

# THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

NOVEMBER 1952

*Diolch i chwi*

*Gracias*

*Tack so mycket*

*Benigne dicis*

*Eucharisto*

**MERCI**

**Grazie**

*Mange tak*

**TODA RABA**



*Shud shoonohrugulem*

*Danke schoen*

**"THANKS"**

**IN ANY LANGUAGE**

TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 1185 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.

NOVEMBER 1952

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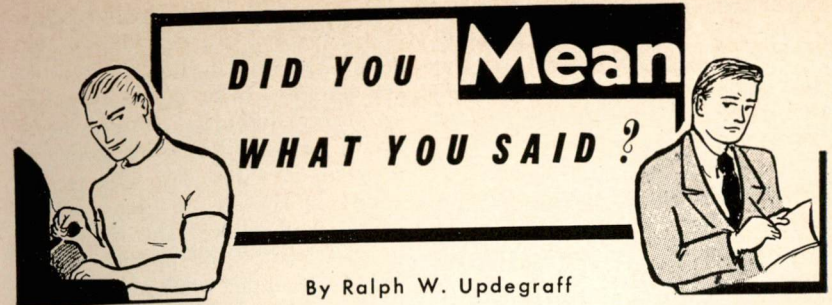
C. Lee Smallwood  
 259 Michigan Ave., Mobile 19, Ala.

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There is the story about the director of industrial relations of a large mining company, who had to break some bad news to the company's president, a distinguished geologist. He was astonished at the geologist's delighted reaction when told, "We have a new strike in Utah."

To both men the sound of the word "strike" was identical; but to the geologist it meant a new discovery of valuable ores; to the personnel man it meant the acutest phase of a labor dispute.

Thus, we have what we may call "Multi-Valued" words. At one extreme are the homophones. Homophones are words that sound exactly alike, but have separate meanings. Thus "four," "for" and "fore" are homophones; they sound alike, but their different meanings are evident when one sees them in print.

Other words may be "homographs" — that is, they are written alike, such as the present and the past of "read," although one rhymes with "weed" and the other with "wed." Other words are both homophonic and homographic, as

for instance, "tire" may mean weary, or the new non-skid on your left front wheel.

Apart from these obvious bases of misunderstanding, however, there is the less obvious, and therefore more dangerous difference in meaning which is not a matter of difference in root, but a difference in what we may call evaluation.

Take the word "job," for instance. To the Industrial Engineer, all too often a "job" is merely a description of duties, or the occasion for making a time study. To the individual employee, however, the same "job" may well mean the difference between self-respect with an adequate living standard, and misery on relief. Thus "job," Industrial Engineer, is not "job," Employee.

Unfortunately, many persons have a two-valued orientation. They see every issue in terms of absolute difference. A thing is good or bad; a situation is fair or not fair; black or white; up or down; either—or. Everything is seen as one or the other of two

absolutes; nothing is seen as a matter of degree. Either you are with us or you are against us. The two-valued orientation is especially likely to prevail and cause harm when there is a real conflict of interest, and emotion is strongly aroused. Under such conditions, for instance, the word "management" suggests vicious, predatory plutocrats to some in labor; and the word "labor" suggests pigheaded, arbitrary, ungrateful loafers to some in management.

Not only does the same word have different "meanings" to members of the opposed groups, but there is a very strong tendency to start calling a thing new names that suggest the speaker's attitude toward it. Thus during a strike at a plant, to the pickets a plant guard becomes a "goon," a loyal employee becomes a "scab," and a new employee replacing a striker is labeled a "rat" or a "fink."

Management too has such labels. "Featherbedding," for instance, and "dead-head," and "blue-sky bargaining," to mention a few. But the greatest sin of management is in another direction, and that is in the direction of quasi-scientific labeling. The effect of this has been to introduce a large number of pseudo-engineering terms which have little or no relation to personal experience, and are not well understood outside (and not always inside) the "scientific management" field.

An employee of a large company is usually hired by an em-

ployee, and generally realizes that the personnel worker doing the hiring has very limited discretionary powers—is in fact acting for an unseen authority. Having been hired, he does his work under a foreman or supervisor who is obviously himself acting under orders from above. The worker is paid by clerks, and perhaps never comes in contact with any but the lowest level of supervision. As a result, he may feel that he is a very small cog in a very large machine; that he is profoundly unimportant as an individual. His daily contributions of time, effort, diligence, conscientiousness, interest, skill, care, patience, persistence, endurance are absorbed by the vast industrial plant with utter impersonality.

Consider, then, the employee thus held in a situation which cries for a human touch, and which seems predestined to drive him into organizations designed to bolster his sense of personal significance—usually a union. When "management" appears to him—in the guise of a bright young man with a stopwatch, for instance—he learns that he is a "test-hand," a term reminiscent of guinea pigs, white mice, and other test animals. (His fellow-workers will call him a "pace-setter" or similar term derived from experience with stopwatches.)

If he has ambition, he learns that the probability of its attainment is coldly indexed in a "merit rating." If he is truly interested in vacations, pensions, insurance and other developments desirable

to him, then to him they are not "fringe issues." When he is fired, he'll find out that the process of depriving him of his income is objectively specified as "severance," and that will put a bit of whipped cream on his dessert.

My point is not that these terms are in themselves indefensible or useless. It is rather that their cold-blooded objectivity, their "engineering" character, hit at impersonal aloofness, at blind, efficiency-economy-productivity-oriented inhumanity. Terms like these snub and insult the worker as a person. They greatly aggravate, in thousands of situations daily, the total employee attitude.

These situations are familiar to all of us. But what is not sufficiently realized is that these conditions must be changed before we can communicate. An attitude that makes communication possible is necessary before communication is possible. It's as simple as that. Yelling, self-righteousness, and going about telling everyone how pig-headed the other fellow is do not facilitate communication.

Now you might say, "Well, all that sounds good, but what has it got to do with me?" Well, just who are you anyway? Let me tell you who you are. Over here I see Mr. Basic Steel and back there Mr. General Motors and Mr. Textile Mill and Mr. Coal Industry. In other words you are Mr. Big. Some of you are Mr. Big today but many of you will be Mr. Big tomorrow.

It may be useful to think of the words as a "map," and of the subject under discussion as the

"territory." The relation of words to "meaning," then, may be regarded as the "map-territory relationship." The map is not the territory, as the word is not the thing. The word symbols must bear a relation to the "meaning" that is like the relation of a reliable map to the territory it represents; and the words must be understandable just as the map must be interpretable. But one must never confuse the map with the territory or the "word" with the "thing."

You cannot change the "territory" by changing the "map," though the writer of many a report or survey has tried! But you must be ready to change the "map" to make it fit the "territory," and not regard it as sacred and immutable, like the charts that discouraged navigators before Columbus, or like some of the assumptions (spoken or unspoken) of management and labor.

