

THE *Toastmaster*

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TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 700 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

A Layman's Easter Sermon Ira C. Shank.....	1	You Can Do Better Horton E. Swisher.....	13
The President's Message I. A. McAninch.....	3	Fear Is Your Friend Ralph C. Smedley.....	15
Editorial—A Harsh Word.....	4	The Club of the Year.....	16
The Cartoon—Ho-Hum.....	5	Across the Desk—Ted Elanding.....	18
Be a Good Toastmaster Cecil Hagen.....	6	What Goes On?.....	19
More Chances to Talk John Dannensfelder.....	7	This Month in Your Club.....	22
The Record of Growth.....	8	It's a Good Idea.....	24
How to Win an Argument.....	9	Practical Applications.....	25
Let's Cure Them William L. Waters.....	10	Toastmasters in the Business World.....	26
The Sure Route to Proficiency Tom McCullough.....	12	The Postman Rings.....	27
		How We Talk.....	28
		Questions Answered.....	30
		Stories You Can Use.....	31
		The Quizzer.....	32

The Front Cover shows one of the great fields of lilies grown in Oregon. A great part of all the Croft-Easter Lilies sold in the United States are produced along the strip of Pacific Coast from the California line north to the Coos Bay Area. The picture was taken at the Tisdale Bulb Farm, near Brookings, Oregon. This is located in Curry County, one of the few counties in the U. S. in which there is no railroad. Some of the communities can be reached only by boat up the Rogue River. The display of blooms is wonderful when the lilies are in full bloom.

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A LAYMAN'S EASTER SERMON

By IRA C. SHANK, of Toastmasters Club No. 262, Lodi, California

Once more, on Easter morning, on a thousand hills, worshippers will kneel before the cross, the symbol of hope for life. From thousands of pulpits, preachers will encourage their congregation with the Easter message of inspiration. While we shall join with all humility in those services, we are not versed in theology and so, for a brief interval, we leave that field to the clergy and undertake to present a "sermon" from a layman's point of view.

To fix a point for the beginning of life on this planet, science speaks of a "first cause," and places the time anywhere from millions to billions of years ago. We are better acquainted with those first words of the Bible: "In the beginning, God." To one not familiar with scientific terms, the "first cause" is nebulous, but any one of us can make a start with "In the beginning, God."

Man, when confronted with confusing problems, has always found help in thinking of the Infinite, and in reasoning that this is God's world. Voltaire expressed this idea when he said, "Were there no God, I suppose man must of necessity invent one."

Whatever language we use, we know that it was a long time ago that the spark of life was ignited on this world, and that the spark has continued to burn through the ages until it lives in us today. Whether we say with the scientist that we are the product of a

million years of development, or agree with theologians that when the earth was but a dim conception, we became a part of the Creator's great plan, to a logical mind it seems incredible that a single act of death could be the consummation of that plan.

If we assume that we are a part of God's universal plan since the beginning, we can hardly escape the conclusion that we are a part of that same plan through all eternity.

All that we know by personal experience is the present life, but that does not prove that there is no other life for us.

If we could talk with an unborn child, we might hear the infant saying, "There is no life known to me apart from my mother. Sunshine, flowers, the song of birds, all these are words which I do not understand. Freedom of movement is foreign to my experience and knowledge, and so it cannot exist. Although I might wish that

there could be a bigger and better world, no one has ever come back from that other world to tell me of it."

We are as unborn babes in this world. We know of no other condition of life than that which we now have, but it seems hardly logical to assume that when we have completed our cycle of growth here, we shall be at the end. Rather more logical is the assumption that we shall be born into a new life which is now as difficult for us to comprehend as our present life is to the unborn child.

Life is successful only when the individual is able to adjust himself to its changing conditions.

The child, when born, must begin an immediate process of adjustment to the new environment in order to survive. Throughout life, through adolescence, maturity and old age, with all the changing conditions, adjustments must be made so that life may be endowed with strength and beauty and satisfaction, and so that when the end comes, there may be the assurance that he has received from life all that it held for him. The natural conclusion then is that death is the transition to new fields of existence.

There are two more or less clearly marked schools of thought on the possibility of life beyond the present sphere. In comparing, these, it is proper that

we should look to masters of the opposing philosophies for a final word.

Here are the words of Robert G. Ingersoll, famous agnostic of the 19th century, spoken as he stood beside the grave of his brother: "Life is a narrow vale between the cold and barren peaks of two eternities. We strive in vain to look beyond the heights; we cry aloud, but the only answer is the echo to our wailing cry. From the unreplying lips of the voiceless dead there is no answer."

But Paul, the Apostle, speaking from his dungeon, and facing death, speaks thus: "I have fought the good fight, I have finished the course; I have kept the faith. Henceforth there is laid up for me the crown of righteousness."

Twenty centuries ago, Jesus of Nazareth lived with meticulous care the life of man, so that He might be our example. As the carpenter's Son, the Great Physician, the Greatest of Teachers, the Friend of man, He showed how life could be lived at its best.

This Jesus faced death on the cross with a calm fearlessness which the world admires. He faced death without fear because He knew that it was not the end of life or work for Him.

Let this Easter remind every one of us that in the final chapter of life, Jesus is still our example and that we may follow Him from the tomb to immortality.

THE TOASTMASTER



President's Message

By I. A. McANINCH

On a recent trip through the midwestern states we visited,



among other places, Area Seven of District Six, in Minnesota. The meeting was attended by approximately 100 members. It was a revelation to find that 90 percent of the men present not only had their *Basic Training*, *Speech Evaluation* and *Amateur Chairman*, but that they were using them. There was definite evidence that they were following a planned program of education.

There is buried treasure in the educational materials of our organization. While we need not, literally speaking, use a pick and shovel in our search for this treasure, yet it does require effort — personal effort. Members who use available materials and who coordinate their efforts with the planned educational program will attain the desired result — *satisfactory progress*.

This month, new officers are installed in the clubs. During March there were educational sessions in each Area, where these newly elected men received instruction in their respective duties and responsibilities. This procedure is just a part of the planned program.

This program further includes the building of each club to full membership. Let the new officers make this project a first on the list of things to be done. Other items will materialize more easily when the roster is filled.

Is your club's Educational Chairman having a bit of rough going in his effort to "sell" the program? I suggest that you include on the agenda at your next Executive Committee meeting the question of "every officer a Basic Training participant." Help the Educational Committee by setting a good example of following the planned program. Let the officers be a group of leaders who establish the pattern.

We believe that our efforts at carrying out the slogan, "A Year of Good Business," would fall short of success if we did not bring to the members next August 11 to 14, in St. Louis, the best convention, from an educational standpoint, that has ever been offered to Toastmasters. As we watch the plans unfold, we are justified in saying, "It's in the bag. We have it. You just be there, and we will prove it to your satisfaction."



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A HARSH WORD

Sarcasm is an unpleasant word. It has a disagreeable sound. Its background is unattractive.

There is a Greek verb, *sarkazein*, which means to tear flesh with the teeth, as a dog does, or to bite the lips in rage; hence, to speak bitterly. Our modern *sarcasm* comes from that Greek origin. It can turn the human tongue into a deadly weapon.

Scientists tell us that man is the only creature whose tongue is lethal. The snake poisons with its fangs. The wild beast tears with its teeth. But man can harm and even slay with his tongue. It may be like a lash, to cut, or a dagger, to stab, or even like an explosive, blasting a reputation with a word.

"The tongue is a fire," says St. James, in his Epistle.

The tongue, like a fire, can be a blessing or a menace. It can give cheer and encouragement,

peace and warmth, or it can scorch and sear. It can be a builder or a destroyer; an assassin and a murderer, or a help in trouble. It all depends on how it is used.

Of all kinds of speech, sarcasm is one of the least needed in ordinary life. Most especially, it has no place in the Toastmasters Club, except when used for oratorical effect.

