

THE TOASTMASTER

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The President's Trip

ROBERT M. SWITZLER



Eight thousand miles by air was the record of the first official trip of your President of Toastmasters International. The trip was made during October and November, and shortly after its completion, this traveling President set out for a visit of three weeks in the Northwest. In these two trips he will have contacted a large part of the membership of our organization.

The trip eastward extended as far as Pittsburgh, and brought the President into direct touch with some seventy-five clubs. More than one thousand Toastmasters attended the various meetings and conferences. In addition, there were numerous addresses given before service clubs and similar organizations.

Outstanding impressions gathered on the trip may be listed in four categories.

First, there was the desire of distant clubs to meet in person our leaders and thus to form closer relationship with the central forces. Second, there was the impression of remarkable growth, especially since the set-back which followed Pearl Harbor. Third, our service in the war effort, together with the loyalty of our members to those who have gone into the armed forces, combine to make us proud and grateful. Fourth, there is the ever growing conviction that we must provide for more and better Toastmaster training for the period following the end of the war.

The first was mutually helpful. It gave your President a good perspective of our splendid membership. The quality of men who have been attracted into the Toastmasters Clubs is something to bring satisfaction to all of us. The friendly, cooperative spirit shown by all the clubs is encouraging.

The second feature is a matter of figures, and it speaks its own forceful message. In December, 1941, we had chartered 204 clubs,

and the total membership was about 4500. The draft and other war demands cut in upon our membership in an alarming degree. Since that date, we have issued 84 charters to new clubs, and our membership at present is just about 5500 men. This growth has come about in large measure through the unselfish efforts of our clubs, who have given generously of their time in the planting of new chapters and in the enlistment of new members.

In the third category, I was greatly impressed by the spirit of loyalty and friendship shown toward our men in uniform. Hundreds—perhaps I should say thousands—of Toastmasters are now in the armed forces. Their fellow members who remain at home are remembering them in various ways, such as the waiving of payment of dues, letter writing, exhibiting of “rolls of honor,” and calling the roll of absent members. In some clubs I find that the list of men in service is read at every meeting, which I consider an excellent plan. Every club at every meeting should in some way recognize these absent ones, and should take steps to prepare a fitting welcome for them on their return.

PROCRASTINATION

It is said that Napoleon instructed his secretary to leave all his letter unopened for three weeks, and then observed with satisfaction how large a part of the correspondence thus disposed of itself and no longer required an answer.

Putting the Punch in Speech

By IRWIN AUGUST BERG, Champaign-Urbana Toastmasters Club

MANY speakers eventually reach a plateau in platform performance. That is, by dint of practice and honest criticism, they reach a point where they have controlled or eliminated stagefright, a point where the speech is fairly well organized and presented. Thus they have “arrived” in the sense that an intelligible and acceptable speech is delivered. And there many of them remain. About the only further improvement made is in eliminating a few minor defects such as mispronounced words or a tendency to fumble with notes.

But to reach a still higher level, to bring a speech from the “good speech” into the “bravo!” level of audience response requires effective use of emphasis. All of us, of course, employ emphasis of a sort; however, most of us do not “let go” with emphasis that can make a speech sparkle. Proper use of emphasis can contribute hugely to the meaning of spoken sentences; it can even determine the meaning.

Emphasis

There are a number of ways in which emphasis can be secured. The most common methods are by the pause, the gesture, the inflected (or shouted) word, and the grimace. While pauses are common, seldom is a speaker encountered who effectively employs the pause to emphasize his points. The usual use of the pause is in enumeration as: “First of all, (pause) we have . . . Next, (pause) there

is . . .” But consider how effective a pause could be in the following situation: a speaker recites factually the crimes of Hitler, listing the broken promises and treachery in his treatment of Poland, Denmark, Belgium, Norway, Holland, etc. At the conclusion of the list, the speaker pauses for seven or eight full seconds and looks straight at the audience. He then goes on to the next portion of his speech. He does *not* make any evaluation of the crimes, nor does he label them as “traitorous,” “barbarous,” “fiendish,” etc. Any such adjectives are weaker than the effect of the pause alone. This technique cannot be used with the same audience very frequently, since it loses effectiveness with repetition.

Misplaced Pauses

A pause in the wrong place can sometimes seriously distort meaning. For example, a college professor who was also an excellent speaker was acting as toastmaster at a dinner. He intended to introduce a speaker by saying, “Mr. Blank is not a man who is unquestionably master of the field of . . .” The speaker began, “Mr. Blank is not a man (pause)”, and during the pause he looked carefully at his audience. Spontaneously, the audience erupted into laughter, “Haw, haw, ‘not a man.’” Since the man being introduced was well over six feet tall the incongruity was heightened. The toastmaster, a bit flustered, waggled his hands

at the audience and began anew, "What I meant to say was that Mr. Blank is not a man who is competent (pause)" and again the toastmaster surveyed the audience. This time the audience became almost hysterical with laughter. It was some minutes before the toastmaster was able to introduce the speaker properly. The moral is: *carefully consider the effect of your pauses.*

Emphatic Gestures

The gesture as a technique in securing emphasis is well recognized by every speaker. Commonly, the speaker confines his gestures to a graceful wave of the arm or to a self-consciously raised forefinger. A speech can be made much more emphatic if energetic gestures are utilized appropriately. For example, you as the speaker might say, "Hitler lied when he promised . . ." Then stretch your arm toward the audience with one finger raised. "He lied again when he stated . . ." Again thrust your arm forward, briefly raising two fingers. This arm thrusting would be continued for each Hitlerian lie. It is important, however, to thrust the arm forward vigorously and to return it to your body. If the arm is brought forward gently with muscles limp, the gesture is distracting and ineffectual. If the arm is extended before the audience for too lengthy a period, the audience may attend more to the arm than to the speaker.

Voice Modulation

Together with the pause, the inflected word is the only means for securing emphasis beyond that in-

herent in the words alone, which a speaker has when delivering a radio address. Yet news commentators and the broadcasters succeed in being quite emphatic. The emphasis on a key word can come simply by increased intensity, i.e., by a subdued or energetic shout. For example, the speaker recites political records of a candidate and then calmly inquires, "Will I vote for this man?" And then the speaker answers himself with a ringing "No!" or "Yes!" as the case may be. Similarly, key words can be inflected to add immeasurably to meaning. Consider the phrase "Hitler would have us believe . . ." and then read it aloud, "Hitler (slight pause) would have us *believe* . . ." The word *believe* is drawn out and slightly stressed, connoting irony.

While proper inflection of key words can add both emphasis and meaning, there is only one way to achieve such inflection: by practice and more practice. But the practice must be confined to key words. Otherwise, the speech will have a rolling quality that sounds ludicrous after two or three sentences. Thus, the first step is to determine the key words in a speech; the second is practice inflecting them. A useful form of general practice is to take a common phrase or word and inflect it so that different meanings result. For illustration inflect the phrase "What a World" so that it sounds as if spoken by: 1. a disgusted man; 2. a man who is deliriously happy; 3. Columbus discovering America. Likewise, the word of ne-

gation, *No*, can be pronounced so as to express incredulity, anger, or irritation, uncertainty.

Facial Emphasis

If employed occasionally, a grimace can point up any message and give it a forcefulness that was not previously present. The sneer or curled lip of scorn, the questioning raised eyebrows, the wide open eyes of surprise, the clenched teeth and grim expression of anger—all such expressions add emphasis to a speech. But care must be exercised to avoid using the grimace too frequently. Occasionally one sees a speaker (as in Chicago's Bughouse Square) screwing and unscrewing his face like a Disney cartoon character so that, while the show is good, he cannot be taken seriously. The best way to avoid such untoward effects is by practice. For example, the previously mentioned phrase, "Hitler would have us believe . . ." could be spoken several times with an accompanying scornful expression. Most practice should be held in front of a mirror in order to determine the best effect and to avoid overdoing an intended effect.

Miscellaneous techniques of em-

phasizing major points in your speech are found in the use of various "props," as maps, charts, diagrams, which are concealed until the moment you intend to use them has arrived. Various articles, lantern slides, films, etc., can be utilized in a similar fashion. One speaker, for example, was talking about hunting and at an appropriate time picked up a rifle from the floor and held it aloft. Such devices are frequently used successfully. However, it is important to note that concealing the object until the time it is to be used is essential for the greatest effect on the audience. Thus, emphasis in speaking can be immensely augmented and the meaning considerably enhanced if a conscious effort is made to apply a few simple devices. Anyone can deliver an acceptable speech with only a minimum use of the techniques discussed; but to grip the audience, to sway opinions it is vital that appropriate emphasis of key points be employed. This emphasis can be achieved by use of the pause, the gesture, the inflected word, and the grimace. But the only means to achieve such speech improvement is by *practice*.

