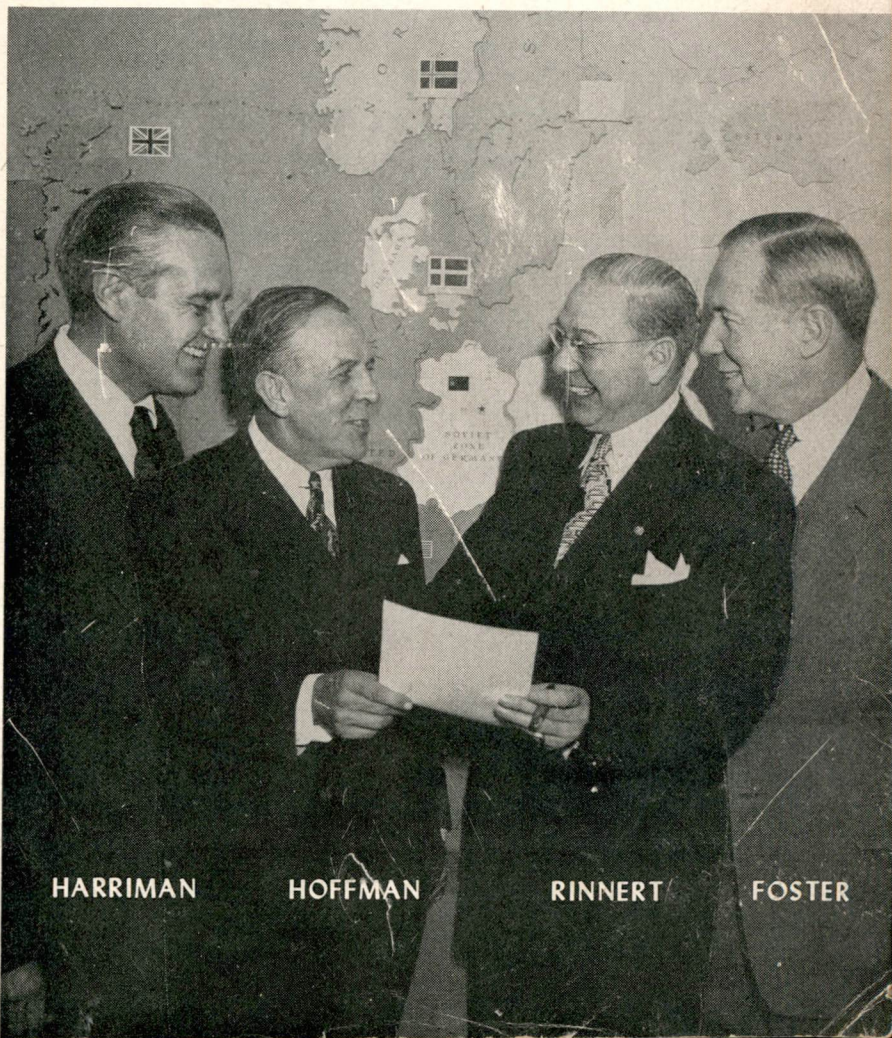


THE *Toastmaster*

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HARRIMAN

HOFFMAN

RINNERT

FOSTER



TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 800 active clubs, located in the United States, Canada, England, Scotland, South Africa, and the Hawaiian Islands, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Listening

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

Contents

E. C. A. — The World's Hope —Joseph P. Rinnert	1	The Worm Turns	20
Editorial — Good Salesman- ship	4	"All Wool and a Yard Wide" —Frank Learned	21
What the Listeners Like . . . —Lewis C. Turner	5	You and Your Job	22
Clown It . . . Ernest S. Wooster ..	6	On Your Job . . . —Robert S. Boaz	23
The President	8	The Record of Growth	24
Evaluation: William Shirer and Fulton Lewis, Jr. . . . —Ralph C. Smedley	9	Steam, Oars or Sails . . . —M. T. Brannan	25
Look in the Mirror . . . Criticus ..	11	This Month in Your Club	26
More Words about Words . . . —Martin L. Seltzer	13	How We Talk	28
Across the Desk . . . —Ted Blanding	15	Recommended Reading	29
What's Going On?	16	The Mail Bag	30
		With the Great Persuaders	31
		The Quizzer	32

"IN CONFERENCE"

At the Washington Conference on E. C. A., Past President J. P. Rinnert had an unusual opportunity to get the facts from headquarters about America's part in restoring the world. In the picture are seen: Ambassador W. Averell Harriman, E. C. A. Administrator Paul G. Hoffman, Toastmaster Joseph P. Rinnert, and Deputy Administrator William C. Foster.

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ECA The World's Hope

By JOSEPH P. RINNERT, Past President of Toastmasters International

In 1787 a group of realistic idealists labored to end economic chaos among thirteen independent American colonies. Today another handful of realistic idealists are striving to bring economic order to a score of venerable European sovereign nations. The obstacles confronting the founding fathers were almost insurmountable; upon the success of their efforts depended the future of this country. The problems faced by the Economics Cooperation Administration staff are infinitely greater; upon the success of their efforts may depend the very future of the world and of civilization itself.

Fortunately, Paul G. Hoffman, Ambassador W. Averell Harriman and William C. Foster have selected as heads of the European ECA missions and as members of their staff men and women who are not bureaucratic parasites anxious only to keep their snouts in the public trough. They are dedicated crusaders with the vision to grasp the importance of the task, the know-how to get results, and the courage to endure the sneers of the cynics and disbelievers, the carpings of the shortsighted

and selfish, and the vicious attacks of the Communists and fellow travelers.

The objectives of ECA are both humanitarian and practical. It has helped: to feed hungry children; to combat disease; to build homes, schools, roads, irrigation systems, power plants; to rebuild factories and farms; to promote soil conservation; to encourage land reforms; to increase industrial and agricultural production; to restore hope and to destroy fear.

Some people may ask whether we can afford to be so "generous." In fact, self-interest compels us to act. From 1914 to 1948 the United States poured into Europe 101 billion dollars more than it took out. The interests of the American taxpayer and consumer may not forever be ignored. Europe must be put on her feet and off our backs. ECA, with its probable total expenditure of 15 billion dollars, is the first intelligent and systematic attempt to restore world trade and to make possible some repayment for this country's exports out of European production rather than with the American taxpayers' dollars.

Some may fall for Com-

munist propaganda that, while it is all right for us to export our surpluses to Europe, increasing our imports may wreck our economy and throw Americans out of work. Such a concept ignores the facts that trade is a two-way street, that progress and lower prices come from competition, that mass markets produce higher living standards, that American industry is no longer an "infant" requiring protection (except where the national security is at stake). The absurdity of the concept becomes evident when we con-

sider that the 1948 imports from ECA countries were only 4/10 of one per cent of our national income, that if an additional billion dollars of imports were received the total would still be less than one per cent. Such a total would represent only about half the percentage of pre-war imports — which pre-war imports were absorbed in stride by an American economy far less dynamic than we have today.

In encouraging competition and attacking protectionism and economic nationalism among the European nations,

(Editor's Note) Ambassador W. Averell Harriman, ECA Administrator Paul G. Hoffman, Toastmaster Joseph P. Rinnert of Los Angeles, California, and Deputy Administrator William C. Foster are shown in the picture on the cover conferring in the offices of the ECA in Washington, D. C., on February 17, 1950. While in Washington, Past President Rinnert represented Toastmasters International in a conference called by Administrator Hoffman to discuss "The Marshall Plan at the Halfway Point." The other conferees included the heads of the European ECA Missions and representatives of twenty-one national and international organizations and fraternal orders. The accompanying article represents the personal observations and views of Mr. Rinnert individually, and not as the representative of Toastmasters International or as a Past President of the organization. Long established policy prohibits endorsement of any project or cause, however meritorious and whether of a public or private nature, by or on behalf of Toastmasters International or any of its member clubs. Our organization does, however, encourage individual Toastmasters to inform themselves on matters of public interest and to speak their convictions on all subjects in which they are interested and upon which they are informed. Any Toastmaster desiring factual information concerning the ECA program can obtain explanatory literature by writing directly to "Economic Cooperation Administration, Public Information Division, 800 Connecticut Avenue, Washington 25, D. C.")

