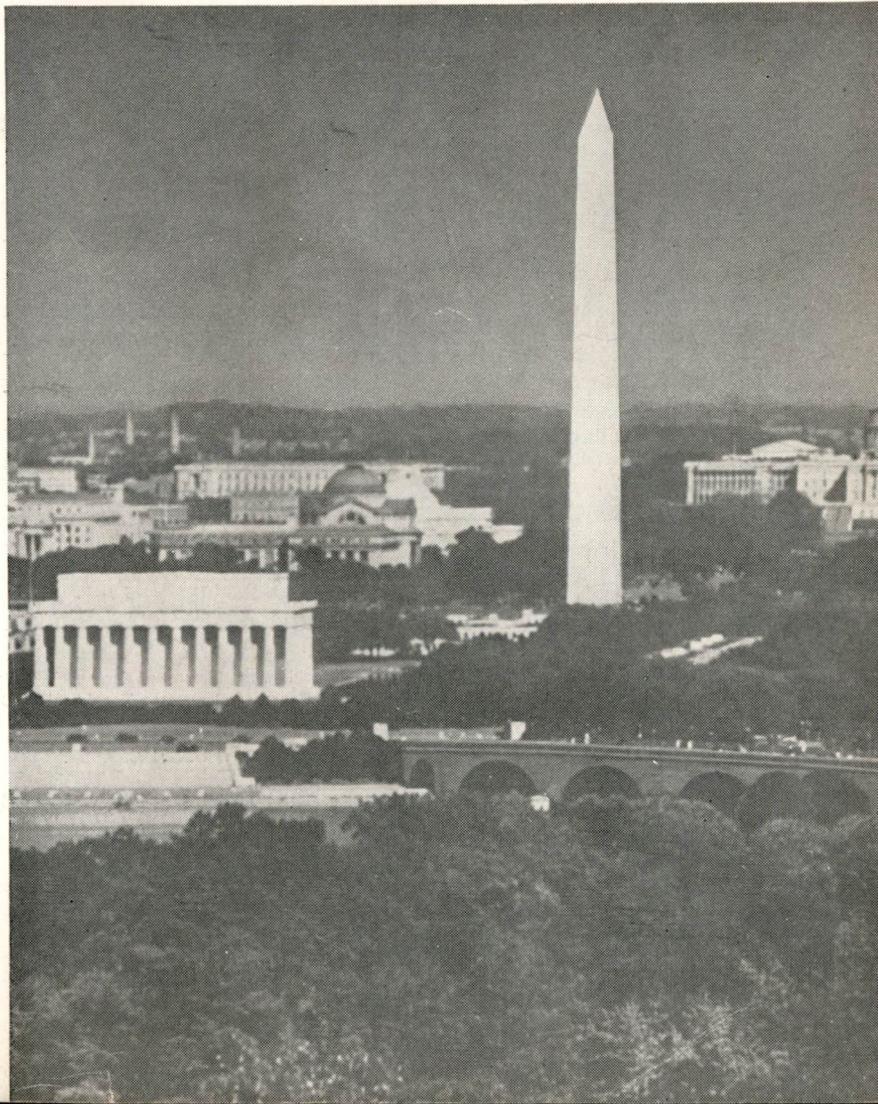


# THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

February, 1949

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TOASTMASTERS INTERNATIONAL, Incorporated in 1922, 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)

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Front Cover, showing The Capitol, the Washington Monument and the Lincoln Memorial, is presented by courtesy of the new Junior Board of Commerce Toastmasters Club, of Washington, D. C. (See picture on page 14.)

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# The Test of Greatness

By LEONARD E. MILLER

This is the month in which we celebrate the birthdays of two great Americans — George Washington and Abraham Lincoln.

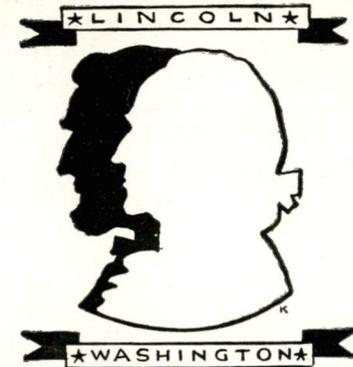
Different as they were in ancestry, in social status, in education, and in the problems they faced, these two men were typical Americans, and because of what they were and what they did, all the world today honors them.

As Toastmasters, devoted to self-improvement, we may pause to ask ourselves "What makes a man great?"

What is the true test of greatness? Wherein lies that divine spark which sets a man apart from his fellows, and causes his memory to be revered? When we study the life and work of such people as Washington, Lincoln, Emerson, Florence Nightingale and the hundreds of others who have left their footprints on the sands of time, can we find a common denominator?

Long ago I read a sentence by — I believe — Herbert Spencer, and I have never forgotten it. He wrote, "I will sit down before a fact as a little child, and follow that fact wherever it may lead me."

Here, for me, is a prescription for great living. Ask but one ques-



tion — "Is it true?" If it is true, then be not afraid to follow that truth, with the simple-mindedness of a child, wherever it may lead.

Shrink not, if in following that fact to its logical conclusion, it leads you, like Pilgrim, through the morass of prejudice. Shrink not when it leads against the blank wall of authoritarianism.

Remember that every great leader whom the world reveres today, whether it be in science, religion or sociology, was in his day cursed and reviled as a heretic, because he found a fact and was not afraid to follow that fact wherever it led.

Subscribe to the popular creed, and you are a privileged character. Advocate an unpopular idea, and every door is closed against you. The world prefers an echo to a voice. But the voice is heard down the ages.

The saga of mankind is an ever-changing pattern, a tapestry of time, woven by those great

thinkers in each generation who envision dimly the perfected design. The shuttle may pass from hand to hand, but the thread is endless and unbreakable — and the thread is Truth.

Let us not fear to weave our small part in the eternal pattern.

Let us resolve that henceforth, on every question, we will listen to the evidence, accept the evidence, and act on the evidence.

Here, I believe, is the real test of man's greatness. Seek ever the Truth, and fear not Truth when you find it.

## Congressman Commends Toastmasters



"One of the most fascinating meetings in my experience" is the way Governor George McKim, of New Mexico District 23 characterized a meeting at Los Alamos (the Atom Bomb City) which was attended by a delegation from Albuquerque. It was a regular meeting, with Congressman Melvin C. Snyder, of West Virginia, as a special guest. He was visiting the project as a member of the Congressional Committee of Investigation.

Governor McKim writes: "What impressed me most was the unsolicited statement by Congressman Snyder at the close of the meeting. He said: 'I was deeply impressed with the performance of the members during the meeting. My impression of Toastmasters is that it is one of the most advantageous clubs or organizations that I have ever had the pleasure of attending. It is easy to see the benefits of this training to the members.' In an aside, the Congressman remarked that he wished that more Congressmen were acquainted with Toastmasters." The line-up in the picture shows: C. T. McDermitt; C. C. King, Attorney; H. H. Kerr, Assistant Manager of ZIA Company; Congressman Snyder; Elmo Morgan, Assistant Project Manager; C. R. McNeely, Club President, and accountant; and District Governor George McKim.

## Presidential Impressions

By I. A. McANINCH



Three veteran Toastmasters met at Des Moines: President I. A. McAninch, George Westberg, Governor of District 19, and Carleton Sias, Director, of Waterloo.

The panorama of the freshly decorated Rockies as seen from the air was a good preparation for the panorama of Toastmasters in action which was to be observed in the course of my December trip of visitation. In ten days I had the pleasure of filling 21 engagements, with local groups, with district meetings and with single clubs, all in the great Middle West.

Everywhere I was impressed with the fine spirit, the growing interest, the careful planning, and especially

by the remarkable work being accomplished by the clubs which follow closely the regular weekly meeting schedule, and the educational program which we provide for them.

The district meeting in Minnesota's District Six was a high point. They said it was the largest district event they have ever held, and its quality measured up to the size. It was well planned.

