

# THE *Toastmaster*

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TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 740 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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Front cover photo is by courtesy of the U.S. Marine Corps Public Information Office, El Toro, California. Major General Louis E. Woods, recently transferred from El Toro to Cherry Point, is seen discussing a model of the new Jet Fighter Plane with Brigadier General Stanley E. Ridderhof, USMC, Retired. General Ridderhof's article on Toastmasters in the Marine Corps will be found on page 5.

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# The Language of Freedom

By RALPH C. SMEDLEY

The English language is the language of free-speaking men.

Can this sweeping statement be supported by the facts? And if it is true, what is the reason?

A survey of the world today reveals that the English language is spoken by nearly 300 millions of people—more than speak any other language except the Chinese. These English-speaking peoples are scattered throughout the world. They are in Britain, in America, in Australia and New Zealand, and in all parts where the men of Britain and America have settled themselves. With rare exceptions, if any, freedom of speech prevails in all these lands.

Consider how few are the other regions, speaking other languages, in which similar freedom is enjoyed. There are a few nations along the west coast of Europe in which there is individual liberty, and a few other spots on earth where similar freedom prevails; but in most of the world there are restrictions ranging from absolute control, under penalty of arrest by the secret police, to the less rigid limitations due to social and economic pressures, and to lack of governmental guarantees.

Is it the character of the English language, or the character of the people who have developed it through ages of struggle to escape domination, which is the fundamental reason for this situation? And why should this language be so definitely character-

istic of free peoples?

Freedom of speech is not of long-standing, as we count the ages of history. Further, freedom of speech goes inseparably with freedom of the press, freedom of religion, and freedom of person.

Three centuries ago, men of independent spirit left England in rebellion against restrictions placed upon their thinking, believing and speaking. Their quest primarily was for religious freedom, and eventually they found it in the New World. In the Old World which they had left, there was no real freedom, either religious, political or personal. The ruling classes claimed a measure of liberty, but those whom they ruled were under restraint. Even the ruling classes were held in check by strict ecclesiastical and political traditions and rules. The nobleman was comparatively free, so long as he followed the course set by tradition. His serfs were free to do what he ordered.

A long step in the right direction had been taken at Runnymede, when, in 1215, the English barons forced King John to accede to their demands for certain liberties; but this did not bring freedom to the masses. The favored few who wrenched from the reluctant monarch some grudging concessions failed to pass the favors on to their underlings. It was merely a step in the long march to freedom.

When the Pilgrim Fathers sailed

to America to gain freedom they were on the way, but the freedom they claimed for themselves was not extended to others.

In colonial days in America, both the freedoms, of speech and of the press, were closely restricted. An editor or speaker who dared to criticize a corrupt official could be jailed for his indiscretion. The demand for the lifting of such restrictions was insistent, so that the first amendments to the American Constitution, the "Bill of Rights," specifically insured these essential freedoms.

From this beginning among the English-speaking people of America, democracy, with its essentials of freedom of speech, of the press, of religion and person, has made its way into many parts of the world. And democracy seems to have flourished where English is spoken.

Observe the events in review: Englishmen, seeking freedom, brought their aspirations and their language to America. Here the aspirations were developed, and the language was enriched. When the ideal of freedom had been realized, at least in official enactments, America became the Mecca for the ambitious and oppressed in all lands. Flocking to the American shores, to Canada and the United States, they brought their languages, customs, hopes and skills, to be thrown together into the melting pot, from which has emerged the civilization to which the world looks today for food and for protection.

There is a certain poetic justice in the situation. America drew her

population and her skills from all the world. She brought her language from England, along with the ideal of individual liberty, restrained only by the liberties of others. The combination was invincible.

By logical reasoning we come to the conclusion that since English is the language spoken by the vast majority of free peoples, there must be something in the language, or in the people who developed it, which makes for freedom in action and expression. To say what this something is would require many thousands of words, backed up by exhaustive research.

Can it be true? What do you think?

And if it be true, what are the obligations laid upon us who speak this noble language freely?

A Toastmasters Club could not exist in a land where speech is restricted. If the time should come, whether in America or in Britain, or in any other part of the world, when English-speaking men are forbidden to speak freely, the Toastmasters movement will die, along with human liberty, for the Toastmasters Club is one of the most complete and thorough-going expressions of democracy at work.

Toastmasters must stand by their rights, resisting every attempt by subversive, totalitarian-minded people, to weaken our spirit of independence, self-reliance, and socially influenced individualism.

If English is the language of freedom, we who speak it must preserve our freedoms in all circumstances and at all costs.

## President's Message

By I. A. McANINCH

Many of us saw the picture, "Lost Week End." The acting was excellent — but who is interested in losing a week end, or any other time, for that matter?



The "Lost Week End" suggests a way for you to find — literally find — a week end of

profit, generously sprinkled with enjoyment. That is the week end of August 12, 13 and 14, which can be one of the best you have ever experienced if you are so fortunate as to be in St. Louis at that time, when our 18th Annual Convention will be in session.

This is truly a convention planned for *you*. The date was moved from the first of the week to the week end for your convenience. Further to serve you, the educational sessions, the most important part of the program, have been set for Friday and Saturday. You get the maximum benefits from the minimum expenditure of time.

A Toastmaster of my acquaintance attended his first Toastmasters Convention last summer, in San Francisco. Just the other day he said to me, "As I entered the Whitcomb Hotel, I was greeted by members of the welcoming committee, and from that moment on, I felt that the whole thing had

been planned just for me."

That remark beautifully sets forth the goal for which we strive. The convention is for you—the member. It is planned with but one thought in mind—to bring to the member in attendance a program which will be educational, inspiring, and practical.

Location and timing conspire this year to make the convention accessible for many. There is hardly a spot on the continent so remote that a Toastmaster cannot leave home Thursday after work hours, and be in St. Louis by noon Friday. You can leave St. Louis Sunday morning and be back on the job Monday.

The Toastmasters of St. Louis and all of District Eight are planning to give us a real "show me" affair. They are ready with the welcome, and with plans for our comfort and entertainment.

The Program Committee has gone all out in the effort to present the best possible program with the best obtainable talent. In past years, the cost of attendance has been prohibitive for our eastern members, but it has been worth the cost to those who were there.

This year, the location is central. The time is convenient. The program is tops.

You can definitely add to your mental assets by attending your Toastmasters International Convention in St. Louis. "Good business?" Sure it is!

# THE *Toastmaster*

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## GOOD SPEECH IS GOOD BUSINESS

The growth of the Toastmasters movement is reflected in the slogans and keynotes of the conventions held through the years. Men who have attended these conventions will have no difficulty in recalling those slogans around which the various convention programs have been built.

This is the way they have run:  
"Bonanza!" at San Francisco.

"Prepare, Perform, Progress!"  
at Minneapolis.

"The future belongs to the man  
who prepares," at Seattle.

Going back before the war, we  
find "Success Through Speech,"  
"The Executive Slant," and "Busi-  
ness and Community Leadership  
Through Toastmasters Training."

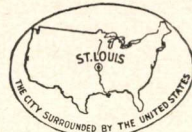
Throughout the series may be  
observed the sense of responsi-  
bility for discovering and training  
leaders, together with the helping

of men to discover and develop  
their latent abilities. The further  
we go in the good work, the more  
deeply conscious we become of  
our obligation to serve men and  
society in this manner.

Our efforts to promote "better  
thinking—better speaking—better  
listening" have brought us to the  
sensational discovery that through  
this training, men may expect to  
achieve (a) Self-discovery; (b)  
Self-revelation; (c) Self-control;  
and (d) Self-advancement.

The Toastmasters Club no long-  
er is an agency which contents  
itself with merely helping men to  
learn how to appear before an  
audience. The by-products have  
been found to be so important  
that the objectives of our work  
have required continual revision  
in order to include our expanding  
responsibilities.

In selecting the keynote for this  
year's convention at St. Louis, the  
members of the planning commit-  
tee have sought to embody the  
new conception of Toastmasters  
training, and to give it the fullest  
possible expression. "Good Speech  
Is Good Business," and that is the  
business of Toastmasters, not only  
at St. Louis, but wherever in the  
world men are trying to improve  
themselves, so that they may make  
better use of their natural endow-  
ments for the good of the time  
and place in which they live.



