

THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

December, 1948

Vol. 14—No. 12



"SPEECH OF THE MONTH"



TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 655 active clubs, located in the United States, Canada, England, Scotland, South Africa, and the Hawaiian Islands, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Listening

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

Contents

They Listened to HimRalph C. Smedley... 1	One Speech Stopper.....13
The President's MessageI. A. McAninch... 3	One Arranger.....14
Editorial—Gifts That Last.....4	One Parliamentary Primer.....15
Christmas Packages for Toast- masters	The Executive Secretary Travels —Pictorial.....16
One Constructor Set..... 6	What's Going On?18
One Theme Selector..... 7	Speech and Direct Mail Advertising25
One Backbone Stiffener..... 8	This Month in Your Club.....26
One Eye Contactor..... 9	How We Talk.....28
One Gesture Stimulator.....10	Questions Answered.....30
One Grunt Eliminator.....11	New District Governors31
One Voice Controller.....12	The Quizzer32

THE COVER: Santa Claus and "the Speech of the Month", seen on the front cover, came through the artistic touch of Jack Haynes, Chairman of the Editorial Board. Thanks to him, also for the Christmas Greeting card on Page 5, and for the clever "tags" heading the pages which carry the 10 Christmas Packages for Toastmasters.

LOCATION OF HOME OFFICE—In Santa Ana Community Center, 1104 West Eighth Street.

Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International.

PRICE, \$1.50 PER YEAR

Published monthly at Santa Ana, California. Copyright 1948 by Toastmasters International. Name Registered, U. S. Patent Office.

Entered as second-class matter, Oct. 25, 1941, at the Post Office, Santa Ana, California; act of March 3, 1879.

Printed by Foundation Press, Santa Ana, California, U. S. A.

They Listened To Him

By RALPH C. SMEDLEY

NOT often do we find the name of Jesus of Nazareth on the lists of the world's great orators. Demosthenes and Clay, Cicero and Webster, Burke and Bryan are included, but rarely is a thought given to the Man of Galilee as one of the greatest of all.

Whether this omission is due to feelings of respect and reverence, or whether it results from failure to appreciate His ability as a speaker need not enter into the matter just now. Our attention should be applied to the characteristics of speech used by the One whose words live today and through all the days as the expression of the greatest truths. By His own words, and by the testimony of those who knew Him, we may judge His qualities as a speaker.

That His speech was commanding, powerful, interest-compelling is indicated in the words of the officers who had been sent to arrest Him. (John 7:45 and 46) After listening to Him, they declared: "Never man spake like this man!"

That there was something simple and attractive about His talk, is attested by the statement: "The common people heard Him gladly." (Mark 12:37). That there was character to reinforce what He said may be inferred from the incident in the Garden of Gethsemane, when a band of men came to take Him in charge. Jesus stepped for-

ward to meet them, asking "Whom seek ye?" They said, "Jesus of Nazareth." Jesus replied, "I am He," and the story, given in John 18:6, continues that as soon as He had told them of His identity, "they went backward, and fell to the ground."

We may reasonably inquire what were the qualities of speech which have made this Teacher's talks and sermons so impressive. What has caused His words to live in books and in the hearts of men?

Why did the common people hear Him gladly?

Why did the soldiers say that "Never man spake like this man?"

The first characteristic of Jesus as a speaker was *simplicity*. He spoke in plain language, using facts and figures with which the people were acquainted. When illustrations were needed, He used that which was at hand. The lilies of the field, the wandering sheep, the people and incidents of the Old Testament were His material.

A second characteristic was the concreteness of His speech. "He taught them many things by parables," (Mark 4:2) and by the use

of parables, figures of speech, pictures of things known in daily life, He helped them understand the most profound truths about God, and about man's relation to his Creator. He could not show them God, but He could say, "God is like a father, a shepherd, or a king." and they



could understand.

Third, there was a sense of knowledge, of authority, in all that He said. "The people were astonished at His doctrine; for He taught them as one having authority, and not as the Scribes." (Matthew 7:28 and 29) When Jesus spoke, He did not need to refer to others for proof.

Fourth, Jesus helped the hearers to answer their own questions. He met question with question, and so showed the questioner how to find the answer himself.

There was a certain lawyer who asked, "Master, what shall I do to inherit eternal life?" Jesus answered, "What is written in the law? How readest thou?" The inquirer repeated the admonition given by Moses, that one must love God and his neighbor, and Jesus told him, "Thou hast answered right."

Finally, consider the manner of His speaking. Can you imagine Jesus as a shouting, gyrating orator, wildly waving the arms, doing fancy dances on the platform, screaming, ranting, in the effort to win popular favor? That sort of thing would seem strangely out of place on the shores of Galilee.

Jesus gave a supreme exemplification of the power of truth and the majesty of calmness. He needed no superficial tricks and trimmings to put His messages over to His hearers. He "spoke with authority," and He spoke so plainly that "the common people heard him gladly."

There are other qualities of speech which could be noted, but these are enough to set the pattern for any modern speaker who

would have his words heard and heeded. Leaving out of consideration the techniques of selection and organization of material, and the principles of effective delivery, we have in these characteristics the fundamentals of successful speech.

Let a man be stirred by profound convictions, based on intimate knowledge of his subject. Let him sense the vital importance of the message he brings. Let him be full of his subject, convinced that it demands and deserves the most careful attention of those whom he addresses.

Then let him state his facts, his ideas, his convictions in plain language, simple enough for every person to understand; logically presented, convincingly phrased. Let him make it doubly clear with word pictures, illustrations which really illuminate, stories which touch the lives of his hearers. Let all be spoken with such evident sincerity, conviction and earnestness that no one listening can question the speaker's faith in what he says, and you will have a good speech—even a great one.

Whatever the judgment of technical historians of oratory, the honest student cannot escape the conclusion that any speaker whose words live through the ages, influencing the thinking and living of the entire world, carrying conviction on the printed pages as truly as when they were first spoken, and setting standards for philosophers, poets, artists, scientists and common people—such a man is entitled to a high place, even the supreme place among orators and preachers of all ages.

The President's Message

By I. A. McANINCH

This month's message is directed to officers of Toastmasters Clubs throughout the world.



As we approach the holiday season, a spirit of gaiety is evident in every walk of life. This is as it should be, and our clubs should enter wholeheartedly into making the season one of festivity and fun.

But we must bear in mind that, as we are ringing out the old, we have our share in the responsibilities of the new. The club officers should take time during December, not to lament the things which have been left undone, nor unduly felicitate themselves on things accomplished, but to plan the things which are yet to be done.

If I were a super salesman, and if it were possible to televise my thoughts to each of you, the picture you would get would be explained by *one simple word*—**P L A N**.

No man builds a skyscraper, nor even a home, without doing some careful planning. He prepares *plans* and *specifications*. The success of the project depends on how closely the contractors follow these plans. Certainly no changes

are made without first consulting all interested parties.

That is the way it is with a Toastmasters Club. Each meeting is a special project of the completed whole. Each is handled by a different contractor, working on The master plan. Each separate project requires a special set of specifications, for guidance of the men in charge.

To insure sound construction and a well-finished structure, the contractor needs a full crew of competent men. Each Toastmasters Club is interested in having such a full crew—30 members—who will contribute to the end product—a successful program of education.

Toastmaster A. J. Schrepfer's thoughtful article on "A Speech is Like a House," (available in mimeographed form from our Home Office) forcefully expresses this idea, showing how the building of a program, a speech, or a house requires planning, plus supervised execution.

Plan and vary your meetings, your programs, your evaluation, your table topics. Plan your membership policy. Plan your use of educational materials. Thus yours may become a club of planned effort in every endeavor. That is *good business*.

THE Toastmaster

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



Editor - - - - - R. C. Smedley
Editorial Board: Jack Haynes,
George W. S. Reed, E. M. Sund-
quist, Ernest Wooster, Leonard
Miller.

Address all communications to
The Toastmaster Magazine, Santa Ana, Calif.

Gifts That Last

One of the greatest gifts for any man, whether at Christmas or some other season, is *opportunity*.

Material gifts, money, automobiles, jewelry, or what you will, last for a while, and then wear out or are discarded. Gifts which inspire, edify, stir the ambitions and point the way to achievement are the gifts which endure.

