

The

TOASTMASTER

■ WORD LORE

■ SPEAKING FROM MANUSCRIPT

■ WHAT'S WRONG WITH YOUR VOICE?

■ REMEMBERING IS EASY

■ SALESMANSHIP THROUGH SPEECH

June 1953

For Better Thinking—Speaking—Listening

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 1329 active clubs, located in the United States, Canada, Scotland, Channel Islands, South Africa, Hawaiian Islands, Philippines, Alaska and Cuba.

Organized October 4, 1930
Incorporated December 19, 1932
First Toastmasters Club Established October 22, 1924

JUNE 1953

Vol. 19 — No. 6

CONTENTS

REMEMBERING IS EASY —Lewis C. Turner	1
WHAT'S WRONG WITH YOUR VOICE?	3
EDITORIAL—GROWING PURPOSE	4
SALESMANSHIP THROUGH SPEECH —Dr. Lucius W. Johnson	5
DARE TO BE DIFFERENT!	6
WORD LORE —W. H. Deitrick	7
THE PRESIDENT'S MESSAGE	9
GRAMMAR IS EASY	10
IT'S A GOOD IDEA	12
"AS OTHERS SEE US"	14
CONVENTION NEWS AND VIEWS	16
WHAT'S GOING ON	18
RECOMMENDED READING	21
SPEAKING FROM MANUSCRIPT —Charles S. Via	22
THIS MONTH IN YOUR CLUB	24
NEXT MONTH IN YOUR CLUB	25
SHOP TALK	26
NEW CLUBS—WHERE THEY MEET	28
HOW WE TALK	29
SPEECH TRAINING BY MACHINERY	30
CONVENTION REGISTRATION PAGE	31
THE QUIZZER	32
LIMERICKORNER	32

HOME OFFICE—Santa Ana Community Center, 1104 West Eighth Street. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International. Published monthly at Santa Ana, California. Copyright 1953 by Toastmasters International. Name Registered, U. S. Patent Office, Entered as second-class matter, Oct. 25, 1941, at the Post Office, Santa Ana, California; act of March 3, 1879.

PRICE \$1.50 PER YEAR

Printed in U. S. A.

HOME OFFICE ADDRESS: TOASTMASTERS INTERNATIONAL, SANTA ANA, CALIFORNIA

OFFICERS

President—Nick Jorgensen
202 W. Mercer, Seattle 99, Wash.
Vice-President—Russell V. Puzey
3900 Bd. of Trade Bldg., Chicago 4, Ill.
Secretary—Charles H. Griffith
P. O. Box 991, Tacoma, Wash.
Treasurer—Bertram H. Mann, Jr.
8611 Grandel Square, St. Louis 8, Mo.
Past President—Carleton Sias
1000 Waterloo Bldg., Waterloo, Ia.
Founder—Ralph O. Smedley
Santa Ana, Calif.
Executive Secretary—Ted Blanding
Santa Ana, Calif.
Associate Editor—The Toastmaster
Wayland A. Dunham, Santa Ana, Calif.

DIRECTORS

Paul W. Haeberlin
701 Security Bldg., Windsor, Ont.
T. Vincent McIntire
18-22 S. First St., Zanesville, O.
George W. McKim
209 Third St., S. W., Albuquerque, N.M.
Irv L. Saucerman
231 U.S. Courthouse Bldg., Portland 5, Ore.
George H. Emerson
677 S. Park View St., Los Angeles 5, Calif.
D. Joe Hendrickson
39 N. Webster Ave., Indianapolis, Ind.
Gordon R. Merrick
601 Elizabeth St., Ft. Collins, Colo.
C. Lee Smallwood
259 Michigan Ave., Mobile 19, Ala.

NOW is the TIME

to
make
your
Hotel
Reservations
for
the
Denver
Convention
September

3-4-5



Use the Form
in this Edition

REMEMBERING IS EASY

By Lewis C. Turner, Akron, Ohio

our inherent
do you use?
ed psycholo-
verage man
per cent of
y. Can you
ld of activity
on only one
Here is a big
ancement.

ar back you
nd you can
wrote about
s of memory
—repetition,
ciation. They
or abstruse
pply them if
m your own.

blem of re-
nes of our
s associates.
memory for
t in a few
ne principles

es you to a
Stonestreet.
ourses. You
ou can visit
getting the

concentrate.
get the name

of those introduced to us so we
just let it slide. The next week we
miss a sale and wonder why. It
was because we called the man
Mr. Rockstreet when his name
was Stonestreet. Pay attention,
concentrate, get the correct name,
that is the starting point.

In the second place, use the
principle of repetition. When you
visit with Mr. Stonestreet, pre-
face every question with his name.
When you disagree say, "Mr.
Stonestreet, I don't quite agree
with that." As you part from him
look up at the street sign and
make it read Stone Street. Associ-
ate him with that sign. The appli-
cation of these three principles
will help you to remember his
name. Every salesman can use
them to advantage and we are all
salesmen of things or ideas.

Few of us recognize that one
of the purposes of outlines is to
help us remember our speeches.
To be sure, the primary purpose
is to help memorize. When
you organize a speech on Capital
Punishment under Wrong, Remedy,
Appeal, you have it partly
memorized. Use outlines to bolster
memory.

We are often asked how one

For Better Thinking—Speaking—Listen

TOASTMASTERS INTERNATIONAL is a non-profit educational clubs, located in the United States, Canada, Scotland, Channel Islands, Philippines, Alaska and Cuba.

Organized October 4, 1930
Incorporated December 19, 1932
First Toastmasters Club Established October

JUNE 1953

Vol. 19 — No. 6

CONTENTS

REMEMBERING IS EASY —Lewis C. Turner	1
WHAT'S WRONG WITH YOUR VOICE?	3
EDITORIAL—GROWING PURPOSE	4
SALESMANSHIP THROUGH SPEECH —Dr. Lucius W. Johnson	5
DARE TO BE DIFFERENT!	6
WORD LORE —W. H. Deitrick	7
THE PRESIDENT'S MESSAGE	9
GRAMMAR IS EASY	10
IT'S A GOOD IDEA	12
"AS OTHERS SEE US"	14
CONVENTION NEWS AND VIEWS	16
WHAT'S GOING ON	18
RECOMMENDED READING	21
SPEAKING FROM MANUSCRIPT —Charles S. Via	22
THIS MONTH IN YOUR CLUB	24
NEXT MONTH IN YOUR CLUB	25
SHOP TALK	26
NEW CLUBS—WHERE THEY MEET	28
HOW WE TALK	29
SPEECH TRAINING BY MACHINERY	30
CONVENTION REGISTRATION PAGE	31
THE QUIZZER	32
LIMERICKORNER	32

HOME OFFICE—Santa Ana Community Center, 1104 West
expressed in the articles in this magazine reflect the views
necessarily indicate the attitude of the organization, Toastmasters
monthly at Santa Ana, California. Copyright 1953 by Toastmasters
Registered, U. S. Patent Office, Entered as second-class matter
Post Office, Santa Ana, California; act of March 3, 1879.

PRICE \$1.50 PER YEAR

Printed in U. S. A.

HOME OFFICE ADDRESS: TOASTMASTERS INTERNATIONAL



REMEMBERING IS EASY

By Lewis C. Turner, Akron, Ohio

How much of your inherent capacity for memory do you use? Dr. Carl Seashore, noted psychologist, says that the average man does not use over ten per cent of his inherent capacity. Can you think of any other field of activity where we are running on only one cylinder out of ten? Here is a big opportunity for advancement.

No matter how far back you go on the subject, and you can retreat to Cicero who wrote about 50 B.C., the principles of memory are always the same—*repetition*, *observation*, and *association*. They are not complicated or abstruse but you do have to apply them if you wish to make them your own.

Consider the problem of remembering the names of our friends and business associates. We can improve our memory for names fifty per cent in a few weeks by applying the principles named above.

A friend introduces you to a man by the name of Stonestreet. You can pursue two courses. You can simply visit or you can visit and *concentrate* on getting the name.

Most of us do not concentrate. We, carelessly, don't get the name

of those introduced to us so we just let it slide. The next week we miss a sale and wonder why. It was because we called the man Mr. Rockstreet when his name was Stonestreet. Pay attention, concentrate, get the correct name, that is the starting point.

In the second place, use the principle of repetition. When you visit with Mr. Stonestreet, preface every question with his name. When you disagree say, "Mr. Stonestreet, I don't quite agree with that." As you part from him look up at the street sign and make it read Stone Street. Associate him with that sign. The application of these three principles will help you to remember his name. Every salesman can use them to advantage and we are all salesmen of things or ideas.

Few of us recognize that one of the purposes of outlines is to help us remember our speeches. To be sure, the primary purpose is to help memorize. When you organize a speech on Capital Punishment under Wrong, Remedy, Appeal, you have it partly memorized. Use outlines to bolster memory.

We are often asked how one

can memorize long speeches in a fairly short space of time. Here is a method that will work: Suppose you have ten pages of single space typewriting; learn the first sentence on each page by any method you care to use, then read the whole lecture aloud to yourself. Turn it over so you can't see it, and say to yourself, "I am going through this in ideas even if I forget nine-tenths of the words."

You get a short distance down the first page and you forget what comes next. Jump to the top of the next page and go down that one as far as you can and so on to the last page. It will probably take about five to eight minutes.

After that go out and walk around the block. The memory tract fatigues rapidly and has to be rested. After the walk, go at it again and follow the same procedure. By the end of the day you will have it learned and you will not worry about forgetting words for you have learned ideas.

Speakers sometimes have trouble in remembering dates and numbers. Here association is the best helper. I once visited a history class when they were talking about General Robert E. Lee. I noticed that he was born in 1807. Soon after I visited a class where they were talking about the poets Longfellow and Whittier and I noted

that they too were born in 1807.

