

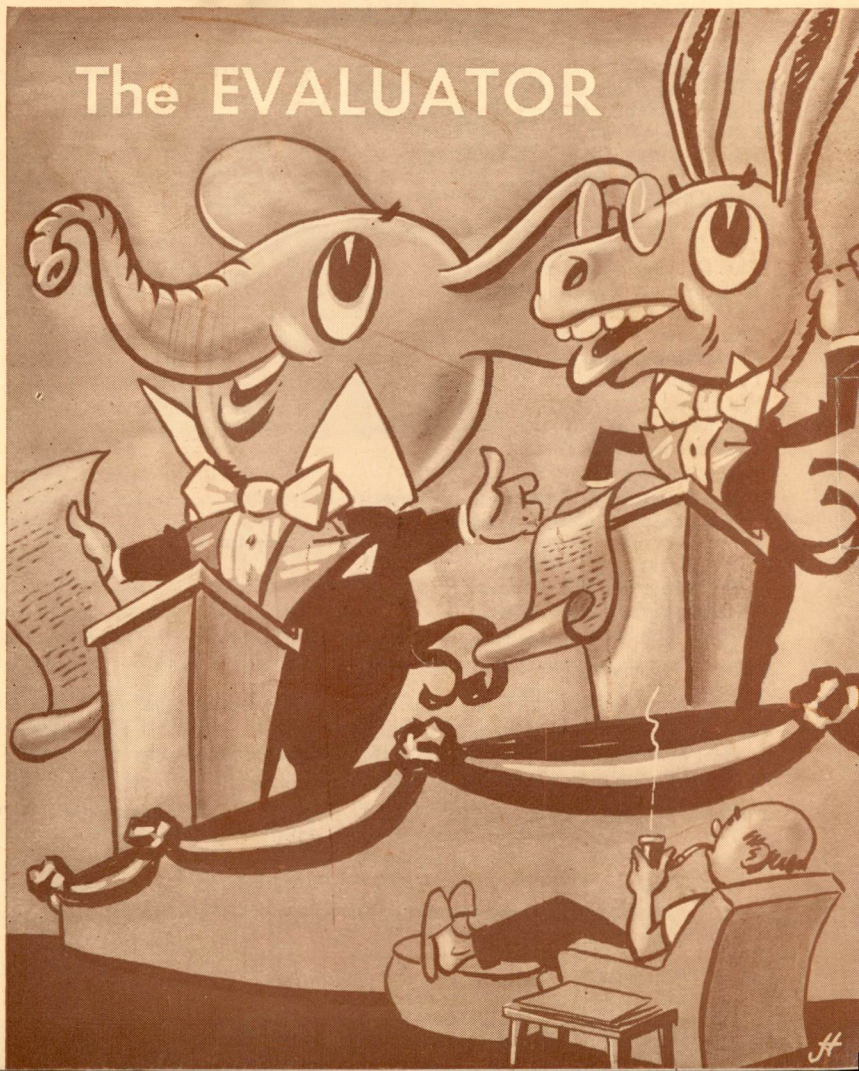
THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

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The EVALUATOR





TOASTMASTERS INTERNATIONAL, Incorporated In 1932, is a non-profit educational organization of 600 active clubs, located in the United States, Canada, England, Scotland, and the Hawaiian Islands, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Listening

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

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The Evaluator

By GEORGE W. S. REED

A powerful person—the Evaluator! Even in Toastmasters Clubs he seldom receives his proper recognition. Only in the political arena can he really throw his weight around—for here his is truly the final decision. Here he becomes "Judge" as well as "Evaluator" — when he casts his vote at the election polls. All the more important therefore that his evaluation be done intelligently!



The next three months will provide opportunity for Toastmasters trained in intelligent listening, to do one of the most important assignments they have ever undertaken as evaluators. Countless words will be poured out by political speakers. Some will be sincere and pertinent; others will not. And some will be well spoken, while others will offend the critical ear of any Toastmaster. Evaluators will have a two-fold responsibility: first, to distinguish the honest from the dishonest speakers, the capable from the incapable candidates—second, to resist being wrongly swayed by possible superiority of speech on the part of the insincere, dishonest and incapable.

Here indeed is the supreme test of any Evaluator—to determine accurately the sincerity of the speaker! We must be honest ourselves—and admit the impossibility of the task. As a matter of safety, we must recognize the fact

that the very effectiveness of speech often makes it, like any other powerful weapon, the tool of the dishonest. Or it may be that the speaker is not really dishonest but merely acting a part, like the star in the picture or on the stage. And we Toastmasters who have learned to appreciate skill

in speaking, to be critical of faulty phrases and diction and bad organization, may find ourselves most easily entrapped by one who speaks only from the lips and not from the heart. Let us be vigilant! Let us continue to be critical of all imperfect speech—but let us also weigh what is behind the speaking. This can be done in part by listening to the speakers on opposing sides—but it also calls for research and study of the histories and records of all candidates and causes.

Quintilian, two thousand years ago, quoted the definition of an

"orator" which had been enunciated by Marcus Cato: "A good man skilled in speaking." As we listen to political oratory during this season, we may well bear in mind this qualification as we evaluate the speakers. Does the candidate or campaigner impress us as a "good" man by his sincerity, conviction and knowledge? And is he "skilled in speaking"? The unthinking mob is swayed by appeals to the emotions and to prejudices.

The Great Peacemaker

If any man of modern times is entitled to this title, "The Great Peacemaker," it is Henry Martyn Robert.

As we attend meetings, or listen to them on the radio, and observe how order is maintained, even in the stormiest sessions, we marvel at the control exerted by the chairman, and the skill with which an able presiding officer guides an assembly through deep waters and over dangerous shoals. For the system which makes this possible, we thank General Robert and his "Rules of Order." He is the man who prevented millions of fights.

Three-quarters of a century ago, he published his now universally known "Rules." The system of procedure which he offered was based on a sound foundation of fairness and justice. He began with the premise that "the only valid reason for holding a meeting is to get at the will of the assembly." On this he built a logical structure of rules, to facilitate get-

The thinker tries to identify the truth.

Yes indeed—the Evaluator IS a powerful person. His responsibility in Toastmasters training is great—but it is even greater as a voting citizen of the community, state and nation. To evaluate speaking ability alone is no small feat in itself—but to evaluate the speaker's heart—ah—there IS a job! It's YOUR job!

ting at the will of the people.

Every person who has listened to the proceedings of the great political conventions of this summer must have been impressed by the fairness and justice manifested in the conduct of assemblages in which people of widely divergent views came together to arrive at some decision acceptable to the majority. The meetings have been noisy, but orderly. They have accomplished results.

There have been masterly exhibitions of skill in chairmanship by presiding officers—some of them, at least. The minority has been heard, fairness and justice have prevailed, and the majority appears to have ruled.

For all this and many other blessings of peaceful assembly, we have to thank the man who made the rules, and made them so well that all fair-minded people can accept them and follow them—General Henry Martyn Robert, "The Great Peacemaker."

The President's Message

By GEORGE W. BENSON

Toastmasters training presents education through speech. Often has it been said that the art of speech-making is difficult. *Toastmasters* has developed a method of "sugar-coating" this bitterness, and so *Toastmasters* training is a pleasure with a purpose.



Toastmasters is an organization of speech-minded men. They are folks who like to speak, who wish to improve their speech. They believe that this vehicle of thought is a privilege to be encouraged, and also that it is a privilege to be encouraged, and also that it is a privilege which should be appreciated.

Toastmasters is altruistic in its ideals. The members speak and practice speaking for the purpose of using their ability for the good of others. By bettering themselves, they become more capable and therefore more useful in their ability for the good of others. By bettering themselves, they become more capable and therefore more useful in their business, in their communities, and become better citizens.

Toastmasters is a growing organization. Today it influences the lives of thousands of men and

their families. It has become a part of the civic and organizational life of hundreds of cities and towns, not only on this continent, but across the seas.

Toastmasters has a great future. It is now only in its twenty-fourth year. From one club in 1924 to nearly 700 in 1948 is a splendid growth. It is a firm and sure growth. It has grown without commercialized promotion. It has grown from success, and from testimonials of success. Another twenty-four years may well see clubs in many nations and its members numbered in the hundreds of thousands. What an important contribution to world education *Toastmasters* can be!