Sometimes a critic or evaluator introduces caustic comment into his suggestions for his fellow student of speech. That is unfortunate. That very fact is the cause of some resignations from membership in the club. It is something to be guarded against.

The purpose of evaluation in the constructive fellowship of Toastmasters is to help men to improve — to do better. Sarcastic, biting comment does not contribute to that end. Even the old-timer, experienced, accustomed to criticism, does not relish being "torn apart" or "burned up" by the sarcastic, self-appreciative critic. The beginner, facing all the stress and strain of talking to an audience, needs even less the slapping down which some evaluators like to administer.

The effective, appreciated evaluator, whose comments really help men to improve, is the one who seeks to encourage, to commend, to suggest, to correct with tact and kindness. His tongue may be used to kindle new fires of hope and aspiration in the speaker, but never to tear the flesh, spiritually, of even the poorest speaker. Let's use our tongues to build — to help, never to hurt.

Horace Humphrey (Ho-Hum) Acts As Toastmaster



"... and now, in conclusion, I'd like to present the first speaker of the evening."

★ When You Are Toastmaster

Be a Good One

By CECIL HAGEN, Educational
Chairman for District 9.

This is borrowed from a circular of instructions which Educational Chairman Hagen prepared and mailed to the clubs in his District, which includes Eastern Washington. It is reproduced in order that all Toastmasters may get the benefit.

As Toastmaster, you can contribute much to the success of the meeting — or detract from it — depending on how well you are prepared. Here are some pointers for you:

1. Call the men on your group of speakers early. Let them know that you are depending on them. Be tactful. Suggestion of topics may be helpful. Let each man know that you and the club expect him to come with something to say instead of just coming to say something.

2. Arrange the speakers in good order, especially if they vary as to experience. A safe rule is to start with a strong speaker, and end with one. Alternate a humorous or entertaining talk with a serious one when possible.

3. Prepare your introductions. Do a little digging and come up with something different, but remember that an introduction of the oldest member of the club should be complete enough to identify the man as to professional or business connections, to guests who have never met him.

4. Keep the introductions short and pithy.

5. Don't put a speaker "behind the eight-ball." Don't let your compliments become drippy, and whatever else you do, don't praise his ability as a speaker. Let him

prove it. Also, avoid tipping off or discussing a speaker's topic.

6. Don't become so absorbed in what a speaker is saying that you flub the next man's introduction. React as much as you can to the speakers, but remember that your main task is to give each man the best start possible.

7. Keep a timetable. Should a member get wound up in too long a discussion, tactfully cut him off. That is one of your principal responsibilities — to keep the program moving.

8. Try to remember to stay on your feet, following the introduction, until the speaker has been recognized. You may forget it the first time, but don't continue to forget.

9. Be natural. Be yourself. Be genial. Warmth and friendliness are assets for the Toastmaster. If you can inject some fun into the proceedings, the audience will enjoy it. But if you are one of those who can't be funny, don't try it.

10. Not many men are good story-tellers. Good, straight introductions are far better than hackneyed, feeble, or racy stories. A Toastmaster can get along well without using a single story. His work is to play up the speakers, not to try to steal the spotlight for himself.

★ If you have a good speech which you can deliver well, you will get

More Chances to Talk

JOHN DANNENFELSER

New Albany Toastmasters Club, No. 410.

The speeches you make in the Toastmasters Club are fine practice, but there aren't enough of them. To develop your ability as a public speaker, cultivate opportunities to make talks.

Of course you can't go to an organization and announce that you want to make a speech. But if you identify yourself with specific movements and definite viewpoints, you will soon find yourself assuming a position of leadership and influence; and as a result, the opportunity to talk and influence people will come your way readily.

The program committee of any club — sports club, lodge, veterans' organization, service club — is always looking for a good speaker. Once you indicate an interest in these groups and their thinking, you are lined up for speaking practice. And remember that it's easy to find chances to talk before women's clubs, especially if your wife is a club-woman.

Do you belong to a local political club? The man who talks most convincingly has a great opportunity for a good political future. The fellow who doesn't know what to say or how to say it should stay out of politics.

Do you teach a class in Sunday school, or belong to a church organization for men? At congrega-

tional meetings you have a good chance to be influential; and there are many opportunities outside your own denomination when you have earned a reputation as an able speaker.

Men who own or manage businesses can find speech opportunities in trade associations. Or, if you work for somebody else, you can practice speaking as a member of a union. You can carry more influence inside an organization than outside of it.

Find out what forum programs your local radio station broadcasts. An expression of your views to the program moderator or to the committee which controls such forums may bring you many invitations to talk.

Should you have trouble finding a group which enjoys the tone of your voice, why don't you start an organization and run it yourself? Just stop long enough to take inventory of your interests and to jot down the names of people who share them; then get busy and do some talking. To locate a national organization which will help you, use the free information service carried by newspapers. Your local librarian can either give you this information or direct you to it.

There may be an opportunity for you in the schools. In many communities, the adult education

program needs teachers with special skills, and these can be used without the formalities of certification required in regular teaching positions. Ask your local school authorities if they need you in their distributive education program, making sure that you are equipped to teach something of an attractive nature.

One Toastmaster found his opportunity in leading a class in chairmanship and parliamentary procedure. It was right in his line. Another led a class in amateur photography. If you have a hobby which deserves such an opportunity, use it to give you the experience as a teacher.

Guiding a study group one or two nights a week will lead you to call on all your resources as a speaker. You will find it intellectually stimulating, and a great

help in personal development.

Above all things, if you are ambitious to use your speech ability for audiences outside the limits of your club, be sure to prepare a talk on some subject which is popular, or can be made so, and make the speech so good, so entertaining, so informative, and so well presented that people will really want to hear it. That is the way to get invitations.

Every Toastmaster should seek and use the chances to talk which will keep him in practice and help him to improve his style. By this means, he serves both himself and his fellow men.

And, by the way, it is easy to tell who does and who does not make the most of his chances, as you listen to the speeches at your regular Toastmasters Club meeting.

THE RECORD OF GROWTH

701	Hood River.....	Hood River, Oregon.....	7
702	Rome.....	Rome, Georgia.....	14
703	Richland.....	Mansfield, Ohio.....	10
704	Andrew Jackson.....	Pensacola, Florida.....	U
705	Savannah.....	Savannah, Georgia.....	14
706	Canton.....	Canton, North Carolina.....	U
707	Noon "Y".....	Marion, Indiana.....	11
708	Willamette.....	Salem, Oregon.....	7
709	Capitol Hill.....	Capitol Hill, Oklahoma.....	16
710	East Portland.....	Portland, Oregon.....	7
711	Capilano.....	Vancouver, B. C.....	21

REACTIVATED:

113	Kilauea.....	Hilo, Hawaii.....	U
182	Santa Rosa.....	Santa Rosa, California.....	4
203	"Flying".....	San Diego, California.....	5

How To Win an Argument

The Point of Emphasis for April is "Persuasive Speech." Many talks of this type will be given in club programs.

Immediately the question arises as to just what a persuasive speech is. What does the term include, and what distinguishes this kind from others?

The dictionary definition of *persuade* is: To induce by argument, entreaty or expostulation into a determination, decision, conclusion, belief; to win over by appeal to one's reason and feelings into doing or believing something.

Thus it appears that persuasion may include argument, sales talk, the speech to convince, debate and various other more or less unclassified approaches. Indeed, persuasion and argument enter into almost every speech.

Here are a few suggestions on how to argue and win. They are general principles, capable of wide application.

1. Do not antagonize your opponent. Make him your friend, at least in appearance. One of the poorest ways to start an argument or a speech is to call your audience or your opponents fools or idiots, even by implication.

2. Make reasonable concessions. Assume that there are some grounds of possible agreement, and some arguments on both sides.

3. Don't lose your temper. Even if the opposition steps on your toes, be good-natured about it.

You simply cannot afford to let the other fellow "get your goat."