TRUTH

Truth is not the exclusive property of any one person. Nor is a truth expressible in only one set of words or one manner of delivery. That man who is so sure he is right that he dares blurt out his thought rough-shod, so to speak, needs Pope's reminder that "Blunt truths do more mischief than nice falsehoods do." Whoever has right and truth on his side has ample reason to be gracious and tactful in his words and manner. The possession of truth should make a man careful that he does it no violence.—C. W. Mears.

SEATTLE "TOTEM" CELEBRATES



Five club presidents took an active part in TOTEM'S Founders Night program. Standing they are, left to right, Harry Abney, president of Seattle Victory; Harold Meyers, Seattle Rainier; Buckie A. Taft, Seattle Totem; Ralph Schoel, Everett, and George Tedlock, Seattle Y.M.C.A. Officials who visited, seated in the picture, include Nick Jorgensen, District Governor, John Vlasick, Lt. Gov., J. Glenn Liston, Lt. Gov., and International Vice President Franklin McCrillis, himself a past president of Seattle Totem. All of the guest clubs are sponsored by Totem.

Probably the most unusual Founders Night program held this year took place in Seattle when the Totem Club, holders of the Club of the Year title, entertained four other clubs sponsored by Totem, the Victory, Y.M.C.A. and Rainier clubs of Seattle and the newly revived Everett Club. The entire Everett club traveled more than 30 miles to be present at the meeting.

Members of the Totem Club wore badges carrying Ralph Smedley's picture and designating themselves as "Hosts." International Vice President Franklin McCrillis

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traced the forty-year history from Ralph Smedley's first Toastmasters club for high school students to the present time.

Buckie A. Taft, Totem's president, presided, with Ralph Schoel, Everett president, as Toastmaster; Harold Meyers, Rainier president, topicmaster, Harry Abney, Victory president, grammarian, and Robert Crawford, Seattle Y.M.C.A. deputy governor, general critic. George Tedlock, president of the Seattle Y.M.C.A. Toastmasters, was introduced as chairman of the district educational committee.

Who's Afraid? . . . Of What?

A young man who served as secretary to an important corporation official in New York had occasion to meet many powerful figures of the financial and political world. He showed remarkable poise and self-possession in the presence of these great ones.

One day his employer said to him, "How is it that you meet the big fellows so calmly? You seem to have no fear of them. You meet them just as you do your own personal friends. Other people here in the office show plainly that these men overawe them. Why aren't you scared?"

The young man replied with a smile, "I have to give credit to a story about Napoleon for what seems to be my fearlessness. A long time ago I read about how, after more than a year of fighting in Italy, the Commander took up his headquarters at the castle of Montebello, where he lived like a monarch. There was rigid etiquette. He no longer fraternized with his officers. He arranged so that the people of the country might look at him from a distance when he dined. He radiated power. When he frowned, men trembled. He was a great, big man, and let everyone know it. And yet, all through these days, he did not have the courage

nor the influence to drive a little yapping dog that he hated out of his wife's room, because that dog was her favorite. Napoleon was afraid of his wife, and he was afraid to kick her dog around.

"And so, when I am tempted to tremble in the presence of some big man here in New York, I remind myself of Napoleon. I ask myself, 'What is the name of the little dog that has more influence than this man in his own home or office?' That is, I assume that he is afraid of something somewhere, and his fear and mine make us alike. He may be bossed by his wife, or by the professional at the golf club, but he is afraid of someone. So he is human, and why should I tremble before him?"

The man who fears to face an audience and speak his mind should remember that every man is afraid of something or somebody. Every person has his weak spot—his vulnerable point. No human being is a superman. Then why should we be afraid of him, or in the case of an audience, of them?

Don't be scared, Mister Speaker. Probably the other fellow would be worse scared than you are if places were exchanged.

Colonel Robert Ingersoll was famous for the library of infidel books which he possessed. One day a reporter called on Mr. Ingersoll for an interview, and among other questions asked:

"Would you mind telling me how much your library cost you, Mr. Ingersoll?"

Looking over the shelves, Ingersoll replied: "We, my boy, these books cost me anyhow, the governorship of Illinois, and perhaps the presidency of the United States."

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Grotesqueries—Showmanship

R. C. SMEDLEY

BILLY SUNDAY, an evangelist of a generation ago, went from the baseball field to the pulpit, carrying with him certain habits of speech and action which seemed to fit into his preaching. One day, early in his evangelistic career, he waxed so hot in his fight on the devil that he seized a chair and smashed it on the platform, to show how he would demolish the strongholds of evil. This by-play made such a hit with the audience that he was compelled to repeat it, wherever he went. Any audience before which he failed to give his pugilistic exhibition felt defrauded. It was bad for the furniture, but it brought results.

In the course of time he added another act. At one point in one of his sermons, perhaps the one in which he went after the lukewarm church members so vigorously, he became enraged to the point where he threw off his coat and vest, and then tore the collar from around the neck. It was hard on haberdashery, but it brought down the house and set the penitents traveling the sawdust trail.

He Insulted Folks

Sam Jones was another old-time preacher who put on a good show. His forte was insulting his audience. And how the people loved it!

He would walk to the front of the platform, look down at the women seated in the front rows, and deliver himself like this:

"You old hens cackle all day

about the things I say, but you are roosting right here on the benches again before sundown. Some of you swore last time that you'd never listen to Sam Jones again, but here you are, ready for more."

His technique of coarseness offended many, but he never lacked an audience, and many people appear to have been led into the Christian life through his preaching. He always put on a good show.

In Louisville, on the night after Derby Day, a number of racing men were in the audience. As the collection plates started around, Jones came to the front of the platform and remarked, quite confidentially: "Some of you men were at the races today and haven't anything to put in the collection. You can just sit there and feel like a dog—and feel natural."

Showmanship was not confined to the preachers, however. Many a popular lecturer had his "trademark" in some mannerism which came to be recognized as his own.

Getting Up Steam

There was Dr. Stanley L. Krebs, a lecturer on psychology, who used to travel westward from Pennsylvania every summer to carry culture to the Chautauqua Circuits of the Middle West. His stunt was this: On being introduced by the chairman, the learned Doctor would walk impressively to the table, and pour himself a glass of water. Drinking this, he kept on pouring and drinking until he had stored away several glassfuls. Then

he faced the audience, wiped his mouth with a big white handkerchief, and announced, "Ladies and gentlemen, you can't get up steam without water!" And then he sailed in, with a full head of steam.

Ralph Parlette was a fairly popular lecturer of the philosophic-humorous style. Tall and rambling in his physical make-up, he tried to play up his shape. Being introduced, he would drape himself over a table or chair in the most awkward manner possible; or he would station himself at the rear of the platform and lean against the wall as though about to fall to pieces. Thus awkwardly and languidly posed, he would start in on his lecture in a completely bored and disgusted manner, and would carry on so for four or five minutes. Then he would snap out of it, advance to the front of the platform, and launch into a vigorous and compelling delivery.

Both Krebs and Parlette were all right when they got away with it, but on more than one occasion, they lost their audiences in the first moments, and were unable to win them back again. Some people were offended by the display of what they took to be plain buffoonery, and the best efforts of the speaker could not overcome the initial handicap.

Artemus Ward used to have a lecture which he gave the title

"Milk." Always there must be a glass of milk on the table on the platform when he came out to speak, but never in the course of his lecture did he mention milk or refer to the exhibit. That was part of the fun of his very amusing lecture.

Good Showmanship

Showmanship is a valuable adjunct for the public speaker, provided he knows how to use it. If he lets it get away from him, it can be fatal. If he controls it, he can make it a distinctive asset.

Krebs and Parlette were unfortunate in adopting mannerisms which were capable of offending the audience. Billy Sunday was unique, and he could do things which were ridiculous in others. Some unwise preachers, after hearing Sunday, tried to imitate his mannerisms, but it never worked. People were impressed when Sunday ranted, but they just laughed at his imitators.