Toastmasters develops leadership which may well be instrumental in bringing the entire earth to a neighborliness that will spell the end of wars and the end of substandard living conditions. *Toastmasters* is developing the leaders of today and of the future.

Photographer's Contest

All amateur photographers are reminded of the "Camera Contest" announced in the July *TOASTMASTER*. Take pictures at, or on the way to or from the Convention. Send in your entries by September 1st. Your picture may be a winner.

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Editor - - - R. C. Smedley
Editorial Board: George W. S. Reed,
Jack Haynes, E. M. Sundquist,
E. S. Wooster, Wm. A. Dunlap.

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

WE HELP EACH OTHER—

By RALPH C. SMEDLEY

If I were required to epitomize the spirit and the genius of Toastmasters, I could not do better than to phrase it in five one-syllable words: "I want to help you."

This seems directly opposed to our usual thinking, which makes the Toastmasters Club a self-service organization, in which each member seeks improvement for himself. Obviously, a man joins the club because he wants to learn to face an audience without fear, and to express himself convincingly.

Of course we realize that in learning to speak and to preside, a man is preparing himself for leadership, and thus for service in a general way, but where does this "I want to help you" idea come in?"

It comes through the practice of criticism or evaluation in the Toastmasters Club.

We learn to listen and evaluate speeches, that we may suggest means for improvement. We accept the principle that fault-finding is permissible only when accompanied by suggestions for correcting the fault.

By our standard process of critical listening and sympathetic evaluation, we build up the attitude of wanting to help. This is one of the attractions of Toastmasters training. It is the basis for many a lasting friendship.

It is a long-established fact, not too well understood, that the way to win a man's interest is to permit him to do you a favor. When he helps you, he has an interest in you. He has invested something in your personality. He wants to see his investment bear dividends, and so he keeps on helping you. We feel a sense of pride when someone we have helped moves ahead because of the aid we have given. That is just one of the better phases of human nature.

Multiply this interest by the thirty members of your Toastmasters Club, and you develop an atmosphere of mutual helpfulness extending far beyond mere speech improvement. Toastmasters become united in a fraternity of friendship which expresses itself, first in words, and then in actions. But if it must be expressed in words, I know of none better than that simple statement: "I want to help you."

What's Going On?



DEBATE—CANNON VS. McKINLEY

This is not a political item from the gay nineties. It is the report of a debate of the present day. It came about like this: The McKinley (467) Toastmasters Club, of Champaign, Illinois, challenged the Uncle Joe Cannon (127) Toastmasters Club, of Danville, to a debate on the subject: Resolved, That the two-party system in America is failing. The McKinley men upheld the affirmative, and Uncle Joe's boys opposed them. The judges and moderator were furnished by the Champaign-Urbana (195) Club. Uncle Joe was the winner. It was a great debate, and great fun, with good fellowship throughout. The scene of conflict was the McKinley Y.M.C.A. in Champaign. The picture shows Cannoners John Berkeley, Ray Foreman and Fred Worden; and McKinleyites James McGinty, Howard Stotler and Tom Ewing, the six men who did the debating.

Play Ball

Not only do the Losantiville Toastmasters of Cincinnati get out on the baseball diamond for a lively summer game, but they take over the rules of the game to stimulate summer activity in their club meetings. Through the months of July and August they are carrying on a "Baseball Game Attendance Contest." The members are divided up into teams, and the scoring is done by giving baseball meanings to various activities. For example, attendance at the regular meeting counts as a one-base hit. Bringing a guest adds another single. Securing a new, acceptable member constitutes a

home run. And so the game is played and the scores are piled up. "Gastronomical enjoyment is to be the reward for the winning team," says the announcement. This club is having a good time during the summer months. The members are gaining instead of rustivating in hot weather.

Summer Joys

Midtown Toastmasters, No. 283, of St. Louis enjoyed golf and dinner at the Westborough Country Club. The program highlight was a debate between the Midtown Toastmasters and a team from the Metropolitan Toastmasters Club of St. Louis. Another pleasant Midtown event was

the annual picnic held at the home of one of the members, with families present. Even intermittent showers did not dampen the spirits or quench the warm fires of hospitality.

Generous Gesture

Roseland Toastmasters of Chicago voted to send *The Toastmaster* Magazine to the Pullman Branch Library of Chicago by special subscription. The Librarian was naturally appreciative. This Roseland Club is the one which claimed honors at the conference and speech contest of District 8, at St. Louis. The five Roseland representatives tied with five from Wilson Avenue Toastmasters for the mileage prize, and their display of posters and other publicity material was the largest at the meeting.

"What Do You Get?"

The Chicago Wilson Avenue Toastmasters raised this question in their bulletin, and answered it on the basis of attendance. Taking a period of 5 meetings, and considering the dues paid by the members, they figured it that for the man who paid \$2.50 as dues, and attended every meeting, the cost was 50 cents a meeting. Ten of the members qualified in this class. For the member who missed one meeting, the financial cost was boosted to 63 cents per meeting. The fewer meetings attended, the higher the cost per meeting. There was one member who attended only one of the 5 sessions. His one attendance cost him \$2.50, not counting his loss in

training and enjoyment. The figures must have been startling to the men as they read their records. The plan might be useful in other clubs. (The fact that District Governor Norman Higgs belongs to this club may have something to do with its fine record.)

The Way To Succeed

There is only one way to handle a Toastmasters Club. That is the right way — the way taught by experience. You will find it in the *Club Manual*. Start with *Basic Training*, and carry on with the *Manual*, and your club will be successful.—Franklin McCrillis.



THEY MET IN ST. LOUIS

Kirkwood Toastmasters Club (594) received its charter at the hands of Wendell Stark, of St. Louis Metropolitan Toastmasters, who had been active in helping to organize the new chapter. The charter was accepted by President E. Richard Sowards, of the Kirkwood Club.



A Library for Speakers

Toastmasters Club No. 14, of Huntington Park, California, has carried through a commendable public service project in gathering and presenting to the City Library a collection of books on public speaking and the art of speech. These books are placed in a special section of the library, as shown in the picture, where they are being widely used by students and others who desire help in speech improvement.

This is the kind of project which any Toastmasters Club may well undertake. It provides the members with a reservoir of material conveniently located for their use and at the same time generously shares the material with other citizens interested in speech. The club is able to buy much more freely than the library funds will permit in most cases, thus bringing in a broader selection of good books on the one subject.

The men shown in the picture are Toastmasters Howard De War, Max Turner, Olin Price and Herb Lakey. The lady in the center is Edythe Easton, Librarian, who cordially welcomed this substantial addition to the library's shelves.

"If you hope to win success as a speaker, you must learn to use words according to the best usage of educated people. This usage is reflected in the dictionary. Intelligent audiences insist on the correct use and pronunciation of words; any audience, whether cultured people or otherwise, will think better of you if they sense your knowledge of good usage. If you insist on disregarding the dictionary and the principles of good enunciation, you will do better to refrain from public speech."

First In New England

The first inter-state gathering of Toastmasters in the New England Area was held in Cambridge, Massachusetts, on June 26, with the Boston Toastmasters Club as host. Representatives were present from Portland, Maine and New Haven, Connecticut, for an afternoon and evening of fellowship and discussion.

The "Keynote" speech given by Leonard Fish, of the "Connecticut Yankee" Toastmasters Club of New Haven, appears on page 12 of this issue.

The climax came in the speech contest, the first of its kind in this region. Harry Perlmutter, of the Boston Toastmasters Club, was the winner with his speech on "David Green Comes Home," a moving account of the arrival of a war hero's body, returned from overseas. Second place was taken by Cyril Welbourne, of New Haven "Connecticut Yankee" Toastmasters Club.

The contest prize is a perpetual trophy cup given by Edwin Pietz, charter President of Boston Toastmasters, who was active in arranging for the convention.

Agreement on spreading the good news of Toastmasters throughout the Northeast was an important result of discussions in the afternoon session.

This meeting, like many another occasion in the New England states, has special significance, not only in that it is a "first" for the clubs in that sector, but that it is also the actual "farthest east" joint meeting of Toastmasters Clubs in America.