I went back in history and asked myself what happened in that year. It came to me that Fulton invented the steamboat in that year so I pictured the four sailing up the Hudson River singing "Sweet Adeline" and I have never forgotten the dates.

A simple system for numbers is to use the word *owe* for O, *ate* for eight, *for* for four and *won* for one. Your number is Franklin 5787. You make a mental note that out of 57 varieties Franklin ate 7. It sounds crazy but it works. My own number is Un 7192. I tell people to recall that at the University where I teach, 7 people won 92 prizes last year. It's a game; play it well.

I have often been asked what to do in case of a complete memory lapse. I have used the following advice but admit that it is dangerous. Take the last important word you used before you stalled and talk on that. If you finished with "This history tells us" you can go on with "History also says that tyrants eventually fall and that Malenkov is in that category, etc." It works! Try it!

It really boils down to attention, repetition, observation, association and you, with *you* being responsible for success or failure.

Memory is the cabinet of imagination, the treasury of reason, the registry of conscience, and the council chamber of thought.

—Saint Basil

WHAT'S WRONG WITH YOUR VOICE?

There should be nothing wrong with your voice, if you treat it right.

Unless nature has mistreated you, you have the normal equipment for production of good tones. If anything is wrong, the fault is yours.

It is evident that many of us have wronged ourselves, for the unpleasant, harsh, nasal, adenoidal, unfriendly voices we hear on every hand testify to our lack of understanding of that marvelous endowment, the ability to produce vocal sounds.

Almost any person can have a pleasing, attractive speaking voice if he is willing to make the effort. There is no secret nor magic about it.

Three things are fundamental:

First, there must be correct habits of breathing; for breathing is the basis of voice.

Second, there must be care in enunciation. No matter how good the voice may be, it has to be given adequate expression in sounds and syllables.

Third, there must be an intelligent spirit back of the spoken words. Unless there is a sense of friendship and good will, of understanding and decision, the voice has no chance.

You breathe, as long as you live, but a great many people never learn to breathe right. Shallow, "collarbone" breathing cannot produce fine, resonant tones. Deep breathing, which brings the diaphragm into use, is the fundamental in voice improvement. You can develop the habit, but it takes work.

Watch your words, to see whether they are clearly enunciated, with flexible lips and tongue. In ordinary speech we suppress or slide over many sounds which are entitled to better treatment. You can improve your voice by speaking distinctly, clearly and pleasantly.

Friendliness inside you will put a kindly tone into your speech. Whether in conversation or in public speech, try to cultivate the friendly spirit. Don't scold. Don't let the harsh tones cover your own kindly feelings. Face your audience with a smile in your heart if not on your lips. Your mental attitude is reflected in your voice as well as in your words. By scolding, you may convince someone that you are right, but you may not win his favor.

The above is a condensation of Chapter two of THE VOICE OF THE SPEAKER, by Ralph C. Smedley, published by Toastmasters International, and recommended to every person who desires to have a better voice.

THE Toastmaster

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



Editor.....R. C. Smedley
Associate Editor.....Wayland A. Dunham
Editorial Board: Glen E. Welsh, Gordon R. Merrick, E. M. Sundquist, Ernest Wooster, Frank E. Learned, Dwight C. Hamilton, Clifford A. Massoth, Robert F. Hannan, Dr. Lucius Johnson, Don Harris, George Boardman Perry, Henry A. Wright.

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

GROWING

With the total number of charters issued to Toastmasters Clubs now near the 1400 point, there is interest in a comparison of our organization with other well-known clubs. While ours is not a "service" club, in the usual meaning of that term, it may be proper to size it up in proportion to some of these.

According to the most reliable figures available, Lions heads the list, in number of clubs and number of members. Rotary International comes second, and Kiwanis third. In number of clubs, Toastmasters International stands fourth in the list. There is no comparison in number of members, since the other clubs are not limited as to

membership, while each Toastmasters Club has a limit of thirty.

In the Toastmasters Club, size is not so important as quality of work. Our growth takes care of itself, so long as we deliver the service to our members; but there is a certain satisfaction in the fact that our movement has taken on such proportions, without in any way sacrificing the simplicity and practical quality of its program.

PURPOSE

The purpose of the Toastmasters Club is twofold. First, there is the obvious and rather superficial one of helping men to learn to make better speeches. "More speeches—better speeches—shorter speeches" was our slogan years ago.

The second purpose is the fundamental one of helping men to build themselves into the best of which they are capable, not only in speech, but in living and serving.

The first purpose can be accomplished in a comparatively short time. The second is a work of years—of a lifetime. Both purposes are worth while, but the second one is the one which really counts with the thoughtful man.

Apollo Man

*There he stands, poised for flight—
To the stars if it be his delight.
Winged by Zeus, he may go
Anywhere that he wills — fast or slow;
But it seems he would stay,
For he thinks that his wings are of clay.*

Salesmanship Through Speech

By Dr. Lucius W. Johnson

What the psychologists had buried under thousands of fog-bound syllables, Ogden Nash, the penthouse philosopher, has laid bare in terms that even you and I can understand. He expresses the dominant trait of human personality like this:

"Indeed, everybody wants
to be a wow,
But not everybody knows
exactly how."

The fact is that each one of us yearns to be loved, admired, pointed out as successful and important.

Who gets the most attention in a parade? Not the guest of honor, smiling and waving his hands in gestures of shallow pretence. No! It's the drum major that each of us envies and wants to be. Skipping and prancing under that tall shako, twirling his scintillating baton, he is the center of attraction. Every eye follows that glittering bauble as he tosses it in the air. Every breast is rigid with terror lest he miss it, feels the surge of relief as he catches it.

Why is he such a prominent figure? Because of his successful salesmanship, appealing to each one of our senses. What is life but selling, selling? When you attend meetings of sales and advertising

organizations you will hear this slogan: "No matter how good your stuff is, if you can't sell it it's worthless."

Salesmanship dominates every field of human endeavor. Love, business, politics, religion, domestic relations, even Toastmastering; all are sparked by salesmanship. The lover tries to sell a fanciful picture of his own charms and virtues. The churchman sells the contrast between the delights of heaven and the torments of hell.

The politician sells the advantages of voting his way. The Toastmaster sells himself, his improvement, his ability to explain and to convince. If he doesn't, he isn't going to make the grade.

Yesterday I attended a meeting of civic leaders. The ah-er-uhs fell so thick that you could almost shovel them out, but everyone there listened carefully to three speakers with Toastmasters training. They were admirable salesmen, and their opinions received careful attention. When the vote came, their ideas prevailed.

We are constantly exposed to a deluge of spoken words. Salesmanship through speech goes on every waking moment. Those who are successful are the ones who realize

DARE TO BE DIFFERENT!

From Greek mythology comes the story of Procrustes, the grisly bandit who was not content merely to rob and plunder and despoil. His eccentricity was to make each of his victims lie down on an iron bed and be fitted to it. If they were too short, he had them stretched on the rack. If they were too long, he lopped off their extremities at just the right point, for he was insistent that no one should be any taller nor any shorter than he. Procrustes was his own standard of perfection.

Unlike Procrustes, Toastmasters recognize the wide difference in personalities. No standard of perfection is recognized or desired. We make no attempt to revamp the style or mode of expression of anyone. Rather, through constructive evaluation, we accept the individual as a diamond cutter accepts the stone, then encourage the member to bring out the brilliance of the most favorable facets of his personality.

We are all different, each from the other and each of us can be improved, using our own individual style as a base. The proof of the vantage of Toastmasters training is in the number of members we have seen improve their personalities and self-assurance through regular attendance at Toastmasters meetings.

—John Purdy, Birmingham Toastmasters

Thoughts lead on to purposes; purposes go forth in action; actions form habits; habits decide character; and character fixes our destiny.

—Tryon Edwards

► Salesmanship (continued from page 5)

the importance of speech and train themselves to use it as a tool in carving out their careers.

Don't hide your natural desire to be a wow. Bring it out into the open; exercise it; give it a place by the fireside; learn to practice it successfully with the Toastmasters.

Not too long ago they used to

say, "Why not be a Democrat and enjoy politics?" I say, "Why not practice salesmanship through speech and enjoy success?" Where is the best environment for this practice? Among Toastmasters.

Don't be afraid to be a wow. Remember John Bennett's lines: "If any man can play the pipes In God's name let him play."

WORD LORE

By W. H. Deitrick, Raleigh Toastmasters

Words have determined the course of history. Slogans have won wars, decided elections and countless times have turned the tide of events.

Winston Churchill with his "V for Victory" rekindled the spirit of a war-weary nation and a would-be free world. Woodrow Wilson's battle cry, "Make the world safe for Democracy," was the clarion call which sounded in the teen-age of the current century. Roosevelt allayed the fears of the masses by his assurance that "All we have to fear is fear itself." Another Roosevelt, called Teddy, fought off the trend of big business toward unfair monopoly by wielding "the big stick."

Words can change lives. Adlai Stevenson, a year ago comparatively unknown, except in a limited orbit, became a national figure in less than sixty days and garnered the largest vote, save one, of any presidential candidate in history. This was largely accomplished through the fluent use of well-chosen words.

And yet—with all his prowess in English, his masterful vocabulary, his logic and appeal, he failed to overcome the devastating effectiveness of the simple phrase, "Time for a change," and the

withering blast, "Let's clean up the mess in Washington."

"Words are tools of thought." A command of English not only improves the processes of the mind but increases self-confidence and builds up assurance. Our words are our personality—our vocabularies are ourselves.

One writer has aptly said that words are an "unmistakable indication of our thought habits, tastes, principles and interest in life, and the habitual language of a people is a barometer of their intellectual, civil, moral and spiritual ideals. A great and noble people express themselves in great and noble words."

Words are an ever-ready means of self-entertainment and contentment. In idle moments we can recall expressions of wisdom or humor, or we can conjure up scenes of beauty, tranquility and peace.