4. Be sure of your facts. Know exactly what is involved on both sides of the argument, and plan your talk to demolish the opposition by logic and facts rather than by emotional appeal or denunciation.

Always bear in mind that winning the argument is not the final goal. What the honest speaker or debater is after is to establish the truth, and he follows the truth to its final result, even if it proves him wrong.

5. Be fair. Listen to the other side, and adjust your arguments to fit.

6. Don't demand that others shall agree with you because you think you are right. A salesman could not sell you a suit of clothes, nor a house, nor an automobile, simply because he liked it or believed in it. Salesmanship, as a form of persuasive argument, shows the customer why this is a good buy for him, and makes him want it.

7. Ask questions. Get your opponent to put himself on a spot. Then push him off the spot.

8. Having been friendly in spirit, reasonable in argument, willing to concede, resourceful in facts, and tactful in questioning, you are in a position to deliver the *coup de main* and come off triumphant, provided you are clever enough to land the punch where it will count for most.

★ "Instead of Counting the 'Ah-h-s'"

Let's Cure Them

Says William L. Waters, of Hillcrest Toastmasters Club, Fullerton, Calif.

Back in active membership after an interval of some years, I find two matters which deeply impress me.

First, I am delighted to find the quality of men taking advantage of the training. A finer aggregation of alert, intelligent, ambitious men would be hard to find anywhere.

Second, I am reminded of the imperative need for vigilance in our fight against the grunts, the "ah-h-s" and "er-r-s" which mar our speech. I know that some of the clubs appoint a man to keep track of the grunts used by each speaker, but I have not discovered in any of them a serious effort to suggest to the offending member how he may overcome his bad habit. He needs to be told how to correct himself, even when he is told of the offense. It is not hard, if he knows how.

The reason that the mouth "ah-h-s" is that, while the tongue is ready to speak, the brain hasn't yet told it what to say. The brain is behind with the material, and the idling tongue "ah-h-h's." When this same speaker talks in excitement or anger, his tongue does not falter. It races to keep up with the deluge of words his brain orders it to express.

Again, if this man has a point to drive home to his audience, and is using every effort to persuade his hearers, his brain runs

in high gear, and his tongue is too busy to idle. If the brain knows what to say and how to say it, whether rapidly or slowly, lightly or with force, the tongue will act accordingly. The tongue "ah-h-h-s" only when the brain hesitates. An audience knows whether a pause is deliberate or not, and so does the tongue.

The conversational style speaker is more likely to grunt, because he is not warmed to his subject. In animated speech there is no place nor time for the extra syllables.

Thus it appears that the speaker who follows the conversational style and is prone to "ah-h" would do well to try the more animated and forceful type of delivery.

Whatever may be the advantage of the conversational style, the great orators of the past did not use it. Duplessis of Montreal, who recently arrived at political eminence as premier of Quebec, ascribes his success to his study of Bryan's demonstrative style. And Bryan himself won the Democratic nomination for the presidency by a single speech which took his audience by surprise and captured them. Denton and Mirabeau dominated the Convention in Paris by use of the same style. So did Cicero in driving Catiline from the Roman Senate.

The rule of speech given by Demosthenes was: first — *action*; second — *action*; and third — *action*! Even in his day he was

criticized for being too demonstrative by those who preferred the more lofty, sustained style of Pericles and Themistocles. But no other orator ever swayed the Assembly of Athens with anything like the power and effect which Demosthenes exerted. Plutarch rated him above all orators of ancient times.

A speaker who has really prepared his speech, and who has delivered it three or four times in actual oral practice, knows that he

is prepared when he faces the audience. With such knowledge, he will be confident, and in such confidence he will become animated and forceful.

His speech, given in such circumstances, will never lapse into "ah-h-s."

Let us add to our club methods the suggestions on how to conquer the bad habit, even as we point out to the grunter the evils of his hesitation.

STAMMERATIVE

"And" is also what the older grammarians have called stammerative — that is, it fills a chasm in the public speeches of public men, though here it is not so useful as certain other sounds. I have made a study of the sounds common to politicians in distress. I find that out of one hundred occasions "er-er" will come in eighty times; "I-I" eleven times; the less graceful "and...and...and" during periods of embarrassment accounts for only five. Moreover, the repeated "and" is hardly ever used in the absolute; by public speakers it is nearly always used with "er."

—HILAIRE BELLOC, Essays

ORATORY IS INFLUENTIAL

Without oratory, there would have been no political revolution in France, nor elsewhere.

Politics, more than any other function of human affairs, turns on oratory. Orators make and unmake kings, but kings are seldom orators, and orators never secure thrones.

—ELBERT HUBBARD.

SPEECH IS IMPORTANT

In the last two years, the Society for the Advancement of Management has polled 954 business executives, and 200 business and economics professors, to find out what college courses best prepare young men for business.

The S. A. M. asked the two groups to evaluate 44 courses. Of this number, only four groups of subjects won complete approval from as much as sixty percent of both groups of men. These were, in order of approval, (1) English composition, literature and PUBLIC SPEAKING, (2) Economics, (3) General accounting, and (4) Study of types of business and industrial organizations.

—Quoted from Newsweek.

The Sure Route to Proficiency

By TOM McCULLOUGH, of the Franklin Toastmasters Club
No. 524, of Columbus Ohio

What is the most important single tool which Toastmasters International has made available to each Toastmaster for speech improvement? Yes, you are right the first time — your Basic Training Manual. This affords the quickest, surest and easiest way to secure maximum dividends on the time we spend with the Toastmasters Club.

It lays the groundwork for your first speech; anticipates your troubles; guides your efforts; and eventually brings you through with minimum wear and tear. Each one of the twelve speeches is a special lesson in a particular phase of speech training, a milestone on the road leading to real speech proficiency.

The Manual keeps us on the track. While giving full play to the type of material we may wish to use, it channels our efforts and sets up a goal for each man who elects to follow it. The new member who fails to make full use of this fundamental course in speech may well be compared to the

swimmer who fails to heed the suggestions of his coach for improving his stroke. For the experienced speaker it assures not only a fine review of essentials, but an opportunity to polish up some rough spots — and who is there that does not have some spots?

In recent months, according to the chart I have kept, there have been 36 Basic Training speeches given in the Franklin Toastmasters Club. Some of our members have reached the half-way point, while others are just getting started. All of our more recent members are following Basic Training, and are thus getting full benefits, while some who have disregarded it will some day realize how they have cheated themselves.

You just can't follow the Manual conscientiously without giving proper time and effort to the preparations of your speeches. And when you have completed it, you will have a very accurate map of your travels on the "sure route to proficiency in speech."

Public Speaking Made Easier

Kiplinger Magazine for March offers helpful suggestions to speakers who find themselves up against speech difficulties. The article reads, in the part which concerns us:

"Another source of help for the inarticulate is Toastmasters International, in Santa Ana, Calif. This non-profit organization, with a membership in the U. S. of over 17,000, will aid you in forming local clubs to practice speech improvement and will supply you with pamphlets and other useful information."

Thanks, Mr. Kiplinger. That little plug brought in several inquiries about organizing clubs in cities not now served with Toastmasters training.

★ You are in competition with yourself. Here's how You Can Do Better!

By HORTON E. SWISHER, of Toastmasters Club No. 192,
Ontario, California

Were you satisfied with your last speech? Never mind what the evaluators said about it. Were you satisfied?

What are you going to do about your next speech? Will it be better than the one before it? That is for you to say.

As a member of a Toastmasters Club, you should be able to point to definite improvement in your speech during the past twelve months. You should know how to organize your material more logically, and to plan your tasks more efficiently in advance. You should be a better thinker, a better reader, and a better user of the language than you were a year ago.

If you are not using your speech talents to the best purpose, and constantly seeking improvement, then you are missing one of the most important things that Toastmasters training has to offer; that is, the possibility for speech improvement.

