

# *The* TOASTMASTER

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**MARCH, 1957**

### **OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL**

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 2465 active clubs, located in the United States, Alaska, Australia, Canada, Canal Zone, Channel Islands, Cuba, England, France, French Morocco, Germany, Greenland, Guam, Hawaii, Hong Kong, Iceland, Italy, Japan, Philippines, Puerto Rico, Scotland, South Africa, South Pacific Islands, Spain, Thailand and Venezuela. Organized Oct. 4, 1930. Incorporated Dec. 19, 1932. First Toastmasters Club established Oct. 22, 1924.



## IN PRAISE OF CONTROVERSY

Daily we read in the newspapers that some book or other has been denied a place on library shelves or placed on some list of interdiction; some course, subject or lecture has been stricken from a curriculum—and why? Because, forsooth, it is *controversial*.

Are we afraid of controversy? Does the word frighten us? Do we back away from an idea if we suspect someone may disagree with us?

This sounds uncomfortably like a *fear of ideas*, a demand for protection from them.

Life cannot exist in a vacuum. Goethe once wrote: "To be, is to be in relations." The world is full of people. They are each different. Differences lead to controversy. If we shield ourselves and our children from controversy, we are shielding from *life*.

The way to meet life is not to flee from its controversies, but to qualify for facing them. The measure of a man is his ability to take a stand, to choose his side. He must range himself on the side of truth or error, right or wrong, justice or injustice. Is his choice to be made upon an accumulation of childhood impressions and prejudices, on herd instincts of protective coloration, or is it to be the result of free, mature consideration and adult judgment?

When a master swordsmith of the Middle Ages desired to fashion a superb blade, he hammered the steel in the white heat of a forge, then plunged it into a bath of icy water. Not once, but many times he did this. Ideas must be tempered, too, if they are to become

the shining swords needed at the Battle of Armageddon.

Every great forward step in the history of mankind has been rooted in controversy. New ideas, like freedom, democracy, the rights of the individual, were dangerous to discuss—but discuss them men did, to their ultimate glory and undying fame. The great voices of history—Wat Tyler, Thomas Paine, Rousseau, Simon Bolivar, Garibaldi, Jefferson, to name only a few—have been voices raised in discussion of ideas which startled and shocked listeners into thinking.

"Men are never so likely to settle a question rightly as when they discuss it freely," said Macaulay. History, the great testing ground, has proved this to be true. And conversely, an idea or an institution which cannot bear the light of full and free discussion, which must be propped up by gag taboos, is doomed to failure. Ideas must be heard and answered in confidence and knowledge, not in fear.

Perhaps the ultimate words on the subject of controversial discussion were written by the late Justice Oliver Wendell Holmes, Jr.: "When men have realized that time has upset many fighting faiths, they may come to believe even more than they believe the very foundations of their own conduct that the ultimate good desired is better reached by free trade in ideas—that the best test of truth is the power of thought to get itself accepted in the competition of the market, and that truth is the only ground upon which their wishes safely can be carried out."—(*Abrams V United States*, 250 U.S. 616)—M.F.

# *The* TOASTMASTER

For Better Thinking—Speaking—Listening

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### ON THE COVER

*We feature Wallace Jamie, Director of Public Relations of The Carnation Company, whose article, written especially for THE TOASTMASTER, appears on Page 2.*

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MARCH, 1957



## Profile:

# TOMORROW'S EXECUTIVE

By WALLACE JAMIE

*Wallace Jamie's success in several fields qualifies him to speak with authority on the subject of leadership. Mr. Jamie is Director of Public Relations for The Carnation Company, which has 241 locations from Scotland to Australia. In his 10 years with Carnation, he has been successively—and successfully—General Personnel Director and Director of Community Relations.*

*A nationally recognized leader in the fields of Personnel and Public Relations, Mr. Jamie has been an officer and director of many professional and civic organizations and a frequent contributor to national magazines and professional journals. In 1954 he received the award of the National Vocational Guidance Association for his contributions to the improvement of communications in industry.*

**I**N THE next ten years, the economy of our country will have undergone a metamorphosis. The population will have expanded substantially, living standards will be higher, new sources of energy will have been developed and harnessed, countless new products will have appeared. The world will be significantly smaller as a result of improved transportation and communication. The problems of living together will be more complex.

More than ever before in history, industry will need leaders. Where will they come from? How can they be developed? Will improvement of training techniques keep pace with the accelerated need? Can a program of leadership development be stepped up enough to meet the requirements of the changing world?

In my former assignment as General Personnel Director for Carnation Company, part of my job was to help select men, particularly chaps just out of college, for a series of training programs in our organization. These programs cost our company hundreds of thousands of dollars to operate, and a wrong commitment could be very costly. Like all personnel specialists, I have been anxious to isolate the ingredients of success in order to avoid making substantial investments in people who will not develop adequately.

The other day the personnel director of one of the large national insurance companies made a comment to a group who were talking about executive development. What he said made us all sit up and take notice.

My friend's statement was that some years ago, the president of his company asked him to identify for him all of the Toastmasters in his organization—a concern, incidentally, which sponsors in-company Toastmasters Clubs across the country. The President wanted to be aware of Toastmasters affiliations in connection with the Company's management development program. The personnel director commented that in his organization there *has* been a correlation between Toastmasters participation and growth in company responsibility.

What is there about a man who is active in Toastmasters which makes him a better bet to succeed? Is this participation a valid criterion in selection for upgrading?

After much thoughtful analysis, I have concluded that the answer to the latter query is definitely *yes*. There are elements in Toastmasters activity which tie in with leadership in every activity.

What do we know about men who become active in Toastmasters? Well, for one thing, the very fact of their participation indicates that they have a strong motivation to succeed. There is an element of self-screening, a built-in selection factor here. Most Toastmasters have accepted the idea that they need to develop.

One who has not been active in the personnel field may erroneously assume that everyone has this trait, that is, the determination to improve his status. Those of us whose business has been "people" know better. Surprisingly, many people prefer to drift along, hoping that somehow they'll find them-

selves in the right place at the right time—that success will seek them out. There are even people who do not wish to grow because of the responsibility which progress imposes. The Toastmaster is making a contribution of his time and money toward his own development. Thus, a company has reason to believe it is building on a solid base in such a man when it makes an additional investment.

Toastmasters experience is not competitive with what the employer offers in the way of training, but supplements it ideally. Moreover, there is another feature of Toastmasters training which squares with industry's concept of the most practical approach to developing people.

Most of the training programs offered by the thousands of firms who visit college placement offices hoping to hire future executives are of the on-the-job, learning-by-doing variety. Put the man on the firing line and let him, if he must, get his fingers burned, is the determination of most employers. An army man in training crawls through barbed wire and across fields under fire. Such training techniques save lives in the military. Only that kind of training can produce for industry the kind of leaders it requires—men who, when away from supervision, can make decisions and handle problems.

The Toastmasters approach is likewise the firing line approach to training. The speaker's abilities are challenged: he discovers his weaknesses and his strengths; he is pushed toward better perform-



ance; he has tested himself under pressure and has developed assurance, ability to think logically and to extemporize with confidence. In short, he has gained poise.

In further assessing the validity of the insurance company president's acceptance of Toastmasters activity as an indicator of potential, I remembered a national magazine article of a few years ago, titled, "Why Didn't You Get That Raise?"\* The author had developed two lists of characteristics which were featured in box tabulations titled "These Traits Hurt" and "These Traits Help."

Among the factors listed as hurtful were personality features which Toastmasters are less likely than others to exhibit. These include, *Inability to Take Criticism, Inability to Follow Through, Lack of Sympathy, Lack of Originality, Dissipation of Effort, Dread of Effort, Dread of Responsibility and Gloominess and Pessimism.*

Among the plus factors were some characteristics frequently associated with those active in Toastmasters. Among them were: *Ability to Think Analytically, Ability to Inspire Confidence, Willingness to Work Hard, Toleration of Hostile Action, Ability to Think Critically, Tact and Finesse, Courage of Convictions, and Resistance to Fear.*

Toastmasters may find it interesting to measure themselves against the profile of tomorrow's successful executive. Just what he'll look like may be a matter for speculation. I had a challenging invitation recently to present my own

\* Collier's, Feb. 14, 1953, page 13. Article by Howard Whitman.

"Criteria for Executive Success" for tomorrow's leaders. Nine factors seemed to take shape and to provide shadowy features for the profile. As you consider each element in the list below, ask yourself if Toastmasters experience does not contribute toward your achievement of these most needed traits.

