

THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

March, 1951

Vol. 17 — No. 3



"You ought to have HEARD the blast I had ready to hand the boss if only I hadn't fainted!"



TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 930 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

CONTENTS

| | |
|--|----|
| GET INTO THE WAR OF WORDS . . . | 1 |
| —Leonard W. Fish | 1 |
| THE SARGASSO SEA OF WORDS . . . | 3 |
| —George W. S. Reed | 3 |
| EDITORIAL — UNDERSTANDING THROUGH COMMUNICATION | 4 |
| T. V. — YOUR PERSONAL STATION . . . | 5 |
| —Don Sabol | 5 |
| HOW TO WIN AN ARGUMENT | 7 |
| BURR SHAFER'S BOOK | 8 |
| ADVERTISE YOUR TALK | 9 |
| —James Graham | 9 |
| HOW FAR HAVE WE COME? | 11 |
| —Herbert J. H. Roy | 11 |
| THERE ARE PLENTY OF WORDS | 13 |
| SAN DIEGO IS CALLING YOU | 14 |
| ACROSS THE DESK — Ted Blanding . . . | 15 |
| WHAT'S GOING ON | 18 |
| IN SPIRE OF HANDICAPS | 22 |
| DOES THE CLUB HAVE ME? | 23 |
| NEW CLUBS — WHEN AND WHERE THEY MEET | 24 |
| IT'S A GOOD IDEA | 25 |
| THIS MONTH IN YOUR CLUB | 26 |
| HOW WE TALK | 28 |
| RECOMMENDED READING | 29 |
| THIS IS MY PROBLEM | 30 |
| THE MAIL BAG | 31 |
| POTPOURRI | 32 |

HOME OFFICE—Santa Ana Community Center, 1104 West Eighth Street. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization. Toastmasters International. Published monthly at Santa Ana, California. Copyright 1951 by Toastmasters International. Name Registered, U. S. Patent Office. Entered as second-class matter, Oct. 25, 1941, at the Post Office, Santa Ana, California; act of March 3, 1879.

PRICE \$1.50 PER YEAR

Printed by Sewell & Duke, Santa Ana, California, U. S. A.

HOME OFFICE ADDRESS: TOASTMASTERS INTERNATIONAL, SANTA ANA, CALIFORNIA

OFFICERS

President—George W. S. Reed
5229 Lockhaven Ave., Los Angeles 41, Cal.
Vice-President—Carleton Sias
1000 Waterloo Bldg., Waterloo, Iowa
Secretary—Nick Jorgensen
1630—15th Ave., W., Seattle 99, Wash.
Treasurer—Tracy M. Jeffers
1293 Grand Ave., St. Paul 5, Minn.
Past President—Lewis C. Turner
655 S. Hawkins Ave., Akron 20, Ohio
Founder—Ralph C. Smedley
Santa Ana, Calif.
Executive Secretary—Ted Blanding
Santa Ana, Calif.
Admin. Associate—Wilbur M. Smith
Santa Ana, Calif.

DIRECTORS

Charles H. Griffith
Post Office Box 991, Tacoma 1, Wash.
John W. Haynes
1111 Wilshire Blvd., Los Angeles 17, Cal.
Glenn E. Johnson
1116—6th Ave., S., Moorhead, Minn.
Harris O. Johnson
3710 N. Euclid Ave., Indianapolis 18, Ind.
Everett K. Kindig
917 Azalea Ave., Burlingame, Calif.
Harry La Dou
3226 Udall St., San Diego 6, Calif.
Hugh E. McEvoy
2735 N. 47th Ave., Omaha 4, Neb.
Russell V. Puzey
3900 Bd of Trade Bldg., Chicago 4, Ill.



GET INTO THE WAR OF WORDS

By LEONARD W. FISH, Governor of New England District 31.

The inalienable rights of man to life, liberty, and the pursuit of happiness are being threatened as never before by the use of free speech to inject HATRED into a peace-loving world.

When Voltaire said, "I don't agree with a word you say, but I will defend unto death your right to say it," he was speaking in a day when the pen was considered mightier than the sword. That was a time when men put their thoughts upon paper, that all might read and draw their own conclusions as to right and wrong.

The modern radio has changed that situation. Nowadays, man does not have to read, he merely listens. He is bombarded all day long with commentators, propagandists, politicians, and news bulletins, — each conveyed to him in the spirit and tone with which the speaker wishes to influence his listeners.

Today, the spoken word is more powerful than the sword.

With the spoken word, Hitler roused a nation to war and destruction. Stalin is following the same practices, and has captured several nations by propaganda, even before his police arrived to enforce the "people's" government.

Today, we listen with mingled feelings to the debates in the United Nations sessions and to the utterances of Malik and his kind; and we wonder who can be so susceptible as to swallow such vitriolic medicine. We forget that these words are rebroadcast to millions of people in Asia and Europe as the fighting words of Truth against a tyrannical aggressor, a capitalistic state described as a monster that seeks only to conquer the world for the gold that can thus be acquired. Does this make your red blood boil?

Our popular magazines have shown the effect this propaganda has on peoples who do not know the truth, who have never known prosperity as we enjoy it, and who instinctively distrust the capitalistic world. We have been warned that this type of fighting is bringing more people into their communistic domination than their armies could ever gain, and without the loss of a single man. What should this challenge mean to Toastmasters? It should cause them to study the facts of our democracy, to prepare speeches defending our way of life, to make opportunities to spread the truth of freedom throughout this nation and across the seas.

Freedom of speech is one of our greatest assets, but the abuse of it can lead to slavery. Toastmasters have a special training that makes them "Minutemen for Liberty." Theirs is the training that enables them to present Truth attractively, concisely, with telling force.

This is no job for thin-skinned individuals. The enemy is strong, even within the confines of our country; and many a good Toastmaster will be heckled and abused unless he is fortified with absolute facts with which to stop his opponents, and with courage and skill to meet their attacks.

Every club should assign speeches of a constructive, patriotic nature to its membership, and should have occasional heckling sessions, so that the speakers may be prepared for any eventuality.

Now is the time for all Toastmasters to come to the defense of their ideals, fight propaganda with facts, and preserve our liberties for our children and our children's children.

If communism should gain control in the United States, Canada, and Great Britain, there would be no need for our organization because there would be no freedom of speech. There are no Toastmasters Clubs in a totalitarian state.



New Words

AMPUTE. This word has recently come into use in connection principally, with war-wounded men who have suffered the loss of one or more limbs. It appears in Webster's Unabridged Dictionary, edition of 1950. Pronounce it with accent on the last syllable. It is a made-up word formed on the same principle as **LEGATEE** and **ASSIGNEE**; but unlike them, it has no corresponding form ending in **OR**. It serves a good purpose and probably is in the language to stay.

DYNEL. We may as well begin to get used to this word. It is the trade name for a wool-like fiber made up from acrylonitrile and vinyl chloride, a low-cost substitute for wool, with certain additional advantages. It is said to be fire-resistant and impervious to water. It can be dyed in various colors, it is not attractive to insects, and it is produced at less than half as much per pound as wool costs.

Remembering how nylon came into the language and on to the markets ten years ago, after a previous ten years of study and experimentation, and how readily both the fabric and its name have been accepted, we may safely look for dynel to be acceptable, once its values have been confirmed by practical demonstration.

THE SARGASSO SEA OF WORDS

By GEORGE W. S. REED, President of Toastmasters International



Wise sailors avoid the infamous Sargasso Sea as they would the plague. The floating seaweed which covers the surface is a dreaded trap. It halts

the progress of sturdy ships and enshrouds the would-be swimmer who is foolish enough to challenge its fatality.

Wise speakers avoid a "sea of words" for the same sake of safety. Far more thoughts have been drowned in a verbal sea than have died of thirst in a verbal desert.

Superfluous words block the passage of thoughts every bit as disastrously as does the barrier of seaweed impede the onward movement of the ship. Enmeshed about the main idea, those words have

the same crippling effect as does the kelp entangled around the ship's propeller.

Perhaps today's slow progress of the Ship of State is a result of having drifted into "The Sargasso Sea of Words." Certain it is that countless conferences in affairs of state, as well as in business and industry, are devitalized by the superabundance of meaningless words.

Leaders in all fields of civic, social and economic life are the pilots responsible for keeping their "ships" out of this particular danger. For lone "swimmers" to avoid this snare is not merely a matter of the speed of progress, but of life or death, economically and socially.