Toastmasters Training Helps

A live, up-and-coming Toastmasters Club helps its members in at least two ways. It provides, through its educational channels, the methods and materials for speech enrichment and development; and in its meetings it gives the opportunity for continued practice before an intelligent audience, which practice is essential for better speaking.

You know by experience that it is not easy to put your thoughts into good order for presentation to an audience; and you know still further that it is anything but easy to put into exact and appropriate language the ideas which you wish to communicate. You must be conscious that the phraseology at your command is inadequate to express in true colors and proportions the finer shades of meaning you seek to convey. This is a simple and elementary phase of speech, but it is essential. Like other goals, speech perfection can be reached only by means of a definite program for constant improvement.

Use Words Well

Here are several bad habits which can mar your speech. Check yourself to see if you are guilty of any of these.

1. Ambiguity — uncertainty of meaning.
2. Redundancy — superfluous words.
3. Muddled and erratic thinking.
4. Faulty grammar.

If you use such phrasings as the following, or cannot detect the errors in them when you hear them, there is certainly room for work in your use of English grammar. Go through the list. Make sure that you see the wrong usage, and understand why it is wrong.

1. Can I go now?
2. It is me.
3. He don't think so.
4. Try and do it.
5. The reason is because it is raining.
6. Loan me a pencil.
7. He is different than John.
8. I don't know if I can.
9. Who are you looking for?
10. It is for you and I to carry on.

You have heard these. Did they shock you? Do *you* ever shock other people with such expressions. Please don't do it again.

In order to make your work as a speaker more interesting, colorful and picturesque, it is necessary both to correct and enrich your speech. First, put your words into good order as to grammar and rhetoric, and then build up your supply of words so that you can be graphic, forceful and exact in presenting what you have to say.

Put Life Into Words

Cultivate the use of good figures of speech. These are derived from feeding thought with imagination, and they will vivify and energize your language. The metaphor and the simile, commonest of speech figures, are so familiar that we use them without realizing it. But we need to study to make our use good. For example:

1. The Ship of Democracy, which has weathered all storms, may sink through the mutiny of those on board. (Grover Cleveland).
2. Dictatorship is like a great beech tree — nice to look at, but nothing grows under it. (Stanley Baldwin).
3. A man may build himself a throne of bayonets, but he cannot sit on it.

4. Wear your learning like your watch, in a private pocket. (Chesterfield).

There are two metaphors and two similes. Can you distinguish them. Can you make others as good, or better? Try it.

Of course you realize the importance of anecdotes and quotations, whether historical or contemporary. These are among the best materials with which to illustrate and point up the meaning of a speech.

The good speaker is known for his use of carefully chosen words — the blocks with which thoughts are built into an impressive structure. If you aspire to be a builder of successful speeches, you must increase your knowledge of those words which make for ease and skill in communicating your thoughts to others.

Be a Winner

Your Toastmasters Club, through friendly criticism and frequent practice, can help you to become a more effective speaker, provided you are willing to follow a definite program for improvement. Every speech you make is in competition with all the speeches you have made before. If each one is better than its predecessor, then you are the contest winner; you are on the way to better speaking.

Every evaluation of every speech you make is a challenge to improve. If you will accept this challenge, you cannot fail to show the advancement which must be the goal of every earnest Toastmaster.

FEAR IS YOUR FRIEND

By RALPH C. SMEDLEY

Fear is one of Nature's best gifts to man.

You could not live without it. Your very life depends, very frequently, on the mechanisms of fear.

Fear of physical harm and pain breeds carefulness, and restrains us in situations when bodily injury threatens. It helps us prevent accidents, if we heed it.

Fear of the law helps to keep us from crime. Where conscience fails, the vision of the gallows or of the prison house stays our hand.

Fear of public opinion holds us on our good behavior. "Is anybody looking?" is a thought to restrain us when tempted to do a mean, cowardly, dishonest, evil thing.

Fear of want makes us thrifty — keeps us at work. It operates to counteract our natural laziness and extravagance.

Fear is our friend. Fear is a lifesaver. Let us give thanks for our capacity for being afraid.

Fear Must Be Controlled

But fear is good for us only when we master it. If we permit fear to enslave us, it degrades, hinders, oppresses us. When controlled, it is a good servant. When it is in control, it is a tyrant.

The Speaker Is Afraid

Even some degree of fear of the audience is good for the speaker. It forces him to prepare, for he is afraid of appearing ridiculous — of making a failure, and so he is driven to work on his speech.

But Fear Helps the Speaker

Fear gives new energy. The mental and physical impulses to run away can be controlled, sublimated, directed, so as to give added force to speech. It can be converted into enthusiasm and conviction in delivery.

That very same emotion which makes cowards of our legs, which dries up the mouth and starts the knees to quaking, can be used as aid to the speaker.

Don't be afraid of fear. Conquer it. Control it. Use it.

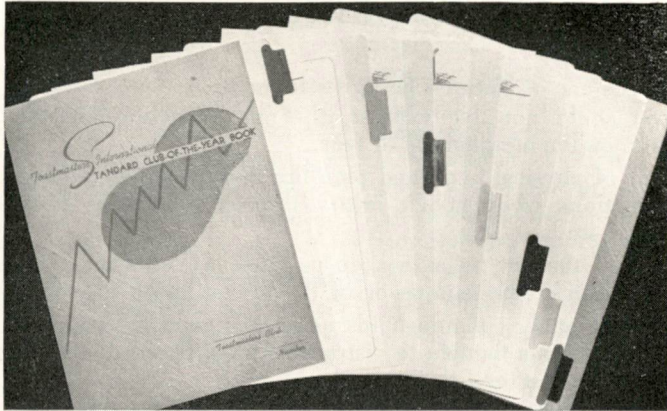
The legs may be cowardly while the heart is strong. Then let the heart master the legs.

Fear is a good friend, even for the speaker.

Be man enough to master the primitive impulses, and turn this great enemy into a faithful servant.

Make a friend of your fear.

A Measure of Successful Club Performance -- *The Club-of-the-year Contest*



The Club-of-the-Year competition provides the scale by which a Toastmasters Club is measured. Every club which competes inevitably brings itself to higher levels of performance, whether it wins the honors or not.

The Club-of-the-Year Committee, headed by Nick Jorgensen, of Seattle, has prepared a Standard Report Book (shown above) to be used by all clubs entering the contest. This book shows in full detail the activities which count for points, and provides a convenient way to make the returns. The judging will be on the basis of the work done, as shown in this report. Additional exhibits will be welcomed, as always, but they are not required nor will they be considered in the judging. The Standard Club-of-the-Year Report Book is furnished to each club participating in the contest. The entry fee is \$2.50, which brings the Report Book by return mail.

How It Started

Dr. Gordon R. Howard was President of Toastmasters International in 1938-39. Impressed by the need for closer attention to fundamental things in club operation, he was inspired, at the close of his term of office, to offer a perpetual award to the club which made the best record during each succeeding year.

This "Club-of-the-Year" award has been carried on through the years, always a stimulant to better work, always an inspiration for the clubs to seek excellence in the things which count for most. At first it was a single-handed work of Dr. Howard. As it grew in volume, committees were appointed to set up standards and help with the judging. The quality of the work done by the clubs in the competition has made the task of selecting winners a hard one. The growth of the organization has added yearly to the magnitude of the undertaking.

The first presentation of the Club-of-the-Year award was made at the San Diego convention, in 1940. Santa Monica Toastmasters Club No. 21 was the winner.

The picture below shows the presentation at the Santa Cruz Convention in 1941, when Angeles Mesa Toastmasters Club No. 50, of Los Angeles, carried off the honors. Old-timers will recognize Paul F. Michels, Dr. Howard presenting the award to President Edward Sumner, of Angeles Mesa, Dr. P. A. Foster and Dr. Clifford Burwell.

Later winners included Minneapolis No. 75; Huntington Park No. 14; "Totem" Toastmasters No. 41, of Seattle; San Diego No. 7; Huntington Park Progressive No. 18; Oregon Toastmasters No. 424, of Portland.

