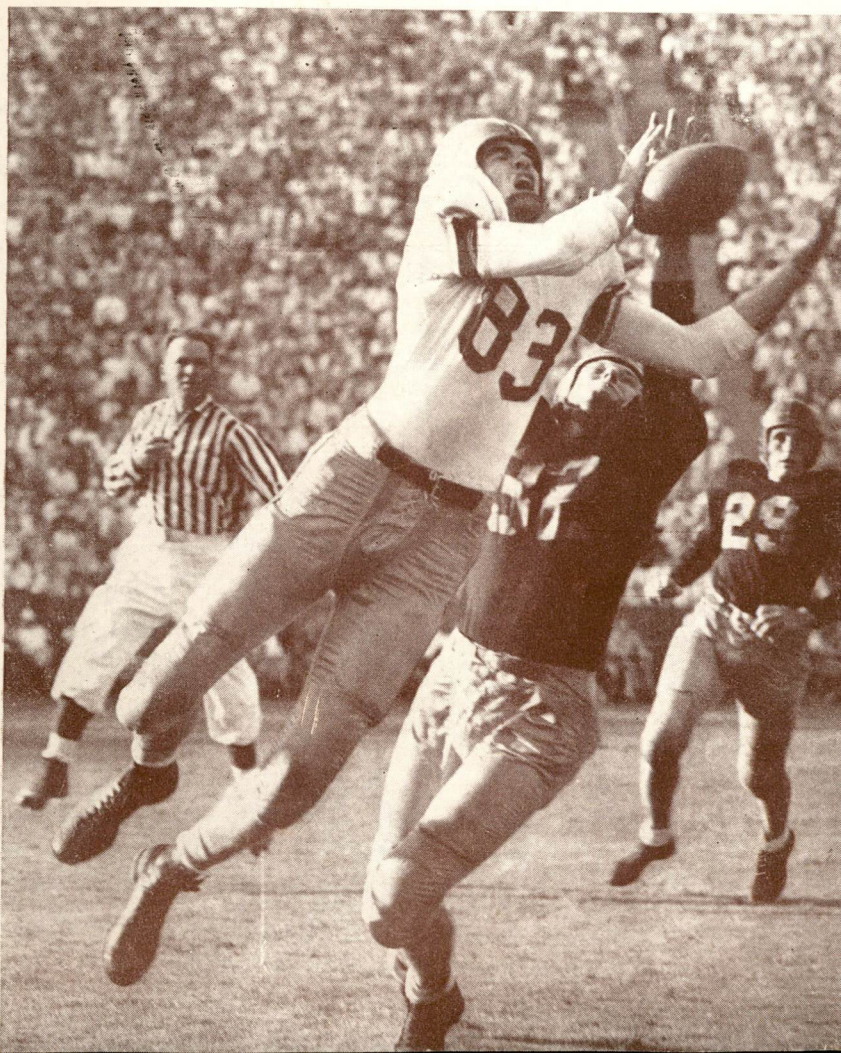


THE *Toastmaster*

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For Better Thinking—Speaking—Listening

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

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On the cover, a tense moment in the Navy-U.S.C. game. SC's Jay Roundy, 32, stops Navy's Ted Carson, 83, from catching a long pass. No. 29 is SC's Williams.

Photo by Art Rogers, of the Los Angeles Times.

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FIRST AND TEN - AND IT'S YOUR BALL!

By WILBUR M. SMITH

Football is in the air.

On a thousand fields hardy athletes battle for glory.

The fans in the stadium play their hearts out for their favorite teams. They cheer as the ball carrier drives deep into enemy territory, and fullbacks find holes in the forward wall. Tension mounts and subsides beneath the color and pageantry of the game. The crowds scream with delight or groan in agony at an intercepted pass or a blocked punt, depending on which team does it.

In homes throughout the land, the armchair quarterback listens to his favorite sportscaster chanting the jargon of the game: "Single wing to the left," "Laterals out wide," "T formation," "Smashing line formation"—it all brings pictures into his mind of the daring offensives and the unbreakable defense lines. He has his part in the game, though he sees it only in his mind's eye.

The second-guessers and the sports page players review each account of the game to assure themselves that their personal strategy would have far surpassed that of the coach or the quarterback on the field. Every fan knows just how he would have turned the tide by a long pass to the end zone. He wouldn't have been

tripped up on the two-yard line. His team would never yield an inch, much less trade a touchdown.

His quarterbacking would consist of smashing attacks, deceptive ball carrying, and ruthless and irresistible tackling. As he sits in his armchair, he knows that Michigan, Army, Notre Dame would fold up like accordions before his onslaught.

But lo, our master mind does not play the game. He is the spectator, the onlooker. From his seat in the grandstand or in his home, he plays in theory, but he never grasps the real meaning of the game. You can't get it from the sidelines.

It is the player, the man who is in the thick of it, who knows the heartbreaks and the glories of the great game.

Life is like that. Watch the football game, and see the panorama of the battle of life. Observe that the winner is the man who gets into the game and gives it all he has, regardless of the score.

In life it is the player who wins or loses. There is no sitting on the sidelines. Every man has to get in there and fight.

The real players go into the game for all it is worth. They don't expect it to be easy, to be played without fumbles and set-



backs. They take the bruises and the hard knocks and do not cry about them. They play to win, and they accept the breaks, good or bad.

That is the way it goes in real life—in business, in industry, in every phase of living. The leaders are the ones who play the game of life at its fullest. While most of us may count ourselves just ordinary people, far removed from greatness, we may very well follow the examples of the players and the leaders by getting into the game just so far as we can, and by refusing to be mere spectators.

Every man can get into the thick of it in his own business. He can get into community affairs outside of his work. He can accept offices and service assignments in his club or fraternity when his fellows call on him to help. His may not be a big job, but it may be as important in the game of life as the quarterback's task is when he merely passes the ball to another player. Without our small help, or his, the whole play may be upset, or not even get started.

Too many people are afraid of life. The chances of disappointment and failure appear too great. Thrust into the world, they refuse to accept its responsibilities and

thus put themselves out of line for any rewards.

To recognize life's sorrows is to find keener joys in its pleasure. It takes a good loser to be a good winner, whether in life or in football.

When we play the game with all our energy, we find an inward warmth which enables us to face difficult situations with confidence. We must never forget that many a team fails to make the touchdown, and many a man fails to reach his goal; but if they have made an honest effort, both the team and the man are better for having tried.

It is the players, and not the spectators, who win.

When you have a chance to take on a new task, remember the football player who gets his call into the game. He runs out to help even when others have failed. You can accept the challenge, dive into the play, dodge the opposition or trample it down, and possibly even carry the ball for the winning touchdown.

Football is in the air. Get some of its spirit into your blood. Plunge in and play your part. Don't sit on the sidelines. Get into the game yourself—and score.

*In life as in a football game the principle to follow is:
Hit the line hard.*

—THEODORE ROOSEVELT

The world is divided into people who do things, and people who get the credit. Try, if you can, to belong to the first class. There's far less competition.

—DWIGHT MORROW

President's Message

By LEWIS C. TURNER

Good speech is good business because it is poor business to dress up any merchandise in shoddy packages if you wish to sell it to the public.



I am sure that all of you have noticed how careful reputable companies are to wrap their merchandise with attractive coverings. Furthermore, we should note that they insist on their agents being dressed neatly, and that they deliver the package directly to you instead of throwing it upon the front porch and running away.

These people are dealing with material items. How much more careful, then, should the agent be who deals with persons. The impressions a person makes by good or bad speech linger on after the remembrance of what he wore has been forgotten.

People instinctively judge you by the way you look and the way you speak. One cannot afford to appear at less than his best unless he is willing to get less than the best from life.

The schools have been very lax in pointing out to young people that they are judged almost always in four ways when they meet the public. First, they are judged by what they say, second, by how they

say it, third, by what they do, and fourth, by how they look. Please note that three of these items are directly related to speech; what we say, how we say it, how we act while saying it.

Three years ago I made speech a required subject in the school under my supervision, not only for the students taking business training but for all courses. Last year our failures in the two upper grades were fifteen per cent less than three years ago. Boys and girls who formerly remained chained to their chairs by fear, now stand up and express themselves. They are no longer like the adult in one of my public speaking classes at our local university, who fainted when he got up to make a speech. After we had thrown some water on him to bring him back to consciousness, I asked him what the trouble was. His answer should interest all of you who are afraid to speak up in your business associations. He said, "When I stand up, my brain sits down."