ECA is not only battling Communism but is building a mighty barrier against World War III. The wars which have ravaged Europe could not have been waged had there been European economic integration — the negation of currency restrictions, commodity controls, tariff barriers, import prohibitions and related protectionist devices of nationalistic peoples who fear competition. If the ECA's goal is reached, Churchill's dream of a European economic union will be realized.

Is the ECA expensive? Yes — fifteen billion dollars (of which ten has already been spent) is not easily accumulated. It is *too* expensive when compared with the trillion 400 billion cost of World War II? The vote-seeking politician, the fellow-traveler, even the sincere but unformed manufacturer or

laborer may say so — but the man who is thinking of the lives and welfare of his sons and daughters knows it is the least expensive and best insurance obtainable.

The work of the ECA must continue through June, 1952. It will continue if enough Americans will make the effort to learn how ECA works, what are its objectives, what it has accomplished and what remains to be done. The A-bomb and the H-bomb are powerful weapons but in the titanic struggle for freedom and for men's minds the real weapons are food, tools and raw materials to give men a chance to live in decency and dignity and freedom.

May God give the American people the wisdom, the unselfishness and the courage to insist that the ECA program be carried to completion!

Lt. Col. Augusto Cesar Gonzalez died in his sleep aboard ship on the way to Manila. He served as private secretary to the late President Manuel Quezon of the Philippines. He served in the U. S. Army during World War I, and during World War II he was active in the Philippines as a guerilla officer.

Known among his Toastmaster friends as "Tito," Colonel Gonzalez was a member of Monrovia Toastmasters Club, of Monrovia, California, where he served a term as president. He won second place in the Speech Contest at the San Francisco Convention in 1948. His sudden passing, from a heart ailment, is a loss not only to his own Toastmasters Club, but to the organization throughout the Southern California districts, where he was so well and so favorably known.

THE Toastmaster

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Good Salesmanship

Don't knock your competi-
tor.

That is a rule recognized
by all good businessmen, but
one which many of us forget.

A salesman who comes into
your office and starts telling
you the faults of his competi-
tor's goods is not using good
salesmanship. He is adver-
tising the other fellow's
product when he should be
presenting the merits of his
own.

The businessman who runs
down the business or the
methods of his competitors,
the preacher who casts as-
persions on the faith and
practice of another denomi-
nation, the editor who vilifies
another editor with whom he
disagrees, and the salesman

who assures you that the
brand of breakfast food or
typewriter ribbon or vacuum
cleaner which you have been
using is completely out of the
running when compared with
his own inimitable product—
all these are guilty of bad
practice, and the best thing
they can do is to change their
ways, or else quit selling.

It may not be universally
true that "every knock is a
boost," but the more a sales-
man talks against a competi-
tor, the more we are inclined
to go over and look at the
other fellow's goods. It is an
excellent plan to be so in
earnest about our own line of
goods that we have no time
to waste on what our competi-
tors offer. We are so
thoroughly sold on our
product that we can't consider
the other as offering serious
competition.

That is, we simply can't
afford to let the customer
know that we are worried
about the competition. Natu-
rally, we have studied the
other product, and we know
its weaknesses and its strong
points, so that we are pre-
pared to emphasize the
features in which our own
offering is supreme, but with-
out reference to the other,
which we surpass.

As a principle, destructive
criticism is no better policy
in selling than it is in speech
evaluation or in any other
relation in life.

What the Listeners Like

By LEWIS C. TURNER, President



I have just
turned off the
radio after
listening to a
speech by a
man who is
often called
the greatest
speaker of
our times,
Winston
Churchill.

In the room when he started
were several persons who
were busy with their indi-
vidual activities. As the
speech progressed, they laid
aside their books and papers
and gave close attention to
what he had to say.

Why did they do this?

They listened because the
speaker's manner and his
words claimed their attention.
He seemed to enter the room
and to talk *to* us, or *with* us,
rather than *at* us. He gave
this impression by saying
"we" instead of "you." His
voice was friendly, but not
aggressive. He talked, not in
abstractions, but in phrases
of the average listener, and in
terms of the listener's own
interests.

He made little use of the
pronoun "I" and when he did
use it he was sincere, giving
no suggestion of apology. His

own experiences had meant
much to him.

I observed that he did not
castigate his opponents, nor
make fun of them. He did use
some of their statements to
prove his own points.

Mr. Churchill appealed to
the deeper emotions of the
audience rather than to the
superficial sense of immediate
needs. By inference, he gave
the impression that he was
convinced of their interest in
the finer things of life. He
showed sincere appreciation
for their philosophy of life,
and urged them to make every
effort to preserve it.

You can learn by listening
to able speakers. When there
is an announcement that some
notable person is to be heard
over the radio, it is an excel-
lent idea to assign some
member of your Toastmasters
Club to listen to it, and report
on it at your next meeting.
Analytical listening can well
be applied to speeches by po-
litical leaders. The evaluation
is good for us, as students of
speech, even though we are
unable to help the speaker
with our comments.

By listening critically to
popular speakers, we may
learn to understand more
clearly just what the listeners
like in a speech.

CLOWN IT

By ERNEST S. WOOSTER

"What to talk about? What to talk about?" groaned the careless Toastmaster as he noted, on the day of the meeting, that he was billed for a speech on that evening's program of his club. The Toastmaster for that event, like so many other trusting souls, had entertained a child-like faith that all would be well with his program, even though he made no effort to check up on his speakers.

"What to talk about?" No time to read a book or a magazine. This Toastmaster had already overdrawn on his own personal and not very thrilling experiences. His vacations had been related in boresome detail to hearers who were polite rather than interested. For this Toastmember was a charter member of that great fellowship known as "The Lazy U."

That was why he was wondering what to talk about.

Biography!

Happy thought! He could talk about the most important biography in the world — his own.

Then reason returned.

Maybe the other fellows would not be interested in

his life story. Some might be more willing to chip in for a tombstone than a birthstone. But the idea was there. It stuck to his exhausted and largely dormant brain cells. It began to take on a little sparkle.

Then came inspiration. Let's clown it!

Never mind being serious about it. Make it funny, like this:

"I was born on the wrong side of the tracks to a couple of parents who took one look at me and regretted matrimony for the rest of their lives.

"I grew up in a tough neighborhood where the principal diversion was bouncing mad little fists off one another's faces. So many of my little chums pummeled the middle of my immature and plastic countenance that my nose has never grown outward and upward as it should have done, but instead, has sprawled all over my face.

"In school things were much the same. I developed an uncanny skill in dodging knowledge just as I had learned how to parry the fists that came my way. Teachers hurled important facts at me

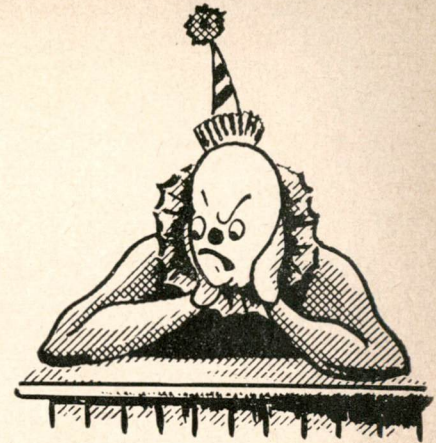
like the knife thrower in a circus, but all of them miraculously missed me. They could encircle me with them, but they never hit me. With eggs they might have scored, but with book learning — not a chance.