It was inspiring to see men like McEvoy of Omaha, Braithwaite of Sioux Falls and Sias of Waterloo all present at Des Moines for the District 19 meeting. Many men traveled long distances to take part in the sessions.

At Denver, Fort Collins, Casper, Des Moines, Minneapolis-St. Paul, Beaver Dam, Milwaukee, Chicago, Indianapolis, St. Louis, Tulsa and Oklahoma City, it was the same story — a group of able men, interested in personal improvement and in extension of our training to groups not now so favored. And so I return home with a new sense of responsibility and opportunity. It is good business to be a Toastmaster.



This is the crowd which greeted President McAninch as District 16 Toastmasters met in Tulsa. (Photo by Hopkins)

# THE Toastmaster

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## A LOOK AHEAD

Now that all the other wise ones have issued their predictions and forecasts for 1949, let us take time to look ahead with Toastmasters, and with public speaking in general. What does our crystal ball reveal?

We predict that thousands — many thousands — perhaps millions of men will come to realize their need for skill in speech. They will wish that they could face audiences and speak their minds. Some of these men will find places in Toastmasters Clubs, and will gain more or less training. A comparative few will appreciate the opportunity to such an extent that they will work hard, attend faithfully, and become confirmed Toastmasters. Many more of them will work for a while, then will grow tired, and will drop out, having gained some degree of facility, but far short of their possible achievement.

We predict that the men who persevere and get the maximum good from their training in the Toastmasters Club will be better prepared to meet the leveling-off period which may be expected in 1949. Some of these men have been living in a salesman's paradise, with customers chasing after them and shouting, "Please! Please!" In months to come, the pursuit will be reversed, with the salesman screaming to the customer, "Please! O Pretty Please!"

Whether the salesman is trying to sell commodities, services, ideas, or his own ability to earn, he will need to know how to present his proposition clearly, concisely, convincingly. He will need the skill of the public speaker to win attention, create interest, line up his facts so as to persuade his prospect, and then close the sales talk with a conclusion which will put the name on the dotted line.

The far-sighted salesman, sales manager, executive or clerk will not be bowled over by lower prices, larger inventories and diminishing demand. During good times they have been preparing for the slowdown. They know that the heart of any business, large or small, is the sales department, and they know that sales cannot be made without correct and persuasive use of words.

This is why many firms insist that top-grade salesmen and department heads join a Toastmasters Club. This is why many more ambitious men will ask for Toastmasters training in 1949, and will use it to improve themselves and their work.

## Introducing--

HORACE HUMPHREY -- Toastmaster.

Better known to his fellow Toastmasters as Ho-Hum.



"Sh-h-h... Pa is working up his contest speech"

# Our Conventions Are Different

By JOSEPH P. RINNERT, Chairman 1949 Convention Committee.

We Toastmasters can "point with pride" to our annual Convention as being different from the conclaves of other organizations. This is not a Pharisaical attitude, but simply the pride which good workmen take in a job well done.

Here are some reasons why our Conventions are different, and why each is judged to be better than its predecessors.

First: Conventions need speeches; and the best qualified men are selected for Convention programs.

Second: The importance of timing is stressed in every activity.

Third: Not merely speeches, but panel discussions, dramatizations, skits are presented.

Fourth: Participants are not only good speakers, but they know their subjects. They are selected for ability, not position or publicity.

Fifth: Programs combine work with play. Emphasis is on the serious aspects of effective speaking without neglecting the lighter side.

Sixth: Hospitality and friendship underline the cordial welcome which keynotes our Conventions.

Seventh: Instruction is given on the various phases of speech and chairmanship, as well as of business and executive functions.

Eighth: Audience participation is a vital ingredient.

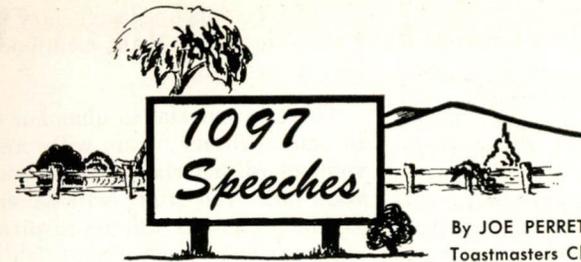
Other reasons include the educational sessions, packed full of information for every single member, whether he is preparing for his "Breaking the Ice" speech, or is approaching the persuasiveness of a Cicero; the streamlining and

concentration of the program, to give maximum benefits in a minimum of time; the Hi-Jinks luncheon, which presents clean fun, guaranteed to produce a laugh a minute; the Speech Contest Finals, with speakers who have messages and the ability to deliver.

The ladies may attend all sessions, and special activities are planned for those not wishing to attend the business or educational sessions. The cost of the Convention is nominal, thanks to volunteer work of hundreds of Toastmasters.

This year's Convention meets at the famous Hotel Statler in St. Louis, from Thursday, August 11 through Sunday, August 14. The three educational sessions are planned for Friday evening, and for Saturday morning and afternoon, so that Toastmasters living within a thousand miles of St. Louis can attend all the sessions, as well as the Saturday evening speech contest, merely by taking a long week-end. Those who come from greater distance, and all local men who can plan their vacations for the week, will be able to enjoy all the sessions.

Don't debate the matter! Ask the man who has attended a Toastmasters International Convention. If you do that, we — thousands of us — will be seeing you in St. Louis next August.



By JOE PERRETT, of Angeles Mesa Toastmasters Club, No. 50

Just one hundred and two years ago (February 11, 1847) one of February's greatest sons was born — Thomas Alva Edison.

A speaker could give at least 1097 talks about Edison without repeating himself, because 1097 is the number of different patents issued to this one man, whose inventive genius amazed the world. Certainly in all history no other man has contributed so much to the convenience, comfort and lessened toil of mankind.

The life and work of Edison could readily be made the theme for an entire program, with each speaker discussing a different aspect of the subject. Speech titles almost without end present themselves: "Edison an Inspiration to Youth," "Edison and Free Enterprise," "Edison and the Electrical Age," "Industry's Debt to Edison," "My Personal Debt to Edison" are a few of the inspiring themes which challenge our study.

Another interesting discussion could be built around the principal discoveries and inventions of this great man, with specific assignments to the various speakers, such as "The Beginning of

Movies," "The First Electric Light," "How the Talking Machine Started," "Let There Be Light," and many others.

Thomas Edison made but few public appearances and claimed no ability as a speaker. He was a research worker, and his time was most profitably spent in the laboratory. He was a doer rather than a talker.

His last public utterance was on June 11, 1931. He said: "My message to you is, *be courageous*. I have lived a long time, and have seen history repeat itself again and again. I have seen many depressions in business. Always America has come out stronger and more prosperous. Be brave, as your fathers before you. Have faith. Go forward."

Further inspiration for talks may be found in the sayings of the great man. Here are a few of them.

"There is no expedient to which a man will not go to avoid the labor of thinking."

"A man who dares to waste one hour of time has not discovered the value of life."

"I never did anything worth doing by accident, nor did any of

my inventions come by accident."

"Nearly every man develops a new idea, works it up to a point where it looks impossible, and then he gets discouraged. That's not the place to get discouraged; that's the place to get interested."

"Spilt milk does not interest me. I have spilt lots of it, and while I have always felt it for a few days, it is quickly forgotten and I turn again to the future."

"My experience is that for every problem the Lord has made me, He has also made me a solution."

Others have spoken convincingly of Edison. Henry Ford once said: "Edison did more to abolish poverty than any other person or group of persons since the beginning of the world." And Charles F. Kettering remarked: "Every

citizen is as much a beneficiary of Edison as if he had mentioned him in his will."

There is material in abundance. In any library you will find volumes of material to weave into your talk. The study will be enjoyable, and you will be inspired and enriched in addition.

Spend an evening in your club talking about the life and ideas and ideals of Edison. Learn from his failures and disappointments that a battle is never lost until the fighting stops. Learn from his successes that achievement costs much, and is worth all it costs. Get at least one speech of your own out of the 1097 subjects which are centered on the great inventor.