In other words (to get out of our own Sargasso Sea) let us say what we mean and mean what we say — and nothing more! Therein lies the path to success.

A sentence should read as if its author, had he held a plow, could have drawn a furrow deep and straight to the end.

—Henry D. Thoreau

THE *Toastmaster*

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



Editor R. C. Smedley
Editorial Board: Jack Haynes,
E. M. Sundquist, Ernest Wooster,
Frank Learned, James Graham, T.
Vincent McIntire, Gordon Merrick.

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

Understanding Through Communication

What the world needs today is understanding.

The way to understanding is through communication.

Our method of communication is by words — spoken or written.

First, we must have ideas.

Second, we must put those ideas into understandable words—words which we, as speakers, understand, and words which carry our meaning clearly to the listeners. When there is mutual understanding, many differences between human beings fade out. Most of them can be adjusted.

There is an ancient story about two Oriental kings, one of whom sent to the other a message saying,

“Send me at once three white elephants, and if you don’t . . .”

The other ruler, offended by this abrupt demand, sent back his reply: “I do not have three white elephants, but if I did . . .”

Thereupon they went to war. Each had been affronted by the other. They fought until both had exhausted their resources. Then they met for a conference on peace. Said one, “What did you mean by that message you sent demanding three white elephants and ending with ‘if you don’t . . .?’”

The other replied, “Why, I simply meant to say, ‘and if you don’t have them, don’t bother to find them for me.’ But what did you mean when you sent me a reply which ended, ‘but if I did . . .?’”

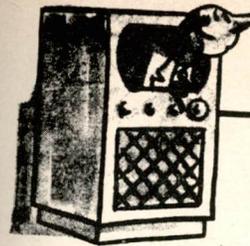
“Oh, that!” said the other monarch. “I meant to say that if I had them I would be glad to send them to you.”

Wars have been created by misunderstandings just as silly as that.

Customers have been driven away, friends have been lost, because of perfectly useless misinterpretations of harmless remarks.

The world desperately needs understanding. Better understanding can come only through better communication. The Toastmasters training is devoted to the task of promoting better communication.

Therefore, Toastmasters training, or something of that nature, is needed by our world, in our day.



T.V.

YOUR PERSONAL STATION

By DON SABOL, of Toastmasters Club No. 452, San Leandro, California.

You are a T-V station on two feet.

Each time you speak you broadcast a picture to those who hear you. Your medium for transmission is TV—Toastmasters Vocabulary.

You can get the picture from our friend, Joe Toastmaster. He completed his twelve basic assignments long ago, and has given many speeches, gaining confidence and poise and a pleasing platform manner.

Recently, he was called upon to give a full-length address to a large audience. These people were strangers. He was on his own, with no Toastmasters on hand to encourage him.

The master of ceremonies gave him a good introduction, and Joe was welcomed with loud applause. He knew his material was good, and he was an authority on his subject. He was confident that tonight’s speech would give him a reputation as a capable speaker.

As Joe spoke, he transmitted a picture of himself to the audience, just as surely as though he had been performing before the T-V cameras. But what kind of picture was it?

Let’s switch now to the receiving end, and see what the people were getting on their screens. Joe was sending them a blurred image, slightly off center. Little black dots were shooting across the screens. Vision was not clear.

Before he was halfway through, he was losing his audience. You television viewers know that in such a case, you would either retune the station or change channels. Unfortunately, Joe’s audience could do neither. They were stuck, and Joe was in a predicament.

To understand just what happened, we shall interpret the language. The blurred image was poor pronunciation. The unbalanced focus was unwise choice of words. The racing dots were the trite words and phrases which all of us use repetitiously. Each was a small matter in itself, but when they were all put together, they ruined the picture.

Joe knew what he was talking about, but he did not effectively impress the audience. His trouble was a limited vocabulary, not well used.

Vocabulary is the speaker’s major tool. With it he must build a bridge of understanding to his

audience. Whether he constructs a strong, inspiring, colorful bridge or merely throws out a flimsy scaling rope depends largely upon his power with words.

No competent mechanic would think of tackling his job without the right tools. Likewise, the good Toastmaster has at hand an adequate kit of tools in the shape of a varied vocabulary.

Basically, a man's vocabulary is an index to his thinking capacity. The words are symbols by which he interprets his thoughts. He learns to use these symbols through practice. He polishes them to high efficiency.

If the symbols are slipshod and uncertain, his thinking will be the same. He will have difficulty in reasoning and in speaking. One cannot have full confidence in his thoughts if he lacks the skill to impart them.

As speakers, we Toastmasters have a definite duty. That duty is to present clear, colorful, dynamic

BE CAREFUL

The present state of national emergency has directed attention to the importance of care in handling technical information. It is easily possible for material on advanced industrial developments, technology of production, strategic equipment, and special installations to fall into the hands of present or potential enemies, and give them aid in planning opposition to our policies. To deal with this situation, the Department of Commerce has provided a service to help the public guard against the harmful release of information. If you have occasion to publish information connected with your business or profession which might in any way be inimical to the general welfare, you are invited to ask for advice as to how it should be handled. Address inquiries to

speech to our listeners. To achieve that, we need to concentrate on word power, which means remembering to use colorful words we already know in place of overworked, commonplace words.

To learn more about bringing those words into play, here are some suggestions. Read leading periodicals and good books for correct English usage and new words. Read poems for vivid descriptive ideas.

Then, to cultivate and develop your word power, read with a replacement attitude. That is, stop in your reading occasionally to see how many synonyms you can use in place of the word in print. New words will snowball within a short time.

Some day we could be in Joe Toastmaster's place. On that date, when we stand before our audience to speak, we will begin to transmit a picture through TV.

Let's work now to make sure our viewers receive our TV in color.

*Office of Technical Services
U. S. Department of Commerce
Washington 25, D. C.*

HOW TO

WIN AN ARGUMENT

It is just as well to keep out of arguments if you can, but there are times when that is hard to do. You will be drawn into discussions in spite of yourself. When that happens, it is wise to remember the advice which Benjamin Franklin gave on this subject.

"The way to convince another," Franklin wrote, "is to state your case moderately and accurately. Then scratch your head, or shake it a little, and say that is the way it seems to you, but that of course you may be mistaken about it; which causes your listener to receive what you have said and, as like as not, turn about and try to convince you of it, since you are in doubt. But if you go to him in a tone of positiveness and arrogance, you will only make an opponent of him."

To put it another way, don't try to drown out your opponent in an argument by out-shouting him. If it comes to the question of which one has the louder voice, all your logic will not win the decision—that is, unless you really can make the most noise.

It often happens that the party to an argument who is vociferous and verbose will wear himself out if you give him time. When he has exhausted his voice and his arguments, it may be possible for you, if you are clever, to step in and sweep the field with a few well-chosen, well-spoken arguments. You have had the oppor-

tunity to think up some good ones while the other fellow ranted.

A quiet voice, backed up with a feeling of confidence and authority, based on knowledge of the facts, has tremendous advantage over the loud-voiced, prejudiced type of argument. If you speak gently, but clearly, the other person will have to quiet down and listen for a moment in order to know where to direct his next attack. As a rule, more people listen carefully to the quiet speaker than to the shouter.

You can win an argument not so much by the number of words you use as by the effective quality of those employed. Often the argument is won by the good listener, who finds the point of weakness in the position of his opponent by letting him talk, listening analytically, and then puncturing the structure of his argument with two or three pointed questions.

There is a story told by Plutarch of an ambassador who came to Sparta from Perinthus, and spoke at great length before the king. Having finally reached the conclusion of his speech, he asked, "What answer shall I return to the Perinthians?" "Tell them," said the king, "that you talked a great deal, and that I did not utter a word."

Your success in winning arguments will depend as much upon your listening as upon your speaking.

BURR SHAFER'S BOOK

You have seen his cartoons in *Esquire* or maybe in the *Saturday Evening Post* or the *Saturday Review of Literature*. If you live on the west coast you may have heard him on the speaker's platform.

Burr Shafer is a Toastmaster—a member of Business Men's Toastmasters Club No. 100, of Santa Ana. He really is a business man, a member of the Shafer Music Company which has been in operation in Santa Ana for nearly half a century.

But in addition to his business interests, Shafer is an artist, and his artistic instincts have turned, in recent years, into the field of cartooning.

He has been a steady contributor to the *Saturday Review of Literature*, where his J. Wesley Smith character has been following the "on the spot" idea which many Toastmasters Clubs use in building programs, by having speakers represent themselves as eye witnesses to historical events. Smith walks in on Paul Revere's ride, on the Trojan Horse, on Mr. Chippendale, on the cave man, and dozens of others.