If you have some mannerism which can be capitalized, cherish it and use it, so long as it helps. But if you ever find that it gets in your way, discard it and get another.

Don't hesitate to "put on a show" when you make a speech, but remember that the speech is the thing, and that if the show spoils or hinders the speech, the show must not go on.

DO IT NOW

Speed the war effort with speech.
Buy War Bonds. Help others to buy War Bonds.
Prepare to aid in the next Red Cross Campaign.
Pray for peace. Work and talk to end the War.

Distorted Speech

DR. RAY M. RUSSELL, Beverly Hills Toastmasters Club

EVEN a dog knows whether you are going to kick him or pet him, by the tone of your voice.

If you say "Get out of here, you cur!" the dog will slink away with his tail between his legs. But if you say "Come here, Mickey! You're a fine old dog!" and if your voice quality matches the feeling of the words, the dog will come toward you wagging his tail. He recognizes a friend by the friendly voice.

People are like dogs in that way. If you wish to make friends and influence people, make your voice attractive. (And may we hope that you wish to influence them for good; it is not enough to influence people merely with self-interest in mind. To influence them for good is worthy of any Christian gentleman.)

Speech distortions may result from many causes. Such distortions are usually caused by emotional changes, but may just as well come from physical circumstances. Whatever the cause, *voice is one of the best barometers of your physical and mental condition.* In no other way does one so definitely reveal his true self and his true character as by the tone of his voice.

Look at some of the physical conditions which affect vocal tone.

If you chew gum, your voice sounds flat, because you are also chewing your words. The mouth shapes itself into a slit. The tones cannot follow the nasal tract, and

they cannot escape from the mouth in any but a "quacking duck" effect.

If you chew tobacco, and try to talk with the chew of tobacco pushed inside one cheek, you emit a hollow tone which sounds more or less like Edgar Bergen's "Mortimer Snerd," or Walt Disney's "Horse" character.

If you smoke a pipe (and it is impossible to smoke a pipe without biting hard on the stem to keep the pipe from falling out of your mouth) the clenched teeth will develop a stiff jaw and constricted throat muscles, and your voice will sound pedantic, caustic, too precise, and "tone-white." Even worse than the distortion of the stiff speech, a sibilant S is a natural consequence of biting a pipe, and it persists even when the pipe is not in the mouth. Only snakes and geese hiss—and pipe smokers!

If you smoke cigars, your voice will take on a nasal sound.

This is because one side of your face must move to the opposite side to hold the cigar in your mouth. The cigar is large, and therefore fills the mouth, so that the natural result is to place your voice in your nose, because the air cannot freely escape from the mouth—it is all filled up with cigar. And so the inveterate smoker can count on a sour face and a surly voice as consequences of his habitual indulgence.

I lived and practised as a physician in London for 12 years, and

in all that time I never saw what the English theater producers conceived as the "typical American" on the stage who did not have a cigar in the corner of his mouth, and who did not hold the cigar in his mouth while talking, and who, even though he occasionally removed the cigar, did not continue with the same twisted face and nasality of voice. We know that this is not really the typical American, but the only way for us to live it down is to smoke cigars as a gentleman should smoke, always removing the cigar before speaking. This thoughtfulness will save the smoker from acquiring a permanently frozen face, twisted out of shape, and a nasty nasality of speech, occasionally accompanied by a whine, or by the petulant snarl as of a peevish dog.

A cigar smoker handicaps himself in speech. He invites nasality of tone. He gives himself the effect of a "clothes pin" nose. You can imitate the "clothes pin" effect by pinching your nose with your fingers. This closes off the nasal passages, and produces an unpleasant vocal effect. The cigar smoker has what we may call a "half-clothes pin" nose, because when he pulls half of his face over to accommodate the cigar, one of his nasal passages is blocked, and his voice becomes definitely nasal.

You are known by your voice mannerisms as well as by other mannerisms, such as your handshake, your stride, or your posture. You could be blindfolded, and still be able to recognize your friends or your enemies by their voices.

You can develop your ears to such an extent that you can even know and diagnose people by their voices alone, recognizing traits of character as well as physical condition, sometimes even identifying physical ailments by the speaking voice.

During my years in professional practice, including internship in a hospital, a year as house-physician in the same hospital, and much observation in various clinics, it has been a hobby with me to note the voice qualities of patients suffering from various diseases. There are definite characteristics which almost inevitably accompany certain ailments.

For example, acid stomachs (ulcers and gastritis cases) usually have acid voices and acid dispositions — sharp and sour. Their voices would almost cause blue litmus paper to turn red.

Gall bladder and liver subjects have what may be called bitter speech, varying with the stage of the disease from acrid gall to cynical irony. Their presence is often a "bitter pill" to take, principally because of the bitter quality of their speech distortion.

Emotions cause definite directions or distortions of speech quality.

The pessimist has a bitter, hard, despondent, gloomy voice, because he tends to exaggerate evil and to anticipate misfortune and failure.

The optimist, looking on the bright side of life, takes a hopeful view and usually has an enthusiastic, vibrant voice.

Fear-ridden souls, who are an-

gry, jealous and hateful, have the caustic, shrill sort of voice which characterizes a broadcasting Hitler.

Repression, frustration, discouragement and disappointment will call forth a whining, complaining voice.

Severe pain will cause a tight, high, humming effect in the voice, all unconsciously, in an animal as well as in a human being.

Sorrow, as from a loss by death, will cause the voice to break.

Sympathy and humility of spirit are often acquired through personal experience of pain or thru some bereavement, and these qualities reflect themselves in a voice which may be sympathetic and attractive. If your present distortion of speech is enough to drive people away from you, it might be a blessing for misfortune to strike near

Aim at excellence, and excellence will be attained. This is the great secret of effort and eminence. "I cannot do it" never accomplished anything. "I will try" has wrought wonders.—J. Hawes.

Tangled

Two professors were riding up town on a Broadway car. There was a blockade and they decided to walk. After they had gone a block on foot, the car started again, and one professor said to the other:

"I thought we would get on better if we got off, but now I see that we would have been better off if we had stayed on."

you or for severe pain to humble you, so that your voice might have a chance to become sympathetic.

The fact is that you have a right to a good voice. Ten to one, your vocal apparatus is all right. The trouble with your voice is that you have distorted it by any of the bad habits mentioned above, or by any one of dozens of others which might be named.

To distort is to twist out of shape. That is what you do to your voice when you misuse it. You owe it to yourself and to your associates to correct such unpleasant distortions, and to cultivate a voice quality which, at the very least, can be heard without unpleasant effects, and which, at the best, can be made one of your assets in your quest for success, in that it pleases, attracts, and wins confidence on the part of those who hear it.

Voice Improvement

A woman noticed a boy walking around in the deep snow and she warned him: "Little boy, don't you know that you will catch a dreadful cold doing that?" That's all right, miss," the boy replied. "Don't you fret about me. I'm to be on the program at our school entertainment tonight. I have to recite 'Spartacus to the Gladiators' and I'm just getting my voice down hoarse so I can do it."

Parliamentary Coaching

One of the constitutional objectives of a Toastmasters Club is "to gain instruction in parliamentary procedure." Doubtless every Club has felt the need for such instruction and has made earnest effort to gain it.

The Educational Bureau of Toastmasters International has designed a series of Parliamentary Practice Scripts as helps to meet that need. Six scripts have been carefully prepared and are now available.

The Bureau hopes that every Member Club will obtain the scripts and use them wisely. As an aid toward the realization of that hope the following suggestions are presented as proper steps to be taken by each Club.

1. Chairman of Educational Committee sends to Toastmasters International written request for the required number of copies of one script. (Request should be for the script bearing the lowest number not yet used by the Club.)

2. Educational Committee and Program Committee co-operate in arranging for Parliamentary Practice to be a part of the Club's program on a specified date. (See Club By-Laws, Article VI, Sections 3 and 4.)

3. Program Committee appoints some member to handle the Parliamentary Practice and turns over to him all the copies of the script at least two weeks before the specified date. (Hereafter this ap-

pointee is known as Parliamentary Coach).

4. Parliamentary Coach familiarizes himself with the entire script; selects the men who are to take the various parts; and, a week before the specified date, gives a copy of the script to each man to whom he assigns a part.

5. Each man carefully reads the whole script; prepares himself to do his part as if it were real Club business, and brings his copy of script to the meeting.

