

The

TOASTMASTER

● A SPEECH—WHAT'S THAT?

● CONVENTION ECHOES

● HOW CAN YOU KEEP QUIET?

● FUNNY TALK

● IF YOU MUST YOU MUST

November 1953

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 1398 active clubs, located in the United States, Canada, Scotland, England, Channel Islands, Cuba, Greenland, Alaska, Hawaiian Islands, Canton Island, South Pacific, Okinawa, Ryukyus Islands, Japan and the Philippines.

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How Can You

An answer to those who seek something to talk about.

KEEP QUIET?

By Wayland A. Dunham

With such wonderful beauty all around you, how can you keep quiet?

With such tremendous discoveries being made by science, how can you cease to marvel at the God-given power of man's mind to seek out and understand the potentials that are simply awaiting our acceptance and use?

With such a sure and simple formula for peace as the Golden Rule being so utterly disregarded by most of us, how can anyone remain mute?

With such a demonstrated expression of wisdom and might as observed in nature, how can you doubt that right and order will prevail—and how can you keep from talking about it?

And yet you ask the question: "What shall I talk about?"

But it is entirely understandable for you to say: "I'm just not especially hot and bothered about these big issues. I have a living to make and a family to support and I joined Toastmasters to learn how to express myself better in my community affairs, and how to improve my personal relations in business and everyday life. I desire to overcome fear as I stand before a group of my fellow

workers, or my lodge, or my church. It is in the process of learning that I find myself at a loss to think of something to talk about."

All right! Let's make a talk on the subject of fear. Study it. Analyze it. Know it for what it is. Then plan a speech to tell your fellow Toastmasters what you have found out. The chances are ten to one you will conquer fear in the sharing of your findings.

Think! Analyze your own feelings. Be factual in your searching. There is always an answer in your inner mind. When you receive it as a conviction, build a speech around it, and you will probably find your listeners interested in your personal discoveries in the realm of ideas.

Maeterlinck had discovered this when he wrote his famous story of the bluebird. Remember how he had sought the symbol of happiness throughout the world—only to later find it in his own yard?

When you need material for a speech, close out the nerve-racking world, relax and think your own thoughts — think of your close-at-home interests, the ideas that have been fluttering around in your mind but have never been tied down and formulated into definite conclusions.

Then build a speech around one of them. It will not only be valuable in changing this heterogeneous pile into a carefully arranged file but it will develop many ideas to talk about. These

ideas can be just as interesting to others as to you.

If you only knew it, you have more to talk about than you can cover in the next ten years. You can't keep quiet!



Meet the Board



Standing (l to r) Glenn H. Holsinger, Emil H. Nelson, Glen E. Welsh, Paul R. Brasch, C. Lee Smallwood, D. Joe Hendrickson, Gordon R. Merrick, Don M. Mattocks, George H. Emerson, Raymond G. Castle, Aubrey B. Hamilton, Carl W. Binker, all Directors of Toastmasters International. Seated (l to r) Founder Ralph C. Smedley, Past President Nick Jorgensen, First Vice-President Charles H. Griffith, President Russell V. Puzey, Second Vice-President John W. Haynes, Secretary T. Vincent McIntire, Treasurer Paul W. Haeberlin.

Executives, lawyers, merchants, chiefs, insurance men, accountants, manufacturers, but not thieves except as they may steal from their own time to give themselves to Toastmasters in an effort to make this coming year the best ever.

Domiciled at all points of the compass, north, south, east and west, and keenly aware of our organizational, educational and cultural needs, this group of men will have much to do in steering our course through the troubled waters of world unrest and confusion in the year ahead.

HAS YOUR telephone bill gone up, Mr. President?

It will be surprising if it hasn't, now that you are established on the busy routine to which every new club executive falls heir.

From now until your term of office is completed — and even beyond — that old telephone will be ringing and you will be asked to advise on some matter concerning Toastmasters. You didn't know there was so much to care for, did you?

As vice-president you had certain duties, to be sure. As secretary, you had a work horse load of things to do for others. But as president, you are concerned with everything, including the work of your committees.

A pretty important fellow? Indeed you are! Just consider the valuable experience coming your way this term.

Every week you will wish to introduce some novel idea into the program. You will wonder why two or three chairs are empty. Probably you will use the telephone to find out the reason.

There will be calls from other organizations needing speakers. If your members are too busy, you will have to fill the assignments in

BUSY, EH?

By Robert F. Hannan

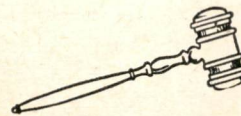
person. But first you will telephone around to see if some member will help.

As the executive officer, you will use the telephone to delegate responsibility to your junior officers. In turn they will ring you up, often on your day off, for counsel on this and that — the difficulties they are having in the arrangements for the next ladies' night program, for example.

You may even acquire an unofficial secretary, your wife, to take messages when you are away.

Certainly this is no picnic, but think of the wealth of experience you are gaining. You are taking a concentrated course in leadership, during your six or twelve months in office. Its ultimate values will persist through the remainder of your career. You will have learned to plan for higher goals, and you will be on the way to attain them.

When the day comes for graduation to the status of Past President, you will find yourself wishing, as others have wished, that the term could go on another few months. And your telephone? It will probably never be as quiet as it was before. You will have demonstrated your worth as a club executive, and your services will continue to be in demand.



THE Toastmaster

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Editor.....R. C. Smedley
Associate Editor.....Wayland A. Dunham

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YOUR INVESTMENT

Do the officers at all levels of this organization realize the privilege and the opportunity which they have in serving Toastmasters?

Their task must never become a burden. It is a training which may be of tremendous value to them in personal development, as well as in service to others.

Most impressive were the comments heard at Denver from many men, especially in the group of District Governors, as they told of promotions and advancements and increases of income which they attributed directly to their training as officers. One District Governor pointed to an increase of \$175 a month in his income which he credited to his Toastmasters training. Others matched his report in equally remarkable accounts of advancement.

It is distressing when one attempts to balance these items against the demand for more

money for districts and areas, and for other official connections. Of course no man should be required to make unreasonable financial sacrifices in serving; but anyone who gets the chance at this special and most valuable training should not begrudge some small investment in his own education.

In the earlier days of Toastmasters history, the leaders of the movement willingly paid their own way on all occasions. One wonders if the present-day men are losing one of the privileges to which they are entitled. Thanks to the faithful work of the old-timers who put their money as well as their strength into it, our organization is now in a position to take care of many of the expenses; but we shall be the worse off if we ever get into the notion that we should be "paid" for what we do in Toastmasters. Dividends from Toastmasters International, Incorporated, are paid in personal cultural values to the member.

If you ever get the notion that you cannot afford to be a district officer or an area governor because it costs a little money, take time out to consider where you can gain more for yourself for the amount involved.

Of course, it is possible for any district to increase its funds by simply increasing its membership, through building up present club rosters or by organizing new clubs. But regardless of financial considerations, it is a very short-sighted man who turns down the opportunity to serve as an officer on the grounds that he can't afford the expense.

