

# THE *Toastmaster*

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TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 700 active clubs, located in the United States, Canada, England, Scotland, South Africa, and the Hawaiian Islands, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Listening

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

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The "Touring Toastmaster" (see page 2) will be looking for highway markers, such as shown on the front cover, as he makes his way across the country in vacation days. Does your club have the welcome sign hung out on the approaches to your city? Write to Toastmasters International at Santa Ana if you need some markers.

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# SHOOT OFF YOUR MOUTH - OR ELSE!

Homer W. King, author of this appeal, is an editorial writer for the Fort Wayne News-Sentinel. He believes that it is a good thing for intelligent people to use the local newspapers to express opinions on matters of current interest. He was the charter president of Fort Wayne Toastmasters Club No. 521, and he speaks from experience when he says, "I know that many editors would be overjoyed if fewer crackpots and more intelligent people like Toastmasters would share their thinking on public issues through the press."

(The speaker mounts the platform, brandishing a pistol and threatening the audience.)

You needn't cower, nor hunt for cover. I'm not going to shoot anybody. I am simply going to try to get *you* to shoot off your mouth where it will count.

Do these quotes have a familiar sound: "Our police department is full of graft" . . . . "When are they gonna fix my street?" . . . . "Why don't they lower my taxes?" . . . . "The Government is going socialistic!"

Did *you* ever shoot off your own mouth about these and other issues — that is, in print? Did *you* ever register a complaint where it might do some good? Did *you* ever write a letter on current matters to your local newspapers?

Or did you keep lofty silence, and leave the open space to the crackpots and lame brains? Are you content to grow roses while the rascals propagate thistles in the courthouse grounds.

Great reforms from pens of little people stem. The pure food and drug act, the anti-trust legis-

lation, the restraints on fraudulent advertising — a thousand laws to protect and benefit the public — they all grow out of the people's "beef" seasoned with printer's ink.

Why not write a 200-word letter to your favorite newspaper on some subject on which you have pertinent facts and strong convictions? Why not enter the arena of public discussion? You will like the atmosphere of this give-and-take game of ideas. And you may do some good.

I would rather win your wide and intelligent participation in this game than to win the top spot in any speech contest, worthy as that achievement would be. For if I win the speech contest, I alone will be the winner; but if I win public expression of the ideas and criticism and constructive suggestions of which Toastmasters are capable, we shall be winners, and the prize will be a more enlightened society.

(The speaker discards the pistol, tossing it on the table.)

You will never need the pistol *in America* so long as you can shoot off your mouth.



# Touring Toastmasters

Thousands of Toastmasters will take to the highways this summer.

Some of them will be on the way to the St. Louis Convention, in August. Many will be out on vacation with the family. Each one of them should welcome an opportunity to visit other Toastmasters Clubs, to make up for absence from the home club, to help and be helped.

At the principal entrance of many a city and town, these touring Toastmasters will find signs like the one shown on the front cover, giving time and place of meeting of the local Toastmasters Club. Every such sign is an invitation, and an assurance of a warm welcome to the visitor.

The wise Toastmaster will make his Club Directory (published in the Jan. issue of this magazine) a part of his essential equipment while on tour. With this convenient directory at hand, he can find out quickly whether there is a Toastmasters Club in the city where he expects to spend the night, and whether its meeting time suits his convenience. If he locates a meeting which he can attend, he will be there.

The visitor is in line to gain from his visitation.

First, he is sure of a cordial welcome. He meets men who are worth knowing. Second, he hears new voices, observes practices

which may not be in use in his own club, and gets new ideas, some of which may be worth carrying home with him. Moreover, he has a chance to speak to an audience entirely new and strange to him.

At the same time, he may be able to share experiences and ideas gained in his own club, and thus repay his hosts for their hospitality by giving them help. It is a mutually profitable matter, this visiting of clubs.

Of course the host club has its responsibilities as well, for it must be ready to welcome the traveler and give him a sense of belonging. The hospitality committee is not alone responsible. Every member should be alert to greet newcomers.

Clubs which have not provided signs at the city entrances should bestir themselves now. The attractive highway markers, unavailable during the war days of shortages of materials, can be secured now at reasonable prices and for immediate delivery. The Home Office at Santa Ana will care for your orders.

A sign to welcome the visitors as they enter your town, plus a Club Directory in the car of every touring Toastmaster — that is a vacation provision which is good for every Toastmaster and every Toastmasters Club, wherever located.

# President's Message

By I. A. McANINCH

How often do we hear the statement, "Don't do as I do, but as I say!" A careful evaluation of that statement and of the person using it reveals the fallacy in such an approach. It is my considered judgment that one's ability to sell others on any proposition is primarily dependent on his actual experience in the matter being presented.



It is easy enough to stand before a group of our club members and talk about making proper use of the educational facilities made available by Toastmasters International. But this approach is successful only in so far as it is effective in producing results.

To be really effective, the speaker must have firsthand knowledge of the materials he discusses. For example, it is much easier to sell a Toastmaster on the importance of following *Basic Training* if the speaker can point out the values which he has derived, personally, from this planned course of study and action.

Leadership in any line becomes more effective if it sets the pattern. That is why I urge that our leaders complete the *Basic Training* and become proficient in the use of *Speech Evaluation*, *The*

*Amateur Chairman*, and the many other materials provided to help in their education. These leaders are in a position to give forth with a sales talk which will carry conviction — the good old "one-two" punch.

The "message" last month stressed the need for the club officers to support the Educational Chairman by actively participating in the educational program. This might well be made a prerequisite to the holding of leadership positions in club, area and district activities.

Hundreds of our members have completed their *Basic Training*, and are ready to engage upon the new, advanced course, *Beyond Basic Training*. By Convention time (August 11-14) other hundreds will have reached this goal. Certificates of completion are to be awarded, at the Convention, to those in attendance who are eligible. It is "good business" to be included in this group. We would like to challenge others of the International family (including all district officers) to join us in this event. Will you accept the challenge?

Investment in systematic training is the very best kind of good business. It pays dividends. We have never talked to one of our members who has followed our planned program without receiving assurance that the work has been more than worth while.



# THE Toastmaster

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## READING AND SPEECH

From various readers comes the query, "What is the connection between reading, as recommended in *The Toastmaster*, and speech?"

They like the suggestions on reading, but wonder why we urge speakers to read. Some of them are surprised more particularly by the recommendation that they read fiction. "What does Stevenson's *Treasure Island* offer the man who is trying to learn how to speak?" is the question raised by one.

There are four principal sources for speech material. These are conversation, observation, reading and experience. Most of what you know comes from one or another of these sources.

The information gained from reading is possibly most varied and authentic. Many of us are like Will Rogers in that "all we know is what we read in the pa-

pers," but most of us who wish to be really informed extend our reading far beyond the newspapers. We seek to learn what great men—great thinkers—great doers—have thought or known about subjects in which we are interested. We feed our minds on their thoughts, and grow thereby.

Read any of the recommended books, or any other really worth while book, and you will find speech material and speech subjects in every chapter. Select a subject, and then search through as many writings as time permits for the information you need to build a good speech.

"Reading makes a full man—meditation a profound man—discourse a clear man," said Benjamin Franklin, and his saying is true today as it was when he wrote it.

But why read fiction? A speaker should try to tell the truth instead of fanciful tales.

But a speaker needs to cultivate the imagination. The man who lacks vision and imagination is a dreary speaker. Great fiction stimulates imagination and thus improves the speech. Fiction is a good place to find illustrations, allusions, quotations. The careful reader finds clever uses of words, intriguing bits of description, stimulating pictures and suggestions. Fiction, as well as prose, commands attention.

Read well, if you would speak well. You need not be familiar with the newest best seller. Associate with the great minds of all ages, through the books they have written, and your daily speech will reflect the results.

## Horace Humphrey (Ho-Hum) Self-Appointed Critic



"... and the next time you try to make a sale,  
remember the four points I just outlined!"



★ Every time you face an audience you are trying to

## Make The Sale

Says Ernest S. Wooster, of Santa Ana Toastmasters Club, No. 15.

The first thing a salesman tries to do is to get his foot in the door.