6. Just before starting the use of the script at the meeting, the Parliamentary Coach reads to the Assembly the first page of it so that all may hear and understand.

7. Coach requests the man to whom he has assigned the part of President to take the Chair and proceed with the business.

More Suggestions

1. That "the practice" shall not be started before the meal has been finished, or at least not until after dessert has been served.

2. That a period of five minutes be allowed at the end of the practice for the asking of questions which may arise concerning the procedure.

3. That proper provision for the time needed can be made by continuing the meeting beyond the usual adjournment hour; or, by planning a shorter than usual speaking program; or, by a combination of the two methods.

Famous Last Lines

How did the "old masters" of oratory wind up their speeches?

The answer to that question may help us of the present day. A study of "last lines" is altogether profitable as a means of showing how carefully the great speakers have prepared their conclusions, how forcefully they have driven home their arguments. Many a well known, oft-quoted phrase has been born in the fervor of some great peroration.

Here are a few samples:

Webster's Reply

Senator Hayne had made a speech setting forth the right of a state to secede from the Union. Senator Webster replied in a speech which has become famous wherever the English language is spoken. He concluded his lengthy and eloquent appeal with this thrilling peroration:

"When my eyes shall be turned to behold for the last time the sun in heaven, may I not see him shining on the broken and dishonored fragments of a once glorious Union, on states dissevered, discordant, belligerent; on a land rent with civil feuds, or drenched, it may be, in fraternal blood! Let their last feeble and lingering glance rather behold the gorgeous ensign of the Republic, now known and honored throughout the earth, still full high advanced, its arms and trophies streaming in their original luster, not a stripe erased or polluted, not a single star obscured, bearing for its motto no such miserable interrogatory as 'What is all this worth?' nor those other words of delusion and folly, 'Liberty first and Union afterward'; but everywhere, spread in characters of living light, blazing on all its ample folds, as they float over the sea and over the land, and in every wind under the whole heavens, that other sen-

timent, dear to every true American heart—Liberty and Union, now and forever, one and inseparable."

Henry Clay

The Compromise Bill of 1850 stirred Senator Clay very much as the speech by Hayne had aroused Senator Webster. He had already earned his title of "The Great Pacificator," but when he tackled the Compromise, he forgot pacifism for the moment and really turned loose. The entire speech is worthy of study as an example of impassioned oratory. Here is his concluding paragraph:

"Mr. President, I have heard with pain and regret a confirmation of the remark I made, that the sentiment of disunion is becoming familiar. I hope it is confined to South Carolina. I do not regard as my duty what the honorable senator seems to regard as his. If Kentucky tomorrow unfurls the banner of resistance unjustly, I never will fight under that banner. I owe a paramount allegiance to the whole Union—a subordinate one to my own State. When my State is right—when it has a cause for resistance—when tyranny and wrong and oppression insufferable arise, I will then share her fortunes; but if she summons me to the battle-field, or to support her in any cause which is unjust, against the Union, never, NEVER will I engage with her in such cause."

Lincoln's Second Inaugural

This speech, delivered in the midst of the War, was one of Lincoln's shorter addresses, and one of the most impressive. Its concluding words have been so often quoted that they are almost a proverb:

"With malice toward none; with charity for all; with firmness in the right, as God gives us to see the right, let us strive on to finish the work we are in; to bind up the nation's wounds; to care for him who shall have borne the battle, and

for his widow and his orphan—to do all which may achieve and cherish a just and lasting peace among ourselves and with all nations."

David Lloyd George

The "Appeal to the Nation" was delivered at Queen's Hall, London, on September 19, 1914. The purpose was to promote recruiting for the War. It has been called the greatest speech of this great man's career. Observe the simplicity of his peroration. No wonder it was effective.

"May I tell you in a simple parable what I think this war is doing for us? I know a valley in Wales, between the mountains and the sea. It is a beautiful valley, snug, comfortable, sheltered by the mountains from all the bitter blasts. But it is very enervating, and I remember

how the boys were in the habit of climbing the hill above the village to have a glimpse of the great mountains in the distance, and to be stimulated and freshened by the breezes which came from the hill-tops, and by the great spectacle of their grandeur. We have been living in a sheltered valley for generations. We have been too comfortable and too indulgent, many, perhaps, too selfish, and the stern hand of fate has scourged us to an elevation where we can see the great everlasting things that matter for a nation—the great peaks we had forgotten, of Honor, of Duty, Patriotism, and, clad in glittering white, the great pinnacle of Sacrifice pointing like a rugged finger to Heaven. We shall descend into the valleys again; but as long as the men and women of this generation last, they will carry in their hearts the image of those great mountain peaks whose foundations are not shaken, though Europe rack and sway in the convulsions of a great war."

Better Buy Another Bond!

He Wrote His Own Criticism

G. K. Chesterton spoke some years ago at a business men's luncheon in London, assuming a most apologetic attitude for his shortcomings as a public speaker. He assured the audience that his mental, moral and spiritual condition, "deplorable in every way," was summed up in a triolet which he had composed, as follows:

My writing is bad
And my speaking is worse:
They are all that I had.
My writing is bad;
It is frightfully sad;
And I don't care a curse.
My writing is bad
And my speaking is worse.

Throw Away Your Notes

A Scottish minister tells the story of how he was cured of using notes or manuscript when he preached. He was preaching to an audience of sheep shearers, out in the country. The men lounged on bales of wool and smoked while the dominie talked to them. He had a bale of wool for his pulpit, and as he rose to speak he arranged his sheets of notes on the bale in front of him. Then one of the men in the crowd shouted, "Hey, boss, how do you think we can remember all that when you can't remember it yourself?" The preacher took the hint, discarded his notes, and forced himself to learn how to do without such aids.

Editorial

A CHRISTMAS GIFT FOR YOU

Give yourself the best Christmas present in your experience by formulating and personally adopting a resolution that you will, during the coming year, get for yourself every ounce of value from your membership in the Toastmasters Club. You are entitled to all you can get out of it. The more you get, personally, and the more you build into your life, the more you can do for others as well as for your own self. It may sound selfish, but it certainly is a truly enlightened self interest which leads a man to get everything for himself in his Toastmasters membership. Give yourself the best gift.

WORTH WHILE?

Multitudes of men profess to desire improvement in their speech, through better diction, better use of the voice, better presentation of materials. Books without end are published, dealing specifically with these problems. Toastmasters International publishes a considerable volume of material treating of words, grammar, voice, speech construction. Great quantities of this material are sent out. And yet there is little improvement which can be observed. After all, what is the use?

The only way for people to improve their speech is for them, individually, to study their errors and defects, and as individuals, to correct mistakes and make improvements. Most of us are just too lazy and careless to take the trouble. In the September issue of The Toastmaster Magazine (Page 24) there was issued a challenge to all the clubs to concentrate attention for sixty days on just four common errors. That sort of concentration would get results. But has any club concentrated on these or other slips of speech? If so, we have not heard of it. And in the meantime, the same old mistakes are continually being made in Club meetings—and outside. Perhaps we should give up the struggle for improvement.

People know what you mean when you say "He done well," or "He spoke real good." What difference does it make if you do sound like an uneducated backwoodsman? Just "between you and I," so long as we can be understood, to thunder with the rules of grammar! Let's forget all about them. What do you think?

Do Your Christmas Shopping Early. But Buy Bonds First! Either to Give Away or to Keep. Remember the Sixth War Loan.

SPEAK FOR A PURPOSE

Toastmasters have frequently been criticized because they spend so much of their time in practice speeches, and do so little to promote causes. The critics may be reminded that it takes a lot of practice flying to train an aviator for regular duty, and the practice time is not wasted if it gets him ready to put his plane into service.

But the time comes when he must use his skill for more than practice. Toastmasters have demonstrated that they can use their abilities. The thousands of talks given in the last three years in support of a variety of important causes have been possible only because we had done the practice talking in our clubs. We have found out that we can move crowds to action. Now let's keep up with the good work. On page 21 of this issue you will find a suggestion from the Educational Bureau that we inform ourselves and others on two highly important subjects.

This suggestion should be adopted by every Toastmasters Club in the United States. It offers a proper and worthwhile purpose for our speeches. It brings us a chance to use our ability for the public good. It opens the way for careful practice flights in our regular meetings, followed by service to the public in which our best skill can be utilized. The subjects proposed can even be used as the basis for many talks in the Inter-Club Speech Contests now getting under way. Make your speeches serve a useful purpose. Talk to convince people and stir them to action.