A Speech--

What's That?

By Ralph C. Smedley

Your definition of a speech depends upon the school of expression which you have in mind, and the kind of speech which you prefer.

Perhaps you have thought of public speaking in terms of Daniel Webster or Patrick Henry or Chauncey M. Depew, or William Jennings Bryan. In that case, a speech is eloquence, oratory, a shouting and a showing off of political argument, patriotic exhortation, entertainment or humor.

Our modern idea of public speaking is very different from the conception of half a century ago. When Bryan was in his heyday, there were comparatively few public speakers with the exception of preachers, lawyers and politicians. The ordinary citizen would have felt foolish trying to make a speech. That is one reason why some rather mediocre speakers of the old times won such reputations as spellbinders. There was little competition.

Today, we think of public speech as an attainment well within the reach of every person, and an essential part of the equipment of the modern citizen. As used by the professional or business man, it is not a forensic display nor impassioned spellbinding. It is a

method of expressing your thoughts and convictions in a way that will interest people, and convince them. If you know what you are talking about, and are in earnest about it, eloquence will take care of itself.

Who Can Speak?

Every normal man or woman has certain abilities in self-expression by means of words. Undoubtedly you have such ability. Your own life can be enriched and your usefulness will be increased by your training and use of this talent. But it will not develop itself spontaneously.

To make a successful speech, you must have something to say that is worth saying; you must say it with earnestness, conviction and vigor, in reasonably good words; and you must quit when through.

Speech Is Simple

A public speech may be termed "amplified conversation." It is communication on a scale larger than the individual, but the same principles which apply in individual conversation can be applied in public speech — and vice versa.

Let us assume that you can speak convincingly to one person.

Perhaps you can include three or four, or half a dozen in the group with whom you converse. We call that conversation. It consists of speaking and listening.

But any crowd, of whatever size, is made up of individuals. The crowd has no entity of its own. You cannot convince or win it as a body. You may speak to the largest audience as though it were one person, because you are actually speaking to individuals. Use your best conversational style, lift your voice so that all may hear, and talk in the familiar style which you would use in your own living room or office, in speaking to a few friends.

Conquer Fear

By taking this view of the audience, and thinking of them as individuals, you can dissipate most of your fear and nervousness. You are not afraid of one or two. Then why should you tremble before 100?

In conversation it is likely that you use gestures. Frequently these are careless and meaningless movements of the hands, but you use them. When you face the large audience, use some of these same motions, meaningless as they are, and presently you will find yourself developing appropriate and forceful gestures to emphasize the points of your speech.

A speech, in its simplest terms, is the spoken communication of thoughts and ideas by which you inform or entertain or convince or inspire others. You make speeches

on the telephone or in personal conversation. Some of them are more important than anything you speak from the platform. By such speeches you win favor or sell your product, or gain votes--or make enemies and lose customers.

So vitally important is your casual talk that you need to plan it and control it even more meticulously than you plan your platform effort. The better your conversational style, the better will be your speech before the great audience.

This theory of speech gives you abundant opportunity for practice. Every conversation is your chance to improve your speech style. Good speech becomes habitual.

Plan your next remark in the conversation, or the telephone call you are about to make, or the letter you must write, and before you start, know what you are going to say. This can be done in casual talking as well as in formal speech preparation, and it will help you to improve in all communication. It will also remove much unnecessary and unwise talking.

Try to think of speaking in these simple terms. Lay aside your preconceived notions that it is something mysterious, difficult, beyond your powers. When you have anything to say, think it through and then say it, and, to your surprise, you may discover that you have made a "speech" without realizing that you were doing any such thing.



PROGRAMMING

By Russell V. Puzey, President, Toastmasters International

Just as oxygen is vital to human life, so is careful programming essential to give life to a Toastmasters Club.

What will you do about it?

First, see to it that your Program Committee includes at least five experienced Toastmasters, with good imagination and ingenuity. Make this committee definitely responsible for planning programs. The Vice-President should make a good chairman.

Second, urge that the *Progressive Programming* outlines be used. What is *Progressive Programming*? It is a program direction to a definite "point of emphasis" for each month of the year. Mailings which include ideas and suggestions for good programs are sent monthly in advance from our Home Office. These basic program ideas do not in any way conflict with the *Basic Training* assignments, or with special types of programs which may be used to meet special needs.

Third, try to get the members to make full and intelligent use of *Basic Training*, which will give them experience in various types of speech. Arrange for subjects which lend themselves to the principle emphasized in the individual projects.

Fourth, seek program variety. A good club never falls into unchanging routines, with the same number of speakers and the same kind of speeches week after week. For variety, use one of these at frequent intervals: debate, panel discussion, conference, simulated session (as of stockholders of a corporation, governmental body or other organized meeting), impromptu program, stunt program, or any other type of special plan by which members may gain needed experience.

Fifth, establish a theme for each program. Urge the use of assigned subjects for at least three-fourths of the meetings. Don't put

beginners at a disadvantage by placing them on the same programs with old-timers.

Sixth, have the evaluation planned in advance. Point it toward the type of program to be presented. The program is planned for certain purpose; evaluation should point to the same objectives.

Seventh, advise your Program Committee to use imagination in setting up programs. Let them be daring, willing to try any plan once if it promises to produce results. We can stimulate the minds of all our members, even if they do not always approve. Stress the importance of speech material and speech purpose.

Eighth, keep records of performance and progress. Keep a record of achievement in meeting the *Basic Training* situations. Advise your members to be prepared, always, to fill in with a speech when there is opportunity for unscheduled performance.

Ninth, insist that each member fill his assignment, or be responsible for obtaining a substitute. If he fails, he loses his turn and must wait for the next assignment.

Good programs, stimulating, interesting, progressively helpful, will not be maintained until there is a committee fully responsible for careful planning. This committee will announce program plans and speaker assignments weeks or months in advance. The schedule, published at least four weeks in advance, and giving specific information as to purpose, theme and speech subjects, provides the member an opportunity to consider what he is to do, and to prepare for good performance.

If your club has difficulty, call on the Area or District officers for help, or appeal directly to the Home Office at Santa Ana, where there is a great supply of material you can use. Be different; be imaginative; but be sure to do something about it. Get out those *Basic Training* manuals, those *Progressive Programing* bulletins, and go to work. Get good suggestions from your own members.

New life will come to your club when its programs are planned.

In Memoriam

Ed M. Whyte, one of Canada's veteran Toastmasters, passed away on September 12. He had been for many years a member of Victoria Toastmasters Club 38, where he served in all official positions, including that of District Governor. He was born in Greenock, Scotland, but came to Victoria 70 years ago. He was a tireless worker in civic and cultural projects, and was a leader in all good works.

The *Victoria Daily Times* offered this editorial comment on the day of his funeral:

"His epitaph stands today in the memories of countless citizens who appreciate the service he rendered to the community, and the quiet friendliness he extended to those who knew him."