The clever "gags" are by Bob Gardner.

Now you can enjoy the Smith series of cartoons in book form: *Through History with J. Wesley Smith*; published by Vanguard Press, New York; price \$2.00. The book was published just before Christmas, and Shafer had the gratifying experience of seeing the entire first edition sold out in short order. A second printing is now available. You will find copies at your favorite bookstore.

Don't miss this book by a famous Toastmaster!

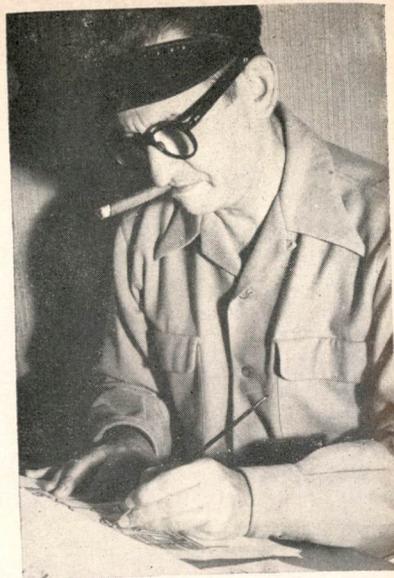
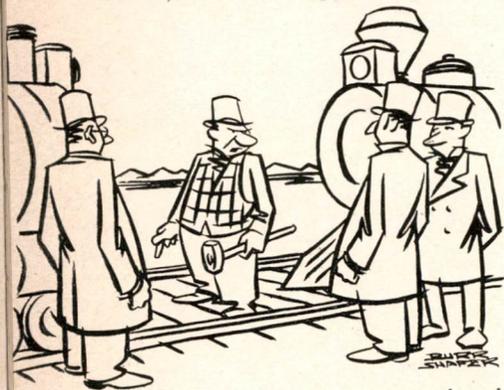


Photo by George McConnell



Don't anybody leave—where's that gold spike?"

ADVERTISE YOUR TALK

By JAMES GRAHAM, of Downtown Club No. 141, Los Angeles.

Thanks to the moving picture industry, a few overimaginative novelists and the waning brigade of loud-necktie addicts who infest our ranks, most folks are pretty certain that advertising men travel in a world of Tintair Blondes, red convertibles, million-dollar deals, ulcers, and more Tintair Blondes.

When, a few years back, this vision of Valhalla was first thrust upon me I must admit that I was overwhelmed. I was embarrassed: I had been so blind! I was encouraged: Ha! This business wasn't so bad, after all, if you just got into the right circles. I was mad: I'd been expending my talents for a trifling \$225.00 per month when I was clearly worth (the book said so) tenfold the sum.

Five years later, I'm sorry to report that I am still without the aforementioned assets (including ulcers) and so are the other advertising men whom I know. There is, however, one asset which successful advertising men have and which I think Frederic Wake-man slighted a little when he wrote his book, *The Hucksters*. An ad man has a *knowledge of words*. The words he pries out of his sluggish Remington can sell a million cans of soup, can heap fame and fortune on a mediocre

actress with only a passable figure, or they can rally a nation to battle.

To the Toastmaster who wants to make a better speech than the last one he figured out during dessert, I can think of no more useful exercise than the study of some of the advertisements to be found in every publication on the magazine stand.

Like a good speech, these ads are nothing more than *words* painstakingly engineered to produce action on the part of the audience. They are prepared by men whose bread and butter depend on using words effectively. The words must be the best that can be found for the job, for the success of the product being sold depends solely upon the effectiveness of these words. Although words in advertising, like those in a speech, are made more attractive by decoration, the things that get the action are still the *words* and the order in which they are assembled.

To use words effectively, it is not necessary (it could be fatal!) to use many big words. It is merely necessary to use the *right* word. In the majority of cases we fail to pick the right word for the job, not because we don't know it but simply because we are lazy. I

don't think it is necessary—or feasible—for anyone to undertake to learn one new word a day. Instead, let us try to make full use of the words we already know but seldom think of using.

“Right” words are words which have been selected because they express precisely the shade of meaning we wish to convey. They let the listener share our idea at once, without having to put two and two together to come up with the answer. Don't say *confident* if you mean *certain*—there's a world of difference. Don't say *jump* if you mean *spring*, or *leap*, or *bound*. Don't say *honest* if you mean *candid*, *sincere*, or *truthful*.

At this point I was about to apologize. “Now, if you have a minute to spare . . .” But if you've read this far you obviously have several to spare. So I'll put it right to you and tell you to go back to the preceding paragraph and read it again. See if you can detect the delicate differences in the shades of meaning of the synonyms I found in my Roget's *The-*

saurus (which, incidentally, is a mighty handy item for a speech-maker to have around). When you have done this, I believe you will see why one word is right in one case and wrong in another. If it's not right it hurts your talk.

The next time you are on the program, concentrate on picking fresh, active words—words that are alive and expressive. When you have done this, get up there and talk as you've never talked before. And this I can guarantee you—*money back if you're not 100 percent satisfied*—your evaluator will be so impressed he'll forget about that lisp, that poor opening sentence, and that shaky right knee. Why? Because he will have been caught in the web of words you wove. He will have seen the things you saw as vividly as you saw them, and he will long ago have been blind to everything but the sparkling new way you helped him to see them.

And which of us couldn't stand a little “bragging up” from our evaluators?

2,225 Toastmasters Complete BASIC TRAINING

Are you one of the certificate holders? The list is growing fast, as more and more members realize the value of careful, complete study and application of Basic Training.



There is no need to hurry through the book. Take time to review the assignments until you are sure that you are qualified for a Certificate of Merit. Even then, your certificate does not mean that you have graduated. You have merely started your training.



HOW FAR HAVE WE COME ?

By HERBERT J. H. ROY, of Toastmasters Club No. 655,
La Canada, California.

1751

1851

1951

Two hundred years ago, in almost any community, water

was fetched from an open well by means of an “old oaken bucket” and a rope. Today we enjoy chromium plumbing.

Two hundred years ago, men traveled on horseback, or by wagon, over roads which were no more than trails. Today we sail on floating power over highways smooth as a floor.

Two hundred years ago, women did their cooking over open fireplaces. Today, almost every home has a streamlined range—gas or electric.

We have come a long way in the last two centuries in industrial production. Our inventive and mechanical geniuses have developed countless gadgets and implements to provide for our convenience and comfort.

But how about progress in other lines—in our spiritual and intellectual development—during those same two centuries?

Two hundred years ago, New England had witchcraft, bigotry, prejudice. Today we have our racial prejudices and our political bigotry. In that day, long ago, there was strife between employer

and employee. Today, industrialists and labor unions are slugging it out on the industrial front.

Two hundred years ago, local differences flared into violence. Today, we have feuds on a larger scale. For example, California and Arizona contend for the water of the Colorado River. Russia contends with the rest of the world with respect to almost anything.

We have grown to a fine maturity in science and industry, but we are still in the adolescent stage in the art of getting along with one another.

Is this disparity between our material progress and our spiritual growth bad?

Indeed it is. Our mechanical progress has so far outrun our spiritual development that the machine threatens to destroy the maker. We have built, with science and industry, a Frankenstein which quite conceivably could crush us. The atom bomb, for instance, in the hands of trigger-happy immaturity may expedite our extinction.

Is there an answer to this problem? How can we bring our spiritual development into balance with our mechanical achievement?

Despite the complexity of the

problem, the answer can be stated in simple words. The solution lies within each of us—in our actions and attitudes.

If it is true that we can't get along with each other in our community, this condition must result from the accumulation of many individual misunderstandings, prejudices and hatreds. Do we want to exercise bigotry from the community? Then let us start with ourselves, in taking a less bitter attitude toward those of other colors and nationalities. Do we want to eliminate rancor between local interests? Then let us associate ourselves with worthy causes or groups which try sincerely to bring about better understanding.

It is easy to say, but hard to do.

It is hard because doing this means making changes in ourselves. It involves self-analysis, objective evaluation of our own strengths and weaknesses. It forces us to realize that what we do in our own interests may violate the rights and interests of other people.

It is hard because it means that we must try to be better persons ourselves. Somehow this is an aspiration which we push to the back of the closet, on the grounds that "if we don't get the loot, someone else will!" or, "if we turn the other cheek, someone is sure to smack us again!"