Repeat the lines of Thomas Gray, and reflect on the scene his words depict:

*The curfew tolls the
knell of parting day,
The lowing herd winds
slowly o'er the lea,
The plowman homeward
plods his weary way,
And leaves the world to
darkness and to me.*

Peaceful?

Or the picture in "The Ancient Mariner" by Samuel Taylor Coleridge: *As idle as a painted ship upon a painted ocean.*

Restful?

No artist has ever painted so lastingly or so beautifully as has been done in Holy Writ:

The Lord is my shepherd; I shall not want. He maketh me to lie down in green pastures: he leadeth me beside the still waters. He restoreth my soul: . . . though I walk through the valley of the shadow of death, . . . Thy rod and Thy staff they comfort me. . . my cup runneth over.

What could be more comforting?

In this seemingly mad world a mastery of words and their proper

use can help us to avoid arriving at mad Hamlet's sad conclusion that,

Time is out of joint: — O cursed spite,

That ever I was born to set it right!

but rather to realize that peace of mind, that mental Utopia, that restful state of Robert Browning when he wrote:

The year's at the spring,

And day's at the morn;

Morning's at seven;

The hillside's dew-pearled;

The lark's on the wing;

The snail's on the thorn;

God's in His Heaven —

All's right with the world!

Our Heritage

Something has gone wrong with our nation, or we would not be in our present plight and mood. It is not like us to be on the defensive and to be fearful. This is new in our history . . . What we lack is a righteous and dynamic faith. Without it, all else avails us little. The lack cannot be compensated for by politicians, however able; or by diplomats, however astute; or by scientists, however inventive; or by bombs, however powerful; . . . Our greatest need is to regain confidence in our spiritual heritage.

—John Foster Dulles, Secretary of State

America

I like to think of America as a place where mankind can have personal liberty, justice and equality, all united under a common faith, guided by a democratic system which permits the free exchange of opinions concerning the wisest policies for the good of all.

—Howard F. Wooden, of Ceco Toastmasters Club, Cicero, Illinois

The President's Message

By NICK JORGENSEN

Personal improvement is an obvious goal and an excellent reason for joining and continuing with Toastmasters International. With personal improvement we can also include personal gain. But let's not jump to the conclusion that a better job, more money, and greater prestige with our fellow men is everything. The "with our fellow men" is greater than the "prestige" or any of the material gains.

With our fellow men in Toastmasters there is work, study, performance. There is eating, laughing, kidding, encouraging; and there is a reciprocal giving and receiving of help and encouragement.

But there is something deeper, greater, more important than all of these activities. It is friendship. Friendship is planted and cultivated in one of the finest climates, the climate of Toastmasters.

Where fellowship is, friendships grow. We are glad for that, and are eager to encourage such growth. Our sergeant-at-arms in each club is officially responsible for greetings and introductions and the promotion of fellowship. However, there is a golden opportunity for all members where friendship is concerned.

It is not always easy to like a person you don't know. Toastmasters puts us next to each other intimately. Not only do we know the work and ambitions of each other; we know the fears, the problems, beliefs, the philosophy and attitudes of each other. Then too we have the welding power of working together on projects, helping and receiving help together.

Let's continue to improve our speeches, and our evaluation of speeches. Our program of training in these respects is good. But let our progress in friendship surpass even these vital phases of the purpose of our clubs. Let each of us have a personal program, as part of our Toastmasters experience, of progression from fellowship to friendship.

One of the surest evidences of friendship that one can display to another, is telling him gently of a fault. If any other can excel it, it is listening to such a disclosure with gratitude, and amending the error.

—Bulwer

Grammar Is Easy

No. XV of a Series

Spelling Is Not Easy

People who spell speech "speech" and who make it "priviledge" instead of privilege may be forgiven on the ground that spelling, in the English language, is full of difficulties. Probably the basic reason for orthographical oddities is the same as the reason for devious ways in grammatical constructions and inflections. The language is derived from so many diverse sources that uniformity is almost impossible. To adopt phonetic spelling, as many advocates of "simplified" spelling systems have urged, would be to disregard the backgrounds of the language, and to lose much of the interest in the development of our speech. We shall have to do the best we can with what we have.

The only safety for the person who has trouble with spelling lies in the dictionary. By careful examination of the structure of all troublesome words, and by constant care to improve visual memory of words, progress is made.

Your dictionary, if a really good one, is your best friend when you write, for such questions as to how to use the hyphen, where to capitalize and where to place an apostrophe, are most readily settled by reference to authority. As in all departments of grammar, it is the exceptions that make trouble, and not many of us can specialize sufficiently to carry all the knowledge in our heads.

Homonyms

You may be able to overcome the trouble with words sounded alike but spelled differently, so that you know whether the bride was led (or lead) to the altar (or alter) and whether the date appeared on the calendar (or calender). But can you be sure that you eat cereal for breakfast (or is it serial)? You visited the Capitol at Washington. Was it the city or the government building? Do you employ a counsel (or a council) when you need advice? When do you write ordnance, and when ordinance? How will you distinguish between the principle of a thing and the principal which you must repay? When you stay in one place, are you stationary (or stationery)?

If you can master some of these more common homonyms, do it by all means. But when in doubt, always give precedence (or is it precedents?) to the dictionary.

Exceptions

There are several words ending in *c* which demand special consideration. Picnic is one of them. When you turn it into a verb, or use

it in derivative forms, you must insert a *k*, as in *picnicking*, *picnicker*, or *picnicked*. Other similar words are *shellac* (shellacked, shellacking) *frolic* (frolicked, frolicking) *traffic* (trafficker, trafficking) and even *politic* which has been forced from its simple adjective use into service as a verb, in popular usage, giving us such a clumsy word as *politicking*. After all, that form is shorter and more vigorous than the other way of saying it: playing politics.

Correct Your Mistakes

The visual method of correction may be applied to spelling in many common cases. This method involves writing the word wrong, and then correcting it emphatically, so that the impression lingers in your mind.

For example, suppose you have trouble with *separate*. You want to spell it *separate*. Take your pencil and scratch pad and print the word, making the middle *a* tall, like an Indian wigwam. It will be something like this: sep A rate. Get a good, firm impression of the word you have printed and you will never have any doubt about it afterward.

Another troublesome word is *until*, confused with *till*. Many people have trouble remembering which word uses only one *l*, and which one doubles that terminal.

Reach again for your pencil, and print in capitals UNTILL. Then cross off the final *l* with heavy and decisive strokes. Get the picture of the word clearly in your mind, so that you will never again forget to leave off the intrusive *l*. Use this visual correction method on any word which troubles you. If you wonder whether to write *business* or *buisness*, do some more emphatic crossing out of mistakes.

If you are troubled by *similar* and *simular*, try the *separate* plan mentioned above. And if the doubled letters bother, as in *cigarette*, and *interrupt*, and *questionnaire*, spell the word wrong on your scratch pad, and then make the strong correction.

Tackle one word at a time, as you discover your "spelling demons" and never hesitate to consult your dictionary when there is any doubt in your mind. You may be assured that every problem word listed in this article has been checked and re-checked with Webster's guidebook for spellers, the big dictionary.

English Is Queer

You can't get away from the fact that our language is full of vagaries, contradictions and inconsistencies, both in spelling and pronunciation.

A spelling reformer has called attention to a few of these oddities in this paragraph:

(Continued on page 21)

It's a Good Idea ■ ■ ■

Care in Evaluation

Criticizing a person is a touchy matter. We are taught to give and take, but when giving a criticism, we should always try to use a little finesse — let the speaker know that we are serious in our desire to help him correct what we think is wrong. We should talk directly to the speaker, rather than to the audience.

When a critic looks directly at me and says, "If I hadn't been your evaluator, I wouldn't even have listened to you," that hits home, but it would be devastating if he said it to a novice.

S. M. Purdy, in *The Toaster*,
Evergreen Toastmasters, Camas, Wash.

Your Prospect

The evaluator should realize that each case is different. The speaker is like a salesman's prospect. Each one needs individual consideration.

No set form of evaluation will be satisfactory for every case. The critic must be interested in helping his prospect, just as the salesman must be, and so he must adapt his talk to the immediate subject. The good critic thinks back to the former talks his prospect has made, and studies to see how he has or has not improved. He will show that a present weakness can be strengthened or eliminated, just as other faults have been licked in the past. He will point out the

trouble, and show how to get rid of it.

Like a successful salesman, the evaluator leaves his prospect with a friendly feeling, so that the way is open for a return engagement.

Len R. Anderson,
San Mateo Toastmasters

"Read 'em and Reap"

The Toastmasters Club of La Canada, California, uses an interesting variant from custom to encourage better reading among its members. At each meeting, one member is designated as "Reader" and another is given the assignment of "Reading." The one appointed "Reading" is required to bring to the meeting some literary gem which he thinks worthy of attention. The "Reader" reads this passage to the club with appropriate interpretation, and without previous notice. The plan is good for both men involved, and gives the other members demonstrations of good reading technique.

Professional Hints

If your voice feels husky, take a pinch of common salt, washed down with a swallow of water, a few minutes before you speak.

Eat little, but drink water freely, if you feel like it, just before speaking.

Practice taking a few deep breaths just before you rise to speak.

Don't use your handkerchief

while speaking unless you really need to.

Try to relax both physically and mentally, before rising to speak. When you face the audience, snap into it, and forget relaxation.

Watch the more distant members of your audience. Hold their attention. The farther away they are, the harder they are to hold.

Never end a speech with a mumbled "thank you." If there is occasion to thank the audience for the privilege of addressing them, speak out the words of appreciation, but not otherwise.

... from *Basic Training*

Golden Anniversary

This year, 1953, brings the golden anniversary of powered flight.

On December 17, 1903 Orville and Wilbur Wright soared aloft to the dizzy height of 100 feet or more in a frail machine powered by a gasoline engine. This marked the beginning of what we now admit has been the most remarkable half century in human history.