Hot Weather Contest

Vigo Toastmasters, of Terre Haute, Indiana, are another group of mid-summer membership enthusiasts. They went out on a contest, baseball fashion, with "beans or chicken" as the reward, to build their roster to so high a figure that it will be necessary to organize another club to care for the overflow.



TEN YEARS OLD—AND PROUD OF IT

Cactus Gavel Toastmasters Club, of El Centro, California, holds Charter No. 120, and was able this spring to celebrate its tenth anniversary with appropriate exercises. In the picture are seen, supporting the highly decorated birthday cake, President William T. Reed and old-timer William Duflock, who acted as Toastmaster for the program. He modestly admits that he missed being a charter member by only two weeks, and claims that he has made a good attendance record throughout the ten years, with good results both to him and the club.

Scottish Corner

"Connecticut Yankee" Toastmaster William Watson is a native of Aberdeen, Scotland. After 25 years of exile in the U.S.A., he went back in May to visit the scenes of his youth. Edinburgh Toastmasters heard of his coming and arranged a joint meeting in his honor, including the three Toastmasters Clubs of that city, and the Toastmistress Club. Nearly 200 men and women assembled for the event, and enjoyed an evening of fine fellowship, which had genuinely international implications.

In addition to Toastmaster Watson, another citizen from New Haven, also an Aberdonian, George Chalmers, was present, and was so greatly impressed with the work and spirit of Toastmasters that he did there resolve to ask the "Connecticut Yankees"

to take him in on his return to the U. S.

The success of this event added to the sentiment for a general convention of Toastmasters in Scotland, which District Governor Arthur Cunningham believes is just what is needed to give fresh impetus to the movement. He and James Ewart report prospects in more than a dozen groups where they hope to see new clubs established within the next few months.

As successor to Arthur Cunningham as District Governor, Peter R. Jacobs, of Greenock Toastmasters Club, has been chosen to carry on the affairs of District 18.

An Edinburgh Toastmaster, John H. Holmes, whose business is insurance, was to visit the United States and Canada in June,



AT ABERDEEN

C. J. Shimmins, President of Aberdeen Toastmasters Club, welcomes Toastmaster William Watson, of New Haven Toastmasters. With them are seen J. Partington, who served as Topicmaster, and H. V. Jordan, Toastmaster, for the meeting at which Watson was a guest. (Photo by courtesy of Aberdeen Evening Express)



A CHARTER WAS PRESENTED

A feature of the joint meeting of Edinburgh Toastmasters Clubs was presentation of the charter to the Second Edinburgh Toastmasters Club, by District Governor Arthur Cunningham. In the picture are George A. Chalmers, of New Haven, Conn.; P. R. Jacobs, Lt. Governor, West; Stanley G. Batt, Lt. Governor, East; District Governor A. L. Cunningham; Past District Governor William Goldie; William Watson, New Haven, Conn.; District Secretary J. O. Brunton; and (receiving the charter) Vice-Pres. Andrew Turvey, of the Second Edinburgh Toastmasters Club. (Photo by courtesy of Edinburgh Evening News)

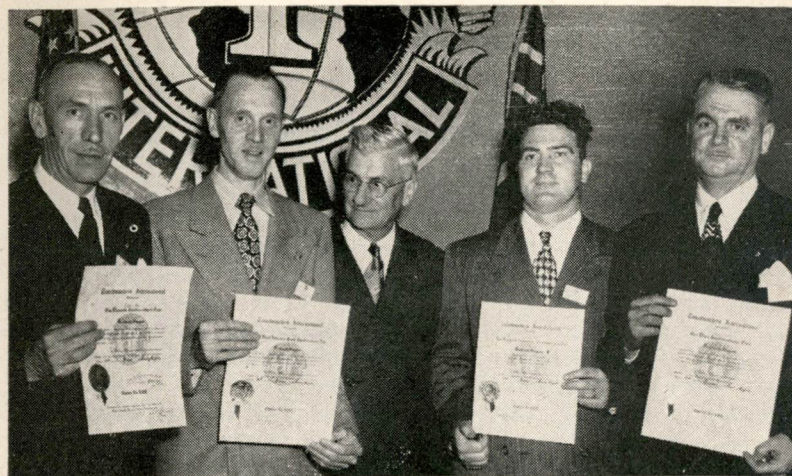
and his plans included attendance at Toastmasters Clubs over here, so far as his time would permit.

Toastmaster Watson, returning to New Haven, states: "I am very proud of being a Toastmaster. Having seen the clubs at work in Scotland makes me doubly pleased. It was my privilege to attend meetings in Glasgow, in Edinburgh, and in my own home

town, Aberdeen, where they honored me by holding a special meeting. All these meetings were well attended and ably conducted, and in them I met groups of fine men, all of them most cordial, making me feel thoroughly at home. Any Toastmaster from America who visits Scotland should by all means plan his program so as to visit our clubs over there."

PRACTICE DOES IT

Rubenstein, the great musician, once said, "If I omit practice one day, I notice it; if two days, my friends notice it; if three days, the public notices it." It is the same old doctrine—practice makes perfect. Suppose, along any line of art, one should cease practicing; we know what the result would be. We must use the same quality of common sense in every phase of life. The motto of David Livingstone was: "I determined never to stop until I had come to the end, and achieved my purpose."



FOUR AT A TIME

A high point was reached at the speech contest of the Northwest Zone, when Founder Ralph Smedley was called upon to present charters to four new clubs at one time. To make the occasion more significant, all four of these clubs had been sponsored by the Oregon Toastmasters Club, No. 424, of Portland. Many of the Toastmasters were absent, being on guard and rescue duty as volunteers in connection with the flooding of the Columbia River, but more than 400 persons were present.

Seen in the picture are the Presidents of the four clubs, displaying the charters which have just been handed to them by the Founder. They are: Ed Soule, Rosaria Toastmasters Club No. 588; Sidney V. Booth, First National Toastmasters Club No. 584; Ralph Smedley; Frank Perry, Farmers Toastmasters Club No. 622; and John Chalmers, Dico Toastmasters Club No. 595. All these clubs are located in Portland, the "City of Roses."

Bob Hazen, President of Oregon Toastmasters Club, was called upon to explain how his Club happened to go into the sponsoring of new clubs on a wholesale basis. In reply, he said:

"Our Club was in the running for the District "Club-of-the-Year" award. We had a full membership, plenty of enthusiasm, high attendance percentage, program variety. We followed Basic Training, volunteered for outside speaking engagements, published our weekly bulletin—did everything, in short, except one. We lacked in contribution to others. We were taking the benefits for ourselves, and not passing them on.

"We decided that we must help others to gain as we had done. We went to work on developing new clubs. The result was not just one new club, but **four**, as you have seen here tonight, and all were started and developed in less than two months. In addition, we have sponsored a Toastmistress Club, who have in turn started two more groups. We are now working on a club in Salt Lake City, and another in Seaside, Oregon.

"What have we gained by it? A new spirit of unity and cooperation—a sense of doing good, of helping others as we have been helped—a feeling of satisfaction in work well done. Our Club is two years old, and we have started six clubs! We are proud of our record, and happy in our achievement."

Let's Tell the World

By LEONARD W. FISH

The people of a wartorn world look to America, and plead, "Speak to us! Tell us of your democracy. Tell us what to do to be free." And the reply which they receive sounds strangely like a mixture of Harry, Henry, and John, none of which represents the voice of free America.

Mr. Average American is a wholesome individual, who believes that Right conquers Evil, and follows Dick Tracy, Palooka, and Little Orphan Annie to prove it. He stands in line all night to get a seat at a World Series ball game. He jams into subway trains, rushes over our highways as though his life depended upon speed (and it does). He gives his last dollar to aid an unfortunate brother. He resists bitterly the slightest curtailment of his liberties. He hates the two-timer, the cheat, and the liar, but he doesn't say much.

Mr. Average American recognizes that many things are wrong with our country and the world. He hears of wars and threats of war, of strikes, and of juvenile delinquency. His leaders rant and rave, plead and threaten, yet he remains calm, secure in the knowledge that he can replace his leaders at the polls.

There are times, however, when Mr. Average American wishes he could express his desires before action is taken, or at least while events are happening; but for all his bravery and love of sports and

freedom, he just hasn't the knowledge or courage to face an audience.