It's a Good Idea ■ ■ ■

Here Is A Tip

The editors are glad to receive copies of club bulletins. These contain a great deal of information and a certain amount of inspiration.

We suggest, however, that if you aspire not only to stir your own club members to better Toastmasters performance, but to see your bulletin quoted in print, you should strive to make the bulletin more truly a medium of club inspiration, instead of a "he did this and he did that."

A few of your bulletins make us wish we could go right down to the airport and take a plane to your next meeting. Many of them, however — well, it is probably best to talk about the weather instead!

The "It's a Good Idea" pages and the "What's Going On" department in *The Toastmaster* need local club news that scintillate and sparkle and will prove of interest to other clubs.

One of our chief sources of such news is from club bulletins, so make them interesting, won't you?

A PRACTICAL PLAN

In this club we use a card carrying suggestions for both speaker and evaluator. On one side it shows a formula for evaluation, like this—

Ask yourself: Did the speaker stick to the subject? Did the speaker sell the idea of the subject?

Then, base your evaluation on:

Most consistent good point.

Most consistent weak point.

Needs to concentrate most on:

The other side of the card gives, first, "Evaluation Hints"—

1. Make your evaluation *brief, helpful, honest.*
2. Give the evaluation in *speech form* rather than reading a list.
3. Emphasize *do* rather than *don't* in your evaluation.
4. Remember! You as an evaluator are also being evaluated.

In addition to all this, it was desired to provide a means of reference in order that each speaker's progress could be noted. A file was prepared for each speaker, and the evaluation cards for his speeches were kept in this file. There is a system of review, on a quarterly basis, to indicate the progress of each member. The plan is producing results.

By E. Roy Neeven

Try It

An excellent exercise is produced by placing the hands on self and pushing it out of the picture.

An observation from
Buttered Toast Bulletin
Okmulgee (Okla.)
Toastmasters.

Next Best

If you didn't get to the convention, you may still get in on its enjoyment and inspiration. Write Joe E. Dalton, 3801 Chestnut, Long Beach 7, California for a list and prices of the recordings he made of this great event.

Grammar Is Easy

No. XX of a Series

The Exceptions Confuse Us

Every general rule has its exceptions, and that is what makes grammar so difficult.

One of the fundamental principles of logic is the one which states: "The generalization is always false." That is a scientific way of noting that every general statement must allow for exceptions.

A rule, as in grammar, is a generalization, and must be interpreted with some recognition of the points in which it may not hold good. Thus it follows that errors creep in by misunderstanding of the fine exceptions.

A schoolboy started out, "I is . . ." but the teacher interrupted him.

"Never say 'I is,' Johnny," she admonished. "Always say 'I am'."

"Well, all right," replied Johnny, "but it does seem silly to say, 'I am the ninth letter of the alphabet'."

Grammar has been made the more difficult by the insistence of some teachers who have used the words "never" and "always" too freely. A safer way is to say "usually" or "as a rule."

To add to our confusion we must realize that usages vary in different lands and in different parts of the same land. It is very hard to find any rule which holds good in every part of the English-speaking world.

Here Is a General Rule

Sentence construction does rest on a generally recognized requirement, which may be stated thus: A sentence is a complete statement, question, or other expression of a thought. It must have at least a subject and a predicate, either expressed or implied. A one-word sentence may be a command or a question. For example:

"Will you go?" "No!" "You must!" "I will not." "Go!" "Never!"

In these cases, the sense is completely expressed with very few words.

Allowing this kind of exception, we come to one rule which is much violated in modern writing. This is the rule:

Subordinate sentence elements should not be capitalized and punctuated like independent sentences.

Many modern writers have yielded to the temptation to follow a snappy, abrupt, masculine style and have produced definitely undesirable results. They have failed to realize that a style which may be acceptable in informal speech does not lend itself to the printed page.

If you are a careful observer, you can find a great many such bad constructions in your daily reading of newspapers, books and magazines. You may find yourself prejudiced against the writer who makes excessive use of this style.

A few months ago the *Saturday Evening Post* presented a series of articles on events of the War between the States, written by James Warner Bellah. There was a considerable amount of interesting historical matter, well presented for the most part, for Mr. Bellah is an able writer. But he allowed himself to get into the disconnected, jerky style of loose clauses, for no apparent reason except to be different. I started to read some of these articles, and was completely alienated when I read such paragraphs as this:

"John Henry stood on the crossroads. Wondering which way to turn. Studying his dusty shoes. Watching for the enemy's appearance."

This is not a direct quotation, but an imitation of a construction which ran on for several lines. It is a style which many of us find hard to follow in reading. Too many writers have been using it. Let us not follow their example.

Newspaper writers are habitual offenders in this line. Especially feature writers. Striving for some effect.

Here is a paragraph from an important daily. A feature about a friendly streetcar conductor:

"Clang, Clang . . . The continuous noise of streetcar bells all day. Enough to make most people reach for the aspirin bottle. But not John Henry."

There is much more of it, but that will serve for a sample. Does it make you tired? Then take warning, and don't do it. (See how easily we slipped into it in the sentence above.)

Some Common Errors

Here are several sentences which need improving. See how many mistakes you can identify. There is at least one error in each sentence.

1. We got some oil for the wheel at a farmhouse, and thus the hotbox was nipped in the bud.
2. After singing one verse of "America" Mr. Jones will lead in the pledge to the flag.
3. The school offers a course for those who wish to study painting. At the same time affording opportunities for literary study.
4. That's all I want, is a chance to test my voice in this room.
5. There was a man whom I could not tell whether he was English or French.
6. The fact that he had never before worked for wages, he was at a loss how to make a start on the job.
7. I was detained by business is the reason I am late.
8. A new order of ideas and methods have been instituted.
9. Neither he nor she are here.
10. The speaker, as well as the toastmaster and the evaluator, were scared.
11. It was not necessary for us to have gone.
12. Whistling for Rover, my brother put a pail in his mouth and we went on.



THE NEW HORIZONS WERE VIEWED

On the mile high eminence, vision was extended, limitations were removed, aspirations were amplified.

Registration: approximately 1100.

As always at a Toastmasters Convention, there was a crowd of friendly, enthusiastic people, eager to renew acquaintances and to share experiences. Much of this renewing and sharing took place in the groups outside the scheduled meeting rooms.

Wherever Toastmasters got together, there were lively discussions of how to improve programs, procedures, and individual members. Their education proceeded, whether in the convention auditorium or in the hotel corridors and dining room, or on the street corner.