Here, then, is what I think the business leader of ten years hence may look like psychologically, academically and emotionally.

**1. He will be mature.** He will be reflective and, when necessary, deliberate. He will objectively evaluate every angle before making a decision. His responses will be controlled and expressed in a way which is socially acceptable. Only rarely will he "blow his top." He will accept victory with controlled emotions. Defeat will not shatter him. His psyche will not scar easily. He will be tactful in his defense of what he considers right.

**2. He will have force, direction and decisiveness.** He will have the capacity to identify goals and direct his team toward their achievement. He will have the energy needed for his assignment. He will work with consistency toward clear, realistic objectives. His strength and nervous energy will be budgeted to afford their best utilization in the striving for goals which are set neither too high nor too low. There will be no costly indecisiveness. He will not get bogged down in detail. The forest as well as the trees will be ever before him. His goals will be in focus.

**3. He will have enthusiasm.** Without enthusiasm he could not

inspire his people. His feeling for his company will transcend loyalty. Its success and future will be part of his very being. He will find gratification in his opportunity to build men and open doors for others.

**4. He will be a model of humility and graciousness.** He will be mindful of Lowell's definition of democracy: "Not, 'I am as good as you are,' but 'You're as good as I am.'" He will be trusted by his people to make decisions on the basis of what is best for the organization. No one will charge him with seeking personal aggrandizement.

The prestige of his position makes his smallest act critically important. Sincere interest in the personal problems of his people will be instinctive. He will not be patronizing. His gracious greetings and thoughtful acknowledgments and observances, and his social poise, will become a model for the management team. He will be emphatic. He will feel for his colleagues and subordinates. His operating precept will be: *Motivate, don't drive.*

**5. He will be adjusted in his environment.** He will be relaxed and natural. He will need humor. He will have a high "frustration tolerance," and if tensions arise he will release them intelligently. When he talks to people he will impart a sense of ease. Tenseness will dissolve. He will be able to "punch with the roll and roll with the punch." He will remain resilient under pressures and stresses. If sometimes his experience leads him to feel that the "gracious generation" is history and that he lives

in a "hit and run" world, it won't make him brittle.

**6. He will be adaptable.** There appears to be a tendency for men to reach responsible stature early. Youth is more a state of mind than a chronological age. Tomorrow's leaders may be young in years, or they may not, but they will have a flexibility of mind, an adaptability to new situations which will guarantee that their decisions in a new business atmosphere will not be based on outdated precepts. A characteristic of our changing industrial scene is that it continues to change at an even giddier pace. Complacency and preconceptions are deadly.

**7. He will have more formal education than his predecessor.** As a matter of fact, industry is wasting millions if he isn't an alumnus of one of the company's training programs for college graduates. Industry and education are talking languages increasingly comprehensible to one another. Management is assuming professional stature.

Moreover, he will have the broad base of an ample general education. Pervasive technical knowledge may be more rare in our general officers of tomorrow. Specialists tend to become preoccupied with secondary issues of methods and techniques.

There is one critical caution in connection with this matter of the value of extended formal education which I have not heard anyone express. It has its essence, I believe, in the important difference between intelligence and what might be termed intellectuality. Intellectual-



ality can be a deadly defection in one who aspires to business success. Intelligence is a necessary commodity for him. Abundant education may produce intellectuality but fail to develop intelligence. Intelligence may be abundantly present in one with limited schooling.

**8. Tomorrow's leader will have imagination and vision.** Someone once remarked that a practical man is one who follows the prejudices of his predecessors. There's no room for that kind of practicality in tomorrow's scheme. The expanse of the view of tomorrow is breath-taking. Many of tomorrow's leaders will need to have youth in their pockets and adventure in their hearts. Their basic challenge will be the challenge of *change*. The executive with "fixed" ideas will be obsolete.

**9. He will be a man with**

**certain special spiritual qualities.** Tomorrow's leader is not likely to be the one who regards personal profit as the sole objective. It is more probable that he will be a person of broad moral, ethical and religious perceptions and convictions.

He probably has given some thought to the contribution he can make, directly or indirectly, to the general welfare. So far as his own people are concerned, his program will be slanted not only to help them make a living, but, in the broader sense, a life.

It is my conviction that Toastmasters experience does develop tangibly many of the features of leadership identified above. Toastmasters International is making a significant contribution in helping to build the kind of men we will need in tomorrow's exciting new world.

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*"Only through conscious strong communications can a leader extend the force of his character and his ideas. Only through consistent, constant communications can he build understanding or acceptance with those he would like to lead."*

—Tom Wolff, Communications Consultant

*"When you as a manager, talk to your own people, bear in mind that their fears and aspirations involve them intimately in what you are saying; that they will slant, distort or accept what you say on the basis of their opinion of you. The secret of acceptance as a leader lies in having established a reputation for sincere interest and friendliness, honest dealing, humility and responsibility. Achieve this acceptance. Then look to your communications. You will find a rich reward."*

—Wallace Jamie

# THE CULTURE CLUB

By RALPH C. SMEDLEY

**I**N THE good old time, before radio and television and the movies—even before Toastmasters—almost every city had its "Culture Clubs," for men as well as for women. There were Tuesday Evening Clubs, Shakespeare Clubs, Browning Clubs and Literary Clubs. The names were different, but the purposes and activities were similar. All of them were "Culture Clubs," intended to help the members keep their minds alive to the finer things of life.

The club was usually made up of members of the local intelligentsia. As a rule, the membership included professional men, together with some of the more prominent, educated men of business pursuits. Most of them were college graduates. There were lawyers, physicians, clergymen and teachers, and perhaps a few retired gentlemen with literary or scientific backgrounds.

The club met once or twice a month, usually at the home of a member. The program consisted of a "paper" prepared and read by a member, dealing with some educational or cultural subject. After he had read his offering, it was discussed by the members, who found good opportunities to ride hobbies, air their prejudices or display their erudition.

In the course of the evening, refreshments were served by the wife of the host, and "a pleasant time

was had by all," according to the local newspaper.

What did the readers read about? Their subjects were in great variety, depending on individual backgrounds. The literature of the Elizabethan Age was a favorite. Shakespeare and Browning and Tennyson were well worked over. Sometimes a daring soul mentioned Emerson or Thoreau or some other American writer. Darwin and his theory of evolution came in for attention, and the local agnostic had fun with the clergymen, debating the impossibility of miracles or the fallacies of the Old Testament.

Our grandfathers and great uncles had good times in their cultural assemblies. The studies and discussions kept them interested in reading the better portions of literature, and in comparing ideas with each other. These clubs served a good purpose, and while we may admit the futility of their discussions, we must respect their enthusiasm for this method of keeping their minds on things that were worth while. Even if their discussion frequently became a time for airing their prejudices, it really served a purpose.

Why has the culture club died out?

Probably the answer is that modern inventions have provided simpler entertainment and made it more available. Why should a man



go out in the evening to join a group in listening to some bore-some, platitudinous presentation, when he can sit in his own home and listen to equally fatuous talks and entertainment coming in by means of the wireless? Here he has the special advantage of being able to make the boring speaker shut up by simply turning the knob on his machinery.

In any case, the old-fashioned culture club is almost non-existent.

But we are not without a substitute—a replacement which is possibly even more useful than the original. The Toastmasters Club is a genuine culture club if its members will use it for its full purpose.

It is true that the obvious and over-emphasized purpose in Toastmasters is learning how to make speeches, but it is equally true that men who make honest preparation for their speeches cannot keep from gaining, culturally. If their subjects are well selected, there is cultural value for those who listen as well as for the speaker.

Consider such subjects as "International Understanding and How to Promote It," "The Law of Supply and Demand," "Racial Discrimination," "The Criminal Mind," and "Life in the Atomic Age." Such subjects are presented in Toastmasters Clubs by thoughtful, industrious members. Here is culture, presented in most attractive form.

The Toastmasters Club is the place where one can safely air his opinions, show evidence of his erudition or build favor for his favorite obsession.

By actual participation in a Toastmasters Club, one keeps alive his mental processes and broadens the scope of his knowledge and interests. It is ideally suited to the needs of older men, of whom we frequently lose sight in our enthusiasm for practical training.

We are so accustomed to talking about great results gained by members in business ways, through promotion and other advancement, that we allow the dollars-and-cents to obscure the even more important values in personal development and increased capacity for useful living.

The "cultural club" is not extinct. The Toastmasters Club is its modern counterpart. The fundamental values of the "Browning Club" are available in the Toastmasters Club, provided the club leaders exercise imagination and originality in guiding the programs.