#### About Edison's Deafness

He was a worker rather than a talker.

Two of his best known characteristics were his deafness, and his lack of business acumen. Just how serious was his deafness was a secret known to but a few of his friends. He found it convenient as a protection against inquisitive visitors.

A specialist called upon Mr. Edison with a plan to restore the hearing. His proposal met with an emphatic negative.

"What I am afraid of," said Mr. Edison, "is that you would be successful. Just think what a lot of stuff I would have to listen to that I don't want to hear! To be a little deaf, and be the only one who knows just how deaf you are has its advantages. I prefer to let well enough alone."

#### Edison As a Business Man

For one of his inventions the Western Union Company offered Mr. Edison one hundred thousand dollars. He appeared to be unable to grasp the idea of such a sum, and would not take the money. "It is safer with you," he said. "Give me six thousand dollars a year for seventeen years, and call it square."

## Prospects Unlimited

By WILLIAM STARN, of American Legion Toastmasters Club No. 637, of Canton, Ohio.

How would you like to have the greatest product in the world to sell, and the whole world in which to sell it?

I can already see a gleam in the eyes of several of our peddler members. But wait a moment. In addition to the greatest product, and the world as your territory, we offer you all the profits from each sale, as well as exclusive territory rights!

Those eye-gleams are growing brighter. Come closer, and I'll explain our proposition.

The manufacturer of this product is *you*, because the product is your personality — your character — *yourself*.

There you have it — a product as good as you care to make it, and one which can be sold to anyone in the world if you make it good enough.

Consider the many little things which you do every day which, in effect, are sales tactics by which you sell yourself to your fellow man. Perhaps you ride the bus to work. You enter the bus and give the driver a smile and a "Good morning" — as well as a bus token. What are you actually doing? You are selling your personality to that man.

When you enter your shop or office, and stop to hold open the door for a lady — notwithstanding any particular ulterior motive

you may have — you are selling your courtesy and good training to that person. "Thank you," and "You're welcome," and "Yes, sir," and "Yes, madam," are naturally signs of good breeding, but they are also a sales medium by which you sell yourself to others.

How many sales did you make today? How many customers did you lose?

Some of us, no doubt, had a good day and reaped profits in a new friend, or in an already established friendship made stronger. Perhaps some of us were not so successful. But there is this one thing about our product — if we do not make the sale today, we can try again tomorrow, and the product can always be improved until it is as good as we care to make it, while the prospects are still unlimited.

A most unusual characteristic of the product I have been describing is that the more effort and integrity you put into each sale, the better your product becomes.

The prospects are unlimited. The goods are as good as you are willing to make them. The sales depend upon your energy, your thoughtfulness, your willingness to take trouble and make an effort.

Now is the time to put on your sales campaign.

# Timing The Meeting

In any meeting, adherence to the previously arranged schedule is important. While circumstances may make it necessary to take some liberties with this schedule, no serious deviation in timing should be permitted except by action of the members to extend time. This rule is of especial importance in a Toastmasters Club meeting, where all parts of the program are timed, and should be carried through faithfully. That this matter needs attention in many clubs is indicated by the article by Toastmaster F. G. Rowe, of Greensburg, Pa., Toastmasters Club, which recently appeared in *The Speakeasy*, that club's bulletin.

From time to time almost everyone complains to the effect that some of our meetings are far too long, and the chairman usually is held to blame.

While the President has a certain amount of control in keeping things moving on schedule, other participants can help to keep out the sags. We are a mature club, but we are still handling some of the mechanics of a meeting as if we were new at it.

The Educational Committee should take on one more duty. They should instruct each man, when he is to serve as Toastmaster for the first time, as to just what are his duties, and what simple mechanics are involved. I suggest the following way of operation to prevent lulls in the meeting while out-of-time arrangements are being made:

*The Topicmaster* — If written slips are to be given out, let them be passed a little in advance, so that the Topicmaster can give his brief introduction and start the topics discussion with a bounce.

*The Toastmaster* — Let him introduce the Evalumaster, who has already arranged for distribution of ballots and made sure that the

timing arrangements are complete. He may indicate the method of timing, and mention the names of the individual evaluators. If any of the appointed evaluators are absent, the Evalumaster should have arranged for a substitution in advance. If these steps are taken, no time is wasted in getting the program under way. The Evalumaster can finish his announcement in short order, and leave the field to the Toastmaster.

The Toastmaster, having made proper preparations, puts his program through with efficiency and dispatch. In performance, he (1) consumes a decent minimum of time in presenting speakers; (2) calls for the vote on best speaker at the proper time; (3) calls for collection of votes by previously appointed tellers; (4) presents the Evalumaster who conducts the period of evaluation; (5) returns control of the meeting to the President when the program is completed.

A meeting thus planned and conducted ends on time, and the members leave with a sense of good work well done, and with an appetite for more of the same.

# Add The Icing

By WILBUR M. SMITH



"Well, that's another great meeting," said Tom as he tossed a coin on the counter and ordered coffee for two. "What did you think of it?"

I shot back my answer in one all-inclusive "Wonderful!" and then followed through with the question which had been on my mind these past five months. "Tom, as President of our club, what is your explanation of its success? Other clubs in town are constantly putting on membership campaigns and trying to whip the attendance problem. But here is our Toastmasters Club, with an overflowing membership and an enviable attendance record, sailing serenely along without a single worry. Why? What's the answer?"

"There is no secret about it," Tom replied. "It's easy. You just add the icing to the cake."

"Sure, friend, just mix up some frosting and dump it on a cake and you have a good club," I responded sarcastically. "Sounds silly to me. What do you mean by 'icing' and 'cake'? And do you use chocolate or vanilla for flavoring?"

"That's a fair question," Tom proceeded. "I'll explain it so you

can understand it. The 'cake' represents the good, solid educational part of our club programs, the reason we belong to Toastmasters. We follow the educational plan so as to learn to speak in public and to prepare ourselves for leadership. The 'icing' is the extra dividend, the added zest which is so vital to each meeting — the surprise element which creates better fellowship and more fun and enthusiasm for each individual member, and for the club as a whole."

"I follow you so far all right," I told him, "but what has that to do with good attendance and full membership?"

"Just about everything, that's all," Tom answered. "Those other clubs have the problem you mention because they do not add the icing. They may not even have very good cake. The members know what to expect every time. The programs are stereotyped — an out-of-town speaker, maybe a singer or a movie — the same old thing — and the incentive to attend is weakened. At our Toastmasters Club you never know exactly what will happen, but you know it will be interesting, and

that you are certain to learn something. *How* you learn it — the novelty in presentation — is what brings you back each week.

"Take last week's meeting, which was just announced as a regular meeting. The Program Committee went to work and put the icing on the cake for us. Remember? It was a surprise to find the whole business run backwards. It was amusing to hear the critics evaluate the speakers before they made their speeches. It stimulated them to do better. I know it was good for Jim White when his critic told him: 'Well, Jim, I suppose this will be one of your regular talks, with good material and organization, but not a particle of humor.' Do you remember how Jim got up and let go with some keen fun for a change? He couldn't pass up that challenge. Unusual meetings? Sure, but the boys are still talking about it and asking for a second helping. We'll do it again some evening when they aren't expecting it.

"Remember the last time you spoke? You were prepared for the regular routine, but the Program Committee added the icing by ushering you and the other speakers into another room, where you faced a microphone. You were scared stiff. We could tell that by the quiver in your voice as it came over the loud-speaker, and you

realized it too, when you listened to the recorded playbacks. But you learned from that experience, and you were the very first person to call it a success.

"And so you see there's nothing mysterious about keeping up membership and attendance. It's just a matter of surprises, extra trimmings, novelties, changes in the routine. Our Toastmasters Club exists for one reason: the development of its members. This serious purpose can be made as dull as the multiplication table, or it can be trimmed up like a Christmas tree. We are lucky in having a Program Committee whose members are willing to take the trouble to add the trimmings. They put the icing on the cake for us, and we love it.