Today, planes move faster than sound. Just ahead there are the possibilities of speeds up to 2,000 miles per hour. The world, which was so large a place only fifty years ago, has now been shrunk to Lilliputian proportions. Circumnavigation of the globe has been reduced to a matter of hours.

There is a world of inspiration and material for speech programs in these almost incredible developments. Every Toastmasters Club should plan to give special attention to the subject.

A nation-wide observance of the anniversary year has been planned by a committee which includes many national leaders. Available materials provide for a general study of flight and the development of aviation, as well as special honors to the Wright brothers and other pioneers of the air.

For information and help, write to:

Fiftieth Anniversary of Flight,
653 Shoreham Building
Washington 5, D.C.

Let plans be started in your club to have several programs on aviation during the next few months. Then, when December comes, put on a very special anniversary of those momentous events at Kitty Hawk. Meantime, for public service, work up an anniversary program which can be offered to other organizations in your community. Take full advantage of this epochal anniversary for your own benefit as well.



Frank Sill, Camas, Wash.

Mind if I criticize your criticism of my speech?

"As Others See Us"

John Allan May writes a clever column for *The Christian Science Monitor*. Recently, he was invited to attend a meeting of the Toastmasters Club of Wellesley, Massachusetts, and then proceeded to report on his impressions in his regular column.

By permission of the publishers of *The Monitor*, we reprint his delightful comments on the Wellesley Club and on Toastmasters in general.

Toastmasters Souffle

When I was invited to attend a meeting of the local chapter or verse of the Toastmasters International, to be held in a Chinese restaurant on the Worcester Turnpike, I was consumed with curiosity.

In England a toastmaster, dinner-wise, is the officials' official. He attends banquets equipped with white tie, white gloves, a magnificent pink tailcoat and a voice like a long roll on the timpani. To say that he introduces the speakers is to be guilty of an understatement. There is, however, no verb that of itself can convey the power of his voice or the majesty of his method.

Once I was privileged to attend a banquet where the toastmaster could give it everything he had got. Standing in his traditional place behind the head table, he gave it. He suddenly silenced the roar of a thousand voices—"Your Royal Highness! Your Highnesses! Your Excellencies! Your Graces! My Lords! Ladies and Gentlemen! Pray silence for your chairman . . ." It was splendid. I felt almost as if I had been knighted.

A less happy meeting was when I attended a reception (as a reporter) and somehow got jammed in the press of distinguished guests advancing down some narrow stairs to the reception room. At the portals a toastmaster, primed to full blast, was introducing each guest in rapid succession. There was no escape. The toastmaster announced the gentleman ahead of me: "*The Right Honorable Clement R. Attlee, the Prime Minister of the United Kingdom!*"; he bent to catch my whisper and, after a brief pause, belled even louder. "*A Mr. May!*" It seemed such a very odd name.

Thus you will understand my curiosity about what might happen in an American toastmasters' club, particularly one meeting in a Chinese restaurant. It was quite different.

There were no pink tailcoats. There was, instead, a group of average Americans from every hustle of life (there are, of course, no walks of life in the States). They were there to eat a friendly dinner, to make speeches to one another, to criticize each other's speeches, and generally to progress up a 12-rung ladder of special talks and duties toward the coveted Toastmasters' Certificate.

It was a very interesting evening. The club President said a few words, then the evening's Toastmaster said a few more, then the Topicmaster called one by one on the Two Minute Speakers to address the meeting on a topic of his (the Topicmaster's) choosing. After this the Two Minute Evaluators gave critiques of the performances of the Two Minute Speakers. The guests were called on to say a few words, and were duly evaluated. This left the Five Minute Speakers, who spoke and were evaluated by the Five Minute Evaluators. Then finally

there rose the Master Evaluator, who evaluated the President, the Toastmaster, the Topicmaster, the speakers, the guests, the Two Minute Evaluators, the Five Minute Evaluators, and the Chef.

Here is where the tables are turned. This guest now can evaluate even the Master Evaluator.

Personally I thought this must be an excellent, friendly way for anyone wishing to improve his speech, or his self-possession, or his readiness of wit, to do just those things.

There seemed to me to be perhaps a shade too much critical evaluation—"Milton Marshmallow, your 'eye-contact' is bad—you seemed to think the audience was looking through a hole in

the ceiling—and you said 'I think' too often, I think; also when there was that tremendous crash in the kitchen, and Wong Foo ran through the room hollering, it seemed to distract your attention . . ." But the evening was a lot of fun and we all learned something.

I am not surprised that the Toastmasters Club now is international, with 1,000 branches. It is beginning to go strong in Scotland, I am told. But I am afraid, in view of what I have said about English toastmasters, it may find the thing against it in England is to its name.

My friend and coguest that evening, Mr. William Stringer, suggests that in England the American Toastmaster might call it the Pop-up Club.

"By Hack!"

The Reader's Digest for March carried a story which is of interest to all Toastmasters.

Condensed from V.F.W. Magazine, it is the story of Nathan Hack, shoemaker extraordinary, who is a member of Crescent Bay Toastmasters Club of Santa Monica, California. A Polish immigrant with a genius for designing shoes for people with foot troubles, he says that he is trying to repay America for the gift of citizenship. He has done a wonderful service for crippled people, especially for veterans who have trouble with walking.

You will enjoy this story of success in service, and your enjoyment will be increased by the knowledge that a fellow Toastmaster is its subject.

Official Memorandum from the Credentials Committee

In a recent mailing from the Home Office of Toastmasters International, each Club Secretary has been sent the official Credential certificate and Proxy form for use at the Denver Convention. The Annual Business Meeting of the corporation will be held at the Shirley-Savoy Hotel in Denver, Colorado, on Thursday, September 3, 1953. Each Club President has been sent information on voting procedure.

At the Denver Convention, only the official Credential certificate and the official Proxy form will be accepted by the Credentials Committee. No copies or facsimiles will be accepted, nor will any written or typed proxies be honored. In case the official card is lost, another may be obtained by the President or the Secretary of any club by writing to the Home Office for a second card.

Any club which delegates its right to vote to a member of another club should do so only after due deliberation and with a complete understanding of what the club is doing. This action should take place at a regular club meeting.

I urge each club to treat its privilege of voting, either by accredited delegate or by proxy, in a businesslike manner, reflecting the matured thinking and the wish of the club members.

Paul W. Haeberlin, Chairman

"Toward New Horizons"

in

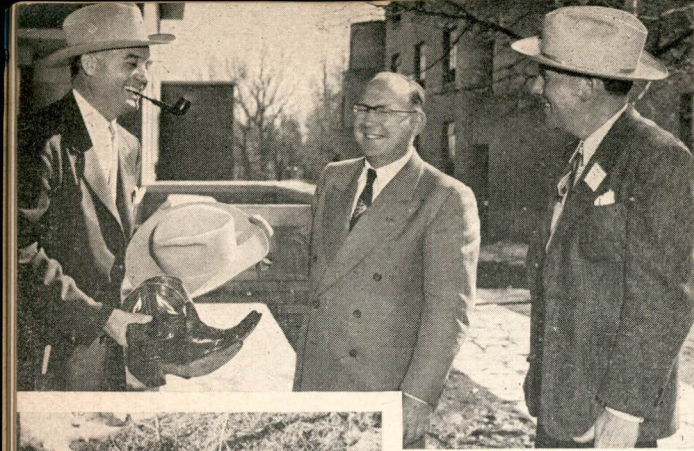
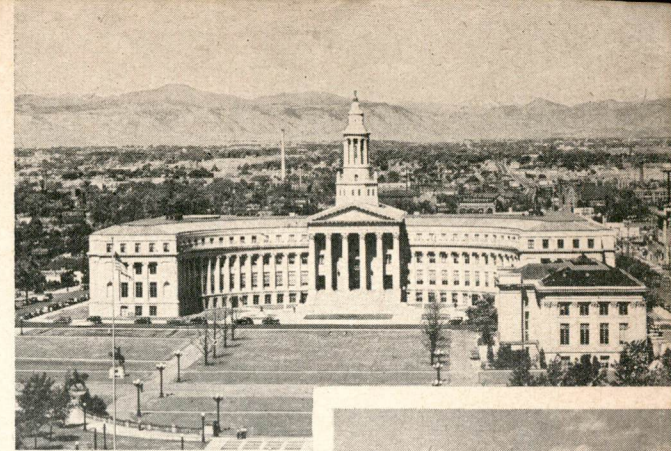
COLORFUL COLORADO

22nd Annual Convention

TOASTMASTERS INTERNATIONAL

DENVER

September 3-4-5



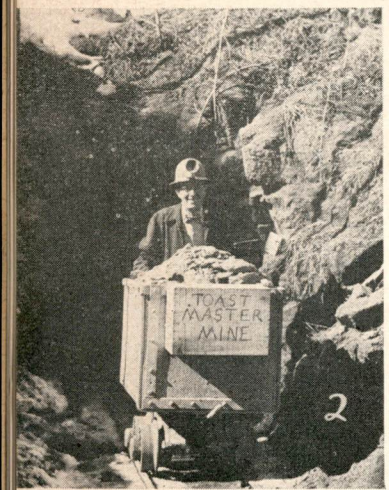
(1) "Go Western, Toastmasters, Go Western" is the idea suggested by Governor Dan Thornton of Colorado for the local activities theme of the 22nd Annual Convention in Denver, September 3-4-5. Receiving the emblematic Western ten-gallon Stetson and cowboy boots from the Governor is Gordon Merrick, Convention Local Activities Chairman. Irwin Beattie, President of the Colorado Dude Ranch Association, lends encouragement.

(2), (4) and (6) Prospectors Harrison Cobb and District Governor Q. R. Dungan, shown "working out" the gold-bearing ore to be given as prizes for early registrants to Toastmasters International Convention at Denver. Toastmaster Cobb is President of the Colorado Mining Association and a member of the Boulder Club.