Perhaps few of us are cut out to be saintly; and I see no reason why we should let others trample on us. But we must head in the direction of improvement, and we must step forward if there is to be

progress. We know what we ought to do. Let's go ahead and do it.

Quite apart from the obvious good which comes to each of us as the result of having done the Christian thing, we know that the effects of good deeds will spread. If you and I do right, we will influence others to do likewise. Multiply our limited influence by the people we know, and before long some decency, some brotherhood, and some respect for others will be spread throughout the community.

If you and I do not start somewhere, it is quite conceivable that no start will be made at all. In that case, conditions of material progress and spiritual stagnation will continue until some accident or some irresponsible idiot sets off an unthinkable disastrous, and perhaps final catastrophe.

Let's get started now on evaluating and clarifying our motives. In place of indifference, let us put positive convictions and actions to reduce hatreds and bigotry, and to increase mutual understanding. Let us exercise careful parental guidance, and join with groups whose aims are to improve the general welfare.

Above all else, let us find a purpose within ourselves to reaffirm a belief in the teachings of our respective creeds.

If we honestly do these things, even within our own lifetimes we shall see an advancement in our spiritual development which may be as dramatic as was the mechanical progress from the horse-and-buggy days to the motorized transportation of today.

THERE ARE PLENTY OF WORDS

There is no need for you to economize in your use of words. There are plenty of them. More than half a million words, yours free of charge, are listed in the latest dictionaries.

The most learned man could never find use for more than a small part of them. To make clear exactly what we mean, we can use all the words we need and still leave hundreds of thousands of good words untouched.

It is not so important to use many words as it is to choose the right words to carry your meaning, for the whole purpose of words is communication. Our task is to put the right word in the right place. This is one reason why it is not good practice to pick up some current word or phrase and use it for all purposes.

One day I walked down the street with a small boy of the neighborhood. As I tried to accommodate my steps to his, I undertook to start a friendly conversation. The weather, as usual, offered a good opening.

"This is a fine morning, Charles," I said.

"Hot dog!" was his response.

"How do you like school this year?"

"Hot dog!" was the enthusiastic reply. I inferred that the boy was pleased with school.

"That was a lively football game

last night at the high school," I said as I tried once more.

"Hot dog!" with still more enthusiasm.

This stimulating conversation continued all the way down the street. My best efforts brought no response except "Hot dog!" in varying inflections.

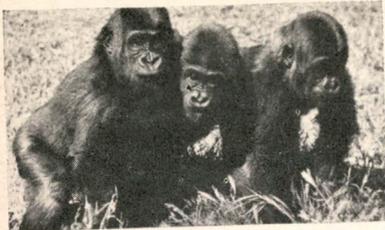
Being an understanding sort of person, I was able to gather a fairly accurate impression of the attitudes and opinions of young Charles on various matters, but it was his tone that informed me, rather than the words he spoke. He had fallen into the common habit of letting one popular phrase serve for all purposes.

At a different time he might have used "I'll say!" as his formula, and in still another epoch he could have resorted to "Oh, boy!"

Those are all good enough phrases, used with moderation and in the right place, but it is unfair to overload them with the entire burden of one's thoughts. Charles was a little lad who didn't know any better, but I have conversed with many people of mature years whose talk was much like his.

Have a big enough vocabulary to express what is in your mind, and use as many words as your thoughts require. It will improve your speech. It will set up better communication contacts with other people, with mutually beneficial results.

SAN DIEGO IS CALLING YOU



Albert and his playmates are waiting to welcome you.

In plain gorilla language they say, "Come on, you funny looking people. We want to look at you and hear the strange noises you make when you talk. Too bad you can't understand our gorilla speech. We talk to each other all day here at the Zoo. And would you be surprised if you could understand what we say about you!"

Better Business

Business is based on selling. Most selling is done by speech, either spoken or written.

The purpose of most speaking is to make a sale, whether it be of goods, ideas, information, or some other item of exchange.

Toastmasters training is training in salesmanship, and you will find that theme stressed throughout the program at the San Diego Convention next August.

If you are in business, you need to know how to deal with people. You must handle customers, clients, employees, employers, wholesale dealers, tax collectors, government inspectors.

If you are in a profession, you need the same skills. The doctor or the dentist or the engineer or the architect must know how to meet his clients, how to sell his own ideas and his personality and his skill; and he must be able to meet other people, both in behalf of his own profession and as a representative citizen.

That is why the convention program will offer much specialized instruction and opportunities for discussion on the general theme of "Better Business Through Better Communication."

You will find opportunities to listen to men who have specialized in such matters, and to talk with them and with others of interests similar to your own, concerning public relations, personal contacts, and the whole problem of getting along with people to mutual advantage.

Communication in business management, in professional dealings, in buying and selling, in hiring and firing, and in other phases of daily business life will be tied in with your Toastmasters training.

You have everything to gain, nothing to lose. That is why you are so urgently advised to plan for San Diego in August. Come and get what you need.

The date? August 10 and 11, 1951, right in the heart of the vacation season, and at the heart of vacation attractions.

Across The Desk

By TED BLANDING, Executive Secretary of Toastmasters International.



From the many questions about evaluation which come to us in the mail, I infer that there is an awakening interest in that subject. This is encouraging.

Evaluation is one of the basic principles of Toastmasters training. It is just as vital in our work as speech practice. There can be no real improvement in speaking without the benefit of audience reaction, expressed by honest and friendly evaluators.

The trouble which arises is simply that our members are not going to the right place for their help in improving evaluation. That help is in their own hands, waiting to be used.

Every member has, or should have, a copy of our book entitled *Speech Evaluation*. In this will be found the answers to most of the questions which can be asked about evaluation. In fact, right in the front of the book, on page 3, there is a set of 20 questions, with page references showing where the answers are to be found.

Have you, as a member or a committee chairman, gone thoroughly through these questions,

and looked up the answers? They are there for you.

I make this statement without hesitation: If every member of your Toastmasters Club will carefully study this book, the standards of evaluation will automatically be raised to new levels of efficiency, and the men will begin to receive the advice and help which they need for improvement.

There is an old story which comes to mind in this connection.

A sailing vessel was becalmed off the South American coast. The water supply was exhausted. The men were suffering from thirst. They saw another vessel in the distance and ran up their signals. "Water! We need fresh water!" was their appeal. The other ship replied, "Let your buckets down into the sea and get water." It seemed inhuman mockery, until one man did drop a bucket over the side. The water he drew up was fresh and palatable. Then they discovered that they were in the mighty current of the Amazon River, which flows for many miles out to sea before becoming contaminated with salt.

To you who are interested in better evaluation, I offer the same advice. Let down your buckets and draw up what you need. You have the materials and resources at hand. Don't let evaluation go dry in your club when the means of refreshment are virtually in your pocket.

MODERN MILITARY MEN AND MACHINES

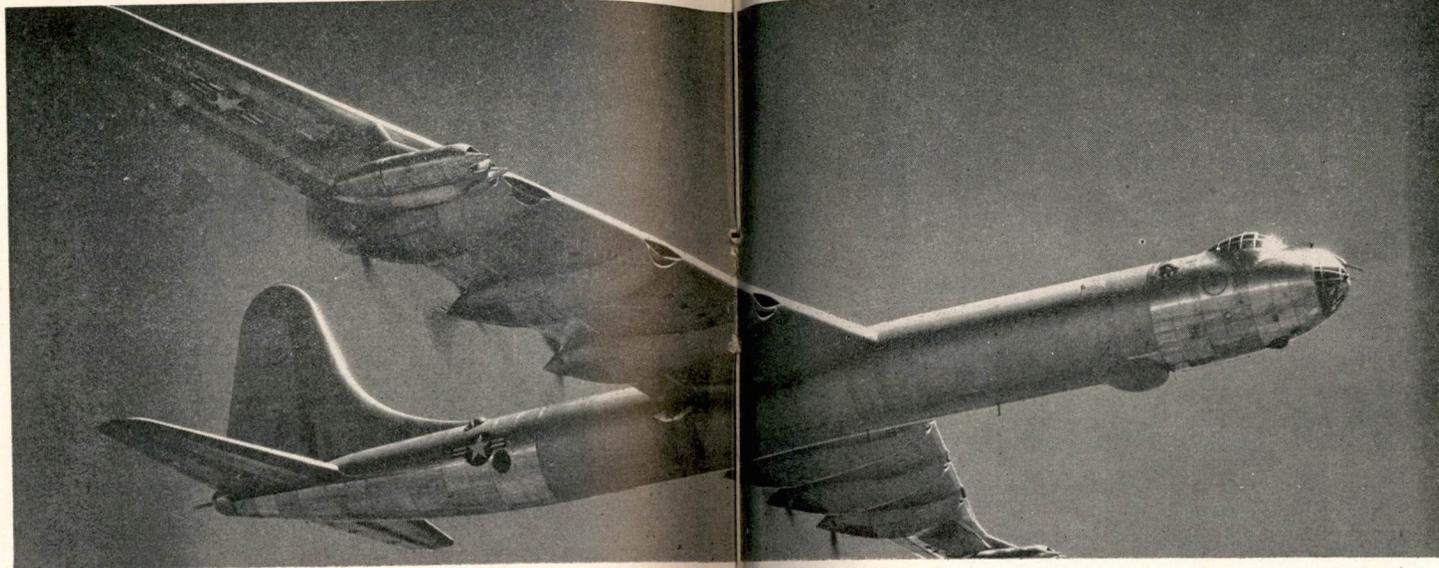


Photo by Consolidated Vultee Aircraft Corp.