How to get in to see his prospective customer is his problem. How to get into the hearer's mind is the problem of the speaker. It amounts to about the same thing. It is vital in either case.

A good salesman tries to make the appointment in advance. When he enters the office, he hands his card to the receptionist, so that the customer needs no lengthy explanation as to who, and what, and why, when the salesman is admitted to the presence.

The speaker has to depend on the toastmaster for similar service. He does not begin his speech with apologetic explanations and excuses. The toastmaster has not only announced the title of the speech and the name of the speaker, but he has given any needed word of explanation.

If the speaker is to give his Basic Training Number Four speech, the toastmaster makes it clear in the introduction. If he is called upon without preparation to fill a vacant place on the program, either the toastmaster explains it, or it is left unsaid. Whatever the circumstances, the toastmaster is the one to clear the way, and leave the speaker free to plunge into his talk.

### The Start

Here again, the speaker borrows the tactics of the salesman—

that is, of the *good* salesman.

There is no beating around the bush. The salesman knows that his prospect is an important, busy man. Unless the "why" and the "what" and "how much" of the interview can be made evident in the first minute or two, the attention may be lost—even the sale may be lost. And so the approach is vital. To get favorable attention and to arouse interest—these are the essentials of the opening, for salesman or for speaker.

### The Demonstration

The salesman presents his goods or his proposition so as to create desire in his customer. If he is selling a cigarette lighter, he wants the prospect to take the gadget in his hands, press the button, see the light spring up. He wants that possible buyer to visualize himself taking the little lighter from his pocket and nonchalantly producing a quick, dependable flame. The salesman has to create the "I want it" reaction in his prospect.

The speaker follows similar tactics. He tries to make his hearers see themselves in relation to the proposition. He seeks to create a feeling of acceptance, of cooperation, of "I like the idea" in their minds.

In the dramatic arts, this response is called "empathy." That means the reaction which causes the motion picture audience to

yell, "Don't open that door!" when the hero is about to get his head cracked by the lurking villain. When a speaker or a salesman can create that emotional response in the mind of the listener, the sale is practically made.

Which is the most important part of the speech or the sales talk—the opening, the argument, or the conclusion?

You might as well borrow Andrew Carnegie's famous question: Which leg of a three-legged stool is the most important?

You can't get along without any of the three. The opening must actually get "your foot in the door." The argument gives the demonstration, leads the thinking, shows the reasons, produces conviction.

But the conclusion is vital.

### The Name on the Line

This is the clincher.

The salesman has given the demonstration—told his story—proved his point (he hopes). He has one minute left of the precious six minutes granted him by Mr. Big. Just one minute in which to recapitulate the points he has presented, and then—out he goes. Will he carry away the signed order, or a "Not today, thank you. I must think it over."

### The High Point

The test of the sale—or of the speech—is "the name on the dotted line." The time to clinch the sale is the moment when the customer is "sold." The salesman who chooses to end his sales talk with "That reminds me of the story of Pat and Mike" is doing

his best to kick away the business.

The speaker who leads up to a fine climax and then hastily says, "Now, there is just one more thought I want you to carry with you," is in the same fix. The sale is lost by too much talk.

The good salesman knows how to recapitulate, how to summarize, and then put on the pressure. So does the good speaker.

How do you summarize?

Well, take this for a simple example: Someone asks you how to get to some certain place. You tell him: "Drive down the street six blocks until you come to a stop-and-go signal; turn left for about a mile; cross the railroad tracks and then turn right at the next intersection." Then you summarize with: "Straight ahead six blocks, left for a mile, then right to your destination." That is a clear summary, brief and easily remembered. The speaker's conclusion should be as clear and definite.

The salesman has his fountain pen ready when the customer is ready to sign.

The speaker has his "so what!" ready when he finishes his argument, and he drives it home while the audience is hot.

### Be a Good Salesman

When you speak, practice salesmanship. Sell your ideas, your services, your information.

Arrange your goods for the best possible display. Give your "customers" a good show, but never forget that the name on the line is the final test of the speech as well as of the sales talk.



## Hiatus -- Can you define it? Does your club have one?

By JACK McNAMARA, Educational Chairman for District Two, which includes all of Western Washington.

Webster (the lexicographer) says that *hiatus* comes from the Latin verb *hiare*, meaning to gape, or yawn; and in modern usage, it denotes an opening, a gap, especially, a break with a part missing.

Old Doc (the local educational chairman, that is) in one of his more gloomy moments, said that too many Toastmasters Clubs have a hiatus, and as a result suffer from membership anemia, in which the individual member develops a bad case of mental malnutrition and stationaryitis (that means standstillism). While these two conditions aggravate each other, and sometimes may prove fatal, the prognosis need not be negative, Old Doc pointed out in more optimistic vein, provided the symptoms are recognized and prompt treatment is applied.

"In fact," Old Doc concluded with great confidence, "even a case in the advanced stages can be cleared up with the right diagnosis, merely by following the diet and general treatment prescribed by our headquarters staff at the Home Office.

Translated, the foregoing is intended to remind us that some clubs are not making full use of the educational materials provided by our Home Office at Santa Ana, with the result that membership is down, attendance is poor, and the individual member is denied

mental stimulation and progress in speech.

Let's not be too modest. Let us view realistically our impressive heritage. Toastmasters International has assembled and made available to us the best material on speech of all ages. To complement that, we have what is perhaps the most effective organizational unit for use of this material that experience and genius can devise.

The so-called hiatus or break occurs when the material, the individual and the organization are not properly integrated. This integration is primarily up to the individual, and it comes through conscientious application of suggested methods and techniques. But one man in a club can't do it. It's a cooperative affair. While we gain much by affiliation, *we* must do the assimilating.

This is a present day challenge to Toastmasters. There is just one way to meet it. That is to focus our attention and forces on the use of educational material for Toastmasters training.

To this end, Toastmasters everywhere, officers and educational chairmen in particular, must become material-conscious. New methods of promotion and techniques of use must be developed and shared. It is time for us Toastmasters to get to work!

★ "Do You Know Why You Joined Toastmasters?"

## The Last Should Be First

By VINCENT McINTIRE, Lieutenant Governor of District No. 10

One of the peculiarities of the American male is his flair for joining societies and clubs for second-hand reasons.

Our service clubs, for instance, are notable for codes of ethics and slogans, worthy of purpose and lofty in ideals, which are their prime purpose for being.

But ask any member if he joined for those reasons, and get set for a variety of answers, mostly negative.

"Fellowship," he may say, when he really means that he mistrusts himself; that he wants the courage of other peoples' convictions, plus the superior feeling of being recognized as a respected personage.

He may say, "I joined for business reasons," which is a balder way of admitting the use of friendship for profit. Like the man who espouses "fellowship," he craves the association of others, who, like himself, are possessed of human frailties. It is the old story of misery seeking company.

The real causes, then, like sin are never called by their right names.

Reasons for joining Toastmasters, too, are commonly clothed in such guises as "self-improvement," "to attain a goal," or "to realize an ambition," and so on ad infinitum.

The real reasons are often so concealed as to require soul searching and analysis. If the truth is as obscured as the proverbial tree in the woods, the cause is equally clear. The casual question begets a casual answer. The "second-hand" reason is so reasonably sane and sensible as to discourage further question.

Consider then the idealistic or background reasons for a Toastmasters Club. It may open your eyes to more urgent reasons for improving your speech!

First: *It is the instinct for self-preservation!* The uneasiness, the disquiet, the distrust so evident in the world about us—the continual warning to prepare for trouble—all too plainly mean, "the future belongs to the man who prepares." What greater counter-force can be marshalled against the propaganda of fear?

Second: *There is the moral force which makes a Toastmaster!* It may be memories of the once free, once happy nations that no longer exist except on history's pages. It may be recollections of the Mindzenty's, and other defenders of human dignities, who suffered martyrdom to awaken us to our enemies. It may be determination to protect the liberty which subversive forces are trying to suppress.



Third: *It may be the desire to stand and be counted with the other proud defenders who champion liberty and human dignity.*

There you have them, some of the real reasons which were concealed because something else was easier to say.

Why DID you join Toastmasters?

Was it to be of service to your community, to make your contribution to better living?