Toastmasters is helping thousands of men to make their brains stand up when they stand up and stay with them until they sit down. It is one of the fastest growing adult organizations in the country and furthermore it is a non-profit organization and has never had a paid organizer. Good speech is good business for men in business and for young men who wish to make a place for themselves in business.

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THE LAST WORD

There is no "last word" in the fields of educational and scientific research. So long as man continues to study and strive for higher achievement and fuller knowledge, the end is not in sight.

Yesterday's discovery is today's commonplace. The inventions and innovations of last year are outmoded by this year's new developments. The road of progress is strewn with the debris of past inventions which have been discarded in favor of new and better ones. But you will observe that the essential parts have been taken from the discarded ones to be built into the improved mechanisms which have grown out of the past experience.

There is no "last word" to be spoken in the field of public speaking. Even in this most ancient of arts, while certain fundamental

principles have been established, no final and completely satisfactory method of interpreting these principles has been developed. Methods of instruction in the art of speech change from year to year as new methods are presented and tested. Methods of speech preparation and delivery are worked over and studied for improvements. Ideas are always changing.

That is as it should be. That is the way it is in the Toastmasters training program. No final and unchangeable form or method can ever be adopted, so long as men with open minds seek to find ways to improve.

The success of the Toastmasters movement is due in no small measure to this open-minded attitude which has characterized it from the beginning. We have made certain important discoveries. We have developed improved methods. But we have never claimed that we had reached the ultimate goal.

This policy of the open mind, the constant search for better ways to work, has guaranteed progress in the past, and it is our assurance of better work in the future. Toastmasters must never become static, institutionalized, jealous of traditions. We must welcome better things, just so long as we are sure that they are better.

St. Paul laid down a good rule for the educator to follow when he said: "Test all things; hold fast that which is good." Following that rule, we have far to go in speech training before we can lay any claim to having attained the ultimate—the "last word."

★ When Is

The Age of Achievement

By RALPH C. SMEDLEY

What are the most fruitful years of a man's life?

Does an executive or a mechanic outlive his usefulness at about the age of 40, or 45, or 50? If that is the case, what is the use of all this scientific effort to prolong life beyond the time when productivity, so necessary to happiness, is possible?

In the 12th century, when Richard the Lion-Hearted and his fellows were making history, normal life expectancy was about 25 years. Not many people lived to the "ripe old age." Life was cheap, war was unceasing, human ills were many and the remedies were few. The taking of human life was hardly so serious a crime as stealing a sheep.

Medical science, with improved understanding of hygiene and the rules of right living, along with a growing sense of moral responsibility, and a realization of the supreme value of life, has changed things.

A child born in 1900 could reasonably be expected to live until 1949. By 1925, improvements had been made which raised the life expectancy to 57 years. Today, thanks to control of contagious diseases and higher standards of living, the expectancy has been raised to more than 62 years for a 1949 baby.

That is not all, for older people have a better chance of longer life also. The one who is 60

years of age now has a normal expectancy, on the average, of 14 more years of life, while the one who is 70 is given nine additional years by the statisticians. That does not mean that he will be automatically eliminated at 79, but rather, that he ought to live to that time, except for accidents and unavoidable causes, and that he may carry on much longer if he is careful and has good luck.

This being the case, what about the idea that a man has done all his best work by age 45, and therefore should be laid off, for the good of the business? Is the man of 50 good for nothing but to draw his old-age pension, and wither away toward the cemetery?

Consider what the world would have lost if Thomas Edison or Henry Ford or Chauncey M. Depew or Benjamin Franklin or any one of hundreds of other great men had stopped at 45 or 50.

Many of Franklin's greatest achievements came after he was 70. He had done nothing of very great consequence before he was 40. George Washington was 43 before he became the leader of the American colonies, and Lincoln was 45 when he met Stephen A. Douglas in the famous debates which opened his way to the Presidency.

Professor Thorndyke, of Columbia, held that only four per cent of the world's greatest work has been done by men under 40. An-

other authority states that the period of maximum creative achievement is after 50.

Handel was past 56 when he wrote *The Messiah*. Wagner composed *Parsifal* at 69. Titian did many of his best paintings between 70 and 90. Russell H. Conwell was nearly 40 before he was ordained to the ministry. His greatest work was done after 50, and at 80 he received the Edward W. Bok award as Philadelphia's most useful citizen. Tennyson wrote "Crossing the Bar" when he was 83 years of age.

Look around you, and observe the many leaders in business whose wisdom, based on experience, makes them powerful forces in the world today. Youth has its place for enthusiasm and hope, but the maturity of age brings wisdom and courage and ability to achieve.

"No wise man," said Dean Swift, "ever wished to be younger."

Shaw Hopes to Be 300

According to an interview reported in the London Reporter, George Bernard Shaw, Britain's greatest playwright since Shakespeare—in Shaw's own opinion a greater playwright than Shakespeare—celebrated his 93rd birthday saying: "Thank God! I have reached my second childhood. It's delightful. I can do what I please—which is something one cannot do in one's first childhood."

A great wit, he is also possessed of great wisdom and, surveying his long life, he said: "Never be afraid of getting old. There are dangerous hurdles—from 35 to

40, for instance. Many brilliant men have died between those ages.

"But once you have passed 60 you ought to be well in the running for 80. It's then that you really begin to enjoy life. If I reach my 100, I can look forward to going on till I am 300. But," he went on, "death is now knocking at my door and is not an unwelcome guest."

Man's only excuse for continuing to live is his willingness and ability to continue to serve and contribute. So long as he lives, he has the opportunity and the obligation to build, create, grow. Only when he ceases to grow in his own mind and character is he really old.

How old is a Toastmaster? When should age cause him to drop out? When is he too old to receive any benefits from his membership?

Those questions have not yet been answered. No top limit has been discovered. There are plenty of active members who are well past 70, and some who are past 80, and who are still gaining and giving in the clubs and in their communities.

The passing years do not set limits on the possibility of human achievement. The physical slowing down which comes with age does not involve mental laxity in the man whose mind is alive.

What is the age of achievement? What years are the most productive?

The present years—right now—the time which we have today—this is the time of accomplishment, the period of production.

★ From Idaho, comes this learned treatise on

How To Ride The Owyhee County Cayuse

By PAUL E. TRACY, of the Caldwell Toastmasters Club

"A horse! A horse! My kingdom for a horse!" cried King Richard as his enemies surrounded him.

"A horse! A horse! My business for a horse!" is the cry of modern man on an economic battleground of his own making.

The demand for a horse was identical, but the use to be made of it differs radically. King Richard wanted transportation—he wanted to "get the hell out of here," while modern man wants to board a horse and yet stick around.

Since that is the case, and since the demands for horses increase yearly, with the peak coming at the season when rodeos are going day and night, and sheriffs' posses roam the land, a word of warning should be sounded.

One must be prepared. To be a rider requires appropriate apparel. Clothes not only make the man—they make the rider as well. Just as a correct dresser would not be found without his dinner coat after 6 P. M., so no real rider would mount a horse without being dressed for the part. One must first have the right riding togs, and then all else is simple.

The man who plans to subdue a broncho must wear Levi overalls which fit snugly around the waist. Then he must have a large, wide-brimmed hat (at least ten gallons capacity) such as is affected by the best waddies, and this hat must be

creased on the lines the waddies favor.

Next, get a flannel shirt and a gay handkerchief. Put a sack of tobacco in the shirt pocket, and make sure that the tag dangles freely, on the outside. Then procure the chaparejos, or "shaps" as they are called by experts. Many riders claim that the hairy "shaps"



This is our hero, Paul Tracy, arquebuckeroo, or vaquero extraordinaire, booted and spurred and ready to ride but without his hoss. He meditates on how the seat in the saddle (and the hoss) can make one man a prince, another a squire, and still another a dude buckeroo. (Note the tobacco tag and the hairy trousers.)

are best. We note an added advantage—they have sex appeal, as is illustrated by the letter written to the folks at home by a school teacher newly arrived in Owyhee County.

She wrote: "These western men—they are so strong—so virile. The hair on their legs grows right through their trousers!"