COMMITTEES WERE NAMED

The work of the organization is effectively carried on by committees. The committees were promptly named by President Puzey, with the approval of the Board of Directors. The chairmen are as follows:

Executive	Russell V Puzey, Chicago, Ill.
Elections	George W. S. Reed, Los Angeles, Calif.
Bylaws and Policy	Don M. Mattocks, Tulsa, Okla.
Educational	George H. Emerson, Los Angeles, Calif.
Editorial	Gordon R. Merrick, Fort Collins, Colo.
Club Operations	D. Joe Hendrickson, Indianapolis, Ind.
District Operations	Aubrey B. Hamilton, St. Louis, Mo.
Speech Contest	Paul R. Brasch, Waterloo, Iowa
Public Relations	Emil H. Nelson, St. Paul, Minn.
Resolutions	C. Lee Smallwood, Mobile, Ala.
Convention Program	Glen E. Welsh, Tustin, Calif.
Convention Local Activities	Carl W. Binker, Washington, D. C.
Advisory Group of Past Officers	Nick Jorgensen, Seattle, Wash.
Zone Conferences	Glenn H. Holsinger, Seattle, Wash.
Credentials	Raymond G. Castle, Syracuse, New York

BYLAWS WERE AMENDED

Growth of the movement requires occasional adjustment of the operating rules, or bylaws. Amendments adopted at this convention provide for increasing the number of directors from eight to twelve, with the hope of securing a wider geographical distribution. A new office, that of Second Vice-President, has been added.

CREDENTIALS

Steps were taken to improve the handling of credentials of delegates. This year, as usually happens, some delegates failed to bring proper credentials, and some proxies were presented in other than the authorized form. The Credentials Committee had to ask the convention to validate these irregular ones. The contemplated changes in credential requirements are expected to relieve this embarrassment.

For the complete list of new officers and directors, refer to the inside of the front cover page. Note that these are the men chosen to serve and lead Toastmasters for the current year. They can lead only as the members go along with them. Give them your support.

AWARDS

Competition for Club-of-the-Year honors was lively. There were so many exhibits to be studied that the committee in charge worked overtime to reach decisions.

The ten clubs which won recognition as scoring the highest number of points were:

Club 170, St. Louis	District 8
Oregon Club 424, Portland	District 7
Club 172, Van Nuys	District 1
Sunrise Club 74, Phoenix	District 3
Club 406, Richland	District 33
Eli Lilly Club 311, Indianapolis	District 11
Club 375, Fort Collins	District 26
Big "D" Club 713, Dallas	District 25
Club 1001, Toledo	District 28
Club 845, East St. Louis	District 8

MANAGEMENT HORIZONS

New horizons challenged eleven hundred men at the convention. On the horizon they saw opportunities to make speech go to work for them more effectively and advantageously.

The planning of the convention itself was an exploration of a new horizon. New performers were invited to bring the messages and inspiration to attentive audiences at the educational sessions and special luncheons. The program participants this year were men whose faces had not before been seen on the stage at a Toastmasters International convention. They all merited our confidence in them.

New Horizons in Management and Club Administration were presented by the Board of Directors of Toastmasters International. Attending members saw their Board processing ideas designed to strengthen our organization. One of the ideas is to be the theme of

emphasis in this year's work. It is IMPROVED OFFICER PERFORMANCE. The Board took an idea which had come from a thoughtful member who believed that if adequate effort were made to improve officer performance throughout Toastmasters, opportunities and service could be made worth while for every one.

The idea of improved officer performance was carried through club, area and district to the Board, where it was acted upon.

In the next demonstration, that of the District Executive Committee, the same idea was discussed. As the audience observed how executive committees operate, they also learned the methods by which ideas are handled by such bodies acting in the interests of club members.

In a similar manner, the idea was processed by the Area Council and the Club Executive Committee, and finally by the Club Education and Program Committees, where the idea was shown to be finally put into practice for the individual member. The philosophy back of all this was that good officer performance will mean better club programs, attendance, speaking.

EVALUATION HORIZONS

Evaluation techniques were shown as they may be applied to a variety of everyday situations. Sizing up fellow workers, clients and customers, was shown to be an important phase of evaluation. Finally we were led to realize that wherever we live and deal with people — even in our own homes — we need to evaluate what we say, when and how we say it, if we are to gain fair and favorable responses to our expression and attitude. This portion of the program gave us an excellent stimulus to broaden our individual horizons of evaluation far beyond that of speech training.

Scenes presenting application of evaluation to everyday living served as inspiration for the discussions which followed — organized discussions to evaluate Toastmasters evaluation program and materials. Enlarged sample pages of a proposed workbook of evaluation presented one method being considered to encourage better evaluation. Vigorous discussions and agreeable disagreements took place in the attempt to decide whether present evaluation materials are adequate. Many members were agreed that we can use our current materials to better advantage and in more purposeful and attractive ways; many were eager to experiment with a new evaluation book which would include projection of speech evaluation methods to activities outside the club and to activities other than speech.

DISTRICT OFFICERS TRAINING SESSION

Improved officer performance is vibrating and sparkling brilliantly. It may illuminate paths. It may more easily and effectively lead the clubs and individual members of Toastmasters toward improved training experiences and may open opportunities which will bring unusual performance and advancement.

Significant contributions to improved officer performance were presented in the District Officers' Training Session which dealt with administration, organization, zone, district and area opportunities, club-of-the-year plans and district awards. Following this, at table discussions, the officers met with staff members of the Home Office to learn of operations and plans, and to discuss methods of improving service and activities.

SPEECH CONTEST

The six entrants in the speech contest had the novel experience of delivering their talks in the open air, before the largest audience which ever attended one of these contests. The scene was the natural amphitheater in Red Rocks Park, west of Denver. There was a "chuck wagon" dinner, and authentic Indian dances were performed in colorful costumes as a prelude to the speech program.

The speakers and their subjects were:

Theodore B. Furlow, Long Beach	Prepared: The Way Extemporaneous: Democracy
Frank S. Gonzales, III, Kalispell	Prepared: The Sum of its Parts Extemporaneous: Open Door
J. R. Gorman, Washington, D. C.	Prepared: Our Challenge Extemporaneous: Ambition
Lee A. Hayward, Denver	Prepared: Selfishness Extemporaneous: Green Pastures
Joseph Modglin, Toledo	Prepared: Barnum Was Right Extemporaneous: Footprints
Paul H. Schoenbeck, Cedar Rapids	Prepared: A House of Sticks Extemporaneous: Today's Challenge

First honors went to Theodore B. Furlow who was presented with an Elgin wrist watch. Joseph Modglin placed second and was awarded a Parker desk set. Handsome leather wallets, each with a Toastmasters insignia, were awarded to the other contestants.

CONVENTION

RANDOM SHOTS

THE BUSINESS PLAN

HOME OFFICE	ATTENDING	PROGRAM	MEMBERSHIP	EXHIBIT ROOMS	REGISTRATION	TOASTMASTERS	THE PRODUCTION P
11	11	11	11	11	11	11	11
11	11	11	11	11	11	11	11
11	11	11	11	11	11	11	11



A MEDIATOR IS HEARD

Major Charles T. Estes, of the Federal Mediation and Conciliation Service, brought a stirring message to the convention when he spoke on "America's Number One Problem." That problem, in his words, is the frank question: "Can we live together?"