"When I got so that I could read the big print, along in the eighth grade, they shoved me through and out. This premature graduation was in the interests of the other patients and the good of education in general. The teachers said they had done all that a school could do for me, and advised me not to depend on my education as a means of making a living."

If you are determined to tell your club mates the secrets of your life, dress up the facts. Don't restrict yourself to the mere truth. Make the story alluring. Most of the fellows don't care where you were born, or whether.

If you prefer not to reveal the facts of your uneventful past, employ the same technique on some other subject, such as "How to Raise Children," or "Jobs I Have Held, Briefly," or "Candidates I Have Supported," or "Speakers Who Bore Me." or anything which lends itself to burlesque or kidding. It might develop into a good after-dinner speech.

What to talk about is closely related to what to say about



it. A barber Toastmaster took his hair down, along with that of four customers, when he told how this quartette of patrons tried to tell him how to run his business. It was funny, as he told it.

Perhaps the problem is not so much what to talk about as a new and different way of saying it. The Toastmember of this article was to be a salesman for six minutes that evening. If he found only an ordinary subject, but a more-than-usually-good line of talk, he could make the sale.

That is what the salesman does. It is not always the virtue of the article he offers, but the art of his selling which produces business.

It is not always the topic that makes the talk, but the talker who makes the topic. Develop yourself on the *How* and it will not make so much difference about the *What* of your speech.

The President

He is a leader.

He is chosen by vote of his fellow members.

He is responsible to the organization which he leads.

He is the executive officer.

He plans, suggests, advises, but *he never dictates*.

The primary business of the president is to assure orderly procedure in the handling of affairs. To do this well he must see that equal and fair opportunity is given to all members who wish to participate in the business. He has to make decisions, always subject to change by action of the assembly.

While the president should be a ready and able speaker, he does not make speeches while presiding. He conducts the discussions, but does not actively participate.

He understands the principles of parliamentary procedure, but he does not over-emphasize technicalities.

He tries to guide the course of events so that the will of the majority shall prevail, after full discussion of any matter; but he does not insist that things shall always go as he would prefer to have them.

The president arms himself

with knowledge on certain subjects.

First, he knows the contents of the organization's constitution and by-laws.

Second, he clearly understands the order of business, as provided by the by-laws.

Third, he understands the purpose of the organization, and the means by which these purposes are to be achieved.

The president, in conference with the other officers and committee chairmen, studies the welfare of the organization, and makes plans and outlines policies for its growth and accomplishments. He is careful to give credit to those who work with him, rather than to take all of it to himself. He never tries to "run things." He never talks about "my policies," or "my budget," or "my club." He always takes in the others, and talks about "our work."

To be a successful president, one should have tact, courtesy, consideration for others, along with decision of character, vision, unselfishness. Thus equipped, and barring unforeseen hindrances and catastrophies, he should be a good leader for the organization which he heads.

On the Air — On the Platform

William Shirer and Fulton Lewis Jr.

An evaluation by RALPH C. SMEDLEY

There is a vast difference between the radio personality and the personal appearance. This was demonstrated recently when I heard, within a few days of each other, two popular and widely known radio speakers in addresses in person. I listened analytically, as any Toastmaster should do, and I pass on to you some of my observations.

The two men were Fulton Lewis, Jr., and William Shirer, both of them known to multitudes through their radio work. Mr. Shirer's *Berlin Diary* has established him as an authority on foreign affairs, while his news commentaries have been heard by millions. Mr. Lewis is best known through his broadcasts of frank and often caustic opinions.

There were three points which deeply impressed me as I heard these men.

First, they used the friendly, conversational style of delivery.

Second, both men are more at home on the radio than they are on the platform.

Third, when a speaker has something of importance to say, how he says it becomes of minor consequence.

Mr. Lewis makes a pleasing impression as he stands before the audience, but he displays nervousness and uncertainty such as we do not detect when he speaks on the radio. Obviously, he is accustomed to following a script, and without it he hesitates, repeats and mixes up his sentences.

Mr. Shirer, like Mr. Lewis, displays signs of nervousness, and his fluency is impaired as he gropes for words. Both men are definitely helped as to voice quality by the engineers in the broadcasting booth.

Delivery is disappointing in both cases. Gestures are lacking, and various other techniques are absent.

Mr. Lewis used his hands occasionally, with good effect; but one of his hands was more occupied in rubbing his forehead than in making his speech emphatic. Mr. Shirer grasped the sides of the reading desk and held on for dear life. Occasionally he used his left hand in a nervous, meaningless wave.

Both speakers are unfortunately addicted to the "ladies and gentlemen" habit. You may have noticed this in

their radio talks, as they introduce many sentences with these words. It seems to me that when a speaker has once greeted his audience as "ladies and gentlemen," he may very well let it go at that, without reminding them in every paragraph of their gentility and social acceptability.

Both Mr. Lewis and Mr. Shirer were far more spontaneous and at ease in the discussion period following the formal lecture. As they came into the more intimate relation with their hearers, they relaxed and spoke freely, without such restraint as they had shown in the prepared address.

Mr. Shirer ended his speech with a rather startling statement that "the whole future of free men depends on the people of America!" and that "the Russians are counting on the collapse of America to make them rulers of the world!" And then he spoke a hearty and resounding "Thank you!" as though he were well pleased with what he had said.

All these comments may sound futile and picayunish. I offer them for the encouragement of speakers who are distressed by nervousness and nervous habits in their speech. Mr. Shirer and Mr. Lewis were heard with rapt attention by great audiences, not because of the quality of

their oratory, but because of the interest and importance of what they said.

Both addresses were remarkably well organized as to material, and they were presented with authority. Each speaker used the three-point organization, and each outlined the points before he began.

Because of the simple organization of their material, it was easy for their hearers to retain a surprising amount of what was said as a guide for further study.

Because the speakers knew what they were talking about, and presented it frankly and simply, they won their audiences and held close attention throughout.

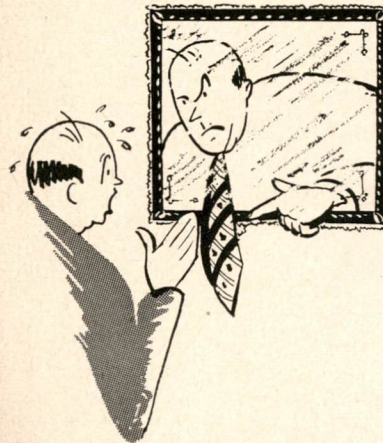
Unquestionably, these able men would be more effective speakers if they used better methods in delivery, but on the other hand, what they said was so much more important than the way they said it that their faults in delivery can be excused.

And yet, if either one of these speakers had turned loose with a bit of eloquence, a touch of showmanship, as he dealt with matters of dramatic importance to his hearers, he would have brought down the house — received a real ovation — perhaps even aroused the people to action rather than to mere acceptance of ideas.

Are You Afraid to

LOOK IN THE MIRROR?

By CRITICUS



There is an old story told of a missionary in India who attempted to present to a Brahman the merits of the Christian religion.

Not only did the Brahman refuse to accept the faith, but he spoke vigorously of the superiority of his own philosophy, pointing out, among other things, that he ate no animal food, and thus destroyed no animal life to sustain his own, while the Christian ruthlessly slaughtered living creatures to provide his own sustenance.

The missionary drew from his pocket a small magnifying glass. Then he picked up a bit of overripe fruit from the plate from which the Brahman was taking his

lunch. The magnifying glass revealed that the fruit was swarming with insect life, too small to be seen by the unaided eye. He placed the glass before his friend and said, "You can see that your food is full of animal life, and yet you are eating."

The other asked if he might borrow the glass. The missionary graciously handed it over, whereupon the Brahman smashed the lens on a convenient stone, and proceeded with his eating.

Some men who join a Toastmasters Club act in much the same manner.

The new member comes in, full of enthusiasm for better speech. He talks, and he is evaluated. The honest, friendly evaluator points out errors and weaknesses, trying to show how improvement may be made. He tempers his criticism with encouragement, but the faults are shown up.