Now for footwear: High-heeled leather boots are the only thing, and they should be as small as possible. Boots give one the genuine gait of the vaquero, which is a mincing, hobbling walk. Remember, however, one does not buy riding boots to walk in.

And now, strap on spurs which shine and jingle. Spurs are very important. Rowels hooked into the thin flanks of a sulking horse have many a time brought the dubious contest to a sudden end. You must have spurs.

Just a word is needed concerning gloves. Secure gauntlet buckskin gloves with the broncho motif embroidered on them—something like a horse rearing high, or buck-buckle on the time-honored six gun, or a Colt of the single action, forty-four pattern. Avoid all cheap nickel-plated artillery.

Now you are ready to approach your broncho, or cayuse, which

has been saddled by your friends and is ready for your occupation. Those "friends" may wink at each other, and covertly smile. Do not become apprehensive. Thus far, you are correct and all right. All you have to do is go ahead.

The horse sees you—and tries to escape. He wants to go away from there. You approach him languidly rolling a cigarette. If the beast will not calm down, have someone blindfold him.

Now you clamber on.

Once you are in the saddle, light the cigarette nonchalantly. You may feel the critter's back humping up under the saddle, and his muscles gathering into hard bunches. Pay no attention to little details like that. Rather, make sure that the tobacco tag dangles properly from the pocket. Assume a devil-may-care attitude toward the broncho and your friends. Make some facetious remark, dryly, and flick the ash deftly with the little finger.

Take off your hat with one hand; jerk off the blindfold with the other. Give a savage yell; beat the bronk over the head with the hat; drive the spurs home—and *you're off!*

That is, you're off if your horse is any good.

★ So what do you mean by

"So What!"

By GEORGE F. SAUNDERS of Conoma Toastmasters Club, Oklahoma City.

"Did he have a real 'So What'?" If these words sound familiar, that is because you have read the evaluation sheet for Number Three in your *Basic Training*. But I would like to ask, with all respect, "So what does 'so what' mean?"

What, standing alone, makes a speech a good speech? Is it the strong, arresting opening? No! If that is so, how can we account for Abraham Lincoln's success at Gettysburg, when he said, "Four-score and seven years ago our fathers brought forth upon this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal."?

Imagine yourself hearing those words for the first time. Stripped of the immortality they have won, and separated from what follows them, we must conclude that this opening is neither exceptionally strong nor arresting.

More recently, we have had the oft-mimicked opening of Franklin D. Roosevelt—"My friends, and you *are* my friends"—neither startling nor arresting. And yet, both of these speeches were tremendously successful.

We must conclude that the sole measure of a good speech is not the opening, but the body of the speech.

Wrong again!

It is with difficulty that I recall anything Robert Benchley said in his discourse on "How to Read a Financial Report." And yet I enjoyed it. All I can recall is how he said it.

Not the opening, not the body—then the difference between the good and the bad must lie in the conclusion, in the "So What!"

Every speaker dreams of achieving the powerful close which Patrick Henry produced when he shouted, in the House of Burgesses, "I know not what course others may take; but as for me, give me liberty or give me death!" Patrick Henry's words furnished the battle cry for the infant republic.

But Jesus inspired the world with His teachings, and oftentimes His conclusion, though obvious, was not stated in words.

No! The conclusion is not the all-important part of the speech. Like the other parts we have mentioned, it is important, but it is not the only essential element.

Since we must find the key to success in speaking, let us assume that the opening, the body and the conclusion are necessary in varying degrees, and then pass on to those elements which dress up a speech.

Take good grammar and the use of unusual words. As Will Rogers

DEFINITIONS FOR TENDERFEET

Horse—A large, solid-hoofed, herbivorous mammal (*Equus Caballus*) a relic of the "horse-and-buggy" age, much esteemed by the ancients as a means of transportation.

Bronco—(Spanish *bronco*, rough, wild.) A small, half-wild horse or pony, of the plains of Western America.

Vaquero—(Spanish *vaquero*, a herdsman.) The term applied to daring horsemen of the west, with or without cattle. Sometimes confused with *caballero*, a Spanish word meaning a knight, or fine gentleman.

Pronunciation: Vaquero (va KAY ro) Caballero (ka bal YEA ro)

said, "A lot of fellows who don't say 'ain't' ain't eating."

Consider good delivery. Winston Churchill, speaking of the heroic deeds of the Spitfire pilots in the early stages of the recent war, could have read these words over his glasses, as was his habit: "Never in the history of mankind have so many owed so much to so few." Words so powerful and so descriptive as these do not depend on good delivery.

What about bad mannerisms of speech? It is said that Lincoln habitually spoke with his thumbs hooked in his waistcoat. Will Rogers liked to talk with his hands in his trousers pockets and his eyes fixed on his shoes.

I am convinced by this time that further search would be fruitless. There is no one single thing that will make all speeches a success. A successful speech is one which gains the desired result. It is a speech that results in good listening. It is a speech which brings the speaker's personality into harmony with the occasion, and makes good use of the tools of good speech which are placed at the speaker's disposal.

The speaker must vary the different elements of speechmaking to make them suit his purpose; but first, last, and always, he must

be the master of the situation.

I express these ideas not because I have learned to make a good speech, but because I have learned to be a good listener. We must never forget that our speeches must be heard by someone. The speeches are made for the listeners.

As a work of art, the speech may be technically perfect, and yet so lacking in appeal that the applause which follows may be an expression of relief rather than of approval.

The form of a speech is always subject to modification as may be necessary to give it effective listener appeal.

The "so what" of the speech is its final effect, and that depends on no one quality or part of it. The whole effort of the speaker must go into producing a speech with a purpose which he must achieve. To accomplish his purpose he must use all the elements of speech in proper place and proportion. And he must never forget that he is speaking for the audience.

We can all remember the story of the musician who apologized to his friend for a poor performance. He said, "I had to play that piece by ear."

"Yeah," his friend replied, "that's the way I had to listen."

There are one-story intellects, two-story intellects, and three-story intellects with skylights. All fact collectors, who have no aim beyond their facts, are one-story men. Two-story men compare, reason, generalize, using the labors of the fact collectors as well as their own. Three-story men idealize, imagine, predict; their best illumination comes from above, through the skylight. —Holmes.

Brains are as plentiful as ever, and genius is shown by the use of your brains.

What To Talk About

So many inquiries are received from men who are at a loss to find speech topics that it has been decided to institute this department in the Magazine, to be continued for several months.. "What to Talk About" will bring suggestions on many themes and for many varieties of speech. It is worth your while to save these articles for reference when inspiration fails.

Ernest S. Wooster raises the question and attempts to answer it.

What's Your Subject?

It is amazing, the way that some Toastmasters never give their brains a chance to help their tongues.

When it comes to finding speech material, they rely on the *Reader's Digest* or some other magazine. Now the *Reader's Digest* is an excellent magazine, but so widely read that your hearers probably know more about your subject than you do—or at least as much.

Or these lackadaisical speakers may pick out something, not from the *R.D.*, but of very slight interest to the audience. Almost anything will do, provided someone else has done the spadework—the research on it.

It is not altogether the subject, however, that is important. The treatment given is a large part of speech success.

Just for instance, let's take some matters like arithmetic and writing, with history, grammar, geography, spelling, the alphabet, and common things of the sort. They may not sound interesting, but let's take a look and see what we can do with them.

Writing, for instance: What is the difference between the Chinese system and the English? What about the Hebrew and the Arabic,

which are read backwards, for us? How did men learn to write? When did written messages begin? Where are the oldest known writings? On the pyramids, maybe, or in caves or on rocks?

Take arithmetic: You had to take it in school when you didn't enjoy it. Try to get some enjoyment out of it now. What is its history? How did the science of numbers get started? Why the differences between the Roman system and the Arabic numerals? Why do we have a decimal system?

Few people realize that the history of mathematics is fascinating. Get a copy of Hogben's *Mathematics for the Millions* and find material for the most interesting speech you have ever made.

Grammar! No, please, not grammar! Have a heart! We got all we could stand back in grade school and have been trying ever since to forget it.

But let's start asking questions about grammar. Is our English system sensible? Where did we get it? Consider such confusing matters as the plurals, numbers, cases, verb forms, sentence constructions. You will wonder how a foreigner ever learns it—or anybody else, for that matter. But it will make a

grand subject for a speech, either serious or humorous. You might learn something to improve your own talking as you bring your mature mind to bear on the subject.