STRATOSPHERE-BOUND — This is the first high altitude flight view of the Convair B-36D, jet-augmented version of the U.S.A.F. intercontinental bomber. Four G. E. J-47 jet engines, mounted under wing edges, supplement six piston engines, providing 40,000 horsepower for takeoff. This enables the world's biggest airplane to speed more than 435 miles an hour at altitudes above 45,000 feet.



NOTS — The initials stand for Naval Ordnance Test Station, located at China Lake, Calif., where another Toastmasters Club for men in military service has just been given Charter 899, the presentation being made by Governor Chet Flagg, of District 12. In the picture are seen Sec'y Carl Sandidge; Dep. Gov. John L. Kaulf; Thos. C. Mico, Jr., pres. China Lake Club; Gov. Chet Flagg; Emanuel P. Turse, pres. NOTS Club; V.-P. Dominic Encerti; Sgt.-at-Arms R. A. Murphy.



Official Marine Corps Photo

STAFF NCO — These initials stand for Non-Commissioned Officers. The Staff N.C.O. Toastmasters Club of Camp Lejeune, N. C., carries on in spite of wartime interruptions. Here are the men who lead the work. They lay aside uniform and official rank at Toastmasters meetings. Ed. Chm. E. J. McCabe; Sgt.-at-Arms M. S. Christie; V.-P. C. D. Bartlett; Pres. John D. Brown, Jr.; Treas. W. R. Miller, Jr.; Sec'y G. R. Morrison.

What's Going On

Rose Parade

Toastmasters played an important part in the annual Tournament of Roses Parade at Pasadena, California.

The management needed announcers — thirty of them — to man the public address program which served to inform and entertain the vast crowd of waiting spectators who jammed the streets on New Year's Day. An alert member of the Foothill Toastmasters Club saw the chance to serve, and so it came about that men from the Foothill Club, the Rose Bowl Club, the Hi-Cobbers Club, the Altadena Club, and the first Pasadena Toastmasters Club No. 6 were brought into the operation.

Fourteen public address stations were set up along the four and one-half mile route of the parade. Each station was manned by two announcers (Toastmasters, of course). Records and scripts were at hand, providing music and material for announcements and explanations. From seven in the morning until the end of the parade at noon, the faithful Toastmasters worked in relays to increase the enjoyment of the spectators.

The experiment proved so successful that plans are being made to repeat it in future years. The Toastmasters were proud to participate in this renowned spectacle.

Another Toastmaster performed a vital service as one of the judges of the entries. This was J. Clark Chamberlain, of San Diego, first president of Toastmasters International, who has been called upon repeatedly to serve on the committee of judges, who award the prizes and honors.



J. Clark Chamberlain, of San Diego (left) confers with Dr. Ralph Arnold, of Visalia, California, and Parcell Porter, of Phoenix, as to the awards to be given the gorgeous floats which they have inspected.

North Canton Charter



Jim Cross, left, president of the North Canton Toastmasters Club, receives Charter No. 915 from Area Governor Louis Holder. Other local and district officers in the group include Robert Hoffman, Frank Berroddin, Ralph Chapman, Paul Evans, Durwood Cooperrider, District Governor Kenneth Froelich, and Harold Rue.

All of the present officers and most of the membership of the new club are Hoover Vacuum Cleaner men.

The Way to Advance

One of the greatest national marketing systems, with more than 1500 units, employing thousands of people, has included in its manual for employees a recommendation that those men who are ambitious to win promotion will do well to join a Toastmasters Club. The result is a new interest among the men who serve that marketing organization. In your community it might be a good plan to invite the managers and assistant managers of chain stores to come around to your club. Many such firms are quietly passing the word to their employees.

Massillon Has Not Moved

An error in the Club Directory, published in the January issue of *The Toastmaster*, moved the fine city of Massillon into the Canton corporation. This was quite unintentional, and the editor apologizes for faulty copy reading. The

Massillon Toastmasters show themselves to be good sports by their willingness to excuse it. We absolve the Canton Chamber of Commerce and Toastmasters from all blame in this connection, although we can see why they would welcome annexation of such an active community.

More Charters in Scotland

Governor D. P. G. Macgregor, of Scottish District 18, reports increasing activity in establishing new clubs. Recently he presented charters to the clubs at Renfrew, Lanark, Cambuslang, and Paisley. The total is now at 29 clubs, with more in prospect.

The Glasgow Toastmasters Club first to be organized in Scotland, and holding Charter No. 86, suffered the loss of a valued member in the death of Mr. David Low, a banker, who had developed great skill as speaker and evaluator.

Diogenes in District Six



—Photo by Emil H. Nelson
Better evaluation was featured at the Fall Conference in St. Paul. Educational Chairman Lester Davis and his committeemen went to work to jar the complacency out of lazy critics, and they succeeded. Diogenes, impersonated by Carleton (Cap) Sias, of Waterloo, searched for an honest evaluator, and found several. In the picture, he is flanked by District Governor Del Smith and Toastmaster Jim Abbott, as he lectures the crowd on honesty.

Boosters at Butte

Last November, according to Jack Nixon, Governor of Area 1 of District 17, the Butte Toastmasters Club was far down in membership and interest. The faithful members got down to business, built up the program, interested new men, introduced some social features, and at present the club is riding high. "We're on the ball," writes Toastmaster Nixon, as he tells of plans to meet with groups in Anaconda and Dillon, neighboring cities, with the hope of establishing new clubs, while another chapter in Butte is a possibility. It just goes to show what can be done by a group of men who know what Toastmasters training has done for them, and are willing to share the benefits.

This Speech Repeats

Just to show what may happen to you if you gain a reputation as

a popular speaker on a popular subject, here is George Boardman Perry, Governor of District 8, who has an address on "The Psychological Effect of Color." Recently, he presented this speech for the 79th time, speaking to a women's club. With half an hour of talk, followed by a period for questions from the audience, he gets a thorough workout each time he delivers the address.

Distinguished Service

The Distinguished Service Award of East St. Louis Junior Chamber of Commerce has been given to Joseph J. Kassly, past president and present deputy governor of East St. Louis, Illinois, Toastmasters Club.

California Realtor

Toastmaster F. Herbert Lakey, better known as "Herb," is president of the California Real Estate Association. A member of Huntington Park, No. 14, Toastmasters Club, he never misses an opportunity to tell his fellow realtors about the importance of speech improvement for salesmen. In a recent address to the State Association, he strongly recommended that every realtor get into the Toastmasters Club in his own city, for the sake of the training in salesmanship which he can receive. "Remember," he said, "that the pattern of American democracy was hammered out on the anvil of free and public speech. Let's start a new anvil chorus in behalf of our American system of enterprise. Let's tell our story and tell it well!"

Speech Materials

The Merchants and Manufacturers Association offers some good material, statistical and otherwise, for speakers on current topics. They are willing to furnish such materials to Toastmasters on request. Local Chambers of Commerce can furnish you the address of the nearest M. & M. office, together with other speech ideas. In Los Angeles, the address is Merchants and Manufacturers Association, 725 South Spring Street.

A letter to the Superintendent of Documents, Government Printing Office, Washington 25, D. C., will bring you a list of government publications available free, or at a small charge. The publications range from *Biographical Directory of the American Congress, 1774-1949*, and the *Rules and Regula-*

tions of the Federal Communications Commission to Vegetable Gardening in the Tropics, and Nutrition—Up to Date, Up to You.