(3) A new and impressive view of Red Rocks Amphitheater, where the International Speech Contest will be held.

(5) For the automobile tourists, a variety of circle tours swing north, south, and west from Denver through mountain areas of majestic scenic splendor. Among the most spectacular of these—a route tracing the Prospectors' Trails of gold rush days—is a circle up Bear Creek Canyon to Echo Lake, then to the top of 14,260 foot Mt. Evans on America's highest auto road, and back through Idaho Springs to Denver over smooth, broad highways.

(7) Denver is famous for its beautiful Civic Center featuring important state and municipal buildings in an impressive setting, immediately adjoining the city's principal shopping district. The one shown is the City and County Building.



2



6

See page 31 for registration blank and the yellow tip-sheet for hotel reservations. Early registrants may save \$1.00.



3



4



5

What's Going On

They Also Speak

Jack Akin, shown below, President of the newly organized Northrop Club of Northrop Aircraft, Inc., Hawthorne, Calif., receives the gavel of authority from Kent Patton, Governor of Area 3, District 1.



Queen City



Among the many new clubs which have received their charters during the last few months is the Queen City Toastmasters Club No. 1176 of Springfield, Mo. Toastmasters enthusiastic for the great things to come as shown above, are: Ralph Williams, President Club No. 527; Art Bone, Sergeant-at-Arms; District Governor Will B. Arnold (presenting charter to President John Johnson of 1176); Jack Babbitt, Deputy Governor; Virgil (Hook) Brown, Educational Chairman; Bob Yocom, Vice President; and Doug Stark, Secretary-Treasurer.

Down South



It was a joyous occasion when President Max Samfield of the Durham (N.C.) Club received Toastmasters Charter No. 1203 from District Governor Arch K. Schoch. Included in the ceremony are: Fred Reed, Ed. Ch.; John Chatham, Vice-President; Dr. Samfield; C. F. Bennett, D.G.; Robt. Wood, Gov. Area 2; W. S. Mitchell, Secy.; Mr. Schoch and Ben F. Park.

Big Things



Big things are expected of the recently chartered West Hills Toastmasters Club of Cincinnati — not only because of the authoritative size of the President's gavel but because this Club's organizational activity has presaged enthusiastic application to the business of becoming outstanding Toastmasters. In the photograph, Don Ramseyer, Governor of District Ten-South, presents the giant gavel to President William Vogt.



Novel Contest Trophies



Speech contests are no novelty, but the awards used for the area contest held at Winona, Minnesota, were distinctly different. Two trophies were presented to the winner. The "Golden Toast," given by the Winona Toastmasters Club, and the "Pitcher of Knowledge," given by the Rochester Toastmasters Club, were greeted as something quite out of the ordinary.

Robert E. Dobbs, Winona attorney, won first place in the contest and was granted custody of the two trophies for the year. In the picture are seen: Area Governor Alex Smetka; D. A. Hansen and Frank Forsyth, Rochester contestants; Winner Robert Dobbs; and Dr. R. B. Corbin, another Rochester contestant. The reason for the preponderance of contestants from Rochester is that there are several clubs in that city, and only one in Winona.

Framingham Charter Presentation



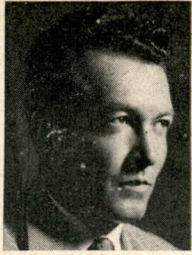
Photo by Peters

Dignitaries at the recent charter presentation, by Area Governor W. E. Keevers to President D. E. Perry, of the Framingham (Mass.) Toastmasters Club No. 1232, are: R. B. Hally, Toastmaster of the evening; A. S. Armstrong, Chairman of the Board of Selectmen; A. E. Larsson, Editor, Wellesley Townsman; Mr. Perry; N. E. Carlson, Secretary; Mr. Keevers; E. J. Phair, Vice President; W. B. Sherman, guest speaker; R. E. Adams, Sergeant-at-Arms. Through oversight, Dr. Norman R. Nathanson, Treasurer, though present, was not included in the photograph.

REMEMBER

SEPTEMBER

IT'S DENVER



DON MILLER

Boss of Union Station

—And he makes no bones about it that his Toastmasters training was a vital factor in his recent promotion. Don Miller is his name. He is a member of the Miracle Mile Club of Los Angeles. Before his promotion to Superintendent of the Los Angeles Union Passenger Terminal he held many railroad jobs from ordinary laborer on up the line to Boss of one of the major terminals in the country.

Another Charter



President W. J. Hawkins accepts the Charter for Executive Toastmasters Club No. 1177 of Indianapolis, from Lowell P. Kemper, Club Extension Chairman, acting in behalf of District No. 11. D. Joe Hendrickson, Director of Toastmasters International, brought greetings to the new club.

A Milestone



Photo by Emil Nelson

Paul E. Casserly, of Victory Toastmasters Club of St. Paul, received his Certificate of Achievement in BEYOND BASIC TRAINING in special presentation ceremonies. His certificate is No. 24. It was presented by Clarence Schaffner, Area Governor, who commended his perseverance in speech improvement, and expressed the hope that his success may inspire others to take advantage of this advanced training.

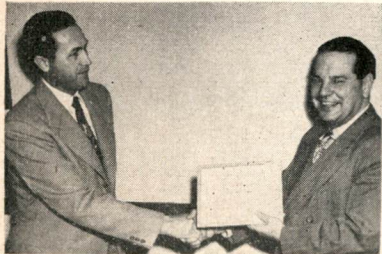
Welcome Manila

Recent gala Charter Party of the Tamaraw Toastmasters Club, Manila, Philippines. Captain Bill Snyder, bearing special greetings from the Home Office of Toastmasters International, officiated in the presentation. J. Frondoso, Ed. Ch. (left); Mrs. T. Kalaw, Jr.; Capt. Snyder; T. Kalaw, Jr., President; Mrs. Snyder and Dr. M. Baradi, Vice-President; make up the group.



News From Palestine

This is from Palestine, Texas, where the first Certificate of Merit in BASIC TRAINING has just been awarded. E. R. Williams, local manager of the Texas Power and Light Company, is the recipient of the certificate, which is presented by Dr. L. G. Thomas, club president. Both men are charter members of the club, and Mr. Williams was its first president.



Recommended Reading

By R. C. S.



Another Book on Speech

How to Say a Few Words, by David Guy Powers (Doubleday & Company, New York, price \$2.50) is an attempt to reduce speeches to a formula.

The author uses the title of his book as the basis for the formula. "Say a Few Words" becomes S.A.F.W. These initial letters stand for:

State your idea
Accentuate your idea
For instance your idea
Wind up with your idea

Aside from the formula, the book is written in interesting style, and it presents, incidentally, a number of entertaining illustrations. It offers help in putting life into your arguments and dramatizing your facts. If you lack animation and dynamics in your speech, there is help here for you.



Grammar Is Easy (continued from page 11)

"The sound of 'a', for example, is represented in many different ways, as in lady, ai in rain, eig in reign, ay in pay, ei in veil, ey in they, eye in obeyed, ea in great, ao in gaol, au in gauge, ag in champagne, aig in campaign, aigh in straight, and ai in wait."

Other sounds are represented by an almost equal variety of spellings. Words pronounced alike have different meanings, such as right—rite—write—wright; to—too—two; oh—owe; and many others. Words spelled alike may mean entirely different things, such as row, bow, lead, saw, and so on.

These peculiarities have to do merely with orthography. When the other innumerable inconsistencies of the language are considered, the wonder is that anyone ever learns to speak and write English correctly.

As a matter of fact, hardly anyone ever does.

Again, take our overworked combination, *ough*. Consider this list of words which look alike, but sound so different: *plough, rough, dough, cough, trough, hiccough, lough*.

Suppose you were a foreigner trying to learn English, and you encountered a sentence like this:

"Though the tough cough and hiccough plough me through,
O'er life's dark lough my way I still pursue."

Someone composed that classic a century or more ago, but it did no good in leading to simplification.

While grammar may be "easy" in some ways, we may as well admit that spelling is anything but simple and easy. Where is that dictionary!

Speaking from Manuscript

By Charles S. Via, Kirkwood (Mo.) Toastmasters

Can you read? I know you can, but can you read a speech?

We Toastmasters may be called upon to give a radio speech. I know no reason why one of our good programs should not be on the air. Since most radio speeches must be read, reading a speech well is a vitally important part of our training.

All Toastmasters must have the "know-how" to read a speech and to read it the right way! Reading a speech requires skills that most of us do not use in our daily reading. To speak from a manuscript one should be a good reader.

Si Brown mastered well this art by reading the only copy of a weekly newspaper to the town-folk. He lived at Pea Ridge, Arkansas, a few years after the War between the States.

Pea Ridge is a small town my grandfather moved to from West Virginia. When the mail carrier got to Pea Ridge from Bentonville each Friday afternoon, the town loafers as well as the good citizens gathered on the porch of the country store to hear the newspaper read.

Laughter is the outward and visible sign of inward and invisible freedom . . . So those who walk the way of all spirit reverence laughter in others and seek laughter in themselves.

Many good citizens in that day could not read and write. By practice Si got so good he could read the newspaper and look at his fellow townsmen two-thirds of the time. Some of his listeners thought he was making it up. With a little work you and I can read as well as Si Brown.

Reading a speech is more, much more, than just hauling out the words. We must put animation and liveliness and feeling into our ideas. This requires a thorough familiarity with one's subject. A speaker should keep his eyes on his audience at least half the time. Some books say he should have his eyes on the audience ninety per cent of the time.

A well read speech is read slowly. One hundred twenty five words a minute is about the average pace recommended by most authorities.

It is a good idea to use marks to aid the eye for each eye span. We do not see the individual letters in a word. Rather the average eye makes about two or three fixations to each line of print. We can train our eyes and our memory to grasp more words.