The member, thin-skinned, sensitive, perhaps egotistical, would rather have undeserved praise than helpful criticism. He blames the evaluator for exposing the faults, and presently drops out of the club simply because he cannot face reality.

He is not disturbed by the fact that his faults are obvious to those with whom he associates. He does not realize that he can benefit himself by correcting errors pointed out to him. He is afraid or unwilling to look in the mirror and see himself as others must see him.

This man who cannot face facts runs away from his great opportunity to improve his chances for success. He misses one of the greatest aids any man can have in his fight to get ahead.

The ability to make oneself acceptable to his fellows and to adapt oneself to surroundings and conditions is one of the characteristics of the man who succeeds. He welcomes suggestions for his own improvement, and takes advantage of them. He watches himself for habits and characteristics which impede his progress. Instead of blaming the critic, he turns the light on himself so that he may see the more clearly to make corrections.

One of the greatest benefits of training in the Toastmasters Club is that which comes with constructive, friendly criticism. The man who can "take it" not only improves in his speech, but he develops himself in many ways into a more likeable, useful person. He learns how

to get along better with people, as he learns how to accept criticism gracefully and gratefully, and to give it tactfully to others.

The evaluator does not invent the faults, nor does he enjoy mentioning them. He would far rather praise than condemn, but when he detects elements which need correction, he must call attention to them, or fail in his duty.

The evaluator, in a Toastmasters Club, should act as a mirror for the speaker. He presents an honest picture, frankly stating how he was affected by the speech. Whether his comments are complimentary or otherwise, they carry value to the one who is evaluated, if he knows how to take it and what to do with it.

One way to deal with criticism is to dodge it—to refuse to face the truth. The Brahman, proud of his vegetarian practices, smashed the microscope which revealed the facts. The speaker who quits his club because he can't stand seeing himself through the eyes of others uses the same tactics.

Don't be afraid to face the truth about yourself. Others have to look at you and listen to you. Take your share of the punishment. And don't blame the mirror for what it reflects.

More Words About Words

This is an open letter written to Editor Smedley by Martin L. (Bromo) Seltzer, who is a member of the Executives Toastmasters Club of Des Moines, Iowa. In addition to that, he operates a general insurance agency. "Bromo" claims to have been troubled beyond endurance by our insistence on larger vocabularies. He makes a good case of his grievance in this letter, and just to prove that we have no favorites, we permit you to look over our shoulder — or shoulders — as we scan his pages of protest.

Dear Ralph:

In the past, I have always regarded you and your opinions with proper respect. I have even gone out of my way to thank you for punching holes in the bulletins, so they can be placed in my ring binders, where heretofore I have worn blisters on my fingers operating a hand punch. I have even said that I consider you the founder of the greatest educational organization in this country — Toastmasters — but we now come to the parting of the ways.

I am completely fed up on your constantly urging the use of words, especially new words which you want us Toastmasters to use. You capped the climax when you announced an entire month's campaign during March on bigger and better words. That finished it.

At one time you said that I had a certain satirical touch in my verbiage. Couldn't you just as well have said I have an unusual stupidity about my wordage? People know what

you mean when you say "stupidity."

What is the use of trying to educate men to use big words? Lincoln created the best speech that has ever been given, and he wrote it on the back of an envelope, and used simple words that simple men could understand.

Men use simple words so they can understand each other. This business of words for the month of March reminds me of the Iowa farmer who was visited by a young man trying to raise money to pay his way through college. He was selling farm magazines, and he told the farmer that the magazines would help him to be a better farmer. After listening to the lad's sales talk until he got all fed up, all the same as I have of your talk about words, the farmer said, "Son, I hain't farming as good now as I already know how." The same idea applies to Toastmasters — they ain't using as good words now as they already know, so why teach them newer and bigger ones!

I used to have an English poodle. He went off his feed and began to grow thin, so I took him to a veterinarian, and after he made the diagnosis, I asked him what was the trouble. He said that the pooch was suffering from trichocephaliosis, and I said "The heck he is! Isn't that just too bad?"

When I asked if there was any cure for it, he said there was, and then I said, "Now, Doc, listen. I don't know what you are talking about, but just what is wrong with the mutt?" He answered that he had thread worms. Now, why couldn't he have told me that he had worms in the first place?

Recently we had an Area Council meeting in Des Moines, and Clarence Graves, Area Governor, brought a few men with him from Osceola for the afternoon session, and they stayed over in the evening to attend the meeting of Executive Toastmasters Club. Father Deere was one of their number, and in the absence of our appointed Master Evaluator, we asked Father Deere to serve in that capacity. Like you, he is quite prolific in use of words.

I was one of the evaluators, and when Father Deere commented on my remarks, he said, "As to Mr. Seltzer's evaluation of Mr. Shyles'

speech I agree with everything he said, but I feel that the manner of offering his evaluation was a little too pontifical."

We used to have a dictionary kept in the bookcase at our meeting place. After listening to Father Deere's remark about my "pontifical" manner, half a dozen members asked for the dictionary — and the darn thing has been missing for two months, and nobody even knew it before. So we still don't know why I was pontifical.

The measure of success in America today is not the use of words, but the measure of the almighty dollar. They say that Frank Costello has an annual income of 55 million dollars, and if there ever was anyone who murders the English language. Mr. Costello is the man. So why worry about words?

A man visited a foot specialist, and was told that he had a case of onychocryptosis. The poor fellow almost died of fright, and then the doctor explained that it was only an ingrown toe nail.

So let me say that I would love you for it if you would devote a month to emphasizing simple words, so that I could understand them.

Sincerely yours,
Martin L. Seltzer

Across the Desk

By TED BLANDING, Executive Secretary of Toastmasters International



ROBERT L. GRUBE
Died March 7, 1950

After months of distressing illness, our good friend had found rest, and Toastmasters, business associates and friends joined with the family in this farewell service. The words of appreciation spoken by the officiating minister found an echo with each of us, as we recalled the whole-souled friendship, the ready smile, the sincerity, the vigor, the wholesome influence of this good man. No man could better deserve the eulogy than did Bob.

We think of him as a friend for many years, but in addition we remember his interest in our organization, and his notable service. Bob was a true Toastmaster, willing to learn, eager to help, open-minded, tactful, kindly.

He was a charter member of Huntington Park Toast-

A great masters Club, which holds Charter No. 14. Later, he joined with a group of associates in organizing Angeles Mesa Club, which received Charter No. 50, in 1936. When he removed to Seattle four years ago, he joined the Industrial Toastmasters Club, No. 294.

He was elected secretary of Toastmasters International for 1936-37, and in 1945, he was made treasurer, in which position he continued until the 1949 convention, when he was chosen vice-president.

Through all these years he has been a faithful worker for the cause. Energetic, forward-looking, constructive in his thinking and unselfish in his effort, he has helped to build Toastmasters International to its present position of influence for good.

Bob Grube was my friend, as he was the friend of all whom he knew. We shall greatly miss him.

I know of no better way for us to express our appreciation for him than by doing our best to carry on the work in which he was so deeply interested, and to which he gave so much.

What's Going On

Sunrise at Phoenix



Mass presentations of *Basic Training* certificates are no longer a novelty, but the Sunrise Toastmasters of Phoenix, Arizona, are justly proud of their achievement in presenting nine certificates in a very special meeting. This makes a total of 13 B. T. certificates for this club during the present year.

The club meets regularly at seven o'clock in the morning, but for the benefit of the

ladies who were guests, the meeting on this occasion was scheduled for dinner in the evening.

The picture shows Governor Harvey Alexander congratulating the certificate winners, who are Britt Burns, Ed Ziegler, Vice-Pres. Charles Case, Don Taylor, Wayne Bishop, Richard Bennett, Charles Camarata, Past President Ralph Kerns, and President Bill Garland.