Then there's history. What use is it to us? Why should anyone study it? How can it be taught so as to do the student any good?

Many persons never discover that history is more than a matter of dates and unrelated events. They never discover the cause-effect idea of history, the element which gives it life and meaning and makes it easy and delightful to study.

For example, why did the Revolutionary War have to be fought? How far back did the causes go? How much of it was due to agitation and irritation? Suppose it had not happened? What would have been the effects on world history?

Consider the war between the states. Was slavery the real cause? Why were there slaves in the South, with the conviction that slavery was right? Why did so many Northerners think slavery to be wrong? Was it economic determinism—that philosophy which teaches that we consider moral and right (or at least not wrong) those actions and institutions which directly benefit us, while those which harm us, or do us no good, are wrong?

Imagination is a gift which we all possess in some degree, but, like other talents, it withers if left uncultivated, just as it grows through exercise.

—RAY GILES

Spelling is a good field. Why do we spell as we do? Do the unnecessary letters impede progress? What effect do our erratic combinations of letters have on children not blessed with photographic minds, and who spell wrong because they think phonetically? How much paper is wasted in the superfluous letters? What would be the effect on arithmetic if we tossed in an occasional meaningless digit, as we throw the meaningless letters into words? Do we need a system of simplified spelling?

Thus you may see the possibilities in commonplace subjects, if you will lend your brain to your tongue for a little while. Let your imagination help your common sense when you start looking for a subject.

Some speakers do that, but most of them do not. You can be one of the *some*, instead of one of the *most*.

Learning to speak in public means learning to take a subject and handle it so that it becomes a treat, a luxury. Boiled beans are nourishing, just plain boiled, but baked beans with plenty of seasoning are quite as nourishing, and a lot more pleasant to take.

It's the brains in the beans that make the difference.

Try putting some brains into your speech preparation. That will make a difference, also.

Advice To The Young Toastmaster

the transcript of a speech given before his club By Paul H. Pfeiffer, of the Santa Cruz, California, Toastmasters Club.

Having been a Toastmaster now for two years, and having been faithful in attending so often as one meeting in four (at times) I feel myself qualified to aid our neophytes with a few words of friendly advice.

Success as a Toastmaster, my friends, is easily attained. It is dependent upon only two things.

Notes are not a requisite. As you see, I am talking without notes. Moreover, as I shall quickly prove, ideas are not necessary.

One of the two things required is that you shall not lean on the table. Mark me, you may come with nothing to say, and say it badly, without receiving a word of criticism; yet, if your hands touch the table you are sure to be corrected. So remember this: Do not touch the table. The other thing essential to success I shall reveal later.

At this time I wish to help you with some of the different types of speech you will be asked to make. For instance, you will be asked to introduce a guest. In a speech of introduction, strive for the element of surprise.

Don't say, "I've brought the realtor whose name you see everywhere on yellow and red signs." Nonsense—everyone would know immediately that your guest was none other than T. E. White. Instead of that commonplace start, say, "I have the honor to introduce as my guest that famous

hunter, that intrepid explorer, that fearless adventurer—" By this time everyone is looking around for Frank Buck. They don't know that White told you that while waiting for you to pick him up, he saw a small head peeping over a mound of fresh earth on the front lawn, and that he killed that gopher with his boy's twenty-two. The Toastmasters will get a big surprise when you present T. E. White. So will T. E. White.

Then you will have to make a one-minute talk on a table topic. Don't worry. Just remember what the speaker before you says, and say it a little differently. Suppose the question is: Does Santo Juanito need a new water system? Your neighbor has just said that it does, because our water supply is inadequate, unfairly distributed and too expensive.

You rise and declaim: "Mr. Topic Master, I must say that I agree with Mr. Black. Who wants a water system that does not give us enough water? Which of us stands for a system that does not provide for one part of the town as well as for the others? Have we not all groaned when we wrote our monthly checks for water? Certainly we need a new system."

This reference to Mr. Black's speech makes him very happy; he knows that someone paid attention to him.

And then some day you will have to act as critic. In this case

you must think up a tribute of some sort, no matter how trite. Add just a tiny bit of adverse criticism to show that you distinguished this speaker from the others. You can say: "As usual, Mr. Brown gave an interesting and illuminating talk. I noticed only one very small thing wrong—that spot of gravy on his tie."

Acting as Toastmaster is the easiest task of all. Either the speakers you introduce have been introduced before, in which case you merely repeat those introductions in different words, or they are new, in which case anything said about them will hold the audience.

The last type of talk that we are to consider in this lecture is a main speech, or prepared talk.

This problem is easy to solve, if you use my ABC method.

A. Get hold of some article that is well known—one from the *Reader's Digest* will be good—to use for your material. Not only does this procedure make preparation easy for you, but it makes understanding easy for the audience. Indeed, since the audience is already acquainted with the material, a slip of memory on your part will not be noticed. The audience will fill in for itself.

B. Get some sort of object to show; start your speech with something which can be seen. For example, if you are going to speak of our city of Santo Juanito, get a map of it and, first thing, hold it up, thus—

(At this point, the speaker drew from his pocket a map which he awkwardly unfolded and displayed upside down. When turned right side up, it was seen to be a map of a rival town.)

Oh—uh—guess I must have picked up the wrong map. Uh-h-h (he tried to fold it up, but finally crammed it into his pocket) pardon me. But you get the idea. If you were to talk on efficiency, let us say, you could bring a fish.

And now, my friends, I come to point C, which is *dynamic delivery*. This is the second necessity for a Toastmaster. First, don't lean on the table. Second, be dynamic.

You may have nothing to say. That does not matter. Say that nothing forcefully, dynamically. So long as you speak with gestures and a shout, you can be sure of thunderous applause. Just to illustrate my point, I will now give you a whole speech using nothing but the nonsense syllable "dah."

(Using a succession of "dah's" and pantomime which included wide-flung gestures, the speaker expressed the following sequence of ideas: Wives and husbands quarrel and their little children roam the streets. I weep to think of the helpless tots. Learned men seek long in weighty tomes for solutions to their problems. Some find no solution but the world-shattering atomic bomb. I come now with the simple answer to all questions. I challenge every man of you to go forth into this community and tell all men the truth. Enough ant paste will settle anybody's difficulties.)

Finally, friends, my conclusion. (He hesitated.) In concluding I want to say—one minute, please—I have it here in my notes.

(From his pocket he brought his map, his billfold, three letters he forgot to mail for his wife, a traffic violation tag. At last he discovered the small card with his notes.)

Ah, here it is! Uh-h-h- Oh, I've already given my conclusion, so that is all.

Hold Convention To Report Convention



Members of the Zanesville, Ohio, Club, No. 257, who were in St. Louis from August 11 to 14, told the other club members about the International convention by staging one of their own—in miniature form.

It took them just twenty-four hours to prepare the necessary convention atmosphere and trappings: huge "Welcome Toastmasters" signs; large TI insignia; broadsides announcing the miniature convention; bids from San Diego, Spokane, and Houston; credentials and registration desks set up outside the meeting room; and the reception committee on hand to welcome all.

Those who were on the program used graphic displays to add color to what went on and what was said in St. Louis. To parallel the International awards, Toastmasters pins

were presented to the man who had come the "greatest" distance, to the man who had given the most speeches in the community (Community Service Award), and to the speaker who made the best report of the International convention (Speech Trophy). In place of the Club-of-the-Year presentation, the Toastmaster who had contributed the most to the club was selected as Toastmaster-of-the-Club.

This club-sized convention created so much interest in the International convention that a fund has been set up to send many members of this club to the convention next year, no matter where it is held. Other clubs will find this a novel and rewarding way to report Toastmasters International conventions in future years.

What's Going On



Because a group of men in Reading, Pennsylvania, united in their desire to speak well in public, discovered in Toastmasters International just what they needed, it was possible for the Toastmasters Club of Reading to receive Charter No. 714 in an impressive ceremony at the Bowers Country Club. H. Benedict Ripkee, of the First Philadelphia Toastmasters Club, was the special representative chosen to make the presentation, which was accepted by President Gordon A. Kagen. In the picture are Dep. Gov. Charles H. Roeder; Dr. Gordon Kagen, President; Walter E. Spotts, Vice-President; and Charter Presenter Ripkee.