"That's all of the lecture for this time. Will I see you at next week's meeting?"

"Try to keep me away," I replied. "I heard some of the Committee men tonight talking about their plans, and it sounds like a circus coming up. I don't see how they can stage the program the way they were planning, but I surely do want a piece of the 'icing,' as you call it, when they cut the cake next time."

(Remember, Mr. Program Chairman, that the educational material now in your hands will help you put "the icing on the cake" for your own club.

If you would rule the world quietly, you must keep it amused.

—R. W. Emerson.

We love to expect, and when expectation is either disappointed or gratified, we want to be again expecting.

—Johnson.

## "These Three"

By L. L. SWEET, of Downtown Toastmasters Club No. 141, Los Angeles.

A man who has no policies to guide him may be likened to a ship without a rudder. Each may be operating under a full head of steam, but going no place in particular.

A policy is a comprehensive, long-range plan for a course of action by which a definite objective is to be accomplished.

The implementation of a local idea can hardly result in anything more important than a local, limited accomplishment. The implementation of a policy, however, should lead to an achievement commensurate with the scope of the policy.

The members of your Educational Committee are much interested in the development of an adequate policy for your club. They believe that each member would profit materially through the adoption of definite, long-range policies for speech improvement. With this thought in mind, I offer you "These Three" as a guide to a successful career in public speaking.

"These Three" have to do with (a) audience valuation; (b) effort as to composition and organization, and (c) practice. Certainly these are among the most important policies for development in speech.

I like to think of audience value in the sense that the audience is one of the most important elements in a Toastmasters Club,

or for any speaker. It contributes more than almost any other factor in helping the speaker to reach his objective.

Sometimes a member may say to himself, "I have no special assignment this evening, and as I have nothing to contribute, I will miss the meeting." That is a great mistake. His presence, as a member of the audience, may contribute more to the improvement of the speakers than any other help he could give.

Another way to look at the value of the audience is through the questions: (1) How is a speaker to learn how to think through the haze of tensional harassment which besets him, if he does not have that atmosphere? (2) How can he learn the many techniques which he must bear in mind while delivering a speech if the audience is not there to provide the atmosphere?

A speaker simply cannot get the feel of talking to an audience if no audience is present. He must have the implied challenge of listeners to give him the essential lift that will make him do well. You make a substantial contribution when you serve simply as a member of the listening audience.

From what has been said about audience value, it is an easy transition to the policy of effort with respect to organization of materials.



The building of a speech is no simple matter. It requires work, review, research and practice. The speaker must learn the forms of speech organization, and how the three primary sections of introduction, discussion and conclusion must be varied and expanded as required by the occasion. He must learn to employ the various elements of rhetoric such as figures of speech, stories, illustrations, humor and the like, to lift his speech above the common level — to give it life, clarity and acceptance. This is something not accomplished by casual, intermittent effort. It takes long-range planning.

Recognizing the value of the audience and the necessity for effort in speech construction, we must take one step further in the formation of our speech policies. We must formulate and follow the policy of practice.

The member who is to speak should come to his club with the attitude of a learner. He must

realize that practice is the price of skill. He must understand that today's failure is a steppingstone to tomorrow's success. He must learn that the halting, disappointing effort of today is laying the foundation for the smooth, assured speech of the future.

Without practice, and plenty of it, the speaker cannot learn to put into use the many principles which are involved in successful public speaking. It should be obvious that practice is the final and combining policy which makes "These Three" paramount in the work of any person who aspires to succeed in public speech.

To summarize, let it be said that "These Three" policies contribute to a stronger heart, a sharper mind and a more successful career. They constitute the rudder for the speaker which, backed up by a full head of power, will carry the aspirant to his goal, skill in speech, and leadership through ability to speak.



AT WASHINGTON D. C.

This is the line-up of members of the Junior Board of Commerce Toastmasters Club members, when they received their charter. Among the distinguished visitors present were Bert Mann, of St. Louis, Director, and Lewis C. Turner of Akron, Vice-President of Toastmasters International. Seated are: F. E. Davis, President Junior Board; C. W. Binker, Secretary of the new club; T. R. Hartley, Vice-President; L. C. Turner; J. W. Ingram, President; Bert Mann; E. F. Gillen, Deputy Governor; and H. W. Neilson, Sergeant-at-Arms.

## Style In Speech

Form is important in any work. Style and finish mark the difference between a novice and a master, whether he be a musician, a baseball pitcher, a soda jerker, or a public speaker.

Primarily, the man must deliver the goods. A pianist may ruffle his hair and jump halfway over the piano, but if he can't hit the notes, he flops. The pitcher may wind up like a clock spring, but he has to split the plate or he goes to the bench. The soda clerk may be a minor Astaire, but if he doesn't make a good milk-shake, he dances right out of the picture.

The speaker may be a fine show-off, but he can't hold an audience without a message. On the other hand, if he has a message and delivers it carelessly, sloppily, without style and finish, he kills its effect.

But if the speaker *has* a message and delivers it with form, style and finish, he becomes more than a mere talker before a crowd. He shows himself a real speaker — even an orator.

Oratory, in the words of one of the masters of the art, is "skill in speaking well."

The first essential of "speaking well" is to have something to say that is worth saying, but for the speaker who will progress beyond the tyro stage, acquisition of correct form and style in delivery is quite as essential.

The speaker's style in speech is his own individual possession. It distinguishes him from other speakers. His style is the sum total of his habits and mannerisms. This is why it is so vitally important that his habits and mannerisms be good ones. This is why it is necessary for him to have criticism by those who can distinguish between good and bad habits, and who can point the way to improvement.

It is not the critic's business to change the speaker's style of speech, but to show him how to develop and improve that style so that it shall be used at its best.

Some speeches are not good enough to deserve good delivery. In that case, the speech should be left unspoken. The speech which deserves to be heard deserves to be well delivered. With good delivery, even a commonplace speech carries weight.

Lord Chesterfield said it well in these words: "Style is the dress of thoughts. Let them be ever so just, if your style is homely, coarse and vulgar, they will appear to as much disadvantage, and be as ill received, as your person, though ever so well proportioned, would be if dressed in rags, dirt and tatters."

The Point of Emphasis for February in Toastmasters Clubs is "Delivery, Audible and Visible." Special attention throughout the month is to be given to improvement of delivery, elimination of bad mannerisms, and cultivation of style and finish in speech.

# Toastmasters in Action



Photo by Courtesy of Minneapolis Tribune.

At the Annual Booster Night of five Minneapolis Clubs, (Minneapolis, Gopher, The 388, Royal Arcanum and Minneapolis) Edgar R. Barton of the Gophers, waxed eloquent as he spoke of "History in Your Own Back Yard." The three men so completely spellbound are James N. Scott, Mel Anderson and Ed Young. Observe the Barton gesture technique.



Birthday cake at Inglewood, California marked the tenth anniversary of Toastmasters Club No. 114. It was an event for "old-timers" and many were present. Robert Irwin, Charter President (1938) cut the cake, with the aid of Past President Edgar Pierce, and Charter Secretary Harper Wren.



(Photo by Van Westrop.

This is an unusual Salvation Army costume which is worn by Governor Harry La Dou, of District Five, but this one, and others quite as distinctive, helped him and other San Diego Toastmasters to fill up the kettles for the Salvation Army Christmas Fund when the men went on the streets one day just before Christmas. (See item on page 20).



Dr. Gene Osello, winner of the trophy offered by Roseland Toastmasters Club of Chicago, for greatest improvement in speech and greatest service to the club, received the award at the hands of Lieut. Governor Emmet Holmes. In the background is one of a series of posters prepared by Dr. Osello.



Pirates paraded at the "Nautical Night" program presented by Toppers Toastmasters Club No. 124, of Huntington Park, California. It was arranged by W. S. Kerr, who served as Toastmaster for the evening. Speeches dealt with the romance and allure of the sea. Toastmaster Kerr and Pirate Blackie Lang crossed swords in verbal combat.