Your Toastmasters Club should produce results for its members in cultural as well as in financial advancement. If either value is lacking, then the club is not serving its members well. It is missing its opportunity to provide the mental nourishment essential to the welfare of its members.

Cicero phrased it well when he wrote: "Cultivation to the mind is as necessary as food is to the body." The Toastmasters Club provides both of these necessities for its members. Make it your own culture club, and find in it the mental stimulation which will make your own life more productive and more satisfying.

# The Fallacy of the First Name

By EVELYN KONIGSBERG

WHERE it started and how it grew will one day be the basis for a doctoral dissertation. Our age is the age which has perpetrated the notion that to call a man by his first name at once changes the relationship between the caller and the person named.

Small fry entering kindergarten no longer chant "Good morning, Miss Brandes." Instead, a casual "Hi, Helen," indicates that the young are being trained in the fallacy of the first name. A conference is in session, and the youngest staff member whose very job is at the disposal of the Bureau Chief carefully draws, "Well, Bill, as I see it . . .", meticulously avoiding the "Mr. Andrews" that might recognize the fact that Mr. Andrews is his superior officer.

The maddening part of all this first-naming is that it is all done on the assumption that when one calls a person by his first name, the relationship with him immediately becomes one of cordial, intimate, trusting equality. To any sensible person, this is obviously nonsense. It is much more meaningful to call another by his first name *after* such a relationship has developed.

That Junior calls his father "Tom" does not alter the fact that Tom is a father, and if he is a good one, must speak and act like a father. "Helen" is the teacher, responsible by the law for the children under her supervision. Their calling her "Helen" rather than

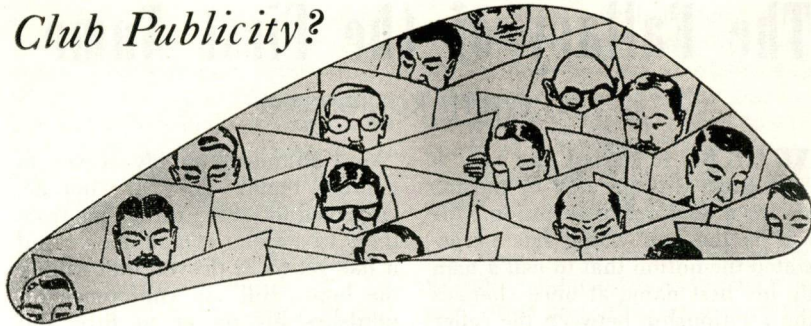
"Miss Brandes" simply serves to confuse them. They are not accustomed to taking directions from their first-name companions. And it has yet to be proved that calling the boss "Bill" in conference diminishes his power to hire and fire. It merely makes the firing process more difficult, for it is more disagreeable to discharge the man who has come to think that he works in a friend-to-friend instead of an employer-employee relationship.

It is especially curious that this fallacy of the first name should arise in an age when semanticists are taking great pains to teach that the word is not the thing. If saying a thing does not make it true (and it doesn't), what useful purpose is served by addressing a comparative stranger as if he were a member of one's family or an intimate friend? He isn't; and if he behaves like one, he is either hypocritical or lacking in sensitivity. There is nothing wrong with informality per se, and there are times and situations in which people come rapidly and naturally to the use of first names. But deliver us from the fallacy (Aristotelian or not) which assumes that the mere calling a man by his first name makes him your friend. Look out! You may make an enemy.

*(Evelyn Konigsberg is a Speech Expert with the New York City School System and President of the Speech Association of the Eastern States. This article is reprinted from the Jan. '57 issue of "Today's Speech" journal of the S.A.E.S.)*



## Club Publicity?



## MAKE THEM READ IT!

By H. R. NOVROS

*Dr. H. R. Novros, O.D. of Atlantic City, N. J., is a frequent contributor to The Toastmaster. He has long been a member of Atlantic City Toastmasters Club No. 1033.*

**T**HE third morning after the meeting of the local Toastmasters club, the following item appeared in the newspaper:

### TOASTMASTERS HOLD MEETING

The Lip and Larynx Toastmasters Club met at the Y.M.C.A. Tuesday evening. President Harry A. Long presided. After the reading of the minutes of the previous meeting by Secretary John Scrapper, the members engaged in table topics.

Toastmaster for the evening was Bill Melater who introduced the following speakers: Tom Foolery,

Jack Spratt, Dan Fine and Turner Round. Evaluators were Lou Off, Samuel Hungerstrike, Michael Amity and Ben Edict. Table Topicmaster was Herbert Kennedy.

The next meeting will be held Tuesday evening, January 15.

*This is typical of the publicity relayed to newspapers by thousands of organizations. The papers accept such stories for good reasons. Nearly everybody likes to see his name in the "news" and these items make good cheap fillers and create a little good will.*

*If these fulfill the purpose of the group and the paper, there would be no further comment. But such news items cannot interest any but the readers whose names appear and a few friends. A stranger, not acquainted with Toastmasters, would not bother reading it at all.*

*What really did happen at that meeting that might have made interesting reading to some total outsider? In the first place, during the meeting Mr. John Peterson succeeded in getting his club to back him in seeking the convention of Toastmasters International for their community in 1959. Here we have the meat of publicity that should interest everybody:*

### TOASTMASTERS SEEK INTERNATIONAL CONCLAVE

The Lip and Larynx Toastmasters Club passed a resolution to go after the annual convention of Toastmasters International, which now numbers some 70,000 members . . . etc.

*Let's say that the theme of the table topics centered around some hot civic problem, such as "Speeding Motor Vehicles in School Zones." This might have attracted readers with a headline:*

### LIVES OF CHILDREN ENDANGERED SAY TOASTMASTERS

*followed by an account in logical sequence of some of the statements and recommendation of the table topics participants.*

*The most common source for material that produces general reader interest should be taken from the subject matter of one of the speeches of the evening. It need not necessarily be the speech that won the prize for the evening. It is better to choose the one that is most likely to decoy the reader into learning something about Toastmasters. Here is an example:*

### 10,000 BLIND MEN AWAIT NEW EYES

Speaking before the Lip and Larynx Toastmasters Club, which met last night at the Y.M.C.A., Jack Spratt, one of its members, outlined the function of the Eye Bank for Sight Restoration.

"Some 10,000 industrially blind wait, in anxiety, for that phone call or telegram advising them that, at long last, their turn to see again has come . . . to have somebody hurry them over to the hospital where new eyes are awaiting them," he told the group.

The Eye Bank receives the eyes of generous people as a legacy for cases of blindness due to corneal scarring. Since such eyes must be used within 72 hours after death, speed in removal and dispatching of them is essential.

Toastmaster of the evening was Bill Melater who introduced Mr. Spratt. Thomas Foolery spoke on "The Impact of TV Advertising," Dan Fine on "The Four-Day Week—Fact or Fiction," and Turner D. Round on "Night Photography." Mr. Fine won the award for the best speech of the evening.

90-second comments on the table topic, "Speeding Vehicles in School Zones," were made by John Freeman, Harold Paul, Robert Emery and Harry A. Long. General Evaluator for the meeting was Howard Ritchie.

The Lip and Larynx Toastmasters Club meets the first and third Tuesdays of each month at the Y.M.C.A. The public is invited to Dutch treat dinner at 6:15 and to the program which starts at 7:15.



# MIRACLE with WORDS:

## *The Making of a Modern Dictionary*

By PHILLIP SPAYCE

*Phillip Spayce, an enthusiastic Toastmaster, has made many contributions to our magazine, many of them in collaboration with his cousin, A. Spayce Föeller. More of their work will appear in future issues.*

*We are indebted to The World Publishing Company of New York for the material in this article.*

LIKE most people living in this day and age, you probably take a lot of wonders for granted. When you're thirsty, for example, you turn on the faucet and water runs into your glass. You'd be surprised if it didn't.

When night falls, you flick a switch and light floods the room. You'd be surprised if it didn't.

When you're writing a letter or reading a book or doing a crossword puzzle and you need to look up a word, you find out all you want to know about it in your dictionary. You'd be surprised if you didn't. If, for example, that word wasn't there at all.

In its own way, the dictionary is a greater marvel than running water or electric light. The latter are a result of channelling natural physical properties. The dictionary is a product of man's genius, a tribute to his fantastic ability to gather knowledge and record it for others.

The chances are you've never met

a dictionary editor; chances are you think of one as being a doddering oldster, filled with learning. But dictionaries do not spring full-blown from the brow of some bearded philosopher working in his littered study. The best dictionaries are built, word by word, by a group of hard-working experts in the English language who pool their knowledge over a period of many years' effort.