Those are the gifts which *Toastmasters Training* brings to members, not only in the month of December, but every day in the year, and for as many years as one will accept them. Opportunity, inspiration, guidance in the way to improvement, an opening vision of new heights to be climbed—these are the values found in the Toastmasters Club by every earnest member.

Strangely enough, one of the hardest problems is to get men to

make the fullest use of these values. The books provided to help the man grow are used half-heartedly in too many cases. A glance takes the place of earnest study.

The program plans, pointing the way to individual and group advancement, are neglected, or given half a chance, and the club and its members miss their way to improvement. That is a strange situation, and a regrettable one. The Toastmasters Club exists to serve each member in his field of need. Toastmasters International exists to serve the club, and through it, every member. The truly successful club is the one which makes itself the channel through which the guidance and help, accumulated through many years of experience, can be carried to the individual member.

The club which neglects the helps, and fails to accept the gifts of opportunity offered it, is the problem club, with lagging attendance and diminishing membership.

On the next 10 pages are 10 "Christmas Gifts" for Toastmasters. Each "gift" is a brief message of suggestion in some special field of speech. On each page, in each "package," there is a suggestion for someone. Perhaps that someone is *you*.

The members of the Editorial Board, along with their Christmas greetings to *you*, send the earnest hope that *you*, personally, will unwrap each "package," and take from it the last ounce of help it can give you.

Toastmasters training is your opportunity. May the gift be yours for all the years to come.





One Constructor Set

For Building Speeches

"Oh boy! Just what I wanted! A nifty Constructor Set for building speeches. Look at the parts. Let's build something!"

"Wait a minute, son. If you just start hooking parts together, you'll probably get nothing. Let's read the directions first and see how it works."

Directions:

You can build any number of different speeches with the Constructor Set, but because the parts are limited you can build only one complete speech at a time. When properly assembled each piece fastens snugly into place. Therefore, *you must decide what you intend to build and then plan it.*

First—Write down the main idea which expresses what you are building. Keep this before you always in planning your speech. Use only materials that support this idea.

Second—What style will the building be? Persuasive, narrative, informative, humorous or a combination of these? Single styles are the easiest to construct. Only adroit architects can mix styles successfully.

Third—With main idea and style decided, start to plan.

How To Plan:

Plan your speech in three parts: 1. Foundation. 2. Body. 3. Roof. Plan in that order.

1. Lay your *Foundation* with remarks concerning your idea. These should be slanted to get the attention of the onlooker, to make him interested enough to remain and find out what kind of building you are going to erect.

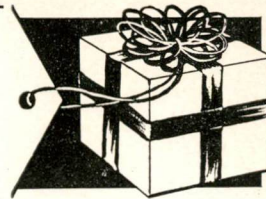
2. Now plan the *Body*, building upon this foundation. Place the entrance where all can see it. Over the entrance inscribe in the fewest words possible, the point of your speech, the condensation of your main idea. (Remember?)

Around this entrance place your supporting materials according to the style of this building. You can use the bricks of solid argument, the mortar of information. At proper intervals insert the windows of illustration. These will let light in upon the subject. Try colorful touches of humor for decoration. Remember, use only materials that will support your idea.

3. The *Roof* must top off your building in such a way as to say "I'm watertight, I encompass all of the fine building beneath me, my simple lines rise to a fine pinnacle, a sparkling climax for a well planned edifice."

One Theme Selector

For Finding Something to Talk About



The other day I rode home with a fellow Toastmaster who was scheduled for a speech next week. He was worried. "I just can't think of a thing to talk about," he confessed.

"Now, look," I told him, "let's be practical about it. A little while ago when we were chatting with the rest of the fellows, you held up your end of the conversation. We talked about various things, and you had something to say on all of them. You made several short speeches. Pick out any one of the subjects we discussed, study it, expand and arrange your ideas—and you have your speech."

That goes for all of us.

Nothing to talk about? Then what keeps you talking all the time?

There is no fundamental difference between the casual opinions we advance so readily in ordinary conversation, and the substance of a formal speech. In the speech our ideas must be more carefully organized, which means a little more trouble for us. On the other hand, no one can interrupt us for five or six minutes. We have the floor.

So often we forget that we are making speeches all day long, on all kinds of subjects. We are like

the man who was astounded when he learned that he had been speaking prose for fifty years.

Many of us make the mistake of assuming that the subject for a speech must be big and important. If you have definite opinions on some important, impressive subject, by all means express them, but do not forget that a small, apparently unimportant subject can be made just as interesting, and there are many more small subjects than big ones. It isn't the size of the subject but the treatment you give it which makes a good speech.

When planning your next speech, keep this fact in mind. In conversation, in reading of newspapers and magazines, in listening to the radio, even in walking along the street, you run across matters which interest you. If the subject interests you, you are bound to have opinions on it. If you have opinions, put them together in orderly fashion, and give out with them. There's your speech.

Most of us have trouble, not with the lack of speech ideas, but with the lack of opportunity to talk about the many things we would like to discuss. Speech themes are all around you. Take your choice.



One Backbone Stiffener

For the Weak-Kneed Speaker

Scared, are you?
 Your knees quake? Your voice quivers?
 Your stomach flutters?
 What scares you, son?
 Oh, you have to make a speech, do you?
 Well, that's not too bad. You don't need to be scared. In fact, just what are you afraid of?

Let's take a calm look at this matter. There are just two parties involved, you and those who have to listen to you. Which one scares you?

Surely you aren't afraid of these nice people in the audience. You know most of them personally, and you know that there is not one of them impolite enough to attack you. Indeed, they are hoping that you will make a good speech, since they have to listen. Don't be frightened by your friends. They would rather help than hinder you.

Are you afraid of yourself, then? Why, son, you don't look dangerous. You are no bogie man.

I'll tell you why you are scared.

You think you are going to make a speech, and that frightens you. It sounds so formal.

But you aren't going to make a speech at all. You are just going to talk. That should not be hard for you. You spend most of your waking hours just talk-talk-talking, and I have seen no signs of fear while you talked (unless it may have been that some of the folks were afraid you would never get through).

Forget about making a speech. You are going to talk to some folks about something you know. They want to know what you know about it. Once you get started, it will be easy, provided you are interested in what you have to say. Your being scared is all in your mind.

Just be sure that you *know* what you know, and then tell them.

Relax and take it easy—that is, all except your backbone.

Don't be scared about making a speech. Be happy about talking to people.

And remember: The best backbone stiffener is the consciousness that you *know*.

Brace up, and get a grip on yourself. Talking is easy. Making a speech is what scares you. All right, then, don't make a speech. Just talk.

One Eye Contactor

For Hypnotizing Your Hearers



Here is a gift for any speaker. It is the magnetism in the human eye.

Its proper use not only keeps the audience awake, but facilitates the transmission of thought from the mind of the speaker to the mind of the listener. You have it. Learn how to use it.

Directions For Use

Keep your eye on the audience. That will help them keep their eyes on you, as you speak.

The skilled speaker gives his hearers the impression that he is talking to each of them, individually. He makes them feel that he sees them as separate persons, and not as a mass of humanity.

Look directly at those whom you address, but don't forget to move the glance from one person or group to another. Do not ignore any part of the audience—not even those who sit on the platform, or behind you, or at the extreme edges of the group. Take in all of them. Thus you may avoid the results of "inverse hypnotism," under which auditors whose eyes are not met frequently fall into a deep sleep, either physical, mental, or both.

Do not gaze either at the ceiling or at the floor when in need of in-

spiration or a memory aid. The top of your head and the point of your chin do not interest your listeners. Look at them rather than gaze vacuously out of the window or over their heads.

And never forget to keep the suggestion of a smile in your conquering gaze. The people whom you address are willing to be your friends if you will let them.

Use the eyes with sincerity, to help you get completely into the spirit of personal conversation. The results will be gratifying.

To develop the habit of good eye use, try selecting a friendly face at some distance as you begin. Get a lively, sympathetic contact with this individual, and then shift to others, establishing a wave of friendliness throughout the audience. If you observe anyone going to sleep, concentrate on him for a moment, and stir him up.

For large audiences, the use of "eye magnetism" requires the assistance of other speakers' gifts, such as the "gesture maker," "voice controller," "theme selector,"—all of which are offered in this Christmas package for Toastmasters, and available at very low cost (mostly personal effort) in any properly conducted Toastmasters Club.



One Gesture Stimulator

For Getting Hands Into Action

Making gestures is simple enough. Almost everyone does it when conversing. When speaking in public it is harder.