—E. Merrill Root, in *The Way of All Spirit*

One can make little circles with a red pencil just above the word at the end of each eye fixation. The break of a fixation should come at the end of an idea, or of a thought unit.

When the speaker makes his eye contact with the audience, he must remember where to find his place again. This is a habit that can be acquired.

Marking certain words for special emphasis will help. This may be done by underlining the word you want to stress, or by making a vertical line or a double vertical line where you want a pause. It is said that President Roosevelt did this.

For example:

"Drink to me only with thine eyes,
And I will pledge with mine.
Or leave a kiss within the cup,
And I'll not ask for wine."

In the first line the words to be emphasized are "drink," "only" and "eyes." Most emphasis should be on "eyes." In the second line "I," "pledge," and "mine," should receive the stress. In the last line, of course, the word to stress is "wine."

Certain parts of the context should have the time written in minutes and seconds on the margin so the speaker will know whether he is ahead or behind his time limit.

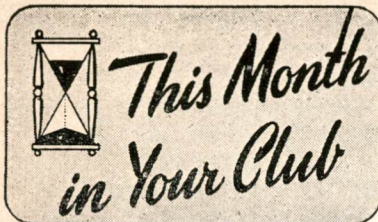
With a little practice, reading techniques may be acquired by all of us. Learning to read a speech well is not difficult. It is easy. All good Toastmasters should be able to do it!



"Toward New Horizons"

Irv L. Saucerman, International Director of Toastmasters and Program Chairman of our Denver Convention, has been thinking of so many new program ideas, he has about exhausted his store. So he left his home in Portland, Oregon, and journeyed to the northwesterly tip of our country, where the Strait of Juan de Fuca meets the Pacific Ocean. Here he is shown in thoughtful mood, looking "Toward New Horizons" with world-wide significance to Toastmasters.

PROGRESSIVE



"Meeting the Situation" is our point of emphasis for this month. Program chairmen will do well to set their patterns to this challenge.

This can be a period of unusual novelty in our meetings. Subjects may be assigned based on simulated experiences, where members are asked to imagine they were present at certain historical and important occasions, and to give a report of the happening.

This can be a heyday for members with expansive imaginations (albeit with due recourse to basic accounts of the occasion described).

For instance: a reporter's on-the-ground coverage of the Communist's invasion of South Korea on June 25th; a participant's story of the Battle of Bunker Hill on June 17th; a diplomat's report on the signing of the peace treaty between Germany and the Allies on June 29th; or any other important occasion which occurred in June.

This is also the month for overcoming situations of personal

moment. A speaker may be too much dependent on his notes. Try taking them away from him before he starts to speak.

Another member of the panel may find it difficult to use gestures. Try assigning him a subject whose very nature requires the use of his hands and then request that he keep them in his pockets during the entire speech.

The very urge to use his hands and the remembering that they are immobilized will implant the need for gestures upon his subconscious mind. This is a reverse process, but it is very effective.

Audience heckling during the speech, if discreetly used, is good practice. Always advise the speaker beforehand that this will occur and tell him that he will be judged on his ability to overcome the obstacle.

This is also a good month in which to stress the impromptu speech. Leave a vacancy in the panel and at table topics assign both subject and speaker. Use consideration in the subject chosen, making it one upon which the speaker is known to have reasonable knowledge, especially if he is a new or timid member.

June can be a month of high accomplishment as well as fun for both participants and audience. Plan it well. Make it a month to test your club's ingenuity.

PROGRAMING

July is the month for "Patriotic and Civic Speech Themes."

It is the month for selling your pet ideas; for the argumentative type of speech — the persuader.

Current matters of public concern may be explored and the speaker's opinions aired.

Since most political speakers either read their talks or use copious notes, this is a good time to gain practice in properly executing such a delivery.

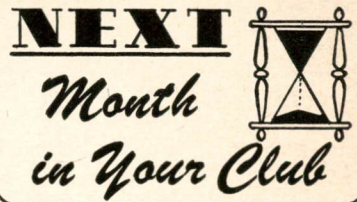
It is not a *sin*, even in Toastmasters, to use extensive memoranda — the error is in doing it poorly. Much practice in this form of presentation should be encouraged.

Informative talks on microphone techniques should be scheduled.

Many radio stations are pleased to give program time to Toastmasters of proven ability. Inquiries should be made of local stations and programs presented wherever possible.

Summer Plans

July is also a month when special outdoor events are indicated. Plan picnics, garden parties, clambakes and the like. They will do much in adding incentive to steady summer attendance.



Many clubs, which formerly disbanded for the summer, are now finding that this period of balmy nights is the finest time for Toastmaster camaraderie and constructive effort. It is a real challenge to new officers, but the desirable result of effective summer programming is worth the added effort.

The informality of summer meetings lends itself to group discussions — a chance for searching out ways and means for making our environment a better place in which to dwell.

Individual ideas are the great blessing of a democratic community, and there is no better place in which to voice one's ideas than in his Toastmasters club.

Who knows, there may be some slumbering Patrick Henry in your club, waiting for the spark of genius to be ignited by the friendly challenge of critical discussion.

— REMEMBER — SEPTEMBER — IT'S DENVER —

SHOP TALK

The Mailing List

With subscribers nearing the 40,000 mark, it is no simple task to keep the list corrected so that each member may receive his magazine on time. Allowing only one per cent of changes, which is very low, there would be at least 400 corrections to be made on each mailing. This takes time.

The way to help is for subscribers who move or otherwise change addresses to notify our office promptly. The correction is made at once, but if it is not sent in, or is sent in late, the steady flow of the magazine to the reader is interrupted.

Care in giving the exact address is vital. Some of our subscribers do not write plainly, so that South Main Street may be mistaken for South Mason Street, or Laurel Bay Avenue looks like Lazy Boy or Lower Bay. Write plainly and promptly to change address, and always give your club number.

Our Name

Just for the record, the name of this publication is *The Toastmaster*—not The Toastmaster's Magazine. It is not a house organ. It is a magazine of education and, we hope, inspiration, and its name, as recorded in the U. S. Copyright Office, is *The Toastmaster*.

Incidentally, the official name of your club is Toastmasters Club. Perhaps there should be an apostrophe in the title, but from the beginning, it has been omitted. The word, Toastmasters, has been accepted as the official designation of our movement. Better not call it a Toastmaster Club.

Deadlines

The advancing of the date of publication of the magazine requires earlier closing of dates for material to be included. Beginning with the May issue the magazines will be mailed during the third week of each month. Since the magazine is assembled and prepared three months in advance, it is difficult to include announcements received less than 60 days before the date of publication. Pictures, unless of great urgency, do not usually get into print within less than three months.

Who Writes It?

Readers inquire why there is not a by-line with every article published in *The Toastmaster*. They want to know who does the writing.

The answer is that much of the material in the magazine is "staff" writing—that is, written by a member of the staff or of the Editorial Committee. There is a rule of long standing that one man gets only one by-line in one issue.

You might tire of seeing the same name on several pages. If there is no name, you may safely assume that the article was prepared by a member of the official group, or by two or three of them, working together.

To answer specific questions, it may be said that Editor Ralph Smedley is responsible for the editorial page, the "Grammar Is Easy" series, the "How We Talk" section, and to a large extent for "Recommended Reading." Associate Editor Wayland A. Dunham collaborates on "Recommended Reading" and handles the miscellaneous special features and much of the rewriting of articles to better fit them to our limited space and literary standards.

The local members of the Editorial Committee work together in selection of all material to be published, and they, like the corresponding members, are frequent contributors to the pages.

Our Needs

We are always desirous of brief, well-written articles on subjects of interest to Toastmasters. You need not be an accomplished

writer to submit your manuscript, but we must always reserve the right to change or rewrite all articles to fit our needs. At no time will the tone or the intent be changed without your specific approval. Your manuscript should be typed, if possible, and double-spaced. It should not exceed 800 words; 400 words (one page) is preferable. Place name on each page, together with address and club name and number. No manuscripts will be returned unless requested.

Photographs

Good, 8 x 10 inch, glossy print photographs are in real demand if they are pictures of purpose and action and of universal interest to Toastmasters everywhere. Please do not send films or small snapshots. Use your imagination and make them full of originality and expressive of enthusiastic action. If photographs are to be returned, please so state.

Ideas

We are always interested in new constructive ideas. We cannot guarantee to answer every letter or to publish all suggestions in *The Toastmaster*.



Minds are like parachutes: They only function when they are open.

Lord Thomas Dewar

Many a treasure besides Ali Baba's is unlocked with a verbal key.