WE GROW

On July 1, at the beginning of this fiscal year, we had issued 275 charters. As of the present date, the number has grown to 291, a gain of 16 clubs in the first five months of this year. In addition, several clubs which had been inactive because of war conditions have been revived and put on their feet again. The net result is a notable increase in membership and in the spread of our movement. If the present rate of expansion continues, this will be our banner year in club extension. It will continue if our members maintain their enthusiastic attitude of spreading the good news to men everywhere.

The Toastmasters organization spreads because men appreciate the value of the training received. Those who have enjoyed the benefits wish to make them available to others. They talk about it—write letters about it—interest the others, and presently new clubs appear. It is a good work, unselfishly done. Let it continue and lead us to new achievements.

Speed the Peace with Speech. Buy War Bonds. Tell others to BUY.

Mark Twain, Orator

This great American humorist always claimed that he was not a speaker, but he did a lot of public speaking, not to say lecturing. The collected speeches, published some years ago by Harper's, make a sizeable volume, and many of the speeches are agreeable reading, even today.

Mark Twain's methods of speech preparation are described in the introduction to this volume, written by Albert Bigelow Paine. The article repays study by every would-be speaker. Here is a sample paragraph:

"In the beginning he carefully wrote out his speeches, learned them by heart, and practiced them in the seclusion of his chamber. Later on he frequently trusted himself to speak without any special preparation or notes, confident of picking up an idea from the toast-

master's introduction or from some previous speaker, usually asking to be placed third on the list. But if the occasion was an important one he wrote his speech and rehearsed it in the old way. His manner of delivery did not change with his years, except to become more finished, and to seem less so, for it was his naturalness, his apparent lack of all art, that was his greatest charm

"His manner gave the impression of being entirely unstudied, yet no one better than Mark Twain knew the value of every gesture and particularly of every pause. He used to say, 'The right word may be effective, but no word was ever as effective as a rightly timed pause.'"

Note: Read "Mark Twain's Speeches," published by Harper and Brothers in 1923.

The Campaign Orator

"We have with us tonight a man who needs no introduction," and then he runs on for half an hour introducing him.

"As intelligent citizens, you do not need to be told . . ." and then he goes right ahead telling and telling.

"The mistakes of the opposition are so well known that they need not be rehearsed," but the rehearsing continues until far in the night.

"And now, in conclusion . . .," but that marks the half-way point

in his speech. Settle down for another hour.

"It goes without saying that . . ." but they never let it go.

"If elected, I promise you that . . .". Some day, some one is going to keep a record of these campaign promises. That is all that will ever be kept about them.

Campaign oratory in America is due for a cleaning. The more political figures we can get into the Toastmasters Clubs, the more we can help with the cleaning.

Get a New Member

Does your club have a few vacancies? Or is the list of associate members quite small? Build it up.

First, make a list of half a dozen of your friends or acquaintances who, in your opinion, would make good members. To be a good member, a man should have a reasonable degree of ambition to improve himself, certain qualities to fit him for leadership, and a willingness to learn. He should be of a sort to fit into your present membership in congenial fashion. He should be, if possible, one who will raise the average of the club rather than lower it.

Next, start inviting these men, one at a time, to come to the club. Bring your guest on an occasion when you know that the program will be "super" or even better than that—when the Toastmaster is a sure fire, and the speakers are men who will deliver the goods.

Introduce your guest to other members. See that he signs the guest book kept by the Sergeant

at Arms (or doesn't your club have a guest book?) In any case, write the guest's name on a slip of paper and hand it to the President so that he will know who the stranger is. See that your guest is given a proper formal introduction at the right time.

Suggest to the guest that he take part in the Table Topic if there is a chance. After the program, the President will probably ask him how he liked it, and will give him a couple of minutes to tell. He will appreciate this recognition, and may even sell himself on membership.

Before he gets away, see that he receives a copy of "Introducing the Toastmasters Club." The Sergeant-at-Arms has a supply on hand for the purpose.

Finally, give him an invitation to attend again, and to become a member. Don't drop it then, but remind him of it from time to time. Don't drop him until he definitely refuses.

Nothing to Say

Bob Burns, the bazooka virtuoso, was one day taken to task for his loquaciousness. He explained that not all the members of his family were so given to speech as himself.

"Now take my cousin Wilfred," Bob said. "He was eleven years old before he so much as said one word. One day he was sittin' on a fence, watching his Pa plow a field. A bu^{ll} broke through the fence

and made straight for Wilfred's Pa. All of a sudden, Wilfred's mouth opened and he yelled, 'Hey, Pa! Hey! Look out fer the bull.'

"Soon as his Pa got out of the field he went straight for Wilfred and said, 'Son, you shore done me a right smart favor that time. But how come you're speakin' all of a suddint? You ain't never said nothin' afore.'

"Well, Pa,' was Wilfred's reply, 'I jest ain't never had nothin' to say before.'"

This Is My Problem

(Questions are invited on points involved in conduct of Toastmasters Club meetings.)

Formality—Informality

Q: Should a Toastmasters Club meeting be conducted in a strictly formal manner; or is a reasonable degree of informality permissible? Are we expected to call each other by our first names, or should we carefully say "Mister?"

A: It all depends. In most of the clubs the members find informality, within reason, helpful to good fellowship. It is important that this informality should not be permitted to interfere with the orderly conduct of the business or the program. The members should be prepared to adapt themselves to the atmosphere of the meeting in which they find themselves. If it is a formal occasion, they must respect it; if one where informality is appropriate, they should fall into line. Just as formality in dress varies with the occasion, so should the conduct be adjustable.

Induction—Installation

Q: Several queries are at hand, some as to forms to be used, and some indicating confusion in use of these two terms.

A: Suggestions on procedure in installation of officers and induction of new members will be found in the "Manual." Each club should exercise ingenuity to devise the forms most acceptable to its members. Too great formality is undesirable, but such ceremonials must be dignified, well prepared, and given with authority. Every such occasion should emphasize responsibilities, duties and privileges. In giving the charge to new members, attention should be given to the relationship of the member and his club to the larger organization of Toastmasters International.

Induction is usually applied to the reception of new members into the club. *Installation* is what happens to new officers. Remember that a new member is *inducted*, or led into the club, while a new officer is *installed*, or put into his

place to serve. The dictionary definitions will help you to keep these two terms clear.

Membership

Q: Is there any sure method to keep membership filled up and attendance regular and good?

A: There is one absolutely sure and infallible method to handle both membership and attendance. This is, to keep the meetings as to program, timing and management, on a high plane of interest and entertainment value at all times. Punctuality in starting and stopping, efficiency in presiding, variety and interest in programs of speech—these are the things which bring the members to meeting and hold them in the club. If a man feels that he is definitely gaining something for himself at every meeting, he will miss none that he can possibly attend. By his own participation and by his listening to others he gains and grows, provided the program is arranged to make that possible. Study your own club on these points, and see if the answer to your problem is not to be found right there.

Learning How

Q: As a new member, I need help on many points. Where can I find out about gestures and voice improvement and speech arrangement and overcoming fear of the audience?

A: As a new member, you have received, "Basic Training," "Speech Evaluation," and "The Amateur Chairman." If you have not received these, either you or your Club Secretary must be to blame, for not asking for them for you. If you will turn to the index of "Basic Training," you will find these very same questions listed which you have asked, with page numbers where you can find the answers. The index to "Speech Evaluation" is also in question form, and if you will look there, you will find the location of the answers.

Dig In On This

Here is a speech project in which all Toastmasters may join with profit.

The Educational Bureau proposes that during the next three months, each club give attention to two problems of public interest, gaining information on each, and spreading the information wherever there is an opportunity.

First: Should the Constitution of the United States be amended so as to provide for one term of six years for President and Vice-President, neither man being eligible for election to succeed himself?

Second: Should the Constitution of the United States be amended so as to eliminate the so-called "Electoral College" and provide for election of the President and Vice-President by direct vote of the people?

With the 1944 election safely laid away in history, these two questions may now be discussed without danger of political implications. They deserve careful study. Every Toastmaster should inform himself on both issues, and should decide for himself which side he will take. He may then attempt to influence others to agree with him.