It is the desire to overcome this fear that accounts in large measure for the success of the Toastmasters Clubs. Here is no fifteen-week course in public speaking, with an instructor who leaves you stranded at the end of the term, with no place to practice, no opportunity to progress. Instead, in Toastmasters, Mr. Average American meets with his fellows on common ground, with a simple set of Basic Training rules. Through co-operation and sympathetic understanding, he learns to overcome shyness, to think clearly, to speak concisely and intelligently, to sell his ideas to his audience.

This, then, is our challenge. Let us increase the membership from 20,000 to 200,000. Let us train men to speak before every service club, every social organization, anywhere and everywhere, to spread the value of Americanism.

Let the combined voices of Toastmasters roar like thunder across the seas to a waiting world: "We are free because we have faith in the principles of freedom. We are always willing to help those who want to help themselves. We are one nation, indivisible, with heart and mind set on preserving liberty and justice for all."

This was the "keynote" speech for the recent New England Convention of Toastmasters, the first such gathering in the Northeast.

The Speaker Is A Showman

By RALPH C. SMEDLEY

Part of the normal human satisfaction in possessions or accomplishments comes through sharing them with other people. That is the foundation of what is known to psychologists as "exhibitionism."

The child climbs up on a box and calls, "Daddy, see how tall I am!"

The young man whirls his jalopy around a corner on two wheels and says to himself, "I guess that'll show 'em!"

The young woman decorates her face in striking colors, or arranges her hair in an exciting beaucatcher, and remarks, "That will knock their eyes out!"

The well-balanced person combines his exhibitionism with modesty, and strikes a safe middle course.

It must be understood that we are using the term "exhibitionism" in its broader sense, not with the limitations and rather unpleasant connotations which are applied to it in the field of technical psychology.

The introvert, self-centered and solitary, hoards his treasures or his accomplishments and tells himself, "I could do better than any of them if I would let myself go," but he does not turn himself loose.

The extrovert, frank and free-handed, puts all his goods in the show window, tells all he knows or hopes to know, and flatters himself on being the life of the party wherever he goes.

The actor is almost invariably of the extrovert, exhibitionist type. He likes to "dress up" in different costumes, to impersonate various characters, and to hold a place in the limelight. That is part of the reason for his being an actor.

The public speaker also is an exhibitionist. Unless he is inclined to "show off," he does not enjoy speaking to an audience. But there is nothing objectionable nor abnormal about this tendency unless he carries it to extremes.

Fortunately, most people are reasonably well balanced. They know when to speak and when to be silent. Their problem in speech training is simple. They need only to develop latent abilities and bring them to easy, effective use.

The introvert, the egocentric person has a harder time, for he must overcome his reticence and his inclination to stay in the background. He has to build up confidence in himself and in what he has to say. He needs to develop a sense of compulsion, of obligation, which will force him to share his ideas with others. His ego must be bolstered by his consciousness of knowledge which will be good for other people. In his case most definitely, "knowledge is power." When he *knows* that he knows what he knows, and that it is worth knowing, he is in a position to communicate it to his neighbors, and he is ready to start his work as a public speaker.

The extrovert may appear to

have an easier time of it, for his mouth works readily, and he has comparatively little fear of the audience. In fact, his is the harder task, for he must learn to control himself. He must learn to keep his silence when he wants to talk. He must learn to listen. His natural instinct is to pop up with some wisecrack or some observation at every chance. He is the chap who likes to heckle a speaker, or to show off his cleverness without regard to the value of what he says. He is always "sounding off," frequently to his own disadvantage.

What the extrovert gains in having no fear of the audience to overcome is offset by his handicap in lack of self-control. Where the introvert must be stimulated to express himself, the extrovert must learn to suppress himself.

Herein lie some of the "bonus" values of training in a Toastmasters Club. By practice, augmented by friendly, constructive, tactfully given criticism, the speaker, whether he be extrovert, introvert, or in between, learns how to use his abilities, stressing good qualities, suppressing undesirable ones, until he gains for himself that balance and control

so essential to the strong personality.

But the speaker must never forget the exhibitionism which is inherent in all public performance. When he speaks, he must "put on a show." What he says is important, and how he says it is hardly less so.

We would not encourage insincerity on the part of the speaker when we say that "he must put on a show." Rather, we would emphasize the importance of adding force and interest to his speech by making proper use of the arts of the showman.

Posture, gestures, voice modulation, facial expression, vigorous, picturesque words and many other factors enter into the "show" which the speaker stages for his audience.

However intensely in earnest one may be, he can kill audience interest and defeat his purpose if his speech is prosy, monotonous, sleep-inducing.

Take knowledge, conviction and enthusiasm, and add to them a sense of showmanship, and you have a speech which will hold attention and induce the desired response. For success as a speaker, "put on a show."

What About Toastmasters?

By GEORGE A. SCOTT, Vice-President and General Manager of Walker's Department Store, of San Diego, California. A new Toastmasters Club has been established for executives and managers in this store.

So we are the first department store in the nation to have a chartered Toastmasters Club for its employees. This is a real honor, but more than that, it is a responsibility, not just for the Toastmasters in our store, but for the entire management. Surely we all



must realize the implications here: either we succeed in large measure, or possibly no other department store will be similarly privileged.

While we at Walker's are thoroughly aware of these implications we are even more aware of the wonderful opportunities presented to each member of the club, and of the benefits to our entire store organization.

Shall we, then, evaluate the "what" of Toastmasters on the well-known basis of its teaching men to rise to their feet on a moment's notice, and speak on any subject? Rather, let us look beyond that point to the true benefit; that of being able to speak out with assurance on matters close to our hearts, when to remain silent might adversely influence our own lives and the lives of others. You say that this is the ultimate goal of Toast-

masters. I disagree, for this should be the constant and present goal; not to teach a man to be just a mechanical speaker, but to make him a live, vibrant human, putting into words and feeling the depth of his thoughts.

Great and good thoughts left unspoken are as cold and inanimate as stone. Our greatest literature takes on new meaning when a speaker expresses his own personality through the words of another.

The Master's words, from the Scripture, give us new hope, new challenge, new gratitude when we hear them spoken by one who feels their truth, and so I insist that lives may be influenced, even saved, through the fundamental training given in Toastmasters.

This training should teach a man to be himself, and his best self. A commercial organization such as ours can readily count the benefits which will accrue through the medium of men able to speak, interpret and lead. There is a new way of life in Toastmasters for many men, because the developing of confidence must open to them new vistas, and bring warmth and satisfaction to them, both as speakers and listeners.

In this great, modern world, full of glorious challenge, we need more of this inspiration and awakening, which we find in the training in the Toastmasters Club.

"When you speak, you broadcast to those within hearing a thumbnail history of your life. You show the state of your mind, the condition of your health, and your breeding. A voice may be as haunting and beautiful as a face. There are many examples in radio, where listeners have fallen in love with a voice without having seen the face of the singer or speaker. So, it behooves you to make your voice, as well as your face, beautiful."



East

Westlake Photo

The Zone Contests

Here are shown groups of leaders at some of the speech contests held in the various Zones, to select winners to compete in the finals at San Francisco, when the William A. Dunlap Trophy and other prizes will be awarded.

No mention can be made of any of the winners, since this issue of THE TOASTMASTER will be published before the time for the final contest, and secrecy must be observed for the sake of fairness. It may be said, however, that the speeches in all the Zone Contests were of excellent quality, giving promise of an unusual showing at San Francisco.

Each Zone Contest was arranged and conducted by a member of the Board of Directors of Toastmasters, and in most cases, sessions were held for the education of visitors who assembled for the contest.

The Eastern Zone Contest was held in the Hotel Sinton, at Cincinnati, with Director Leonard E. Price, of Akron, as General Chairman and with Toastmasters present from all parts of the east.

In spite of flooded streams and catastrophic conditions, the Northwest Zone Contest was held in Portland, as scheduled, with a record-breaking attendance drawn from as far away as Vancouver, B. C., Oregon, Idaho, Washington and Montana. Donald T. Nelson, of Portland, was the Director in Charge and General Chairman.



Northwest

An experiment was tried in Zone E, the Southwest Region, when the contest was held in Los Angeles. For once, Toastmasters met without eating. The contest was held in Thorne Hall, at Occidental College, giving the speakers a formally seated audience to address, with no tables and dishes intervening. Nearly 500 members and guests assembled for the event. Present were the Governors of Districts One, Three, Five and 23, otherwise located as the Los Angeles District, Arizona, the San Diego and Imperial Valley District, and New Mexico, all of whose Governors were in attendance. George W. S. Reed, of Los Angeles, was the Director in Charge, and General Chairman.