This Christmas package brings you both positive and negative, "do" and "don't," take on and discard.

There are four standard gestures possessed by most of us, which we can afford to throw away when we stand before an audience.

Number One is hands-in-pockets. Simple and easy, not always bad, but not calculated to arouse enthusiasm or win votes.

Number Two is the hands-clasped-behind stance. When used, it is a handy way to make folks wonder whether you lost 'em in the war. Not recommended.

Number Three is the reverse of Number Two, the hands clasped in front. Sometimes called "the fig leaf" gesture, it is not recommended.

Number Four is the folded hands, or rather, the folded arms, a defiant, double-Napoleon attitude which impedes breathing and imparts a statuesque effect, not conducive to cordial relations between speaker and audience.

Our best gift to you, as a speaker, is to try to get you to reduce to

a minimum your use of these four posture and gesture habits.

But there are good gestures—many of them. Accept them and use them. They may be "just what you need."

Try the pointing gesture, to indicate your points, your victims, your directions. Be careful about stabbing the air. Don't become a one-gesture orator, nor a one-handed one, for you can point with both hands.

The long-arm, graceful, inclusive, sweeping gesture is a good one—sometimes. It helps to relax the arms, and gives the hands something to do. It is not so very meaningful, but neither are most of the gestures used by inexperienced speakers.

There are gestures of welcome, or of acceptance of an idea, with both hands stretched out, palms wide open, and there are gestures of rejection, either with fists tightly clenched, or with the traffic officer's "stop!" signal.

There are gestures almost without limit, and every gesture is good if it helps put your ideas across to the audience; but bad if it interferes with what you say.

We wish you a Merry Christmas, in which "every little movement has a meaning of its own."

One Grunt Eliminator

For Smoothing Your Speech



There is nothing particularly sinful, immoral, or even unpatriotic about grunting when you speak. Animals—especially those of the swinish persuasion—do a great deal of grunting. They know no better. Perhaps they have no other means of expression.

Some very good and benevolent human beings mix grunts with speech. Such people may be excellent citizens, with good prospects of walking the golden streets eventually. But they would be so much easier to get along with, and could contribute so much to human happiness, if they would control this bad habit.

It is time, in every Toastmasters Club, to go gunning for those extra syllables, those "aspirated pauses," the "ah-h-h-s" and uh-h-h-s" with which so many talkers degrade their speech.

Now-uh, this is just-a-a-ah a habit-uh, into which-uh some talkers fall, mostly through-ah carelessness. Some are nervous, and instead-uh of-ah-h-h keeping still-uh when they lack words, they proceed-uh to fill up the-ah-h-h gaps by-uh grunting. Ah-h-h-it is a terrible habit-uh.

Read that paragraph aloud if you dare. Honestly, it does sound rather like some men you have

heard speak recently. (Maybe it is the way *you* sound when you talk. What a horrible thought!)

When you make a phone call, for example, do you start out with, "Uh-h-h-give me 8-1-2-Green, please-uh, operator," and do you carry on, when your party answers, with another series of grunts? The habit is an insidious one. It grows on you while you are unaware. But if you do not notice it, other people do.

January is open season on grunts in all Toastmasters Clubs. Load your critical guns and bear down hard on the interpolated syllables, when any of the speakers are guilty. Have a "grunt-counter" or "ah-watcher" to keep a record of all extra syllables. He can ring a bell, or flash a light, at each grunt; and at the close of the program, he may announce the score of "ah-h-h-s."

The way to eliminate the grunts is to practice an aversion for them. Make yourself painfully conscious of them whenever they happen, until a grunt rings an alarm in your mind.

One characteristic of Toastmasters Club members is an antipathy for these speech-spoilers. We serve the public by our constant campaign against grunts and grunTERS.



One Voice Controller

For Animating Your Speech

Your voice is yours.

Nature gave it to you, and it is one of her choicest gifts.

Your part is to use it—this marvelous gift of vocal expression—this most wonderful of musical instruments.

Think of the number and variety of good ideas in the world—even in your own mind. Consider the vast assortment of emotions and feelings which men are capable of experiencing. Then remember that people try to communicate those feelings and ideas to each other, almost invariably by word of mouth. It takes an instrument of capacity and flexibility and breadth of expression to perform this task of communication.

That musical instrument is your voice. *Your voice* is capable of conveying ideas and emotions to other people, if you give it a chance.

Not many voices are given the right chance. Occasionally we have a Demosthenes or a Webster or a Wendell Phillips to show us what can be done. Most of us admire the performance of the expert, but few of us undertake to build ourselves into expertness.

Your ability as a speaker is largely dependent upon the effect-

iveness of your voice. That effectiveness depends upon how you use it. How you use it depends upon the effort you make to learn how to do it right.

Basically good voices are not uncommon, but few voices are used correctly. Being poorly used, they appear to be poor voices.

Nature gave you the voice. Your Toastmasters Club gives you the opportunity to learn how to use that voice well. Practice, plus friendly criticism, can point the way for you to develop power, resonance, flexibility, and that pleasing purity of tone which marks the acceptable speaker.

For our Christmas gift to you we offer just this one suggestion, which you may carry through the year:

Cultivate friendliness in your tone. Carry a smile in your thoughts, and let its genial quality be reflected in every word you speak. Eliminate unkindly thinking from your mind, and harsh tones from your speech, and bring out the beauty of your tones.

When you wish your friends a *Merry Christmas*, note the pleasant tone which gets into your voice. Then resolve to keep something of that tone in use every day of 1949.

One Speech-Stopper

For a Neat Tie-up



Every Toastmaster knows that a successful speech must accomplish a purpose. The wise-guy who said that the purpose of a speech is to get to the ending may have been more facetious than stupid. For, while the proof of the pudding is in the eating, the proof of a speech is in the ending.

Ralph C. Smedley has wisely written that the first part of a talk to prepare is the last to be stated: namely, the conclusion. Prepare a powerful and logical ending, and you have a successful speech. The problem is how to prepare that all-important ending.

It will help to remember the slogan, "Time To Type Conclusion." for these words form a key to the important points in preparing the conclusion, as—

Time allowed for speech
To whom are we speaking
Type of speech to be given
Conclusion to be prepared first

In a five-minute talk, the ending should take about 60 seconds; a thirty-minute talk takes longer. Above all, don't change the conclusion at the last minute by saying, "*Now just one more point!*" unless you are determined to ruin your speech, your reputation, and the good will of the audience.

Before writing the conclusion, decide upon the type of speech you intend to deliver. For example, the entertaining speech ends with a clever remark or story, so you may follow the old tradition of the stage, "leave them laughing."

Conclude the inspirational talk with a famous poem; a quotation from the Bible, Shakespeare, or Milton; or a statement from some well-known person, living or dead. Be sure that the author or source which you choose carries authority.

The persuasive speech is the sales talk, and the closing must call for action. "Ask for the order," all sales managers say, and that is exactly how you should end a persuasive speech. Having stated his selling points, a successful salesman concludes with just two words: "Sign here." The conclusion to your talk need be no longer. Choose a terse statement of action: "Act!" or "Do it at once!"

Now, Time To Type Conclusion; and if you follow this slogan faithfully, at the end of your talk you will have something to sit down on besides your hat. Wrap up your message, tie the knot, and stop.

Merry Christmas!



One Arranger

For Lively Programs

"We have with us tonight . . ."

These words seldom strike a responsive chord in Toastmasters Clubs because every member present knows that the program will be about the same as it has been for the past six months. It is much the same experience as eating regularly at the corner lunch room. The food never changes. Why look at the menu?

Although the differences between speakers make for some variations, wide-awake clubs do not leave program interest to chance. The art of speaking covers such a wide field and so many phases of life that the opportunity for program change is almost unlimited. And because Toastmasters need training and experience in many areas, educational values are enhanced by exploring widely.

For illustration, let us take a rather typical Toastmaster, Mr. A. V. Erage, whose speaking needs include—

The art of interesting conversation with home folks, friends and neighbors.

The ability to tell a story in interesting narrative style.

At the office, to present the problems and needs of his department with clarity,

forcefulness, and confidence.

There are always controversial issues upon which everyone except a dud has opinions and convictions, and which must be presented in a logical manner.

Once in a while he is called upon for a few remarks which should be brief and well organized. Occasionally he is asked to give a short talk upon an assigned topic.