How do you start from virtual scratch to create a dictionary? To find out, let's ask an expert—David B. Guralnik, the General Editor of Webster's New World Dictionaries. At 36, Guralnik is unusually young to be such an eminent lexicographer. Born in Cleveland and graduated from Western Reserve University, Guralnik went to work as an editorial assistant in the dictionary department of The World Publishing Company in 1941. Now, fifteen years later — after three years out for war service—he is the

chief lexicographer and head of one of the finest dictionary departments in the country.

"You don't start to write a dictionary by putting a clean sheet of paper in a typewriter and typing 'a' at the top," says Guralnik. "You start, instead, with a series of staff conferences to hammer out basic decisions. For example, how many words are there going to be in the dictionary, and which words are they going to be?"

The first 40,000 words or so present only minor problems. These represent the basic English vocabulary as shown by the various word-count lists. These lists are based on the frequency with which we use words, as determined by researching millions of words in books, magazines, and newspapers. Not surprisingly, the Number 1 word on the usage lists is—you guessed it!—"I."

"The second 40,000 words are also relatively easy to decide upon," says Guralnik. "These are largely the words which make up the basic technical vocabularies of specialized fields—medicine, law, engineering, aviation, etc."

The real problem comes when you try to pick and choose the final 50,000 words out of the half-million or so words that still remain in the English language. For *Webster's New World Dictionary*, one rule of thumb was used: "Would the men and women who will be using this book be likely to want information about this word?"

One of the biggest bugaboos dictionary-makers face is the question of slang words, colloquialisms, new words in the language. About

the only thing harder than guessing the winner of a horse race is trying to estimate how long a slang phrase will remain popular. Some of the ones that proved their lasting qualities are now part of the warp and woof of our tongue—*OK, GI, jeep, hot dog*. But there are many others that look like contenders but prove to be weak sisters. For instance, *hubba hubba*. Remember when that was all the rage? Today's youngsters would think it was ancient Greek!

Whenever such a word or phrase won a vote of confidence from Guralnik and his staff, it was added to the dictionary.

After the master list of words was drawn up, each was typed on a separate sheet of paper. Batches of these were distributed to the various editors, who then wrote their definitions.

On the basis of their own understanding of the language, the dictionary editors formed tentative definitions for the words, easy-to-understand definitions. It was an order that "cow" was never to be defined as "an herbivorous ungulate ruminant"! Technical words were sent to experts in specialized fields for defining. Then all the definitions were checked and revised by a second group of editors for accuracy and completeness. Finally, a third group of editors rewrote them, where necessary, for style and for ease in reading.

At the same time other groups of experts were searching out etymologies—tracing the origin and derivation of words; and still another group were compiling the pronunciation guides.





David B. Guralnik, General Editor and lexicographer of the Dictionary Department of The World Publishing Co., Cleveland, Ohio

"This wasn't all an ivory tower job," says Guralnik. "After all, pinning down on paper anything as slippery as a living word is like taking a pot-shot at a moving target. We'd work up some hot arguments in our meetings—but all to the good as far as the dictionary was concerned."

Finally all the copy for a word was brought together on a single sheet of paper, given a final overall check by one of the top editors, and sent to the printer to be set in type. The sheet of paper itself was eventually put in a large file box. When the whole manuscript of the book was complete, it took up two rows of shelves, each 30 feet long.

The next—and perhaps the most tedious—job, was reading proof on the printed galleys. Each galley was gone over with a fine-toothed comb, and in the process picked up a number of changes and corrections. For instance, one of the biggest problems was keeping up-to-date in the biographical and geo-

graphical entries. Prominent people would thoughtlessly die, and so the date of death had to be added. Since the dictionary was being written during the immediate post-war years, there were many changes of allegiance by various cities and countries in Europe and Asia.

All told, one-and-a-half years were spent in revising the proofs, and in revising again the revised proofs.

"There remained," says Guralnik with a sigh, "only the mechanical details—making sure the pages fit properly, seeing that illustrations got in the right place, reading of final page proof. Then the printing plates were cast—"

So you think the dictionary was finished. Not yet, and really, not ever. For from time to time revised editions are printed, with further additions and corrections made by the all-seeing Guralnik and his staff. Like the legendary housewife, a dictionary editor's work is never done. ♦

*Deep in the Heart of Texas . . .*

## THE 1957 CONVENTION TAKES SHAPE

The new 1,001-room Statler Hotel in Dallas, Texas, is the site of the 26th Annual Convention of Toastmasters International in August.

In this most modern of settings, in a state noted for its hospitality, color and breadth of horizons, plans are maturing for a profitable session which may well prove to be the most valuable investment any Toastmaster can make. It is an investment in ideas, in training, in education—an investment whose returns are incalculable.

The program will center around "The Toastmasters Idea—why it works, how it works, and what it offers."

Able speakers from within the organization are being selected to give to you the best in Toastmasters training, the tangible benefits of self-improvement in the areas of personal and business life, and the intangible benefits of learning how to live a fuller life, how to live in understanding with our fellow men.

This program is for *you*. It is not too early to make your plans to attend. How about starting now to create a convention fund within your club? Or to discuss the formation of a car pool?

There is no better way to spend a vacation than to invest it at the convention in August. Remember the 21st to the 24th—August, Texas, Toastmasters!





# What's going on

... in and around the clubs

The Capitol Hill Toastmasters Club (Oklahoma City) invited seventeen Foreign Nationals from nine different countries to become honorary members of their club. All accepted and began active participation in club activities. The men were attending the Air Traffic Control at Oklahoma City CAA Aeronautical Center under the auspices of the International Cooperation Ass'n.

At a recent meeting, one speaker from each country made a speech relating to some aspect of life in his country. Toastmaster of the evening was Mr. Noel J. D'Alves of Karachi, Pakistan.

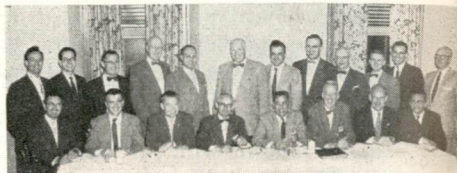


Foreign Nationals become honorary members of Capitol Hill Toastmasters of Oklahoma City

Many of these men express a desire to continue in Toastmasters activities in their own countries. If no clubs are available, they hope to establish them.

From Connecticut comes word that the newest District of Toastmasters International, No. 53, is flourishing vigorously. Eleven clubs are now chartered, and new ones are blossoming forth this year in Torrington, Bristol and Hamden.

Photo shows the Council members as they gathered for their December meeting.



Council members of District 53, Connecticut, gather for successful meeting

The Southernmost Toastmasters Club of Key West, Florida is the latest addition to District 47 and proudly claims the title of "farthest south Toastmasters in the U.S." Photo shows Bill Ross, Treas.; Berl Pinder, Sgt at Arms; Joe Simpson, Pres.; Robert Phebus, Ed. Vice-Pres., and W. M. Hunt, Admin. Vice-Pres.

Southernmost Toastmasters of Key West hold Charter Party



Robert Steinmetz receives pin from Paul E. Pierce, while Papa Harry looks on (rt.)

The Pioneer Toastmasters of Indianapolis, Indiana, No. 17, are proud of their distinction of being the oldest club east of the Rockies.

It was a proud night for Harry J. Steinmetz, charter member and past president of the Pioneer Club, when his son, Robert E. Steinmetz, received his Toastmasters lapel emblem upon his induction into the club. Toastmasters is obviously a continuing factor in this family!

And speaking of continuity, word has been received from Toastmaster Howard Rudeen, Secretary of the King Boreas Toastmasters No. 208 of St. Paul.

"We thought you might be interested in knowing that this week the King Boreas Toastmasters held their 800th meeting without missing a week since the date of organization. We are proud of our organization and feel that our club is stronger than ever."

The second floating Toastmasters Club has now been established, aboard the USS Coral Sea. The members had no difficulty in the organizational period, but were slightly puzzled about how to proceed when they received one sug-

gestion from the Home Office. They write: "You have probably guessed that we will find it rather difficult to have a Ladies' Night underway with the Sixth Fleet. As you can well imagine, the Club had a hearty laugh when your form letter was read concerning a 'Ladies' Night' for the Charter Party."

Toastmasters of the St. Petersburg (Florida) Club No. 2284 are feeling justifiably proud of a two-page spread article in the St. Petersburg Times Sunday Magazine. Entitled "Speaker on the Spot," the piece is authored by Don Warne and covers operational phases of the club. The article is enlivened with a number of good pictures.