Photo by Arthur A. Merrill

This is the way the new Schenectady Toastmasters Club looks as it starts its career of speech development. Charter Number 761 has been assigned to the group. There are many interesting people in the club, but space prevents individual mention except of the fact that Club President Arthur A. Merrill is international vice-president of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America. He appears in the picture as fifth man from the left in the front row.



Photo by Joe Lafferty, News-Tribune

Beaver Falls, Pennsylvania, is the home of the new Beaver Valley Toastmasters Club, Charter No. 752. The sponsoring club, Pittsburgh Toastmasters, Club No. 144, had arranged an impressive presentation and welcoming ceremony, assisting District Governor James Del Sole in receiving the new club into the fellowship of Toastmasters. The speeches given by the men of Beaver Falls on their demonstration program were centered on the general theme of "What I would do if I were financially independent," which brought out talks of unusual interest. Seen in the picture are President Edward B. White; Stanley S. Wirsig, Vice-President; John F. Van Horn, Secretary; Albert J. Lingenfelter, Treasurer; and District Governor James Del Sole.



At National City, California, District Governor Harry LaDou presented the charter, assisted by Lt. Gov. Bob Sharp. Standing are: O. LeRoy Harkey, L. J. Agatucci, Harry LaDou, Dee Duncan, Dr. Floyd Green, Glenn Foster, Joe Riggs, Pike Hodge, Dee Conklin. Seated are: Mrs. LaDou, Calvin Bell, Glen Grimes, Kenneth Owens, Dr. Geo. H. Parchin, Bob Sharp and Mrs. Sharp.



Official U. S. Marine Corps Photo

Non-commissioned officers at the Marines' largest west coast air station, at El Toro, California, present their officers, who have led the group to its chartering. Those shown are Master Sergeant John Fitzsimmons, sergeant-at-arms; Master Sergeant John Albert, secretary; Technical Sergeant Clyde Casebeer, deputy governor; Staff Sergeant Al Peters, president; Chief Hospitalman (Navy, attached to the Marines) Ed Miller, vice-president; and Chief Hospitalman Bill Dorosz, treasurer.



Photo by Albert Harris & Associates

Lake Merritt Toastmasters Club of Oakland, California, has taken an active part in campaigns put on by the Community Chest, Red Cross, March of Dimes and of the Green Cross, besides furnishing leaders for many local organizations. The picture shows a recent radio broadcast in which the subject under discussion was civic leadership in the community as provided by the Toastmasters Clubs. Bruce McCollum, President of Lake Merritt Toastmasters, is seated at the left, with Ralph York, President of Lake Merritt Breakfast Club, and Joseph Tobin, executive of the city government.



Photo by Francis Scheidegger

The charter meeting of the KaCee Toastmasters Club of Kirkwood, Missouri, came just in time for the members of the club to feel at home in the Toastmasters International Convention at St. Louis. A lively demonstration program was offered, with the help of neighboring clubs in the St. Louis Area. In the picture are seen Otis V. Bennett, Leo Reis, of Webster Groves Toastmasters Club, who presented the charter, Mel Kelly, Day Parmenter, president of the new club, M. M. Beckman, and Edwin A. O'Neill. (The coats-off atmosphere is reminiscent of the summer weather, which is not sufficient to discourage these enthusiastic Toastmasters, who meet right through the heat.)

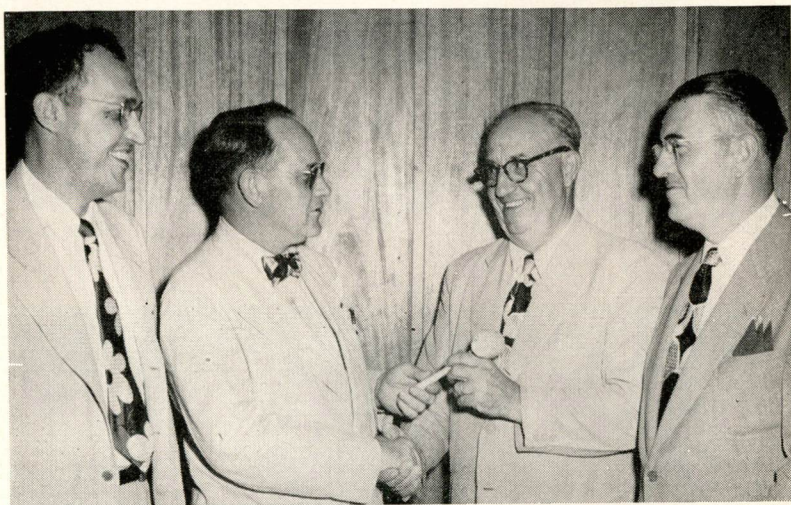


Photo by Decatur Herald-Review

This was at Decatur, Illinois, when the Commodore Toastmasters Club No. 654 received its long-expected charter. District Governor Russell Puzey came down from Chicago to make the presentation. He was reinforced by a group from the McKinley Toastmasters Club from Champaign, who came over to extend the right hand of fellowship. In the picture are seen Sergeant-at-Arms Walter Glosser; Secretary Arnold Luther; District Governor Puzey; President Carl Rennekamp; Vice-President Richard Morris; and Deputy Governor Virgil Wommeldorf.



Toastmasters do go to church. At least, Don Layton, of the Toastmasters Club of Newark, Ohio, went one Sunday in August to the First Methodist Church of Newark, to handle the service while the pastor was on vacation. The picture shows him inspecting the church bulletin board which announced his subject. Don Layton was the first president of Newark Toastmasters, and he is well known in that city as a willing helper when a speaker is needed.



These are the men who lead the Sales Executives Toastmasters Club, of New Orleans, which recently received Charter No. 740. Starting at the left they are: Vice-Pres. William A. Pace, President-Elect E. H. Mowen, Temporary Chairman W. F. Sancho, and Toastmaster for the evening L. J. Adam.

This picture shows the float which was entered by Corona, California Toastmasters in the Fourth of July parade. The lovely ladies who surround the globe are supposed to represent the various nations and provinces in which Toastmasters Clubs have been established. The beauty of the float is not even suggested by the plain black and white of the picture, but it made a real hit in the parade.



Blanding Inspects New Districts

When the Board of Directors met at St. Louis in August, they found four groups of clubs asking for permission to organize districts. These groups were authorized to go ahead, provided they could qualify under the rules.

Executive Secretary Ted Blanding was instructed to visit these prospective districts and help them get under way. He has returned from two extremely busy weeks spent in this visitation, greatly impressed by the maturity and ability of leadership on the part of men interested in carrying forward the ideas of Toastmasters International, and the development of district activities. These leaders "seem to sense the importance of catching up with opportunity," as District Governor Vincent McIntire has so graphically phrased it.

In northern Illinois, Michigan, the New England States and in the Gulf Area, leaders have appeared to carry forward the district work of organization. Conferences held in each of these sections brought forth evidence that the educational program of Toastmasters gives the clubs an unexcelled program; and that the officers must learn to discharge their responsibilities, making sure that every member is given a chance at the very best in practical training.

With this able and mature-minded leadership, stronger clubs with better programs serving full membership lists are certain to result, and successful district organizations will undoubtedly be formed.



The "Deep South" District was formed on a provisional basis when Executive Secretary Ted Blanding met with representatives from clubs in that region at Mobile. The new district will include, in addition to the three clubs in Mobile, those in Pensacola, New Orleans, Hattiesburg and other cities. Toastmasters who attended the St. Louis Convention will remember the excellent presentation of word studies given by the southern delegates under the direction of D. E. Sibbles. In the picture are seen Dewey Sibbles, Mobile Area Governor; Lee Smallwood, of Mobile, chosen Governor of the provisional district; Ted Blanding; Claude Gillette, Pensacola Area Governor; and Richard Davis, New Orleans Area Governor. Robert Cunningham, of the Dauphin Way Toastmasters Club (not in the picture) was elected district secretary.



District 14 staged a district speech contest as part of the program when Ted Blanding visited them, on his recent trip. The big trophy cup is the prize awarded to the club whose representative wins the contest, to be retained until someone else takes it. The winner this time was Roy Underwood, of Rome, Georgia, who is seen at the left, receiving the cup from Ted Blanding, who made the presentation. Next to Underwood is Fred Cueni, of Augusta, who won the honors as being the best evaluator. Ted Blanding said of his work: "It was one of the best, most constructive and helpful evaluations I have heard." Next to Blanding is Guy Johnson, of Atlanta, Governor of District Fourteen.