ST. LOUIS -- AUGUST 11-14, 1949

THE TOASTMASTER

★ In Toastmasters

## *The Marines Have Landed*

By STANLEY E. RIDDERHOF, Brigadier General, USMC, Retired

The man who is ambitious to  
get ahead in any business or pro-  
fession needs to know how to ex-  
press himself. That is true even in  
the military services.

Many a time when the Marines  
have landed, and had the situa-  
tion well in hand, and everything  
under control, one thing not con-  
trolled was the fear of facing an  
audience, a fear which set knees  
to shaking and voices to quiver-  
ing, when brave officers were  
called on to talk.

I realized the truth of this dur-  
ing my early years in the service,  
but the fear gripped me, and I  
simply couldn't talk. For fourteen  
years, I consistently refused every  
invitation to speak—even "to say  
a few words"—and then I got into  
the Toastmasters Club at Coro-  
nado, California.

I was a charter member of that  
club. In later years it was my  
pleasure to know as members of  
that Toastmasters Club three oth-  
er men, who came in when they  
were junior officers, and have  
advanced to positions of com-  
mand. These are Brigadier Gener-  
al Oscar Brice, newly appointed  
commander of the Marine Avia-  
tion Training Command at Glen-  
view, Illinois; Colonel M. L. Daw-  
son, Operations Officer of Marine  
Corps Aviation at Washington, D.  
C., and Colonel A. D. Cooley,  
Commander of the Marine Corps  
Air Station at Quantico.

My experience in Toastmasters  
training was typical. I learned to  
face the men of the club without  
being crippled by fear. Then I  
found that I could meet a strange  
audience without disaster. Then I  
adopted a new policy.

Instead of refusing to speak, I  
made up my mind that I would  
never again decline, if it were hu-  
manly possible for me to accept  
the invitation. Instead of waiting  
to be drafted—ordered to go out  
and talk—I began to volunteer. I  
learned that it is the speaker who  
gets the real value from the  
speech, and I wanted the profit  
for myself.

Of course I have never com-  
pletely overcome my nervousness  
when I face an audience, but I am  
no longer afraid. I have learned  
the joy of that sense of accom-  
plishment which comes when a  
speech has been well done. I have  
experienced the growth and devel-  
opment which are the reward of  
the speaker.

My interest in speech has been  
frankly a selfish one. I realized  
long ago that I could never be a  
top-notch officer in the Marines  
until I could express myself. It is  
one thing to bark out the com-  
mands to men on the parade  
ground, but an entirely different  
matter to stand before an audience  
of people and try to tell or sell  
them something. I observed the  
embarrassment which overwhelms

the men when their superior officer tries to talk and makes a flop of it.

I discovered that the man who can talk, even though he knows little, can teach more than the man who knows all about it, and can't talk.

Why should a fighting Marine, whether officer or enlisted man, need to be able to talk?

As I observed officers instructing and being instructed at Quantico and other bases, I saw the difference between the teacher who could talk and the teacher who knew his subject and could not express himself. During thirty years of service in the Marines I have learned the value of speech ability.

First, the private or the junior officer may as well face the fact that his chances of advancement in rank, other things being equal, are greatly enhanced by his ability in speech. However much he knows, if he is inarticulate, inhibited by fears, so that he does not reveal his ability to others, his chances of promotion are impaired.

Second, the officer is frequently called upon to act as instructor. If his speech is halting, uncertain, illogical, tiresome, impeded by his fears, he cannot impress his associates. He loses face with them.

Third, the officer must always concern himself with public relations. He is frequently invited to appear before audiences, especially civilians, as a representative of his branch of the service. In time of war he may be excused for lack of skill in speech, although even then he is better off

if he speaks well, but in peacetimes, when he is interpreting the armed services to the general public, speech ability is essential.

The public supports the military. Friendly relations and mutual understanding must be maintained. Even the Marine Corps needs able speakers to keep up satisfactory public relations, for the good of all.

In the past fifteen years, since I learned to talk, I have been called upon to speak before audiences where the Marine Corps had never before been represented. Service clubs, churches, women's clubs, schools—many and diverse audiences have welcomed me and have given me the opportunity to help build up the reputation of the Marines, a service of which I am proud to be a part.

The Toastmasters Club offers exactly what is needed in our armed services. Our Toastmasters Club at the El Toro Marine Base has been of great value to officers who have enjoyed the privilege of membership. They believe in it so thoroughly that they have encouraged formation of a Toastmasters Club for non-commissioned officers.

Major General Louis E. Woods, who has been transferred from El Toro to Cherry Point, N.C., strongly favors and encourages speech training.

Brigadier General Robert Blake, Inspector-General of the Marine Corps, Washington, D.C., has said: "This training is just what I needed years ago, as a young officer. I am glad that our men have it now."

The advantages of Toastmasters training will be advertised by the men from El Toro, for the annual shifts in personnel will scatter these men far and wide. Just recently, twenty members of the El Toro Toastmasters Club have been transferred to Quantico, Cherry Point, and other locations. They take the idea with them, and more clubs will result. Meantime, there will be room for more men in our El Toro club, as these transferred officers depart.

Why am I an enthusiastic Toastmaster?

Because the training is absolutely necessary for a successful military career. If speech ability is important for men in other lines of work, it is equally so for men in the armed services. The Toastmasters Club provides a way for the man untrained in speech to gain this skill in a pleasant, easy manner, without interfering with his other duties.

On the basis of my experience and observation, I can recommend it to all men who desire to make the most of themselves, and to get ahead in their business or profession.



JRB "Beachcraft" gets the starter signal from Crew Chief in front of main control tower at the Marine Corps Air Station, El Toro, California. At El Toro, just outside Santa Ana, is the largest Marine Corps Air Station west of the Mississippi. At present it is occupied by 5000 Marines, plus about 3000 civilian employees. The station cost 25 million dollars, and represents about 17 million a year for maintenance and operating costs. The Toastmasters Club, recently organized, is gaining recognition as one of the useful features in the training of officers.

# Toastmasters At Breakfast

By RICHARD BENNETT, of Sunrise Toastmasters Club of Phoenix, Arizona

Sunrise in Phoenix means Toastmasters meeting time to a group of about 35 business men, who have discovered great advantages to themselves in the early morning schedule. Many of us are so enthusiastic about the plan that we believe that we should share our experience with others.

Morning sales meetings are regular practice with successful sales managers. They know that more can be accomplished in a morning meeting than in one held at noon or in the evening. We find it the same way.

Our members like the morning meeting because it brings them together when their minds are fresh and clear. They get more out of the speech practice. As one of them remarked, "It starts the day off right, and peps one up to meet the tough customers."

The early meeting leaves the noonday and the evening hours free for other matters. This appeals to the wife and family, since it enables a man to give more time to them. Whatever extra effort is involved in rising in time for the breakfast meeting appears to be outweighed by the benefit of free time later in the day, added to the keener enjoyment of the Toastmasters training given at the start of the day. This has been an important factor in keeping up attendance and participation to a high level.

We find that the careful timing required is an advantage. Not a minute can be wasted, because we must stop on time. Likewise we must start on time, and we do.

Our club is made up of a group of men of widely diversified interests, who are interested in self-improvement for themselves, and in general improvement of the community. They are naturally leaders in many civic projects, as well as in business, professional and social matters, in which their ability to speak is a valuable asset.

Rules of attendance and participation are strictly observed, and the privilege of membership is treasured in proportion. Rarely does a man drop out unless by reason of circumstances beyond his control.

Our experience with the early morning meeting has convinced us that the plan is a good one. We are glad to recommend it to any Toastmasters Club which has trouble with attendance, or with getting members to make proper preparation for their program assignments. The breakfast meeting tends to get rid of uninterested members, and the energetic group who will carry on will tend to live up to all the privileges and requirements of a good Toastmasters Club.

We believe that the early morning meeting plan is worthy of consideration by many Toastmasters Clubs.

★ Old Critic remarks:

## Criticism Is Tough - Maybe?

"Yes, I liked your talk. You had a good opening and a good conclusion. You had several points and the talk was pretty well organized. I thought you might have improved your gestures, but on the whole I enjoyed your talk."

It's canned, my friends, predigested, strained, and just as good as when it was in the bean itself. You'll make no enemies if you use our scientifically canned criticism straight from our chemically pure laboratory, where nothing unpleasant can ever enter into it. "Yes, I liked your talk." Ah, what an inspiration! Only a truly deep thinker could have cooked up that bright gem of oratorical comment. What a help it is to the speaker!