This year will see another name added to that honor roll.

The Honorable Record

When Dr. Howard established the award, in 1939, we had less than 150 clubs. Today, as the result of our normal growth, there are more than 700! To be adjudged the "Club-of-the-Year" among 150 was an achievement, but to come out at the top with 700 clubs eligible to compete — what shall we call that?

Some ambitious, hard-working group of Toastmasters will carry home the award and the honor from the St. Louis Convention in August. Ten other clubs will be given the distinction of rating among the "high ten" for honorable mention.

Such distinction is worth winning. Will your club be the winner this time?





Across The Desk

By TED BLANDING, Executive Secretary of Toastmasters International

Twice daily the mail comes to the Secretary's desk. Twice daily we are brought into touch with clubs and their problems, which may be problems of program, attendance or otherwise, or of how to bring into service Toastmasters work in new locations.

It is gratifying to note the method by which our clubs come into being, through the help of the members of established clubs. This accounts for our rapid growth. Generally

speaking, when we add each new club, we also add 30 salesmen for the Toastmasters idea.

An unusual coincidence occurred the other day. I was studying correspondence from the new club in Ketchikan, when my Secretary announced that a visitor from Ketchikan was in the office. This made the third visitor from that club to visit the Home Office in recent weeks. You can see how the bond established through Toastmasters extend to all locations.

Yes, it creates a bond which ignores geographical and other boundaries, as exemplified by the spirit of cooperation in communities where clubs are organized in various groups. For instance, in St. Paul and in Dayton, the Knights of Columbus Toastmasters Club promoted new clubs in the Shrine and Scottish Rites groups, reflecting the spirit of fellowship which exists in our organization.

It is pleasant to observe this tendency among Toastmasters, for with such a spirit, the proper

future for the organization is assured.

As the movement expands, making clubs available in more places, we find former Toastmasters getting into membership again, either in their old locations, or in cities to which they have moved. There are former California Toastmasters getting into clubs in Boston and Philadelphia.

A former member of Boston Toastmasters Club, now located in Fairbanks, Alaska, wants to have opportunity there to continue his training. A loyal member moving from Las Vegas, Nevada, to Savannah, Georgia, promotes organization of a club in that city. Thus the idea is carried by those who have profited by it.

We are glad to have the new clubs started, but our interest is not merely in numbers. We must build strong clubs, and keep the standards of our work at such a high level that every man in the movement may gain from it what he wants and needs in personal improvement.

What's Going On



PORTLAND PRACTICES PARLIAMENTARY PROCEDURE

The Toastmasters Club of Portland, Maine, performed a real service for the community by offering a concentrated course of training in parliamentary procedure, which met weekly for six weeks in January and February. There were some 40 men and women who responded to the invitation to participate. In the picture are shown some of the officers of various clubs who took the course. The two men standing, at the left, are President Reynolds Moulton and Deputy Governor Harris Plaisted, of the Toastmasters Club, who were active in promoting and presenting the course. This is just another example of the public-spirited way in which Toastmasters share their training with others.

THE SCOTTISH SECTOR

Toastmaster George Waugh, of Winnipeg, was so fortunate as to be in Edinburgh for the annual Robert Burns program of the Toastmasters Club. Mr. and Mrs. Waugh have been revisiting their childhood home at Leith, and this has given opportunity for much visitation with the Toastmasters of Scotland. He has made contact with at least eight of the clubs, while Mrs. Waugh, a Winnipeg Toastmistress, has been getting acquainted with the Toastmistresses.

The Burns program, an annual event, was made the occasion for a joint meeting of Edinburgh Toastmasters Club and the Commercial Bank Toastmasters Club, when the birthday of the Scotsman who blazed the way for evaluation with his idea "to see ourselves as others see us," was given formal recognition. Even the printed program, as relayed to us by Past District Governor A. L. Cunningham, is in the Scottish vernacular. Lucky George Waugh, to be on hand for sic' a fore-getherin'.



"Band City" Toastmasters Club of Elkhart, Indiana, received their charter at the hands of District Governor Ira J. Martz, at a well planned dinner meeting. In the picture are Governor Martz, Vice President Al Goeller, Deputy Governor John Bosonitz, President Ralph Blough, Area Governor William Mejak, and Mayor W. L. Larson, who officially welcomed the new organization to Elkhart.

Detroit Delivers

Hannan Toastmasters Club, of Detroit, received charter No. 672, at impressive ceremonies held in the Hannan Branch Y. M. C. A. The charter presentation was made by Robert Moore, Deputy Governor of Northeastern Toastmasters

Club of Detroit, and a special trophy was presented by Charles N. Clarke, President of Windsor Toastmasters. This new chapter adds one more to the arguments in favor of a district organization to include Michigan and western Ontario.



Uncle Sam at the Dam

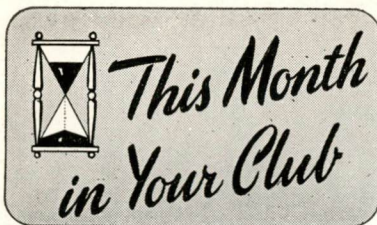
Uncle Sam came to meeting at Coulee Dam Toastmasters Club, in the person of Toastmaster Victor Overstreet, principal of one of the local schools. He assumed the Uncle Sam character and used the first person in delivering a prize winning speech on "Taxes and Uncle Sam". Toastmaster Vic makes use of his training during the summer vacations from school, by working with the guide department of the Bureau of Reclamation and lecturing to the thousands of tourists who visit Coulee Dam.



Charter Night at Hamilton, Ohio, where Vincent McIntire, Lieutenant Governor of District 10, presented Charter No. 684. In the picture, standing, are Vice-President John Teare, President Dr. Wm. E. Smith, Lieutenant Governor McIntire, and Deputy Governor Phil Blickensderfer. Seated are Secretary Rev. Robert Byler, Ned Wienman, who acted as Toastmaster for the charter program, Sergeant-at-Arms Lewis Hackley and Treasurer Raymond Ritter.



Men students at the University of Minnesota have the opportunity to attend a Toastmasters meeting on three different evenings each week. This is made possible by the sponsorship afforded these and other young people by King Boreas, Wenell and Capital City Toastmasters Clubs, of Minneapolis and St. Paul. Macalester College and St. Paul high schools are included in the favored groups. It places a heavy burden of responsibility on the sponsoring Toastmasters Clubs, by whose interest they gain the privilege of organizing as Junior Toastmasters Clubs. In the picture are seen some of the members of the University Junior Toastmasters Club of U. of M. These are Robert Barquist, whose father, a member of King Boreas Toastmasters Club, helped to gain the help of that chapter in establishing the University Juniors; Sherman Garon, a charter member; Robert Goldberg, President, and Maurice Meyman, the club's first President.



ADMINISTRATION

The newly elected officers are installed at the first meeting in April. They have had time during March to study their work and to prepare plans for the weeks to come. They are ready to take over.

Installation ceremonies should be simple, dignified, impressive. Recognition is given to the retiring officers for their good work. Responsibility is placed on the new officers, who will carry the club to new achievement during their term.

Various forms are useful for the installation. One man, a past president of the club, or an area or district officer, may be named installing officer. Early in the meeting, prior to the speech program, the retiring president calls the installing officer to perform his duties.

This officer may make a speech himself, briefly outlining the official duties, thanking the retiring officers individually, and charging the new officers, also individually, with their respective responsibilities. There may be opportunity for the retiring president to speak briefly, and for the new president to make his short "inaugural" address.

Another popular method is to permit each retiring officer to

"install" his successor by explaining in a few words the duties involved. In this case, the installing officer notifies the retiring officers in advance that each will have from one minute to two minutes in which to introduce his successor.

Beginning with the sergeant-at-arms, and continuing through to the president, each man is thus inducted into office by his predecessor, and each should respond affirmatively to the question of his installer: "Do you accept this office, and promise to do your best to fulfill the obligations?"