Southwest

Otto Rothschild Photo

The People's Forum

By OLIN H. PRICE (from his column in the Huntington Park, Calif., Daily Signal).

We might have a more satisfactory government in this country if our public officials knew just what the average citizen thinks about the vital issues of the day. Most of our representatives in the legislative halls are patriotic and fair-minded men, ambitious to do a good job. But they lack understanding of the popular attitudes.

There is an organization with national coverage which devotes a part of its meeting time to a discussion of the vital issues of the day. And since there are more than 17,000 members from all walks of life, the discussion in this group gives a realistic picture of the thinking of these men. The organization is the Toastmasters Club. Each weekly program in this Club provides a period for round-table discussion of local, national, and world problems. If our congressmen could just gather the opinions of these 17,000 men across the country into a composite statement they would certainly be better able to represent their constituents.

The Huntington Park Club No. 14 devoted the discussion period last week to the question, "If I were President of the United States, my most important duty would be to . . ." One member, a thrifty soul, said that the most important duty was to clean house by abolishing most of the bureaus and commissions. He felt that the government should take the lead

in setting an example of thrift and economy as the best means of combating inflation. Another member said that the most important thing for America was to stop communism.

Because of the recent coal strike and the threatened railroad tie-up, one member felt that the President's most important job would be solving the problem of labor relations. Then there was the question of a third term for the President, which evoked a lively discussion; and foreign trade and its importance to the future of the nation. All these important issues before the Congress today were analyzed in a sane and intelligent manner; and anyone who heard the discussion would realize that the average American is thinking seriously about his country.

A novel and refreshing idea was advanced by one member who said that if he were President, his first act would be to study carefully the meaning of the word "billion," so that he would know just what he was doing when he asked the people to spend billions of dollars for any government purpose. It sounds like an excellent program, because it is evident that many of our political leaders have no conception of what a billion dollars really means.

Reformers want to save the world. Most of us just want to save a small part of it—"our salaries."

Evaluating The Evaluators

"The Toaster," bulletin of Birmingham, Alabama, Toastmasters Club No. 512, carries stimulating suggestions under this heading. Here is what their editor thinks about it.

Our speech evaluation is not so effective as it should be. We strain at gnats and swallow camels. We do not give our speakers the concise, pointed analysis to which they are entitled. Certain master evaluators talk on and on, rehashing the statements of individual evaluators. Important factors, such as the improvement of the individual member, and his best means for making further progress, are too often overlooked.

Recently one of our members did exceptionally well as Toastmaster, and he was warmly commended after the meeting by most of the members. But the official evaluators had made no comment whatever on his performance.

One of the members who has had the bad habit of leaning on the table while speaking made a speech at last without even touching the table. He deserved commendation, but the evaluators omitted all mention of his achievement. They appeared to be too busy looking for insignificant flaws.

The summation of the General Evaluator degenerates into a rambling review of what has been said by the individual critics, instead of adding new thoughts. If the General Evaluator has nothing different to add to what has been said, let him say so, and sit down

without wasting time for the members.

We call for a return to "basic principles." Let's use the specific personalized evaluation as given in Basic Training, and make sure that the evaluation is recorded in the book.

Evaluation is desirable, helpful, essential. Let's make ours of the best quality. And let our evaluators learn the fundamental rule of speech, "Have something to say, say it, and sit down!"

Editorial Note:

The experience in Birmingham is not unlike that of many another Toastmasters Club. Really good speech evaluation is something which work and study and preparation will accomplish. Preparation for evaluation is as important as preparation for making a speech. Guidance and instruction in evaluation should be given in every club. Programs of evaluation must be planned as carefully as any other part of the club's activities.

The "Progressive Training" schedules carry recommendations each month for types of evaluation to be used. Newer clubs, working through Basic Training, are advised to make constant and intelligent use of the critique forms given in the textbook, and to make a written record of the criticism of each speech.

The September "Point of Emphasis" prescribed for "Progressive Training" is "Better Evaluation." The September issue of *The Toastmaster* will carry special helps on this subject. If every Toastmasters Club will make evaluation a major project for the entire month of September, the months ahead will bring the best results in speech improvement that we have ever known.



Many a choice morsel was heard and eaten at a recent ham bake staged by the Zanesville Toastmasters Club. Besides preparing a speech each member had to cook his own meal. It was just one of the many activities the club has scheduled for this summer. This picture shows the group dressed in regalia.

Toastmasters In Summertime

It is a well-established fallacy that summertime brings slumps—in business, in education, in all normal activities—even in Toastmasters. But anti-slumpsters find ways to combat this theory. They even make summer activities profitable by special, seasonable adaptations.

In the Toastmasters Clubs, picnics and other outdoor sessions are common practice. Clubs which carry on through July and August, with meetings appropriate to weather and surroundings, face no September pick-up problem. No let-down, hence no pick-up. They are going ahead all the time.

Many Toastmasters Clubs plan their programs to suit the outdoor season. Steak dinners—symptoms of opulence—and other such events are featured. So are programs which have less solemnity than usual—a concession to those of us who have a little Barnum blood in our veins, and like a good show for a change.

There is an article on page 13 of this issue which deals with showmanship. Few of us realize how essential this is in Toastmastering—there's that word again. Maybe the next generation of lexicographers will put it in the dictionary.

It's easier to put on a show when the usual conventionalities are set aside. You take off your coat in hot weather, for example, and maybe wear a sports shirt and no necktie. It is easier to develop the mood for showmanship in such circumstances.

There is the Toastmaster who put on a circus program for his club. Maybe he would have tried it in the wintertime, but he accepted the summer-slump theory as an excuse. So he became a sideshow barker, and then a ringmaster, and had his speakers imitate or emulate or simulate circus performers. He tossed peanuts to the multitude, and put on such an impersonation of barkerism that his hearers wondered whether he might not be some escaped circus man, who had joined the Toastmasters Club in the effort to forget it all.

Just to keep it clear, Barnum was only one of the world's great showmen. Napoleon had a keen sense of the dramatic. So did Alexander the Great, and Charlemagne and others. Even in modern times, there is plenty of showmanship among politicians and national and military leaders. They can always get some sort of following if they beat the big drum and blow the loud trumpet.

So—if you want a good club, and a varied experience, use the opportunity to develop this side of it. Summer is the time, partly because that season lends itself to informality, and partly because it is right now.

A school teacher (old style), a preacher, a lawyer, a farmer, a cattleman, all dressed for their parts—there's a show. It may not be dignified, but it is lots better than shutting up shop for six or eight weeks.

You might get the wives of Toastmasters to put on the dinner one evening, and then assign the Toastmasters (unassisted) to put on the next one, in competition.

An eastern club made chefs, for the evening, of all the members. A western club put whiskers on the speakers, and had them impersonate famous beard-growers—Smith Brothers, etc. A club up north thought that a program on "Kidding My Own Business" would be entertaining—and it was. Another club made it an "Adventurer's Night," leaving it to each speaker to decide what adventure he would relate.

You might even put on a competition among Toastmasters, to see who can present the most original and entertaining summer program.

A Toastmaster can be a Toastmaster in hot weather as well as in cool. It's not the thermometer, but the individual that makes the program. It's a test of the quality of the members, how they meet a season, just as it is how they will meet an emergency.

Summer may toast the Toastmasters, but it shouldn't burn all the ideas out of them.



The Downtown Toastmasters Club 141, of Los Angeles began their summer season by inviting their wives to a picnic. Besides good food and talks, competitive games were in order for the day. The picture proves there was no scarcity of entertainment or happiness.

We Share Our Privilege

It is natural for a man who has enjoyed Toastmasters training to wish to share the privilege with others. Most of the growth of the organization has resulted from this impulse.

A Toastmaster tells other men about the benefits he has gained. Perhaps he invites them to attend his own club. If that is not convenient, he suggests that they establish a club for themselves. He helps them to do it.

One of the most stimulating experiences which can come to any Toastmasters Club is that of sponsoring a new chapter and guiding it through the period of development and organization.