"You had your points and the talk was pretty well organized."

How impeccably correct! How restrained! How gratifying! The speaker must have glowed with self-satisfaction. What points really did he make? Why and how well was it organized? Let this be one of the best-preserved secrets of our time. Anyway, what right has a mere speaker to know such things?

"I thought you might have improved your gestures."

Magnificent! Sure, he might have used his feet—or his head. Did his gestures emphasize, or clarify? None of your business! They were gestures that "might have been improved." How?

Well, do we have to tell everything? They "could have been improved." That's enough for any speaker to know.

"On the whole, I enjoyed your talk."

On the whole of what? Why was it enjoyable? Maybe that was because it had two ends instead of only one—the final one being the really delightful one.

That's criticism (or what passes for it) in some of our clubs—our specially packed brand, guaranteed not to disturb the taker. No shaking after taking—that's all been done by the speaker in advance. It might be labeled "Club Toastmasters Soothing Syrup."

Some Toastmasters Clubs like their criticism raw instead of prepared by our special soothing syrup formula. It can be quite crude when used raw, but it gets results. The "raw" critic is likely to tell you:

"You made a slow start. It took you too long to get into your subject. If you had been on radio, your first 60 seconds would have tuned out your listeners. You must make your opening sentence so strong, my friend, that you will catch attention at once. Otherwise you may never get it.

There's none of your "you had a good opening" stuff in that sort of evaluation, but there is something for the speaker to remember next time.

Then the raw evaluator, disregarding the sensitive feelings of his victim, may continue: "You had too many points in your speech. I was lost after the first half dozen. You left me all confused. In a six-minute talk, don't attempt to cover many points, but clinch a few thoroughly."

Then he goes on—not using our soothing syrup, of course: "You should organize the talk so that the points increase in forcefulness, reaching a climax at the end. You put your strongest point first, and it was a let-down from there on."

"Sure, I enjoyed your talk, but you can do better. You had some interesting facts but you did not give them a fair chance. I wish you would give us that same talk again, but next time put the force in the right places. You have the

advantage of this first trial. Now you can polish it up. Let's see you do it. You may have a speech there that will have permanent value when you get it done right."

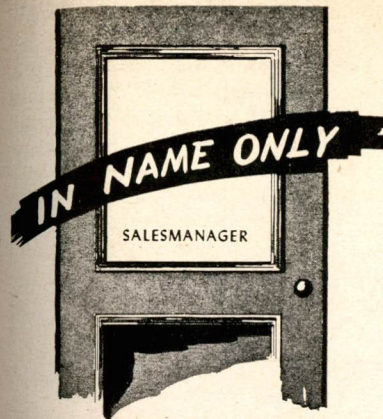
That kind of "raw" evaluation is rather rugged, and it is no fun for the speaker (nor for the critic) but it does both of them a lot of good. It might make the speaker mad enough to quit the club, or mad enough to go ahead and do better because his critic told him how.

The "canned criticism," the "soothing syrup" variety, doesn't do this. It does not irritate nor annoy, nor do much of anything else. Frankly, we do not recommend the soothing syrup pabulum which is served up all too often in a Toastmasters Club.

### "The King's English"

These lines are very old. The author's identity is uncertain. He deals with a well known fault of the language, and the confusion he experiences is so universally felt that it seems desirable to reprint his complaint from time to time, since there is always a new generation to whom the words are not an old story.

We'll begin with box, the plural is boxes,  
But the plural of ox is oxen, not oxes;  
One fowl is a goose, but two are called geese,  
Yet the plural of moose is never meese;  
You may find a lone mouse, or a whole nest of mice,  
But the plural of house is houses, not hicc.  
If the plural of man is always men,  
Why shouldn't the plural of pan be called pen?  
If I speak of a foot and you show me two feet,  
And I give you a boot, would a pair be called beet?  
If one is a tooth and a whole set are teeth,  
Why shouldn't the plural of booth be called beeth?  
If the singular's this and the plural these,  
Should the plural of kiss ever be keese?  
We speak of a brother and also of brethren,  
But though we say mother, we never say methren.  
Then the masculine pronouns are he, his and him,  
But imagine the feminine, she, shis and shim.  
So what?



I am proud of the title on my door. It proclaims to the world that this is the office of the *Sales Manager*. That's my title.

For several years I have had the title, but I was not always proud of it. Most of the time I was ashamed in my own inner mind, because I knew my weakness.

Of course I know my product. The sales plans, territories, salesmen are as well known to me as the palm of my right hand. I can quote figures about our business, our policies, our entire sales organization. I could go out on the road, as I used to do, and bring in the orders. That part was all right, but my trouble was that I knew, deep down, that I was just a salesman, and not a sales manager.

Every time I had to face the group at our monthly sales conference, I was knocked out. Just why, I didn't understand. I could talk to the individual salesman, to the plant manager, to the president of our firm. I could take on any of them, one or two at a time;

but when I faced our thirty-four salesmen and tried to tell them, in the mass, what I could tell them individually, I was a washout. I was scared stiff! And I was the "sales manager"!

Every time I came out of one of those sales meetings, my conscience rode me. "You certainly messed things today," it told me. "Those salesmen didn't know what you were talking about. What were you really trying to tell them? Why didn't you plan the meeting? Why didn't you get the men to talking and discussing that new proposition? Why in thunder can't you handle a group like that without getting twisted up inside?"

One day last winter, a friend asked me to go to dinner with him. It was the evening after one of those man-killing ordeals. I had made a failure of the sales meeting, even worse than usual. I was grateful for the invitation, for I certainly needed companionship and friendly words to soothe the hurts acquired during the strenuous afternoon. I didn't care where or what we did, just so long as I did not have to lead a sales conference.

You can imagine where we went. My friend took me to his Toastmasters Club meeting. I had heard of the organization before, but knew little about it, and had no idea of what we were getting into. After I had been there for a while, I was glad I had come. This was something that might help me.

There were a lot of businessmen talking to each other, pretending to be addressing different kinds of groups, telling each other

how the speeches sounded, and apparently having a right good time.

Some of them were men that I knew. The cashier of my bank was one of them, and there were a couple of vice-presidents and store managers, and even a sales manager whom I knew slightly. I had always envied him his ability to face a group and tell them what's what. Here he was in this Toastmasters Club, listening to what they called "audience reaction" to a speech he made. I never heard anything like it before.

I said to my host, "How do you get into this club?" He told me that it was simple: just put in my application and if the Membership Committee approved, I could go through the regular course of being elected. It seems that they could take only thirty men as regular members, and any over that number had to be "associate" members, and wait for someone to get out, so as to create a vacancy in the "active" list.

"Pretty costly, I suppose," I growled at him.

"No," he said, "it's not costly, however you figure it, and when you think of what you get out of it, you can't even rate it as an expense. It's an investment. The initiation fee is seven dollars, and after that you pay one dollar a month as dues, and you buy your own dinner. That's all the cost."

I was pretty sure there was a catch in it, but I turned in my application. If I could learn to be as easy on my feet as some of

those fellows, it would be worth all it cost.

Well, sir, I don't need to tell you what happened. If you are a Toastmaster, you know all about it. You know how I overcame my fear of facing an audience, and how I learned to put my ideas into shape and boil them down and sell them.

I wish you could walk into my sales meetings now, after a year of Toastmasters training. You would see me up in front with a completely planned agenda in hand. You would see a lively meeting, with the men joining me in tackling the problems. You would see them walking out after the meeting, eager to get in the field and sell,—every man sure of delivering his quota.

I look at the title on my door, and I am proud of it. The words "Sales Manager" mean something to me now. "Sales Manager"—*that's me!*

Selling is harder today than it was a year or two ago. The buyers were buying then. Today, we have to sell them. And it is going to be tougher.

If there ever was a time when our firm needed a real "sales manager," it is right now, and in the months ahead.

Maybe there is a depression coming up, or a recession. I don't know, but I can assure you that it doesn't scare me. We'll go on selling, for we have the goods, and the plans, and the sales force, and we aren't afraid of anybody now.

A good sales manager or a good salesman is never out of a job.