Can our two kinds of laborers, the workmen and the managers, learn to live together? We are doomed unless our workers can live and work together. The labor-management conflict, the civil war between our own people, is the only catastrophe that can finally defeat America.

There are five hard facts for all of us to learn. If we do learn them, our problems will be solved. Here are these facts:

First, a man is not a gadget; he is not an object to be pushed around, but a being who works best when he is pulled — pulled by persuasion, by good reasoning, by self-interest, by righteous appeals.

Second, people must think. So long as a man lives, he has to think, whether he thinks honestly, sanely, or otherwise. His ability to think is what makes him a man.

Third, nobody wins a quarrel. Everybody loses a quarrel. Some may enjoy a fight while it lasts, but it is costly entertainment. The root cause of our quarrels is that we seldom listen, and when we do listen, we do not hear. The way to keep mutual problems from running into quarrels is to listen and try to understand.

Fourth, an ounce of prevention is worth a ton of cure. I am not misquoting the old adage. In the light of my experience with labor relations, I hold that an ounce of prevention is worth a *ton* of cure. In our work of labor adjustment today, we stand in clear need of more quarrel prevention instead of quarrel stopping.

In handling labor quarrels, there are two basic principles. One is that you can't have good labor-management relations until you have good human relations; and the other is you can't get good human relations until people can talk to each other, and so come to understanding.

Talking to one another means that I listen while you talk, and then you listen while I talk, until each of us knows what is in the other's mind. For solution of our labor problems, as well as for solving most of the problems of life, we must have good, clear talk, involving the three elements of communication — reception, digestion and transmission.

The *fifth* fact is that men were made before machines. You can't treat a man as you would treat a machine. He must be kept running smoothly, like a good machine, but it takes more than oil and mechanical adjustments to bring that about. The man is an individual.

Good communication brings good understanding, and that helps to solve all the problems of living together. You Toastmasters are interested in better communication, and so I do not hesitate to invite you to join all of us who are engaged in promoting industrial peace. Help us to help everybody to learn to live together and like it.

PRACTICAL RESULTS

The entire program of the convention was designed to show the men in attendance how to make their own clubs operate more effectively. Nearly all of the talks and demonstrations are capable of being reproduced in any well-planned Toastmasters Club meeting.

The Workshop session, as usual, was directed to this practical end. The familiar problems, such as speech construction, speech delivery, conference techniques, parliamentary procedures and the like were presented in new ways.

"Building a Speech" used one of the new approaches. The leader followed the usual method of developing a speech subject from the audience, but in developing it, he stepped aside from the blackboard and chart plan, making the entire process verbal. The speech title was chosen by acclamation. Then the opening, the three main points and the conclusion were suggested from the audience. As each was proposed, a man was called to be the speaker on that point. Thus there were five men on the platform, each ready to do his one-minute part of the speech.

These men followed each other without individual introductions, and their combined efforts resulted in a lively, well-organized, well-delivered speech appealing for safety on the highways.

Any club can use the plan, provided some member is willing to make the preparation and the others will co-operate.

"Delivering a Speech" was another topic which received attention in workshop fashion. Leaders and audience together worked out ways of combatting the speaker's greatest enemies. Enemy #1 was found to be *self-consciousness*, so the whole crowd went to work to abolish inhibitions and the fear of appearing ridiculous. Enemy #2, *self-delusion*, was vigorously exposed. Any Toastmaster who had fallen

into the dull habit patterns and who had failed to realize that he seldom sees himself as others see him, must have left the meeting with a determination to give himself a thorough evaluation once in a while. Enemy #3, *lack of preparation*, was put to rout with dispatch when the workshop investigated the many ways of surmounting this obstacle to success.

A "clinical conference" was called, within the workshop, to decide the answer to the question, "Why do we accomplish so little in our business meetings?" Several men gathered around a conference table and analyzed the hypothetical situation. Then the entire audience added its ideas on why failures occur. As a measure of amelioration, a basic knowledge of rules of order was of paramount consequence.

"Do you attach importance to good manners?" asked the leader of the next attraction on the workshop program. The familiar subject of parliamentary procedure was then given a new twist by using the 13 cards in a bridge suit as the mnemonic for remembering the 13 basic motions. Good manners and correct form in the transaction of business were impressed upon us as the chief requisites when we meet in conference. They are attributes which go a long way toward the making of plans and decisions without strife.

LONG DISTANCE TRAVELERS

There was no question about the honors for delegates traveling the greatest distance to attend the convention. Past District Governor James Ewart and Governor David Moffat, of Scotland District 18, stood at the head of the list, with some 10,000 miles each for the round trip from Glasgow to Denver.

Their presence in the convention and their participation in the program added a new zest. Their reports of Toastmasters progress in Scotland and England emphasized the widening of our horizons. This was the first time that our Scottish Toastmasters have had official representation at our convention. So great was the enthusiasm generated by the presence of these overseas members that the hope was freely expressed that such representation may be an annual occurrence hereafter.

There were also long distance travelers from various parts of North America, including Elmer Selin from Anchorage, Alaska, Leonard Tims from Boston, Massachusetts, Harry Whitten from Portland, Maine, and many others from eastern and southern States not quite distant enough to figure in the running.

THE CRITIC ATTENDS THE CONVENTION

As usual, the participants in the Denver Convention program merit commendation on their excellent use of language. Errors in pronunciation, choice of words and grammatical constructions were absent in most cases.

But a few of the old, outmoded locutions were still in evidence. Those tiresome, time-wasting expressions crept in, despite the best intentions of the speakers.

"I would like to report." O.K., fellow, just go ahead and report it. Likewise: "As you all know." "I wish to say."

Why drag in such time wasters? Let's get it said "without further ado."

Top listing may be given this one, delivered with dignified ponderosity: "I wish to at this time call your attention . . ."

The bothersome pronouns tripped several speakers, so that we had "between you and I," and "each one of us are concerned."

Two or three times we heard that old nuisance, "irregardless," irregardless of the fact that Webster labels this as "erroneous or humorous, in the United States."

Timing was excellent. With few exceptions, speakers finished on the dot, and in some instances, they beat the timer. Sessions were started promptly, as a rule, even though many delegates were so busy visiting that they came in late. Door prizes were used to stimulate promptness. The tickets were not distributed to those who came after the announced time of starting. The prizes were attractive, appropriately rewarding prompt attendance.

The poor old "mike" received a beating. Good microphone technique is all too rare an accomplishment. How can Toastmasters be trained to use the public address system correctly? If you have the answer to that problem, share it with us. Let us repeat once more: "Please don't spit in the mike!"

Voices can stand a lot of improving. Too many of us forget that we are men, when speaking, and so we let our voices wander off into the shrill soprano register. Some of us talk in our throats, with tight muscles and no resonance, and so our voices do not carry. Voice improvement is not difficult. It takes a plan and persistence.