SPokane, August 24-27, 1950

"You and Your Job" will be a point of principal emphasis at the 19th Annual Convention of Toastmasters International this year. "Job Training via Toastmasters" is the convention theme. Let the word "job" be interpreted to mean your occupation, profession, trade, business. The point to be stressed in speeches, conferences and seminars is: How to help men do more and better work through training in the Toastmasters Clubs. The program is directed to the individual member and his needs. Spokane is getting ready for us. Let us get ready for Spokane.

But Not Snowbound

District Governor George Montgomery, of Seattle, reports on the charter meeting of the new Toastmasters Club at Cle Elum, Washington. It should be said that Cle Elum is a small city located between Yakima and Seattle, and not very near to either. At the time of the chartering, February 11, winter was in full swing in the great ever-green playground of the Pacific Northwest. Governor Montgomery and his party would normally have driven the 100 miles from Seattle, but the route passes through the Snoqualmie Pass, with emphasis on the *snow*, and they played it safe by taking the train. They found plenty of snow at all points, and were glad to find passage ways in Cle Elum, cut through snow deposits many feet deep.

Both Yakima and Ellensburg Toastmasters braved the elements to join in the celebration, which was notable for enthusiasm, good planning and serious purpose. Judge J. A. Whitfield, of the Superior Court at Ellensburg, Deputy Governor of Ellensburg Toastmasters Club, was the moving spirit in forming the new chapter, sponsored by Ellensburg. Monte Strohl, Area Governor, drove hundreds of miles between Yakima and Cle Elum in the formative period.

The real point to the new club is that it meets at 6:30 A. M., even in the winter and when outside temperatures hover around 35 below.

Governor Montgomery writes: "I have made many sacrifices for Toastmasters because I love the work, but I wonder how long my love would last if I had to get to a 6:30 meeting, in the cold. I would have to stay up all night to get there on time."

It sounds as though we shall have to keep an eye on the Toastmasters Club of Cle Elum. When their enthusiasm begins to bear fruit we shall see other unusual developments among these men of the Northwest.

Mansfield Is Chartered



The Richland Toastmasters Club of Mansfield, Ohio, received its charter in due form, with Vice-President John W. Culler (center) accepting the document from Lewis C. Turner, President of Toastmasters International (left). Assisting in the ceremony is T. Vincent McIntire, Governor of District 10.

A New Member Takes Stock

From the CROWL HOWL, bulletin of the Crowl Toastmasters Club, of South Gate, California

Six months in the Toastmasters Club has left me with the conviction that there are two things which one can accomplish by being an enthusiastic member.

The primary objective of each Toastmaster is self improvement; otherwise not one of us would spend the time away from home which the club demands. To obtain this self improvement it is necessary that each of us give more to Toastmasters so that it may have more to give us in return.

My first half year's experi-

Schenectady Selects Speaker



Although the Toastmasters Club of Schenectady, N. Y., is not located in an organized district, the members are right on schedule in the speech contest. On February 15 they staged a special contest to choose their representative in which ever contest they may be assigned to, probably Pennsylvania District No. 13. In the picture are seen: P. J. Klass, who took second place in the contest; K. F. Yarborough, who was toastmaster for the occasion; E. P. Weil, winner of first place; H. M. Solomon, who came in third; and Weldon Orme, chairman of the group of judges who made the decisions.

ence leaves me with some doubt in my mind as to whether I have accomplished what I intended from the beginning. Perhaps I am selfish enough to think that I can take away more than I am willing to give, and as a result I am not being fair either to myself or to the club.

Therefore, I resolve to put more effort during the coming year into making our club the success it can be. By that means I shall find more to get back for myself, and we shall all profit.

Area Five on the Radio



"Not spectacular, not even a special event, but just a candid shot of members of Toastmasters Clubs in Area Five, Founder's District, at work on their regular Sunday afternoon radio program," reports Area Governor John Reed. In the picture are Deputy Governor Jim Bailey, Treasurer George Lord and Past President Rol Weiss, of Montebello Toastmasters, all intent on the script which preceded an extemporaneous forum discussion. The forum has been found to be the most popular in the series of presentations which have been carried on in Area Five for more than two years. Area Educational Chairman Rol Weiss and Area Radio Chairman John Nolan are convinced that the numerous Toastmasters who have participated have reflected credit on the organization, and at the same time have gained great benefit in their training.

Paper Work

The call for semi-annual reports from the clubs went out March 15. A set of the forms was sent to every club secretary. To prepare the mailing lists of members for correction required half a mile of paper tape, and many days of work by the office staff.

Telephone Reminders

Secretary W. L. Reynolds found attendance slipping in the Mercury Toastmasters Club of Seattle. Very severe winter weather may have had something to do with it, but he went to work on the telephone, reminding the members of the meetings and of their parts on the program, and without any noticeable improvement in weather, the attendance average jumped from 50 percent to more than 90 percent.

Midland at Minneapolis



The picture shows Governor Ikel Benson, of District Six, presenting the charter to Mel Milbrath, president of the new club, known as Midland Toastmasters Club, No. 776. The name is taken from the Midland Cooperative Wholesale, several of the members being employees of that company. President Mel Milbrath is one of the Midland men, and he is credited with responsibility for getting the club started. It will take only one or two more chapters in Minneapolis to give that city a total of two dozen Toastmasters Clubs. Los Angeles and Seattle should keep an eye on these ambitious Gophers.

The Worm Turns

Dr. Robert A. Millikan, of Cal Tech, struck a blow in behalf of every public speaker when he walked out on an audience after hours of waiting for his turn to speak. Many a speaker has been tempted to do this very thing, but in most cases restraint has been exercised and the speech has been given under difficulties. Not so with this famous scientist.

He was invited to deliver the principal address at the annual meeting of a Chamber of Commerce in Southern California. The dinner began at six o'clock. New officers were installed, many distinguished guests were introduced, reports of the treasurer and of several committees were read, the new president made a speech, several service awards were presented, and various movie stars were introduced.

It was well after ten o'clock, and everyone was tired, when Dr. Millikan was called on to speak. He was to speak on "The Road to Peace," and the peaceful road for him at that hour was the road home. He suggested that they might read the speech in the newspapers next day, if they were interested, and then he sat down.

Perhaps it was a strenuous treatment for an old evil.

Perhaps it will serve as a lesson to thousands of program committees and presiding officers in time to come. If so, Dr. Millikan is entitled to thanks from many a future speaker who will be delivered from this embarrassing situation.

His case was different from that of another speaker who was given his full time, and failed to use it well.

Concerning this second speaker, Toastmaster Lee Aldrich, editor of *The Press*, of San Dimas, California, spoke editorially as follows:

"Recently I sat in a meeting with a group of 80 men, when the speaker actually wasted at least forty dollars of time for his listeners.

"This speaker had 30 minutes for his address. One third of his time was spent with ahs and grunts and blank time when he was trying to rally his thoughts. With 80 men at 10 minutes each, that meant a wastage of 800 minutes, or more than 13 hours. Figuring the time of these busy men at a minimum of three dollars an hour, you get a total of forty dollars worth of minutes wasted.

"Not all men are good speakers, but men who gain positions of prominence by reason of their education and ability certainly have the ability to learn how to express their ideas orally without so extravagantly wasting the time of their audience."

"All Wool And A Yard Wide"

By FRANK LEARNED

This old Scotch maxim, long used to guarantee quality and value, applies to speech as well as to fabric. Indeed, the construction of a speech is much like the weaving of a piece of cloth.

A good piece of cloth must be designed to fit the purpose for which it is to be used. It should be colorful and possess good wearing qualities. When its end use has been ascertained, the right materials must be selected, dyed, carded, spun, and then woven into a fabric. The cloth must then be inspected, burlled to remove any loose ends, knots or kinks, and then fulled or shrunk and given proper finish.