## The Friendly Voice

This is an excerpt from Ralph Smedley's new book, "The Voice of the Speaker," which is to be published in August, and which will first be offered for sale at the St. Louis Convention, August 11-14. The book presents simple, practical methods for voice improvement, which the author believes to be one of the most urgent needs of the day, not only for public speakers, but for everyone who talks.

A primary requirement for a good voice is the quality of friendliness.

Too many voices are set on a harsh, scolding, unfriendly note. Such a voice repels, even when the speaker wishes to attract. (Could your voice be one of that kind? Listen to yourself, and find out.)

The friendly quality of the voice is very largely a matter of habit. So is the unfriendly one. It reflects a state of mind—a spiritual quality. To develop friendliness requires mental control and discipline.

If you have fallen into the habit of scolding, snarling, unpleasant speech, you will have to make a definite effort to break the habit and to substitute the new one of speaking smoothly, pleasantly, attractively.

### The Method

*First*, cultivate the habit of thinking in a friendly way about people.

There are some whom you dislike, perhaps with good cause. When you think of them your instinctive mental attitude is, "I don't like that person," or it may be, "How I hate that fellow!"

If you speak to someone toward whom you have that feeling,

you are almost certain to speak unpleasantly. But *if you think the hateful thought* about him while talking to someone else, you may snarl at your best friend.

It is better to get rid of the unfriendly thought, even toward the one who has wronged you. Don't let him spoil the quality of your voice.

*Second*, when you speak to anyone, make it a point to put the friendly note into what you say. Cultivate "the voice with a smile."

This does not mean that you are to approach everyone with a grin on your face, or with silly, trivial, or even witty words. You can be as serious as the occasion demands, but in every speech, however weighty and serious it may be, you can hold the attitude of good will, excluding the hateful, antagonistic, fault-finding, irritable undercurrents which introduce the negative qualities into your thinking and speaking.

### Try This

Speak aloud the words: "What are you doing here?"

You can make these words indicate:

1. Extreme annoyance, as when you find the small boy playing on your newly planted lawn;



2. Interest, as when you meet an old friend in a strange place;

3. Pleasure and gratification, as when you discover an unexpected visitor in the audience which you are to address.

You can express many shades of meaning just by the tone you use in speaking these five words.

The chances are that you will get on better even with the trespassing small boy if you keep the snarl out of your voice.

Observe your dog when you speak to him. He can interpret your mood by your tone, whether he understands the words or not. When you say to him, "Come here!" he may come with head and tail drooping, reluctant to approach you, or he may come bounding and full of enthusiasm, glad to see you because your voice has a welcoming tone.

Even your small son or daughter—or wife or husband—may be sensitive as the dog is to your mood, reflected in your voice.

#### BE BRIEF

It does not take many words to present profound truth.

The story of the creation of the world is told in Genesis in little more than 400 words. The world's greatest moral code—the Ten Commandments—contains only 297 words. The Lord's Prayer, takes less than 75 words, whatever version we use.

Lincoln's Gettysburg Address is but 266 words in length. The Declaration of Independence required only 1,321 words to present a new concept of human freedom.

Is there something you must say?

Boil it down!

There's no need to talk all day;

Boil it down!

Give the other guy a break;

HE may have a speech to make;

Cut it short, for goodness' sake.

Boil it down!

#### Good Salesmanship

One of the first rules of salesmanship is "win your prospect." You can't do this by insulting him, or scolding him, or showing that you think him a fool.

The same rule holds for the speaker.

Get these simple principles into your mind:

1. Try to win favor through a friendly approach.

2. Practice the spirit of friendliness every day.

3. Think friendly thoughts about people, even those you dislike.

4. Every time you start to speak, remind yourself of the friendly approach which wins good will.

5. Suppress the tendency to scold or find fault unpleasantly.

6. Put a friendly thought, a cheerful word, a note of commendation, into every speech.

7. A friendly suggestion usually brings better results than a harsh, dictatorial order, even when you speak to one in subordinate position. If you speak to someone in a tone which suggests that he is "dirt under your feet," don't be surprised if he "does you dirt."



★ Says The Old Prospector--

## Gold In Them Thar Hills

The world is too often ruled by second and third rate ideas, because the second and third rate thinkers frequently are better speakers than the men with the truly great minds.

They had to speak well to put their ideas across. They learned to clothe their inferior ideas in better uniforms, to make them more presentable, to parade them more spectacularly. Better thinkers, with better ideas, have been crowded out of the picture by the ready speakers, with less of value to say but more convincing ways of saying it.

Even though you may not aspire to world leadership, or to the top of your business, your skill in telling is skill in selling. The clerk at the counter who can speak intelligently, clearly, concisely, pleasantly, makes a friend, provided he reflects in his speech the friendliness and good faith which should be in evidence.

Skill with the tongue can not only rival dexterity of the hand, and even of the mind, but it may excel them in bringing results.

In all ages, the leaders among men have been those who were able speakers. In government, in religion, in education—even in the struggle for human rights, the speakers have led the way.

Today, with improved means of communication and travel, with meetings and conventions of all kinds of trades, crafts, callings and professions, with radio and television adding their resources to the speaker's equipment, it becomes more than ever essential that you be able to tell what you know as well as to know it.

Even more than in the past, today's leaders are those who are most skilled in the art of transmitting their ideas.

To very few is this skill a gift. Most of us have to acquire it by laborious processes, by self-training, self-discipline, by constant attention. We have to dig our treasure from the stubborn soil.

*But the treasure is there.*

Thar's gold in them thar skills!

Ingenuity in speech is acquirable, and it is profitable. It may pay you large dividends in cash. Certainly it will yield a high interest in satisfaction and in personal pleasure.

So far as you are concerned, the gold will stay hidden until you start digging. Then, with plenty of earnest and persistent spade work, your goal can be reached, your treasure put into expendable form for you.

The gold is there, so dig, brother, dig.

## St. Louis Invites TOASTMASTERS!

To all Toastmasters and their families, we extend a most cordial invitation to attend the 1949 International Convention, in St. Louis, August 11 - 14.

A varied program of vital events - business and entertainment - has been planned for you. You can carry on many activities in your local club, but only in St. Louis can you enjoy this complete, fully planned Toastmasters program.

Following registration, two District Officers' Training Sessions, and the Hospitality Hour, on Thursday, - there will be two days of concentrated Toastmasters activities, including the famous Work Shop Session and the Speech Contest. On Sunday, business out of the way, you will be free to enjoy Major League baseball at Sportsman's Park and a production of *Roberta* in the open-air Municipal Theatre.

Events for the ladies include:

- "The Ozark Jamboree"
- Afternoon tea and bridge party
- Opportunity to visit famous shops and stores in St. Louis
- Hi-Jinks Luncheon (open to ladies for first time in Toastmasters Convention history)
- All educational sessions (open to those ladies registered for Convention)
- President's Dinner and Speech Contest

Upon arriving in St. Louis go to the Statler Hotel and register for all important events.



Your Hosts in St. Louis



Municipal Opera Theatre  
Forest Park, St. Louis

"MEET ME IN ST. LOUIE, LOUIE." - AND LOUISE

## PROGRAM

18th Annual Convention

### TOASTMASTERS INTERNATIONAL

"Good Speech Is Good Business"

#### Statler Hotel

THURSDAY - FRIDAY - SATURDAY - SUNDAY  
AUGUST 11 - 12 - 13 - 14, 1949

#### THURSDAY - August 11

- 9:00 - 11:30 A.M. - District Officers' Training Session
- 9:00 - 12:00 A.M. - Registration
- 9:00 - 5:30 P.M. - Registration
- 1:00 - 4:30 P.M. - District Officers' Training Session (continued)
- 1:30 - 10:00 P.M. - Registration
- 8:00 - ??? P.M. - Famous Hospitality Hour - "The Ozark Jamboree" (St. Louis Clubs and District Eight as hosts)

#### FRIDAY - August 12

- 9:30 - 10:30 A.M. - Opening of Convention
- 9:00 - 12:00 A.M. - Registration
- 9:45 - 11:45 A.M. - Conference on Toastmasters International Operations
- 9:00 - 2:15 P.M. - Hi-Jinks Luncheon and Program
- 9:30 - 5:00 P.M. - Registration
- 9:30 - 6:00 P.M. - Convention Business Session
- 9:30 - 6:00 P.M. - Bridge Party for the Ladies
- 9:00 - 10:00 P.M. - Registration
- 9:30 - 9:30 P.M. - Educational Session No. 1 "The Work Shop"

The Credentials portion of Registration will close permanently at 12:00 Noon Friday.