Make a recording of your voice and then listen very critically. Get a good book, not too technical, on how to improve your voice, and follow it faithfully. (*The Voice of the Speaker*, published by Toastmasters International, is rather helpful.) Your voice can be as good as you want it to be if you will try.

In spite of the captious comments of the hypercritical critic, the convention was of top quality, and the performance was uniformly of great excellence.

TOASTMASTERS INTERNATIONAL
(A California Corporation)
BALANCE SHEET
June 30, 1953
ASSETS

CURRENT ASSETS:

Cash:		
Demand deposits	\$54,704.11	
Savings bank deposits	49,000.00	\$103,704.11
U. S. Treasury Bonds, Series G, at cost	3,000.00	
Prepaid expenses and refundable deposits	2,031.75	
Total current assets		\$108,735.86

EQUIPMENT AND LEASEHOLD IMPROVEMENTS:

	Asset	Accumulated depreciation	Net	
Equipment — at cost	\$30,862.04	\$15,567.77	\$15,294.27	
Leasehold improvements — at cost	12,265.07	4,610.57	7,654.50	
	<u>\$43,127.11</u>	<u>\$20,178.34</u>		22,948.77

OTHER ASSETS:

District trust funds:		
Demand deposits	\$ 5,087.71	
Savings bank deposits	12,500.00	
U. S. Treasury Bonds, Series G, at cost	2,500.00	
	<u>\$20,087.71</u>	
Less liabilities:		
District trust accounts	\$16,895.11	
Provisions for new districts	3,192.60	20,087.71
		<u>—0—</u>
		<u>\$131,684.63</u>

LIABILITIES

CURRENT LIABILITIES:

Accounts payable	\$ 4,365.04
Amounts due to clubs	1,797.22
Taxes withheld from employees	1,388.11
	<u>7,550.37</u>

RESERVE FOR RETIREMENT (Note A)	1,500.00
MEMBERS' EQUITY	122,634.26
	<u>\$131,684.63</u>

NOTE A—\$1,500 per annum is being applied toward a reserve for a satisfactory program for retirement of Dr. Smedley on a monthly compensation basis.

Note B—Accounts receivable and inventories are not recorded on the books of account. At June 30, 1953 these amounted to:

Accounts receivable	\$ 4,904.71
Inventories	29,210.75
	<u>\$34,115.46</u>

Total, not included in balance sheet

Board of Directors
Toasters International
Santa Ana, California

We have examined the balance sheet of Toastmasters International as of June 30, 1953, and the related statement of income and expense for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

Toasters' policy is to include accounts receivable, arising from sales and services, and inventories as assets when the amounts have been realized in cash.

In our opinion, the accompanying balance sheet presents fairly the financial position of Toastmasters International at June 30, 1953, using accounting principles applied on a basis consistent with that of the preceding year.

August 4, 1953
TOUCHE, NIVEN, BAILEY & SMART
Certified Public Accountants

TOASTMASTERS INTERNATIONAL
STATEMENT OF INCOME AND EXPENSE
YEAR ENDED JUNE 30, 1953

INCOME:

Per capita payments	\$ 98,538.62
Service charges	32,568.87
Charter fees	13,100.00
Literature and supply sales	40,075.24
Magazine subscriptions	43,065.78
Interest	1,005.06
Other	55.03
	<u>\$228,408.60</u>

EXPENSE:

Directors' expense	\$ 8,835.51
Convention expense	5,531.57
Advance convention expense	619.84
Speech contest	825.81
Presidential activities	73.50
Travel	7,308.04
Office travel	975.34
Magazine and directory	19,898.14
Club service	9,802.39
Materials for resale	17,249.41
District service supplies	641.76
General salaries	27,815.39
Production salaries	29,682.17
District service salaries	4,576.07
Editorial salaries	13,203.63
Retirement expense	1,500.00
Rent	2,320.88
Stationery and printing supplies	6,020.09
Postage	10,067.88
Telephone and telegraph	1,447.70
Insurance	2,660.00
Taxes	2,003.13
Audit and legal	538.30
Special committees	323.41
Miscellaneous	15.40
Field education conferences	3,779.93
Office remodeling	682.50
Depreciation and amortization	9,616.01
Unrecorded expenses (paid in July)	4,365.04
	<u>192,378.84</u>

Excess of income over expenses

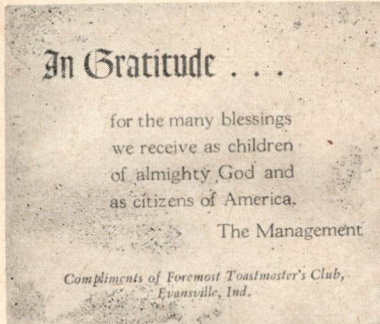
NOTE—Accounts receivable and inventories are not recorded on the books of account. At June 30, 1953 and June 30, 1952 these amounted to:

	June 30, 1953	June 30, 1952	Decrease
Accounts receivable	\$ 4,904.71	\$ 6,252.35	\$1,347.64
Inventories	29,210.75	36,421.20	7,210.45
	<u>\$34,115.46</u>	<u>\$42,673.55</u>	<u>\$8,558.09</u>

If these assets were recorded on the books, the income for the year ended June 30, 1953 would be decreased by the amount of \$8,558.09.

What's Going On

In Gratitude



November is the traditional month for Thanksgiving in United States. Some of us practice Thanksgiving the whole year through.

Not the least of these is the Foremost Toastmasters Club of Evansville, Indiana, which very definitely demonstrates its thankfulness for its many blessings by composing, printing and distributing to the many restaurants and cafes of that city, the card pictured to the left.

It is a V fold and besides the blessing pictured on its front, there are imprinted three blessings on the backside fold: — a Protestant, a Catholic and a Jewish one.

Whether or not this Evansville Club has enjoyed any measurable increase in popularity and membership, it is demonstrating true Toastmastership. We salute you!

Hits the Jack Pot

Upon becoming President of Westchester, Los Angeles Toastmasters, John Sherman began casting around for something that would help the members of his Club to more quickly and more effectively think on their feet.

The outcome was a "Wheel of Fortune Night" complete with a wheel of chance. On its circumference were thirty numbers and thirty nails. After the meeting was called to order each member was assigned a number and from that moment on every job and every speech was subject to a spin of the wheel. The meeting was voted a tremendous success.

The man on the left is Marvin Waldron and the man receiving the cup is Don Harrison.



Help Fight TB



Buy Christmas Seals

The annual sale of Christmas Seals, put on by your Tuberculosis and Health Association, gives Toastmasters an opportunity to practice speech in a good cause. Let the club members volunteer their services, so far as is convenient, to tell people about the fight against tuberculosis. You do not engage in solicitation for money, nor take up collections. Just explain the purpose of the seals, and leave the action to your hearers.

Recommended Reading

By R. C. S.



Is Anybody Listening? by William H. Whyte, Jr. (Simon and Schuster, New York, Price \$3.00).