And so he needs experience and training in at least six areas. How unfortunate if his Toastmasters Club gives him only one type—a six-minute speech once a month upon a topic of his own choosing.

To provide such complete educational advantages for club members requires originality, resourcefulness, imagination and energy. So, if Toastmasters will remove the ribbon from this Christmas package they will find Siamese Twins—two clever but inseparable committeemen, the Program Chairman and the Educational Chairman. There they are, all wrapped up in ideas from "Progressive Training" and "Program Planning." Given a place of prominence before the club, they will come up with a variety of programs and experiences that will keep the men on their toes.

One Parliamentary Primer

For Easy Control



This little gift is indispensable to the one who has to preside over meetings. The only way to make it yours is to take it and practice on it until it becomes a part of your nature.

Parliamentary procedure is not a mass of trickery, cleverly devised to entrap the unprepared chairman. It is a mechanism, a plan, by which anyone who has to preside may get results smoothly, simply and effectively. Like any other mechanism, it has to be operated by one who understands something about it.

The first thing for any presiding officer is to know the purpose and the program of the meeting. If he does not know these facts, he should call a halt until he can inform himself.

The next fundamental is to know how to recognize a speaker, how to state a motion, how to hold discussion to the question under consideration, and how to take the vote. (And how to limit and restrain a long-winded speaker.)

To particularize, and thus give the unprepared chairman something concrete as his Christmas gift, let us consider what a motion is, and what kinds of motions there are.

A motion, properly called a

"main motion," is a proposal made to bring before the assembly for consideration, any particular subject. It takes precedence of nothing—that is, cannot be offered when some other question is before the assembly. It yields to all privileged, incidental and subsidiary motions. That is, any one of these motions can be made while a main motion is pending.

Now you have two important facts to remember.

First, there are four different kinds of motions: Main, Subsidiary, Incidental and Privileged.

Second, the so-called "main motion" is the lowest in the scale, and while it is the basis for the discussion, it must give place to a motion in one of the three other classifications.

Remember this, and you may be saved the embarrassment of jumping up to object that some subsidiary motion is out of order, "because there is a motion already before the house." Almost any other kind of motion is in order when the main motion is being considered, with the exception of *another main motion*.

Take these points, with our "Merry Christmas" greeting, and your New Year may be made a happier one thereby.



MAPPING THE DISTRICT: At Amarillo, Blanding conferred with representatives of District 25. The men are Area Governor Bob Lynn, Fort Worth; Educational Director W. L. Darrah of Amarillo; District Governor L. E. Tompkins, of Wichita Falls; Ted Blanding; J. L. Carter, Pres. Amarillo Toastmasters; L. J. Ronayne, of Borger, District Treas.; Area Governor Quenton Williams, of Pampa.

BLANDING TAKES A TRIP

For the first time in his more than three years of service as Executive Secretary, Ted Blanding broke away from Home Office duties in October, to visit three new districts, and confer with St. Louis and District 8 leaders about next year's convention.

Aside from convention plans, his purpose was to help the new districts establish themselves, and to impress upon new officers their responsibility for service to the clubs. In each of the new districts, Nebraska 24, Texas 25, Colorado and Wyoming 26, he met with able men and received assurances of faithful performance from all.

In St. Louis he found good progress being made by the men responsible for local arrangements for the 1949 convention, set for August 11-14. Facilities are available to care for a great session. Plans are well in hand.



DISTRICT EIGHT LEADERS: Profitable hours were spent in conference with these leaders of the Illinois-Missouri District. Standing: Past Governor Al Otto, Area Governors Reis, Duncan, Puzey, Werner, Ted Blanding, Director Bert Mann, Area Governor Perry. Seated: Area Governor Voss, Lt. Governor Holmes, District Governor Beukema, Sec'y-Treas. McIntosh, Area Governor Spudich.



IN OMAHA: Busily studying local and district matters are President R. J. Neary, Omaha Toastmasters; President H. E. Gabrielson, Business Men's Toastmasters; Deputy Governor T. W. Schuyler, South Omaha K. of C. Toastmasters; Ted Blanding; District Governor H. E. McEvoy; Sec'y-Treas. W. D. Martinson; Area Governor A. E. Fortmeyer; and W. E. Coppage, Deputy Governor of Y. M. C. A. Toastmasters.

He met with district conferences in Denver, Omaha, Amarillo and Springfield, Ill., and with local assemblies in St. Louis and Lincoln. The District 8 meeting in Springfield was the most representative session, with 30 Toastmasters Clubs participating. In every case, the men manifested keen interest and a strong desire to get the greatest values from their work.

He learned that without exception, the truly successful clubs are those which faithfully follow schedules and suggestions on educational programs provided by the Educational Bureau, while those meeting serious difficulties are the ones which have neglected their opportunity to profit by these materials.

His observations may be summed up thus: "Officers, accept your responsibilities. Members, accept leadership. Make full use of Toastmasters training materials. Remember that education must be progressive, systematic, carefully planned. Haphazard methods produce haphazard results. Our business is to serve you, to help you, to guide you. In so far as you do your part in accepting our service, you will make the progress which is your right as a Toastmaster."



DISTRICT 26—Standing: W. J. Galyardt, holding Ft. Collins Progress Board (Basic Training); Pete Van Woensel, Denver; Leo Cathey, Ft. Collins; S. J. Neeley, Denver; James Neely, Denver; Bob Sears, Ft. Collins; Ted Blanding. Seated: Maurice Petterson, Casper; Gordon Merrick; Warner Miller, Ft. Collins, District Sec'y-Treas.; James Rouse, Colorado Springs.

What's Going On



CHARTERED

Vincennes Toastmasters Club celebrated on October 5th, when Glenn M. Foltz, Governor of Area 3, District 11, presented Charter No. 653 to President Richard L. Couch. In the front row are seen William L. Betz, Mayor of Vincennes, Indiana, Richard L. Crouch, President, Charles L. Fulk, Vice President, and Clyde Nichols, Treasurer, of the new club, while Secretary L. T. (Red) Wampler shows up in the middle. The Vincennes Club was sponsored by Sycamore Toastmasters Club of Terre Haute.

A Red Feather

The Washington Junior Board Toastmasters, of Washington, D. C., were initiated into community service even before they received their charter, thus winning the right to wear a red feather in their caps. The Community Chest Federation asked them to take hold of the Speakers' Bureau, providing its chairman and many of the speakers. Toastmaster W. J. Muligan became chairman of the committee, with an impressive group of associates. As a result, the comparatively small group of Toastmasters had the privilege of presenting "Red Feather" services to thousands of people in Washington during the campaign.

Take A Chair

At Pasco, Washington, the Educational Committee, headed by Paul Davidson, introduced a graphic method for encouraging better speech construction. They arranged chairs, each bearing a placard to indicate what part of the speech was being given, and the speaker was required to stand behind the chair properly marked during the delivery of the part of his speech which belonged there. Thus, the first chair was posted as "Opening," followed up by "Purpose," and so on to "Conclusion." No doubt the evaluators commented on the agility and accuracy of speakers in finding places behind the right chairs.

Showing "Samples"

The Toastmasters Club of La Jolla, Calif., put on a "sample" program for the Kiwanis Club of that city which brought many compliments and expressions of interest. Since the La Jolla Toastmasters now have a full roster and are adding associates, they are not inviting too many new member applications, but are using their present members to good purpose. (Call it La Hoya if you have to mention the name. That is a Spanish term, meaning "the jewels," and the citizens are sensitive about the pronunciation. Don't call it "La Jolly.")

Joint Installation At Alton

The two Toastmasters Clubs of Alton, Illinois (Alton Toastmasters No. 230 and Illini Toastmasters No. 282) joined forces for installation of officers, conducted by Wilton Hardy, Governor of Area 7 of District 8, and William Beau-

kema, Governor of District 8. Featured was a debate between Howard Ward and Hollis Ware, on the subject: "Resolved, That the terrestrial surface is a plane." The program was recorded, and next day was reproduced on the air, by Radio Station WOKZ.

Convention Speech Records

Because of improved materials and techniques, the "Sound Portraits" of 2533 Lake Street, San Francisco, are able to reduce prices on recordings of speeches made at the recent Toastmasters International Convention. Those interested in possessing these valuable records are advised to write to the above address for complete details. As a sample, Howard Littlejohn's speech on "How to Evaluate a Speech" is now offered at \$2.90 for the entire talk, and several of the contest speeches are available, also at very low cost.