#### SATURDAY - August 13

- 9:00 - 12:00 A.M. - Registration
- 9:30 - 11:45 A.M. - Educational Session No. 2 "The Club in Action"
- 9:30 - 6:00 P.M. - Registration
- 9:00 - 5:00 P.M. - Educational Session No. 3 "The Individual Toastmaster"
- 9:30 - 8:15 P.M. - President's Dinner
- 9:30 - 9:30 P.M. - Speech Contest
- 9:30 - 10:30 P.M. - Presentation of Awards

#### SUNDAY - August 14

- 1:00 P.M. - Baseball - St. Louis Cardinals vs. Pittsburgh
- 7:30 P.M. - Municipal Outdoor Opera, Presenting *Roberta*

This Convention will be profitable fun.

Behind some men a success story - Behind many successful men

TOASTMASTERS TRAINING



## Across The Desk

By TED BLANDING, Executive Secretary of  
Toastmasters International

"What can our club do in response to a call from the Chamber of Commerce for help in speech training?"

This question appeared in a recent letter. It is a pleasure to discuss the matter because it is my opinion that our contribution to community service can best be expressed through speech and leadership training.

We know that the service clubs in our community are ready and willing to carry

forward the many projects for civic betterment. We also know that men are willing to aid in these civic projects, but that many of them are frightened away by the fact that a certain amount of speaking and organizational work will be required of them. Because they lack training and experience in speech and leadership, they pass up the opportunity to help build their own community.

Toastmasters can render this service both to the members of our club and to the community at large. The method is simple: *Speechcraft!*

What is that? Well, it is an activity designed by Toastmasters International to give the older members of a Toastmasters Club a chance to see how well they can present a carefully integrated course of speech and leadership training.

To insure the success of such a course, students must be enrolled, and members must be prepared to give the instruction. Here is where Toastmasters engage in *Speechcraft* for the purpose of training potential civic leaders to assume

their responsibilities.

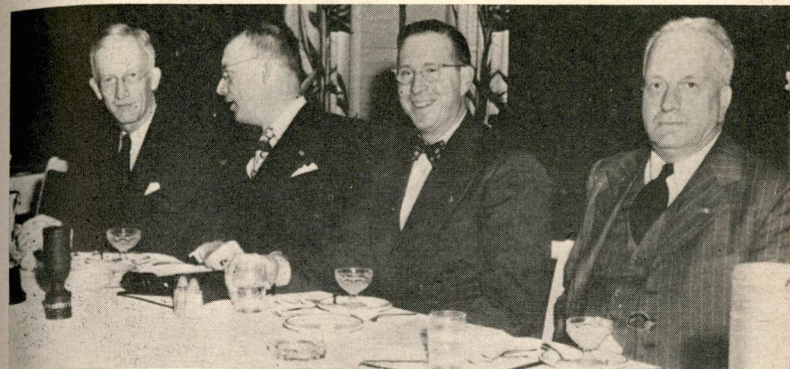
Consider what happened in Victoria, B. C. Here a group of Toastmasters from the several clubs in that city planned such a course. They ordered the necessary materials, carried through a publicity campaign, and brought together 70 students, the largest single group of Speechcraft students ever enrolled, so far as I know.

The response both by students and by members of the Toastmasters Clubs, was enthusiastic. The results were highly gratifying.

Ed M. Whyte, Past Governor of District Twenty-One, states that because of the Speechcraft training, new interest in community service is being shown, and new leaders have been discovered and enlisted for work. It is likely that one or two new Toastmasters Clubs will be formed in Victoria, to help men keep up their training.

Such service, coupled with the individual words of appreciation from Toastmasters in all parts for the good they get from the training, makes the work a genuine pleasure here at the Home Office.

## What's Going On



The New England Convention was held at Portland, Maine, with men in attendance from all Toastmasters Clubs in the New England States. Vice-President L. C. Turner was present as official representative of Toastmasters International. The speech contest resulted in first honors for Walter Downing, of Boston Toastmasters Club, speaking on "Number One Killer," (heart disease). Grouped at the head table, in the picture, are seen Lewis C. Turner; Leonard W. Fish, Secretary of New Haven Toastmasters; Reynolds E. Moulton, President of Portland Toastmasters, and General Chairman of the Convention; and Mr. Richard Morgrave, Executive Secretary to the Governor of Maine, who was unable to be present.

### Good for Gary

Representatives of the Aluminum Company of America were in Gary, Indiana, the other day, looking for sales representatives in that territory. They went to the Chamber of Commerce to inquire whether the city was fortunate enough to have a Toastmasters Club, for they were convinced that their best source for able salesmen is in men with Toastmasters training. They found a lively Toastmasters Club meeting on Wednesday evening, and attended as visitors. The members were pleased with the recognition, and the visitors appeared to be pleased with the way the men handled themselves in the program, according to the report by V. J. Sgambelluri, Governor of Area 7 of District 11.

### Constitutional Convention

Wilson Avenue Toastmasters, of Chicago, put on an unusual program recently, which had definite values for the participants. The State of Illinois expects to hold a constitutional convention during the year. Taking the hint, the Wilson Avenue Toastmasters held their own "constitutional convention," devoting an evening to study of the club's own constitution and by-laws. The Educational Chairman had appointed a special committee to study and report on each article, each member of the club being a member of at least one committee. Each of the committees met and made its study, and came up with its report.

Russell Puzey, in reporting the event, terms it "unusual, extremely interesting, informative, lively."

## THE NAVY GOES FOR TOASTMASTERS

Believed to be the only Toastmasters Club composed entirely of Naval Officers is "The Flying Toastmasters" of the San Diego Naval Station. It was sponsored by San Diego Toastmasters Club No. 7, and Past President of Toastmasters International Robert M. Switzler, of San Diego, installed the new club's officers, while District Governor Harry La Dou presented the charter.

Commander F. G. Raybrook, Executive Officer of the Naval Air Station, was guest speaker. He stressed the importance of ability in public speech to naval officers.



Photo by U.S. Navy

Lieut. Jack Wilson was one of the speakers on the regular program in which the new Toastmasters demonstrated club practice. He spoke on "Where the Money Goes."



AT HOME IN EVANSVILLE

Servel Toastmasters Club of Evansville, Indiana, attracted attention when the "My Home Town" program was offered. A number of local notables were present as guests, among them being Arthur P. Eberlin, Secretary of the Chamber of Commerce. Following the regular speech program, Mr. Eberlin was heard in a talk of appreciation for what Toastmasters are accomplishing. The picture shows Educational Chairman J. W. Reeder explaining some of the fine points of the program to Mr. Eberlin.

## Mobile Has "Commencement"

Capped and gowned in academic garb, members of Mobile Toastmasters Club simulated graduation ceremonies at "Hard Knox University," honoring four graduates from the university's new School of Escapology. As toastmaster, the "University Chancellor" performed, with assistance by the "President," the "Dean" and other notables. The class president spoke for the graduates, and special honors were awarded by the "Dean" of Escapology. Each graduate, in receiving his diploma, was allowed to talk for two-minutes on his ideas of the new course, Escapology, the science of dodging work.

It was a delightful program, full of new speech experience for the members.

## THEY PUT ON A SHOW

Realizing the value of stepping out of character and dressing up for the part, many of the clubs have been dramatizing their programs in recent weeks. Two excellent dramatizations, or simulated programs, are represented in the pictures.



Wenell Toastmasters, of Minneapolis, used the installation ceremonies for their new officers as the occasion for such an event, with the ladies present. You get an idea of the program from the characters in the picture. At the left is New President John Brayley. Next is Larry Gunyo, with cane and tall hat, and tail coat, who was toastmaster. Old Quiz Professor Morris Olson is next, followed by Kennedy, the Cop, as timekeeper. Arvid Lund, with black tie and moustache, was general evaluator. "Flowers of Spring" was the subject discussed by gardener Hadar Wolander. James Schroeder, in the sun suit, pantomimed "Kid's Spring Games." John Pearson, in the baseball suit, gave "Casey at the Bat." Marvin Wenz, with fishing tackle, said "Let's Go Fishing." Oron Hinrich, wearing a costume borrowed from his wife, demonstrated "How to Wear a Woman's Hat." The ladies report an evening of side-splitting fun.