Following this ceremony, which must be carefully timed to the minute, the installing officer quickly concludes his part of the program and turns control to the new president, who then makes his official speech of acceptance, and proceeds to present the regular program.

The Club In April

Make sure that the semi-annual report, due April 1st, is sent in promptly.

Check up on Club-of-the-Year details. Has your club ordered its report book yet?

Committees are all at work — or should be — on planning programs, promoting attendance at area and district events, plugging any weak spots in membership or attendance, making plans for the summer, providing for representation at the St. Louis Convention in August, and, if any new club prospects are hanging fire, putting on the finishing touches for chartering at an early date.

EDUCATION

Speech is selling. The point of emphasis for April is "Persuasive Speech." This consists in persuading people in the audience to accept ideas, information, or merchandise. The speaker is a salesman in any case.

This type of speech is used, or should be, in any place where people assemble to consider matters of political, civic, educational or personal interest. That covers most kinds of speech. The political candidate, the preacher in his pulpit, the teacher in the class room, the sales manager addressing his force of salesmen, the salesman trying to sell his customer a bill of goods, whether it be a washing machine, an automobile, or a life insurance policy — each one is practicing the art of persuasive speech.

Even the entertainer, speaking in person, or by means of the radio, television, or motion picture, is trying to sell himself and his program of entertainment, and must use the persuasive tactics of speech.

Most of the speeches made in the Toastmasters Club are of the persuasive type, at least to some extent.

During April, let every speaker bear in mind that persuasion is his fundamental purpose.

Evaluation

The intelligent evaluation this month will bear heavily on results obtained by the speaker as to winning his audience by his per-

suasive technique. "Did the speaker have a definite purpose? Did he make it clear? Did he convince me, personally? Why and how?" These are the questions which every evaluator will ask himself about the speech he is to appraise. The wise speaker will be forewarned.

Programs

In line with "Persuasive Speech," this should be a month of purposeful programs. It is recommended, in *Progressive Training* schedules, that every meeting should present a *theme program*, with subjects assigned to the speakers. Put on a "show" at every meeting which will be well worth the price of admission. Each program should include one educational talk on a theme appropriate to the month's emphasis.

The Educational Chairman

The chairman of your club's Educational Committee, if he is on the job, and if the club uses his suggestions, can be the most useful member during his term of office. He works with the Program Chairman in planning every meeting program so that every member will get the utmost benefit from it.

"Toastmasters is more than a club — it's an *Education*."

NOTE: For an official copy of the *Universal Declaration of Human Rights*, approved by the U.N.O. General Assembly in Paris on December 10, 1948, write to Group Relations Branch, Division of Public Liaison, Dept. of State, Washington, D. C. It will be sent you without charge. It is worthy of study and preservation alongside your copy of the Constitution of your country.

It's a Good Idea

On Evaluation

Shibboleth Toastmasters Club, of Mason City, Iowa, decreed an abbreviated form of evaluation. The instruction is like this:

To what degree: (a) Did speaker appear to enjoy giving his talk? (b) Was the talk interesting in style and material? (c) Did the message get over to sell the idea?

Each evaluator will take his stand as speaker, and will demonstrate suggested improvements in voice, expression, gesture. What were the best two things about the speech, based on the "Speaker's Profile" critique sheet? (Thanks to President Cliff Oeschger.)

"I Was There"

From various clubs which have tried the "on the spot" type of program come reports of surprising results. The speaker, impersonating an eye witness, whether at the Battle of Hastings, the landing of Columbus, or the game where Casey struck out, tends to forget himself, and to step out of character in a way which gives him unusual freedom. A little costuming helps. And the speaker, in preparing his material, does some most interesting research work, which is very good for him. If your club has not yet treated itself to one of these programs, ask the Program Committee to include it soon. California Toastmasters will find it profitable to recall the days of the gold

rush and other early California history in this anniversary year. By all means, it's a good idea — an excellent one — to use at least one "I was there" theme.

OUR CAREFUL READERS

One way to hear from the readers of the Magazine is to let an error creep into the pages. And one way to make an Editor happy is for the readers to let him know that they caught him.

This is by way of speaking thanks to the various readers who called attention to two errata in the March issue of *The Toastmaster*. On page 32, in the "Parliamentary Inquiry," the definition of a majority read, "one more than the total number of legal votes cast." Of course that was a misprint, for the copy was written "one more than half the total number of votes." But it got past five proof-readers, only to be caught by Past President Jean Bordeaux, of Los Angeles, Mrs. B. I. Van Gilder, of Stockton, W. L. Bell, of Orange, G. E. Welsh, of Santa Ana, Harold Chedester, of Berkeley, Joe R. Teeters, of Corvallis, Oregon, H. L. McKinnon, of Coquille, Oregon and other readers.

Reference to the "Hey, Rube!" cry, on page 29, wrongly attributed it to the local sufferers from circus sharpers. It should have been the other way — the rallying cry of the circus men who had to defend themselves against attack. We heard about that from Michael Levy, of Los Angeles, and Buck Keusch, of Dayton.

To all of these faithful friends, we offer thanks and congratulations. And above all, we do like to hear from you, with suggestions, complaints, corrections or commendations — with bouquets or brickbats.

Practical Applications

AT CORVALLIS, OREGON

By JACK D. MCGHEAN - New Member

"How a new member looks at the Toastmasters Club" probably recalls their own first impressions to older members, but to a new member it is certainly an experience which may not happen often in everyday life.

As a new member, I believe that the Toastmasters Club has a two-fold purpose for me. The first is to overcome the fear of speaking before audiences, and with proper manners. The second is the educational program by which we are able to profit from the knowledge and experiences of others.

One other item should be classified as a purpose — the friendships and associations with other members of the club.

I believe that if a person is afraid of something, the best way for him to overcome it is to practice continually on what he is afraid of. That will be a great advantage to most of us new members, as few people are able to talk without fear before an audience.

I think that every man should have the experience of belonging to the Toastmasters Club.

MITCHELL ON THE MISSOURI

The Missouri River runs through South Dakota, and thus creates a problem for the state. A river is a nice thing to have around if you can keep it under control and make it behave. The great State of South Dakota has

been facing the problem of the Missouri for some time. The question is, what steps should be taken to insure maximum benefits from the development and improvement program.

This was the question before a great meeting of citizens held in Mitchell recently, sponsored and promoted by the two Toastmasters Clubs of the city. Nearly 400 people attended. The panel which discussed the matter was made up of Major General Lewis A. Pick, one of the authors of the plan for river development, Governor George T. Mickelson, Senator Karl Mundt, Representative Francis Case and Representative-elect Harold O. Lovre.

The Mitchell *Daily Republic* gave columns of publicity to the project, and after the meeting had been held, this newspaper editorially commended the Toastmasters Clubs, stating: "This project was a real public service. Very significant was the response of the people of the state to the Toastmasters' invitation to spend an evening discussing the river program." As a result of the discussion, definite steps are being taken to get action, and plans are under way for other local discussions, following the example set by Mitchell Toastmasters.

Attorney Merton B. Tice, president of Mitchell Toastmasters Club No. 495, writes that "this is one of the biggest projects ever undertaken by any single organization of South Dakota."

Toastmasters In The Business World



PLANNING FOR THE CONVENTION

The place of Toastmasters training in the fields of big business, industry, and professional work will be given full recognition in the program of the 18th Annual Convention at St. Louis, August 11 to 14. Conversely, the place of business and professional leaders in Toastmasters work will be emphasized.

To say that this year's convention program will be the best ever is trite, but to say that it will produce new and surprising features, indicative of the growth of the movement, is true.

When Past President Joseph P. Rinnert, now serving as Program Chairman for the Convention, recently visited the city on the Mississippi for conference with local leaders, he met with various groups, of which this joint meeting of Tyro Toastmasters, St. Louis Toastmasters and Overland Toastmasters is typical. Vigorous work is being done on plans to welcome and care for the expected throng of visitors. The Program Committee is working quite as hard to make sure that the program offerings shall do credit to the hospitality of the host city.