OLD-TIMERS

Long Beach (California) Toastmasters, of the Gavel Club (No. 11) made a picture of past presidents present at the October installation of officers. All but two of these men are active members of the club today. Secretary H. M. White, reporting on the event, remarks: "There certainly is a deep interest in an organization which can hold its membership as the Toastmasters Club does." The men honored in the picture are: E. E. DeFreitas, Marion Arnold, Julian Campbell, E. N. Farrell, Otho Cordray, Walter Gillis and Capt. L. L. Lishman.

Two Scots In Canada



Toastmaster William Grant, of the Waverley Toastmasters Club, of Edinburgh, standing to the right in the picture, is welcomed to the meeting of Centennial Toastmasters at Winnipeg, Canada, by George Waugh, Lieutenant Governor of District 20.

William Grant and George Waugh were born within a stone's throw of each other in Edinburgh, and as boys they grew up in the same community, but without knowing each other. As men, they were brought together in Winnipeg by their mutual interest in Toastmasters. Grant is General Manager of the Scottish Co-Op Wholesale Society, one of the largest Co-operatives in the world. On a business trip to visit the Canadian branches, he found time to attend the meeting of Centennial oastmasters, where his speech was a highlight of the program.

In Johannesburg

This is quoted from a recent letter from G. A. Pons, Secretary of the Toastmasters Club of Johannesburg, South Africa:

"We received a pleasant surprise three weeks ago, when Mr. John Allen, late of Toastmasters in Scotland, contacted us and attended one of our meetings. He gave us interesting ideas, and discussed suggestions for the future of our club."

In Touch With Events

National Brotherhood Week comes in February. Begin now to plan to use this observance in your club, and outside. Abundant material is available. Get some of it. Write to

American Brotherhood
The National Conference of
Christians and Jews
381 Fourth Avenue,
New York 16, N. Y.

for samples of publications. If you are located west of the Rockies, write to

National Conference of
Christians and Jews,
2757 Wilshire Blvd.,
Los Angeles 5, California.

The publications are not limited to these two religious groups. Material deals with all racial minorities, as well as with various religions. Pamphlet No. 8 is entitled "Primer in Intergroup Relations." (Price 10 cents.) It is a condensed compendium of useful information. "Building Bridges," (Pamphlet No. 11, price 25 cents) is a manual for discussion groups as well as source material for many speeches.

Keep in touch with events.

The "Kitten" Contest



This picture shows the trophy awarded by Roseland Toastmasters Club, of Chicago, as the climax of its speech contest conducted during the past several months. The winner of first honors at each meeting was presented a "kitten," in the form of a miniature gavel. The man holding the largest number of "kittens" at the end of the contest happened to be Past President Dr. Gene Ossello, and he received the "Oscar," the full grown "cat," as seen in the picture. This trophy was displayed for some weeks during the summer in prominent shop windows on Michigan Avenue, where it attracted attention to the work of Roseland Toastmasters.

Finding Fault

Think of your own faults the first part of the night, when you are awake, and of the faults of others the latter part of the night, when you are asleep.

—Chinese Proverb.

On "The Hill"

One of the newest Toastmasters Clubs is located in the "newest town in the U. S. A." writes District Governor George McKim. The town is Los Alamos, New Mexico, where atoms are being split by experts, 35 miles west of Santa Fe, New Mexico, for research purposes. Approximately 8,600 people live there. It is popularly nicknamed "The Hill." Ordinary citizens may enter, by means of a pass, and they have no trouble so long as they do not try to cross the fence into the section where secret work is being done. The property is all government owned, the only things owned by the employees being their furniture and automobiles. The club membership is made up of scientists, civil engineers, clerical workers, office managers, project managers, and one stationary engineer.



In the picture we see District Governor McKim presenting the charter, No. 607, to William A. Curtis, President, and Charles R. McNeely, Vice-President, of the new Club.

The Masterpiece

Reported by BOB BROMLEY, Educational Chairman,
Walnut Park-South Gate Toastmasters Club, South Gate, California

How does a man look when he is making his "Masterpiece" speech?



Photo by Vern Foster

Here is a picture of Frank Donovan, of Walnut Park-South Gate Toastmasters Club, in the act of making it. Frank not only won the trophy, and the attention and congratulations of District Governor Clem Penrose, who was in the audience, but he received applause and commendation from his fellow members for a well prepared, well presented speech, plus the right to display the Basic Training Certificate which comes from Toastmasters International.

Our club is using as its theme for this year the word **Building**.

We are **Building**:

Our membership up to the limit.

Better speakers through use of Basic Training.

A better club through intelligent use of materials and methods provided by Toastmasters International.

A better outlook and outreach through fellowship and through more and better outside activities.



TELEVISED

A group of Southern California Toastmasters went on the air via television on October 17th. They debated the problems of Greece, under the title, "Why Salonica?" and KFI-TV, of Los Angeles, had the honor of presenting not only their voices but their faces and surroundings. In the picture are seen Alvin Hulm, Homer Bell, A. C. Gonzales, I. A. McAninch, Herbert Morey and George W. S. Reed. The large party at the right of the picture did not participate in the discussion. The gentleman with his back to the camera is Ted Myers, whose voice is frequently heard on KFI as news commentator and master of ceremonies.

A Success Story

The Cincinnati Enquirer's "Man About Town,"

Joseph Garretson, devoted part of his column on September 28 to the story of a member of Cincinnati Toastmasters Club No. 472. It is so good, and so typical of experience



in Toastmasters work that we quote it here:

"A couple of years ago, Justin Meyer, an investment trust specialist with A. Lepper & Co., decided that he wasn't as good a public speaker as he should be, and he became one of the first members of the new Cincinnati Toastmasters Club. This is a national organization whose purpose is to train its members how to talk easily on their feet. That's all they

do at their meetings — make speeches — and the several units of the club in Cincinnati have quite a membership now.

"Well, last April Meyer gave a talk on 'Peace of Mind' at his Toastmasters Club. As the title implies, it was an inspirational talk, and it went over big. The word got around that it was something out of the ordinary, and since April, Meyer has given this same talk before 13 groups, and he has eight more engagements before December.

"Meyer has talked on 'Peace of Mind' before Parent-Teachers groups, churches, luncheon clubs, business meetings and conventions all over Cincinnati, up in Clermont County, and across the river in Kentucky. He has probably 100 letters thanking and congratulating him on his speech.

"Pretty good for a fellow who thought he was such a poor speaker a couple of years ago that he had to join a club to learn how to talk."



CERTIFICATE WINNERS

Capitol Toastmasters Club (No. 391) of Salem, Oregon, staged a mass presentation of Basic Training certificates to an impressive group of winners. The picture shows the following who have carried through to "The Masterpiece," and who have tangible evidence to prove it: Across the picture in the usual way we see Stearns Cushing, Wayne Smith, Dr. Harry Moran, Albert Lamb, Marion Curry, Leon Cooney, William Bliven, Elmer Amundsen, Robert Batdorf, and E. A. Bradford.



A Toastmaster Is Honored

Dr. A. Dwight Smith, a member of Glendale Toastmasters Club No. 8, was elected head of the Pan-American Homeopathic Medical Congress when they met recently in Rio de Janeiro. Last year he served as first vice-president of that organization.

For nearly 20 years he has been a member of the first Glendale Toastmasters Club, and this new office is only one of a number of opportunities for service which have come to him because of his ability as speaker and chairman.

Chamberlain Serves

Clark Chamberlain, first President of Toastmasters International, and veteran in Toastmasters work, was elected President of the International Association of Electrical Leagues at the annual convention of that organization held in Washington, D. C.

For many years he has been Secretary-Manager of the Bureau of Radio and Electrical Appliances of San Diego County, and he has held various other offices in the I-A-E-L in past years. The organization is made up of associations of electric and appliance dealers of the United States and Canada.

For the information of more recently enrolled Toastmasters, it should be stated that Clark Chamberlain began his career in our work in 1926, when he organized the club in Anaheim, California, our Number Two Charter. Moving to San Diego a few years later, he promoted the San Diego Toastmasters Club, which holds Charter No. 7. He was active in bringing about the federation of Toastmasters Clubs which resulted in Toastmasters International, and he has the unique distinction of having served two years as President of that organization.