Santa Monica Toastmasters, to raise funds to help send a delegation to St. Louis in August, put on a Mexican Dinner and Fiesta which they are proud of. They were permitted to use the cooking and dining facilities of the Edison Company's auditorium and kitchen, and they served a dinner of genuine Mexican food. Each member appeared in Mexican costume, and the entire program was built on the theme complimentary to our neighbors on the south. In the front row are Bob Hill, Earl Miller, Area Governor Glen Hovey, William Koester and Cecil Lacy, all of them dignified business men of Santa Monica, but all joining for the festive occasion in the fiesta spirit of "HASTA MANANA."



#### THEY SOLD THE TOWN

Area Five of District Two includes four cities: Seattle, Everett, Mount Vernon and Bellingham, Washington. At the contest and conference recently held at Mt. Vernon, the local committee employed showmanship and community service to "sell" the host city. The picture shows "Elsie," the Borden mechanical cow, who served as honorary judge of the speech contest, emblematic of the city's prominence as a dairying center. Other Toastmasters in the picture are Charles Howson, Mt. Vernon's Deputy Governor, District Governor Charles Griffith, presenting the award to Morris Plummer, of Totem Toastmasters, while at the right is Harold Hughes of Seattle's Mercury Toastmasters, who served as toastmaster for the program.

#### Ashland Gets Outside

At Ashland, Kentucky, the Toastmasters make themselves heard in the community. A campaign is on for an airport for the city and Toastmasters are making speeches about it. They are helping prepare for the Tuberculosis Association's X-Ray Campaign soon to be put on throughout the county. A team of speakers presents a discussion of the Atlantic Pact before outside groups. There are few dull moments for Ashland Toastmasters.

#### This Sign Is Seen

Evergreen Toastmasters (No. 333) of Tacoma, believe that they are the first to install "reflector" highway markers at the main entrances to their city. In addition to

the emblem secured from the Home Office, they used luminous paint for the marker directing visitors to the club's meeting place. Beautiful by day and brilliant by night, the sign extends an "Evergreen" welcome to all comers to Tacoma.

#### Speakers at Phoenix

At Phoenix, Arizona, more than 40 members of the three Toastmasters Clubs of the city have volunteered to speak at the many meetings of local organizations in connection with the Boy Scouts Building Campaign for \$165,000. The Speakers' Bureau is headed by Toastmasters. Phoenix clubs have won a reputation in community work.



#### FOR CANCER CONTROL

Members of the Oregon Toastmasters Club, No. 424, have assumed responsibility for the speech campaign in connection with the Cancer Control drive in Portland, Oregon. The men shown in the picture, who are active in leadership of this campaign, are: William A. Howard, M.D., President; William Lehman, M.D.; Robert Smalley, M.D., Chairman of the Program Committee; and Robert Hazen, Governor of Area 7 of District 7.

(Reported by Secretary Lee King)



#### AT THE "GLEN CITY"

Santa Paula, one of California's beautiful garden cities, has added to its attractions a Toastmasters Club, recently chartered with appropriate ceremonies. Toastmasters from all parts of District Twelve joined in the event. In the picture are shown: Treasurer Patrick Warren; Sergeant-at-Arms Lynn Phinney, of the new club; District Governor J. Wesley Eberhard, presenting the charter to President Robert S. Smith; Maurice A. Ledoux, Vice-President; John W. Horney, Secretary.

## CONCEPT OF LIBERTY

By HENRY RANNEY ADAMS, of Los Angeles Toastmasters Club No. 3

"When men cease to hold close to their hearts the true concept of liberty, it will die."

So said Winston Churchill.

Unless we hold that concept "close to our hearts" the present state of confusion in America may become chaos.

It was the evolution of that great concept which built America to world leadership. It is that same concept, continuing to unfold and expand, which will keep our nation strong and free.

The Revolution of 1776 was a step in that evolution. It bravely broadcast for all Americans the reasons and objectives, and for all the world to judge, the working of a system of liberty and justice for free men.

Aristotle wrote, 2000 years ago: "New things take the place of old, and while the ancient laws (in our case, the Constitution) remain, the power has passed to the revolutionists." That is the technique which operates today, as a new revolutionary movement insidiously works among us, leading us down toward National Socialism and National Suicide.

Justice McReynolds has said: "To let one's self slide down the easy slope created by events, and dull one's mind to the danger involved, is precisely to fail in one's obligation of responsibility."

Let this Fourth of July be a signal to recall us to our obligation to cherish and preserve the "true concept of liberty," that it may never die.

## THE YEAR IN REVIEW

*The Quote Year Book* is the latest issue from the publishing house of Maxwell Droke, Indianapolis. It will be welcomed by readers of *Quote, the Weekly Digest*, as well as by others who like to have a record of events by years, for reference.

The volume is intended, according to the publishers, to give a comprehensive picture of a year. It starts with a daily record of events, from January 1 to December 31, 1948. Next comes the obituary section, listing alphabetically the notable deaths of the year.

"The Year in Print" presents arresting ideas gleaned from publications of 1948, all classified as to topic. Then comes a section of "The Year's Best Anecdotes," followed by brief excerpts from books and magazines of the year, quotations, news of new inventions and discoveries and, finally, an alphabetical index to the Daily Record.

It is a book which has an authentic historical value, in addition to being a storehouse of material for the person who needs illustrations, jokes, wisecracks, or facts.

If this first issue of the *Year Book* meets with success, it is likely that it will be made an annual feature by the publishers of *Quote*, in which case one may eventually build up a library of the year-by-year record of events by collecting these volumes.

*The Quote Year Book* sells for \$3.50, and it may be ordered from Maxwell Droke, Publisher, 1014 North Pennsylvania Street, Indianapolis 6, Indiana.

## The One-Point Speech

In a short speech, lasting for only three or four minutes, it is impossible to cover many points or go into great detail. Such a speech must be very direct and concentrated. It excludes everything except the essentials. It gets from start to conclusion in a direct line. If it deviates from the line, it inevitably becomes more than a *short* speech.

Such a speech has well been termed "the oral paragraph," and it is compared to a short editorial in a newspaper or magazine.

Look at the editorial page of any well-edited newspaper. Observe that the typical editorial consists of not more than two or three paragraphs, and involves not more than 200 to 300 words. It starts with a "headline," plunges at once into the main question, and winds up with a clear and urgent statement or exhortation.

That is an excellent model for the speaker who is to give a *one-point talk*. One of his best practice procedures is to try his hand at writing editorials.

In *Basic Training, Second Assignment*, there is given a good outline for the short speech. It is worth trying, even by the most experienced speaker.

Here is the outline:

1. Something is wrong. State just what it is.
2. Why is it wrong? Who is to blame? What harm is done? Use illustrations and facts to support contention.
3. How can the wrong be corrected? Give definite recommendation.
4. Appeal for action. Tell what you want the audience to do, and exhort them to do it.

3. How can the wrong be corrected? Give definite recommendation.
4. Appeal for action. Tell what you want the audience to do, and exhort them to do it.

Here is another outline, still simpler:

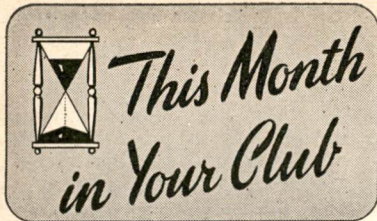
1. State the point you are attempting to make.
2. Give evidence, illustrations, figures, and add your own reasoning to develop the point.
3. Summarize, and appeal for action.

Such a speech can be given in three minutes, or in five, at the outside. To be able to state your case thus briefly and forcefully is a valuable accomplishment for any speaker. It is worth trying. It helps one to concentrate on essentials, and to think in a straight line from start to finish.

Every Toastmasters Club should give its members the benefit of practice in speeches of various lengths; and one of the most important is the practice in planning and delivering the very short, one-point speech.

The topic is announced. Instantly, let your mind seize upon a point which you can oppose or support. That is your conclusion. Announcement of your position is the opening. The body of the speech is the argument which justifies your attitude.

The Table Topic period in a typical Toastmasters session affords opportunity for practice in this style of speech, even though it must usually be impromptu. Try to utilize it.