When your map and the other fellow's map both fit the territory—and not until then—you can have some hope of talking about the same thing. And that, surely, is a basic necessity for worthwhile communication.

*Ralph Updegraff is Chief Industrial Engineer of Bearing Factory, Timken Roller Bearing Co., of Canton, Ohio. He is a member of Canton Toastmasters Club No. 384. He wishes to give credit for much of the material he has used to an article entitled "Language and Reality," by William Exton, Jr., which appeared in the November, 1950, issue of "Personnel."*

# THE Toastmaster

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Editor . . . . R. C. Smedley

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

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## "THANK YOU"

The sense of appreciation is instinctive with civilized mankind. To feel gratitude for favors both great and small, whether from human or divine sources, is a characteristic which helps to maintain our faith in people even in our most pessimistic moods.

The expression of our gratitude helps to smooth the way in everyday life. Almost any reasonable person is stirred to increased effort when his accomplishment is recognized, while lack of appreciation may cause him to relax, with an "Oh, what's the use?" attitude.

It has been well said that "even

a dog will cease to wag his tail if you don't pat him sometimes."

Intelligent people do not stop with merely thanking each other; they include the Creator in their appreciative expressions. From the early days of civilized existence on earth, thoughtful people have recognized the Divine Power which not only makes, but also guides and helps them. Thanksgiving, in one form or another, has been a part of worship through the ages.

The Israelites instituted the Feast of Tabernacles in the days of their wandering, and they have continued its observance as an expression of praise and thanksgiving, originally for the harvest, but ultimately for all the blessings of life.

The New England colonists, with very little to be grateful for except the preservation of their lives, established their day of Thanksgiving, not only for what they had received, but for what they hoped might be theirs in days to come.

While different nations celebrate their day of thanksgiving on various dates and under various names, most of us, the world around, do give thought to our sense of appreciation at some time during the year.

And so let us give thanks for the blessings of life and liberty, which are ours in spite of all our difficulties. Whether we say *Benigne dicis* or *Eucharisto* or *Merci* or *Danke schoen* or *Thank you*, let's not forget to say it and feel it as we count our blessings and try to deserve at least some of them.

## What's the Use of THE TABLE TOPIC?

By Lewis C. Turner

Why do we use the table topic to start a Toastmasters Club meeting?

Is it designed to get people acquainted, or just to use up time until the main program begins? The answer is that it is planned to give training in impromptu speaking.

Since "impromptu" and "extempore" are frequently confused, let us try to get a clear understanding of the difference. Our friend Webster says, "The *Extempore* speech (still often confused with the impromptu) is now more often recognized as applying to that which is spoken without the use of manuscript, provided that it has not been memorized; the word does not exclude preparation. The word *Impromptu* applies to that which is spoken or uttered on the spur of the moment."

Many speakers who do well with the extempore speech are at a loss when it comes to speaking impromptu. Yet, our chances of having to make an impromptu speech as compared with the extempore are about one hundred to one. This is why we start with an experience in impromptu speaking. Nothing unimportant should be allowed to replace it. It is the type of speaking that the

business or professional man is most likely to use.

Since the subject is unknown, is there anything we can do to train ourselves to be better impromptu speakers? The answer is that there are several things that we can and should do . . .

*First*—Get into the habit of listening carefully to every speech you hear with the idea in mind that you may be called upon to make an impromptu speech when the speaker has finished. Plan what you would say. You will be surprised what this concentration can do for you.

*Second*—Get as much experience as possible in extempore speaking. This will give you training in speech organization which you can use to great advantage.

*Third*—If called upon suddenly, refer in a complimentary way to something that the previous speaker has just said with which you can sincerely agree, or speak on a different angle of the same question. This will give you time to hit upon an idea of your own. Once you have selected the idea that you wish to comment upon, stick to it, don't stray aside, stay put.

*Fourth*—Proceed slowly and calmly, even though you do not feel that way inside. It will pro-

duce a plus-effect upon the audience and their attitude will have a good effect upon you.

*Fifth*—If you can think of one good example to prove your point, be sure to use it. The example stays with the audience longer than any argument.

*Sixth*—Always have a short, snappy speech prepared on some subject of general interest, such as perseverance or enthusiasm, which can be easily switched to the subject under discussion. There are few meetings that can't use a good talk on either subject. It may not be impromptu in the finest sense but it will get that rating from the audience.

*Seventh*—Be brief. Do not apologize. Don't feel that you have to tell a funny story just because it was successful in some other situation.

In addition to the items just mentioned, you may be helped in the quick organization of your ideas by memorizing a few of the

“Stock Arguments” or outlines that can be found in speech books. The types used most often are:

1. The past, present and future of the question.
2. State what's wrong, give the remedy, and appeal.
3. Give the local, national and international aspects of the question.
4. What are the facts geographically and historically?
5. What are the advantages and disadvantages of your plan?
6. Give the social, economic and political implications of the question.

The impromptu talk as given under the table topic in Toastmasters meetings is a vital part of our program. It was not put in there to stop fast eaters. Don't let it degenerate into sloppy entertainment.

Make every opportunity count for your training.

## Your Challenge To ACHIEVEMENT

By Ralph C. Smedley

*This is condensed from the address given at the Chicago Convention, printed in response to requests.*

Today we are facing a challenge — a challenge to achievement.

Now a challenge is an invitation to engage in a contest; a summons to fight.

There are three ways of dealing with a challenge. For one, you can ignore it. You just have not time to be bothered. For another, you can run away from it. You are afraid of it.

For the third, you can face it, and prove yourself able to meet and deal with it. You can be the winner.

I assume that this is the attitude of the men to whom I speak, for you appear to be open-minded, honest, courageous men, ready to face facts, and to take issue in a good cause.

But before you can meet the challenge and win the fight, you must have the issue clearly defined. Just what is this challenge which confronts us?

I take it that it is, in general, a challenge to better living, to be gained through self-improvement, especially in our task of communi-

cation. But that is too indefinite. It is like saying, “Be good and you will be happy.” Let us try to make it specific. What is the challenge to you, as an individual?

It is not just a challenge to you to become a better public speaker. Rather, it is an invitation to you to apply your speech training to your everyday living, not only in talking but in all phases of your life.

Learning how to get along with people is one of the fundamentals in successful living. You are dealing with people every day. Do you know how to get along with them so as to help yourself and the others?

In your business or profession, you are dealing with customers, clients, employees, employers, supervisors, subordinates. The better you know how to handle your relations with all such people, the more successful and productive your life will be. Are you able to present yourself to the best advantage?

Training in effective speaking gives you a rare chance to learn how to meet and work with others.