# Across The Executive Secretary's Desk

By TED BLANDING

## Your District Dollar



I believe that the average member joins a Toastmasters Club to improve his speech so that he may take his rightful place in community and business. With this logical approach, he will demand of his club those services, available through the Home Office, which will train him in effective speech and leadership.

When Toastmasters International was a small organization, the Home Office was intimately related to each club; but as we spread around the world, it becomes necessary to devise a method whereby that intimacy can still be maintained, enabling clubs to carry forward the educa-

tional program. For this reason, the District has been given a prominent place in the organization.

Each member pays a per capita tax to Toastmasters International so that funds are available for materials and services. Each year \$1.00 per man is withdrawn from that per capita tax and earmarked for District use: insurance that each club will receive and use available materials.

With this District dollar the District Governor establishes a District organization made up of himself, the Lieutenant Governor, Area Governors and the Educational Chairman, plus Chairmen of any other committees formed to bring Toastmasters service most effectively to the clubs. The club contact in this organization is the Deputy Governor. He should be in contact with the Area Governor and the District Governor, checking to see that his club is obtaining the best in speech and leadership training.

I repeat that the average member joins a Toastmasters Club to obtain the maximum benefits for himself; and if he is to obtain these benefits, he will make sure that his club is in constant contact with the District and the Home Office. When we are assured that he is receiving the full training, we will know that he is of greater service to himself, his community, and his nation.

# What's Going On



GOODWILL AT ALTON

Toastmasters of Alton, Illinois, jumped the gun on Brotherhood Week, by staging a "goodwill" program in December, as an appropriate prelude to Christmas Day. Four members, representing four different branches of religious faith, spoke on their respective religions, and presented their ideas and doctrines without embarrassment, on the part of either the speakers or the audience. In the picture you see the team. Father James Hughes discussed "The Basis of Catholicism;" Dr. John Gill spoke on "The Fundamental Background of Unitarianism;" Fred Delano outlined "The Platform of Protestantism;" and Sol Sapot expounded "Judaism, Oldest of Religions." Dr. Frank Boals writes: "If nothing else was accomplished, the program opened a new field for discussion, and set up a signboard pointing toward other unexplored and supposedly taboo fields for discussion."

## Christmas Parties

Six hundred and twenty-three Toastmasters Clubs, in all regions, held special Christmas programs and parties. In eighty-nine percent of these, either the ladies or the children were entertained. In ninety-five percent, Christmas gifts were exchanged. In thirty-six percent, Christmas carols were sung. In exactly one hundred percent of the meetings, "a good time was had by all." Space limitations make it impossible to make individual mention of these special events. Please read your club's name into this article, and give it the proper classification as

to guests, gifts, music and decorations.

Special events at all seasons afford good program material.

## Civic Minded at Lincoln

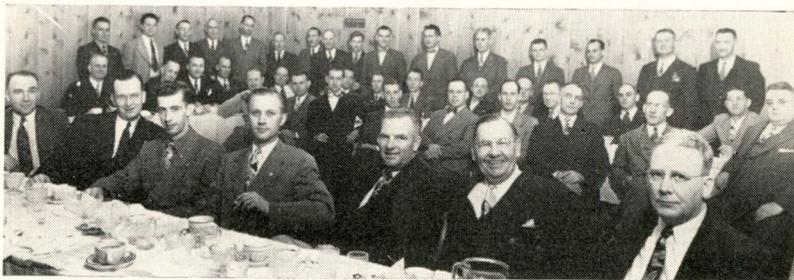
The Toastmasters Clubs of Lincoln, Nebraska, have been active in affairs of the city. Recently, an entire program was devoted to matters of civic interest. The mayor, chief of police, fire chief and other city dignitaries were present. Later on, members of the clubs appeared on a discussion panel at a public meeting in connection with a proposed revision of the city charter.

### Speech Without Words

"An outstanding speech" is the way the *Sycamore Challenger* (Sycamore Toastmasters Club of Terre Haute) characterized a recent offering by Forrest Rahe. "We really didn't hear it, and there could be some doubt as to its being a speech. It was a speech without words, a pantomime of a man rising in the morning, and of his actions from the time he turned off the alarm until he left the house. It proved that a speech really can be made without words."

### When You Travel

It is a good idea to carry a copy of the Club Directory, so that you can visit clubs in other cities. If you remove to some other city where you will be permanently located, it is an especially good idea to write the Home Office and find out what clubs are available for you to attend, so that you may transfer your membership and keep up your training. The Home Office, the District Governor and the Area Governor will exert themselves to help you relocate in a Toastmasters Club.



Governor Irving L. Saucerman, of District 7, presents this proof of enthusiastic interest among Toastmasters of Oregon. This shows the crowd at the District Council meeting, held at Klamath Falls. Most of the clubs in the district were represented by one or more men, and all but two of the 14 district and area officers were on hand. This is typical of Council meetings held in most of the districts.

### Community Chesters at Phoenix

At Phoenix, Toastmaster Ralph Kearns was chairman of the Speakers Bureau which did great service for the Community Chest campaign. He called in 20 fellow-Toastmasters from the Sunrise Toastmasters Club, as well as a number from the Maricopa Toastmasters, and with this great array of speakers, there were presented 44 radio broadcasts and more than a score of presentations before various groups. The quality of the service has led to plans for utilizing Toastmasters again next year, on an even larger scale.

### Salvation Army Recruits at San Diego

Again this season, San Diego Toastmasters (Number Seven) took over the Salvation Army Christmas Fund for a day, and put the fund up to a new high mark with a total of \$376.61 collected in the one day. Costuming and "sales talks" were a feature which helped to bring in the dimes and quarters and dollars. (Reported by *Voice of Number Seven*.)



C. E. Hathcock, president of Will Rogers Toastmasters Club, No. 647, of Tulsa, Oklahoma, received the charter for his club from W. Bruce Norman, Governor of District 16.

### Hidden Subjects at Long Beach

At the Christmas meeting of Long Beach Toastmasters Club, a novelty was introduced by Topicmaster Ernest Peters, when he presented each member with a

Christmas card. On the card was a photograph of the Peters home. The Topicmaster announced that if the lower end of the picture were raised, the topic would be found underneath. The topics thus concealed provided material for a lively discussion, not the least of which was the expression of interest in the cards themselves. Secretary Bob Sullivan, in reporting the item, explains that Ernest Peters is an enthusiastic amateur photographer, who is able to make his own Christmas cards.

### Camellias at La Canada

Hundreds of beautiful camellias were used to decorate the tables for the charter presentation at La Canada, California, when Charter No. 655 was presented by District Governor Clem Penrose, and accepted by President Lee Benson. This club, located in the foothills above Glendale, was sponsored by Verdugo Hills Toastmasters, and starts off with a full roster and associates.



Mission Toastmasters Club (No. 128) having fully recovered from the strain of helping entertain the 1948 Toastmasters International Convention, threw a big party for the installation of their new officers. The ladies were present to enjoy a remarkable program. The picture shows some of the men responsible for the success. They are: Bob Jennings, Secretary; Pete LoCodo, Deputy Governor; Dr. Claude Shull, Evaluator; William Hall, retiring President; Carlos Merrick, Area Governor and installing officer; Bob Burnett, new President; Bill Carlin, Vice President; Sidney Wolfe, Senior Director; Frank Pillsbury, Junior Director; Wm. Fried, Treasurer; and Martin Fath.

## A Toastmaster In The News

Paul R. Castleman, President of Merritt Toastmasters Club of Oakland, No. 539, has been elected



President of the Advertising Club of Oakland for the year 1949. He is co-owner of the Hopfer-Castleman advertising agency in Oakland;

was First Vice-President of the Advertising Club in 1948 and has been active in that organization for several years.

Paul Castleman was a charter member of Merritt Toastmasters Club and has previously served as Program Director, and was Vice-President prior to his election as President last November. He also served on the general committee for the 1948 convention of Toastmasters International at San Francisco.