Three methods of study are suggested:

1. Devote a speech program to

each subject. Have the speakers approach the questions from the standpoints of history, expediency and necessity. For example, the matter of presidential electors would divide itself up into such phases as: (a) The historical background for the present provision in the Constitution. (b) Advantages of election by electors. (c) Advantages of the direct vote. (d) Instances of election by minorities, through the electoral system. (e) Direct votes versus indirect.

2. Spend at least one "Table Topic" period in a general discussion of the subject, with a "Topic-master" who is qualified to answer questions and keep the discussion on the main line.

3. Hold a formal debate in the club on each subject. Conduct the debate on the plans of regular college debates, observing all the amenities.

Having developed a strong debating team, able to present both sides of the question effectively, offer its service to other organizations, staging the debate in as many places as possible, to promote interest.

Plenty of material is available on both subjects, in public libraries and college libraries. Debate briefs may be found in various books on debating.

When Voltaire visited England in the year 1727, feeling ran high against the French, and the great author felt this dislike keenly. Once he was accosted by an angry crowd of people as he went for a walk. "Kill him! Hang the Frenchman!" cried threatening voices around him. Voltaire stood on the curbstone and cried out: "Englishmen! You want to kill me because I am a Frenchman! Am I not already punished enough, in not being an Englishman?" The crowd applauded this speech and escorted him home in safety.

News from the Clubs

Waynesburg

From "Toasties," the attractive bulletin of the Toastmasters Club of Waynesburg, Pennsylvania, we quote an editorial by newly installed President John McCurdy:

"Whether we push or whether we pull, let's do it together. Teamwork all along the line is what counts.

"Interesting discussion depends upon the Topicmaster *and* YOU.

"A good speech depends upon the speaker's preparation *and* YOU.

"A speaker's ease depends upon the Toastmaster's introduction *and* YOU.

"Your own improvement depends upon the critic *and* YOU.

"Building a better Waynesburg Toastmasters Club depends upon Leadership—and YOU and YOU and YOU."

District Six

District Governor Watt Welker says:

"It is true that you always have two kinds of clubs. The first kind is always trying to improve the club by getting into it the best men available in the town. The second is the kind fearful of taking in the superior men because of the inferiority complex. They might get shown up. The latter are mostly the clubs whose membership dues are too low. In speaking to such

clubs I refer to them as members of the Secret Society known as the Toastmasters Club."

Merced

Charles Willis, having completed his term as first president of the Toastmasters Club of Merced, California, expresses himself thus:

"The improvement of many of our members is amazing. Men who could not give their own autobiography at the start now give very effective speeches . . . During the recent War Chest drive, our club accepted the responsibility for furnishing speakers, and our members gave numerous addresses on the radio as well as before all the service clubs, farm bureaus and other organizations. One member gave the Navy Day address over the local radio station." (This club received its charter only last March. It is a worthy record of progress.)

Steubenville

This club's lively bulletin reminds the members: "We need some new members, and there is only one way to secure them. That is to go after them. We have a first class program to sell, and we all know that there are not a dozen, but a thousand men in Steubenville who would benefit by what Toastmasters has to offer."

Casper

Secretary F. B. Maughton, of the Casper, Wyoming, Toastmasters Club, reports:

Our club has used the new "Graphic" critique form and the general comment is highly favorable. We find it to be the most helpful one yet used, and we wish to compliment the Educational Bureau which prepared it." (Such comments, which are being received in some numbers, are most encouraging to the Educational Bureau.)

San Diego

Having made good use of the "Oscar" presentation, in recognition for the biggest "boner" at each meeting, San Diego Toastmasters have now adopted a time saving device known as "Burnt Toast." It consist of a piece of wood, shaped and sized and painted to resemble a slice of bread. On one side it is tinted a beautiful toasty brown. On the other side it is definitely "burnt toast" in color. If a speaker runs much over time, the "toast" is hung on him burnt side forward, to remain there until it can be passed on to another. If someone, on the other hand, is fortunate enough to keep his speech exactly timed, he gets the properly toasted side displayed. It has created plenty of fun, as well as a new regard for the timing signals.

Ventura

This club has for some years followed the practice of voting at each meeting for the best speaker on the program. The winner is presented a "cup of the week" which

he holds until the next winner takes it from him. A new feature is added, in the presentation of a permanent trophy in January and June of each year, the award to be made to the man in each case who has taken the weekly trophy most often during the preceding half-year. It gives an added incentive to the members to do their best.

Anonymous

The following was noted in one club bulletin. Let's omit the name, to save embarrassment. We wondered if the man thus eulogized is a mute, compelled to talk with his hands. Here is the way it reads: "The clear, bell-like tones that resound from this masterful hand are second to none."

Coeur d'Alene

This club's bulletin carries a timely reminder: "There's an important distinction between free speech and cheap talk."

Salinas

Chapter No. 49 points with pride to the fact that both the present mayor of Salinas and his immediate predecessor in office are Toastmasters trained, and that more than 150 successful business men of the community have received training in the club during the past eight years. A recent "Old-Timers' Night" brought out a large number of these men who renewed their testimonies to the value of their training and its helpfulness in practical affairs.

The Governor's Lady Reports

District Governor Watt Welker had to be away on business, but the news came in just the same. Marie Welker, (Mrs. Watt) told the story better than he would have done it.

There is a club in St. Paul which calls itself the "King Boreas Chapter." The name is in honor of the patron saint of St. Paul. (Imagine a saint having a patron saint. This thing could become involved.) If you don't know who Boreas is, look in the book and find out. It is said that he comes roaring down out of the north each autumn, and the Saint Paulians try to appease him by putting on a festival in his honor. The Toastmasters who bear his name did honor to him on November 14, which is what Mrs. Welker writes about. She says:

"It was really a party with finesse. There must have been at least eighty in attendance. The ladies were presented with corsages and we really had a steak dinner with all the trimmings—practically pre-war fare. There was community singing aided by a quartette of club

Our Patriotism

Our day demands a new patriotism; not new in spirit, but in manifestation; a patriotism that substitutes statesmen for demagogues; not only one which rallies around the Flag, but one which rallies around the ballot box; not only one which offers to die for the country, but one willing to live for it.—Josiah Strong.

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members. Mr. Anderson, Mr. Barquist and Mr. Dochterman, founders of the Club, were presented with gifts and they, in turn, presented a guest register to the Club. Tracy Jeffers did fine work as M.C. and the history of King Boreas Club, given by Mr. Bennett was, in my opinion, the highlight of the evening.

"They introduced a couple of interesting innovations. Mr. Goebel impersonated a Swedish minister concluding a sermon and his Swedish accent was plenty good. Dr. Holman started his speech doing everything that a good Toastmaster must not do, but he finished up in the best Toastmaster style. He thus gave us a "before and after" demonstration of the value of training. The entire program was very good, but I thought the evaluators were too lenient as they always are when the ladies are present.

"I wish all the wives would get interested. Every Toastmasters meeting I attend adds to my education. I am thoroughly enjoying my role as the 'Governor's Lady.'"

Like Money

I conceive that words are like money, and not the worse for being common, but that it is the stamp of custom alone that gives them currency and worth. As an author, I endeavor to employ plain words and popular modes of construction as, were I a chapman and dealer, I should use common weights and measures.—Hazlitt.

Three ESSentials of Speech

Three things are indispensable for a good speech. They are *Simplicity - Sincerity - Straight-Forwardness*.

If any one of these is missing, the speech is defective to that extent.

Simplicity—the successful speech is free from unnecessary frills and trimmings. It is phrased in the language understood by the audience. It carries conviction by reason of its simple understandability. It tends to short, direct sentences. It is characterized by absence of obviously "big" words, and of phrases which might obscure the meaning.

"The greatest truths are the simplest; and so are the greatest men." And so, one might add, are the greatest speeches. Remember the Gettysburg Address.

Sincerity—Nothing carries conviction to the audience more strongly than the evidence that the speaker truly believes in what he says. A speaker who obviously "puts on an act" may get applause, but he is not likely to get votes. The one who makes the sale is the one who believes in his own goods.