### A TOAST TO THE TYRO

This month, Toastmaster Johnston Reid, our Scottish poet, of Elgin, Scotland, Toastmasters Club, offers encouragement to all beginners, especially those on Basic Training Number Two.

On Basic Training Number Two

Speech Number Two!—It must ring true.

You've got to be sincere,  
For you're the guy who's going to try  
To move your list'ners here  
To think the thought you think they  
ought,

To see your point of view.  
You mustn't fail to make the sale,  
For what you sell is you!

For the Beginner

At Toastmasterin' I'm a beginner  
An' faith, no very guid a spinner  
O' speeches, fore- or after-dinner,  
But — I am keen  
An' I'm assured I'll speak a winner  
Afore I'm dune.

One phase of this challenge is for you to work to that end, adapting the skills in speech to these daily problems of contacts with your fellow men.

But there is another and still more important challenge to every one of us. That is the challenge to learn to listen well. Speech is important — so is listening. St. James put it forcibly in his Epistle, when he wrote: "Let every man be swift to hear, slow to speak."

Faithful practice of speech evaluation gives us training to that end. We listen to speeches. We study them and analyze them, in order that we may criticize them intelligently. Then we state our reactions, based on careful thought. Analytical listening helps us to digest and assimilate what we have heard. It is good for us, as well as for the men we evaluate.

This intelligent listening is a skill urgently needed by every citizen, especially in such times as the present, when we are beset with propaganda and sales appeals and exhortations. By newspaper, radio, television, and even in ordinary conversation, we are constantly urged to buy or vote or contribute or believe, according to the self-interest of the

speaker. We are helpless, unless we learn to listen with intelligence, with discrimination, with analytical attitude. Our very freedom of speech may lead us into confusion.

It will be a great day for mankind when we learn to listen with our intelligence rather than with our prejudices. I realize that it is beyond the range of reasonable expectation to hope that this ability will be gained by a majority of the people, but if we can raise the standards even a little by promoting the art of analytical listening, we shall have made a worthy accomplishment.

With such possibilities in mind, I bring you a definite, specific challenge. It can be stated in half a dozen words. I wish that you would keep this challenge before you. Hang it over your desk, or write it on your cuff, or fix it in your memory, so that every day of your life it may help to make you a better man, a better member of the society in which you live.

Here it is: Listen! Then think! Then speak, or vote, or buy, or take action!

Let that be the sequence of your cerebration. Listen honestly, think honestly, and then act or speak.

---

*If some great Power would agree to make me always think what is true and do what is right, on condition of being turned into a sort of clock and wound up every morning before I got out of bed, I should instantly close with the offer.*

—Thomas Henry Huxley

## GOOD SPEECH— MAKE IT A HABIT

By E. B. Brogan of N-K Toastmasters Club No. 996, of Detroit

The word *habit* comes from the Latin *habere*, meaning to have. But the practical question, often, is whether we have our habits, or they have us. Someone has said that doing a thing by habit is like rolling a barrel down a hill. If the bottom of the hill is where we want the barrel, then the downgrade is a happy feature of the landscape. But, if we don't want the barrel at the bottom of the hill, the fact that it rolls down on its own momentum is no great help, and may even be a hindrance to what we are trying to do.

The speech personality of any one of us is largely the product of habits which have been acquired involuntarily during the period of our entire lifetime. If we are to improve our speech personalities, we must deliberately and consciously strengthen our good speech habits, and avoid and suppress our bad ones. Unfortunately, for most of us, doing this is like rolling a barrel up hill,

for good habits grow only from constant repetition, and bad ones yield only to faithful attention to their avoidance.

Since no one of us has enough opportunities for public speaking to provide sufficient practice, it is obvious that our everyday conversation must be the field in which we cultivate our ability as speakers.

No one wants to be accused of making a speech every time he opens his mouth, but in one sense, that is just what we do. Every time we talk, we are making a speech. Certainly our friends and associates form their judgments of us much more from our unguarded conversations than from the few prepared speeches we make.

Only by steady, persistent concentration on the development of good speech habits can we hope to become skillful users of the invaluable tool of speech with which most of us are gifted.

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### Have You a Magnificent Obsession?

Successful men in every walk of life are men obsessed with an idea, and blessed with the determination to fulfill its demands. Toastmasters are no exception to the rule.

# Grammar Is Easy

No. VIII of a Series

## In Place of Nouns

As set forth in No. IV of this series, a pronoun is a word used instead of a noun, or name, to eliminate tiresome repetition. Pronoun is a Latin derivative, formed by placing *pro*, a prefix which may mean in front of, or in the place of, in front of *noun*, which comes from the Latin word *nomen*, a name, which is derived in turn from the verb *noscere*, to know. So that is all cleared up.

There are several kinds of pronouns, classified as to use.

First, we have the personal pronouns, *I, thou, you, he, she* and *it*, with their various inflected forms. These are compounded for emphasis by adding *self* or *selves* to their forms. Thus we have *myself, thyself, yourself, himself, herself, itself, ourselves, yourselves, themselves*. Please observe that *hissel* and *theirselves* are not included. There are no such words, properly speaking. And yet some people use them, and Webster includes them, reluctantly, as dialectal. Of course he points out that when an emphatic modifier is used, as in saying "their own very selves," the situation is changed.

## Reflexive Pronouns

These compound forms are properly used as reflexives, turning back an action upon the subject. Thus, one may say, "I hurt myself," or "I am ashamed of myself." The form may be used for emphasis, as in, "You, yourself, know that this is false."

Sometimes these reflexives are improperly used instead of the simple personal pronoun, as when one says, "My wife and myself will be present," or "It was sent to my brother and myself," or "The success of this plan depends on John and yourself." Of course the correct way is to use the simple personal pronoun, as, "My wife and I will be present."

This error is more common than you may think. Watch out for it, especially in writing.

## Pronoun Forms

Before we get away from the personal pronouns, let us take another look at their declensional forms. Unlike nouns, which are used in both subjective and objective cases without change of form, pronouns still hold to the case changes. There are different forms, in most instances, for nominative, possessive and objective cases.

The nominative, used as subject of a sentence, does not cause much trouble. Only the very careless or uneducated person would be heard saying, "Him and me went to town," or "I and her are here."

But a surprising number become mixed up when the objective form is involved. "Between you and I" is a favorite. "It is up to all of we people" is another. "Please excuse John and I" is often heard, and sometimes you may encounter "Everybody was present except he."

One very confusing matter is the spelling of *its*.

If we analyze it, the problem is quite simple. *Its* is the possessive form, while *it's* is the contracted form of *it is*. Thus, *it's* all right to spell it *it's* when you can put *it is* in *its* place, but quite wrong to write "it's final outcome is uncertain." Rule: Do not write *it's* unless you can properly use *it is* in the same place.