It will be a convention of busy men, eager to improve themselves for the good of their own vocations. Demonstrations on speech, conference procedures, club management and related matters will give practical help to every man in attendance.

August 11 to 14 is the appointed time. St. Louis is the place. Toastmasters, everywhere, are the ones who will enjoy it and profit by it. We'll meet you in St. Louis.

When The Postman Rings

He Likes Us

Frankly, I think that out of the stacks of periodicals which come to me, **The Toastmaster** is by far the most readable.

—letter from Earl M. Carlton, Zanesville, Ohio.

Members are Developing

Development of certain of our members has been amazing during recent meetings. With the materials you sent, we anticipate a similar development of the others in due time.

—letter from Secretary W. W. Litchfield, of recently organized "Flying" Toastmasters, at San Diego Naval Air Station.

Stress the Fundamentals

You can't put too much stress on the fundamentals set up by Toastmasters International. If these are observed and carried out in the club, step-by-step, as the information is received from Santa Ana, every meeting would be enjoyable, entertaining and educational.

—letter from Secretary Lester Bausch, of Oregon Trail Toastmasters, of Portland.

Good for College, also

That such an organization as the Toastmasters exists for men of business age is indeed extremely gratifying.

I asked myself why such valuable training in public speaking should not be offered to students of college age.

—letter from Daniel W. G. Roberts, The University of Buffalo, Buffalo 14, N. Y.

A Promoter

Please send me a list of Toastmasters Clubs in the Southeastern States. I was a member of Merritt Toastmasters Club, of Oakland, California, and am now on a business tour for my firm. I want to visit wherever I can. Also, send me information on how to form new clubs, so that when I get into a city with no Toastmasters Club, I can help plant one there. I merely wish to do something to pay for the benefit I have derived from my membership, by making the same training available to others.

—letter from H. L. Maze, temporarily of Nashville.

A New Citizen

I am an immigrant of recent years, who could hardly speak any English on arrival in this country. Through hard work and study I have been slowly climbing the ladder of success. Toastmasters training, which I started in May, 1947, has helped me tremendously.

—letter from F. Martin Ucko, of Minneapolis.

A Bulwark for Americanism

I feel that within a democracy such as ours one of our foremost needs is for a method to remove the humility which restrains so many from speaking up for their rights. Toastmasters training accomplishes this to such an extent that I rate it next to formal education itself in importance as the movement which will form a bulwark against the isms and controls which threaten to convert free men into followers.

—letter from Marion Hahn, of Lincoln, Nebraska, Toastmasters Club.

HOW WE TALK

Be Sure You're Right

When you hear a word pronounced by someone in a way different from your own practice, do not be swept off your feet. You may be right, and the other person may be wrong. Look it up in the best dictionary to make sure. Don't follow blindly the pronunciations used by radio announcers. Even they are fallible.

One day recently, one of the most popular newscasters on N. B. C. had occasion to speak of the *stratosphere*. Inadvertently, he pronounced it correctly, as "STRAY to sphere," but he quickly recovered and corrected himself, calling it by the incorrect way "STRAT o sphere," on his repeat performance. That is just another one of those Latin long vowels, like "DAY ta," and "STRAY ta," and "RAY di o," and "RAY shun," and it is entitled to the long *a* in the first syllable. But does it get that pronunciation? Not very often.

Radio professionals frequently use correct pronunciations, but not always. When they disagree with you, look it up in the big book before you change.

Increase Your Vocabulary

New inventions, discoveries, events, bring their own words with them. Economists, educators and political leaders seem eager to pick up new words, or give new meanings to old ones. Military men are great word inventors or adapters. Slang rapidly passes into accepted speech. Keeping up with the changing language may produce many a headache.

For instance, the dictionary now lists *aerobiology* and *agrobiology*, one dealing with air-borne microorganisms and the other with crop production in relation to soil control.

Allergenic is used of materials which induce allergy. *Axis* and *appeasement* received new meanings through the recent war. *Biotin* is a vitamin of the B group, found in yeast and other convenient places. Not so many years ago, we were absorbing *vitamin* into the language, as well as into our systems. Now it is commonplace.

Think of *cat* for caterpillar; *chain reaction*; *cheese cake*; *brown-out*; *black-out*; *all-out*; *brown-off*; *breakdown* (in the sense of analysis or classification); *brief* (to give final instructions); and a whole category of new words or new word uses. What chance has a student of English to keep up with it all!

New Developments

And now come the current national developments, with experts trying to find the right words.

Testifying before the joint Congressional Economic Committee,

Mr. Philip Reed, chairman of the Board of General Electric Corporation stated: "The present situation is nothing but a healthy correction. We are in a *delicate transitional period*."

Dr. E. G. Nourse, economic advisor to President Truman termed the present tendency "*a healthy disinflation*," quite different from deflation," while Chief Economist Ralph Robey, of the National Association of Manufacturers, called it "a period of *inflationary prosperity*."

These expressions remind us of President Harding's "return to normalcy," and of the pet phrase of the years just before 1931, when they were talking about "profitless prosperity." Each era brings its own novelties.

Help yourself. Add some high-sounding words to your vocabulary if you need them.

But try with all your might to understand and be understood, even if you must use commonplace words to make that possible.

Richard G. White Speaks

"The curse and the peril of language in this day, and particularly in this country, is that it is at the mercy of men who, instead of being content to use it well according to their honest ignorance, use it ill according to their affected knowledge; who, being vulgar, would seem elegant; who make up in pretence what they lack in reality; and whose little thoughts, let off in enormous phrases, sound like fire-crackers in an empty barrel."

WORDS TO LEARN

You learned ten words last month, some of which were not in your daily usage. If you learned them well enough to feel at home with them, so that you can use them without feeling self-conscious, your conversation has taken on distinction to that extent.

Try another ten this month.

If your club's Educational Committee has not taken the hint, go to work on it for yourself, at least. If you can persuade the Committee to use the big card shown in the March issue of *The Toastmaster*, page 25, that is fine. All the members can then profit by the plan.

If you have to go it alone, give yourself the benefit, at least.

Select any ten words from the list below, put them on a card which you will carry with you, and make it your practice to refer to it daily. Try to use one or more of the words every day.

The list:

inculcate (in CUL kate) to impress by repetition.
placate (PLAY kate) to appease; pacify
plenary (PLEE na ry) full; complete
promulgate (pro MULL gate) to publish; proclaim
obviate (OB vi ate) to remove or clear away in advance
ingenious (in JEEN yus) inventive; clever; adroit
ingenuous (in JEN u us) frank; noble, honorable
ebullient (e BUL yent) boiling up; effervescent; enthusiastic
phlegmatic (fleg MAT ick) sluggish; apathetic
edacious (e DAY shus) voracious; devouring
edify (ED i fy) to instruct and improve
emulate (EM u late) to try to equal or excel.
adversary (ADD ver sa ri) opponent;
antipathy (an TIP a thi) aversion; dislike; repugnance
rectify (REK ti fy) to correct; amend; set right

QUESTIONS ANSWERED

Q. Our club would like to get some training in parliamentary law. Do you have anything that will help us? We have planned to devote an evening to it soon. There is a man in town who is quite an authority on the subject, and we could get him to give us a lecture on it. Is that a good plan to follow?

A. Yes, by all means introduce some parliamentary practice. Don't talk about "parliamentary law." That sounds too formidable. What your men want is practical experience in conducting business, which is one phase of chairmanship, as treated in **The Amateur Chairman**.

Yes, we have abundant material to help you. We are sending you samples of the complete **Parliamentary Scripts**, which are standard for practice, not only in Toastmasters Clubs, but wherever such work is needed. We send also samples of **Stream-Lined Scripts**, which are excellent for casual use. In either case, it takes preparation and planning to make these effective.