To make your speech convincing, be sure that you fully believe in what you are saying, and then speak with the force born of sincerity. He who "puts up a bluff" will sooner or later stumble over it. With sincerity comes honest en-

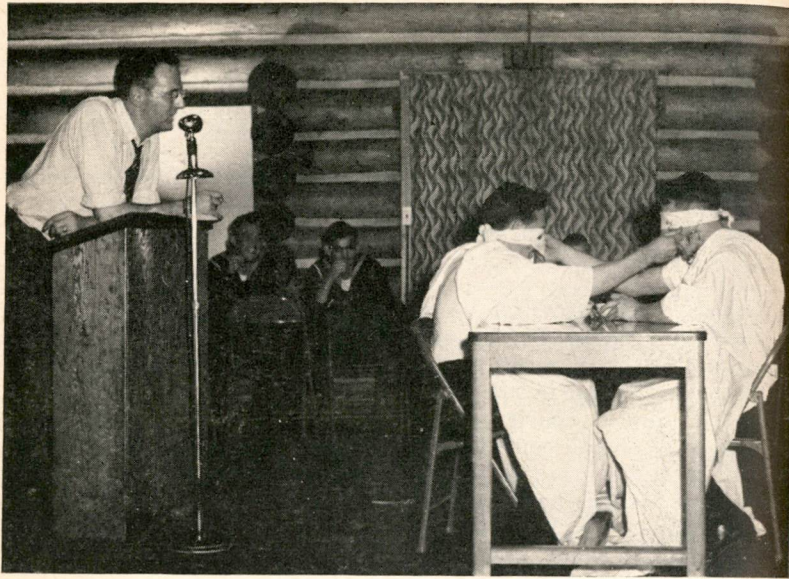
thusiasm, which no man can show for a cause in which he does not honestly believe.

Straight-Forwardness — One of the fundamental tenets of Toastmasters is "straight thinking." This is back of straight speaking, and both are essentials of good speech. A strong speech moves "straight forward" to a definite end. Everything in it is calculated to contribute to the attainment of that end. There is no deviation, no wavering, no lack of frankness and honesty. Figures are quoted honestly and facts are fairly stated. The speech has a feeling of movement toward its purpose.

The opposite of straight-forwardness is deviation—turning aside from the course—wandering—digression—going astray. These are the things for the speaker to avoid. It is the easiest thing in the world to lose the attention of the audience, or to confuse the minds of your hearers as to your purpose. Following the straight course is the sure protection for the speaker.

Memorize these three essentials. Make them your hobby. Test every speech by them, whether you are speaking or listening. Ask for *simplicity, sincerity, straight-forwardness*, first of all from yourself, and then from those to whom you listen. Then you may add to the three ESS-entials another capital "S"—SUCCESS in speech.

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Hallowe'en Festival

More than 1600 service men and scores of townspeople were "clocked" at the main entrance of the USO auditorium in Coeur d'Alene, Idaho, on the evening of Tuesday, October 31, when members of the two Toastmasters clubs there were hosts at a Hallowe'en festival and dance, lasting four and one-half hours. A committee from the Junior Toasters (high school boys) served cider and doughnuts and conducted apple ducking throughout the program.

William W. Garver, local bowling alley manager and special news correspondent, was general chairman of the fun night. "Pop", a member of the Senior club and sponsor (and organizer) of the Junior group, also conducted the

hilarious "Truth or Consequences" party on the auditorium stage, which opened the festivities. Some 30 sailors from nearby Farragut Naval Training Center had to "pay the penalty," including aesthetic hula dances, jam feeding blindfolded (see cut, with Quizmaster Garver directing operations), egg-rolling races, blind fisticuffs, and a score of other stunts. A pie-eating contest and a "male gams" beauty contest were held during intermission.

Hallowe'en decorations, and costumed hostesses from the USO added to the gaiety of the festive occasion. So successful was the program, the chairman has been requested to make the program a monthly affair.

Bits of Bacon

Francis Bacon, usually mentioned as "Lord" Bacon, was a statesman, philosopher and scholar of the latter part of the sixteenth century and the early part of the seventeenth. While he wrote voluminously on many subjects, he is best known through his "Essays," a series of short treatises covering a wide variety of subjects. Here are some pertinent selections:

It is strange how long some men will lie in wait to speak somewhat they desire to say, and how far about they will fetch, and how many other matters they will beat over to come near it; it is a thing of great patience, but yet of much use. A sudden, bold and unexpected question doth many times surprise a man, and lay him open.

Of Cunning.

A man ought warily to begin charges which, once begun, will continue; but in matters that return not, he may be more magnificent.

—Of Expense.

Some in their discourse desire rather commendation of wit, in being able to hold arguments, than of judgment, in discerning what is true. As if it were a praise to know what might be said, and not what should be thought. Some have certain commonplaces and themes, wherein they are good, and want variety; which kind of poverty is for the most part tedious, and, when it is once perceived, ridiculous.

—Of Discourse.

In studies, whatsoever a man commandeth upon himself, let him set hours for it; but whatsoever is agreeable to his nature, let him take no care for any set times; for his thoughts will fly to it of themselves, so as the spaces of other business or studies will suffice. A man's nature runs either to herbs or weeds; therefore let him seasonably water the one, and destroy the other.

—Of Nature in Men.

Read not to contradict and confute, nor to believe and take for granted, nor to find talk and discourse, but to weigh and consider. Some books are to be tasted, others to be swallowed, and some few to be chewed and digested. That is, some books are to read only in parts; others to be read, but not curiously; and some few to be read wholly, and with diligence and attention.

—Of Studies.

The story which is told of Bacon's death illustrates his urbanity and clarity of thought. He had been under the hands of his barber, and the weather being very warm, sat by an open window, where he fell asleep. He awoke chilled and shivering.

"Why," said he to his servant, "did you suffer me to sleep thus exposed?"

The man answered that he did not dare to disturb his master.

"Then," said the Lord Keeper, "by your civility I lose my life." He retired to his bedchamber, and died a few days later.

"They Tell a Story"

From the Indianapolis publishing house of Maxwell Droke, who has made so great a contribution to public speech, by his practically useful books, there comes a new volume which will find its place on the work table of many a speaker. This is a collection of one thousand carefully arranged and indexed selections for use in illustrating and driving home the points of a speech.

The selections range from serious to comic. They are to be classified neither as jokes nor anecdotes, although many of them have the clever turn which provokes mirth, but they may be called illustrative stories — illuminating items—with which to point a moral or adorn a tale.

The one thousand selections are grouped under about two hundred headings, alphabetically arranged and cross-indexed. For the speaker who needs a pointed illustration for his theme, the book is a gold

mine. For the one who needs some "pump priming" for his thought, it carries abundance of suggestions on themes to be discussed, from which speech subjects will be drawn.

The book is similar in form to the earlier publications which have come from Droke House, such as "The Speaker's Desk Book," "The Treasury of Modern Humor" and other excellent works of reference for the speech maker.

The price for this valuable volume is three dollars. If you want a copy, you can order it from the publisher. Address Maxwell Droke, P. O. Box 611, Indianapolis, Indiana, and enclose your three dollars. If you would rather, you can send the order to the Home Office of Toastmasters, at Santa Ana, and it will be forwarded.

You may be interested in this reminder: Maxwell Droke also publishes "Quote," that weekly digest used by many Toastmasters.

THIS IS FROM THE BOOK

Those of us who have been bored stiff at so many public meetings by people who thought they knew how to talk interestingly, but were in reality nuisances, will appreciate the thought of the little girl in Revere, Massachusetts. The children in one of the sixth grades decided to form an English club, and the little girl was delegated to draw up the constitution and by-laws. She proved herself wonderfully adapted to the commission, for incorporated in her by-laws was the following, which might well be legislated for all public gatherings:

"Those that can make speeches shall do so. Those that cannot make speeches shall keep still."—Quoted from Thomas Dreier in the book, "They Tell a Story."

COME ON BROTHER—GIVE HIM A HAND

The new Toastmaster is likely to think that you are pretty good, Old-timer.

He'll find out just how good you are not, but it will take some time. Meantime, while he's still in this coma, why not give him a lift? He is overwhelmed by being in company with you old-timers. He wonders if he'll make good . . . wishes he knew how . . . fears he will make mistakes . . . thinks maybe you'll laugh at him.

So, one of you become his advisor. Be his coach.

Help him pick a subject. Tell him how to find material. Suggest an opening—a conclusion, or get him to tell you what he has in mind, so you can help him improve it. If he is afraid he can't last for six minutes, tell him it is no crime to stop at four. Better warn him about going overtime, too.

Your interest will give him confidence, a feeling that there's someone interested in his success—someone ready to help him.

Incidentally, this will give the old-timer as much help as it gives the novice. The teacher learns while he teaches.