Toastmasters International is probably the largest organization of men interested in personal growth and advancement through training in speech and leadership. Membership in this great company of ambitious men is a privilege welcomed by all.

Since the organization is non-commercial in its nature, employing no paid agents or promoters, the work is spread through the interest and enthusiasm of its members. Fifty-seven more new clubs are required before the end of 1948 to make good on the promise of 700 clubs in the seventieth year of the Founder.

It can be done.

The Record of Growth - "700 by 70"

No.	Name	Location	Dist.
622	Farmer's —	Portland, Oregon.....	7
623	Walker's —	San Diego, California	5
624	Metropolitan —	San Diego, Calif.....	5
625	Jay Cee —	Des Moines, Iowa.....	19
626	Aesculapius —	Seattle, Washington.....	2
627	Uptown —	Oklahoma City, Okla.....	16
628	Ballard —	Seattle, Washington.....	2
629	Aurora YMCA —	Aurora, Illinois.....	8
630	Barnesboro —	Barnesboro, Penn.....	13
631	Henderson —	Henderson, Nevada.....	U
632	Michigan City —	Michigan City, Ind.....	11
633	So. Omaha K. of C. —	Omaha, Nebraska.....	19
634	Downtown YMCA —	Detroit, Michigan.....	U
635	Berkeley "Y" —	Berkeley, Calif.....	4
635	Valley City —	Valley City, North Dakota.....	20
637	Canton —	Canton, Ohio.....	10
638	CPA —	Los Angeles, Calif.....	1
639	Lansing —	Lansing, Michigan.....	U
640	Junior Board of Commerce —	Washington, D. C.....	U
641	Newport Harbor —	Newport Beach, Calif.....	F
642	The Elmore-Blue Earth, Elmore & Blue Earth,	Minnesota.....	6
643	The "Y" Toastmasters —	Pontiac, Mich.....	U

A Confession

The author's name is withheld, by request.

They laughed when I stood up to speak. But I didn't feel like laughing. Neither did they, after about one minute.

When I sat down, no one laughed. They didn't even smile. They just sat there in solemn silence, looking down their noses. They were too kind-hearted even to look at me as I sat, buried under a truck load of embarrassment.

I knew that they were wondering how on earth an intelligent looking man could be so inept—so unutterably dumb. And I mean *dumb*, for my stock of ideas and words had lasted for just two and one-half minutes, and then I went dumb.

It made me wonder, too. It had not seemed such a tough assignment when the chairman asked me to "say a few words" about a certain matter in which I had quite an interest. I supposed I could do it. I just made a few notes on a card, and thought I was all set.

But when I stood up and faced that sea of faces (there must have been at least twenty-five men there that evening) I was sunk—submerged—lost.

It was a horrible experience.

Sometimes I wake up in the night from a reminiscent dream, and I assure you it is most unpleasant—the dream, I mean, not the awakening.

The day after my humiliating failure, one of the men invited me to go with him to the Toastmasters Club.

"What's that?" I asked him. "Are you starting some new scheme to sell electric appliances?"

"Nothing of the sort," he replied. "It is just a lot of us who get together and talk to each other about things. No gadgets nor appliances at all."

"You don't mean that you make speeches, do you?" I came back.

"Not unless you feel like it," he told me. "You just come along and see how it goes. You won't have to say a single word except 'Good evening,' and 'Please pass the salt and pepper,' unless you feel like it."

So I went to his Toastmasters Club meeting, and you know just about what I found there.

Some of them were pretty good talkers, but one of them was making his first speech, and he was almost as badly scared as I had been in mine. But he got through, and some fellow whom they called his "evaluator" bragged on him a little, and gave him some good advice, and he survived.

They had some general talk around the table. A "topicmaster," as they called him, asked us what we thought of the proposition to put the waterworks under municipal ownership, and all the men expressed opinions.

It happens that I have some stock in our local waterworks, and I had my own ideas on the proposal, so when the turn came around to me, I spoke right up and said what I thought. That wasn't like making a speech. I just talked.

Well, that was my start. I haven't seen my finish yet, but I have finished up with being scared to death when I have to face an audience.

I don't intend to be a great orator, but you can bet that I am right on the job when there is something to say which ought to be said.

They don't laugh at me now when I get up to speak. Last week

at the Toastmasters Club, they laughed when I sat down, for I ventured to tell a funny story, and it went over better than I expected. I don't mind being laughed at that way.

Yesterday, a committee of citizens came around to ask if I would let them nominate me for a place on the City Council. A year ago I would have turned them down, but not now. I said, "O.K. If you want me, I'll not refuse." And they said, "We want you. We like the way you tell what you think."

Yes, they were talking to me!

I guess I have the last laugh, now that I belong to the Toastmasters Club in our town.



TOTEM TROPHIES

Totem Toastmasters Club No. 41, of Seattle, takes pride in the trophies, certificates and other awards gathered during the past four years. This club came out as winner of this year's District Two Club-of-the-Year award, and also of first place in the District Speech Contest. The four men seen in the picture displaying the evidences of the club's quality are: Frank McCrillis, Totem's first President; Walter Nitsche, the present President; George Carlson, winner of the District Two Speech Contest; and Earl Meeks, Past President.

The Club Workshop

Progressive Training in The Toastmasters Club

The purposes of this "Progressive Training" schedule are:

1. To secure interest and variety in club programs.
2. To guarantee to every member the fullest opportunity to progress through a variety of speech experiences.
3. To develop better speech evaluation.
4. To provide guidance for officers in conducting club affairs.
5. To promote interest in inter-club activities.

Monthly bulletins are mailed to each club, one set going to the President and one to the Educational Chairman, carrying plans and suggestions for the month. These bulletins are not sent to newly organized clubs, a special series being provided for them during their first year of work.

The Executive Section

August is a month for looking ahead. It is the time to get down to business on the Club-of-the-Year competition. Plans should be made for the election of officers at the first meeting in September. Appoint the Nominating Committee at the mid-August meeting.

Hold some special summer meetings—picnics, out-door meetings of all sorts. Make the meetings entertaining, enjoyable, recreational.

Study your own club. How can it be improved?

Follow Progressive Training plans through the year in your club.

The Educational Section

Point of Emphasis—Unusual Speech Situations.

It is the unusual, the unexpected situation which sometimes floors even a good speaker. This month, create some difficult situations for the speakers, and see how they react. Give them new experiences.

Detailed suggestions have been sent to the Educational Chairman of each club for arranging the unusual situations. Evaluation of speeches is to be based on purpose, surroundings and suitability. Special praise should be given for originality, adaptability and presence of mind in an emergency.

Make August a month in which each man may "learn in moments of joy." Plan summer meetings with unusual care. Make them good. Put on a show. Make progress with *Progressive Training Schedules*.

Majority-Plurality

In this election year you will hear these two words used very frequently, and often in mistaken ways.

A *majority* is the larger of two numbers taken as a whole. When counting votes, we may say that one candidate has a majority if he received more than half of the

total number of votes cast. That is, if the total number of votes cast is 100, and Candidate X has received 51 votes, he has received a majority.

On the other hand, a *plurality* refers to the highest number of votes when three or more candidates are being voted on. Suppose we have three candidates; Mr. X receives 50 of the 100 votes, Mr. Y gets 30, and Mr. Z gets 20. No candidate has secured a *majority* in this case, but Mr. X has a *plurality* of 20 votes, which means that he has that many more than his nearest competitor.

When there are only two candidates, one of them must receive a majority unless there is a tie vote. When there are three or more candidates, one can receive a majority only if he gets more than half of the total votes cast.

There is much loose use of *majority* in places where it does not belong, and where *most* is the right word. Do not say "The majority of the watermelons produced this year were of good quality." You have no way of knowing the total number of watermelons produced. What you mean is that "Most of the watermelons produced this year were.."

Those Indefinite Articles

Two little words—*a* and *an*—are known as "indefinite" articles, as distinguished from *the*, the "definite" article. That is, when you speak of a definite object, you use the definite article, as "the book," or "the tree." When you refer to an indefinite object, which may be any one of a group

or family of such objects, you use the indefinite article and say "a man," or "a house."