With the formation of these four new district organizations, it is reasonable to anticipate satisfactory expansion of the work, in which Toastmasters training can be made available to hundreds of men who have not previously been able to enjoy it.



Toastmasters of Philadelphia and vicinity turned out in full force to greet Executive Secretary Ted Blanding, when he visited that city in October. The original club in the city, known as "Philadelphia's First Toastmasters Club", No. 541, joined with "Quaker City Toastmasters Club", No. 750, and representatives from Wilmington, Delaware, Toastmasters Club No. 359, for a fine meeting of education and fellowship. Martin F. X. Ivers, Governor of Area Three of Pennsylvania District Thirteen, arranged the event. The picture shows part of the club officers present. Area Governor Ivers is third from the left in the front row, seated next to Ted Blanding.

The leaders are to be congratulated by all Toastmasters on their courage and willingness to go ahead with the building of an adult educational program of such quality that each Toastmaster may be assured of help in improving his own economic status, and his ability to serve his community and his nation.

In addition to the regions mentioned, Secretary Blanding's schedule included visits to Pennsylvania (District 13) Georgia (District 14) Texas (District 25) as well as the New England region, where plans were developed for another new district. Pictures taken at the meeting in Boston did not turn out well, but the work of district organization was well done. Leonard Fish, of New Haven, was chosen Governor of the New District, with Ervin Pietz, of Boston as Lieutenant Governor.

The new district of Michigan and Ontario (another international grouping) has been given Number 28. At the meeting held in Detroit, Paul Haeberlin, of Windsor, was elected Governor, and Don Harris, of Bay City was made Lieutenant Governor.

Book News

How to Talk More Effectively, by Jean Bordeaux (American Technical Society, Chicago. Price \$2.75.)

Jean Bordeaux is a veteran in Toastmasters, a former President of Toastmasters International, and a speech teacher with long experience. He has condensed the results of his experience and observations into the more than 200 pages of this new book, and has presented them in lively fashion. From his first chapter, headed: "Leaders Must Speak Effectively" clear to the very last one, which has the title: "What Are You Going To Do About It?" he directs his words to the reader in very personal fashion, reinforcing each point with illustrations and arguments calculated to stir to action.

He holds that the ability to talk effectively is not born in one, but that it must be developed through study and practice. His book is not limited in usefulness to public speakers and orators, but is written on the level of the average citizen who needs to know how to talk out in meeting wherever he happens to be.

Introductions, approaches, stories and how to tell them, how to use the microphone, sales talks, telephone technique, all these and other phases of speech are covered, and it is all done in an entertaining, readable style.

The book may be ordered from Toastmasters International, at Santa Ana, if you do not find it in your local bookstore.

Why Not Dental Health? by Dr. George A. Swendiman (Dental Health Publishing Company, St. Paul, Minn. Price \$2.85.)

By an interesting coincidence, the September *Toastmaster* carried an article by Toastmaster George Swendiman, who is a dentist in Grand Forks, North Dakota, under the title, "Oops! The Man Smiled!" Hardly was the ink dry on that article when his newly published book came to hand. It is a plainly stated explanation of oral hygiene and what to do about it. In understandable language, it discusses the care of the teeth from childhood through maturity, and shows the relation of dental health to the general health and comfort of the individual.

For the speaker, there are items of special interest in the book, because of the importance of good teeth and mouth conditions for everyone who talks. For the ordinary citizen, both for his own benefit and for the good of his children, the information given is invaluable. It is an unusual book, because of its plain speaking and its popular approach to a highly technical subject. One can read it without having to understand big words and technical language. It may not be available in your bookstore yet, but if you want a copy, you can order it from the Home Office at Santa Ana, or from Dental Health Publishing Co., 2642 University Ave., St. Paul 4, Minnesota.

BASIC TRAINING AND BEYOND

As every Toastmaster should know, *Basic Training* is the guide-book placed in the hands of every member when he joins. It is his guide for his first twelve or fifteen speeches.

There are twelve different assignments in the book, but if a man does not do satisfactory work in presenting any one of these, it is in order for him to repeat it until he acquires skill. That is, he uses different speeches while working on the point of difficulty, but he stays with it till he wins.

Suppose he tackles Number Four, in which he is to gain experience in gestures. He has trouble with his hands. Old mannerisms and inhibitions restrain him. Simply because he has stumbled through a speech which is his fourth attempt is no reason why he should be given undeserved credit. A wise and careful Educational Chairman marks him down on the wall chart for a "repeat" on Number Four, and he tries again, and perhaps again, until he makes his hands behave.

Thus, he may take 15 or more trials on his *Basic Training* before he is really ready to call it done.

When he does reach "The Masterpiece," and is adjudged worthy by the Educational Committee, he hands his record, as shown on page 36 of his book, to his club's Educational Chairman, who sends it to the Educational Bureau, at

Santa Ana, so that the certificate of merit may be issued for the deserving member. The certificate will be mailed to the Educational Chairman, who signs it and secures the President's signature, and arranges for formal presentation to the one who has won it.

Beyond Basic Training

Then, and not until then, the member is entitled to enroll for *Beyond Basic Training*, the advanced course of training for men who are willing to work.

This course consists of 16 speech assignments, each dealing with some phase of speech useful to one who knows how, and each requiring a considerable amount of serious study and preparation. No man should enroll for *Beyond Basic Training* unless he is willing to work, and is ambitious to improve himself as a speaker.

This course is not available to anyone who has not secured his *Basic Training* certificate. It is not sold, given, or otherwise distributed to any others.

The man who has completed his *Basic* pays five dollars for the materials for the advanced course, which will come to him in a loose-leaf binder, fully equipped with critique forms, report forms and other needed information. He will need about a year and a half of serious work to do justice to the course and to himself.

Recommended Reading . . .

The Other Side

If you have read *Nineteen Eighty-four*, mentioned in *The Toastmaster* for September, perhaps you would like to get the antithesis, or antidote for it. This is to be found in *Toasted English*, by Marghanita Laski, published in America this year, by The Riverside Press, of Cambridge, Mass.

Toasted English is completely different from Mr. Orwell's book. It is far easier reading, less involved with horrors. It is mildly humorous at times. But it carries a profound meaning.

She has taken the class system of social distinctions and carried it to its logical absurdity. She pictures English society as being rigidly stratified in classes from A to E. The upper classes wear golden identification tags. They toil not, neither do they spin, but spend their time in splendid uselessness. The B's, the great middle class, have silver tags. They are the higher grade of trades and professional people. The retainer class is in C, with solid oak tags. Bronze is for the trade unionists, ranked in D class, and there is a disc of lead for those in E class, who are the tramps, casuals, intellectuals and other outcasts.

There is a reminiscence of Orwell in the spy system which Miss Laski introduces. The servants are very watchful of their "superiors," to make sure that these Class A

folks live up to their position. Any slips in speech or conduct, such as failing to dress for dinner, or being friendly with the lower classes, lead promptly to demotion, or "degradation," as it is called.

Being a story with a definite moral, the book may not live forever, but in today's confused conditions, it is well worth reading by any reader who can think and smile at the same time. In any case, it is good fun to see an English writer spoofing Britain.

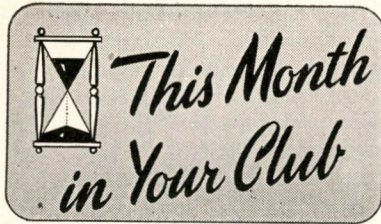
Still More Class Distinctions

For thoroughly enjoyable, and at the same time worth-while reading, get hold of a copy of the plays of J. M. Barrie. You should find them in the public library in separate volumes, if you know which ones to read, but you will do better with the volume which contains the whole collection.

Read these plays for their interest as stories, for the clever handling of situations, and especially for the brilliant use of words, strung together so that they glow and glisten in their jeweled phrases.

Be sure to read *The Admirable Crichton*, (pronounced KRY ton) especially if you have read or are about to read *Toasted English*.

Mr. Barrie deals with the social distinctions in this play in a very convincing manner. You could even get a speech or two on social problems out of his writings. Don't miss *Peter Pan*, to stir your imagination, and above all, don't miss the way the words are put together.