Henry Van Dyke

New Clubs

WHEN AND WHERE THEY MEET

- 244 EL TORO, Santa Ana, Calif., (D F), *El Toro Officer's*, Tues., 11:30 a.m., Commissioned Officer's Mess, MCAS.
- 255 VALPARAISO, Ind., (D 11), *Valparaiso*.
- 633 OMAHA, Neb., (D 24), *Motor Carriers*, Tues., 6:00 p.m., Rome Hotel.
- 1298 PLAINFIELD, N. J., (D U), *Plainfield*.
- 1299 BURLINGAME, Calif., (D 4), *Skyline*.
- 1300 SANTA ANA, Calif., (D F), *Excelsior*, Thurs., 7:00 p.m., Hospitality House.
- 1301 COLUMBUS, O., (D 10), *Capital*, Wed., 7:30 p.m., Senaca Hotel.
- 1302 OMAHA, Neb., (D 24), *Jaycees*, Tues., 5:30 p.m., Leavenworth Grill.
- 1303 ALBERNI & PORT ALBERNI, British Columbia, (D 21), *Albernies*.
- 1304 EL DORADO, Ark., (D U), *El Dorado*.
- 1305 PORTLAND, Ore., (D 7), *Rosaria*, Thurs., 12:05 p.m., Old Heathman Hotel.
- 1306 SUNNYSIDE, Wash., (D 33), *Kamiakin*, Wed., 8:00 p.m., Sunnyside High School.
- 1307 FORT MADISON, Ia., (D 19), *Fort Madison*.
- 1308 ST. ANDREWS, Scotland, (D 18), *St. Andrews*, Wed., 7:30 p.m., Royal Hotel.
- 1309 ST. MARYS, Pa., (D 13), *St. Marys*, 1st & 3rd Thurs, 6:15 p.m. Knotty Pine Lounge, K of C Club.
- 1310 MEMPHIS, Tenn., (D U), *King Cotton*, 1st & 3rd Thurs., 6:00 p.m., Gayoso Hotel.
- 1311 DUNFERMLINE, Scotland, (D 18), *Dunfermline*, 2nd Mon., 7:15 p.m., St. Margaret's Hotel.
- 1312 WICK, Scotland, (D 18), *Wick*, Mon., 7:25 p.m., McKay's Hotel.
- 1313 DUMFRIES, Scotland, (D 18), *Dumfries*, 2nd Thurs., 7:30 p.m., The Municipal Chambers.
- 1314 SILVER SPRING, Md., (D 36), *Silver Spring*, 1st & 3rd Wed., 6:30 p.m., Fred & Harry's—Four Corners.
- 1315 CHARLESTOWN, Mass., (D 31), *Hood*, Wed., 5:30 p.m., 56 Roland Street.
- 1316 SAN ANTONIO, Tex., (D 25), *Alamo*, Mon., 6:15 p.m., Penguin Club.
- 1317 PATUXENT RIVER, Md., (D 36), *Chief Petty Officers*, U.S. Naval Air Station, Wed., 5:30 p.m., CPO Club, NAS.
- 1318 PRINCE ALBERT, Sask., (D 20), *Prince Albert*, Mon., 6:15 p.m., Herby's Drive-in.
- 1319 CLINTON, Ia., (D 19), *Clinton*, Tues., 5:45 p.m., Lafayette Hotel.
- 1320 ARDMORE, Okla., (D 16), *Ardmore*.
- 1321 COLUMBUS, O., (D 10), *Naviation*.
- 1322 ATLANTA Ga., (D 14), *White & Gold*, Thurs., 12:05 p.m., Georgia Tech Dining Hall.
- 1323 MIAMI, Fla., (D U), *Miami*, Mon., 6:15 p.m., Y.M.C.A.
- 1324 PIPESTONE, Minn., (D 6), *Pipestone*, Mon., 6:10 p.m., Country Club.
- 1325 CASA GRANDE, Ariz., (D 3), *Casa Grande*.
- 1326 RAPID CITY, S. D., (D 19), *Mount Rushmore*, Mon., 6:15 p.m., Alex Johnson Hotel.
- 1327 SAN ANGELO, Tex., (D 25), *San Angelo*.
- 1328 BELMOND, Ia., (D 19), *Belmond*, Fri., 6:45 p.m., Tomahawk Hybrid Corn Co.
- 1329 PLEASANT RIDGE, Mich., (D 28), *Northwood*, Thurs., 6:30 p.m., Normandy Inn.

HOW WE TALK

Don't Be Duped

Used as a noun, *dupe* means a person easily deceived. As a verb, it means to cheat or deceive. But that is only part of the story.

As to its origin, Webster refers to the French word *duppe*, which comes from the Latin *upupa*, an imitative name of an unattractive bird of the Old World, which is called *hoopoe* by anyone who wishes to call it. "It is of the size of a large thrush, with a handsome crest and cinnamon-colored and black plumage, but it is filthy in its food and habits."

It is not at all a new word. Skeat's English Dictionary, dating back to 1881, lists it, and doubtfully relates it to the hoopoe, and then quotes it as having been used by Pope, in "The Dunciad," which takes it back to 1728. If you need to use it, we suggest that you try to forget its origin.

But "dope" is something else, although it has a similar sound. This word seems to come from a Scandinavian verb, *doopen*, to dip, and from the related noun, *doop*, a sauce, or other thick liquid preparation which needed to be dipped rather than poured.

That was a long way from the

"dope" on a horse race, or the "dope" which a drug addict uses. Both uses go back to preparations of drugs, in one case used to stimulate the race horse to temporary action, and in the other, to stupefy the user.

You are quite at liberty to characterize as "dope" almost any thick, pasty mixture, whether it be a lubricant or a medicament or the greasy cotton waste packed around axles. If you don't catch the drift, study it further, and you can dope it out for yourself.

Odd Origins

Here are three more common words which have interesting backgrounds. Did anyone ever try to *hoax* or *bamboozle* you with some sort of *bombast*?

Bombast, which to us means high-sounding talking, ranting, boasting, originally meant cotton wool, or cotton wadding. It is from a combination of the Greek *bambax*, cotton, and *bombyx*, silk. Its application to an inflated style is obviously a jest. It was so used 400 years ago by an English poet who wrote of "the swelling bum-bast of a bragging blank verse."

Bamboozle was a new slang word of 200 years ago. Its origin, like that of many slang expressions, is unknown.

Hoax is a shortening of *hocus pocus*, which the dictionary labels as a bit of juggler's mock Latin.



SPEECH TRAINING BY MACHINERY

Speech recordings are a valuable adjunct to training.

When you listen to the recording which shows you how your speech sounded, you are in a position to evaluate your work far more searchingly than any other critic would do.

Should each Toastmasters Club own a recording machine of its own?

That is a debatable question, and the answer is likely to be in the negative. In most cases, it is possible to borrow or rent a machine for use when desired. For many clubs, the investment of two or three hundred dollars is too heavy an undertaking.

A machine can be rented two or three times a year, for a small cost. Recordings of short talks by all the members can be made, and these can then be used for study and evaluation at convenience. It is good practice to make a recording of the first speech of each new member, and then to continue to make recordings to show progress at appointed times.

Let a member of the club who has at least some knowledge of such mechanical contrivances, be responsible for obtaining the

equipment and for its operation. He should be prepared to set up the machine and have it ready to go when the time comes for recording. There should be a minimum of distraction in the preparatory phase. The speakers should be instructed in the basic techniques of microphone use.

By all means use speech recordings. But in general, our advice is to rent a machine, at least for a trial, before you buy.

Visual Aids

Various educational institutions have produced talking pictures demonstrating speech techniques. Some of these have been found helpful by Toastmasters Clubs, although there has not yet been discovered any substitute for practice by the individual speaker.

It is possible to rent some of these films on speech for use in the club. Information about the pictures and where to secure them may be obtained by writing to the Home Office.

It is a good plan to make sure, in advance, that projection equipment is available, and that the members of the club really want to look at the pictures and listen to the filmed talks.

Whatever mechanical aid may be employed, never lose sight of the fact that practice, and still more practice, plus helpful evaluation by your listeners, is the one way to success in speech.

SPECIAL PRE-CONVENTION REGISTRATION

If you send this registration blank to Fred W. Mattson, 1030 First National Bank Building, Denver (2) Colorado, by July 1, your registration fee is \$4.00 instead of \$5.00. (This does not apply to registration fee for wives.)

Please reserve registration badge and tickets for me as follows:

Quantity	Price
() Men's registration — @ \$5.00	\$.....
() Ladies' registration — @ \$1.00
() Ticket to Friday Luncheon — @ \$2.50
() Ticket to Chuck Wagon Dinner — @ \$3.00
() Ticket to Saturday Luncheon — @ \$2.50
() Ticket to Saturday Banquet — \$4.00
TOTAL	\$.....
Less \$1.00 for early registration
TOTAL	\$.....

My check (please make all checks payable to Fred W. Mattson) for \$..... is enclosed. It is my understanding that registration badge (admittance to all sessions except meals and special entertainment) and tickets for meals designated will be waiting for me at the registration desk in the Shirley-Savoy Hotel.

Signature.....

(Please print)

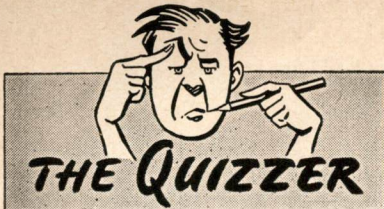
Name..... Club No..... Dist.....

Mailing Address

City — Zone — State

Note: Reservations for rooms may be made on separate blank provided for the purpose in this magazine.

REMOVE THIS PAGE AND MAIL TODAY



Who Wrote It?

Here are 15 first lines from poems which should be familiar to all readers. See if you can name the author and the poem from which each is taken. If you can identify all of them, you are remarkable. If you can identify half of them, you are pretty good. If your score falls below 50 per cent, it is fair to assume that you have been neglecting some important parts of your reading.

- | | |
|---|--|
| 1. 'Twas brillig, and the slithy toves | 1. Robert Burns, For A' That and A' That |
| 2. How dear to this heart are the scenes of my childhood | 2. Ralph Waldo Emerson, The Concord Hymn |
| 3. I shot an arrow into the air | 3. Ben Johnson, To Celia |
| 4. 'Tis the last rose of summer, left blooming alone | 4. Katharine Lee Bates, America the Beautiful |
| 5. Seated one day at the organ | 5. Josiah G. Holland, Gradatim |
| 6. Once upon a midnight dreary, while I pondered weak and weary | 6. William Cullen Bryant, To a Waterfowl |
| 7. Is there for honest poverty | 7. John G. Whittier, The Barefoot Boy |
| 8. Heaven is not gained at a single bound | 8. Adelaide Anne Proctor, A Lost Chord |
| 9. Blessings on thee, little man | 9. Samuel Woodworth, The Old Oaken Bucket |
| 10. By the rude bridge that arched the flood | 10. Thomas Moore, The Last Rose of Summer |
| 11. Whither, 'midst falling dew | 11. William Blake, The Tiger |
| 12. Drink to me only with thine eyes | 12. Henry Carey, Sally in Our Alley |
| 13. Of all the girls that are so smart | 13. Edgar Allan Poe, The Raven |
| 14. Tiger, Tiger, burning bright | 14. Lewis Carroll, The Jabberwocky |
| 15. O beautiful for spacious skies | 15. Henry W. Longfellow, The Arrow and the Song. |

Answers: 1-14, 2-9, 3-15, 4-10, 5-8, 6-13, 7-1, 8-5, 9-7, 10-2, 11-6, 12-3, 13-12, 14-11 and 15-4.