### Progressive Training

Let the Educational Committee of every Toastmasters Club make it a point of special importance during this month to be certain that every member knows what we mean by "Progressive Training." It is simply amazing, the number of letters received at the Home Office which state, in effect, "I would like to know about this *Progressive Training*. What is it, and how do we get it? Please send me a copy." Every such letter reflects a failure by that club's Educational Committee.

Progressive Training, in the first place, is what every Toastmaster is entitled to. It is what he should get in his own club, if the programs are rightly planned.

But *Progressive Training*, as the term is now used by Toastmasters, refers to a program plan which runs throughout the year, as a means of giving the clubs guidance in arranging their work to give such training to each member.

Every month, a mailing goes from the Home Office, carrying to the local club officers outlines and recommendations for the programs of the club. This is mailed 30 days in advance, so as to give time for the committees to work the ideas into their plans. Thus, the July *Progressive Training* ma-

terials were mailed on May 27. The August bulletins go out June 28, and so on through the year.

### This Is For You

The purpose of Toastmasters Training is to give the new member first, *Basic Training*, second, *Progressive Training*, and third, *Beyond Basic Training*, the new advanced course which is just ready for use by men who have secured their certificates of completion in *Basic Training*. You, as a member of a Toastmasters Club, are entitled to the best training, and your club must give you *Progressive Training*, or you will not be getting the best.

### For July

The Point of Emphasis — Discussion of civic and patriotic subjects.

Speeches on patriotic themes.

Discussion of current problems, local, national or international.

Outdoor meetings, with informal programs.

Evaluation—For this month, all evaluation is to deal with the appropriateness, originality and effectiveness of the speeches and discussions.

The *Executive Committee* will hold its regular meetings, to study the welfare of the club. Plans will be studied for the fall activities, even while outdoor and recreational events are being enjoyed. Work on membership problems. Get ready to fill the roster to capacity, if there are any vacancies. Make summer a time of planning for better work when the vacation season is past.

## It's a Good Idea

### Use The Blackboard

Thanks to Chief Seattle for this suggestion.

If there is a blackboard in your meeting room, use it. If not have the words lettered on a large card or sheet of paper, and place it where all can see.

Use some such sentence as this: "Ye crags and peaks, I'm with you once again. I raise to you the hands you once beheld, and say they now are free."

Ask each man, during the Table Topic time, to read or say this sentence, using appropriate hand and voice gestures.

Again, use this sentence, or something like it: "My debt is paid. I've served my time. Give these hands a chance to work, and I'll be a man again." It constitutes excellent practice with voice and hands, and it serves to liven up the entire meeting.

### Parliamentary Practice

Summertime is a good time to give attention to parliamentary procedure. It is easy to devote part of an evening to the matter, and an entire program can be profitably spent on the work. Scripts designed to make procedure clear may be secured from the Home Office at Santa Ana. Use one script a month through the year, and the members will gain in understanding and skill, and have a very enjoyable time doing it.

### Start a Story

For a warm summer evening, use the Table Topic time for a novelty. The Topicmaster starts a story. He gives an episode, leaves the hero hanging from the cliff, with the villain about to triumph, and then stops short, and passes the story on to the next speaker. Each speaker, in his very brief time, must carry the story forward and leave it for the next one to do his part. It takes quick thinking. Perhaps the story never is finished, but it gives the speakers some good training.

### Table Topics

La Canada, California, Toastmasters recently gave a new turn to Table Topics when the Topicmaster asked each man to present a live problem facing himself or his business. Variety and interest characterized the speeches.

### Children as Guests

Toastmasters of Salinas, California brought as guests their children over nine years of age. The idea was to secure an audience of youth, and try to hold their interest. It was an unusual experience for the speakers, and the criticism was still more unusual, for some of the children were included in the panel of evaluators. It was counted an exceptionally successful program, perhaps because the speakers made more than usual preparation for their work.

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# HOW WE TALK

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## Confusing Words

Words which sound alike, but differ in spelling and meaning, are technically called "homonyms." That is nothing to what they are called by people who become confused in using them.

The only way to be sure of your use of such confusing words is to study them with care until you understand the difference. Here are a few of them, perhaps enough for one lesson. If you have trouble with any of these, now is the time to master them.

1. *Council - Counsel*. Both are from the Latin. The background of council is *concilium*, an assembly. Back of counsel is *consilium*, an advisory body, hence, advice. You can see that the Latin original is to blame in some part for our confusion. The two Latin words differ by just one letter.

A council is an assembly for consultation and deliberation. Thus we have the "City Council," or the "Council of the United Nations." A councilman gives his opinions or orders, after having deliberated.

Counsel is used both as a verb and a noun. To counsel is to give advice. As a noun, counsel is synonymous with advice. In legal

language, counsel may refer to your legal adviser, who is also called a counselor. A member of a council may be called a councilor.

Now isn't that sufficiently confusing? Try to remember that council means a deliberative body, and that the word is not properly used as a verb. Fix in your mind, the fact that counsel and advice are associated. It may help you.

2. *Hale-Hail*. Each of these two words has two common meanings, just to complicate matters further.

Hale, the adjective, means sound in body, robust, full of health.

Hale, the verb, means to drag by force, to "haul." Thus, you may hale a person into court.

Hail is frozen rain—small pellets of ice falling from the sky. Figuratively, it can be used of anything falling abundantly and with force, as "a hail of bullets." It can also be used as a verb.

Another meaning is a salutation—a greeting. You get the idea in the Hitlerian "heil," which is from the same source. It is used as a noun or a verb. You can hail someone. He may be "within hail," speaking colloquially. And going further in colloquialism, he may "hail from back east," or "out west," or wherever he happens to hail from.

But you can't "hail" anyone in the sense of dragging him. At least, you should not do so.

Other confusing words are *accept* and *except*; *began* and *begun*; *farther* and *further*.

The only way to be sure of using such words correctly is to look them up, get the right understanding, and then watch your speech.

## RECOMMENDED READING

Summer should bring some relaxation in reading as in other pursuits. Fortunately, there are some excellent books at hand with which to relax.

First, we suggest Meredith Willson's whimsical story of himself and his piccolo. While not a great work of literature, it is enjoyable reading of a mildly humorous sort and it may help you to stir up your imagination so as to use more imagery in your speeches.

Imagination really means seeing things—making pictures—conjuring up mental images. That is a desirable skill in speech. It does not mean dishonesty and deception, but honest thinking of such clarity that you can really see (and make others see) what you are talking about.

For some more imagination ticklers, look into the writings of G. K. Chesterton. In addition to his better known writings, he has given us several volumes of essays, short stories and miscellaneous writings.

Pick up one of the volumes of essays, such as *Alarms and Discussions*. The sections are short and easily read, and in many instances, they are quite stimulating. There are other volumes, with various titles, and then there is the book of short ones, entitled *Tales of the Long Bow*, which can be read on a hot summer afternoon without mental strain.

Get acquainted with Chesterton, if you do not already know him. You will find his style of writing worthy of study, and he will surely stir up your imagination if you have any.

## THE WORD BUILDER

Here are more words for you to look over and select from for additions to your vocabulary.

For your own good, use the dictionary when you are working on these words. It is impossible and unnecessary to include in our lists all the implications and shades of meaning of each word. All that we do in defining is to give one or two general suggestions. Follow up in your favorite dictionary. This will give you fuller details on pronunciation, complete definitions, and, very important, the etymological background of the words.

One other advantage of dictionary follow-up is that you meet so many other interesting words as you go along. So reach for your dictionary. The words and pronunciations given in this list are based on authority of *Webster's New Collegiate Dictionary*.

acumen (a KU men) acuteness of mind; discernment  
additive (AD i tiv) to be added  
adhesion (ad HEE zhun) sticking together of substances; concurrence  
adjuration (aj oo RAY shun) earnest appeal; solemn oath  
admirable (AD mi ra bl) deserving highest esteem  
adulate (AD u late) to flatter in a servile way  
adventitious (ad ven TISH us) acquired, accidental, or casual  
aerial (a EER i al) of the air, or atmosphere; lofty; airy; ethereal  
affluence (AF lu ens) flowing to or toward; profusion  
agglomerate (a GLOM er ate) to cluster; mass; a collection  
aggrandize (AG ran dize) to make great or greater; exalt; magnify  
agrology (a GROL o ji) agricultural science of soils  
albumen (al BU men) white of egg  
allergy (AL er ji) excessive sensitiveness to certain substances  
allusion (a LU zhun) indirect reference; hint  
alopecia (al o PEE shi a) loss of hair; baldness  
anachronism (a NAK ro nizm) anything incongruous in point of time





Thanks for your letter regarding my completion of Basic Training. I am pleased to know of your interest in the members of Toastmasters. Mine is the first Basic Training certificate earned in our club. I shall be glad to have you write to my employer about it.