Talk Wasn't Cheap Then

However cheap the article itself may be, teachers of speech have never cheapened their work of instruction by under-pricing it. If you think present day prices charged by professional teachers of speech are a bit high, consider what was the tariff imposed by ancient experts. They valued their work highly, and their estimates must have been accepted by the people.

Isocrates, who taught the Greeks in the fifth century B. C., and who was a master of the art of writing speeches for other people to deliver, is said to have received the equivalent of twenty thousand modern dollars for a single example of high oratorical art. He took pupils for \$250 each.

Euthalus paid Protagoras of Abdera \$5,000 for teaching him the art of rhetoric. Cicero and Hor-

tensius bought numerous estates with the wages of their oratory. Quintilian received a regular salary equivalent to \$4,000 a year as late as the reign of Vespasian when he was well up in years. Caesar Augustus and Tiberius Caesar faithfully attended lectures on speech and undoubtedly their appreciation was shown in tangible form, and in regal amounts.

Such indications of devotion to the art give us some idea of the place which it held in the educational systems of the ancients. It took its position as one of the fine arts, entertaining the populace even as music and the drama did.

Fortunately for us, the cost of speech instruction is less serious in our day. At the rate charged in Ancient Greece and Rome, most of us would have to remain speechless, at least in public.

Note: This page is NOT TO BE READ except by Toastmasters who are interested in keeping themselves and their Clubs at the highest point of effective operation.

THIS IS TOUGH

The hardest job confronting the Home Office and the men who head our various committees—especially the Educational Bureau—is to get the Clubs to make use of the materials and methods provided. There's a lot of such material, and it is furnished free of charge to the Clubs which will use it. Surprising how many of them never ask for it. And it's foolish to send it to them if they don't want it, for then it is just wasted.

Take the new "Graphic" form for evaluation, for example. Yes, we wish a lot more of you would take it. This is a new type of critique sheet which is now being furnished to the Clubs on request, for testing. As soon as the wrinkles are ironed out of it, this will be printed. But it is being used by about half as many Clubs as ought to try it. The careless ones are missing a fine chance to get a new slant on criticism.

And the Educational Committees in the Clubs—Believe it or not, there are still a number of Clubs which have not named their Educational Committees, or at least have not reported them to headquarters. And there is Chairman Warren Mendenhall, with his Bureau, waiting to send help to every Club which sends in the name of its Educational Chairman.

AND THIS IS TOUGH, ALSO

Getting the Clubs to adhere to the standard, time-tested methods of the organization is another toughie. Experience demonstrates that the Club which operates with reasonable attention to our established plans gets along well, while the one which strikes off on tangents almost invariably winds up in distress. There's not necessarily any magic in the formulas, but it is a fact that they work, and that the Club which fails to follow them automatically sets up hazards along its course.

In a word, use of the materials and methods worked out through the years is a reasonable guarantee of success, while neglect of them paves the road to failure.

MATERIALS FOR MEMBERS

It is the desire of the Educational Bureau to have every Toastmaster possess and use the various publications provided by the Bureau. These include The Amateur Chairman, Speech Evaluation and Basic Training, as well as many pamphlets and bulletins.

Members who have come into the organization since January 1, 1943, have received these materials, provided their names have been regularly reported. Most of the older members have received these also, but undoubtedly there are some who lack them. Arrangements have been made to provide any of these books free of charge to members who have not received them, and who really want to use them.

To secure a copy of either of the three books noted above, the individual member should write to the Home Office of Toastmasters International, at Santa Ana, California, requesting that he be sent whichever ones of the books he desires. His request implies a promise that he will use the books, not lay them aside to gather dust.

Each Toastmaster should possess and make use of The Amateur Chairman, Speech Evaluation and Basic Training. He may have his copies for the trouble of writing. PLEASE DON'T ASK for a book unless you will use it.

Blanket orders for free books, sent in by the Club Secretary, are not acceptable. Let the individual member write for his own book if he wants it.

Announcements

SPEECH CONTEST

The annual Inter-Club Speech Contest is all set to start now.

The rules and instructions as prepared by the Contest Committee are being mailed to the Secretary of each Club. In most points, the arrangements are similar to those used in the past. There is one notable change, this being in the selection of speech topics.

This year, instead of requiring the use of assigned topics, the Committee rules that every speaker may select his own theme. This will permit the preparation of more completely prepared and polished speeches than under the other method. However, special warning is given as to plagiarism. Any speaker who borrows extensively in his speech will have two strikes against him from the start. Any evidence of having memorized the speech will also count against him.

Well prepared speeches will be the rule, with delivery in the extemporaneous style.

The contests in the clubs, to select the club representatives, are to be completed by March 1. The Area Contests have April 15 for their deadline, and the District Contests, which will no doubt be the finals, must be completed by June 1.

CLUB OF THE YEAR

Details on the competition for honors in the Club-of-the-Year Contest have been mailed to each Club Secretary. There is time now

for any club to set to work to win a place in this contest. The forms sent out indicate the activities which will count. These activities are the ones rated as most important in the successful working of the individual Toastmasters Club. The contest rules provide an excellent check list for the Club to use in making its work better.

BOARD OF DIRECTORS WILL MEET

The midwinter meeting of the Board of Directors of Toastmasters International will be held at Los Angeles on January 20, 1945.

Any member club having matters which should be presented at this meeting should send its suggestions so as to reach the Home Office not later than January 1, 1945. The sessions will be open to interested members of the organization, and those desiring to attend are invited to do so.

A nine-year-old boy wins the prize of a big plate of spinach for his classic definition of a "grass widow." "A grass widow is the wife of a dead vegetarian."

A bright boy was applying for a position in an electrical repair shop.

"Do you know anything at all about electrical apparatus?" asked the foreman.

"Yes, sir."

"What is an armature?"

"It's a guy who sings for Major Bowes."

THE RECORD OF GROWTH

New charters have been granted as follows:

283—Saint Louis "Mid-Town" Toastmasters Club.

284—"Convair" Toastmasters Club, of San Diego.

285—Priest River, Idaho, Toastmasters Club.

286—Saint Louis "Carondelet" Toastmasters Club.

287—The "Mission" Toastmasters

Club, of Riverside, California.

288—The Portland Toastmasters Club of Portland, Maine. (This is our first chapter in Maine, which is the thirtieth state in which our work is organized).

289—The "Henry W. Grady" Toastmasters Club, of Atlanta, Georgia.

290—The "Cook-DuPage County" Toastmasters Club, of Hinsdale, Illinois.

291—The Havre Toastmasters Club, of Havre, Montana.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

Of The Toastmaster Magazine published monthly at Santa Ana, California for Year 1944. State of California, County of Orange, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared R. C. Smedley, who, having been duly sworn according to law, deposes and says that he is the Executive Secretary of the Toastmaster Magazine and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, an dbusiness managers are:

Publisher—Toastmasters International, Inc., Santa Ana, California.

Editor—Ernest S. Wooster, Santa Ana, California.

Managing Editor—none.

Business Managers—none.

2. That the owner is: Toastmasters International, Incorporated, a non-profit corporation.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

TOASTMASTERS INTERNATIONAL, INC.

By R. C. Smedley, Secretary.

Sworn to and subscribed before me this 14th day of November, 1944.

(Seal)

(My commission expires October 3, 1948).

PAULINE NELSON.

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THAT SOMETHING EXTRA

The pitcher wound up and put a hot curve right across the plate. The batter connected. There was a resounding "thwack" and the ball soared down the field.

Over the pitcher's head it went—over the second baseman—on and on it flew. The center fielder judged the speed and the distance. Then he leaped into the air and brought down the ball in a fair catch. Batter out!

The next man came to bat. The ball came sizzling over. He leaned against it. Straight down the field it went, over the pitcher, over second base. The man in center field jumped high for another catch, but he missed it by an inch. It was just a little too high for him.

The ball rolled down into the end of the field. The batter went around for a home run. The game was won.

The difference was just the extra ounces of force that he put into his swing. Those extra ounces meant extra inches in the flight of the ball, which put it out of reach of the fielder.

There is always that "something extra" which can be put into your effort which spells the difference between winning and losing.

Some men have given up their designs when they have almost reached the goal; while others, on the contrary, obtain a victory by exerting, at the last moment, more vigorous efforts than before. —Polybius.

Speed the Peace with Speech. Buy War Bonds.
Tell Others to BUY.

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