With special mention of his fine work in establishing a Toastmasters Club in the Denver Council 539, Knights of Columbus, Clarence W. Jackson of Denver, Colo., was awarded the "Knight of the Month" award.

Photo shows Toastmaster Jackson at the lectern, with officers of Dist. 26, (Colo.), (left to right) Melvin A. Jabara, Lt. Gov. D.26; Anthony J. Lembach, District Governor; Harold J. Carper, Immediate Past District Governor, and Jack McLennan, Gov. Area 7.

Toastmasters materials are displayed by Officers of District 26







# THE POWER OF WORDS

By VICTOR MAMAK

*Victor Mamak is Administrative Vice-President of the Hong Kong Toastmasters and Editor of the club bulletin, where this article originally appeared. By occupation the Assistant Manager of the United Commercial Bank, Ltd., of Hong Kong, he is well known for his civic and international activities.*

**R**IGHT words on the right occasion do more to unlock the emotional springs of an audience and hold its attention than any trickery of oratory ever delivered.

If you have heard or read any of the famous speeches of history, you know that it is the magic of the words which holds you spell-bound, which stirs your heart even when the immediate occasion for the words has long passed into chronicle and legend. Every great speech is highlighted with such words. They strike deep into the consciousness of the listener and arouse strong, basic emotions which impel to action.

What is a speech, after all? It is only a lot of words put together in such manner that they make sense. A speech can be impressive or unimpressive; it is the choice of the words which clothe the idea that can make it live forever.

When Napoleon was a newly-made, fledgling general of the army of France, he spoke to his ragged, hungry troops:

*"Soldiers! You are half-starved, half-naked . . . I will lead you into the most fertile plains in the world!"*

These were the right words for the occasion. They held out the promise of food and clothes; a

starving, shivering army could ask for nothing better.

Later, after the capture of Milan, the Little Corporal spoke to the same army, or rather to what was left of it:

*"You will return to your homes, and your neighbors will point you out to one another, saying, 'He was with the army in Italy.'" Here he appealed to their egos, to their desire for love and admiration.*

In order to appreciate fully the effect of magic words, well spoken, let us compare two famous speeches put into the mouths of Marcus Brutus and Mark Antony by Shakespeare in his "Tragedy of Julius Caesar."

We remember that Caesar was assassinated by a group of conspirators headed by Brutus. Brutus, torn between his personal love for his friend and his conviction that Caesar was a menace to Rome, tries to justify his act by a speech to the Roman citizens. In part, he says:

*"If there be any in this assembly, any dear friend of Caesar's, to him I say that Brutus' love to Caesar was no less than his. If then that friend demand why Brutus rose against Caesar, this is my answer: not that I loved Caesar less, but that I loved Rome more. Had you*

*rather Caesar were living, and die all slaves, than that Caesar were dead, to live all freemen?"*

He goes on to ask:

*"Who is here so base that he would be a bondman? If any, speak; for him have I offended. Who is here so rude that would not be a Roman? If any, speak; for him have I offended. Who is here so vile that will not love his country? If any, speak, for him have I offended. I pause for a reply."*

This is the cleverest stroke of all. There can be only one answer to such questions:

*"None, Brutus, none."*

Brutus is so confident of the result of his performance that he permits Mark Antony to speak to the same group. This is a fatal mistake. Antony, a "plain blunt man" (according to his own statement), causes the crowd to achieve a complete volte-face, and, even while keeping his earlier promise to the conspirators to say nothing derogatory about them, manages to stir the mob to a fury of anger against the murderer of Caesar.

*. . . "I come to bury Caesar, not to praise him.*

*The evil that men do lives after them,*

*The good is oft interred with their bones;*

*So let it be with Caesar."*

Throughout the major part of his speech he diplomatically refers to Brutus and the others as "honorable men," but cleverly indicates that they are actually the opposite. He continues:

*"I speak not to disprove what Brutus spoke,*

*But here I am to speak what I do know.*

*You all did love him once, not without cause:*

*What cause withholds you then to mourn for him?*

*O judgment! thou art fled to brutish beasts,*

*And men have lost their reason. Bear with me;*

*My heart is in the coffin there with Caesar,*

*And I must pause till it come back to me."*

He has broken through the front of cold reasoning, the effort of the mob to be strictly logical. The Romans have already started to say, "Noble Antony—we will hear him; we will follow him, and we will die with him."

And Antony leads them on, slowly, gradually, exciting them, inciting them. Finally he says:

*"I am no orator, as Brutus is . . . I only speak right on, . . .*

*Show you sweet Caesar's wounds, poor, poor dumb mouths,*

*And bid them speak for me; but were I Brutus,*

*And Brutus Antony, there were an Antony*

*Would ruffle up your spirits, and put a tongue*

*In every wound of Caesar, that should move*

*The stones of Rome to rise and mutiny."*

The Romans shouted, "We'll mutiny. We'll burn the house of Brutus."

They did. The conspirators were defeated and Brutus was killed. It was not the burning brands that fired the city; the inciting force was the power of words. ♦





# Toastmaster, Toastmaster, Who's got the Toastmaster?

(An Unsent Letter)

Dear Toastmaster Bill:

I HAVE your letter on my desk. It has been there for four days. I am not going to send you a reply.

I'd like to . . . but I can't.

I notice that you have used our regular Toastmasters stationery. That's fine, Bill. It narrows the identification search to our 70,000 members. I appreciate your using a typewriter, too. Frankly, I would have appreciated it a bit more if you had typed your name under your signature, but I believe I have it figured out correctly now.

It's stupid of me, I know, but I can't for the life of me recall exactly what club of our nearly 2500 you belong to, or in what part of the world you live. You might be from Adak, Alaska, from Key West, Florida, or even Caracas, Venezuela.

I put the matter squarely up to my secretary. "Do you think you can find Toastmaster Bill Bailey?"

"Um," she replied. "Do you have his District and club number?"

"No," I said glumly.

We both considered the situation. Our club files are very complete; we're pretty proud of them. They fill two sides of a long room and each club has a file. These are grouped by Districts, numerically, and within the Districts, the clubs are arranged by number. Each club file contains, in addition to records and pertinent correspondence, the name and address of each member Toastmaster. We could find you, Bill, if we knew your District and club number. If we had the envelope in which your letter arrived, we might get a clue from the postmark. This, to be sure, is mere wishful thinking. We receive about a thousand letters daily; as in most large offices they go through an automatic letter opener. Contents

are extracted, envelopes are discarded, and the mail distributed to the proper desks.

Well, we'll try the stencil department. This is even more fascinating than the club file room. Several girls are busy at typewriters, cutting new stencils all day long, for new members of existing clubs or for members of newly-formed clubs. Several other girls file the stencils in drawers that line the side of the room. They could find the correct name and address for any Toastmaster in the world—if they have the name of his state and town, or the number of the club.

Of course we have the club directory, published yearly and mailed to every Toastmaster. As you know, Bill, this has the clubs listed alphabetically by states and countries. Within the larger category, cities are presented alphabetically, and clubs within cities are listed in numerical order. If a flash of prescience told us that you live in Dubuque, Iowa, for example, we could locate you in the club there, since we could then obtain the District and club number, and check the files. If you happen to live in Los Angeles, though, or Chicago, we'd have to go through the files of from twenty-five to forty clubs.

But then, maybe your club has been formed since the last directory has been published. This gives us a second chance if we missed you on the first try. We'll go over to the New Clubs department. Clubs in process of formation are listed on a board which shows the exact stage which the

club has reached. Each one is carried through from the time of its initial meeting to the final receiving of the Club Charter. Then it is removed to its permanent place in the club files.

Even if you had told us that you were a member of the Ambivalence Toastmasters, say, we could find you with about four to six hours work. We'd only have to go through all the clubs in the directory, or start poring through the large book that lists all Districts, with clubs by name and number. We'd probably find the Ambivalence Club around page 96.

My secretary and I stared at each other as we remembered all these things. "Can you do it?" I asked again.

"Well, I can try. I'll get some of the other girls, and with luck we might have an answer for you by tomorrow afternoon. If you're not in a hurry for that report . . ."

"I guess we'll just have to forget it," I told her. "Or you might try the accounting department. They take care of all the Bills."

Good luck to you, Bill. Write me again some time. Our correspondence with members is valuable; it gives us our best insight into your needs.

Only put your address and club number on the next letter, won't you please? Communication is a two-way street, but you certainly posted my end of it with a "Do Not Enter" sign.

Sincerely,

ED. NOTE: Any resemblance to letters actually received by the Home Office is entirely intentional and premeditated. Only the names have been changed, to protect the guilty.