LIMERICK FOR JUNE

Your speech can improve day by day,
And people will heed what you say;
For practice improves us,
And so it behooves us

winner—Colby McManemon
Houlton (Me.) Toastmasters

Write a last line to the above limerick and if it is chosen *best* or *runner-up*, you will receive a copy of Dr. Smedley's book, *Speech Engineering*. Compose the limerick for use in September and win an autographed copy of *The Voice of the Speaker*. Deadline July 15th.

Last line winners March limerick

1st: Clayton C. Morse, Astoria (Ore.) Toastmasters.

Eddie Green was the one in our club
Whom we all thought completely a dub,
But like few other men
He kept trying again,
Now he's not just a spoke—he's the hub!



2nd: Leo F. Bolin, Scottsbluff (Neb.) Toastmasters for
Now he talks all the time, there's the rub.

THE TOASTMASTER

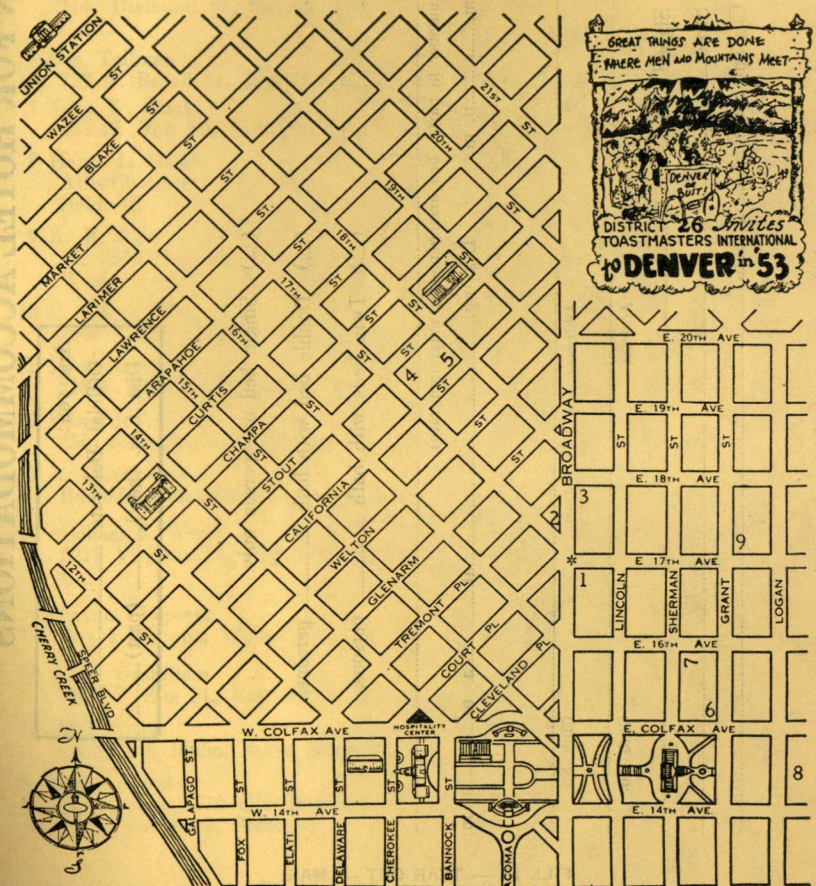
"Toward New Horizons" in the Mile-High City, Denver
Make Your Reservations Now!

22nd Annual Convention Toastmasters International September 3, 4, 5, 1953

Map Key	Hotel	Single	Double or Twin Beds	Suites
*1	SHIRLEY-SAVOY	\$5.00-7.00	7.50- 9.00	10.00-15.00
2	BROWN PALACE	\$6.00-9.00	11.00-16.00	18.00-24.00
3	COSMOPOLITAN	\$6.00-7.00	9.00-11.00	15.00-18.00
4	ALBANY	\$4.50-6.50	7.50-12.00	12.00-up
5	SEARS	\$5.00-6.00	6.00- 7.00	8.00-12.00
6	ARGONAUT	\$4.00-6.00	4.00- 6.00	5.00-10.00
7	STANLEY PLAZA	\$7.00-9.00	none	12.00-16.00
8	OLIN	\$6.00-7.00	8.00- 9.00	10.00-14.00
9	MAYFLOWER	\$6.00-7.00	6.00- 8.00	12.00-16.00

* (Convention Headquarters)

There are many excellent MOTELS on all highways leading into Denver. Rates average \$5.00-\$15.00.



DISTRICT GOVERNORS

- Founder's—Harvey L. McPherson
2570 Genevieve St.,
San Bernardino, Calif.
- 1 George W. S. Reed
5229 Lockhaven Ave., Los Angeles
41, Calif.
 - 2 Hilierd Berglund
7329 E. Marginal Way, Seattle,
Wash.
 - 3 David H. Palmer, Jr.
Box 591, Prescott, Ariz.
 - 4 Terence H. McGowan
322 Ralston St., San Francisco 27,
Calif.
 - 5 Victor W. Brown
1147 Diamond St., San Diego 9,
Calif.
 - 6 Lee Tallman
729 N. Broad St., Mankato, Minn.
 - 7 John W. Buck
437 N. 16th St., Corvallis, Ore.
 - 8 Harry L. Hodde
Allis-Chalmers Mfg. Co., Spring-
field, Ill.
 - 9 A. R. Albo
W. 2510 Garland Ave., Spokane,
Wash.
 - 10 C. Ralph Olin
2240 Coventry Rd., Columbus, O.
 - 11 John Bartholomew
215 E. 10th St., Michigan City, Ind.
 - 12 Edward F. Byrne
2307 State St., Santa Barbara, Calif.
 - 13 A. Lloyd Rossell
Box 269, Canonsburg, Pennsylvania
 - 14 Michael F. Wiedl, Jr.
2217 Virginia Pl., N.E. Atlanta 5,
Ga.
 - 15 Wayne Chapman
Box 1, Nampa, Idaho
 - 16 J. O. Grantham
1528 S. Elm St., Bartlesville, Okla.
 - 17 Jack Nixon
206 South Idaho, Butte, Montana
 - 18 James Ewart
Silvermount, 210 Old Inverkip
Road, Greenock, Scotland
 - 19 Walter E. Schultz
Box 356, Boone, Iowa
 - 20 R. E. Moen
1254 N. 2nd St., Fargo, N. D.
 - 21 Jack A. Laffling
4055 W. 35th Ave., Vancouver 13,
B. C.
 - 22 Will B. Arnold
1218 Rural Street, Emporia, Kansas
 - 23 William C. Patten
P. O. Box 896, Albuquerque, N. M.
 - 24 Edward Wiedman
708 S. 4th St., Norfolk, Neb.
 - 25 Marvin T. Deane
327 Texas Theatre Bldg., San
Antonio, Tex.
 - 26 Q. R. Dungan
1514 13th St., Boulder, Colo.
 - 27 Edward J. Tejerian
1108 "G" St., Reedly, Calif.
 - 28 Vernon D. Ebersole
1516 N. Genesee Dr., Lansing 15,
Mich.
 - 29 Gordon G. Armstrong
208 Adams Street, Mobile, Alabama
 - 30 Elmer H. Grogan
1107 N. Bahls St., Danville, Ill.
 - 31 William R. Keevers
622 Campbell Ave., West Haven,
Conn.
 - 32 Don Dightman
2610 N. Puget Sound Ave., Tacoma
7, Wash.
 - 33 Carl N. Berryman
Route 3, Box 39A, Yakima, Wash.
 - 34 Raymond G. Castle
351 S. Warren St., Syracuse 2, N.Y.
 - 35 Clifford M. Teuchert
717 Oneida Ave., Beaver Dam, Wis.
 - 36 Carl W. Binker
Suite 340 Woodward Bldg., Wash-
ington 5, D. C.
 - 37 Arch K. Schoch
Professional Bldg., High Point,
N. C.
 - 38 J. E. Brash
18 W. Chelten Ave., Philadelphia
44, Pa.

APPLICATION FOR HOTEL ACCOMMODATIONS

Mail to: DICK LAMB, Bank House Boss

Hospitality Center
225 West Colfax Avenue
Denver, Colorado

Please make the following reservations:

1. Hotel..... First choice..... (....) Single bed one person only.
2. Hotel..... Second choice..... (....) Double bed with bath..... persons.
3. Hotel..... Third choice..... (....) Twin beds with bath..... persons.
4. Motel.....

(State number in party, bed arrangements, maximum rate)

Arriving..... at a. m. p. m. Leaving..... at a. m. p. m.
Room will be occupied by:

Name..... Address..... Club No.....
Name..... Address..... Club No.....

Signed.....

Street.....

City and State.....

Check enclosed \$.....

Required deposit
\$5.00 per person

Special family accommodations arranged. List your needs.....

Are you:
Official Delegate
Dist. Gov. (new) (past)

Mrs. Frances H
1410 So. Rosewood
Santa Ana California
SP



THE STATE OF COLORADO
EXECUTIVE CHAMBERS
DENVER

DAN THORNTON
GOVERNOR

GREETINGS:

On behalf of the entire State of Colorado, I extend a warm western welcome to Toastmasters from near and far.

It is our pleasure to act as host to such a gathering of thoughtful men, banded together for self improvement. I know of no surer place in which to find the "New Horizons" which you seek than here in colorful Colorado, the great State of high mountains and wide vistas.

May your sojourn with us be so pleasant, and your convention so successful that you will wish to return again and again.

Sincerely,

Toastmasters International
Santa Ana, California

Dan Thornton