No, don't devote an entire evening to "parliamentary law" and don't have anyone try to teach it to you in a lecture. The only way to learn to face situations is by practice, such as is provided in the scripts. One or two facts or principles can be mastered and practiced in a portion of your regular meeting program, preferably in the table topics period. If you tackle too much at a time, confusion will result.

Every Toastmasters Club should stage a planned parliamentary practice at least once a month, taking up different phases of the subject. We have the material to help you. But don't let it assume a fearsome, awe-inspiring appearance. It is quite simple when you get at it right.

Q. When should business matters be taken up in the club? Should the business session come first, or last; and is it proper for the toastmaster, in the conduct of the speech program, to handle business?

A. The best time for business is very early in the meeting. On **The President's Reminder**, a little card which is furnished to every club president, and which should always be at hand for consultation, the time for business, reports, minutes and the like is shown at ten minutes after the call to order, and this should not ordinarily require more than ten minutes.

Unless something extraordinary comes up, no business should be considered after the speech program. All business matters should be disposed of in the early period. To bring up something of that sort at the end of a lively speech program is distinctly anti-climactic, and spoils the effect. The wise president closes the meeting very briefly after the control is returned to him. His best closing words are remarks about the excellent program planned for next week, and he never — **positively never** — winds up by saying: "Is there anything else to come before us at this time? If not, the meeting is adjourned." He **knows** whether there is anything else to come up, and he knows that nothing should be permitted to interfere unless it constitutes an emergency. Closing a meeting is as important as closing a speech.

Business is not transacted during the program. The toastmaster for the evening has no right to do anything of the sort. The president or his representative must be in the chair when business is to be handled.

It is the business of the Toastmaster to conduct the part of the program assigned to him, and no more. If he does this well, he has done enough.

Useful Stories --and how they can be used

A Substitute

The scheduled speaker could not come, and a substitute was sent in his place. The substitute won the favor of his audience when he started with this story:

A college student was in for an examination in English literature. He found it hard going until he got down to the last question, which read: "In what year did Robert Browning die?"

He wrote: "Robert Browning died in 1889 — the year I was born. What an unfortunate exchange!"

"That is my situation," said the speaker, "as I come before you in place of Doctor Knowsit. What an unfortunate exchange!"

Deeply Involved

A deep question was being discussed by the speaker. He realized that he was becoming involved, not to say abstruse and hard to follow. Some relief was indicated, and he achieved it in this way:

The complexity of the subject reminds us of an argument by one of our well-known New England lawyers, who was working on a very complicated case. He had looked up the authorities clear back to Julius Caesar, and was using all of them in his speech to the court. After an hour and a half, just as he got into the most intricate part of his plea, he was pained to see that the judge was not paying close attention.

"Your honor," he said, "I beg your pardon, but do you follow me?"

"I have followed you so far," the judge replied, wearily shifting himself in his chair, "but I'll say frankly that if I thought I could find my way back, I would quit right here."

Fathers and Sons

You might be called upon to speak at a meeting of fathers and sons.

This story could be useful:

Father came home greatly excited by an experience on the way home. "There was a crazy man on the street," said he, "and he picked a quarrel with another man, and just as I came along, he picked up a shovel and tried to knock the other man's brains out. But I stopped it. I stepped right between them."

"Bully for you, Dad," said little Johnny, "he couldn't knock any brains out of you, could he?"

Or this:

A farmer boy was sitting on the creek bank fishing when a city visitor came up to him and remarked, "Your time must not be very valuable to you, young fellow. I've been watching you for three hours, and you haven't had a single bite."

"Well, stranger," the boy rejoined, "my time may not be worth much to me, but it's too valuable for me to waste three hours watching another guy fishing when he ain't catching."



Familiar Sayings

Here is a list of familiar sayings. Probably you have used every one of them, many times. But do you know where these came from? See if you can name the source of any or all of them. Then look at the inverted paragraph below, which will help with information.

1. The fat is in the fire.
2. When the iron is hot, strike.
3. A short horse is soon curried.
4. Two heads are better than one.
5. Love me little, love me long.
6. A penny for your thought.
7. Small pitchers have wide ears.
8. Many hands make light work.
9. There is no fire without some smoke.
10. A cat may look at a king
11. Mad as a March hare.
12. Set the cart before the horse.
13. I know on which side my bread is buttered.
14. Love me, love my dog.
15. When the sun shineth, make hay.

Each of these familiar sayings is from *The Proverbs of John Heywood*, first published in 1546. It was the earliest collection of English colloquial sayings, and was intended to contain all English proverbs of the time. Many writers have used the sayings. Shakespeare, Marlowe, Fletcher, Dean Swift and a host of others have included such of these as they needed. "Strike while the iron is hot" is attributed to Maximus of Tyria. "Love me, love my dog," was a proverb in the time of St. Bernard (12th century). *Qui me amat amet et canem meum*. The ultimate origin of these sayings is impossible to determine. They have been made familiar to us by their use in the writings of those men named above, as well as many others.

THE KEY

Fun With Figures

Here are some mathematical oddities. You may enjoy working them out to prove that the propositions are true. If you are a wizard at figures, you may be able to discover why these things are so. If you do find out, please let the Editor in on your discovery.

1. Any multiple of 9 adds up to 9. That is, if you multiply any number by 9, the product, when its figures are added laterally, will result in 9. For example, multiply 123 by 9. The product is 1107. Add these figures together and you get 9. Try it on as large a scale as you like, using any multiple of 9 as the multiplier, and when you add the digits of the product across, the final total will be 9. Take 6754, and multiply it by 27, which is a multiple of 9. The product is 182358. Add this across and the total is 27, equal to 3 times 9, or, when added together, the total is 9.

2. Write a row of four, five or six or more figures. Then reverse the order of the same figures, and subtract the smaller from the larger. For instance, take 8592. Reverse it and you have 2958. Subtract the latter from the former. The remainder is 5634. Add these figures and you get 18, and when you add these two figures, you have 9.

Why is it so? Any good accountant or engineer should be able to figure it out by algebra, trigonometry or calculus. Try it for yourself on as many different sets of figures as you like, and if you miss it at any time, notify the Editor.

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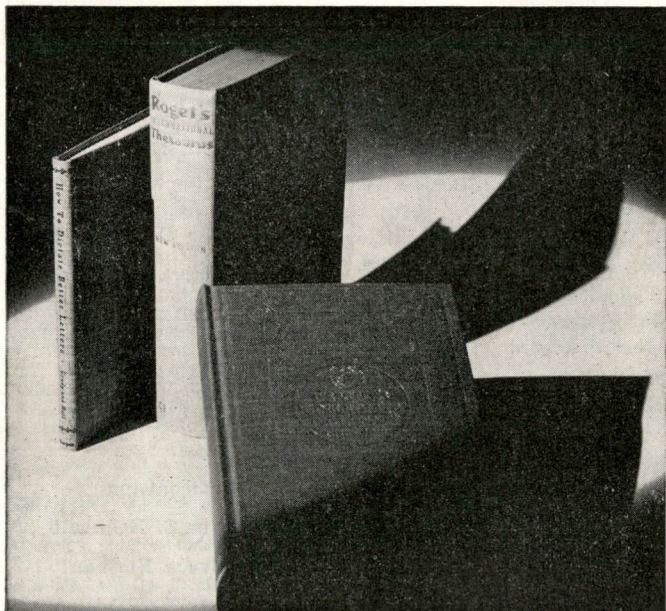
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356



*Books are masters who instruct us without rods or
ferules, without words or anger, without bread or money.
If you approach them, they are not asleep; if you seek
them, they do not hide; if you blunder, they do not scold;
if you are ignorant, they do not laugh at you.*

—RICHARD DE BURY.

The Speaker Needs Books--Good Books

At the Home Office of Toastmasters International there is carried a stock of good books, for the convenience of members. These books deal with speech, chairmanship, business practice, conference procedure, correspondence and other applications of speech. A list of these books, with prices, will be sent on request.

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