## When Minutes become **HOURS...**

**T**HE secretary will read the minutes of the last meeting." Then what? Do the club members roll their eyes ceilingward, yawn, slouch back in their chairs, start up private conversations? Does the soporific voice of the secretary reach them through a dinner-induced fog?

Or worse, do they seize upon the minutes as an opportunity for airing personal opinions and grievances? Do they haggle over each comma? Do they stretch the poor minutes into a time-consuming argument?

Minutes are valuable and useful. In fact, they are imperative. No organization can function properly unless it keeps a record of business transacted, finances, program. There are times, however, when they can take up more than their share of the period allotted to the business session. The question then becomes one of eating the cake and having it too.

Despite the adage, there is a way to have both the minutes and the time. When the Mariposa

Speakers Toastmasters Club of El Segundo, Calif., discovered that the reading and consideration of the minutes were impeding the progress of the business meeting, they devised a plan. The result was the "El Segundo Playback."

The "Playback" is a tripartite record form. Each part performs a different function; it records the minutes of the last session and gives a statement of the financial condition of the club; it gives the program for the current meeting, and an advance bulletin for the coming meeting. The back of the sheet is used for more detailed reports of committees.

As each Toastmaster arrives at the meeting, he finds the "Playback" waiting beside his plate. In answer to the inevitable question, "Do the members read it?" the El Segundo Toastmasters state that they definitely do. By the time the meeting is called to order even the latest arrival has read it through. Almost without exception the leaflet is taken home.

In setting up the bulletin, great care was taken that the work could be done easily, without sacrificing any of the necessary details. The basis is a printed sheet, carrying all the necessary headings such as Program, Minutes, Speaker, and the rest. Space is left for the weekly information to be typed in or mimeographed.

The Mariposa Speakers say that the plan has had many results in addition to solving the time problem. The "Playback" provides each officer and member with a tangible record of the progress of

the club. It is an effective memory aid in preparing over-all evaluations of club and officer achievement over a six-month or yearly period. Program committees and other committee chairmen find it invaluable. No confusion can arise as to the number of times a member has participated in various activities.

By devising a means for keeping their minutes from turning into hours, the Mariposa Speakers of El Segundo have created a device that may command the interest of other clubs.

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### SPEECH TOPIC SERVICE

Readers have responded in unexpectedly large numbers to THE TOASTMASTER'S announcement of a new service to members, the *Speech Topic Service*. It is gratifying to know, (a) that Toastmasters are reading their magazine, (b) that they are alert to take advantage of an opportunity to increase their knowledge and add to their store of information concerning projects of their choice and, (c) that presumably they will put this knowledge and information to use in their clubs and elsewhere.

For those who may have missed the first announcement (Jan. 1957 TOASTMASTER) we repeat that from time to time we receive material from organizations offering speech kits and other informative material relevant to their interests. To obtain such information, drop a card or note to:

**Speech Topic Service  
The Toastmaster  
Santa Ana, California**

We must emphasize again that our listing does not imply endorsement or advocacy of the organization or its principles. This is a service to enable you to obtain material for projects of your individual choice. In using such material, remember to make it clear that your views are your own, and do not carry with them the endorsement of your club or of Toastmasters International.



# This Month in Your Club

By Ralph C. Smedley

## The Point of Emphasis

Each month, we advise all the clubs to place special emphasis on one specific phase of speech. By following this method, twelve points are covered in the course of the year, without interrupting the orderly process of programs. There is no conflict with Basic Training assignments, for each such assignment includes essentials such as are covered by the "Point of Emphasis."

For March, emphasis is placed on *The Speaker's Tools*. These "Tools" are words and ideas, without which no speech can be delivered.

There was mailed to every Educational Vice President at the beginning of February full information about the handling of the month's emphasis for March. He and his committee should have prepared to give the club full benefit.

## Educating the Member

In every Toastmasters Club, there should be from two to four strictly educational talks each month. These talks should center around the emphasis. Thus, in

March, there can be speeches on "Building a Better Vocabulary," "How to Use the Dictionary," "How to Pronounce and Enunciate," "Putting Life and Action into Your Words," "Make Your Words Say What You Mean," and many others of like nature.

By the use of a little imagination and originality, the Educational Committee can plan some most interesting and entertaining programs, centering on words, their meanings, origins, and their uses.

## Featured Program

Recommended for use at one meeting in March is "The Workshop." This is a session for discussion of some timely subject.

The method can be used on any important subject. It is especially well adapted to a study of any club activity, such as improvement of evaluation, how to plan good programs, clarification of parliamentary procedure, vocabulary building, and others.

## Evaluate Your Club

This month, your club officers have received a "Quarterly Inven-

tory Sheet" which is to be used to size up the workings of your own club. It is not intended as a report to the Home Office, but as the basis for a careful study of the merits and defects of your Toastmasters Club. This inventory sheet can be used in the "Workshop" program. It should be shared with all the members, in any case.

## As a Member

You, the reader of this page, as a member of your Toastmasters Club, are entitled to the full benefits of the training. If any of your officers fail to do their duty, you have a right to ask why. This information is given you so that you may know what you should expect to gain in March.

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*The Editors have asked Dr. Smedley to recount his impressions of an event that is to Toastmasters International—*

## A GOLDEN MILESTONE

By RALPH C. SMEDLEY

Fifty years ago this month, or to be exact, on March 27, 1907, there was held the first meeting of the first Toastmasters Club for men. This was in Freeport, Illinois. Two years earlier, I had used the idea in Bloomington, Illinois, for a group of older boys. In Freeport, the men liked it, and so we organized with a typical group of business and professional men. Much good work was done.

For the next seventeen years, I used the plan in other cities where I was located, and then, in 1924, with all this experience in the background, I offered the Toastmasters opportunity to men in Santa Ana, California, where the Number One Club, as it is known today, was established. That was 33 years ago—years which have been rich in experience and in productivity.

The Toastmasters Club of today operates on the same simple plan which was used 50 years ago, but with greater efficiency. It has been welcomed in part because of its simplicity. It has been effective because it is practical.

May the next half-hundred years be as fruitful and as productive as the past half century has been.



# It's a Good Idea!

"From the Archives of Joe Miller . . ."

was the theme of a joint meeting of the Atlantic City (N.J.) Toastmasters and the Atlantic City Toastmistress Clubs. Although the scheduled speakers had all been given serious technical subjects ranging from Rousseau to nuclear fission, they soon switched to their favorite jokes, or were heckled into humor by a pre-primed claque who chanted, "Tell us a story, tell us a story."

The educational portion of the meeting was handled as a quiz program after the manner of Edgar Bergen, and entitled "Do You Trust Your Husband . . . Hm . . . m . . . m . . . ?"

On the serious side was an exhibit which greeted members and guests as they entered. It consisted of a 10-foot panel of Toastmasters material, a list of about fifty events occurring during the coming month with the legend, "Choose your subject," and about 30 books on these subjects, placarded, "These books available at your public library."

## A Silent, Instantaneous Evaluation . . .

was inaugurated by the Hastings (Nebraska) Toastmasters at a recent meeting. Each individual evaluator was furnished with large cards, on which he wrote brief suggestions, such as "Too slow," "Smile," or "Use hands more," and held them up for the speaker to see. The Hast-

ings Club members were enthusiastic about the new method, which enabled them to correct errors immediately while continuing with their speech. A general evaluator recapitulated the suggestions and added a few of his own.

## Table Topics Provided Spring Remedy . . .

for the Offutt Air Force Base (Nebraska) Toastmasters Club when Topicmaster Tony Carter, Past-President, used his name to good advantage. As a substitute for sulphur and molasses, Tony passed out "Carter's Big Liver Pills" in pillboxes which had been neatly labeled by the local druggist with instructions: "Take one during meals and follow instructions."

Inside the box, Toastmasters found large capsules, each containing a timely, unimportant and humorous subject to be discussed for two minutes.

"These pills caused a few to gag, but proved a panacea for whatever it was that was ailing us in the first place; funny thing is, I can't recall what it was," writes Ed. V.P. Donald K. Mcgaughey.

## "We Would Like to Contribute an Idea . . .

that we are now using in our club," say the Elgin (Illinois) Toastmasters.

"We have an 'Ah' meter consisting of an empty two-pound coffee

can and a handful of shingle nails. One nail hitting that empty can has definitely cut down on our 'ahs.' We are now in a position to donate about three-fourths of a handful of shingle nails to any worth-while club."