The same steps are followed in preparing a good speech.

First, the end use or purpose must be decided, followed by selection of the proper material, along with the

necessary coloring. The material must be carded to align the fibers or facts in order to spin them into the proper yarn, or thoughts. Next, we must assemble or weave the yarn or ideas into a firm, smooth fabric, using only just enough yarn or ideas to produce the desired length of fabric or speech.

A piece of cloth with loose ends, kinks and knots is unattractive and inferior, and so is a speech possessing these characteristics. It is important, therefore, to examine the speech with care, repair or remove all loose ends, knots or kinks, shrink it, put a proper finish on it, and then deliver it in a distinctive package, or manner.

Try this plan and your audience may say, "That speech was all wool and a yard wide!"

CONDENSED SPEECH

"I wa'n't a very regular churchgoer, but I've been more or less in my time, and when I did listen to the sermon all through, it gen'ally seemed to me that if the preacher'd put all there really was in it together, he wouldn't need to have took only about a quarter of the time: but what with scorin' for a start, and laggin' on the backstretch, and every now and then breakin' to a standstill, I gen'ally wanted to come down out of the stand before the race was over. There's a good many fast quarter hosses, but them that can keep it up for a full mile is scarce."

You and Your Job

Training in the Toastmasters Club does help.

In the Home Office there is a growing file of letters from employers who report on the improvement and advancement of employees who have developed themselves through Toastmasters training. Another file consists of reports from the men who have been able to step ahead as a result of the training.

Here are a few examples:

From a Transportation Line:

We appreciate the information you have given us about Mr. Blank's progress. This information has been recorded in his personnel file for future reference.

From a Life Insurance Executive:

We feel that Toastmasters gives very valuable training and experience to its members, and that those of our employees who are active in these clubs are receiving considerable benefits from them.

From the President of an Important Manufacturing Concern:

All during the time in which Mr. J— was working to improve himself it was noticed by the management of the Company. The change for the good has been so noticeable that he is being transferred from his present job as a cost clerk to sales representative in the Sales Department. No small part of his improvement has been due to his activity in the Toastmasters Club.

From an Eastern Manufacturer:

We are delighted to be in-

formed that Mr. Blank, of our St. Louis Branch, has completed his Basic Training in speech. The improvement and assistance which such training can bring to a man will be particularly helpful to Mr. Blank in his sales work.

From Club Reporter E. H. Richardson:

One of the members of Merritt Toastmasters Club of Oakland, California, has just received a profitable promotion. This is Ramon Graves. (We call him Ray).

Three years ago, Ray was head of a Direct Mail Company. Later, he became Salesmanager of the Western Implement Co. Still later, he became Western Sales Manager for the Ben Hur Manufacturing Company, of Milwaukee, and now he is General Sales Manager of the firm, at Milwaukee. He spoke to our club recently, giving full credit for his advancement to his ability to think and speak on his feet, and for this, he gives credit to the Toastmasters Club.

On Your Job

By ROBERT S. BOAZ, of Seattle Toastmasters Club No. 10.

A man may be a "good fellow" and a hard worker, and still not get ahead on his job. It takes more than that.

It takes personal salesmanship to win personal advancement.

This is where your Toastmasters training comes into play.

Take the chap who seeks a position, for which he may or may not be fitted. Many a time the man blunders into an office, and starts telling the employer, "I am pretty good, I think . . . I have done this and that . . . I can do . . . I . . . I . . . I need a job."

Unless help is scarce, that fellow stands no chance at all.

Such a thing need not happen to you—ever—if you apply your training in the Toastmasters Club when you seek employment or promotion.

Remember the principles presented in *Basic Training* for your eleventh speech.

1. *Attention.* Get the attention of your audience. Likewise, get the attention of the employer.
2. *Need.* Make your listeners feel it. Show the employer that he *needs* you in order to increase the efficiency of his organization.
3. *Satisfaction.* Your audience must feel "Here's the answer." So must the employer be made to feel that this fellow is the solution to his problem.
4. *Visualization.* Make the audience see themselves in the situation you picture. Make the employer visualize you in the position you are asking for.

5. *Action.* Lead the group to buy or vote or believe as you propose. And get the employer to take the action you have suggested, in hiring you.

That is the way you can apply your principles of effective speech, learned in your Toastmasters Club, when you go after a new position. It works.

Select your audience (the employer), prepare your speech, and make the sale.

Again, take the case of the old employee who seeks promotion or an increase in pay. Perhaps he goes at it by saying to the boss, "I've been here a long time, the baby's sick, rents have gone up, food has gone up, liquor has gone up, so how about giving me a chance at a better job where I can make more money?"

Probably the boss comes back with, "Yes, living costs have gone up, taxes have increased, and so I don't believe I can afford to keep you on the job any longer."

The applicant needed to plan his speech better. He might have used *Basic Training* Number Six. See how it fits.

1. *Ho Hum!* The audience is bored. The employer is not interested.
2. *Why bring that up?* You have to enlist their interest. And what interest does your promotion hold for the employer?
3. *For instance!* The audience wants concrete examples. Tell your employer about your good idea for improving the business and helping him make more money.

4. *So what?* You stir the audience to action. You prove to the employer that you can be worth more to him, and you tactfully ask for action on the idea.

Take some of your good ideas for improvement on the job, and utilize your Toastmasters speech formulas to develop an intelligent idea to the boss. When he is satisfied that your idea will help him make more, your promotion and salary increase will follow.

The time is coming—perhaps is here now—when your success in holding your present job, or in securing a better one, will depend on how you present yourself. It will pay

you to study your *Basic Training* to discover the principles which you can apply to your ordinary, on-the-job activities.

It is not enough for you to make a good speech at your Toastmasters Club. That is merely the preliminary practice. You must carry the training outside, and use it to help organize yourself for advancement. Learn to adapt the principles of effective presentation to your contacts with people in daily life.

The tools and techniques are yours for the taking. They will help you to win success and satisfaction in life, but only if you use them with skill and discretion.

THE RECORD OF GROWTH

Club No.	Name	City and State	District
803	Danbury	Danbury, Connecticut	U
804	Storm Lake	Storm Lake, Iowa	19
805	Sterling Y.M.C.A.	Sterling, Illinois	8
806	Port Huron Y.M.C.A. ...	Port Huron, Michigan	28
807	Jackson	Jackson, Michigan	28
808	Springhill	Springhill, Alabama	U
809	Ayr	Ayr, Ayrshire, Scotland	18
810	Three Rivers	Rome, Georgia	14
811	El Dorado	El Dorado, Kansas	22
812	C. A. A.	Seattle, Washington	2
813	Washington Athletic Club, Tuesday	Seattle, Washington	2
814	Washington Athletic Club, Wednesday	Seattle, Washington	2
815	Lakewood	Lakewood, California	1
816	Woodford's	Portland, Maine	U

REISSUED NUMBERS

176	Wenatchee	Wenatchee, Washington	9
206	High Lines	Sacramento, California	4
207	Jaycee	Berkeley, California	4
242	Triangle	Pittsburgh, Pennsylvania	13

Steam, Oars or Sails

By M. T. (HANK) BRANNAN, of South Pasadena Toastmasters Club

When I was a boy I helped fire a boiler in a factory. The boss told me, "You have to keep on throwing in coal if you want to keep up steam."

Later in life I was warned, "You must continually pull on the oars to keep from drifting downstream."

When I went sailing, I heard the boatmen say, "You must keep your sails full to win the race."

These are three good precepts for Toastmasters Clubs. Apply them to your summer program.

In the days of hand-stoked boilers, every fireman knew that you had to keep throwing in the coal to keep the steam pressure up. As soon as you slacked off, the gauge began to drop.

It is that way with your club. If you relieve the members of their obligation to prepare and evaluate speeches, the enthusiasm and interest will wane. If the officers relax and declare a summer holiday, they will find that they have lost the steam to keep the club moving forward.