## Radio Conscious

Huntington Park Toastmasters Club No. 14 has been making good on the radio recently, as have many other chapters. A conspicuously successful radio project has been handled by Area Five of Founders District, in which the clubs of Alhambra, El Monte, San Gabriel, Rosemead and Montebello, California, have had part. Radio Station KAGH made time available each Wednesday evening from 5:30 to 5:45, and the men have presented programs which have met with popular favor.

## The Christmas Spirit in Minneapolis

An unusual Christmas project was undertaken by Royal Arcanum Toastmasters Club No. 320, of Minneapolis, when the men passed up the usual Christmas party for the members, with exchange of gifts among themselves, and put the money into providing a happy Christmas for a family in need of cheer. (Even in Minneapolis there are some such.) They chose a family of six, with the father in the hospital, and the mother with little hope of any real Christmas for the children. The club provided gift certificates and cash in substantial amount, clothing and other necessities, and a generous supply of food for Christmas dinner and other days as well. Secretary William Bucholz writes, "We feel so good about this that we think you might like to know about it, and that possibly other clubs might like the idea."



## MONTEBELLO CELEBRATES

At Montebello, California, the Toastmasters Club entered a blue ribbon winner in the "Pioneer Daze" Parade recently held. It won much favorable publicity as well as the prize.

# Welcome, New Toastmaster!

The induction of a new member is an important matter. It demands special attention.



The purpose of the induction, whether in a Toastmasters Club or in any

other club, is three-fold.

First, the newcomer must be made to feel welcome. He must realize that he is coming into a friendly group, and that his fellow members want him to sense the warm fellowship which is characteristic of the organization.

Second, he must be instructed about the nature, the purposes and the methods of the club which he is joining. He should be told of the privileges and benefits which are his for the taking, and shown what he may reasonably expect to accomplish.

Third, he must be informed as to his own obligations as a member. He should be told what his duties are, and the penalties for failing to discharge these duties.

To conduct a satisfactory induction involves study and preparation on the part of the inducting officer. It is an important speech experience, and should be given full preparation, as is given to any serious speech.

Because of the importance of this experience, and because it may occur in many other organizations besides the Toastmasters Club, no form nor ritual has been prepared for induction of a new

Toastmaster. Certain suggestions are given in the Club Manual (page 25) but no prescribed speech has been devised. The inducting officer or member has the privilege of making up his own speech for the occasion.

For a successful induction ceremony, let the inductor first ask himself, "How would I like it if I were being taken into the club?" Then let him prepare the sort of induction speech which he would appreciate if he were the candidate.

In addition to preparing this speech, he should make sure that the club secretary has at hand a supply of the "Greetings to the New Member" packets, so that one may be presented to each new member, together with his membership card. Many clubs make a practice of presenting a Toastmasters lapel button to the new member, an especially commendable gesture, and a proper use for a portion of the initiation fee.

Presentation of the "Greetings" packet is an essential part of the induction. With it should go the explanation that the new man will receive his *Basic Training* and other materials from the Home Office just as soon as his name is reported by the secretary, and that the Educational Committee will show him how to use them.

When your turn comes to induct a new member, give him a warm welcome, and at the same time gain vital experience for yourself.

## Contests Are Timed

For the next several months, Toastmasters will be staging speech contests, first in the Areas, then in the Districts, and then in the Zones, selecting speakers who will compete in the final contest at the St. Louis Convention in August.

Quality of the speeches will be a paramount consideration, but timing is a factor hardly second in importance to quality.

Many a good speech has been disqualified because it ran overtime. Many a potential winner of first place has been graded down to second or third because he forgot to heed the spotlight. And many a fine contest has been spoiled for the people in attendance because those in charge neglected to watch the clock, and let the affair run far past closing time.

One reason why it is harder than it should be to draw a satisfactory audience for such a contest is that past experience has created the fear of a long-drawn-out, late-ending program.

To time a meeting accurately, there must be thorough advance planning, set up on a regular timetable. Loose planning will ruin the effect of a program as well as of a speech. Overtime will lose the victory for the contestant, and the audience for the contest.

Every Toastmasters meeting should be a model of timing. The bigger the event, the more important is the timely finish.

## Press Night

An unusual program, with good effects in all directions, was staged by San Diego *Number Seven* Toastmasters.

Three representatives of the club, Outside Activities Chairman Wilson Wade, President Ed Johnson, and District Governor Harry La Dou, called personally on the editors of San Diego's three leading newspapers to invite them to be guests of the club at this special meeting. All three editors accepted and were present. They were shown a regular meeting, from start to finish, but to make it more intelligible to them, the newspaper theme was chosen for the speakers.

Each speaker covered a section of the newspaper, the sections selected being the headline, the editorial, the comic page, the sports department, the classified advertising, and the feature section. The talks were all introduced and tied into the program by use of a dummy newspaper bearing the names of the three represented by the guests. The Toastmaster read his announcements from the paper, building them up with references to the ability of each speaker to deal with his portion of the news.

The program, having been well prepared, went off satisfactorily, amusing, entertaining and instructive in its effect, and the members of the club believe that they have established a new understanding of their work which will result in better coverage and interpretation of its activities by the newspapers.

## "CANNED" SPEECHES



From time to time — all too frequently — letters are received asking for prepared speeches or “model” speeches or “sample” speeches on various subjects and for various occasions. The answer always is that we do not deal in “canned speeches.”

The purpose of Toastmasters training is to help a man prepare himself so that when occasion arises for him to speak, he will have something to say, and be able to say it. If he has nothing to say, it is his privilege to keep still. To stand before an audience and repeat, parrotlike, a speech prepared by another, is a choice way to waste time.

This is not to be taken as an objection to the reading and even the memorizing of great speeches by great speakers. Every man who aspires to speak should take time to read and study some of the work of the great ones who have won fame as orators.

In the public libraries are to be found collections of great speeches, in many classifications. If one is to make a patriotic speech, or an after-dinner speech, or to deliver a literary or scientific or political lecture, he will do

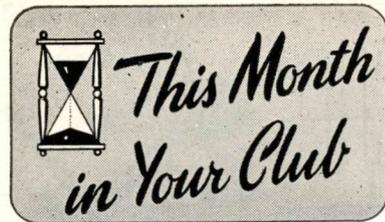
well to stimulate his thinking by reading something of the sort as done by an old master of the art; but he will not steal the speech. He will use it as an example of what can be done.

As a means of fortifying himself with quotable material, he may memorize portions of famous speeches, and practice delivering them, but he will not use them without credit to the originator.

For your own good, let it be said that you should never permit anyone else to prepare your speech for you. Make your own, even though it may not be so good as that which some expert could have done.

Use your training in the Toastmasters Club to prepare you to speak when called upon, presenting your own information and convictions as impressively as you can. Never attempt to palm off on an audience as your own the words of another.

Use your City Library. Find there the collections of the world's eloquence. Read great speeches and less great ones. But when you have read, then do your own thinking, and put your own thoughts into your own words.



### The Point of Emphasis

Speech Delivery, Audible and Visible, is the theme for every Toastmasters Club during February.

The Purpose is to help each speaker to eliminate bad mannerisms from his speech, and to cultivate and develop the good ones.

Mannerisms are characteristics which give individuality to the speaker and his speeches. They may affect posture, gestures, facial expression, voice, use of words, the entire technique of speech. Many mannerisms are good and helpful. The bad ones should be suppressed.

A bad mannerism is one which detracts from the effect of the speech.

During this month, let the speakers and the evaluators unite in concentrating on improvement in delivery.

### Evaluation

Evaluators will watch carefully all points connected with delivery.

They will commend good points, and condemn bad ones. They will observe the speaker as to posture, gestures, facial expressions and bodily movements, making special note of objectionable ones.

They will watch the voice as to pitch, quality, force, volume and rate of speech. They will be on the alert for grunts.

During this one month, pay less attention to *what* is said, but watch carefully *how* it is said. Good delivery may help to redeem even a poor speech.