## Interrogative Forms

There are three pronouns commonly used in asking questions. These are *who, which* and *what*. Do not confuse *where* and *when* with these. They are adverbs, denoting time and location. They do not take the place of nouns.

In speaking of persons, *who* is the right word to use. Otherwise, you will use *what*. Thus, "Who is it?" implies that a person is involved, while "What is it?" leaves the field open to other than persons. *Which* implies a choice, and it may include persons and things.

Thus, you can ask, "Which man came first?" or you can inquire, "Which road shall I take?" The interrogative pronouns, fortunately, are not productive of many mistakes.

## Demonstrative Forms

*This* and *that*, with their plurals, *these* and *those*, are multi-service words. Originally pronouns, they are also used as adjectives and adverbs. Their principal use is in pointing out certain objects or facts. They may be applied to persons, things or ideas.

Their principal danger comes in distinguishing between singular and plural when used as adjectives. Avoid saying, "I like those kind of books," or "These kind of people worry me." You can see the absurdity of *this kind* of usage if you will turn the expressions around. Try saying, "I like books of that kind," or "People of this kind worry me." *These* and *those* are plural in meaning, so that it would be quite right to say "those kinds of books" or "these kinds of people," but *those kinds* of expression are rather awkward.

For your own safety, remember that you may say "this kind" or "that sort," and that you may say "those books" or "these people."

This leaves us with the so-called *relative pronouns* to be worked over. Try to restrain your impatience until next month, when we shall give them their opportunity.

# FOR FREE SPEECH

November 24 brings a reminder of the struggle by which our right to free expression has been won. It may also help us to realize that much of this freedom, gained through ages of conflict, is today lost, or in process of being lost, to a great part of mankind.

November 24, 1644, is the date of the "*Areopagitica*," John Milton's "Plea for the Liberty of Unlicensed Printing." It brings to mind the fact that three centuries ago, Great Britain was subject to restrictions on speech, and even on thinking, which compare with those in the authoritarian countries of today.

In the month of June, 1643, the English Parliament had enacted a law providing that no book or other publication "shall from henceforth be printed or put on sale, unless the same be first approved of and licensed by such person or persons as both or either of the said Houses shall appoint for the licensing of same."

Boldly disregarding this ordinance, John Milton published, in the following month, his pamphlet on "Divorce," which drew upon him vigorous attacks by both Church and State. This bold advocate of freedom to think and speak set to work on his reply to the tyrants.

The "*Areopagitica*" gets its name by reference to the Areopagus, or Mar's Hill, the seat of the supreme tribunal of ancient Athens, where there was a degree

of freedom in speech quite surprising for that time.

It is esteemed as the most popular and most eloquent, if not the greatest, of all the prose writings of Milton. For today's reader, it is hard work to follow the involved and stilted language of the writer, but the arguments presented are worth while, not as an example of English composition, but as a study of human freedom.

"For who knows not that Truth is strong, next to the Almighty? She needs no policies, nor stratagems, nor licensings to make her victorious, those are the shifts and the defenses that error uses against her power. Give her but room, and do not bind her when she sleeps, for then she speaks not true . . ."

Truth is eternal and indestructible, in the mind of Milton, but her force can be restricted by the folly of men who would place restraints upon her expression.

For those who enjoy the right to speak their minds, it is well to remember that this freedom, so dearly bought, can be lost if we relax our vigilance. Observe not only censorship of expression, but actual attempts at "thought control" in lands behind the Iron Curtain.

Dr. Lorenzo Sears put it well when he wrote: "Eloquence has never been successfully cultivated in captivities or under despotisms. It is in free states and under popular governments alone that oratory can flourish."

# PERSONALITY

and

# THE GOLDEN RULE

By Jim Smutz, of the Riverside Jaycee Toastmasters Club No. 130, of California.

Your personality is your *private* Public Relations Department.

In business we define public relations as the impression which an organization makes on a community. YOUR personality may be defined simply as the impression which you make on others.

Everyone has personality, just as every organization has public relations . . . some good, some bad, some indifferent. Most changes in public relations and personality are subconscious and unplanned. Most changes, therefore, tend toward deterioration rather than improvement.

Some people scoff at anyone who suggests the possibility of personality development. Others consider public relations a matter of interest only to large institutions. You will never neglect either your personality development or your private public relations if you remember that they are one and the same — *the impression you make on other people*.

So let's see how we can *improve* personality, rebuild it as a company would set about rebuilding its public relations.

First, you must decide what kind of a person you want to be.

Whether you select one person or a composite of many makes little difference — but you must set a goal through someone you can emulate. Select a person who has never appeared to you to be ill at ease, who has a friendly — but not overfriendly — attitude, and whose vocabulary is above average in size and quality. Study this fellow at every opportunity and make mental notes of his most appealing characteristics.

Next comes a personal evaluation to find how you compare with the person you want to be — and, for most of us, this does not mean a mere look in the mirror. You must inspect critically, honestly, completely, to do yourself the most good.

Scores of books and millions of words have been written about personality, its development and its changes, but there is one guide to personality improvement which seems to me to be the best of all. That is the *Golden Rule* — Do unto others as you would have them do to you.

Let's see how that works. Suppose an acquaintance mumbles something to you which you barely understand. By applying the Rule you determine that you don't like mumbling, so you make up



your mind to speak distinctly so as never to offend anyone in this way. Another acquaintance is a pessimist and fault-finder. You decide to be optimistic and cheerful. You don't like carelessness, selfishness and untidiness in others. You promise yourself to develop thoughtfulness, unselfishness and neatness. You learn to be genial instead of aloof, orderly instead of boisterous, just and not prejudiced.

The *Golden Rule* can serve as your constant guide to personality development in speech, in dress, in behavior.

The important point is that you must WORK at it. Don't be critical of your friends as you adapt their personality deficiencies as guides to your improvement. Learn by applying the Rule to the good and weak points of your associates.

### The Bayne Report

During the past summer the firm of G. W. Bayne and Associates of Los Angeles made an organizational and management survey of Toastmasters International. They stated in their report that they were favorably impressed and possibly surprised at the scope, magnitude and force of our organization. Fundamentally they state that, (a) district, area, zone and Home Office structures are sound, (b) services to individual members are excellent, and (c) good operating procedures and standards have been maintained despite the exceedingly fast growth of the organization.

Their report as submitted is an excellent, comprehensive report containing many suggestions and recommendations for consideration of the officers of the corporation. Their comments therein are concerned primarily with standardization of policies and procedures, planning for future growth and insurance of continuity in educational and management policies and procedures. They find that our errors are of omissions rather than of commission.