There is no use talking if no one is listening. Books and newspapers are waste paper if nobody reads them. Communication is a two-way process. There must be listeners as well as speakers. And there is no understanding without communication.

That is the gist of Mr. Whyte's very readable book, which is based on extensive studies of the language of business and government. The author is one of the editors of *Fortune Magazine*. He and his associates have been trying to find out why American business stammers when it tries to talk to people.

They found a similar problem in international matters, nations misunderstanding each other because they do not speak plainly.

"We have been so unaware of basic differences that we have persisted in talking to the Europeans in terms for which there is no foreign equivalent," writes Mr. Whyte, who calls our diplomatic speech "a glossary of misunderstanding."

The 100 Most Important People by Donald Robinson (Pocket Books, Inc., New York, Price 35 cents.)

A good book may come in a paper cover at a low cost. This is one of them.

Mr. Robinson presents thumbnail sketches of 100 people whom he counts most important in world affairs as of today. The sketches are short, with hardly any of them running over four pages in length.

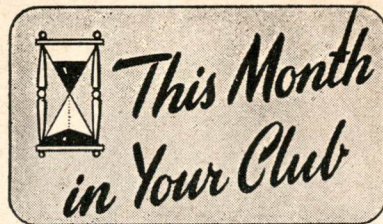
The people listed range from President Eisenhower and Sir Winston Churchill to V. M. Molotov and Pope Pius XII. You will note that the author does not call them the greatest, but the most important in the world today.

This little book of 400 pages is encyclopedic in the quantity of information and comment presented. It contains material for scores of speeches. It may stimulate the reader to study and thinking to the limit of his capacity.

You will find it on popular bookstands, rubbing elbows with romances, detective stories and wild western thrillers.

It is worthy of a place in your personal library.

PROGRESSIVE



In November you are well under way for the big fall-winter season in your club.

Your new officers have been ceremoniously installed and carefully instructed as to their duties and privileges for the ensuing term.

This year your International President will stress greater efficiency and effectiveness in club administration, with the purpose of bringing to the individual member of each club the maximum benefits that Toastmasters training has to offer.

Each member has the right to expect and demand this proficiency and it is within your province to question your officers if they fail to bring you these results.

Program Planning

No club can long maintain its effectiveness with a hit-or-miss system of programing. Each month, your officers receive from International a thoughtfully planned bulletin on the programing of

your meetings. In no way is it a "required" method of procedure, but it is a sincere recommendation for your earnest study. It contains the best ideas of your Educational staff at the Home Office and is based on many years of studied thought and experience.

Its best recommendation comes from those clubs which use it as a guide, year after year, and which have consistently ranked among the best of Toastmasters International.

Ask that these recommendations be read at your club meetings and request that these suggestions be seriously considered by your program committee.

What To Talk About

"Subject matter for speeches" is the point of emphasis for the month of November. Read the lead article in this issue of *The Toastmaster* and see that your fellow members read it.

Use your imagination to make your speech subjects interesting and try to get away from the humdrum talks so prevalent in many clubs.

My Personal Project

This month I shall build speeches of thematic value, realizing that as I may inspire others to loftier ideals I am benefited in kind.

PROGRAMING

December is the month of joy and giving.

What a month for Toastmasters everywhere! It typifies the Toastmasters principle of sharing with one another; realizing that as we share we receive in even greater proportion.

Even the so-called hardhearted business man, who, throughout the year has clutched at the elusive dollar, seems to suddenly realize that the greater the spirit of giving he can inject into his business enterprise, the greater will be his financial return.

But this need not necessarily be, nor is it usually the case. It is wise that we be activated by all legitimate means toward personal gain; but if, as in a Toastmasters Club, we may join in a confederation of mutual service, then any medium which will stimulate the natural human tendency to be of service to another, will prove a worthy enterprise.

Toastmasters has been called a selfish organization because its members seek to improve themselves; but those who so proclaim our motive fail to realize our secret. For it is through the very process of serving others to improve that we learn the vital lessons of self-improvement.

So December in the club may



be a glorious month of achievement. The very spirit of extension, which may have been lacking in months gone by, can very easily and naturally light the latent spark of mutual interest and assistance so important if our goal is to be achieved.

Programing

Your program committee should use this opportunity to point each meeting toward a particular facet of this universal subject. This does not mean that each formal speech or every table topic session be scheduled for a Christmas subject.

Clever programing can devise the subtle approach, without preaching or even a Christmas appeal. The historical aspect of Yuletide is suggested. The commercial value may be stressed. The family pleasure and experiences may be featured; but however it is approached, good will come out of it and all will be benefitted.

If You Must

YOU MUST!

So You Want To Be Humorous?

That's fine! But try to recall the occasions when you couldn't resist chuckling with downright amusement, and what do you find?

A dirty story?

No! You know darned well you don't. You find a clever story with a sudden twist or a clownish answer to a serious thought, or an exaggerated explanation of a built-up problem or experience.

Will Rogers, the most beloved humorist of modern times, firmly refused to slant his lingo into the realm of the questionable, even to an all male audience.

Mark Twain, an acknowledged potentate of humor, was most careful not to offend.

It is the clever storyteller who can keep his yarns within the bounds of propriety. Most audiences may be counted on to ap-

preciate and enjoy the great wit of all times, however often it is repeated.

This does not mean that one must be a prude. It does mean, however, that if you would be humorously clever, it is a real challenge to express yourself in a manner that will produce pleasurable reactions from listeners.

Man is an odd creature. Psychologically, he reacts with amusement to the sight of another man caught in a difficult situation. It compensates for his own seeming inadequacy. This is understandable.

But his enjoyable reaction to a questionable story is a weak moment reflex, and in his more normal thinking he cannot admire the man who led him astray.

If you would gain and retain the admiration and respect of your audience, be humorous, but keep your humor in bounds.

Some people grow under responsibility, others only swell.

Egotism is the anaesthetic which nature gives us to deaden the pain of being a fool.

A slap on the back will help form character if applied early enough, often enough and low enough.

From—"Buttered Toast" Bulletin, Okmulgee (Okla.) Toastmasters

THE LAST

SHOULD

BE FIRST

By Hubbard Richter

Many times you have said to yourself, "I know what I want to say, but I just do not seem to be able to put it across."

As you mull over your proposed speech, it seems obvious that the first thing you need is a good opening.

After a few tries, you have one. You know it is good because it puts your subject right into your listeners' laps. Your arguments come to you with no particular difficulty. The words and catchy phrases flow onto the paper in ready fashion.

Suddenly you realize that you have more ideas than you will have time to use. "That's fine," you say to yourself, "I'll just watch for the warning signal from the timer. When it comes, I'll wind up with a flourish. Nothing to it."

For the next few days, you run over your talk repeatedly. It is good to know what you want to say. It is important to have it fresh in your mind.

The Toastmaster introduces you properly. Your opening is effective. Your remarks seem to flow

right along. Everything is going well. But, when the warning signal comes, you hesitate, swallow a couple of times and speak a few more words that find their way to your lips.