## Eyebrows Were Raised . . .

but not one of the members of the Oregon Toastmasters (Portland, Ore.) commented when Toastmaster Kurt Siecke showed up for his scheduled speech attired in a well-tailored Prince Albert frock coat. All was explained, however, when Kurt launched his talk with the statement, "This is 1900—the turn of the century." He then proceeded to deliver a speech passed down from the presidential campaign of McKinley and Bryan. Written originally as a serious oration, the words sounded hilariously funny today. The audience loved it!

## Problems in Publicizing . . .

their projected Speechcraft course were solved by the Bellflower (Calif.) Toastmasters Club. Realizing that a number of questions would need to be answered effectively which could not be adequately handled in newspaper publicity, they prepared a mimeographed sheet of questions and answers covering the subject. This sheet, accompanied by the pamphlet titled "Can You Stand to be Successful?" was mailed or personally delivered to a large number of Speechcraft prospects.

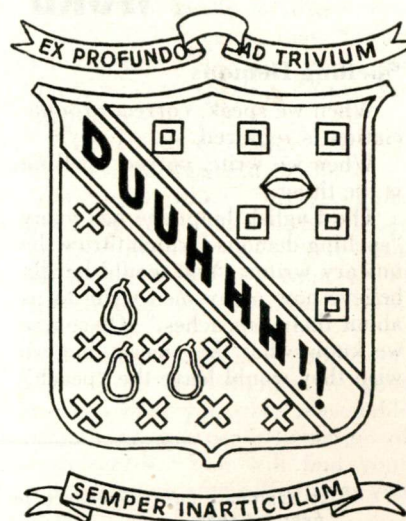
Results were evident in the largest number of Speechcrafters in the history of the club, and many new Toastmasters.

## An Ah-h-h-Award . . .

presented each meeting to the member using the largest number of "ahs" by the Mile-Hi Toastmasters of Denver, Colorado, is an oil painting of a coat-of-arms. It embodies in its design some of the attributes associated with verbal hesitation.

Across the top is the phrase "Ex Profundo ad Trivium"—from the profound (intelligent speech) to the trivial (aahh). In the upper right is an open mouth couchant (falling flat) in a field of mental blocks. Across the diagonal is the word "Duuhhh," which is self-explanatory. In the lower left are three round, pear-shaped "aahhs" on a field of cross-purposes. The motto at the bottom is "Semper Inarticulum"—always inarticulate.

Members of the Mile-Hi Club work hard to avoid this artistic monstrosity each week.





Several Innovations . . .

were added to the general evaluation by Evaluator John Woods at the Taunton (Mass.) Toastmasters Club. After the speeches had been evaluated, he asked the speakers certain questions concerning the talks, then asked the evaluators whether or not certain aims and goals had been reached. For example, a speaker was asked if he had memorized his speech. The evaluator was then asked whether or not the speech had sounded memorized.

Among the guests of the evening was Al Thorpe, an employee of the Goodyear Company, who told the members that his company publishes a list of Toastmasters Clubs

and urges its employees to avail themselves of the training offered.

Secret of Success . . .

was the over-all theme of a recent topic session of the Lock City (Stamford, Conn.) Toastmasters. Within the framework of the theme, Topic-master Joe Lamplugh challenged the members to relate in turn their strongest conviction, most moving experience, greatest regret, most important lesson, biggest battle, greatest handicap to be overcome, secret ambition, biggest surprise, and worst headache.

Members agreed that whether or not they had isolated the secret, the meeting was a success.

## WORD CLINIC

### Spelling Demons

When we speak, correct pronunciation is required.

When we write, correct spelling is the thing.

The English language has many "spelling demons" which throw the unwary writer. You would hardly believe how many men write to us about their "speeches." Of course we know what they mean, but we wish they would leave the "peach"

out of it, even though the speech may have been a peach of a speech.

Here are a dozen words whose spelling presents difficulty. Study them and if you find any orthographic foes, conquer them right now.

<i>achievement</i>	<i>disappoint</i>
<i>candidacy</i>	<i>especially</i>
<i>characteristic</i>	<i>expedition</i>
<i>competition</i>	<i>harassment</i>
<i>cooperation</i>	<i>height</i>
<i>desiccate</i>	<i>innuendo</i>

*Opinions have no chance to survive if one has no chance to fight for them.*

## HOW WE TALK

### WORDS SHOULD BE WELL SPOKEN

One of the commonest faults of talkers is carelessness in enunciation or articulation of the words they speak.

People talk too fast, or without thought of the words they are using. The result is the elision of important sounds, the running together of syllables and words, and the obscuring of meanings by muffling and distorting the words spoken.

Any word worth being spoken deserves to be spoken clearly and distinctly.

A fundamental rule for the careful speaker is this: Give to each letter (except silent letters), to each syllable and to each word its distinct and correct utterance.

Consider how you speak such words as *particular*, *separate*, *probably*, *memory*, *accurately*. Do you give them the sloppy pronunciation which makes them sound like *p'tick-ler*, *sep'rut*, *prob'ly*, *mem'ry*, *ak'rit*?

When you use words ending in *ts* or *ths*, how do they sound? How do you pronounce *two-tenths*? How do you say *five-eighths*, *three-sevenths*, *four-sixths*? Can anyone distinguish the final consonant sounds, or do you say five-eights, four-six, two-tense?

Can you distinguish between *cents* and *sense*? What is the difference in sound between *intense* and *intents*? There is a difference, but it is difficult to give it in ordinary talking.

Do you ever speak a sentence which sounds like this: "An' 'e sez t'me, Ime agettin' outa here. 'Sno place fruss. C'mon, lessgo."

Listen to the talk which goes on around you, and you will discover that this kind of language is not limited to street urchins or toughs. You can hear its counterpart even among supposedly educated men.

It is not because they do not know better. They just don't take the trouble to speak carefully and distinctly.

The remedy for sloppy speech is not hard to find and to employ.

It starts when you recognize your own faults, and resolve to correct them. It is effective insofar as you slow down your rate of speech and pay attention to improvement.

Reading aloud is a good exercise. Note the change in your speech when you give reasonable attention to proper articulation of your words. You will find your talk taking on a new dignity as you learn to speak clearly.



# Letters to the Editor

(Because of obvious space limitations we often print only pertinent portions of letters received. While only signed letters will be considered for publication, names of writers will be withheld on request.—Editor)

Dear Sir:

Regarding your article "Are You Over-Word Weight?" (Dec. '56) I agree with you that many speeches become involved and hard to follow because they are too wordy. But one of your illustrations is a little extreme.

The original paragraph of your example reads: "A flashlight, hurriedly taken from the toolbox of an outboard motorboat just before it sank in the middle of the Catalina Channel at 1:15 A.M. today, brought about the rescue of four men."

To me, this paragraph conjures up a picture which is interesting. First of all, it tells where the accident took place (Catalina Channel). Second, it tells the time of night (1:15 A.M.). The time mentioned is thought provoking—what were the men doing in the channel so late at night? It also reports that the vessel was an outboard motorboat (not a rowboat or cabin cruiser). And in reading between the lines, it offers a suggestion that every boat should not only have a flashlight, but that it should be easily accessible.

Compare the foregoing interest aroused in the article as originally written with your suggestion as follows: "Four men were rescued today when their flashlight signal brought help from the crew of a fishing boat."

Based on your logic, there is no need for the word "men" because it is very likely that four women would not be out in a boat by themselves, especially so late. There is no need for "brought help" because if the men were rescued, it is obvious that help came. There is no need for the word "boat" because a fishing crew on the water would most certainly

have a boat. Therefore, according to your method of evaluation, the sentence should read: "Four rescued by fishing crew alerted by signal." Or: "Fishing crew sees signal, saves four."

F. H. Jaffe  
Pres. High Ridge (Chicago)  
Toastmasters No. 382

Dear Editor:

I certainly do like the new cover of THE TOASTMASTER. The January edition with the picture of Art Baker looks and reads wonderfully well. Mr. Baker's article adds scads of interest to the usual run of published material.

It is the feeling of the fellows here in this District that at least one article a month by some nationally known figure who is making his bread and butter directly from public appearances will be most welcome.

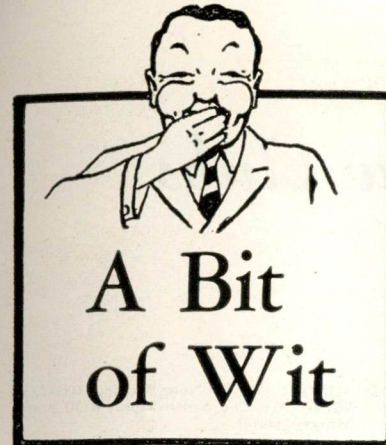
Keep up the excellent work on THE TOASTMASTER. You are really rolling now!