Was it to confute the fools who say, "We have peace; we have nothing to fear"?

Was it to awaken those who dwell in a fool's paradise, who shut out truth, who do not want their beautiful dreams disturbed?

Was it to have a part in shaping your destiny as you want it to be?

Countless thousands in the enslaved parts of the world would give their birthright for your liberty of speech, not to mention your privilege of improving it.

You may say, "*What can I do as a Toastmaster?*"

First, recognize your responsibilities to others. You have gained the privilege of speaking for those incapable of speech. You have become your brother's keeper.

Second, learn to evaluate everything! Separate the chaff of falsehood from the grains of truth. The sword of truth will always pierce the shield of falsehood. Help others to speak the truth by removing the fears and uncertain-

ties that gag them. One person with a conviction is a power equal to ninety-nine who have only opinions.

*You wonder what you can say?*

Have you no beliefs? Is the world so tranquil you must look for a cause? Is waging war against the antigods of communism an excuse?

The lowly turtle found he had to stick his neck out to get some place. But because we would let the other fellow stick his neck out, to save our own, we have infested our government with mental barbarians who led us from distraction to distraction—and they give us only distraction.

Speak out against these economic inbreeders who desecrate democracy's temple!

Isn't it time to remind labor and management that God made them partners and that the time has come to expose the enemy who would destroy them?

There is a war to be waged against the professional conservative. He masks his rabbit heart with the plea for caution and prudence. Do not be deceived! His prescription is the devil's drug: indifference. It is only an excuse for silence, procrastination and compromise. Our devotion to principle demands something better than that.

Why should you be a Toastmaster?

*Give a reason why you shouldn't be one!*

A good talker is only a pitcher. Unless his audience catches him with heart and mind, he is defeated.

—Bulletin of "Chief Seattle" Toastmasters Club

★ It's a Good Idea to

## Let Them See

By WILBUR M. SMITH

The man from Missouri is not the only person who shouts "You have to show me!" There are many doubting Thomases. They cry out, "Seeing is believing!" and "Show me first!"

The wise Educational Chairman of a Toastmasters Club *does* show them. He uses eye appeal when giving his educational talks. By graphically portraying Toastmasters training through the use of colored charts and pictorial posters, he dispels the suspicions of the doubters.

Placards have proved successful. They may be made by any enthusiastic Toastmaster for use in his club. The accompanying pictures show what can be done.

The Toastmasters organization is a movement. Movement suggests a wheel, with power to make it turn. The wheel shown in the diagram represents the movement as a whole, but the power is furnished by the individual member. The amount of energy which he exerts determines how far and where he will go with his training.

The hub of the wheel represents the educational programs

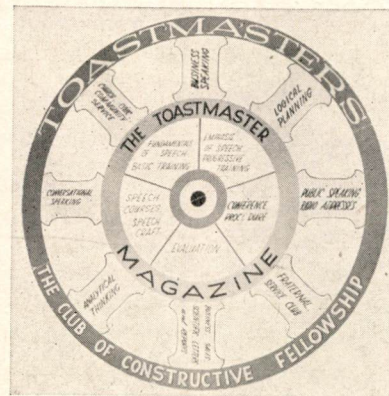
offered by the Educational Bureau: *Basic Training*, the fundamentals of speech; *Progressive Training*, emphasis on phases of speech; *Conference Procedures*, the handling of meetings; *Evaluation*, self-analysis, better listening and better thinking; *Speechcraft*, a course in speech fundamentals taught by members of the Toastmasters Club.

*The Toastmaster* magazine is the rim of the hub. It ties together the educational programs, and brings to each member interesting, educational and practical suggestions for improving himself through speech and allied subjects.

The spokes of the wheel show some of the various ways in which speech is used. Each member is at liberty to concentrate on that phase which interests him most. The engineer may use his training to improve his written techni-

cal reports, while the clerk may apply his instruction to improve his sales talks, and even to talk himself into a better position.

The rim portrays Toastmasters—the club of constructive fellowship. It is the spirit of helpfulness which joins





all Toastmasters together to form the perfect circle, making it possible for each of us, individually—all of us, collectively, to progress.

If we know what we want and what we may attain, then we must know how to obtain it. In Toastmasters we attain our goal by studying and using the educational programs. Many members are not aware of the amount of available material. The placard "Speech Material and Helpful Hints" gives some idea of this vast storehouse. Each Educational Chairman should prepare a poster and talk about it frequently. It is good for the members, and especially revealing to the new recruits.

As an inspiration to progress with Basic Training, the easily made placard "They Use the *Basic Training Manual*" has proved



*They use the* **BASIC TRAINING MANUAL!**

LESSON 1 2 3 4 5 6 7 8 9 10 11 12 OTHER

BLANDY														
CARLTON														
LONDON														
ZWELLING														*
MIZER														
WARDIAN														
EVERHART														
SANDERS														*
COVER														
SAMUEL														
MCINTIRE														
AUDI														
BUKER														
HAGAN														
WILSON														
SIMONS														
REYNOLDS														*
TAYLOR														
TARRIER														
DURANT														
WARNE														
THURSTON														
THOMPSON														
KENNEDY														
ENGLAND														
STOUT														
LEWALLEN														
HAUBERT														
PATTERSON														
SMITH														

successful. In many Districts, clubs have been urged by their district officers to use it; and those which have, report greater accomplishments by the members.

It has been said that the optic nerve is twenty-two times stronger than the nerve which leads from the ear to the brain. That is why we learn more quickly by seeing than by hearing. For this reason, posters and charts are important in Toastmasters training.

When members of the club see the advantages of following the programs suggested by the Educational Bureau of Toastmasters International, the material available, and the application of the training to everyday life, they are more appreciative of the opportunity to learn speech and leadership principles. Let them see!

## Getting Things Done

By HARRY M. BANDFIELD, of Oregon Toastmasters Club, Portland, Oregon

Toastmaster Bandfield is West Coast Representative of the Human Relations Engineering Research Institute. This article is a condensation of his second Basic Training assignment, the one on "Be in Earnest."

The world is constantly searching for men and women who *can get things done*.

It is not *how much we know*, but what we *can actually accomplish with what we know* that mankind rewards and remembers.

There have been 32 Presidents of the United States since 1776. Fifty years from now, how many of these 32 Presidents would you say the world at large will then remember? Possibly two, or even three? Maybe Washington, Jefferson, Lincoln. The world will remember them not because of their brilliancy or learning, but for what they *accomplished* through others.

In the world of invention, the names of Samuel F. B. Morse, Thomas Edison, Alexander Bell, Henry Ford, and Harvey Firestone are known to civilized men throughout the world. Why? Because each in his own field *accomplished* that which hitherto had been deemed impossible.

I like this subject—*Getting Things Done*—because it pertains directly to my business. It has intrigued me for years, and my chief hobby is exploring the lives of men who are *getting things done*, to discover what makes them tick.

In the past 30 years, it has been my pleasure to make the acquaint-

ance of many of the industrialists who are making today's and tomorrow's history—such men as Benjamin Fairless, Cy Ching, Paul Hoffman, Alvin Dodd, Herman W. Steinkraus, Harry Bullis, Antonio Longoria, Thomas Watson, Charles Kettering, and others; and in every case I have detected six qualities which they possess in common,—six qualities which they claim are responsible for their *getting things done*.

1. INTEGRITY — the desire and will power to do that which is honorable.
2. PERSPICACITY—the ability to grasp quickly the real significance of matters which come to their attention.
3. INITIATIVE—the ability to do something wise on one's own inspiration.
4. PEPSPICUITY—the ability to explain their ideas to someone else without the danger of being misunderstood.
5. DOMINANCE — the ability to get others to want to do something about what they want done.
6. BALANCE — an over-all sense of duty and dependence upon God—prudence, fortitude, and fear of the Lord.



Every normal man must possess some of these qualities. Most of us have one or two of them in greater proportion. The man who has a fairly good balance, with initiative combined with integrity, vision and ability to lead, is the fortunate one who can get things done as they should be done. He is the planner, the worker, the doer of deeds.

As I study the admirable characteristics of Toastmasters whom I know, I am convinced that we have here a company of men, each of whom possesses many of these same qualities which I have described; men who are dominated by the same high ideals; men who are eager and willing; men who know how to get things done and, knowing how, will succeed.