In a last, final effort to win over your audience, you flash your most engaging smile, nod your head, and flop into your chair.

There is a ripple of courteous applause. The Toastmaster's voice quells your feeling of frustration, but as the next speaker moves to the lectern, you question yourself as to what you did wrong. Why didn't the audience get what you were talking about?

It really wasn't so bad. In fact, it was pretty good. Your trouble lies in the fact that you had not properly timed your speech and had not planned a sure-fire ending.

Your conclusion should be the climax of your talk. It should state your point so that it will stick in the mind of each listener.

In speech sequence the finish comes last, but in planning and in importance it *should* come first.

HOW WE TALK

The Influence of Environment

Most of us talk as we do because people around us talk in that way. If we are surrounded by people of culture, we absorb their style. If our associates are of some other kind, our speech is influenced by them.

If we live in Illinois, the New England accent has a strange sound. The person from Georgia may think the Oklahoman ignorant because of his accent. The Canadian in Chicago, or the Ohioan in Montreal, will notice many peculiarities in speech. The Scottish Highlander in London is distinguishable by his accent, and the Londoner is amused by what he hears in Ireland. Naturally, each thinks his own usage the correct one.

We refer to the dictionary for authority, and there we find what the learned lexicographers believe to be the accepted manner of speech among the better educated people. The dictionary gets its authority from usage.

If a majority of the people choose to say *rashun* instead of *ray shun*, then the wrong pronunciation will become right. If the majority say *press* piration instead of *per* spiration, do you suppose that could make the wrong one acceptable? Probably

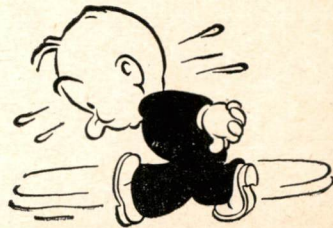
not, but changes just as strange as that have actually occurred.

The Webster's Unabridged, published in 1858, warns the reader to pronounce *oblige* as written, and not as *obleej*. This reminds us that our great-grandmothers properly said "much obleeged to you" and that we have departed from tradition.

In that same 1858 dictionary, *isolate* is given the short *i* pronunciation, although a note states that "Knowles gives *eye solate*, and Walker gives *izolate*," the latter using the short *i* sound. In Webster's of 1902, the short *i* continues, but in 1908 it appears as *eye solate*, with *issolate* as second. The latest Webster gives the long *i* as first choice, but still admits the short sound for second place.

Through the years, economic has vibrated between long *e* and short *e*, and the long sound is preferred today.

Just how to talk is a puzzle for the careful person. What is acceptable in one place may be uncouth in another. A fairly safe rule is to follow the principle of environment, and to try not to be conspicuously different from those with whom you associate.



How's Your **P R ?**

Those letters may stand for Public Relations, or Personal Representative, or Performance Responsibility.

In any case, they mean you and your Toastmasters Club, for it is through you that our public relations are established, and that the reputation of Toastmasters is sustained. You are our Personal Representative.

For example: Mr. Theophilus Bing, sales manager of the Bingville Bolt, Nut and Drawbar Manufacturing Company, reads in a trade journal about the Toastmasters Club and what it does for men. He reads that the average salesman or executive finds in Toastmasters training something which lifts him above the average.

Mr. Bing immediately fires a letter off to Santa Ana, asking where he can get in touch with this remarkable training. We reply, telling him that the Bingville Toastmasters Club meets every Tuesday evening at 6:15 in the Skyroom at Uncle Tom's Cabin, and that he will be welcomed if he visits a meeting.

Theophilus shows up the next Tuesday evening, and is made welcome. He meets other prominent and progressive citizens, and sits through a well planned meet-

ing. It starts on time, and ends the same way. He notes the efficient handling of business, the lively discussion, and the high grade program of speeches. He is especially impressed by the evaluation, when he hears men telling each other how to do better. He wants this kind of training for his own men — perhaps even for himself.

He asks how he can get into the club, and is told, fully and in detail. He is told further about how his salesmen can get the training.

But suppose he had run into another kind of meeting, the kind which starts late and runs along in haphazard fashion, without plan or purpose. Would he have been attracted, sold, led to ask for admission?

No, he would have gone away disappointed, with the feeling that he had merely wasted another evening.

Is the point clear to you?

You and your club are our personal representatives.

When we tell the business world that we have something good, we must prove it. Please don't neglect your "P. R." Some Theophilus Bing may be a visitor at your very next meeting.

New Clubs

WHEN AND WHERE THEY MEET

- 745 CHICAGO, Ill., (D 30), *Chicago C. P. A.*, 1st & 3rd Tues., 6:15 p.m., The Elks', 3 No. Clark St.
- 1385 LE MARS, Ia., (D 19), *Le Mars*, Wed., 6:00 p.m., Cara Crowley's Tea Room.
- 1386 GREENSBORO, N. C. (D 37), *Downtown*, Wed., 6:15 p.m., Mayfair Cafeteria.
- 1387 DES MOINES, Ia., (D 19), *Iowa Field*, Mon., 7:30 a.m., Bishops Cafeteria.
- 1388 CLEVELAND, O., (D 10), *Brush*, Wed., 5:30 p.m., Conference Room at Brush Electronics.
- 1389 FURUMAKI, Misawa Air Base, Japan, (D U), *Misawa Air Base*, Mon., 6:00 p.m., Building D-3, Misawa Air Base.
- 1390 SACRAMENTO, Calif., (D 39), *El Dorado*, Tues., 7:30 p.m., Oaks Drive-in, Fulton Ave., & Fair Oaks Blvd.
- 1391 RICHMOND, Va., (D 36), *Richmond*, Alt. Mon., 12:00 noon, Hotel Raleigh.
- 1392 TROIS-RIVIERES, Quebec, Canada, (D 34), *Laviolette*, Tues., 6:30 p.m., Hotel St. Maurice.
- 1393 COLUMBIA, S. C., (D 37), *Columbia*, Tues., 6:15 p.m., Varsity Grill & Chamber of Commerce Room. (Alt. Tues., at each.)
- 1394 NEW YORK, N. Y., (D 34), *Arthur Young*.
- 1395 ST. LOUIS, Mo., (D 8), *St. Louis Underwriters*, 1st & 3rd Mon., 11:30 a.m., Hotel Mark Twain.
- 1396 SOUTH GATE, Calif., (D 1), *Royal Toasters*, 1st, 2nd & 3rd Wed., 6:30 p.m., Rod's Cafe, 521 E. Compton Blvd., Compton, Calif.
- 1397 RICHMOND, Va., (D 36), *Old Dominion*, Mon., 6:00 p.m., The Green Room, Ewarts Cafeteria.
- 1398 HAWTHORNE, Calif., (D 1), *Nor-Air*, Thurs., 12:00 noon, Western Club, 15516 Western Ave., Gardena, Calif.

Limerikorne Fans—November contest has been set forward to December to make place for our convention report.

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