So far we have no trouble, but next we come to the two forms of the indefinite article, and must decide whether to use *a* or *an*. The rule is that we use *a* before a word beginning with a consonant sound, and *an* before a word beginning with a vowel sound. That is all right, so long as we distinguish between initial vowels and consonants. The simplest rule is that the initial *sound* is what counts, not the initial *letter*.

There is no question about "a hot day." One would hardly say "an hot day." But very frequently we hear someone talking about "an hotel," or "an historical fact," which sounds either awkward or pedantic, according to the view of the listener. This distortion seems to be the result of an old English custom of dropping the *h* as an initial letter. Of course if one is saying "an 'otel," the *an* form is right, but if one correctly pronounces the word, sounding the *h*, the *a* form is indicated.

Changing speech customs cause confusion in many cases involving the initial *h*. For example, there is the word "humor." Do you sound the *h*, or do you call it "yumor"? Do you say "a humorous story," or "an humorous story"? The Webster preference is for *humor* and *humorous* with the *h* sounded.

The safe rule is to use *an* before words beginning with vowel sounds, and *a* before those with initial consonants. Remember that it is the sound which guides the usage. For example, "humor" is

best pronounced as it is spelled, while the "yumor" pronunciation is given as second choice by most of the leading dictionaries. But whichever way you pronounce it, with or without the *h*, the initial sound is consonantal. You would not say "an youthful person." Neither should you say "an humorous story."

These small words stem from the ancient words for *one* as carried through many languages. The Anglo-Saxon was *ane*; the Gothic was *ains*; the Latin was *unus*; and the Greek was *oine*; all different ways of expressing the idea of unity or singleness. Our ancestors pronounced *one* with the long sound of the *o*. Later it became *on*, with the short *o*; and finally it developed into our "wun" pronunciation, where we hope it may remain for a long time.

A Worthy Program

The Educational Committee of Greensboro Toastmasters Club, of Greensboro, North Carolina, has brought out a set of standards for the education and training of new members. It deserves study by every Educational Committee. Here are the points listed:

1. Each new member is to be given an impressive induction.
2. A check sheet is to be prepared, giving in detail the responsibilities of the sponsor of a new member.
3. A "New Member's Guide" is to be prepared, giving answers to the more obvious questions

about the club, such as will be helpful to the new member.

4. The membership roster, revised up to date, is to be handed to each new member.

5. The new member is not to be scheduled as a speaker until he has received his Basic Training Manual.

6. No new member shall be called upon to act as individual critic until after he has made his first speech.

7. The General Evaluator is to give careful instructions to his individual critics. To this end, he will obtain, prior to the meeting, the list of speakers and the Basic Training number of each speech. He will evaluate the individual critics.

8. The Topicmaster will call on all members who are not a part of the regular speech program.

Listen, Mr. Toastmaster

"He that answereth a matter before he heareth it, it is folly and shame unto him." — Proverbs 18:13.

"Even a fool, when he holdeth his peace, is counted wise; and he that shutteth his lips is esteemed a man of understanding." — Proverbs 17:28.

"Without counsel, purposes are disappointed; but in the multitude of counsellors they are established." — Proverbs 15:22.

In a word, listen before you speak. Think before you express an opinion. Listen to advice, whether you take it or not. Don't sound off prematurely.

Picturesque Words

Climax

Every speech should have a climax. It may even have several minor high points, all leading up to the grand smash—the “punch line”—the “wow” finish. But how to build up to the climax is the question.

You climb up. The word “climax” suggests climbing, for it is derived from the Greek *klimax*, a ladder, or a staircase. It is derived in turn from the Greek verb *klinein*, to lean, which suggests the fact that a ladder is leaned against a wall or tree so as to make climbing possible.

The speaker leans the ladder (his speech outline) against the audience, and starts to climb up to the top. If some rungs of the ladder are missing, through faulty construction, he may take a tumble, or completely fail to reach the top. To be sure of proper climax in the speech, test your ladder of points carefully, rung by rung. Set your foot firmly on each rung, and then proceed to the next higher. You will not lack the climactic finish if you do this.

From the same source, but by another route, comes our common word “climate.” Once again there is the idea of leaning or inclination, but this time it is the supposed slope of the earth toward the pole, which was supposed to have its effect on weather.

Candidate

The woods are full of them this

election year. See if you can recognize them by the root meaning of the word. The Latin verb *candere* means to be of a brilliant, glowing white. The Greek *kandaros* is a coal. The Sanskrit *candira* meant shining. In ancient Rome, a man who was out for election to office was called a *candidatus*, literally “clothed in white,” because he wore a white toga for publicity purposes. That is where we got the word. The whiteness of purity and honesty has become a metaphor rather than a white robe worn during the campaign.

Election

This word comes from the Latin *electus*, literally “chosen out.” The verb *legere* means “to choose.” The prefix *e* or *ex* means out. Hence, *ex-ligere*, shortened to *eligere*, came to mean to choose out of a group, to select, and eventually, to elect, as we use it today.

Vote

That is what you are supposed to do on election day. The word has a definitely religious background. It is related to such words as *vow*, and *devout*, for they all come from the Latin *votum*, a vow or a prayer. Far in the background is a Sanskrit noun, *vaghat*, a supplicant, or one who offers a sacrifice. For free, democratic people, the privilege of choosing their leaders by vote should take on a certain sacred quality, as a moral and social duty.

Tools for the Speaker

Words and ideas are the essential equipment of the public speaker.

Lacking either element, he is handicapped from the start.

He must have ideas, or there is nothing for him to talk about. The speaker who has a ready flow of language, but is short on thought, treats his audience to a windy waste of words and leaves them wondering what he really meant to say, if anything.

The thinker who lacks the words with which to convey his ideas will bore his suffering hearers and by the ineptness of his expression will destroy any good effects which might come from his thinking.

The speaker must have ideas to express and words to express them.

There is no excuse in these days for a deficiency in either of these essentials. There are plenty of things to think about, and plenty of words to phrase the most abstruse thoughts. Recent issues of the dictionary list more than half a million entries—more words than any one person could ever hope to use, or even to understand. You need not fear that your demands will create an overdraft on this vast storehouse of verbal treasure.

Nor is there any reason for lack of things to talk about. The thinker, the reader, the observer, the one whose mind is on the alert, finds subjects for thought and

discussion in every magazine and newspaper, in every book, in every conversation, in every experience. The man with mental resources does not get a chance to discuss half of the interesting things he has in mind.

You are not expected to be original in your ideas. In fact, it is doubtful that any of us are capable of much original thought. Our originality shows itself in the use we make of our borrowed wisdom, in our arrangement of facts and in our choice of words and manner of presenting information which we acquire.

Evidence of poverty of thought and lack of originality is nowhere more clearly shown than in ordinary conversation. Listen, if you will, to the talk which goes on around you in ordinary conditions of life. Observe how large a part of it deals with the most trivial details of individual interest.

It would require a genius to think of anything new to say about the weather, and not many people are interested in the bridge hand that you held last night, or your golf score, or even in the exact state of your health. If others listen to your tales of such personal interest, it is only because they are waiting for a chance to put you on the spot while they pour out their personal stories in turn.

Public speeches are very largely amplified conversations, and every conversation may be made a prac-

tice for public speech. The speaker who studies his conversations and tries to make them interesting gains useful practice for his platform appearances, and at the same time gains renown as an able conversationalist.

Gather ideas for conversational use, and trim them into shape as you discuss them informally. Use new and different words in ordinary talk, and fit them for places in your public address. Get ideas from others, and make them your own. Gather good words

from reading and from listening, and put them into your vocabulary.

Keep out of ruts in conversation, and your public speaking will be lively, interesting, worth hearing, even as your informal talk attracts listeners. Keep your tool kit well stocked with keen, effective, freshly sharpened implements—ideas and words—and you will construct speeches, like houses, that are beautiful, livable, comfortable.



Dr. and Mrs. Harmon Tremaine are shown accepting solid silver platter presented to them at joint meeting of Boise and Borah Toastmasters Clubs of Boise, Idaho. Thornton Wyman, left, of Boise Club and David Doane, Deputy Governor of Borah Club, at right made the presentation as part of awarding Dr. Tremaine an honorary membership in recognition of outstanding service to both clubs.

Seven years of membership have been seven years of accomplishment on the part of Dr. Tremaine, who served the Boise Toastmasters as President, Deputy Governor, and in other capacities, and was its most faithful attendant during the war years. His crowning achievement was the sponsoring of the recently organized Borah Toastmasters Club, which is coming to the point of distinction by its good work.