## THE WORD BUILDER

Here is a list of fifteen words for this month's vocabulary improvement. See how many of them can be useful to you in ordinary speech, and then make them your own. Look them up in a good dictionary as to meaning and pronunciation. Then use them.

Your Educational Chairman will bring them into use in your club meetings, but their value to you will depend on your own efforts.

**advocate** (AD vo kate) a counselor; to plead in favor of  
**animosity** (an i MOS i ti) ill will; active enmity  
**redolent** (RED o lent) odorous; fragrant  
**odious** (O di us) deserving of or provoking hatred  
**obtuse** (ob TUS) blunt; insensitive; dull  
**abeyance** (a BAY ans) expectancy; temporary suppression  
**bestial** (BEST yal) brutal; beastly; depraved  
**cajolery** (ka JOLE er i) use of delusive enticements  
**derelict** (DER e likt) abandoned; a wreck  
**enigmatic** (e nig MAT ik) puzzling  
**epitome** (e PIT o me) a concise summary  
**inexorable** (in EK so ra bl) inflexible; relentless  
**homogeneous** (ho mo JE ne us) alike; comparable  
**ignoramus** (ig no RAY mus) an ignorant person; a dunce  
**incognito** (in KOG ni to) with one's identity concealed

## RECOMMENDED READING

This month, put a little fun into your reading.

Look up "My Summer in a Garden," by Charles Dudley Warner. It may be hard to find, but most libraries will have it. If you can't find this one, look for others by Mr. Warner. A contemporary of Mark Twain, and a collaborator with him, his humor is in marked contrast with that of Mr. Clemens. You will enjoy him.

Try some of the essays of Stephen Leacock, and then see if you can find one or two of the books of Don Marquis.

Spend a few hours with Irvin S. Cobb's "Exit Laughing." It will give you some fresh stories and some new ideas on how to see the amusing things in daily life.

Why read humorous writings? First, for personal enjoyment; second, to stimulate your own sense of humor; third, to see how much entertainment can be derived from prosaic, everyday circumstances and happenings.

A little well-chosen, appropriate fun, skillfully introduced into even a serious speech, does something for both speaker and audience.



Wichern gloats; Mann awards; Sowards receives.

## ONE HUNDRED PERCENTERS

In other words, two Toastmasters Clubs in the St. Louis sector came in first with full membership registered for the Convention, whereupon double awards were necessary. Every club in District Eight has been asked to make advance registrations, and to register every member, if possible. A special trophy was offered for the first club to cross the line with full registration.

Kirkwood Toastmasters, No. 594, and Overland Toastmasters, No. 583, made it a photo finish. B. H. Mann, Director of Toastmasters International, and chairman of the St. Louis Local Activities Committee, which is making things ready to receive us, made the presentation. W. J. Wichern, the gloating gentleman at the left, is vice-president of Overland Toastmasters. Dick Sowards, who is just reaching for his club's trophy, is past president of Kirkwood Toastmasters. Both clubs are being joined in this progressive endeavor by the other clubs in

the district.

Advance registrations are advised for all who plan to attend the Convention. St. Louis is well prepared to care for those who come, but the first to register will get the choice accommodations.

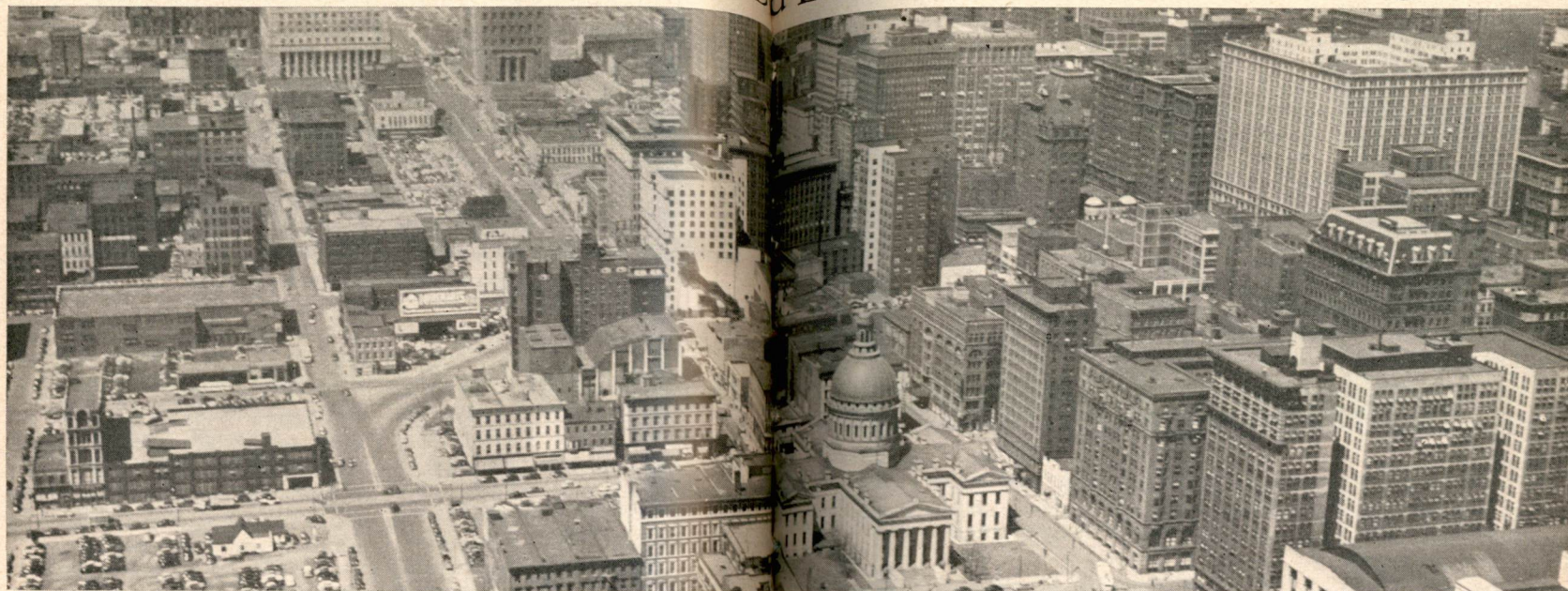
## Entertainment Plans

As is customary in gatherings of Toastmasters, plenty of recreation will be provided. The St. Louis Cardinals and the Pittsburgh Pirates will be playing ball at the time of the Convention. At the Municipal Opera, "Roberta" will be the offering.

Shaw's Garden, one of the greatest botanical gardens in America, will be at its best. Parks, the zoo, river excursions, the Jefferson Memorial and many other attractions will serve your pleasure. The great downtown shopping district will invite you. There is just one drawback—you can't see everything unless you plan to extend your stay beyond the Convention days.



# Learn How "Good Speech Is Good Business" - St. Louis, Aug. 11-14



## THE CONVENTION OFFERINGS

The program is complete, except for the finishing touches. It is a tasty dish, an attractive menu, calculated to nourish and strengthen Toastmasters who are present to participate in the feast, and to radiate to all Toastmasters Clubs, everywhere, inspiration and incentives.

Here is what the Program Committee, headed by Past President J. P. Rinnert, has cooked up for us.

### THURSDAY, AUGUST 11

Morning—Meeting of Board of Directors.

Noon—Luncheon for District Governors.

Afternoon—**Training Session for District Officers.**

Evening—Dinner and final meeting of the 1948-49 Board of Directors.

Evening—Social Hour, in the Hospitality Room.

### FRIDAY, AUGUST 12

Morning—Past Presidents' Breakfast.

Breakfast meeting for Friday program participants.

**Formal opening of convention.**

Conference and panels on operations of Toastmasters International.

Noon—**High-Jinks Luncheon.**

Afternoon—**Convention Business Session:** Election of Officers, Resolutions and other business.

Evening—**"The Work Shop"**—Conducted by Ralph C. Smedley—An educational session at the membership level, with audience participation.

### SATURDAY, AUGUST 13

Morning—Breakfast meeting for all program participants.

Breakfast for all holders of Basic Training Certificates.