Ted Davis  
Governor, D. 37  
North-South Carolina

Dear Sir:

When I sent in my Basic Training Project Survey, I indicated that Toastmasters had not been of direct benefit as far as my job was concerned. I am glad to say now that I was wrong.

I have now been promoted to full-time public relations work, will be making speeches and training others to do the same. One of the comments made during my interview for the position was: "We were pleased with your interest in Toastmasters work and the fine job you have done in it, so we felt that you were the one for the job."



They told the young man it couldn't be done—  
With a smile he went right to it;  
He tackled the job that couldn't be done,  
And by heck, he couldn't do it.

You don't get ulcers from what you eat, but from what's eating you.

Pat and Mike, touring Switzerland, were caught in a sudden blizzard. Half buried in the snow, Pat was about giving up hope. Suddenly up came a St. Bernard rescue dog with a large cask of brandy fastened to his collar.

"Look, Pat," said Mike, "cheer up, here comes man's best friend."  
"Aye, Mike," said Pat, brightening, "and look at the big dog that's with it."

Never hit a man when he's down. He might get up again.

Two Indians watched the white men building a lighthouse. One night after it was completed, the Indians took up their accustomed stations when a thick fog started to roll in.

"Ugh," said one Indian to the other. "Light shine, bell ring, horn blow—but fog come in just the same."

One thing you can still get for a dime these days is a sneer.

The only money that goes as far today as it did ten years ago is the dime that rolls under the bed.

An ardent fisherman was telling another fisherman about a wonderful dream he had: "I dreamed I was out on Lake Arrowhead, alone in a canoe with Jayne Mansfield."

"What a dream," said the other. "How did it turn out?"

"Just simply wonderful. I caught an eight-pound bass."

Middle age is when you step on a scale and the balance is no longer in your favor.

In Jal, New Mexico, state police reported that on a traffic sign reading "School Zone—Don't kill a child," somebody had added in a childish scrawl: "Wait for a teacher."

Rewrite Man: "What did the Congressman say when you interviewed him?"

Reporter: "Nothing."

Rewrite Man: "I know, but how many columns of it?"

A fad is something that goes in one year and out the other.

Money is the best labor-saving device yet invented.

## DAFFYNITIONS:

**GIRDLE:** The difference between facts and figures.

**I.O.U.:** Letters of credit.

**WAIVER:** Someone who makes a big thing of it when you leave.

**ZINC:** To go to the bottom.

The Credit Department of the Hudson's Bay Co. received this letter from a Canadian farmer: "I got your letter about what I owe. Now be pachant. I ain't forgot you. When I have the money I will pay you. If this was the Judgment Day and you was no more prepared to meet your maker than I am to meet your account you sure would go to hell. Trusting you will do this."





## New Clubs

- 2248 WATERTOWN, New York, (D-34), *Watertown*, Tues., 6:15 p.m., Hotel Woodruff.
- 2313 MONTGOMERY, Alabama, (D-48), *Econchati*, Wed., 6:30 p.m., Francis Cafeteria.
- 2315 CHICAGO, Illinois, (D-30), *South Bell*, 1st & 3rd Tues., 5:30 p.m., 3206 West 61st Street.
- 2316 GUNNISON, Colorado, (D-26), *Gunnison*, Mon., 6:30 a.m., Oasis Cafe, Banquet Room.
- 2318 RENO, Stead Air Force Base, Nevada, (D-39), *Sierra*, Tues., 11:30 a.m., Officers' Club.
- 2319 MEDFORD, Oregon, (D-7), *Jackson*, Mon., 6:30 a.m., Jackson Hotel.
- 2320 LOS ANGELES, California, (D-50), *LANMAA*, Tues., 6:30 p.m., Pat Harding's Restaurant.
- 2322 WARRINGTON, RAF Station Burtonwood, England, (D-U), *Burtonwood*, Alt. Mon., 7:00 p.m., Patten Arms Hotel, Warrington.
- 2323 RACINE, Wisconsin, (D-35), *Belle City*, Mon., 6:30 p.m., Lee Dolf's Restaurant.
- 2324 LAGUNILLAS ESTAFO ZULIA, Venezuela, (D-U), *Lagunillas*, Alt. Mon., 6:45 p.m., Shell Club-Lagunillas, Zulia.
- 2326 MONTECITO, California, (D-12), *Montecito*, Wed., 7:30 p.m., El Montecito Presbyterian Church Hall, 1455 East Valley Road, Santa Barbara, California.
- 2327 SAN DIEGO, California, (D-5), *Cosmopolitan*, Thurs., 7:00 p.m., Imperial Bar-B-Que.
- 2328 FRASER MILLS, British Columbia, Canada, (D-21), *Circle 'F'*, Fri., 5:15 p.m., Clubhouse, Fraser Mills.
- 2331 SILVER CITY, New Mexico, (D-23), *Silver City*, 2nd & 4th Mon., 6:30 p.m., Murray Hotel.
- 2332 MARION, Indiana, (D-11), *R.C.A.*, Tues., 5:15 p.m., RCA, Marion.
- 2333 VANCOUVER, Washington, (D-7), *Meridian*, Mon., 12:00 Noon, Hadley's Coffee Shop.
- 2335 SAN DIEGO, California, (D-5), *Allied Gardens*, Wed., 7:30 p.m., Scout Hall at Twain & Decena.
- 2338 CORAOPOLIS, Pennsylvania, (D-13), *Coraopolis*, Mon., 8:00 p.m., YMCA.
- 2339 CRANE, Indiana, (D-11), *U S N A D Crane*, 1st & 3rd Thurs., 11:30 a.m.
- 2340 MANILA, Manila Air Station, Philippine Islands, (D-U), *Mabuhay*, Thurs., 11:30 a.m., Port Officers' Open Mess.
- 2342 PARRIS ISLAND, Marine Corps Recruit Depot, South Carolina, (D 37), *Staff NCO*, Thurs., 6:00 p.m., Staff NCO Club.
- 2343 MERRIAM, Kansas, (D-22), *Shawnee Mission*, 1st & 3rd Thurs., 6:30 p.m., Holiday House.
- 2346 GREAT LAKES, Illinois, (D-30), *Main-side*, Thurs., 12:00 Noon, Commissioned Officers' Club, Naval Training Center.
- 2347 BRAMPTON, Ontario, Canada, (D-34), *Brampton*, Alt. Tues., 6:30 p.m., The Queens Hotel.
- 2349 SACRAMENTO, California, (D-39), *Arden*, Mon., 7:30 p.m., Arden School.
- 2350 DECATUR, Illinois, (D-8), *Staley*, Alt. Fri., 12:00 Noon, Executive Dining Room, 10th Floor, Staley Administration Building.
- 2351 WICHITA, Kansas, (D-22), *Boeing*, Alt. Mon., 5:30 p.m., Boeing Cafeteria.
- 2352 CHALMETTE, Louisiana, (D-29), *Chalmette*, Thurs., 6:30 p.m., St. Charles Hotel, Room D, New Orleans, Louisiana.

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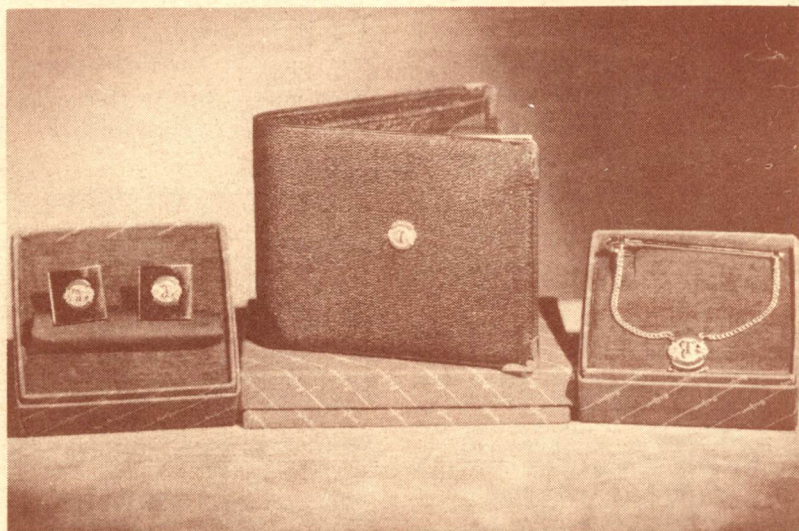
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