It is the intention of your Board of Directors to use this report as a reference and guide in forward planning and conduct of the affairs of the organization. It is not the intention of the Board of Directors to adopt the recommendations in the report on a wholesale basis, but rather to study such recommendations and proceed with changes as conditions and time permit. It is a long-term project. Some of the suggestions were implemented and made effective at the Executive Committee meeting in Santa Ana, September 18-20, 1952.

It is the judgment of the Board of Directors that the distribution of this report be limited to members of the Board until work on it has been completed. The nature of the report is such that erroneous conclusions could be reached if only portions of it were read or used without consideration of the report as a whole.

Members of the Board and the Home Office executives are pleased with the report and are welcoming the constructive evaluation of their efforts as contained therein. This statement is issued to the membership upon the orders of the Board of Directors of Toastmasters International.

Executive Committee  
Toastmasters International

### WHY I BELONG

This comes from Clarence E. Evans, Regional Disbursing Officer of the Treasury Department Fiscal Service in Denver . . . .

As a member for nearly two years of Columbine Toastmasters Club No. 768, I submit a resume of my two-minute response, in our Table Topics discussion, to the assigned subject, "Why I Belong to Toastmasters".

I belong to Toastmasters because it teaches me:

1. How to stand on my feet.
2. How to look my fellow man in the eye, and express my thoughts.
3. How to appreciate my fellow man.
4. How to listen to a speech or a discussion.
5. How to evaluate spoken words.

6. How to coordinate my thinking with my speaking.

7. *How to speak.*

These seven *hows* are invaluable. They have increased my sociability, and made me a better citizen. Continuous training in the Toastmasters Club improves vocabulary; increases my concentration on the spoken word, whereby I can make myself understood with greater ease.

I belong to Toastmasters because it increases my mental powers of concentration, whereby I can pick out the flaws as well as the meat of a speech, and give a good evaluation. The training we derive from Table Topics quickens our thinking and enables us to translate *gems of thought* into polished *speech*.

### DYNAMIC LEARNING

By H. D. Willey, of Long Beach, California

The writer of these lines is a member of the "schoolteacher bloc" of San Pedro Toastmasters Club No. 111. Having taken several formal university courses in public speaking, he never ceases to marvel at the superior learning situation which exists in Toastmasters.

Toastmasters training is the epitome of the most advanced educational methods. It is *dynamic* — the member learns by doing; not *passive*, where the learner merely reads, listens, and observes.

*Basic Training* is splendidly prepared, and of very definite value to the new member, but we have some qualms about the increasing bulk of such training courses. Let us hope that overzealous educational chairmen don't go too far in "formalizing" Toastmasters training. Educationally, Toastmasters is tops as it is. Let well enough alone.

The members are adults, not children; and Toastmasters is a *club*, not a *classroom*.

# What's Going On

## Hats Off to Toastmaster Kroesch!



Shown leaving a session of Toastmasters convention in Chicago is President Stuart Kroesch of Joliet Club No. 692 and his "Seeing Eye" Penny. Stuart, an enthusiastically effective Toastmaster leader despite his seeming handicap, is a practicing attorney in Joliet, Ill. He is active in civic and church affairs and aspires to political activity in his city and state. Observing that most men seeking public office are poor speakers, he joined Toastmasters to get a head start on his opponents. Best of luck, Stuart, and a pat on the head for Penny.



## Uncle Sam's

Here they are (minus their sideburns and goatees), officers of the recently chartered **UNCLE SAM'S TOASTMASTERS CLUB** No. 1138 at Troy, New York: (L to R) John McKenna, Treasurer; Jay McNally, Educational Chairman; John Keene, Secretary; Joe Frank, Deputy Governor; Joe Churchville, Sergeant-at-Arms; (Front row) Frederick Bibb, Vice President; Carroll Palmer, President and Hal Norris, Area Governor.

**You never start to learn in the Toastmasters Club until you start to teach.**

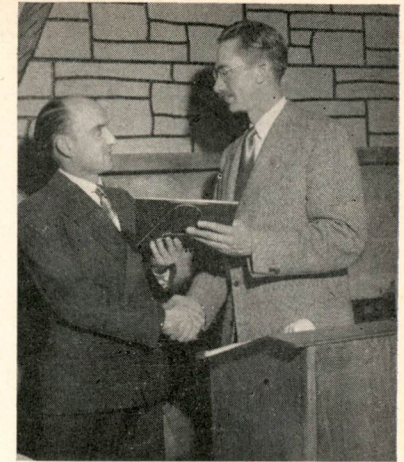
—Glenn H. Holsinger

## Congratulations, George



President Wayne L. Troutner of the Winslow, Arizona Kachina Club No. 1036, presents a Past-President's pin to organizational President George M. Brown at the Club's official charter party held recently.

## From Far Off Alaska



Comes this photograph of Deputy Governor John McNeese (R) presenting club charter to President Everett Adams at the late Spring festivities in honor of the chartering of the Nome Sunset Club No. 1095.

## And Tallahassee, Too



North, South, East and West — new clubs are being chartered by the score. Here are the officers of the Tallahassee Club No. 1135 looking very much pleased after having received their charter. President Dr. Robert Greenberg and Vice President Dr. Robert Lee hold the valued document. Others (L-R) Karl Adams, Sergeant-at-Arms; George Langford, Secretary; Lee Everhart, Deputy Governor; James St. John, Educational Chairman and Dr. Robert Ellman, Program Chairman.

## Nickels and Dimes



Can still buy things at a Kress store and five- and ten-minute speeches may still change the course of history, so — the Kress Toastmasters Club No. 1040 was recently organized in New York City so that the Kress-Men might better equip themselves to serve. In the picture, taken at the charter party, Area Gov. Harry J. Towers is presenting the charter to Pres. C. H. Williamson. Others (L to R) are D. T. Adams, Vice Pres.; A. H. Stone, Treas.; F. E. Kerby, Sgt.-at-Arms; R. W. Williams, Sec., and A. J. Ryan, Educational Chairman.

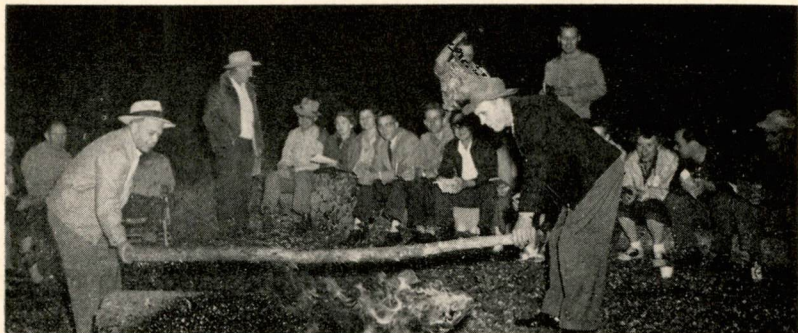
## Double Ceremony



Frank J. Duff (L) President of the Little Rock (Ark.) Club No. 1140 and E. N. Columbus (R) President of the North Little Rock Club No. 1142, seem delighted to receive charters for their respective clubs from D. L. Sibbles, District Governor. The presentation was made at a joint charter party held recently at Little Rock.