### Uniformity

Individuality in speech is important. Do not attempt to reduce all speakers to a common style of performance. Let each man find his own best style, and then develop it. The speaker must always seek to be himself — his own best self.

### Club Administration

High points in the club's activity this month are the preparation for election of officers by appointing a Nominating Committee and getting things in order for a correctly conducted procedure; and the participation in the Area Speech Contest.

The president and his associates are making every effort to complete their term of office in worthy fashion. Check up on loose ends, and complete unfinished plans and projects.

This month is the latest time this season to start *Speechcraft* in order to get the greatest good from it. As a refresher course for experienced members and a recruiting and training school for new ones, *Speechcraft* is the best method. It cannot be successfully presented without careful preparation and planning.

New members are to be enlisted and educated. Be sure that they are welcomed in due form, and with proper ceremony.

Some members should be ready for Basic Training certificates this month. Don't overlook them. Help them to secure their certificates, and then have a formal presentation.

For better education and administration, make the most of the possibilities of February as program material. Remember the famous birthdays: Washington, Lincoln, Horace Greeley, Lindberg, Dwight L. Moody, Charles Dickens, Charles Lamb, William Allen White, Thomas Edison, Charles R. Darwin, Li Hung Chang, Henry Watterson, David Garrick, Cardinal Newman, James Russell Lowell, Johannes Gutenberg, Christopher Marlowe, Victor Hugo, Buffalo Bill, Henry W. Longfellow, and Wilfred T. Grenfell.

Remember National Brotherhood Week and build a program for it.

### THE BIBLIOPHAGIST

For biography in February, read Elbert Hubbard's *Little Journeys to the Homes of American Statesmen*. It is easy to read, filled with interesting information about a dozen great ones, and it will add much to your store of illustrative and informative material.

For a comprehensive view of world affairs, read *God in History*, by G. Sherwood Eddy. You will not agree with the writer at all points, but you will find a wealth of information which should start you on new lines of study. There is speech material in every chapter.

Both of these books should be available at your City Library, but perhaps you will find on your own shelves a neglected copy of *The Sketch Book*, by Washington Irving. Read it for enjoyment,

remembering that Irving was the first American humorist recognized as such by British literary critics. He was a master of words, an artist in description. If you do not care for *The Sketch Book*, turn to the *Knickerbocker History of New York*. You can't help enjoying that.

If you read last month Chauncey M. Depew's *Memories of Eighty Years*, you had a delightful experience. Did you note the informal way he had of preparing his speeches? And did you notice that he liked to "take a vacation" by going out on a campaign speaking tour? He liked to talk, and people liked to hear him.

Please do not take his book as a guide to the best use of language. He had several bad habits in so far as rhetoric and grammar are concerned. Dangling participles and unmatched verbs and nouns are not infrequent. Don't assume that his use of them makes them correct. But don't read the book as a treatise on grammar. Read it for enjoyment and for information.

Unless you are impervious to good stories, you surely found several which you can borrow.

To introduce you to the Sherwood Eddy book, suggested above, these excerpts are offered:

The four principles which we find are fundamental for the full realization of man's life are (1) Justice, (2) Brotherhood, (3) Liberty, (4) Love. (page 14)

If Christianity is true, we have in it the final solution of our problem. (page 267)

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# HOW WE TALK

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## WORDS WITHOUT SPEECH

Of deep interest to all speakers who struggle to develop skill in gestures is the following excerpt from "*Words, Their Use and Abuse*, by Dr. William Mathews. Published in 1876, this book is now unavailable, except in philological collections, but the study of action as a part of speech is so timely and full of suggestion that this quotation is given. Dr. Mathews writes:

The question has often been discussed whether, if man were deprived of articulate speech, he would still be able to think. The example of the deaf and dumb, who evidently think, not by associations of sound, but by touch — using combinations of finger speech instead of words, as the symbols of their thoughts — appears to show that man might find an efficient substitute for his present means of reflection.

The telegraph and railway signals are, in fact, new modes of speech, which are quickly familiarized by practice.

The engine driver shuts off the steam at the warning signal, without thinking of the words to which it is equivalent; a particular signal becomes associated with a par-

ticular act, and the interposition of words becomes useless.

It is well known that persons skilled in gesticulation can communicate by it a long series of facts, and even complicated trains of thought. Roscius, the Roman actor, claimed that he could express a sentiment in a greater variety of ways by significant gestures than Cicero could by language. During the reign of Augustus, both tragedies and comedies were acted, with powerful effect, by pantomime alone.

When the Megarians wanted help from the Spartans, and threw down an empty meal-bag before the assembly, declaring that "it lacked meal," these verbal economists said that "the mention of the sack was superfluous."

When the Scythian ambassadors wished to convince Darius of the hopelessness of invading their country, they made no long harangue, but argued with far more cogency by merely bringing him a bird, a mouse, a frog, and two arrows, to imply that unless he could soar like a bird, burrow like a mouse, and hide in the marshes like a frog, he would never be able to escape their shafts.

Facts like these tend to show that man might still have been, as the root of the word *man* implies in Sanskrit, *a thinking being*, though he had never been a *speech-dividing* being; but it is evident that his range of thought would have been exceedingly narrow, and that his mightiest triumphs over nature would have been impossible.

# Picturesque Words

## Detective

This comes from the Latin participle *detectus*, which is a form of the verb *detegere*, to uncover. That is, *tegere* means to cover, and the prefix *de* throws it into reverse, so that the word takes on the meaning of revelation by uncovering — stripping off concealment. So our modern detective, or "sleuth," is one who takes off the lid — unwraps the package — and reveals what is hidden.

## Sleuth

This word really means the track of an animal. The oldtime detective stories introduced "Old Sleuth," who unfailingly traced the villain to his hiding place, and put his name into popular use. At first, "sleuth" was applied to a deer track, but it came in time to mean any animal track. Back of it was an Old French word, *esclot*, meaning a groove. (Yes our word "slot," in the sense of an indentation, came from the same source.) The narrow footprint left by the dainty hoof of the deer seemed to resemble a slot, hence the name. Eventually it grew into our "sleuth," and because that word meant a track, it came to mean the tracker also. You will find "sleuth" listed in the Webster Dictionary with the meaning of the track or footprint of an animal, and that meaning is marked "obsolete," while the present day meaning, carefully distinguished as U. S. usage, is a detective.

## Clew

The sleuth must have a clew, or he can't be expected to detect. But he may not know that the original "clew" was a ball of thread. When Theseus went to Crete, supposedly to be devoured by the Minotaur, Ariadne fell in love with him, and gave him a clew of thread by which he found his way out of the labyrinth after slaying the monster. The Sanskrit word *glau* meant a ball, and as the word and the object passed through many languages, influenced by the Greek and other influences, it finally came into Anglo-Saxon as *cliwen* and into early English as *clue*, *clowe*, *clewe*.

## Police

But after the sleuth has traced his clew and done his detecting, there must be someone to make the arrest. This is the policeman, to use the broad term. His name goes far back in history. The Greek *polis* means a city. A citizen is *polites* (pronounced with three syllables). The administration of affairs is *politeia*. In Latin, *politia* means the condition of the state, or government. In French, *policer* (also in three syllables) is a verb meaning to govern or regulate. We took the title of our law enforcement officer in the city from that verb, while the French have still another word, *gendarme*, by which to designate the copper, bobby, peeler, flatfoot, dick or patrolman.



# QUESTIONS ANSWERED

**Q.** Should speech subjects be assigned by the Program Committee, or should speakers be permitted to select their own subjects?

**A.** The answer is "Yes." At least half the time the subjects should be selected and assigned, either in detail or in general. Thus, a "theme" program should indicate the phase to be discussed by each speaker, although the exact wording of his title may be left to him. In many instances it is desirable for both the subject and the title to be stated in detail by the Committee. Speaking on assigned subjects is a necessary part of speech training. It keeps the speaker from getting into a rut, and it varies his study and experience. But a reasonable proportion of speech selections should be left to the speakers, so that they may browse in their favorite fields.