It's A Date

Toastmaster Wayland A. Dunham, a member of South Pasadena Toastmasters Club, No. 356, breaks into print again with an interesting study of the origin and culture of the American date, that remarkable fruit which has built a new agricultural interest in the Palm Springs-Coachella section of California. This is the fifth book which Mr. Dunham has published. It is a simple, familiar, readable story of the background of date culture from ancient days to the present, and it gives the information about date culture in California which is always desired by the visitor to the Coachella Valley.

Profusely illustrated and attractively printed and bound, it should be a popular volume. The price is \$2.50, and it may be ordered direct from the Author, Wayland A. Dunham, P. O. Box 81, San Marino, California.

Speech and Direct Mail Advertising

The Reporter of Direct Mail Advertising, a monthly periodical published by Henry Hoke, 17 East 42nd Street, New York 17, N. Y., which is packed with excellent ideas pertaining to the business of direct mail advertising, has listed seven cardinal rules for direct mail success. These seven rules may easily be adapted to speech and correlated in the following manner.

Direct Mail

1. What is your objective?
2. Address correctly to right list.
3. Write copy to show what product does for him.
4. Make layout and format fit.
5. Make it easy for prospect to send order or inquiry.
6. Tell your story over again.
7. Test every mailing you make.

Speech

1. What is the purpose of the speech?
2. Prepare speech for right occasion and audience.
3. Use examples and illustrations showing listeners how they are affected.
4. Organize speech in a systematic and pleasing manner.
5. Appeal to audience showing them how easy it is to act.
6. Summarize points covered.
7. Get reaction of audience.

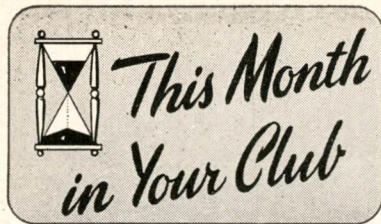
"Foreign" Correspondence

This bit of whimsy is lifted from "W-A-T-C-H," the bulletin of Wilson Avenue Toastmasters Club, of Chicago, edited by Ray Hollis. (Did you catch the humor in that title? W-ilson A-venue T-oastmasters C-lub, by H-ollis is the code.) The item shows imagination, which is a very desirable quality.

From our Foreign Editor we have received the following contribution which is noteworthy for two reasons: (1) it is a helpful thought, and (2) it is a contribution.

"Over here in Russia our Toastmasters Clubs limit their meetings to 20 minutes. The first 10 minutes we use for toasting. Then we criticize the various toasts—that takes 3 minutes. Then we eat. Because of the state of things over here, our fine 8-course meal of borsch and more borsch takes only two minutes. We then evaluate the shlurps. Then we read the minutes in unison. We do this by standing and facing the clock and saying 'one minute, two minutes, three minutes, etc.,' until we have only one minute to go. This final minute, we allow for speeches on politics and other subjects of national interest. These subjects are limited, inasmuch as we have 9 to get in in the last minute. We must leave time for criticism. The final criticism, however, is reserved for a special guard who remains in the background at all times. His criticism is severe. Twenty-eight of our last thirty members are now mulling over that criticism in Siberia. We will report again on our activities, and we would like to hear from you, too. Send your letter to anyone of our American representatives and they will see that it is delivered promptly, along with the various codes and intercepted messages which we receive daily."

Yours truly,
Ivan Ofthiskystuff.



The purpose of this department in the Magazine is to let every member of every Toastmasters Club know something about the recommended program of education which should be at his service.

Each month, the Educational Bureau of Toastmasters International sends to the President and the Educational Chairman of each club a complete outline to help with the operation of the club for the month. If these officers fail to take advantage of the suggestions, in so far as these apply to their club, the members lose by the neglect.

On these pages, under the heading: "This Month in Your Club," there is given a brief abstract of the material provided for use by the officers. By this means, each member may judge for himself whether his own club's programs are affording him the constructive, progressive, well-balanced training to which he is entitled. He may be inspired to ask the President or the Educational Chairman just what plans have been made to give him special help on the "point of emphasis" for the month.

The business of Toastmasters International is to serve every member of every Toastmasters Club. The schedules outlined in

"Progressive Training" are not mandatory, but are suggestive. If followed with reasonable fidelity, they provide a desirable variety of speech experience during the year. If overlooked, they subject the club to the danger of unstudied, uncorrelated, hit-or-miss programs which, while more or less generally interesting, are distinctly lacking in the values of systematic training.

Points of Emphasis

Consider the "points of emphasis" as planned for the entire year:

- July—Patriotic Speeches.
- August—Unusual Speech Situations.
- September—Better Evaluation.
- October—Purposeful Speech.
- November—Speech Material and Where to Find It.
- December—Entertaining Speech.
- January—Speech Construction.
- February—Speech Delivery, Audible and Visible.
- March—Words and How to Use Them.
- April—Persuasive Speech.
- May—Typical Occasions for Speech.
- June—Discussion Techniques.

For Better Administration

December is a hard month for a Toastmasters Club. Holiday business and social engagements will cut into attendance, but *don't let it stop you*. Don't omit a single meeting.

Hold at least one meeting of the Executive Committee, to study several items:

1. *Is your club* going to present SPEECHCRAFT this season? If so, get ready to start it in January. The success depends on preparation. SPEECHCRAFT is good as (a) a refresher course, for your

members; (b) as a training for the men who will present the lectures; (c) as a safe, dependable method for increasing the club's membership. (If your roster is full, perhaps it is time to start another club in the vicinity.)

2. *Are your members* working on the Club-of-the-Year competition, to win honors in Area, District, or International?

3. *Are any of your members* ready for Basic Training certificates? Report them promptly, and then plan a formal presentation ceremony.

4. *Are all the committees* functioning?

5. *Is your Club Speech Contest* being carried on so as to make sure of picking the best man, in January, to represent you in the Area Contest?

6. *Do your meetings* start on time, carry through on schedule, and end when the time for adjournment comes?

For Better Evaluation

This month's *Point of Emphasis* is Entertaining Speeches—Colorful Programs. Evaluators will appraise each speech on its entertaining qualities. A special outline for this evaluation has been sent to the Educational Chairman. There should be two individual evaluators for each speaker.

For Better Education

Emphasize entertainment in speeches and in program arrangement.

Make the most of the holiday atmosphere and spirit. Try one

"show" event, either a costume party, a program of impersonations by the speakers, or some other departure from conventional speeches.

You might have the chief evaluator dressed in a Santa Claus costume, and let him pass out the criticisms as gifts. See if you can find a different (and effective) way of presenting the evaluation.

Put some originality into the Table Topics.

Consider one "theme" program, treating the notable historical events which have occurred in December. Even serious subjects can be treated in entertaining fashion. The Boston Tea Party (December 16, 1773) might start the Program Committee on an enjoyable evening.

At the first meeting of the month, have an experienced speaker lead off with a talk on "How to Give an Entertaining Speech." (Read "Laugh and Learn," by Lewis C. Turner, in *The Toastmaster Magazine* for December, 1947.)

Special observances are coming up. Let your members get the benefit of training in connection with these. Remember the annual "March of Dimes" campaign in January. Red Cross campaigns are just ahead. Both efforts give Toastmasters good opportunities to serve through speech, while gaining good, practical experience. The Tuberculosis Association is making its annual sale of Christmas Seals. There are speeches to be made. You can make some of them.

HOW WE TALK

Colloq.—Dial.—Obs.—Archaic

Strange symbols these. They appear frequently in the dictionary, as labels for words. You should understand what they mean, so as to choose and use your words well.

Colloquial

The first represents *colloquial*, which is derived from a Latin word meaning conversation, or speaking together. A colloquial word is one used in familiar, informal talk, but not so appropriate in more formal, scholarly speech or writing.

Many slang words and phrases work themselves into the language by way of colloquial use. Eventually they may be accepted as standard usage. For example, "gadget" is a comparatively recent intruder, but it has gained currency because of its convenience, and may be counted as having passed the colloquial stage.

The words which come in from special fields, trades or professions may be cited. Thus, the financial and industrial fields give us such words as "boom," "bullish market," "par." Just where "jitters" came from is a question, but it is too useful to be disregarded.

The Webster Dictionary of 1902 listed "humbug" as a *low word*. Later editions dropped the quali-

fication, and that word now appears without discrimination, as a proper and usable term.

Our ordinary speech is full of colloquialisms and slangy expressions. We need to exercise care about using these very informal words in the wrong place, but they seem otherwise to be acceptable.