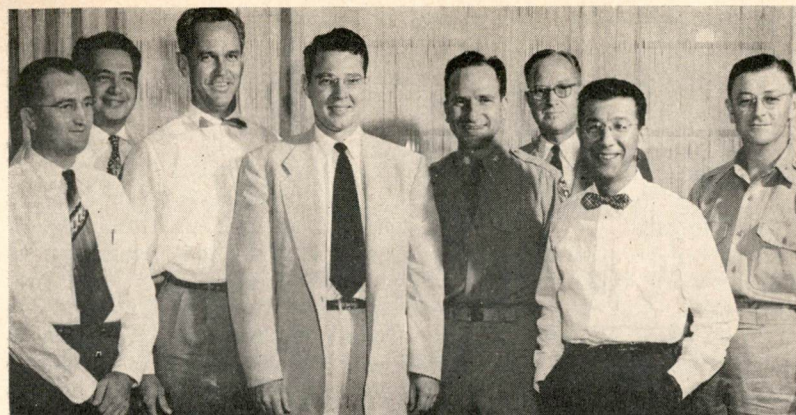


## Summer in Montana



One of the interesting outdoor meetings of the summer season was that arranged by Toastmasters and Toastmistress Clubs of Bozeman and Livingston, Montana. The four clubs, with their husbands and wives, held their picnic half way between the two towns in a beautiful park among the pine trees. In the picture, Presidents Lees, of Livingston, and Willmore, of Bozeman Toastmasters Clubs, toss another log on the fire.

## Aloha



One of our newest clubs is the Fort Shafter Toastmasters Club No. 248 of Hawaii which is composed of officers and civilian employees of that base. Newly elected officers are (L-R) Robert E. Dillon, Program Chairman; Ralph W. Miller, Treasurer; Waldo Bowman, Sergeant-at-Arms; Lyman C. Conant, President; Lt. Col. Lowell Eklund, Vice President; Tom Wilkenson, Deputy Governor; William Foster, Secretary and Maj. Clayton Quig, Educational Chairman.

## Your 1953 Vacation

Denver, the "mile-high" city, gets the next convention of Toastmasters International. Colorful Colorado is preparing to welcome us. In order to dodge the crowd of summer tourists, our convention will be held during the first week of September. Begin now to plan for this wonderful experience.

## "... When Good Fellows Get Together"



"It's always fair weather . . ." especially in Marietta, Georgia, where these Toastmasters got together to celebrate the christening of Marietta Club No. 1047. In that gay mood are: Fred Cueni, Governor District No. 14 presenting charter to Jim Craig, President. Others are (L-R) Sumlyn Hall, Deputy Governor Atlanta's Henry Grady Club; James Wilson, representing Atlanta's Christopher Club; Bill Oliver, Deputy Governor; Fred Bentley, Vice-President; C. W. Wilson, Secretary-Treasurer; Mike Wiedl, Area Governor; Al Hall, Educational Chairman; Cecil Dudley, Sergeant-at-Arms.

# Talk About Toastmasters

By Roy Day, of South Pasadena Toastmasters Club

I like to talk about Toastmasters, because it has been good for me. In fact, it helped me to learn to talk.

I know of no other program or plan of work which has such great value, and which requires so little time and effort, while helping everyone who participates in it.

There is a homely little story which seems to me to be a true example of a good Toastmaster. Back in the old days, when a man could work out his poll tax on the public roads, a farmer brought in his horse to the supervisor to see about working on the road for his tax. It was not a thoroughbred with a fine new harness, but just a plain old work horse.

The supervisor questioned him. Would the horse work with other horses? Would the harness hold up? Would the horse pull his share?

The farmer replied: "I don't know about all these things you talk about, but my horse is honest and willing, and he'll pull all he can."

That is the way with Toastmasters. We don't have to be thoroughbreds, with fine clothes and handsome faces. We just have to be honest, and make our best effort. We accept the help that comes from Toastmasters International and use it in our

own way, which is usually the right way—for us.

The Toastmasters Club teaches us to evaluate the other fellow and to apply that evaluation to our own selves. We learn how to show him his defects in an acceptable manner. We learn to be considerate of his problems and his efforts. It teaches us how to get along with the other man, respecting individual differences. Even though we disagree with him, we are able to show our friendly intent, and to express our ideas in a sincere manner. We come to realize that these differences are small and usually unimportant.

There is no end to Toastmasters training, because there is always something more to be learned, or to be done.

We like to see men of all kinds making their start, full of fear and hesitation, and then, in a few weeks, snapping out of the old fears into a new world of progress and confidence. It's wonderful to see men take such an interest in each other's progress, and to see them display their pride and interest in such accomplishment.

To my mind, the Toastmasters Club stands for everything good and progressive. Its main interest is in helping others to help themselves. It is really self-education.

## THINK, BROTHER, THINK!

By W. L. Shilling, Evergreen Toastmasters Club, Camas, Washington

Planning a speech merely involves setting down the things to be said and then putting them in order, so far as many speakers are concerned.

A much better method is to find out first exactly what you want to do in this speech. Are you trying to *convince* your audience that trains should carry more safety devices, *inform* them how color TV works, *relate* an exciting bear hunt, or *amuse* them with a collection of stories?

With your purpose clearly in mind, the best order for your main points will be easily recognized. Also, you may think of new points which are necessary if your purpose is to be fully accomplished. And, perhaps more important, you may eliminate some points which would not effectively contribute to your main purpose.

If you would convince someone, you usually must lead him patiently, but firmly, along your path of reasoning. Your speech, then, will follow the general outline. If you wish to be informative, you must make a clear beginning with what your hearers already know and then proceed to what is new. If you are relating experiences, the order of your points will depend on the time element. And if you are trying to amuse your audience, you are on your own—I can't do it, either.

## Here's How to Listen

From Bulletin of the La Canada Toastmasters Club, of California

To gain skill in analytical listening, try to accustom yourself to making an outline of each speech you hear.

When the subject of the speech is announced, figure out in your own mind what the speaker intends to accomplish. Make a note of it. Perhaps he will indicate his intention in his opening remarks. Certainly he should give some indication of purpose.

Note his opening. Note his first point, when he comes to it.

Note each succeeding point, trying to distinguish clearly in your mind when he finishes one section and starts the next one.