In a word, plan the programs so that there will be variety both in style and subject matter.

**Q.** In the December Toastmaster, under "How We Talk," I read these lines: "The person who does have an accent, so long as it does not prevent his being understood, should not try to get rid of it." Does this mean that a foreign-speaking person need not try to master the American pronunciation of words in which his native tongue causes him to stumble? I mean such things as the German trouble with our consonant "w" and its confusion with "v"?

**A.** Your inference is quite correct. The distinction which a slight eccentricity of speech gives the speaker is completely lost if his accent or eccentricity violates the standards of good taste, or interferes with his intelligibility, or smacks too much of foreign extraction. There is a great difference between an accent and a speech defect. The Teutonic tendency, for instance, to confuse

"w" and "v" sounds is easily corrected by a little attention. The German-speaking person says "Vell" when he means "Well," and on the other hand, he calls it "Wienna" when we would say "Vienna," which proves that he can use the sounds if he pays attention. We need to help each other correct noticeable and undesirable accents, but on the other hand, we must avoid any attempt to reduce all speakers to a dead level of speaking exactly alike.

**Q.** Some of our members think we should employ a paid, professional critic. Is this a good plan? Should we try it?

**A.** NO! Repeat the negative ad infinitum, and then once more let us say NO! The right of the individual member to act as speech evaluator is fundamental in Toastmasters. The use of professional critics is not approved. Refer to *Speech Evaluation* (1948 Edition) page 19 for a full statement under heading, "Who Shall Do the Criticizing?"

**Q.** In our club, several members are unable to attend every week. They have started a movement to shift to meeting every two weeks. What should we do about it?

**A.** Stick to the weekly meeting. If some members cannot be there every time, let them come as often as possible. Add some more members to your roster so that the absences will not be too noticeable. A meeting at intervals of two weeks gives your members half as many chances for experience and training as they get from the weekly meeting. Do not cheat your members by cutting their benefits in two.

Even with a weekly meeting their chances to speak are not too numerous. Programs can be made so attractive that the men will attend, even at some sacrifice.

# BOOKS RECEIVED

*Inside the Campus*, by Charles E. McAllister, D. D. (Fleming H. Revell Company, New York, \$5.00). The author is Dean of the Cathedral of St. John the Evangelist, at Spokane, and President of the Governing Boards of State Universities and Allied Institutions. He took leave of absence from his Church in order to make a careful, personal study of conditions in American Universities. This book is his report. It covers much rather technical ground, of greater interest to the faculty members and trustees than to the general public, but the chapters on student life and conditions are of interest to all. Such chapter headings as "Communism on the College Campus," "Religion and Morality," "Industrial Relations and Workers' Education in the Universities," indicate material which may be studied with profit by "old grads" as well as by prospective students and their parents. The book is rich in suggestive speech material and should be a valuable reference for all who work in educational fields.

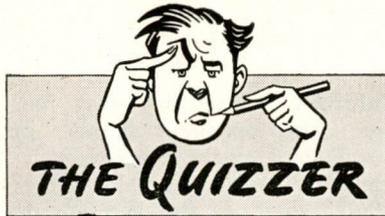
*The Public Speaker's Treasure Chest*, by Herbert V. Prochnow, of Chicago (Harper and Brothers, New York, \$3.50). This is another of the constantly growing library of collections of speech material for ready reference by speakers. It contains a section of jokes, another of epigrams, still others of comical definitions, quotations, colorful phrases, and so on, all

carefully indexed for easy finding. The opening chapter, on "How to Prepare Your Speech," contains many valuable suggestions based on the author's experience as a public speaker.

*Califax, a Survey of Southern California*, by Phil Frostefer, of Santa Ana, California, is a compendium of information for people who expect to locate in the Golden State. It gives in detail the facts as to climate, living conditions, employment, resources, attractions and disadvantages of life in the Southern California counties from the Tehachapi Mountains to the Mexican border. The price is \$1.00, and orders may be addressed to Califax Publications, Box 1107, Santa Ana, California.

## General Appraisers at Portland

Oregon Toastmasters Club No. 424, of Portland, has made a practice of supplying general evaluators on request for the newer Toastmasters clubs. This helpful service led to 19 such assignments filled in two months, plus several others in which they have helped Toastmistress Clubs. More than a dozen of the men have accepted the appointments. These men have profited, and the clubs served have gained much. It is an idea which might well be tried by many clubs. (Reported by *Donald T. Nelson.*)



## WHAT DO YOU KNOW?

The following questions relate to facts in American history. If you can make a perfect score, the Editor would like to hear from you.

1. What two Presidents of the United States were tailors?
2. What famous painter failed to deliver his portrait of Washington that he might get a better price elsewhere?
3. What President made himself unpopular by using the first full length bathtub ever installed in the White House?
4. What President was so hard up when summoned to Washington, that he had to borrow money to pay his railroad fare?
5. Who was the first Postmaster General of the U. S. A.?
6. What Italian liberator fled to America when he was exiled?
7. What two Presidents of the United States were clerks in country stores?
8. What President had no affiliation with any religious sect?
9. Who was Major Pierre l'Enfant, and what did he do?

1. Millard Fillmore and Andrew Jackson.
2. Gilbert Stuart. It was ordered by Martha Washington, and Stuart thought he had a customer who would pay more for it.
3. Millard Fillmore, 13th President.
4. John Tyler. He was at home when told of Harrison's death, and borrowed from a neighbor to pay his fare to the capital.
5. Samuel Osgood, from 1789 to 1791.
6. Giuseppe Garibaldi.
7. Abraham Lincoln and Grover Cleveland.
8. Thomas Jefferson.
9. A French engineer who, at Washington's request, laid out the plan for the city of Washington, D. C.

## "ABLE WORDS"

The suffix *-able*, when attached to a word, usually gives the sense of inclined to be, or fit to be, or capable of being. Thus, *laudable* means fit to be praised, and *lovable* signifies capacity for being loved. Below are given definitions of 20 words which end in *able*. How many of these words can you identify from the definition before you consult the upside-down list below?

1. This can be used.
2. Not likely to happen.
3. This is unspeakable, or inexpressible.
4. Not fair; unjust.
5. This one you can't give up.
6. You can't stand it.
7. Very amusing.
8. You can drive this road, but be careful.
9. This is hard to overcome.
10. You can hold on to this one.
11. This one will be easily led.
12. You can endure this one.
13. This can be cured.
14. Keep fire away from this one.
15. Send this one to the laundry.
16. You can't pick a quarrel with this one.
17. Keep this one in the refrigerator.
18. This will not wear out.
19. You can argue about this one.
20. You can say this.

- |                |                   |
|----------------|-------------------|
| 1. amenable    | 11. tenable       |
| 2. tolerable   | 12. formidable    |
| 3. remediable  | 13. passable      |
| 4. inequitable | 14. laughable     |
| 5. inalienable | 15. insufferable  |
| 6. peaceable   | 16. perishable    |
| 7. washable    | 17. durable       |
| 8. negotiable  | 18. debatable     |
| 9. inimitable  | 19. pronounceable |
| 10. tenable    | 20. pronounceable |

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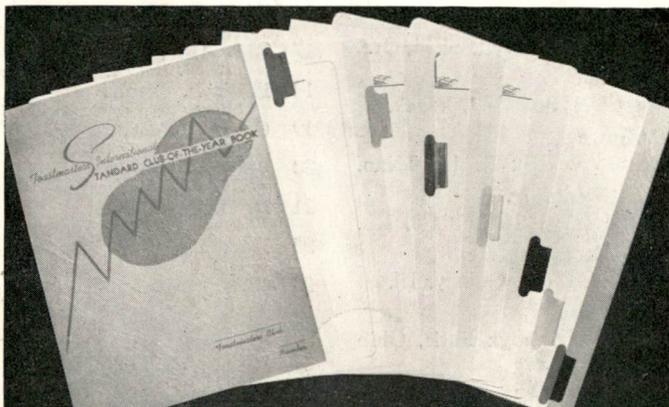
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