**Educational Session—"The Club in Action."**

Noon—Luncheon for "Pointers" Club.—Special lunches as arranged.

Afternoon—**Educational Session—"The Individual Toastmaster."**

Evening—President's Dinner.

**International Speech Contest.**

Presentation of special awards.

### SUNDAY, AUGUST 14

Morning—Breakfast for new Officers and Directors.

Meeting of 1949-50 Board of Directors.

Sight-seeing, church attendance, or what you will.

### HOMEWARD BOUND.





## Across The Desk

By TED BLANDING, Executive Secretary of Toastmasters International

In last month's *Toastmaster* mention was made of a paragraph which appeared in the *Kiplinger Magazine* concerning our service in helping people learn to speak. You will be interested in knowing that we have received 80 inquiries which grew out of that one brief reference to us. Is there need for any further evidence of the interest in public speaking in the mind of the progressive business man?

As such men become informed of the existence of the Toastmasters program of training, and their opportunity to profit by it, our possibilities of greater service will be enlarged just as fast as we can handle the work. Our training is needed in every city. We should not deny men the opportunity which we can give them.

To give you an idea of the spread of our fame, I mention letters received recently from Middlesex, England, from Sidney, Australia, from Auckland, New Zealand, from Mexico, South America, China, and the Philippines.

Here is a letter of a different kind. It comes from a District Governor — a busy man, just finishing his term as leader of one of our largest districts. He wants to know how. After learning in the hard way, by experience, he suggests problems which face the newly elected District Governor. Here are some of them:

How to build up the club membership? How do we go about forming a new club? How to

plan a good District Council meeting? How much should one expect from the area governors and other district officers? How can the governor find time to visit clubs, plan and attend district and area meetings and speech contests, and still remain on good terms with his home and family?

Those are good questions. I am flattered by the implication that I am able to answer them. I'll do my best.

This is the time when the semi-annual reports are made to Toastmasters International; and as the new officers lists come in I try to write to every President, offering words of encouragement and guidance, and always stressing the importance of officer responsibility.

By working closely with the officers, we will continue to pass on to the clubs the many benefits offered by the organization. As Toastmasters grows, so must the production of each club and its officers.

The entire staff joins me in wishing success to the new administration of your club.

## What's Going On



At the left is seen Carlton Sias, a Director of Toastmasters International, from Waterloo, Iowa; Next is Dean F. Charlsen, president of the new club; Area Governor Lester O. Davis stands behind the charter, which is being presented by District Governor Jule Waber. Director Ralph Lowe, of St. Paul, and Past President of T. I. Harry W. Mattison, of Minneapolis, complete the group.

### "SEVEN HUNDRED" AT STILLWATER

Culmination of the project, "700 by 70," which was launched at the Minneapolis Convention in 1947, was presentation of the 700th charter to the newly established Toastmasters Club of Stillwater, Minnesota.

Presentation of the charter was made by District Governor Jule Waber, assisted by many of the distinguished Toastmasters of the vicinity. A recorded speech by Ralph Smedley was a featured item on the program.

The new club started to work, even before its charter had been presented, on the organization of a second chapter in Stillwater, which will soon be ready for chartering. And now arises the

question: Will District Six be the lucky district when No. 800 comes into being?

### El Toro Marines

First peacetime organization of a Toastmasters Club composed entirely of military personnel featured presentation of a charter to the chapter formed at El Toro Marine Base, near Santa Ana, Calif. President I. A. McAninch presented the charter, which was accepted by Lt. Col. W. E. Sweetser, Jr., president of the new club. A charter member of the club is Col. Stanley E. Ridderhof, who was a charter member of Coronado Club, No. 9, and who has been instrumental in forming the new chapter for the Marines.





"Toastmasters talk themselves into a charter," stated The News, of Skokie, Morton Grove, Lincolnwood and Niles, Illinois, in reporting the chartering of the Niles Township Toastmasters Club. All these communities are located a little to the north and west of Chicago, and all participate in the new Toastmasters Club, which owes its existence in large measure to Dr. George Custer who, six months ago, left the Wilson Avenue Toastmasters Club of Chicago to start the new one, of which he is serving as deputy governor. Presentation of the charter (No. 665) was made by Emmet Holmes, Lieut. Governor of District 8, while Russell Pusey, Area Governor, served as general evaluator. Visiting Toastmasters were present from many of the clubs in the vicinity.

### Nebraska Toastmasters Help

Toastmasters of Lincoln, Neb., have been generous in helping various organizations and causes with speech the past winter. One of their most notable public appearances was before the Nebraska Cooperative Council's annual meeting, when the Toastmasters Club had entire charge of the program for an evening session. National Farm Bureau Federation President Charles Marshall is a member of Lincoln Toastmasters Club. He was in charge of the program, which was conducted as a regular club meeting. It was a splendid demonstration of Toastmasters procedure, and had special significance because of the presence of many who had not before come in contact with this training. The speech by Arthur Pendray, a member of Lincoln Toastmasters, on "The Story of Cooperation," was so well received that it was later printed in full in the February issue of *Nebraska Agriculture*.

### Berkeley Dramatizes Election

At Berkeley, California, the election of new officers was made a lively event. As each nomination was announced, members paraded around the tables cheering, carrying "banners" while records provided martial music. Table topics and other parts of the program were integrated into the political theme, and there was not a dull moment. At the same time, men both willing and able to serve were selected to fill the offices, and good practice in elections was observed throughout.

### True Eloquence

Your editor chanced to hear a noted speaker at a luncheon. He gave evidence of unpreparedness in the handling of his subject. With his silver voice, dramatic gestures and eye contact, he was a mechanical pantomime framed on the rostrum, for his words were empty. He accomplished nothing. The moral is, eloquence alone is not sufficient. The structure plan of an opening, body and conclusion wins audience interest and make a successful sale. —From the *Mercury Messenger*, Seattle Toastmasters No. 514.



Dayton's newest Toastmasters Club is the Antioch Shrine Club, Charter No. 658, whose charter was presented by Lieut. Gov. Vincent McIntire at a gathering attended by both local and out-of-town Toastmasters. In the picture we have Lieut. Gov. McIntire at the left, presenting the charter to President Hack Abbott. A gavel was presented by Robert McKenzie, President of the Dayton Knights of Columbus Toastmasters Club, who emphasized that "This gavel is symbolical of the feeling of friendship between our two clubs." Secretary Hal Logan, reporting the event, points with pride to the polish and finish of the entire performance which, he says, "clearly shows the value of being trained in a Toastmasters Club."

### Debate Brings Results

Salt Lake City Toastmasters (No. 608) recently staged a debate on the proposition that "Members of the Salt Lake City Police Department are underpaid." The Mayor of the city, Earl J. Glade, was present, as well as press representatives. Since that time the police officers have received an increase in pay. The Toastmasters like to believe that they had some part in bringing this about, according to a report sent in by Toastmaster John Butler, who is now at work helping to organize another club in Salt Lake City.

### Dudley Makes Speeches

Howard Dudley, of Ocean Beach, California, Toastmasters Club 198, having completed his Basic Training and applied for his certificate, prepared a speech on juvenile problems, with special emphasis on Boy Scout Week. "More thought to the high chair will result in less thought of the electric chair" was his thesis. "Invest in the Future of America" was the title of the speech, which was first given before his club with such effect that he had been called upon, up to the time of reporting, to present it before five other audiences, which heard him with interest.



Tuesday Toastmasters Club No. 394, of South Bend, Indiana sponsors a "tall tale" contest for the South Bend Area of District 11. This year's event was won by Donald Gates, of the Misha Talka Toastmasters Club No. 346, of Mishawaka, whose account of an almost unbelievable experience entitled "Flying the Hump" topped all the other tall stories. His talk dealt with the testing of secret weapons in the Himalayas. Four other contestants added their entertaining stories to an evening of exaggeration.



# Yakima--Speechcraft Success

When a Toastmasters Club tackles *Speechcraft* and goes after it in real earnest, things are sure to happen.

*Speechcraft*, as you should know, is a course of instruction in public speaking, in which the instruction is given by the members of the club, who call into use their experience and training gained in their work as members. The course usually is opened to all men who wish to take it, as a community service.