Try to be very clear about his conclusion—when it starts, and how it "concludes," and whether it stops at the right place.

Then ask yourself if he "delivered" his message. Did he make the sale? Did he accomplish his purpose? Did he convince you?

The habit of analyzing the speech as you listen is one of the best ways to improve your own organization of material, and it is an excellent method for fixing in your memory information and ideas that you should remember.

# Business of the Organization

## Regional Conferences

President Nick Jorgensen and Educational Director Ralph C. Smedley joined forces during October on an extensive trip to visit and participate in district and regional conferences throughout the east and middle west. Conferences were being held, while this issue was being printed, in Stillwater, Okla., Pittsburgh, Pa., Syracuse, N. Y., Boston, Mass., New York City, N. Y., Washington, D. C., High Point, N. C., Atlanta, Ga., Mobile Ala., Louisville, Ky., and San Antonio, Tex. Plans are under way for other conferences to be held during the winter and spring in other strategic locations. In every case, emphasis is being placed upon the operation of districts and clubs for the better training of the individual members in self-expression and self-development.

## Executive Committee Meets

The Executive Committee of Toastmasters International spent a busy three days at the Home Office in Santa Ana, September

18, 19, and 20. Long hours were spent in the study of affairs of the organization as to program, policies, business management, etc., and action was taken in various important matters.

Wayland A. Dunham, of South Pasadena Toastmasters Club, was invited to join the staff as assistant to Ralph Smedley. He started on this assignment on October 1, assuming responsibilities in educational and editorial work which will release Dr. Smedley for other important work, which has been neglected because of the pressure of details.

This new helper has had an extensive experience, both in his own club and area, and in district service. He is the present Governor of Founder's District, and has been for more than a year a member of the Educational Bureau Committee. He was the unanimous choice of the Educational Committee and the Executive Committee for this work.

## The Next Convention

The dates for the 22nd Annual Convention of Toastmasters International were tentatively set for September 3, 4, and 5, 1953, in "Mile-high" Denver. These dates will be confirmed, and further steps taken toward making this convention another "best ever" when the mid-winter meeting of the Board of Directors is held.

# Cognomenclature

Your cognomen is the name by which you are known, and don't be afraid of the word. Cognomen is a perfectly good Latin term, which has been taken over bodily into English (Latin *cognomen*, a surname; *co* for *con* or *cum*, meaning together with, added to *gnomen*, a name.)

The word which heads this article, *cognomenclature*, is just made up to catch your attention, but *nomenclature* and *nomenclator* are real words. The latter means literally a "name-caller." It is made from the Latin *gnomen*, name, and *calare*, to call.

Your cognomen is your surname—and there we go again. That does not come from "sire-name" as some have surmised, but from the Middle English *sournoun*, back of which is the French *surnom*, which goes back, in turn, to the Latin *supra nomen*, or extra name.

The surname is an appellation added to the baptismal, or Christian name. It becomes the family name, as distinguished from the given name, and is thus inherited from your ancestors.

The "given" name, or "Christian" name, is the name by which one is christened, or "made a Christian" in the baptismal ceremony. In early days, this was the only name, and it was given, as a rule, to indicate some peculiarity by which the individual could be recognized. Most of our modern given names have come

to us from antiquity, but their meanings have been lost in the course of time, so that we call a child John or James or Reginald or Percival because the parents prefer the sound of the name, or because there is a rich uncle who would like his name perpetuated.

Further identification is assured by the addition of a third name. This also makes it possible to pay honor to other kinfolks.

The Romans used the three-name system with their important men. Perhaps we got the idea from them. Caesar was formally known as Caius Julius Caesar, and Cicero was Marcus Tullius Cicero, while the great teacher of speech was Marcus Fabius Quintilianus.

Today, nicknames are usually more definitely descriptive than the dignified baptismal names. If your nickname, for instance, is Blackie, or Shorty, or Whitey, or Red, or Stinky, or Pop-Eye, or Stringbean, or Sourpuss, we get some idea of your appearance or your personality.

The nickname was originally an *ekename* in the Middle English. Add *eke*, to piece out, to *name*, and you have an *ekename*. In the course of development, it became a *nekename*, which shortened to nickname.

Names are a fascinating study for people who like to know what is back of the words. We shall have to carry over to another article the significance of some of the familiar given and surnames.

## HOW WE TALK

### Odd Idioms

The language is full of peculiar expressions which we call *idioms*. These are readily understood by those accustomed to using them, but they present a problem to the foreigner trying to learn our way of speaking. Most idioms make no sense at all when translated into another tongue, nor can you get the meaning by defining the words which compose the idiomatic form.

For example, we say that a man is "well off," or that he is "well to do," when we mean that he is in comfortable circumstances financially—that he is "well fixed," or that he lives "on Easy Street."

Try to define any of the expressions literally, and you will find that you are stuck with it. (There is another idiom, hard to define.)

Your adversary must be "reckoned with," and if he has a sword, he may "run you through" with it, and yet come off "scot free" and "get away with it."

Some idioms are grammatically incorrect, and many of them do not make good sense when critically examined, but our speech would lose much of its liveliness if we were to discard them. We just have to be careful about using informal idioms in formal speech.

### Newspaper Talk

Many strange usages are introduced by the newspaper writers, especially in the field of sports. This is the season when the sports writers dust off the old headline, "Fans clamor for ducats for the big game." Why do they say *ducats*? Undoubtedly they mean *tickets*. *Ducat* is the name of a coin used in several countries. Usually it is made of gold, but sometimes of silver. It would not get a fan very far at a football game.

Probably the reporter is confused by the similarity of sound of the two words, but the chap trying to get into the game would not have much use for a ducat unless he could trade it for a ticket.

It seems hard for the sports writer to say things simply. You would be amazed to read, "The Indians defeated the Yanks." It may say, "The Giants smeared, or slaughtered, or annihilated, the Tigers." Still more forceful (and unattractive) is the word used by many radio announcers as they say, "The Saints clobbered the Seals" in yesterday's game.

Another favorite with many writers is, "The man dove off the pier and saved the drowning child." Both newspapers and books say it thus. But *dove* is not the past form of *dive*, any more than *love* is the past of *live*.

Lively language is all right, so long as it does not become ridiculous, even in an idiom.

## Recommended Reading

By R. C. S.



### A Man Called Peter

This is the story of a man whose life was dedicated to Christian service. It is a simple story, simply written by the one best qualified to do it, his wife.

Peter Marshall was a Scottish youth who made his way to America to find his opportunity. He had wanted to join the British navy, but parental objections prevented. As he looked back on his career later in life, his steps were guided all the way, first to America and then into hard labor, followed by the beginning of his education.