The Unesco Courier, an international periodical devoted to the work of Unesco and to activities and developments throughout the world in education, science, and culture, is available at \$1.00 per year. Address Columbia University Press, 2960 Broadway, New York 27, for a sample copy.

In offering suggestions such as these, it must be understood that no official endorsement by Toastmasters International is implied in any case. Many agencies of many phases of opinion publish material which can be useful to speakers who are of sufficient maturity to read and digest without accepting everything.

Reunion



Reminiscences of "When I Was President" filled the air when Past Presidents of Toastmasters International held their annual reunion on January 20 at the home of Olin Price, in Huntington Park, California. Thirteen of the nineteen members of the company were present for an afternoon of fellowship and discussion. In the picture are seen (seated): Arthur Johnson (33), Robert Switzler (44), Clark Chamberlain (30 and 31 — our first president), Jean Bordeaux (36), Paul Demaree (32); (standing): Olin Price (34), I. A. McAninch (48), Ted Blanding (42), Gordon Howard (38), Joseph Rinnert (46), George Benson (47), Sheldon Hayden (40), William Dunlap (37).

In Spite of Handicaps

George Anderson is the immediate past president of the First Montana Toastmasters Club of Great Falls, Montana. He is also a successful businessman of that city.

There is nothing sensational in those statements. But — George Anderson is blind. He lost his sight at the age of 11 as the result of playing with dynamite caps. The explosion not only injured his eyes, but also tore off some of the fingers of his right hand.

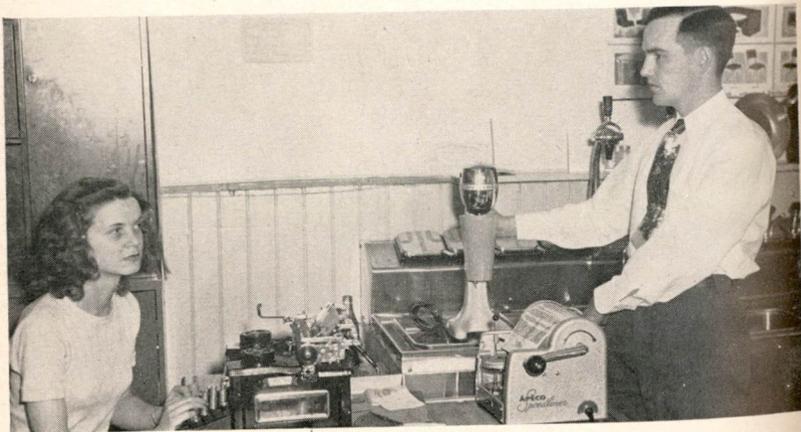
In spite of these handicaps, he completed high school, mastered Braille, both as to reading and writing; and at 27 years of age he is a successful businessman and an active worker in civic affairs.

He is the manager of the Anderson Cook Supply Company, which handles equipment and supplies for restaurants and cafes. Although deprived of sight, he is able to work his own stock of merchandise.

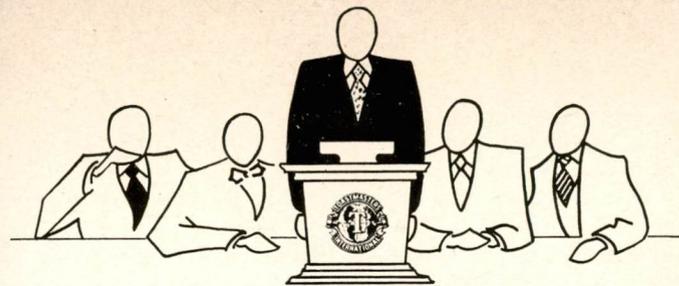
George has been a very active member of the First Montana Toastmasters Club for five or six years. He seldom misses a meeting, although he has to depend on someone to bring him each time.

He has developed a constructive philosophy for living, and he is always seeking ways to help other handicapped persons. For example, he was in charge of the campaign in behalf of the handicapped which was conducted in Great Falls last October.

At the election last fall, George Anderson was elected to the House of Representatives of Montana, where he is expected to prove a valuable member.



George Anderson dictates to his wife in the store which he manages. Mrs. Anderson acts as secretary also in his work as Representative in the Montana Legislature.



DOES THE CLUB HAVE ME?

By LIEUTENANT (JG) HERMAN E. HOCHÉ, of Quaker City Toastmasters Club, No. 750, Philadelphia.

Charles Kettering of General Motors once said, "I'm not interested in a man who has a job; but show me a job that has a man, and I'll show you the best in achievement."

This leads to a question about our Toastmasters affiliation. Do I have the club, or does the club have me?

It has been stated many times that the Toastmasters Club exists for the sake of its members. In order that the club may continue to exist, it needs the collective support of all its members. But why are we concerned about its existence? Simply for the good it can do these members.

Our support is shown by our faithful attendance and by our ready acceptance of opportunities and assignments in the program. In this manner we gain for ourselves and we contribute to each other's benefit in the work.

Our Founder has said, "Ours is a paradoxical plan in which every

man seeks the best for himself and at the same time helps his fellows get their full share. It is every man for himself, and yet it is every Toastmaster for every other Toastmaster as we work together for individual improvement."

But we can do more. We can accept responsibilities which will reflect the spirit of the club as a group. We need more voluntary acceptance of invitations to speak for good causes. Is your president compelled to *assign* speakers for worthy enterprises, such as the Community Chest or the new hospital?

Our desire to think clearly and speak well need not be altogether for self-advancement. We may exercise a measure of altruism in community and club advancement, and thus insure personal progress.

Executive Secretary Ted Blanding, speaking of the Spokane Convention theme, said, "It should be understood that when we refer to 'job training' we imply the

broad interpretation of the phrase; one's responsibility to one's profession or business, to society and to life. Effective club performance cannot mean a short-cut to success, but it can give desirable business training in oral expression, personality expression, and public relations."

Once more, let us ask ourselves, does the club actually *have* me?

For the club's progress as well as for our individual progress it must be that the club really has its members.

In many clubs we find a small

nucleus of half a dozen high-spirited and enthusiastic members who carry on. But every club needs 30 enthusiastic and effective supporters, for it is when we work together in full cooperation that we gain both group advancement and individual improvement.

Recalling once more the statement of Mr. Kettering, we are interested in the man who has a Toastmasters Club, but for real effectiveness in worthy accomplishment, give us the club which *has* its members.

Does your club really have you?



New Clubs — When and Where They Meet

- ✓ 925 DINGWALL, Scotland, (D 18), *Dingwall*, Tues., 7:45 p.m., Tulloch Street.
- ✓ 926 KILMARNOCK, Scotland, (D 18), *Kilmarnock*, Fri., 7:30 p.m., Bantam Tea Rooms, 10 Queen Street.
- ✓ 927 ANNAN, Scotland, (D 18), *Annan*, Tues., 7:30 p.m., Kirkpatrick's Cafe, High Street.
- ✓ 928 EVANSTON, Ill., (D 30), *Evanston*.
- ✓ 929 FREEWATER, Ore., (D 33), *Milton-Freewater*, Tues., 6:15 p.m., Freewater Community Building.
- ✓ 930 LA GRANGE, Ill., (D 30), *West Suburban*.
- ✓ 931 HARTFORD, Conn., (D 31), *Charter Oak*.

Reissued Charter

- ✓ 725 MINNEAPOLIS, Minn., (D 6), *Antlers*, Thurs., 6:30 p.m., Elks Club.

It's a Good Idea

Hospitality

Pay attention to men who visit your club. Let each one be introduced courteously and in good form. Let each member count himself a "host" — responsible for making the visitor feel welcome. Hand to the visitor a copy of the folder *Introducing Toastmasters*. If possible, have a letter sent to him afterwards, to assure him that he is welcome as a visitor (provided that is true). If time permits, ask the visitor for a brief comment while he is in the meeting. Make him feel at home, and give him such a demonstration in your program that he will wish that he were a member.

Meeting and Eating

Wartime conditions create problems for the local clubs. Meals tend to cost more. Civilian defense gives added obligations to men already overloaded. Younger members are being called to military service. It is a good idea for the club's officers to study the local situation with care, and to plan to meet such problems when they arise. Take stock of your own club, its membership, and its meeting place; and then act wisely to prevent trouble. Don't wait for the storm to break. Batten down the hatches right now, and don't let a sudden blow flatten you out.