At Yakima, Washington, the club offered the course, and the response just about doubled their number in attendance. Big meetings, high grade instruction and excellent programs attracted wide and favorable attention. It was a huge success. But the Yakima Toastmasters found themselves embarrassed by the abundance of membership material. They were swamped. Even by stretching the membership roster beyond the limits, they could not get all the men in.

There was just one thing to do, and they did it. They organized a new club, and now Yakima is proud to claim two Toastmasters Clubs, each trying to be the best and most useful club in the city. The new one is known as the Yakima Chinook Toastmasters Club. (The word, pronounced shin-*OOK*, is the name of an Indian tribe, also known as Flatheads.)

The charter meeting was a distinguished event. District Governor Charles Griffith was there to present the charter, and many visiting Toastmasters were on hand to give the new club a good send-off.

What was done in Yakima has been done in various other cities, and it can be done almost anywhere, if the local Toastmasters Club will use its opportunity. Membership problems are readily solved by use of *Speechcraft*.



In the picture we have in the standing row, Bruce Rose, of Yakima; Director Nick Jorgensen, Seattle; Treasurer Robert Grube, Seattle; Dr. W. W. Newschwander, Ellensburg; District Governor Charles H. Griffith, of Tacoma; L. W. Claypool, President of the new club; Edmund P. Erwen, Harold Watt, Carl Berryman, Don McNeice, all of Yakima, Jack Harms, of Seattle. Seated are Dr. A. J. Myers, Champ Sanford, Harry Duncan and P. L. Cheshier.



Rather unusual was the situation when the Tuesday Toastmasters Club of Spokane came to install new officers. The incoming president was installed by the outgoing president because the outgoing president happened to be Governor Jack Love, of District 9. The man who has been presiding over a district of more than 40 clubs for the past year ought to be qualified to do the honors for his successor as club president, and so it was. Standing by to give support, the picture shows Toastmaster Len Parr; Treasurer, Dr. Ivan Patterson; Vice-President Alvin Dyer; and President Charles Glover receiving the gavel and some good advice from Retiring President-District Governor Jack M. Love.

## The Understanding Man

I'm not smart enough to run the personal affairs of the great masses of people. I have enough to do just trying to improve myself as an individual citizen. If I work hard enough and long enough at that one job, then the time may come when two or three, or four or five, or may-

be even eight or ten persons may seek my counsel. Then, and only then, can it be truly said that I have earned a worth while influence. Between the great things we cannot do and the small things we will not do, the danger is that we shall do nothing.

—From the Canton, Ohio, Toastmaster.



North Bend, Oregon, is in the "Evergreen" section of the great Northwest. Lumber, both on the hoof and in the sawmill, surrounds it on all sides except the water front. Very appropriately, the programs for the charter meeting of the new North Bend Toastmasters Club were printed on slabs of clear cedar wood, constituting but one of the memorable items which went to make up a memorable occasion. District Governor Irving L. Saucerman, of District Seven, presented the charter, and Lieut. Governor Blair T. Alderman served as evaluator.



## "Frosting on the Cake"



This is the way the Indians might carry on, as interpreted by Freeman Kirwin and Bob Bromley. They were introduced by Vern Foster, who lent dignity to the performance.

South Gate, California, Toastmasters like to add the trimmings in their programs. "Balance the education, fun and fellowship," writes President Clyde Beckstrom, "and your members will respond with advancement, interest and attendance."

As evidence of the way they put on a show they send pictures of some of the activities.



Convinced that dressing up, stepping out of character, and simulating situations will improve their poise and their ability to let themselves go, these South Gate Toastmasters try many unusual stunts. It takes extra work, but it is well worth the effort.

A little music is welcome in the club at times. Did you ever try to sing a speech? It can be done, as is proved by the performance of Carl Maxwell and his guitar.

## Los Caballeros Were Surprised

"Los Caballeros" is the musical and romantic name of Toastmasters Club No. 322, of Santa Monica, California. At a recent meeting, one of the members arrived early and installed a wire recording machine under the table. Unknown to any of the other members, he recorded the entire table topics discussion. When Dr. Robert Seibly, the recording operator, was introduced as a speaker on the regular program, he began by asking, "Does your speech sound different lately?" and then switched on the records. The surprised members had a rare opportunity to hear themselves as others hear them.

## Minneapolis Executives Get Publicity

The March issue of *The M. A. C. Gopher*, monthly magazine of Minneapolis Athletic Club, carries an excellent article on Toastmasters. It is written by Deputy Governor H. Lee Tourtelotte, and is illustrated with pictures of the Executives Toastmasters Club in action. This Executives Club, many of whose members belong to the Athletic Club, meets weekly in the M. A. C. dining rooms. The article describes the Toastmasters Club as "a congenial, cooperative group which has a lot of fun while improving the members' ability to speak on their feet before any audience."

The presentation of this story of the Toastmasters Club to the several thousand readers of *The Gopher* should result in attracting many men to the club.



## FUN IS TAKEN SERIOUSLY

The Toastmasters Club of Greensboro, North Carolina, was made the subject of an article published in the Greensboro News-Record under the above heading. It was well written, understanding, entertaining, as presented by Staff Writer DeWitt Carroll, and it attracted much favorable attention. This is one of the several pictures published in connection with the article.

It shows General Evaluator Bob Henderson speaking his mind on the speeches he has heard during the meeting. Listening to him are W. Y. Preyer, Jr., president of the club; Herbert Dumaresq; Charles Orth, the vice-president; Charles Weir, Hugh Hunsucker, and Marion Wetherell. Congratulations to Greensboro Toastmasters on having been so helpfully presented to the public by means of this newspaper story.

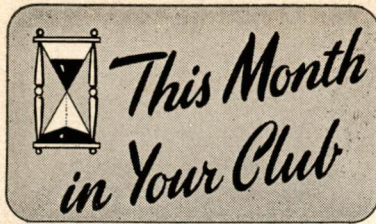
Speech is the most precious of our possessions, the instrument of our thoughts, the organ of our social nature, the means of our culture. Its use is not daily or hourly alone, but momentarily. It is the first thing we learn, the last we forget. It is the most intimate and clinging of our habits, and almost as second nature.

—WILLIAM DWIGHT WHITNEY.



The George Rogers Clark Toastmasters Club, whose charter is No. 666, is located in Southern Indiana, and only the Ohio River separates it from Kentucky. In fact, Louisville is near enough to be claimed as a suburb. A grand time was enjoyed at the chartering, which was at the "Merry Bee" Hotel. (Such interesting names they have in those parts!) President C. L. Scott, Jr., who appears in the picture as the recipient of the charter, presented by Homer H. (Opie) Peters, Lieut. Governor of District Eleven, reports that the club includes two mayors. Mayor Samuel G. Shannon, of Jeffersonville and Mayor A. Speck, of Clarksville are both charter members, and active in the club work. The club is off to a fine start.





### Administration

1. New Officers get down to business.
2. Club-of-the-Year Report nears completion.
3. Plans are made for summer programs.
4. Help is given in District and Area Affairs.
5. Plans are made for attendance at the St. Louis Convention.
6. Each officer or committee chairman has been fully instructed in his duties.
7. Executive Committee meets at least once this month.
8. Membership and attendance records are checked. (Less than 80 per cent attendance is unsatisfactory. Less than 70 per cent is dangerous.)

### Study the Materials

Virtually any problem which can arise in a Toastmasters Club is answered in *The Club Manual*, *The Amateur Chairman*, *Speech Evaluation*, and the special bulletins covering the duties of each officer and committee.

When problems come up, look for the answers in the bulletins and books which you have at hand. Better still, study in advance so that you know the answers when problems present themselves.

### Education

1. Point of Emphasis—Typical Occasions for Speech.
2. Evaluation—In every case the evaluators will appraise the appropriateness and intrinsic value of the speech in relation to the situation which is simulated. Ask: Was this a good speech for the occasion, the time, and the audience to which it was addressed?
3. Educational Talks on—how to introduce; how to make reports; how to deliver special addresses, patriotic and otherwise; how to conduct a business conference.

### Simulated Situations

For practice and preparation to meet new experiences, it is very desirable that the program give members a chance to simulate such situations. Plan an entire program around a meeting of the Board of Education, or the City Council, or the Chamber of Commerce.