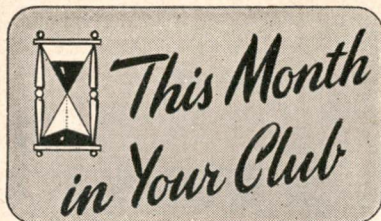
Business is frequently compared to a boat being rowed in a swift current. To get ahead — even to hold position one must keep pulling. The moment you relax, you lose control of the boat and it

starts drifting downstream.

In place of "business" let's put the name of your Toastmasters Club. It takes the steady pulling of all the members to keep the club active and growing. A few of the faithful can keep it going by extra effort, but if all or most of the members quit pulling and go on vacation, the club drifts downward, and it is a herculean task to get it moving upstream again.

Toastmasters is the biggest bargain offered the progressive, forward-looking man of today, but it does not progress of itself. We have 800 clubs, with an average membership of 26, which means that there are only a little more than 20,000 men right now taking advantage of the bargain. When you consider the millions of eligible men, this looks like a pretty poor piece of selling.

Every one of us must keep on shoveling coal — pulling on the oars — summer as well as winter, if we are to get full value, and help our clubs to do full service for us and for many other men. The fellows who work for us in the Home Office at Santa Ana can't do it alone. They can furnish us with plenty of material, but we have to do some shoveling ourselves, or down goes the pressure.



For Better Administration

This is the month of officer installation.

During March the newly elected officers were instructed in their duties. At the first meeting in April they should be installed in office. Make the installation an impressive ceremony. Let it bring new experiences in speech to your members.

Detailed instructions on installation of officers will be found in the Club Manual. You may wish to invite the District or Area Governor to conduct this ceremony. He will help if he can.

The semi-annual report from your club to Toastmasters International is due on April 1st. Promptness leads to efficiency.

District affairs will demand much attention. Preparations for speech contest finals are under way. The Club-of-the-Year competition is nearing the end for this year.

Plan for Summer

Summer time is testing time for many Toastmasters Clubs.

The completely successful Toastmasters Club meets

every week during the year, summer and winter alike.

Turn to page 25 and read the article of M. T. Brannan on summer activities. If your club needs encouragement on continuous operation, that article may turn the trick.

To Reward Good Work

For three years, the Toastmasters Club of Bell, California has been carrying on a system of incentives to good work by awarding recognition for excellent performance. It has worked well.

The "Term Merit Award" is given to the individual member accumulating the most points within a contest period. There is a personal trophy, in addition to a permanent bronze plaque on which are listed the names of all the winners since the plan was started.

The points are accumulated through attendance, performance in various program assignments, visiting other Toastmasters Clubs, offering ideas for club improvement, rendering outstanding service, securing a new member, participation in outside speech activities, and so on.

If you are interested, write to the Deputy Governor, Ray D. Graham, 607 West Magnolia, Avenue, Compton, California, enclosing postage for the reply, and ask him to send you information about the plan.

PERSUASIVE SPEECH

Discussion without Dispute

The American way of life contemplates free and full discussion of all matters of public interest.

In the Toastmasters Club, men disagree without being disagreeable. They approach matters from divergent viewpoints, and from their differences of opinion try to come nearer to the truth.

For this month, make a special feature of debates, panel discussions and symposiums. If you need help on planning for such programs, write to the Home Office for the book on *Program Plans*, which is priced at 50 cents.

Discuss the United Nations Organization. This subject lends itself well to a panel discussion. Another subject, almost equally good, is the question of peace or war, and our preparations for one or the other. This can involve modern weapons, destructive forces, costly armaments on the one hand, and peace plans and possibilities on the other. Make this discussion one to be remembered for its information, inspiration and stimulation to the members.

The Home Town Program

Many clubs in the past have

had great success with this program. Let the speakers deal with the past, present and future of the city; its industries, cultural institutions, attractions, problems, hindrances. For such a program, your club may well invite representatives of the City Council, the Chamber of Commerce, and the newspapers. But make it good!

Evaluation

Critics during this month should concentrate on two items: (a) Did the speaker make the sale? (b) Did the speaker actually convince or persuade? How did he do it?

Table Topics

Remember what was said by E. H. Richardson, in his article on Page 21 of the *March Toastmaster*, as you prepare the topics for discussion. Seek topics which are definitely controversial. Have them introduced with care and discussed with freedom. If your men are running short of topics for this discussion, write to the Home Office for a copy of *The Topic Bank*, which will be sent free of charge.

Educational Talks

The Educational Committee will arrange for at least two special talks by members on phases of speech which are especially needed by the members.

HOW WE TALK

Words evolve in strange ways in common use. Misled by sound or appearance or association, people read into the words meanings which do not belong, and in the course of time this misuse becomes fixed as a part of the language.

Nostalgia is a recent example. It simply means homesickness, but in popular usage it has had its meaning expanded, as in the phrase, "a nostalgic song," or "a nostalgic photograph." Clearly, it is difficult for a song or a picture to be homesick, so that the meaning intended must be that the song, story, picture in question produces a feeling of homesickness, or longing for home, in the mind of the person affected. Perhaps we need the word in that sense. At any rate, we have it.

Plethora is frequently used in the sense of excess, or overabundance. Thus, "He suffers from a plethora of fancied wit." It is a medical term, denoting a morbid condition characterized by an excessive supply of blood in the

body, or a superabundance of nutritive material in the bodily organs. That is, it means "too full." In popular use, it takes on the nature of a hidden metaphor, retaining the sense of fullness, and forgetting the technical background. If you use it, say PLETH o ra.

Hectic is another case of the same sort. It is derived from the Greek word *hektikos*, habitual, recurrent. In medical use it refers to the slow waste of animal tissue, as in tuberculosis. From this comes the meaning of a hectic, or habitual, condition, as a hectic fever. And from "hectic fever" we get the common idea that the word means feverish, or restless, filled with excitement, as when we speak of "a hectic day" or of being "in a hectic rush."

Bridegroom owes its spelling to a mistake made long ago. The older English form is *bridegome*, made up from *bryd*, whose meaning is obvious, plus *guma*, a man. Long ago, people confused the word with groom, or *grome*, in its old form, and so we use the wrong spelling. The meaning is not inappropriate, since the *grome* was a servant, an assistant, a quite unimportant person.

*"Sloppy speech reflects sloppy thinking.
If it is worth saying, it is worth saying well."*

Recommended Reading

Biography is the story of the people who have made history. It is a storehouse of material for the speaker, who finds in the lives of men and women an inexhaustible supply of anecdote, illustration, humor, pathos, as well as information and illuminating sidelights on events.

The stock of biographical material in any library is so great as to bewilder the novice, but it must be investigated and used.

There are two satisfactory methods of reading biography.

One is to select some important character and specialize on the study of his life and works.

The other is to read widely, perhaps using shorter stories and accounts of noted persons so as to gain a comprehensive view of men and events.

The second method is suggested for your use at present.

Material is abundant. Visit your City Library and inspect the biographical section. Then make your start. One of the most readable writers in recent years is Don Seitz, whose studies led him into the unusual and neglected fields. Get his *Uncommon Americans* and read about some people of whom you may never have heard, who made important contributions to our national growth.

Then look up *The "Also Rans"* which deals with 18 men, from Aaron Burr to William J. Bryan, who were candidates for the presidency, and who never won.

There is at least one speech subject in each of these short biographies. There is illustrative material almost without limit.

These books are easy to read, and they will lead you to the study of other and more detailed biographies of some of the men whom you meet on their pages.

Read biography for pleasure, for information, for inspiration.

Do Americans Read?

Although most Americans are able to read, thanks to our system of mass education, a recent study by the Gallup Poll indicates that the United States has the lowest proportion of book readers of any major democracy.