Dialect

Dialect is the term used to designate a local or provincial form of speech, differing from standard or literary forms as to spelling, pronunciation and meaning. There are dialectal differences in all languages, speech being affected by local conditions of climate, activity and common usage.

In America, we can identify the point of origin of many people by their dialectal habits. There is the Southern accent, the Yankee twang, the Texas drawl. In England, we can quickly recognize the cockney, or the Yorkshire man; while in Scotland we might distinguish between Highlander and Lowlander.

One authority has stated the opinion: "A dialect is not a degraded literary language; rather, a literary language is an elevated dialect."

The only serious trouble with a strongly marked dialect is that it may be hard for strangers to understand. There is nothing fundamentally wrong with it. The person who does have an accent, so long as it does not prevent his being understood, should not let it trouble him, nor should he try to get rid of it. In a sense, it is a mark by which he is distinguished from other people.

Obsolete

Obsolete or *obsolescent*, abbreviated to *obs.* is the condition of being out of date, out of use, worn out, discarded. When you find a word in the dictionary marked *obs.*, you know that while it was current a few centuries ago, it is no longer in use. The rule followed in Webster's Dictionary is that "a word or meaning occurring in any important literary work since 1660 is not usually regarded as obsolete." Some of these unusual words are listed as *rare*, and are seldom found in modern writing.

Archaic

Closely related to *obsolete* is the category of *archaic*. This last term is applied to words which are old-fashioned, but not completely out of use. Many of the words in the Authorized Version of the Bible, as well as in Shakespeare's and Spenser's writings, are either archaic or obsolete. There are so many obsolete words in Chaucer's works that the modern student cannot read *Canterbury Tales* without a glossary.

Such words as "eftsoons," "sooth," "whilom," "belike," are old-fashioned to such an extent that we do not use them ordinarily, unless for some special purpose.

Many old words have changed in meaning to such an extent that their manner of use by Shakespeare or Chaucer is obsolete, while the words themselves, with modern meanings, are very commonly used. Such words as "villain,"

"churl," "boor," are in use with meanings very different from those they carried four or five hundred years ago. "Silly," "cunning," "sly" and "crafty" were commendatory adjectives in early days. Their early meaning is obsolete, while the words themselves are modern.

The point to all this is that we need never be afraid to use a word just because it is listed as *colloq.* or *dial.* or *obs.* or *archaic*. The question is whether it expresses our thought—says what we mean to say.

If the word is needed, and if you know how to make it fit into your speech, go ahead and use it, provided you are certain that it will be understood. There is nothing disgraceful about a colloquialism or an archaism, so long as you put it in its right place.

A Good Story

In the October issue of *The Roundtable*, organ of the Retail Credit Company (Dealers Reporting Service) there appeared the following story, credited to Paul H. Menig, of the University Toastmasters Club, of Seattle:

A cynic, citing the cold, hard mathematics of space and the new vistas made possible by the telescope at Palomar, said: "Why, considering the magnitude of the universe, astronomically speaking, man is such an insignificant thing."

"Ah, yes," replied the man of God, as he gave the perfect answer, "but *man is the astronomer.*"

QUESTIONS ANSWERED

Q. How should an associate member be received into membership?

A. Induct him in regular form, right from the start. He is a member, isn't he, even though he must wait for active status? Don't let him feel like an orphan child. Give him a formal induction and a cordial welcome. Then, if the Program Committee is on its toes, he will be given speech assignments, as a filler-in for absentees, and he will tend to forget that he is only an associate. Make sure that he gets the best chance possible for training while waiting for active status. (And don't call it "stat-tus.")

Q. With our club membership limited to 30 men, how can we make sure of having an attendance sufficiently large to provide a real audience for the speakers?

A. First, make sure that each member, at induction, is given a proper realization of his obligation to attend faithfully. For his own good, he cannot afford to miss. For the good of the club, he must attend. Since the membership is limited, he should not hold a place unless he is going to make full use of it.

Second, add a reasonable number associate members. Six or eight men on the associate list, each waiting his chance to get into full, active membership, will provide substantial insurance against slumps in membership or attendance.

Third, make the programs so attractive, interesting and entertaining that no member will absent himself except by necessity. Each meeting should be planned with a sense of showmanship. Each man on the program should realize that he is under an obligation to contribute to the enjoyment and entertainment as well as to the education of the members.

Finally, the best way to hold the attendance up to at least eighty per-

cent as an average is to conduct each meeting in such a way that a member will be conscious of loss when he stays away.

Remember the story of the farmer who attended a church convention. He heard the preachers discussing the problem of church attendance—how to get people to come to church. He remarked: "When the cows don't come up at feeding time, we farmers look into the feed trough to see what is the matter with the fodder. When the food suits them, the cattle come."

Q. Is it a good plan to have some singing at the club meeting? Some of our men are in favor of it, and some are not. What should we do?

A. Unfortunately, very few Toastmasters Clubs undertake to introduce group singing in their meetings. Possibly this is because the number normally is small, and perhaps only a few can sing well. It may be lack of time, or lack of a leader, or just simple inertia.

If it is possible to have group singing which is even reasonably good, this is a very fine feature. It requires a song leader who can lead, and a piano player who can play, as well as members who are willing to participate. There is hardly any other vocal exercise better than singing as a means of relaxing the speech apparatus, and of course there is no better method of bringing a group into a friendly, cooperative mood. A well-rendered song, in which all join, just before the speech program is started, will definitely put the speakers in better voice and the audience in better humor for listening.

The song leader gets wonderful practice in gestures, if he goes through the motions, which is one more benefit.

Quiet singing, or even concert recitation of familiar verses, is a good exercise for the speaker. But it is not good for the meeting unless it is well done.

New District Governors

DISTRICT 24



the new District 24.

H. E. McEVOY has the honor of being the first governor of District 24, which centers on Omaha. He is a native of Iowa, but moved across the river into Nebraska 20 years ago. He is assistant to the General Agent, and Personnel Officer of the Farm Credit Administration of Omaha. He is a charter member of Omaha Toastmasters Club, No. 229, the first chapter organized in Nebraska. He has served in various local and district offices prior to the establishment of

DISTRICT 25

DR. LOUIS E. TOMPKINS is a busy dentist in Wichita Falls, Texas. For years he has been a faithful attendant at Toastmasters International Conventions, having begun as a charter member of the Wichita Falls Toastmasters Club. Thus he acquired a good working knowledge of the general organization, so that he has been useful in promoting organization of the new district of Texas. He is a native son of that great state. He finds his Toastmasters training a great help in his work in church, lodges and service club, and he plans to undertake wide extension in his district.



DISTRICT 26



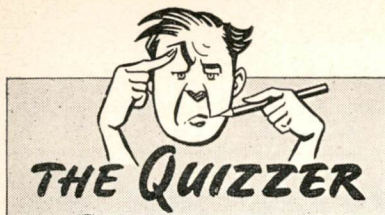
In the "mile high" region in which District 26 is located, Toastmasters have set high goals. They expect to scale the summits.

This newly organized district includes Colorado and Wyoming. **GORDON R. MERRICK**, of Fort Collins, who has worked tirelessly in the interests of Toastmasters in that region, has been made the first governor. He is the business-advertising manager of the Fort Collins *Coloradoan*. A native of Kansas, and a product of the University of Kansas, he has been engaged, since his schooldays, in editorial and advertising work in Missouri, Kansas, Nebraska and Colorado.

DISTRICT 27

Growth of Toastmasters work in the San Joaquin Valley and other interior sections of California led to a division of District 4, and the creation of District 27, which centers on Fresno and radiates in all directions from the "Raisin City." **CECIL GORDON**, chosen to head the new district, is a native of Kansas, but has lived in California since 1910. He is an accountant by profession, although he once dreamed of becoming a cartoonist. He has found Toastmasters training to be a good thing for him in his years of membership in Fresno, and he is ambitious to spread the benefits to many communities in Central California.





What's In A Name?

Many Toastmasters Clubs adopt distinctive names, based on local history or traditions. You have seen their names in the Directory, but do you know what they mean? Here are twelve such club names. Try to give the meaning back of each. To help you, the correct answers are given below, in fine print.