—R. D. Roberts, Bay City, Michigan, Toastmasters Club.

Is there a Toastmasters Club in the eastern section of Portland, Oregon? I have had a chance to look at your book, "Basic Training for Toastmasters," and I found in it some very fine ideas for the public speaker. As a minister, I appreciate such helps. Please send me information about the book.

—Walter A. Barnes, Corbett, Oregon.

What is the correct pronunciation of *interest*? They tell me I should call it "intrist."

—E. W. W.

**Ed. Note:** Give this word three syllables when you are in the United States. When you are in England or Canada, suppress the second syllable. You are right in calling it INT er est when you use it in your club.

What about hotel reservations for the Convention at St. Louis? And how much is the registration fee this year?

—T.A.V.

**Ed. Note:** Look in the next column, where we carry the full details on both points.

## Convention Business

Headquarters—Hotel Statler

Reservations—To make hotel reservations, address:

Mr. Donald Mumford, Manager,  
Hotel Statler,  
St. Louis 1, Missouri

Use the following information as to rates and accommodations. Please be specific in listing your requirements. Unless otherwise requested, your reservation will be held for you until 6 P. M. of the day of your arrival.

Date arriving .....Hour A.M.  
P.M.

Date departing .....Hour A.M.  
P.M.

Air conditioned rooms:

Room and bath for one per day, \$4.00 to \$6.50.

Double bed-room with bath for two per day \$5.50 to \$8.50.

Twin bed-room with bath for two per day \$8.00 to \$12.00.

If a room at the rate requested is unavailable, reservation will be made at the next rate.

### REGISTRATION

For men—\$3.00

For women—\$1.00

Payment of the registration fee carries admission to the convention sessions, but does not include cost of special meals.

### Complete Registration and Hospitality Book,

For men—\$11.00

For women—\$9.00

This includes registration fee, plus admission to Hi-Jinks Luncheon (\$4.00) and President's Dinner (\$5.00).

Anyone may purchase ticket to any single event, without payment of registration fee.

The cost is so little—for so much.

## Quotations To Remember . . . .

Selected by the Editor from among his favorites

Once more; speak clearly if you speak at all.  
Carve every word before you let it fall;  
Don't, like a lecturer or dramatic star,  
Try over-hard to roll the British "R";  
Do put your accents in the proper spot;  
Don't — let me beg you — don't say "How?" for "What?"  
And when you stick on conversation's burrs,  
Don't strew your pathway with those dreadful urs.

—Oliver Wendell Holmes

\* \* \* \*

Three things must man possess if his soul would live  
And know life's perfect good—  
Three things would the all-supplying Father give,  
Bread, Beauty and Brotherhood.

—Edwin Markham

\* \* \* \*

There are strange ways of serving God—  
You sweep a room, or turn a sod,  
And suddenly, to your surprise,  
You hear the whirr of seraphim,  
And find you're under God's own eyes,  
And building places for Him.

—Herman Hagedorn

\* \* \* \*

This is the Gospel of Labor—  
Ring it, ye bells of the kirk—  
The Lord of love came down from above  
To live with the men who work.  
This is the rose He planted  
Here in the thorn-cursed soil—  
Heaven is blessed with perfect rest;  
But the blessing of earth is toil.

—Henry Van Dyke

\* \* \* \*

In men whom men condemn as ill  
I find so much of goodness still,  
In men whom men pronounce divine  
I find so much of sin and blot,  
I do not dare to draw the line  
Between the two, where God has not.

—Joaquin Miller

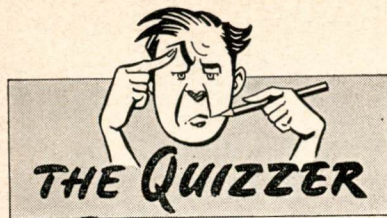
\* \* \* \*

That book is good  
Which puts me in a working mood.  
Unless to Thought is added Will,  
Apollo is an imbecile.

—R. W. Emerson

Use well the moment; what the hour  
Brings for thy use is in thy power;  
And what thou best canst understand  
Is just the thing lies nearest to thy  
hand.

—J. W. von Goethe



### The Liberators

Not all the leaders in the struggle for liberty have lived in the United States. Take a look at the list below, and see how many of these liberators you can identify.

Ask yourself these questions about each one:

In what part of the world did he work?

In what century did he live?

What did he accomplish?

Then check yourself by the information at the bottom of the column.

1. Simon Bolivar
2. Giuseppe Garibaldi
3. Thaddeus Kosciusko
4. Robert "the Bruce"
5. Louis Pasteur
6. David Livingstone

1. Simon Bolivar, 1788-1830; born in Venezuela, revolutionary leader in that country, in Columbia, in Peru; organized new republic named Bolivia in his honor.
2. Giuseppe Garibaldi, 1807-1882; Italian patriot and revolutionary leader, associated with Mazzini in agitation for Italian freedom.
3. Thaddeus Kosciusko, 1746-1817; Polish patriot, served in American Revolution, led rebellion in Poland and became dictator of that country.
4. Robert "the Bruce," 1274-1329; Robert VIII, king and liberator of Scotland.
5. Louis Pasteur, 1822-1895; French chemist, whose studies in bacteriology helped to free mankind from diseases caused by bacilli.
6. David Livingstone, 1813-1873; Scottish missionary and explorer, who opened up darkest Africa and the sources of the Nile.

THE ANSWERS

### Foreign Words and Phrases

These are more frequently encountered in reading than in speech. You should know what they mean.

If you wish to use any of them in speaking, consult the dictionary for pronunciation. Lack of type with diacritical markings prevents that service on this page. In general, it is better to speak English when you are speaking English, and to use foreign expressions only when the exact meaning cannot be expressed in ordinary forms.

Test yourself on the following, as to meaning. Then check your answers by the key list printed below.

1. Ad infinitum
2. Ad libitum
3. Ad nauseam
4. Bona fide
5. Corpus delicti
6. Faux pas
7. Hoi polloi
8. In toto
9. Ipse dixit
10. Ipso facto
11. Schlemiel
12. E pluribus unum
13. Ne plus ultra
14. Nouveau riche
15. Per se
16. Per capita
17. Per annum
18. Chili con carne
19. Coup de grace
20. Wanderlust
21. Savoir-faire

1. At pleasure
2. To the point of disgust
3. In good faith
4. The body (or facts) of the crime
5. False step; breach of good manners
6. The masses
7. In the whole; entirely
8. He himself said it
9. By the nature of the case
10. A clump; an outfit
11. One composed of many
12. Summit of achievement; "nothing more beyond"
13. A person newly rich
14. By (or of) itself
15. For each individual; by the head
16. Mexican dish of peppers and meat
17. By the year; annually
18. Corpse
19. A decisive, finishing stroke
20. Strong desire to wander
21. Readiness in doing the proper thing.

THE KEY

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AUGUST 11-14--1949

## SPECIAL EVENTS

### EDUCATIONAL

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Planned to give you the best in speech training and to show how

Toastmasters relates to your business and to your personal life.

### HI-JINKS

The hilarious highlight of every International Convention. Come prepared to enjoy a program geared for fun. For the first time, the ladies may attend.



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Prizes galore and a chance to meet the officials of Toastmasters International. District 8 and the St. Louis gang

promise us genuine hospitality.

### SMEDLEY WORKSHOP

A pleasant way to learn how to gain maximum benefits from Toastmasters training. Both new and time-tested programs will be carefully demonstrated.



### PRESIDENT'S BANQUET & SPEECH CONTEST



First, the installation banquet to welcome incoming officers. Then, the six zone winners,

competing for top honors in the speech contest.

### ENTERTAINMENT & FELLOWSHIP

St. Louis vs. Pittsburgh game and an outdoor performance of the operetta "Roberta!" There are countless opportunities for making new acquaintances.



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Meet Me In St. Louis, Louis