Train the Timers

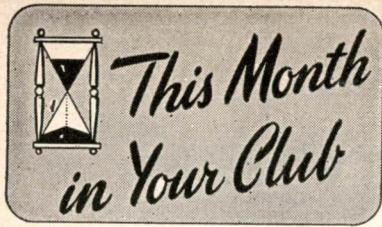
Let various members share the task of operating the timing device. Nothing more quickly develops the sense of accuracy in building the speech to fit the allotted time than an experience as timer. Of course your club has speeches of various lengths. Give your members experience in talking three minutes, five minutes, eight minutes — not always just the same length of time. But insist on careful attention to the limits. If you have a member who is addicted to running overtime, you can help him by letting him run the timer on others. He will soon learn.

Table Topics

One Topicmaster, observing that the members wore a variety of lapel buttons, asked each man to explain the meaning of his personal badge, and to describe the organization it represented.

Another leader asked each speaker to imagine that he was talking personally to some member of Congress. "What would you say in two minutes to Senator Taft, or Congressman Patman, or Senator Kefauver?" Select the great figures of the national legislature, and give the men a chance to sound off.

One other Topicmaster asked each man to outline briefly his personal plans for retirement. That caused some deep thinking.



This is the month in which good Toastmasters concentrate on word improvement.

There are three items included in this project. First, one should systematically seek to learn new words. Second, one must learn how to pronounce and enunciate correctly both new words and words already in use. Third, one must make sure of using words in the right places to make the meaning clear.

These practices should not be limited to one month, but should run continuously if you hope to be a good user of words.

Add new words as needed. Use them well.

In the club's program for March, there will be special speeches on how to improve the vocabulary, by good use of the dictionary and other helps.

Evaluation will stress use of words, as to pronunciation, appropriateness and value as speech-illuminators. Without neglecting other speech essentials, bear down heavily on words.

This issue of *The Toastmaster* carries an abundance of material on the subject. Some speaker may wish to use some of the magazine articles as speech material. He may either agree or disagree, enlarge on the suggestions or refute them,

but there really is some material which should be helpfully suggestive.

There should be at least one discussion—debate, panel or round table—during the month. You can have a lively one on the United Nations as it stands today, or on foreign policy and international relations, or the prospects of war, or drafts and military training. Have a lively argument, but don't get mad.

For the Officers

Elect new officers, making the performance a good parliamentary training. Appoint new committees. Make sure that the training materials are received promptly from the Home Office. (As soon as the new officers are elected, report their names, and the material will be sent.)

Study the recommendations in the *Executive Section* bulletin of *Progressive Training* for detailed suggestions. Give your club the benefit.

Begin planning for attendance at the San Diego Convention in August.

Make March your best month of the winter.

Helps for Evaluators

For March, concentrate on words and their use. Evaluate by the following list:

1. Appropriateness
2. Pronunciation
3. Enunciation
4. Liveliness — graphic value
5. Grammatical usage

Did the speaker's use of words help to make his message effective?

How can he improve his vocabulary?

WORDS TO WATCH

Some of the words in the following list will not be spoken by you more than once a year. Some of them you may never use. Others will frequently be on your tongue.

The pronunciations are given in small type. Test yourself first by pronouncing them as you think right. Then check up on the key list, which gives the best pronunciation, according to Webster. The meanings are not given on this page. If you are in doubt about any of them, refer to your own dictionary.

- | | |
|-------------------|-------------------|
| 1. Acumen | 21. Medieval |
| 2. Amenable | 22. Misanthropic |
| 3. Assimilate | 23. Pedagogic |
| 4. Culinary | 24. Penalize |
| 5. Demurrer | 25. Photogenic |
| 6. Despicable | 26. Plethora |
| 7. Gala | 27. Posture |
| 8. Gibberish | 28. Prelude |
| 9. Gigantic | 29. Propaganda |
| 10. Gynecology | 30. Psychiatric |
| 11. Gyroscope | 31. Psychiatrist |
| 12. Helicopter | 32. Sacrilegious |
| 13. Holocaust | 33. Sagacious |
| 14. Homogeneous | 34. Schizophrenia |
| 15. Hypochondriac | 35. Schnorkel |
| 16. Ideology | 36. Similar |
| 17. Ignoble | 37. Simulate |
| 18. Illustrative | 38. Spontaneity |
| 19. Loggia | 39. Squalid |
| 20. Median | 40. Squalor |

- | | | | |
|---------------------|-----------------------|----------------------|----------------------|
| 1. a-KU-men | 11. JI-ro-skope | 21. me-di-EE-val | 31. si-KI-a-trist |
| 2. a-MEE-na-bl | 12. hell-i-KOPP-ter | 22. mis-an-THROPP-ik | 32. sak-ri-LEE-jus |
| 3. a-SIMM-i-late | 13. HOLL-o-kost | 23. ped-a-GOJJ-ik | 33. sa-GAY-shus |
| 4. KU-li-ner-i | 14. ho-mo-JEE-ne-us | 24. PEE-nal-ize | 34. skiz-o-FREE-ni-a |
| 5. de-MURR-er | 15. hi-po-KONN-dri-ak | 25. fo-to-JENN-ik | 35. SHNUR-kel |
| 6. DESS-pi-ka-bl | 16. id-e-OLL-o-ji | 26. PLETH-o-ra | 36. SIMM-i-ler |
| 7. GAY-la | 17. ig-NO-bl | 27. POSS-ture | 37. SIMM-u-late |
| 8. JIBB-er-ish | 18. i-LUSS-tra-tiv | 28. PRELL-u-de | 38. spon-ta-NEE-i-ti |
| 9. ji-GANN-tik | 19. LOJJ-a | 29. prop-a-GANN-da | 39. SKOWL-id |
| 10. jin-e-KOLL-o-ji | 20. MEE-di-an | 30. si-ki-ATT-rik | 40. SKWOL-er |

HOW WE TALK

The American Idiom

Questions are always arising about the good taste of certain common locutions.

"I don't think . . ."

"I think not."

"Quite a few."

Are these correct usage? That is what some purists want to know. Let's examine them.

Suppose you are asked: "Is it going to rain?"

You may reply, "I think not," or "I don't think so."

In the first instance, your remark extended in full would read: "I think it is not going to rain." In the second phrase, "I do not think it will rain" is the complete form.

Thus it appears that our common wordings are merely contractions of the complete statements. Since contracted word forms are an accepted part of our language, these sentence contractions may be defended on the grounds of convenience, time-saving, and popular usage.

"Quite a few" is an example of understatement, which is a favorite form of exaggeration.

The fisherman comes home from a day at the lake. You ask, "How many did you catch?" He responds, "Oh, quite a few."

This may imply that he has a basket full of trout or bass, or it may mean that he is just covering up his failure. It is not technically good English, but it is idiomatic.

The Evolution of Words

To the person who will spend time in the study of words, there is hardly anything so fascinating as the growing stream of development of ideas from the beginning in some ancient simple root, down through the ages of new thoughts, demanding new expressions, to our modern vocabularies.

Consider a group of words in everyday use. Do you find any evidence of relationship in these? And yet they are all members of one great word family.

Expect, specimen, spectator, respite, despise, spectrum, speculate, inspect, specific, species, spice, auspicious, spy, prospectus, spectre, perspective, specious, circum-spect, retrospect.

That list could be extended to at least thirty common words, with various meanings, and with not a great many points of likeness, but all derived from an ancient Aryan root. That root may be expressed by the letters *spac*, which had the sense of looking or seeing.

In the Greek, it came out as *skeptomai*, to look; as *skeptikos*, an inquirer; and as *episkopes*, an overseer. In Sanscrit, *spasa* was a spy; and *spas* was a guardian or watcher. In the Old High German, *spehan* meant to spy. In the Latin, *specere* meant to look at or perceive; and *spectare*, an intensive form, meant to look carefully, to contemplate.

You can find in a Latin dictionary a long list of words derived from that *spec* or *spac* root, and the list in English is still longer.

Recommended Reading

By R. C. S.



David E. Lilienthal has been at the center of some warm controversies in the past few years. He has been accused and defended. Some of us have not counted his patriotism as being of very high degree. Because of his eminent position, his views and convictions are of general interest.

That is why we suggest for this month that you read his book entitled *This I Do Believe*, published by Harpers in 1949. It appears to be a frank and almost confidential statement of his concept of the American system, its strength and its weakness. As such, it gives an inspiring revelation of the mind of a thoughtful citizen who knows why he believes in the ideals and institutions of America, and counts them superior to those of any other nation.