A mock trial, if well done, is a novel and refreshing experience for most of the members. Don't try this unless you have someone with legal experience to help plan it.

One program, if possible, should be devoted to the "North Atlantic Alliance."

*Program variety* is important (a) to give the members exposure to many speech situations, and (b) to hold interest and stimulate attendance. Program planning pays dividends both to the club and to the individual member.

## The Practical Side of It

This factual report of what happened to a member of the Toastmasters Club of Corvallis, Oregon is provided through the courtesy of Club President Milton H. Maser. It is one of those success stories which mark the course of Toastmasters training. No doubt it can be duplicated in hundreds of clubs. It is such incidents that justify confidence in the methods and materials provided for Toastmasters.

Two years ago, a young man came to our town to take over the management of one of our large stores. It was his first position as manager. Before the war he had been an assistant manager.

His promotion was due to his record of military service rather than to seniority. A certain amount of friction naturally resulted, and our young friend found himself beset with many problems.

Shortly after his arrival in town, he came into our Toastmasters Club in an effort to learn how to face the public and be at ease with them.

I well remember his first speech — and our evaluation. He was diffident — lacked enthusiasm — was not forceful — thoughts not well organized. But he took the criticism gracefully, and went to work. There was gradual improvement until he became recognized as one of our better speakers — one whom we enjoyed hearing at all times.

Well, last month Harold Bacon left us. He was promoted to the

position of Regional Director of Safeway Stores in Eastern Oregon, and so moved over to Pendleton.

Did the Toastmasters Club help him? Definitely, yes, according to his own statement.

Shortly before he left, he said to me: "I was not the only one considered for this promotion. Five of us were called up before the Board of Directors in Portland. Each of us was interviewed separately, and each had to make what amounted to a short speech in answer to their questions. I was not nervous. In fact, I was calm, and had no trouble in answering with ease. Two years ago I couldn't have done it, but now I was the calmest of the five. I wonder if they have a Toastmasters Club in Pendleton."

Other members of our club have also been promoted to bigger jobs. Salesmen and branch managers have been promoted to executive and supervisory positions. The training in the club must have had something to do with it.

Yes, we find that Toastmasters is a practical, as well as a most enjoyable, sort of club for men.

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*The true road to preeminent success in any line is to make yourself master of that line.*

—ANDREW CARNEGIE.



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# HOW WE TALK

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## Troublesome Words

*Work, wreak, wreck, wrack:* four words which trip up the unwary speaker. Watch for them.

*Work* is a grand old Anglo-Saxon word, with ancestry running clear back to the aborigines. In common usage, the past form is *worked*. In the older English, its past was *wrought*, which carries over today in adjective form, as *wrought-iron*, *hand-wrought* and similar uses. You need never use the word *wrought* in your own conversation except in the adjective form, or in a quotation, such as "What hath God wrought!" That is, don't let yourself get tripped up on it. Eliminate it.

*Wreak* is another Old English word, whose derivation is from a verb meaning to avenge. Compare it with the German *rachen*, to take vengeance. The past form is *wreaked*. It has nothing to do with *wrought*.

*Wreck* is similar to *wreak* in origin, coming from a word which suggested punishment, or driving out to exile. Its past form is regular, *wrecked*.

No doubt the carelessness in

spelling which was so common among our ancestors had much to do with preparing the pitfalls for us, as they used *rack* and *wrack* more or less indiscriminately, helping to confuse our minds.

*Wrack* is definitely related to *wreck*. Milton speaks of a "word devote to universal wrack," and there is an old phrase, "wrack and ruin," sometimes heard, but not essential in our speech. A verb was developed from the noun, so that there is more or less obsolete usage which makes *wreck* and *wrack* synonymous, as verbs. You are not advised, in modern speech, to say that "a vessel was wracked" when you mean wrecked.

Matters are entirely different with our common verb, *rack*.

The Old English comes from a root which means a framework, related to the thought of spreading out or stretching. *Rack* is such a handy word that it has been loaded with a multitude of meanings.

The Webster's Unabridged gives 43 separate meanings to this word, as noun and verb, and adds a column more as a combining form. In common use, you may speak of being racked by pain or remorse; of the gait of a horse; of a framework on which articles are arranged; of a bar with teeth on one side to engage with the teeth of a gear; of the process of draining off liquor from the dregs. As a matter of safety, use the word sparingly, especially in writing, unless you are certain about the proper spelling for the specific use.

## WORDS IN A GARDEN

A garden in spring is an alluring spot for the student of words.

Flower and plant names are full of history and romance. They put us in touch with gardeners through the ages.

Even the name of the place, "garden," has a remarkable background. It can be traced back through the Nordic languages in various forms. There is the Anglo-Saxon *geard*, the Danish and German *garten*, and the Gothic *garda*, a sheepfold. There is an old Irish word, *gort*, meaning an enclosed field. Back of all these there is the Latin *hortus*, an enclosure, which is adapted from the Greek *chortus*. That word originally meant grass, which meant fodder for cattle. It came to mean the enclosure where animals were fed. From that root we get such widely diverse words as orchard, court, corral and horticulture, to mention only a few.

Probably there are nasturtiums in or near your garden. This persistent flowering plant gets its name from its pungent odor. The Latin background is *nasus* (nose) plus *torquere* (to twist) so that the name literally means "twisted nose." A taste of the leaf or stem will give you a graphic demonstration with your own nose.

The *ranunculus* has a definitely Latin name, which means "little frog." There is some question whether it received this name because the root looks like a dried up frog, or because the plant originally grew in wet, marshy

places, where the frogs kept it company.

*Gladiolus* is another Latin word, meaning "little sword." One glance at its tall spike of blossoms justifies the name. Both *gladiolus* and *ranunculus* bother us in English as to plural forms. There is a common tendency to pronounce both with a final *a*, as *gladiola* and *ranuncula*, which makes it easy to form the plural by adding *s*. There is no authority for that usage, but no doubt it will become common practice after a while. The Latin pronunciation of *gladiolus* puts the accent on the second syllable, and stresses the long *I*, but common usage in America shifts it to the third, and makes the *O* prominent. In Webster's Dictionary, the preferred pronunciation is "glad i O lus." For the plural, we are offered either *gladioli*, the Latin form, or *gladioluses*, which is plain United States talk.

The columbine is a well-known beauty of the garden. The shape of the blossom suggested to some imaginative ancient a group of five pigeons, or doves, and so the name was given. The Latin word for dove is *columba*, with *columbinus* meaning dove-like.

Sweet alyssum has a suggestion of medicine about it. The word is a Greek compound, *a* (not) plus *lyssa* (madness or insanity), which should make it a remedy for mental disturbances. Botanist Asa Gray states that it used to be counted a help for the mad dog. An old colloquial name for it is "madwort."



## Book News

Three books from the press of G. & C. Merriam Company deserve special mention.

First is the new *Webster's Collegiate Dictionary*, to be released for sale on April 29. This is announced as "a completely new Merriam-Webster," in the convenient, desk-size dictionary. The vocabulary has been notably increased, so as to include many recent additions to current speech. There are many new illustrations to aid understanding of new and complex matters and machinery.

It is offered in a variety of bindings, at prices ranging from \$6.00 to \$12.50. It is available at all book stores, or may be ordered from Toastmasters International.

Not new, but always useful for reference, are the *Webster's Dictionary of Synonyms*, and the *Webster's Biographical Dictionary*.

The first is a dictionary of "discriminated synonyms," with antonyms and analogous and contrasted words, very useful to the writer or speaker who desires to use the right word in the right place. The price, \$5.00.

The second is a collection of concise biographical facts—40,000 of them—about notable men and women of all countries and of all ages. Not the least useful feature is the pronunciation of each name. With this at hand you need not hesitate to mention Disraeli, nor

Gandhi, nor Gauguin, nor Pierre Montoux. It sells for \$7.50.

Next we have two Harper publications which are of interest to Toastmasters. *Essentials of Parliamentary Procedure*, by Zoe Steen Moore and John B. Moore, at \$2.50, is an excellent treatise on the work of the presiding officer. It contains 200 pages of plainly written advice and information, and makes a fine commentary on Robert's Rules.