The survey included six nations. The people questioned were asked whether they were reading any books or novels at the time. In England, 55 per cent responded affirmatively. In the U.S.A. the percentage was 21. Between these two extremes were Norway, Canada, Australia and Sweden, all ranking above the United States.

Americans *can* read, but *what* do they read? Apparently they are not bothering with books.

The cultural level of a people depends very largely upon their reading. America produces a large part of the world's literature. Americans read many newspapers and magazines, but we are short on books, especially the older ones.

A revival of interest in reading the books which have stood the test of time is desirable. Let it start with each of us.



From Missouri:

My Toastmasters training was instrumental in getting me the chairmanship of two important organizations, and also led me to assume responsibility for a weekly radio program. I can no longer find the time to continue my formal training because I am so busy practicing what I learned.

From Arizona:

As president of the local Lions Club I am able to put my training in Toastmasters to practical use. I find the procedure used in the Toastmasters Club a sound method of preparing one to fill such a responsible position.

From Minnesota:

Lake Harriet Toastmasters Club of Minneapolis has a full active membership, with two associates. Twelve of these are ready now for their Basic Training Certificates.

We are enjoying a most successful year, which is due, at least in part, to our following of the *Progressive Training* plan, with educational talks on points of emphasis. The March emphasis on words is a natural for our group, as we present the definitions and romance of two or three words as a regular program feature.

From Juneau, Alaska:

It appears that the best way to get ahead in business is to be elected to office in the Toastmasters Club. Our president, Robert E. Thorp, has been Station Manager at Juneau for Pan-American Airways. Now he is transferred to the Pacific Division in an executive capacity. Sorry to lose him, but it is an important promotion for him.

I enclose reports of nine new members. Two of them have been active in the States and two in Ketchikan. We are glad to receive men with experience in other Toastmasters Clubs.

From Illinois:

Getting out a club bulletin is a lot of work, but the results seem to justify it. I cannot believe that it is merely a coincidence that we have gained so many members since the beginning of this year. We are careful to get the names and addresses of all visitors, and mail the bulletin to them. Applications for membership are so plentiful that we shall have a "waiting list" for the first time in three years.

With the Great Persuaders

Wise men argue causes; fools decide them.

—Anacharsis

There is no arguing with Johnson; for if his pistol misses fire, he knocks you down with the butt end of it.

—Boswell's Life of Johnson

In science the credit goes to the man who convinces the world, not to the man to whom the idea first occurs.

—Sir William Osler

Even a nod from a person who is esteemed is of more force than a thousand arguments or studied sentences from others.

—Plutarch

If I can *prove* my position, then it is true, no matter who disapproves.

—Ernest Holmes

Nothing is more certain than that much of the force as well as grace of arguments, as well as of instructions, depends on their conciseness.

—Pope

There is no good in arguing with the inevitable. The only argument available with an east wind is to put on your greatcoat.

—J. R. Lowell

If you make people think they're thinking, they will love you; but if you really make them think, they'll hate you.

—Don Marquis

The best way of answering a bad argument is to let it go on.

—Sydney Smith

He who will not reason is a bigot; he who cannot is a fool; and he who dares not is a slave.

—William Drummond

In arguing, one should meet serious pleading with humor, and humor with serious pleading.

—Gorgias Leontinus

I am bound to furnish my antagonists with arguments, but not with comprehension.

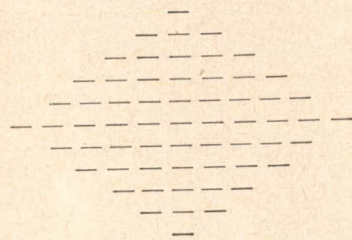
—Disraeli

THE QUIZZER

The Diamond

By GRANT HENDERSON

In forming this "diamond" of words, you are to use words which begin and end with the letter "t." At the right of the blank form you will find the definitions of the words to be used. When all the blanks are correctly filled, you will have the diamond completely outlined with "t's" and not a single "t" inside. The letters from top to bottom spell the same word which appears in the horizontal center.



1. The main letter in this exercise
2. A small child
3. A fabric made of goat's hair
4. An upholstery silk with satin stripes
5. Incisive; sharply clear
6. A dealer in smokers' supplies
7. One who practices intimidation
8. A small ornament
9. To pollute
10. A hissed sound enjoining silence
11. The final letter

Shift the Syllables

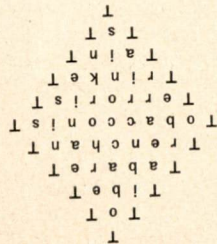
In each of the following numbers, a familiar word has been broken up into its syllables, which have been arranged out of their usual order. You are to rearrange the syllables so as to make them form the original word.

For example, CAL I TOR A OR, when you put it in order, will spell ORATORICAL. It is easy, once you get the hang of it.

If you are unable to fill all the blanks without aid, look below for the correct list.

1. AR U LATE TIC
2. SON TY PER I AL.....
3. OG BI TO PHY AU RA
4. BLE DIS TA CRED I
5. FE RI TY IN OR L.....
6. GY LO LO PHI
7. GO BLE A NE TL.....
8. LAR PEN PER U DIC.....
9. TA RI E PLAN UM.....
10. BIL U SOL I TY.....
11. SIS MET A PHO MOR.....
12. PE GY TOL HER O.....

THE SOLUTION



- | | | | | |
|------------------|-----|---------------|----|------------------|
| 1. Planetary | 9. | Perpetual | 8. | 1. Articulate |
| 2. Herpetology | 12. | Perpendicular | 8. | 2. Personality |
| 3. Metamorphosis | 11. | Negotiable | 7. | 3. Autobiography |
| 4. Solubility | 10. | Philology | 6. | 4. Discreditable |
| 5. Inferiority | 9. | Inferiority | 5. | |

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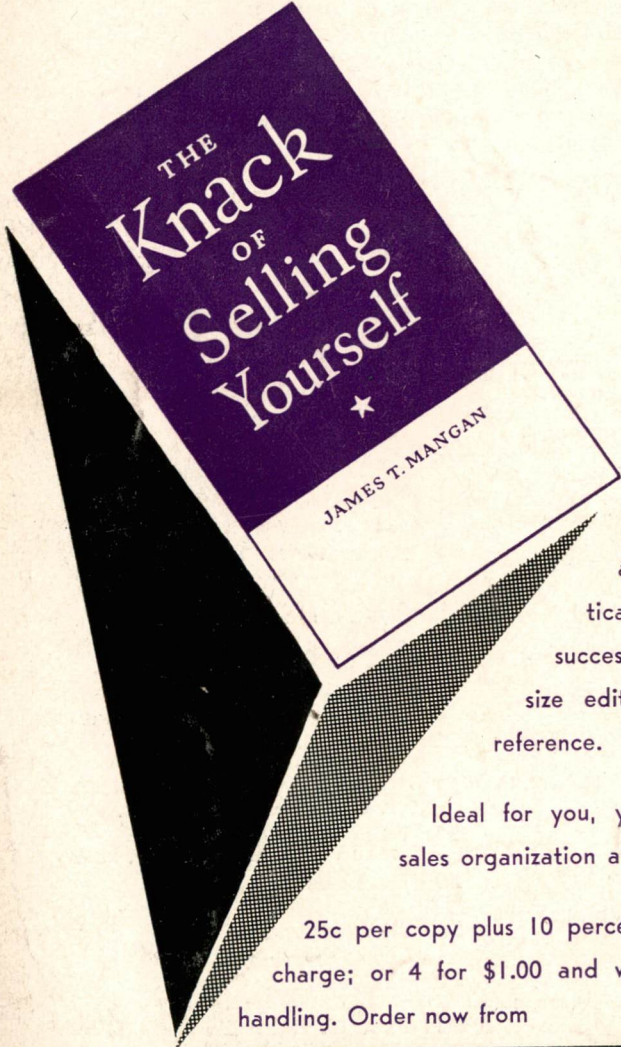
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