In accepting the gift, Toastmaster Tremaine paid tribute to the value of Toastmasters training, by means of which he had been helped to overcome his fear of the audience, and to gain courage to assume his place as a civic leader.

Toastmasters in the News

FROM BRITISH COLUMBIA



Received too late for inclusion in the roster of new District Governors published in the July issue of THE TOASTMASTER was the report of Canadian District Twenty-One. The new Governor is D. B. Carmichael, of Vancouver, B. C., a member of Vancouver Toastmasters Club No. 59 since 1941. He has served the club in various capacities, and comes to the new position with a thorough understanding of the work. He will be assisted by Harry W. Sparks, of Victoria, as Lieutenant Governor.

John Daily is Deputy County Prosecutor of Marion County, Indiana. He is also a member of Indianapolis Toastmasters Club No. 385.

In the May 17th issue of LIFE MAGAZINE, there appeared an article on jury work in Indianapolis. A full page is devoted to a rear view of Prosecutor Daily as he opens the case on trial.

We persuaded this eloquent Toastmaster to turn around and face the camera long enough to let us see what he really looks like, and this picture is the result—much better than the one published in LIFE, if you ask us. We regret that it is impossible for us to present a “talking picture” which would enable you to hear him speak in his best court room manner.



Earl R. Baker has hung up a notable record as a member of the Toastmasters Club of Rochester, Minnesota.

In his more than three years of membership, including a year as President, he has not missed a meeting of the club. It is hardly necessary to com-

ment on the values to a man who takes his training without interruption. This excellent club must have many members with records almost equal to this one, for its membership roster stays filled to capacity, usually with half a dozen associate members waiting for their chance.

Stories You Can Use

ALL AT THE SAME TIME

Two Americans had just laid a wreath of flowers on a comrade's grave. While crossing another section of the cemetery they saw a Chinese lay some rice on the grave of a countryman.

One of the Americans asked, "When do you expect your friend to come and eat the rice?"

"When your friend comes to smell the flowers," was the quick reply.

HIGH COST OF LABOR

When the grocer told her that the price of eggs was sixty cents a dozen, she exclaimed: "Why, that's five cents for each egg."

"True," said the grocer, "but you must remember that one egg is a whole day's work for a hen."

SISTER STATES

A curious inquirer wrote in to ask, "What are the sister States?" The brilliant editor of the country newspaper answered:

"We are not quite sure, but we should judge that they are Miss Ouri, Ida Ho, Mary Land, Callie Fornia, Allie Bama, Louisa Anna, Della Ware, Minnie Sota and Mrs. Sippi."

THE AMERICAN LANGUAGE

English as spoken in America brings out some odd combinations. There was the man who was talking about a certain political candidate. He said: "If Jones will only take this stand when he runs, he'll have a walk-over."

POLITICAL NOTE

An immigrant was being examined for naturalization as a citizen of the U. S. A. The questioner demanded:

"Who is the president of the United States?"

The applicant answered correctly.

"And the vice-president?"

Again he had the answer.

"Could you be president?"

"No, no."

"Why not?"

"Mister, you 'scuse me, please. I vera busy—worka da mine all day now."

THE DRIVER REMARKS

"I never knew until I got a car," said the old gentleman, "that profanity was so prevalent."

"Why, do you hear much of it on the road?"

"Yes," was the reply, "almost everyone I bump into swears dreadfully."

SOLD

The jalopy chugged painfully up to the gate of the race track.

The gate keeper, demanding the usual admission fee for automobiles, called out: "A dollar for the car!"

The owner looked up with a pathetic smile of relief and said: "Sold!"

OFFICERS AND DIRECTORS OF TOASTMASTERS INTERNATIONAL

George W. Benson, President, 2467 Kansas Avenue, South Gate, California
I. A. McAninch, Vice-President, 103 West Second St. Los Angeles 12, Calif.
E. Briggs Howorth, Secretary, 411 West Fifth St., Los Angeles 13, Calif.
Robert L. Grube, Treasurer, 7329 East Marginal Way, Seattle 8, Wash.
Joseph P. Rinnert, Past President, 444 Roosevelt Bldg., Los Angeles 14, Calif.
Ralph C. Smedley, Founder & Ed. Director, Box 714, Santa Ana, Calif.
Ted Blanding, Executive Secretary, Box 714, Santa Ana, Calif.
James A. Clark, Director, 500 Russ Building, San Francisco 4, Calif.
Tracy M. Jeffers, Director, 1293 Grand Avenue, St. Paul 5, Minn.
Nick Jorgensen, Director, 2037 Westlake, Seattle 1, Wash.
Bertram H. Mann, Jr., Director, 711 North Grand Ave., St. Louis 3, Mo.
Donald T. Nelson, Director, P. O. Box 711, Portland, Oregon
Weslie W. Olson, Director, 416 W. C. U. Building, Quincy, Ill.
Leonard E. Price, Director, 1756 25th St., Cuyahoga Falls, Ohio
George Reed, Director, 5229 Lockhaven Ave., Los Angeles 41, Calif.

DISTRICT GOVERNORS 1948-49

- ✓ Founder's District, James F. Bean, 1013 Milan Ave., South Pasadena, Calif.
- ✓ District 1, Clement Penrose, 7108 King Ave., Bell, Calif.
- ✓ District 2, Charles H. Griffith, 1415 North 5th St., Tacoma 6, Wash.
- ✓ District 3, Paul H. Jones, 2 South Stone Ave., Tuscon, Arizona.
- ✓ District 4, Everett Kindig, 917 Azalea Ave., Burlingame, Calif.
- ✓ District 5, Harold J. La Dou, 941 Seventh Ave., San Diego 1, Calif.
- ✓ District 6, Jule M. Waber, 1435 Jefferson Ave., St. Paul 5, Minn.
- ✓ District 7, Irving L. Saucerman, 232 U. S. Courthouse Bldg., Portland 5, Oregon.
- ✓ District 8, William Beukema, 1204 North 8th St., Apt. K, St. Louis 6, Mo.
- ✓ District 9, Jack M. Love, W. 1907 Gardner, Spokane 12, Wash.
- ✓ District 10, V. L. Blinn, 781 Copley Road, Akron 2, Ohio.
- District 11, Reginald Dryer, Outer Washington Drive, Evansville, Ind.
- ✓ District 12, Wesley Eberhard, 507 Doris Ave., Oxnard, Calif.
- ✓ District 13, David H. Smith, Catherine Street, Washington, Pa.
- District 14, R. S. Pendleton, 1179 S. University Drive, N. E., Atlanta, Ga.
- District 15, Merwin E. Helmbolt, Burkholder Building, Twin Falls, Idaho.
- ✓ District 16, W. Bruce Norman, 1516 South Atlanta, Tulsa, Oklahoma.
- ✓ District 17, Eldred W. Williams, 715 West Galena St., Butte, Mont.
- District 18, Peter R. Jacobs, Library Buildings, Greenock, Scotland.
- ✓ District 19, George Westberg, 1228 42nd Street, Des Moines 11, Iowa.
- ✓ District 20, Peter Seterdahl, Box 408, Breckenridge, Minnesota.
- District 21, D. B. Carmichael, 4084 West 32nd Avenue, Vancouver, B. C.
- ✓ District 22, Harold J. Schuchman, 602 West Fifth St., Joplin, Mo.
- ✓ District 23, George W. McKim, 209 South Third St., Albuquerque, N. M.

Dr. James F. Bean
1013 Milan Ave.
So. Pasadena, Calif.

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Why Not YOUR Club?

Do you know any really GOOD reason why YOUR Club cannot win one of these International Awards THIS Year?

Community Service Award

Here is a new and inspiring competition. For the best record in community service, some Club will receive this International Award in 1949. Rules for the competition will come out of the San Francisco Convention.



Club-of-the-Year Award

This annual competition is traditional in Toastmasters International. New procedure will be considered at the San Francisco Convention—and ALL Clubs should be able to compete. YOUR Club may receive the 1949 award!

Discuss This In YOUR Club!

Rules of competition for both awards will be sent to your Club President soon after the San Francisco convention. Don't delay in getting your Club started!