*The Art of Conference*, by Frank Walser, is an old friend revised and brought up to date. Its emphasis is on the established principles of successful conference procedure. It is intended to help the chairman avoid the pitfalls and stumbling blocks which beset his path, and to enable him to conduct conferences and discussions which will arrive at something besides argument and disagreement. The price is \$3.00.

All these books may be ordered from Toastmasters International, at Santa Ana, if they are not readily obtainable at your local bookstore. All of them are good, but they should be purchased on the basis of actual need and use, rather than for the sake of having them in your library. The value to you of any book depends upon the use you make of it.

In science, read by preference the newest works; in literature, the oldest. The classics are always modern. —*Bulwer-Lytton.*

## Stories You Can Use

### This Is Hospitality

A guest found occasion to use this one in the course of appreciating the welcome given him.

"You have a pretty place here," said the departing guest, "but it does look a little bit bare yet."

"Oh, yes," the host explained, "it's because the trees are rather young. I hope they will be grown to a good size before you come again."

### Optimism

A man sat on the river bank fishing. A friend passing by hailed him with, "Well, Sam, how many have you caught?"

"When I catch six more, I'll have half a dozen," Sam replied.

### Sweet Charity

A tramp went to a farmhouse, sat down in the front yard, and began to eat grass. The farmer's wife came to the door and looked at him.

"Poor man," said she, "you must be terribly hungry. Come around to the back."

The tramp went.

"There," said the kind lady, pointing to a nice patch of green grass, "try that. You will find that grass much better than it is in the front yard."

### Cooperation

Willie was playing with his little brother.

"Ma," he called, "I wish you'd make Bobby behave himself. Every time I hit him on the head with this hammer he yells."

### Making the Best of It

The wife accompanied her ailing husband to see the doctor.

Doctor took a look at him and said quietly to the wife, "I don't like the way he looks."

"Neither do I," she replied, "but he is good to the children."

### Any Excuse Will Do

When one of Hollywood's most important movie magnates had his secretary call John Barrymore to invite him to a party, Barrymore politely murmured into the telephone, "It will be impossible for me to accept because of a previous engagement which I shall make as soon as possible."

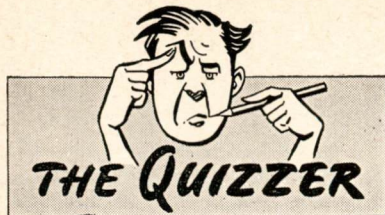
### Don't Be Too Smart

"Your cynical attitude," said the speaker who was trying to get the town meeting to take action on his pet project, "reminds me of a boy who used to live in our town. He was supposed to be a half-wit. One day he was bothering the blacksmith, asking questions and getting in the way. To scare him away, the blacksmith picked up a bar of red hot iron with his tongs, and held the glowing mass under the boy's nose.

"If you'll give me half a dollar, I'll lick it," said the simple-looking youngster.

"The smith held out the coin. Without a word, the boy took the half dollar, licked it, dropped it in his pocket, and whistling softly, walked away."





Each of the definitions here given can be translated into a word ending in "city." For instance, a quarrelsome one is "pugnacity." See how many "cities" you can identify. The key list is given below.

1. A very odd city.
2. A truthful one.
3. An impudent, daring one.
4. A savage one.
5. A brightly lighted city.
6. A fast moving one.
7. A wise one.
8. This one takes your measure.
9. This appeals to advertisers.
10. This one is genuine.
11. Characterized by resilience.
12. Hampered by weakness.
13. Filled with happiness.
14. Countrified.
15. This is a liar.

8. Capacity
9. Publishity
10. Authentichity
11. Elastichity
12. Incapachity
13. Felicity
14. Rustichity
15. Mendachity

1. Eccentricity
2. Veracity
3. Audacity
4. Ferocity
5. Electrichity
6. Velocity
7. Sagacity

THE KEY:

## WORD RECONSTRUCTION

Let's try our hand at anagrams. It may help our spelling, and it surely will interest us in some of the mysteries of spelling.

An anagram is a transposition of letters by which a different word is formed by the same letters as in the first word: For example, "beater" is an anagram of "rebate." The same letters are used, but in different arrangement.

Here are several words, each of which can be rearranged into other words, the definitions of which are given. It is quite easy. You may be able to make up some better anagrams of your own. Let these serve as a starter.

1. Trance  
Rearrange the letters to form a word meaning to renounce, and another meaning a gait of a saddle horse.
2. Live  
Make up from these letters a word meaning sinful, and another meaning worthless or ignoble.
3. Alert  
From these letters get two words, one meaning to change, and the other at some subsequent time.
4. Cares  
Make up a word meaning to frighten, and one which is used of land measures.
5. Merit  
One word means to pay, or send back, and the other is an implement used in every Toastmasters Club.
6. Strap  
One word means snares, and the other is portions.
7. Drawer  
These letters will give you a guard, and a prize.

1. Trance, regant, center.
2. Live, evil, vile
3. Alert, alter, later
4. Cares, scare, acres
5. Merit, remit, timer
6. Strap, traps, parts
7. Drawer, warden, reward.

THE KEY:

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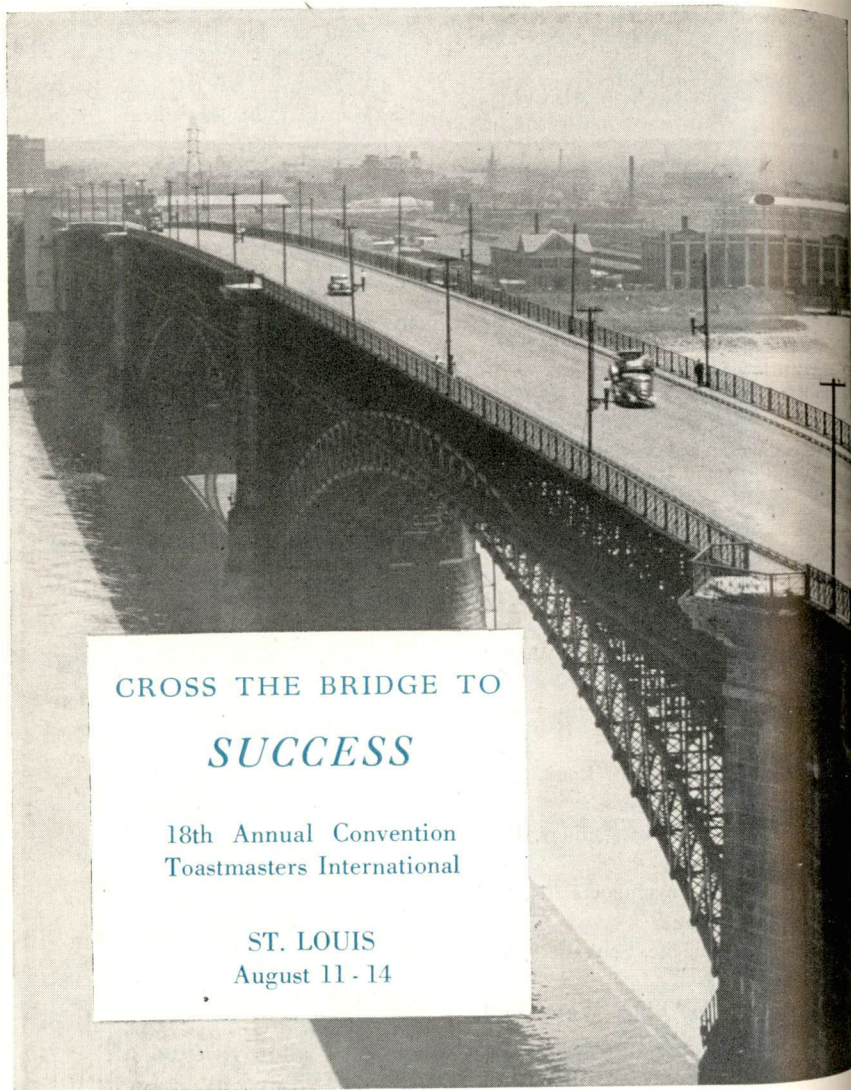
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