It is not a long treatise. Only 200 pages are required to carry the author's statement of faith. Some of the chapter headings are suggestive, such as:

The Little Journeys

Some readers have had trouble locating copies of the Elbert Hubbard "Little Journeys" books. We are glad to say that Mr. Elbert Hubbard II, who can be addressed at East Aurora, New York, usually has some of these books on hand for sale to appreciative buyers. Write to Mr. Hubbard if you need help in finding the books.

"The Wellsprings of Our Vitality Are Ethical and Spiritual"

"Big Government Is Not Inevitable"

"Atomic Energy—A New Kind of People's Business"

"An Informed Public May Control Its Own Destiny"

The contrast drawn between democracy and communism is clear and enlightening. For example, this paragraph:

"The basic source of the strength of American democracy does not lie in an 'economic system.' The wellsprings of our vitality are not economic. They go deeper still; they are ethical and spiritual. Our Society in America is founded not upon the cold and bloodless 'economic' man of the Marxist, but upon a faith in man as an end in himself."

This book contains much material for the speaker, and it is profitable reading for every believer in democracy and the free life.

THIS IS

MY PROBLEM

QUESTION: Should the evaluator criticize the speech of an educational chairman, or other member who presents an educational talk on speech?

—N. H., California

ANSWER: If the evaluation is tactfully given, or if it is requested by the speaker, it is not out of order. But care must be taken that such evaluation does not weaken the effect of what he has said, in so far as it carries helpful instruction on how to talk. Many teachers are not finished orators, but their help is valuable in spite of that. They need constructive criticism, but this should never be given in such a way as to discredit what is said, or embarrass the speaker.

Better exempt the educational speaker from criticism altogether than to spoil the effect of his instruction.

QUESTION: What is the difference between a panel and a symposium?

ANSWER: A panel is a discussion group consisting of a chairman, from two to eight persons, an audience, and a topic. The chairman and panel sit around a table or in a semi-circle in full view of the audience with the chairman in the center. The chairman introduces the subject and the panel discusses it informally for approximately half the time for the meet-

ing. Then the audience participates for the rest of the time by asking questions of the panel or making contributions of their own to the discussion. The panel is a small group acting as a committee with the audience participating as a gallery. The chairman summarizes at the close of the discussion.

The symposium or open forum discussion is a group meeting where various phases of a subject are presented by speakers with different points of view. The procedure is for two or more speakers to present different aspects of the same problem, followed by questions and contributions by the audience. The chairman performs the necessary introductions, and then conducts the discussion, acting as moderator in controlling and directing questions, in holding participants to time, and in preventing them from wandering from the subject. Both methods are excellent training in discussion, and are valuable in promoting understanding through group thinking.

QUESTION: How can we have better evaluation in our Club?

ANSWER: Persuade each member to study the book, *Speech Evaluation*. Have someone answer at each meeting one of the questions listed on page 3 of the book. The facts are all there. Put them to use.



District Sales Manager

Toastmasters training is a definite aid to me, as my work requires that I address many groups on air travel and civic work, speak at committee meetings, and give occasional radio talks. The Toastmasters program is an aid to anyone in a position which requires public speaking; and with the program set to a pace of current events, political affairs, and business interests, there is always a keen interest for every member, regardless of his business association.

—WILLIAM C. KELLEY, District Sales Mgr., Trans World Airlines
Member of Kamehameha Toastmasters,
Honolulu

A Better Job

Here is what Toastmasters training has been doing for me.

I have been very active in community organizations — Chamber of Commerce, service clubs, and all such things. I had to do a lot of public speaking, but I was very nervous and always in a dither. Speaking was hard work. I needed the Toastmasters Club, and I cannot tell you how much it has helped me.

Nowadays I talk to all kinds of meetings, and it is not hard. In fact, people compliment me on the

ease of delivery. I made a trip to New York to see a top executive. He turned me down flat. The thought flashed through my mind — "Here is the Table Topic." I told the big shot that he was wrong, and showed him why. I was able to answer all his arguments, and finally convinced him that he should change his mind — and he did.

Toastmasters training is going to help me have a better job than I ever had before. I am learning how to put my ideas to work, and how to make other folks understand what I mean. No wonder I am strong for Toastmasters.

—G. R. M., Missouri

Dividends Collected

An Indianapolis Toastmaster sums up the benefits received from membership in his club under these two points:

1. Constructive criticism by men who are genuinely interested in helping one another.
2. A friendly but serious rivalry which I have not found in any other group of men.

Runs Own Business

Few Toastmasters have had their lives changed any more than mine has been by experiences gained in the club. When I joined Toastmasters, I was working at 70 cents an hour. I was not happy, but I lacked the nerve to do anything about it.

Now I am happy in my own business, which has been successful largely because of Toastmasters. Every customer contact reflects the training I received in the club.

—STEWART MARTIN, Terre Haute,
Vigo Club No. 332

POTPOURRI

It's funny, ain't it, how much more wear you can get out of some words than others. A wisecrack wears out in a couple of days, but words like "please" and "thank you" sound shiny bright year after year.

—Wally Boren, Syndicated Column

* * * *

A poet — that means painter, too,
For words are colors, rightly laid;
And they outlast our brightest hue,
For others crack and crimson fade.

—T. B. Aldrich

* * * *

A Chinese proverb says: "A single conversation across the table with a wise man is better than 10 years' study of books."

* * * *

You cannot be agreeable in conversation if you are thinking more about what you want to say than about what others are saying. We must be good listeners as well as good talkers.

—J. Whitcomb Brougher, in the Los Angeles Times

* * * *

We claim no originality for our idea other than the usual originality of claiming no originality.

Whatever is wrong with the world is wrong with us and not it.

—Dr. Ernest Holmes

* * * *

I've noticed two things about men who get big salaries. They are almost invariably men who, in conversation or in conference, are adaptable. They quickly get the other fellow's view. They are more eager to do this than to express their own ideas. Also, they state their own point of view convincingly.

—William Feather, in The Advertiser's Digest

* * * *

At a banquet given by Frederick the Great to his courtiers, the monarch asked the men present to explain why his revenues continued to diminish in spite of the high taxes being paid. A general of the Hussars remarked, "I believe that I can show Your Majesty what happens to the money."

He picked up a piece of ice and held it up so that all could see. Then he handed it to his neighbor at the table, requesting that it be passed on from hand to hand until it reached the king. By the time it came to Frederick, the sizeable chunk of ice had shrunk until it was about as big as a bean.

FOR YOUR CLUB'S PAST PRESIDENT

Show generosity and thoughtfulness by presenting one or more of these gifts to your retiring president.



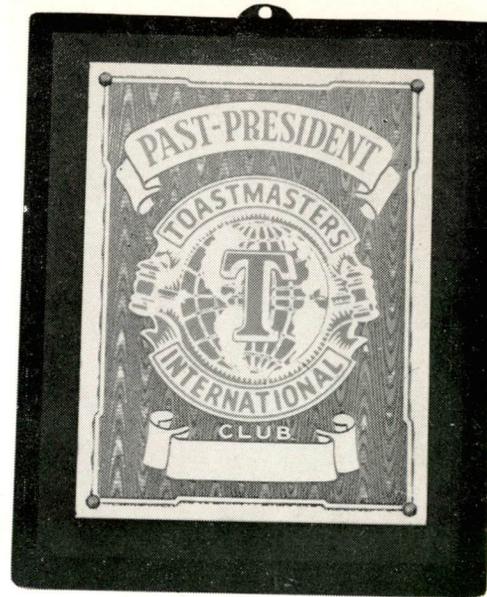
BLACK CATALIN GAVEL

With Toastmasters emblem and engraving band. From \$10.00 to \$11.50 plus 20% excise.

If a California club, add 3% on all orders.

(Past President's name to be engraved by your local shop.)

Order from **TOASTMASTERS INTERNATIONAL - Santa Ana, Calif.**



PAST PRESIDENT'S WALL PLAQUE

(4 3/4 x 5 3/4) Baked enamel on bronze —with engraving band—mounted on black hardwood base. \$3.00 delivered.



PAST PRESIDENT'S PIN

(without jewels) \$5.00 plus 20% excise.

books

- \$.50 How to Be Human on the Job
.25 How You Can Improve Your Speech
2.00 Let's Sell!
2.50 Smooth Sailing Letters
3.00 How to Develop Profitable Ideas
2.50 How to Win What You Want

These books are practical—
not theoretical.

They are intended for the
busy man's use.

Order from

TOASTMASTERS INTERNATIONAL

Santa Ana, California