- Ocotillo, Phoenix, Arizona (68)
- Laconian, El Centro, Calif. (152)
- Noventa, Santa Barbara, Calif. (90)
- Shibboleth, Mason City, Ia. (386)
- King Boreas, St. Paul (208)
- Manito, Spokane, Wash. (345)
- Thunderbird, Victoria, B. C. (396)
- Waverley, Edinburgh, Scotland (463)

- Tyro, St. Louis, Mo. (194)
- Illini, Alton, Illinois (282)
- Henry W. Grady, Atlanta, Ga.
- Alvarado, Albuquerque, New Mexico (493)

Ocotillo—"the Lord's Candle." This is a shrub with thorny branches, which puts forth clusters of gorgeous flowers during the rainy season. It is a beautiful feature on the Arizona landscape.

Laconian—from ancient Sparta, also known as Laconia. The people were noted for their brevity and conciseness of speech.

Noventa—Spanish for ninety, which is the charter number.

Shibboleth—the word by which the Gileadites distinguished the fugitive Ephraimites at the fords of the Jordan. Judges 12.

Boreas—the god of the North Wind, in Greek mythology.

Manito—an Indian word meaning spirit, or

Attach The Antonyms

Antonym is the opposite of synonym. That is, an antonym is directly opposed in meaning to another word. In the following lists, the second column contains an antonym for each word in column one. Your task is to match the opposites. Arrange them in pairs, by number. Check up by the key list below.

- | | | | | | | | | | | | | | | | | | | | |
|--------------|----------------|---------------|--------------|-------------|----------------|--------------|-----------------|--------------|---------------|----------------|---------------|---------------|---------------|-------------------|---------------|----------------|------------------|----------------|---------------|
| 1. Authentic | 2. Beautiful | 3. Capricious | 4. Intricate | 5. Obvious | 6. Congregate | 7. Congenial | 8. Contemptible | 9. Decorous | 10. Deficient | 11. Dubiety | 12. Elevation | 13. Fortitude | 14. Germane | 15. Lackadaisical | 16. Lethargic | 17. Malevolent | 18. Malignant | 19. Malodorous | 20. Permanent |
| 1. Certitude | 2. Incongruous | 3. Simple | 4. Spurious | 5. Unseemly | 6. Degradation | 7. Weakness | 8. Foreign | 9. Temporary | 10. Benign | 11. Benevolent | 12. Deface | 13. Estimable | 14. Energetic | 15. Adequate | 16. Steadfast | 17. Fragrant | 18. Enthusiastic | 19. Disperse | 20. Obscure |

HERE IS THE KEY:

6 — 02	81 — 91	91 — 01	02 — 9
21 — 61	8 — 41	9 — 6	91 — 4
01 — 81	2 — 81	81 — 8	91 — 8
11 — 21	9 — 21	2 — 2	21 — 2
41 — 91	1 — 11	61 — 9	4 — 1

natural force, especially as applied to the Supreme Being.

Thunderbird—an Australian thickhead, says Webster, with black and yellow markings, and a black crescent on the breast. But among American Indians, a mythical bird causing thunder and lightning, a supernatural eagle.

Waverley—the short title of Scott's first novel, entitled in full *Waverley*, or *Tis Sixty Years Since*. Edward Waverley is a young captain in the British Army, at the time of Charles Edward Stuart's invasion of England (1745). He is the hero of the novel.

Tyro—in Latin, a newly enlisted soldier, or beginner. Hence we use it to mean a novice in any line of learning.

Illini—the Indian tribe whose name is perpetuated in "Illinois." It means, literally, "men," and it is properly pronounced ILL-EYE-nigh.

Grady—Henry W. Grady, Georgia journalist and orator, died in Atlanta Dec. 23, 1889.

Alvarado—Pedro de Alvarado was a Spanish explorer and soldier of fortune, a companion of Cortez. He explored parts of Mexico and Central America. Died, 1541.

OFFICERS AND DIRECTORS OF TOASTMASTERS INTERNATIONAL

- I. A. McAninch, President, 108 West Second Street, Los Angeles 12, Calif.
- Lewis C. Turner, Vice-President, 655 South Hawkins Avenue, Akron 2, Ohio
- George W. S. Reed, Secretary, 5229 Lockhaven Ave., Los Angeles 41, Calif.
- Robert L. Grube, Treasurer, 7329 East Marginal Way, Seattle 8, Wash.
- George W. Benson, Past President, 2467 Kansas Avenue, South Gate, Calif.
- Ralph C. Smedley, Founder & Ed. Director, P. O. Box 714, Santa Ana, Calif.
- Ted Blanding, Executive Secretary, P. O. Box 714, Santa Ana, Calif.
- Wilbur M. Smith, Administrative Associate, P. O. Box 714, Santa Ana, Calif.
- Carl Hasenkamp, Director, 2135 North Blandena Street, Portland 11, Oregon
- Nick Jorgensen, Director, 2037 Westlake, Seattle 1, Washington
- Ralph S. Lowe, Director, 1841 Rome Avenue, St. Paul 5, Minnesota
- Bertram H. Mann, Jr., Director, 3611 Grandel Square, St. Louis 8, Missouri
- Weslie W. Olson, Director, 416 W. C. U. Building, Quincy, Illinois
- Leonard E. Price, Director, 1756 25th Street, Cuyahoga Falls, Ohio
- J. Merton Rosauer, Director, 14th and Lindeke Streets, Spokane 9, Wash.
- Carleton Sias, Director, Suite 1000 Waterloo Building, Waterloo, Iowa

DISTRICT GOVERNORS 1948-49

- Founder's District, James F. Bean, 1013 Milan Ave., South Pasadena, Calif.
- District 1, Clement Penrose, 7108 King Ave., Bell, Calif.
- District 2, Charles H. Griffith, 1415 North 5th St., Tacoma 6, Wash.
- District 3, Paul H. Jones, 2 South Stone Ave., Tucson, Arizona.
- District 4, Everett Kindig, 917 Azalea Ave., Burlingame, Calif.
- District 5, Harold J. La Dou, 941 Seventh Ave., San Diego 2, Calif.
- District 6, Jule M. Waber, 1435 Jefferson Ave., St. Paul 5, Minn.
- District 7, Irving L. Saucerman, 232 U. S. Courthouse Bldg., Portland 5, Oregon.
- District 8, William Beukema, 1204 North 8th St., Apt. K, St. Louis 6, Mo.
- District 9, Jack M. Love, N. 1027 Elm Street, Spokane, Wash.
- District 10, V. L. Blinn, 781 Copley Road, Akron 2, Ohio.
- District 11, Reginald Dryer, Outer Washington Drive, Evansville, Ind.
- District 12, Wesley Eberhard, 507 Doris Ave., Oxnard, Calif.
- District 13, David H. Smith, Catherine Street, Washington, Pa.
- District 14, R. S. Pendleton, 1179 S. University Drive, N. E., Atlanta, Ga.
- District 15, Merwin E. Helmbolt, Burkholder Building, Twin Falls, Idaho.
- District 16, W. Bruce Norman, 1516 South Atlanta, Tulsa, Oklahoma.
- District 17, Eldred W. Williams, 715 West Galena St., Butte, Mont.
- District 18, Peter R. Jacobs, Library Buildings, Greenock, Scotland.
- District 19, George Westberg, 1228 42nd Street, Des Moines 11, Iowa.
- District 20, Peter Seterdahl, Box 408, Breckenridge, Minnesota.
- District 21, D. B. Carmichael, 4084 West 32nd Avenue, Vancouver, B. C.
- District 22, Harold J. Schuchman, 602 West Fifth St., Joplin, Mo.
- District 23, George W. McKim, 209 South Third St., Albuquerque, N. M.
- District 24, Hugh E. McEvoy, 2735 N. 47th Ave., Omaha 3, Neb.
- District 25, Dr. L. E. Tompkins, 1011 10th St., Wichita Falls, Tex.
- District 26, Gordon Merrick, 601 Elizabeth St., Fort Collins, Colo.
- District 27, Cecil Gordon, P. O. Box 441, Fresno, Calif.

Dr. James F. Bean
1013 Milan Ave.
So. Pasadena, Calif.

356

*The correct answer to your
Christmas gift problems:*

1 *For a personal gift to a friend, a
year's subscription to*
THE TOASTMASTER MAGAZINE
(THE OUTSTANDING MAGAZINE ON SPEECH)

+ PLUS

1 *The Club's gift to the community*
A TOASTMASTERS CLUB ROAD SIGN

2 *Excellent ways to please your friends
and extend the Christmas spirit
the year around.*