choice, and is responsible for his own decisions and welfare.

Gratifyingly enough, most of my pupils then understand what I mean when I explain that socialism—even in a democracy—will eventually result in a living-death for all except the "authorities" and a few of their favorite lackeys.

—A letter from Thomas J. Shelly, teacher of Economics and History, New York — Jan. 20, 1951.

THE TOASTMASTER

## LEADERS OF TOASTMASTERS INTERNATIONAL

### OFFICERS

- President**—George W. S. Reed  
5229 Lockhaven, L. A. 41, Calif.
- Vice-President**—Carleton Sias  
1000 Waterloo Bldg., Waterloo, Ia.
- Secretary**—Nick Jorgensen  
1630 - 15th Ave., W., Seattle 99, W.
- Treasurer**—Tracy M. Jeffers  
1293 Grand Ave., St. Paul 5, Minn.
- Past President**—Lewis C. Turner  
655 S. Hawkins, Akron 20, Ohio
- Founder**—Ralph C. Smedley  
Santa Ana, Calif.
- Executive Secretary**—Ted Blanding  
Santa Ana, Calif.
- Admin. Assoc.**—Wilbur M. Smith  
Santa Ana, Calif.

### DIRECTORS

- Charles H. Griffith**  
P. O. Box 991, Tacoma 1, Wash.
- John W. Haynes**  
1111 Wilshire Blvd., L. A. 17, Calif.
- Glenn E. Johnson**  
1116 - 6th Ave., S., Moorhead, Minn.
- Harris O. Johnson**  
3710 N. Euclid, Indianapolis 18, Ind.
- Everett K. Kindig**  
917 Azalea, Burlingame, Calif.
- Harry La Dou**  
3226 Udall St., San Diego 6, Calif.
- Hugh E. McEvoy**  
2735 N. 47th Ave., Omaha 4, Neb.
- Russell V. Puzey**  
3900 Bd. of Trade Bldg., Chicago 4

### DISTRICT GOVERNORS

- Founders —Glen E. Welsh  
812 Fairview, Santa Ana, Cal.
- 1 George H. Emerson  
4546 Circle View, Los Angeles 43
  - 2 Glenn H. Holsinger  
Lloyd Bldg., Seattle 1, Wash.
  - 3 Platt Cline  
Flagstaff, Ariz.
  - 4 Harold J. Dill  
38 Chatsworth Court, Oakland, Cal.
  - 5 Howard Z. Dudley  
530 Arenas, La Jolla, Cal.
  - 6 Adelbert R. Smith  
3832 Longfellow, Minneapolis 7
  - 7 Sheldon R. Haatvedt  
P. O. Box 84, Albany, Ore.
  - 8 George Boardman Perry  
424 E. Park, Webster Groves 19, Mo.
  - 9 Joseph H. Black  
Box 113, Ephrata, Washington
  - 10 Kenneth Froelich  
1201 Havana Pl., NE, Canton, O.
  - 11 Homer H. Peters  
1211 E. Spring, New Albany, Ind.
  - 12 Chet P. Flagg  
Rancho Sespe, Fillmore, Cal.
  - 13 Rev. Alfred Grotzinger, O.S.B.  
550 Cowan, Jeannette, Pa.
  - 14 Dr. Herman Gray  
P. O. Box 665, Rome, Ga.
  - 15 O. J. Bothne  
127 Polk St., Twin Falls, Ida.
  - 16 Don Mattocks  
Box 1589, Tulsa, Okla.
- 17 Wesley E. Binko  
407 S. 6th E., Missoula, Mont.
  - 18 D. P. G. Macgregor  
"Kingarh," 39 Thorn Dr.,  
Bearsden, Scotland.
  - 19 Lynn P. Zenger  
906 S. Menlo, Sioux Falls, S. D.
  - 20 Arthur C. Idsvoog  
P. O. Box 30, Grafton, N. D.
  - 21 R. L. Jack  
3408 W. 34th, Vancouver, B. C.
  - 22 L. Crow  
410½ Joplin St., Joplin, Mo.
  - 23 Rex Borough, Lt. Gov.  
Box 138, Albuquerque, New Mexico.
  - 24 Charles A. Nya  
1018 Redick Tower, Omaha 2, Neb.
  - 25 Joseph A. Shirley  
P. O. Box 2201, Dallas 1, Tex.
  - 26 Dr. John C. Rosnik  
825 Republic Bldg., Denver 2, Colo.
  - 27 Robert E. Dunkle  
1026 Poplar, Fresno, Cal.
  - 28 Don Harris  
810 E. Midland, Bay City, Mich.
  - 29 Lee Smallwood  
P. O. Box 205, Mobile 2, Ala.
  - 30 Emmet L. Holmes  
4408 N. Malden, Chicago 40, Ill.
  - 31 Leonard W. Fish  
746 Chapel, New Haven, Conn.
  - 32 R. T. McKenzie  
c/o KMO-914 Bdwy, Tacoma, Wash.
  - 33 Dr. W. W. Newschwander  
Rt. 1, Box 36A, Ellensburg, Wash.

HOME OFFICE ADDRESS: TOASTMASTERS INTERNATIONAL, SANTA ANA, CALIFORNIA

Dr. James F. Bean  
1134 Fair Oaks  
South Pasadena California  
sp F 4/51

# for success in speech

Speak often, but not long.

talk about what you know.

talk to a crowd as to one person.

Speak only when you have something to say.

make your purpose clear.

make the sale.

- *Be Enthusiastic*
- *Be Friendly*
- *Be Brief*