For Every Member

You, as an individual member, are entitled to know that each month, bulletins go out from the Home Office to the President, the Secretary, the Educational Chairman and the Deputy Governor of each Toastmasters Club, carrying detailed suggestions and recommendations for the administration and programs for *your club* for the month. These bulletins are sent one month in advance, so that the committees may have time to use them in planning. Thus, the November bulletins went out on October first.

The purpose of these bulletins is to make sure that systematic, coordinated programs are offered in every Toastmasters Club, so that each member gets the benefit of truly *progressive training* to which he is entitled. If you are not getting that training, you have a right to ask your officers why it is not being used.

The Point of Emphasis

For November, each club is advised to emphasize "Speech Material and Where to Find It" as the point on which to concentrate. Evaluation for the month should deal with use of originality and imagination in selection of speech material, and with the speech titles, and the opening sentences.

It is surprising that some men have trouble finding something to talk about. There are so many matters of vital interest that thoughtful people have trouble deciding which one must be discussed.

To meet the need for help in finding speech material, a new department is being initiated this month in *The Toastmaster*, to be continued for some months, under the general heading: *What to Talk About*. Turn to page 11 for Ernest Wooster's article on this subject.

A second help is this:

Assign speech topics to the speakers. Construct theme programs, or integrated programs, in which one theme is treated from different angles by all speakers.

During November, present one "Thanksgiving" program, and one "Armistice Day" program. Suggestions on these are found in the November Progressive Training Bulletin. Assign specific topics to the speakers.

Wisdom From The Past

On November 26, 1924, the Number One Toastmasters Club, just five weeks old, presented its first Thanksgiving program. Here are the subjects discussed. You could use them right in your own club, with a little adaptation.

1. The First Thanksgiving
2. Thankful America
3. Why Santa Ana Should Give Thanks
4. Why I Am Thankful

This Month In Your Club

Make November a month of *Progressive Training, Membership Gaining, Skill Attaining* in your Toastmasters Club.

It's a Good Idea

Identify Yourself

It's a good idea—a grand idea—to identify yourself when you write letters, whether to the Home Office or to someone else. You should be certain that your name and mailing address are given clearly on each letter—not merely on the envelope, as a return convenience. Frequently, the envelope is discarded and cannot be found again. Frequently, the writer's name is written so that it is almost impossible to decipher it. Is the letter *w* or *m*? Is this *u* or *n*? Is the name *Boyd* or *Bayard*? Or is it *Buzzard*, which is what it looks like? A moment of care on the part of the writer can prevent serious and embarrassing mistakes.

After you have written the letter, unless you are someone so well known by the addressee that a mistake is out of the question, look it over again to see whether your name is written so that a stranger can read it, and whether your address is clearly given on the letter page. If you are enclosing a check, it helps tremendously if you get the signature on correctly and in full. For instance, if the bank account is in the name of Hopeville Toastmasters Club, John Doe, Treasurer, the bank will not honor it if you sign it simply John Doe, or even J. Doe, Treas. The horrid old bank insists on having the complete signature. They ought to know what you meant, but they are sticklers for precision in money matters. And so are the

folks at the post office, as to addresses.

So it is an excellent idea to be careful in your correspondence, no matter to whom you write.

Danville's Good Idea

Uncle Joe Cannon's boys at Danville, Illinois, put on a Community Night Program that was a winner. Here are the subjects discussed by the speakers:

The Attributes of an Ideal Community

What an Individual Owes to His Community

What a Community Owes to Its Citizens

What Our Community Needs

An Impression Ballot

At South Pasadena, California, the very resourceful Toastmasters have been using a ballot for expressing opinions of the meeting, which is good enough to interest others. They title it, "My Impression of the Program Tonight" and the ballot carries spaces for an opinion of the Table Topics Chairman, the speakers, the toastmaster, and even the evaluators.

The form takes a little more time for filling out than a mere vote for the best speech of the evening, but it helps the voter to listen more carefully. If you would like to see a sample, write to the Educational Bureau at the Home Office.

HOW WE TALK

Those Terminal Prepositions

Frequently we receive letters from troubled Toastmasters who want to know whether it is wrong to end a sentence with a preposition. Some evaluator has romped on some speaker about it. He says it is terrible. The speaker wants to know.

Let's answer half a dozen inquiries right now.

There is no fundamental reason or rule in grammar which forbids a sentence to end with a preposition. Sometimes it would take rather awkward construction to get away from it. For instance, a certain critic, speaking on this matter, said, "It is a good habit to free yourself from." Rather complicated to say "It is a good habit from which to free yourself," isn't it?

Some purist in speech, a long time ago, developed a dislike for the prepositional ending, and laid down a law, based on his own preferences. Others have followed his ruling, because he spoke as though he had authority, until we now have a small but vocal minority who uphold his teaching.

In constructing sentences, the speaker should observe the rules of grammar, strive to make his

meaning clear, and use the words and phrasings which will be acceptable to the listeners. If a sentence naturally and easily ends with a preposition, it is much better to use it than to twist the words around to bring the preposition into the middle of the sentence.

There are some people who offend by using superfluous words, not necessarily prepositions, at the end of a sentence. For example, "Where am I at?" or "Where did he go to?" is an objectionable form because the last word is not needed. It is implied in the "where"; the "at" and the "to" are redundant. Similar bad usages too often heard are "We must all cooperate together," and "I shall continue on." But these uses are rather adverbial than prepositional.

You need not try to eliminate the final preposition, provided it is needed to make sense, but you can get rid of it in many cases by using better words. For example, "What did he go there for?" is better worded "Why did he go there?" Use "why" in such cases, and "what for" will cease to bother you.

This leads to the old story of the teacher who was trying to help her children to speak correctly and in good taste. She wrote on the blackboard the sentence: "Richard can ride the mule if he wants to." Then she said to the class, "See if you can find a better form for the sentence."

Little Jimmie volunteered. His version was: "Richard can ride the mule if the mule wants him to."

The Voice of The Speaker

Twelve years ago, Ralph Smedley wrote:

Foreign visitors to America never fail to comment on the unpleasant voices of our people. Harsh, nasal, adenoidal—these are some of the terms they apply to our speech.

Their criticisms are usually well founded, although I believe that we may in turn criticize the voice quality of our visitors, for Americans have no monopoly on disagreeable voices.

An unpleasant voice is quite unnecessary. We have the "makings" for as good voices as can be found anywhere. We just do not use them to the best advantage. Through carelessness, ignorance and laziness, rather than through any natural defects, people permit their voices to acquire qualities which are anything but appealing to the ear of the listener.

Almost any person can have a pleasing, attractive voice, if he is willing to make the effort. Three things are essential.

First, there must be correct habits of breathing; second, there must be care in enunciation; third, and absolutely essential, there must be a friendly spirit back of the spoken words.

Our recently published book, *The Voice of the Speaker*, is the amplification of what the author wrote a dozen years ago. During those years he has been listening, observing, studying, to find out why voices are not good, and how to improve them. The new book is the result.

Its reception, both by Toastmasters and by the general public,

has been most encouraging. Evidently many people believe that their voices are short of perfection, and they want to improve. The orders coming to the Home Office from far and near reflect a commendable interest in this kind of improvement. The attention given by book reviewers and others is definitely complimentary.

Paul Jordan-Smith, veteran bookman of the Los Angeles Times, had this to say about it:

Founder of the Toastmasters, Ralph Smedley, of Santa Ana, has written a thin, clearly printed book of brevity and clarity. It is not merely for public speakers and toastmasters at banquet tables, but it has been written in recognition of the fact that effective speaking and manners will help many people, especially those faced with a "buyer's market" and something to sell. This little volume is far above most books on speaking and personality.

The new book is proudly presented by Toastmasters International, with the hope that the "epidemic of better voices" which the author sees as an urgent need may be spread and intensified through the simple and practical teachings which it offers.

The book rounds out another segment of the complete library for speakers which will some day be perfected for Toastmasters training.



It was an honor and a privilege to participate in the Convention. After my report was given to our club (Oakland No. 88) we started a nickel and dime fund to send a delegate next year. I wish every club might do the same. The value of convention activities to the individual club is incalculable.

—Lt. (jg) Herman E. Hoche,
Medical Corps, U.S.N.

The St. Louis Convention was the first of the sort which I have attended and, to say the least, the results were stimulating and interesting. I have attended many conventions, and this was the first one which did not have the usual convention atmosphere, where everyone is out having a glorious time and trying to make something extra on the side. If your past conventions have been as beneficial and interesting as this one, I believe that your publicity department has been soft-pedaling one of your strongest points.

—James Steckman, Ferguson, Missouri,
Toastmasters Club

Having just completed a term as president, I want you to know how

much help the Home Office has given me and the other officers of our club. The letters and bulletins which you sent each month are invaluable. I am sure the reason that Toastmasters Clubs all over the country are so strong, active and useful is the consistent, constructive support continuously given by you people at the Home Office.

—Charles M. Corken, Oklahoma City
Downtown Toastmasters Club

Please, may a Toastmistress Club buy some of the publications of Toastmasters International? Our husbands and friends belong to the local Toastmasters Club, so we get to see the excellent materials you send them—especially *Basic Training*—and we want to share in this. Will you let us have 25 copies of *Basic Training*? And may we buy copies of *Speech Evaluation* and *The Amateur Chairman*?

—Signature withheld to
prevent embarrassment.

Since I joined Toastmasters in 1945, my salary has almost doubled, and I attribute much of this increase to Toastmasters training, which has enabled me to speak out and be listened to.

—E. F. F., Des Moines, Iowa

Recently, I was appointed Personnel Director for the City of Fresno, and I can truthfully give Toastmasters a great deal of the credit, for enabling me to put over my own ideas.

—E. T. H., Oxnard, California

STORIES YOU CAN USE

The Childish Mind

Little Jack, only four years old, came down stairs weeping at the top of his voice. "What's the matter?" mother wanted to know.

"Daddy was hanging a picture, and he hit his thumb with the hammer," wailed Jackie.

"That's not serious," soothed his mother. "A big boy like you shouldn't cry about that. Why didn't you just laugh?"

"I did!" howled little Jack.

Real Estate Enterprise

It might have been in Los Angeles or any other city where building is booming.

A house of worship being erected attracted the attention of a passer-by. He spoke to a man who seemed to be supervising the work of construction.

"That is a beautiful church you are building," he suggested. "What denomination is it for?"

"We can't tell yet," replied the builder. "We're putting it up on speculation."

Supersalesmanship

This one used to be a favorite with Harry Hershfield.

Philip Saperstein came into the delicatessen store.

"I want a turkey sandwich," he said.

"We ain't got no turkey today."

"All right—give me a chicken sandwich then."

"Don't be foolish," the clerk rejoined. "If we had chicken, wouldn't I have given you a turkey sandwich?"

Perhaps a Thanksgiving Dinner

A little girl at a party ate a great quantity of candy and cakes and fruit and peanuts and things of that sort. Finally the time came to go home.

"But won't you have a little more cake before you go?" the hostess said politely.

"No thank you, I'm full," said the child.

"Then," said the hostess, "you'll put some candy and nuts in your pocket, won't you?"

The little girl shook her head sadly.

"They're full, too," she answered.

In Political Life

"Will you vote for me, my friend?" said the candidate.

"Mister," replied the honest voter, "I wouldn't vote for you if you were St. Peter in person."

"And," retorted the candidate, "if I were St. Peter, you couldn't vote for me. You wouldn't be in my district."

Optimism

"Ah, well," sighed the optimist, shedding sunshine and smiles, "somewhere behind the clouds the sun is still shining."

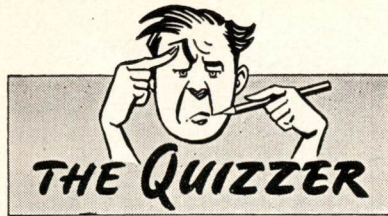
"Maybe so," grunted his discouraged friend, "and far under the sea there is solid land, but that doesn't help a guy when he falls overboard."

Dimwit

"I've invented a device for looking through a brick wall."

"Wonderful! I didn't know you were a scientist. What is your invention called?"

"A window."



Building Pyramids

Each word in the pyramid is built on the one above it, by adding or inserting just one letter. The letters are rearranged as may be necessary to spell the word defined.

Each pyramid starts with a word of three letters at the top, and increases, one letter at a time, until the bottom word has eight letters. The pyramid form given once applies to all the words.

1. _ _ _
2. _ _ _ _
3. _ _ _ _ _
4. _ _ _ _ _
5. _ _ _ _ _
6. _ _ _ _ _

- I. 1. Heated
2. Second person pronoun
3. Unyielding
4. Supposing; or notwithstanding
5. From end to end
6. Carried to completion
- II. 1. A feline
2. A conveyance
3. To draw or sketch
4. To originate
5. A raised step or platform
6. To make over
- III. 1. The fruit of corn
2. Unusual
3. The earth
4. To stop or restrain
5. Hinders
6. New surfaces on a tire
- IV. 1. Permit
2. Tardy
3. A machine tool
4. Foam
5. Skin of an animal
6. Heavenly

- V. 1. Large body of water
2. A container
3. To pursue
4. To seek
5. Attains
6. Proclaims

To help you get started, take the word **mat** as a starter. Insert the letter **e** and you have **team**. Put **s** on as a prefix, and you have **steam**. Insert **r** and it becomes what every Toastmaster wishes to be as speaker.

You might like to make up some pyramids of your own. It is a good way to help one improve spelling. Even the children can enjoy it.

Start with any word of three letters—**pat**, for instance. By successively adding one letter at a time, you work out a series like **past**, **paste**, **staple**, **plaster**, and so on.

Or you can start with **cap**, and proceed with **cape**, **peace**, and other words.

- THE ANSWERS
- I. V. Sea, case, chase, search, teaches, preaches.
 IV. Let, late, lathes, lather, leathers, etheral.
 III. Bar, rare, terra, arrest, retards, retreats.
 II. Cat, cart, trace, create, terrace, recreate.
 I. Hot, thou, tough, though, through, thorough.

Mystify Your Friends

Investigate the mystery of the figures 3898. Here is the process.

Start with the year of your birth, and to it add your present age in years, the year of your marriage and the number of years married. The total, in every case, should be exactly 3898.

Can you figure out why it is so?

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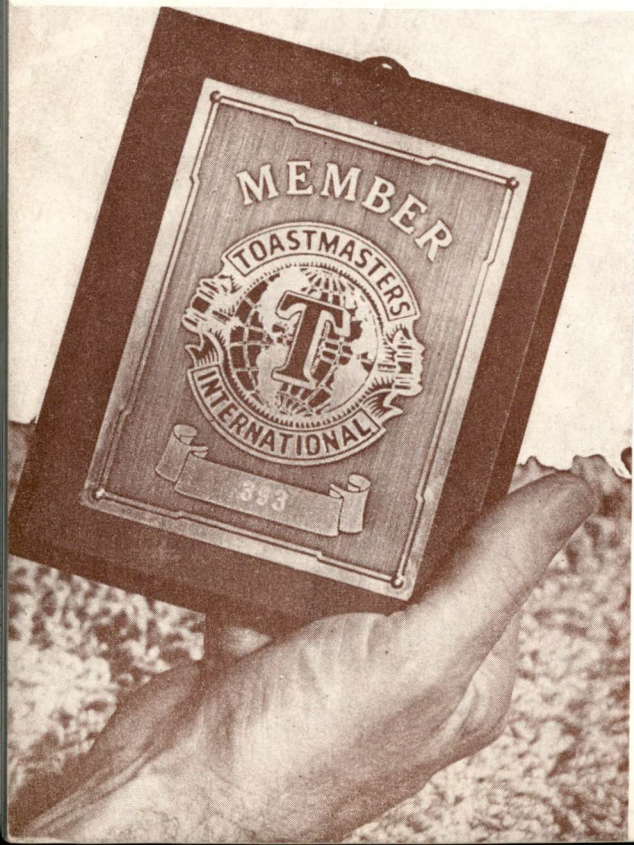
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A Toastmasters plaque for your wall.

It carries the Toastmasters insignia in baked enamel on enduring bronze, mounted on a black hardwood base, ready for hanging.
(Size $4\frac{3}{4}$ by $5\frac{3}{4}$ inches).

AND NOW

You can secure this attractive evidence of membership at the low price of just \$2.25, which includes tax and postage.



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Order it from
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Note: This may help to
solve a Christmas gift
problem.