From this humble beginning he went on until, as pastor of a Presbyterian Church in the city of Washington, he was appointed chaplain of the Senate. In 1949, a heart attack took him away from his work and his family.

Since his death, Mrs. Marshall has edited and published a volume of her husband's sermons under the title, "Mr. Jones, Meet the Master," which has had an amazing sale. A year or more ago, her story of his life was published by the McGraw-Hill Company, with the title, "A Man Called Peter." It has been in great demand ever since. If you ask for it at your city library, you may find that there is a long list ahead of you

waiting for it. If you buy a copy, you will thereby have made a notable addition to your own library. Reading it will do you good.

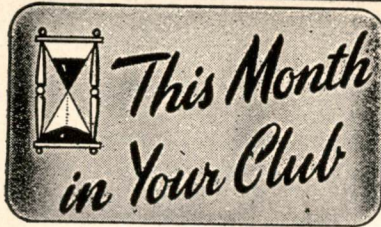
### Mark Twain Again

The late Dixon Wecter put together another very human document under the name, "Sam Clemens of Hannibal," which has just been published by Houghton Mifflin Company. It is remarkable that so much of vital interest has been discovered about the life of this boy who was destined to become one of America's favorite humorous philosophers. You who have enjoyed Tom Sawyer and Huckleberry Finn will find new pleasure added to those old tales of boyhood as you read the story of Mark Twain's own boyish adventures and exploits.

Even this book does not exhaust the resources of the researchers who have access to the letters and papers of Mark Twain. Mr. Wecter has made good use of his opportunity, working almost to the time of his death to edit and arrange the materials, and no doubt some other faithful worker will carry on after him.

For the present, there is good reading in this book, "Sam Clemens of Hannibal," if you care for the Clemens philosophy.

# PROGRESSIVE



## Assigned Speech Subjects

The fact that a good many members have difficulty in finding what to talk about is a strong argument in favor of having subjects assigned, at least for most of the programs.

This must be done with discretion. Since we are a democratic organization, recognizing individual rights, we should not force any man to speak on a subject which is distasteful to him. On the other hand, since we are an educational organization, we must encourage members to seek new experiences, and to get out of ruts and routines of thinking and speaking.

The "theme" program has the advantage, first, of giving the member an assignment which relieves him of worry about what subject he shall choose; and second, of giving a definite point to the entire program as well as to the individual speeches. *Purpose* is emphasized in the theme program for the whole proceeding and for the component parts.

## Study the Titles

Emphasis must be given again to the importance of the title of the speech. A good speech may

be rendered less effective by a dull title. Likewise, a strong, intriguing title helps a poor speech, and makes a good one even better.

Observe titles of stories and articles in popular magazines. Notice how much is added to your interest by a lively caption. When your subject is chosen, try several different ways of titling it, and get a good one. The study of titles will help you in your treatment of the subject.

## Evaluation

Let all evaluators remember that emphasis for this month is on "Speech Material." They will concern themselves with choice of material, wording of titles, originality in presentation, use of imagination and skill in delivery.

## Check Up

Does your club treat new members properly? Is the new man given aid in starting his education in speech? Is an experienced member appointed to advise him and give encouragement? Is the purpose of "Basic Training" made clear to him? Is he inducted in such a manner that he realizes what he has joined?

A good start for a new member usually means a long and profitable membership in the club.

Plans should be well under way in your club for the speech contest, and for use of the Club-of-the-Year competition as a stimulant to good work.

"Step forward, or slip backward."

# PROGRAMING

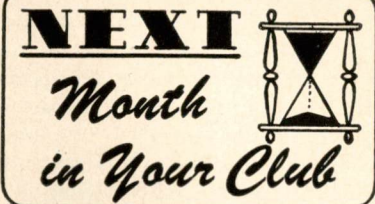
## Better Administration

Handling the business of a Toastmasters Club is as much a part of the training as making a speech. The reason for electing new officers every six months is that as many members as possible should be given the chance at training in official positions. The term is short, and the officers cannot afford to waste a single day of their opportunity.

The Executive Committee meets at least once a month, to hear from the standing committees and to study current matters of importance.

Right now, your club's Executive Committee should consider some or all of these questions:

1. Is your club going to present SPEECHCRAFT this season? If so, get ready to start it in January. Success depends on preparation.
2. Are all club committees functioning effectively? This includes the Educational Committee and the Program Committee, which should have their plans set up at least three months ahead.
3. Is the Club Speech Contest being carried forward so as to provide for choosing a strong speaker to represent you in the Area Contest?
4. Are your officers, especially the Deputy Governor, in close touch with Area and District officers, so that the club gets



the benefits of cooperation with other clubs?

5. Is every member getting his proper chance for improvement and for enlarged experience in speaking, in evaluating, and in committee service?

## Better Education

December is a difficult month for a Toastmasters Club. There are many activities, business and social, to interfere. Attendance may be affected, but don't let the holiday season stop you. Plan to meet the difficulties by extra effort.

This is our month to show our ability as entertaining speakers. It is our time to "put on a show," to plan unusual programs. The events of the Christmas season open unusual opportunities. It is a time to use your imagination and your originality. Plans tried out in your club may serve well for Christmas use in your church or your lodge or your fraternity.

## Program Ideas

Early in the month, have an experienced speaker talk on "How to Make an Entertaining Speech." Then give the members a chance to use this instruction.

# It's a Good Idea

## Save Your Magazines

It is a good idea to keep the past issues of *The Toastmaster* in a convenient file, for reference. Every issue carries information which you may need at any time. Look back for speech ideas and suggestions on speech improvement.

For example, the November "Point of Emphasis" is *Speech Material, Where to Find It*. Pick up the August issue of the magazine and turn to pages 28 and 29. This may be the answer you need for your question.

## Step Out of Character

Even your most diffident and timid member can be jarred loose from his inhibitions by assignment to a speech subject which compels him to assume another character than his own. Have him become a "barker" for a sideshow or a street carnival. Make him a "rooter" at a big football game. Have him impersonate almost any character which involves lively action, and he will reveal unsuspected abilities to let himself go. Have two men carry on a dialogue or conversation in which one is a traffic officer, rebuking the other, a careless driver, for an infraction of the rules. When they start shouting at each other, they will use gestures, both vocal and physical.

During November, have one or two speakers describe their sensations and experiences on Arm-

istice Day, 1918. Let two or three of them impersonate characters connected with the landing of the Pilgrims, or the first Thanksgiving Day, as eye witnesses.

## Friendly Gesture

Not infrequently, some old, well-established Toastmasters Club officer takes the trouble to write to the president of a newly organized chapter in the neighborhood, not only to extend greetings, but to offer assistance in getting under way, if such is desired, and to suggest an exchange of speakers, or at least some visitation between the clubs. Such a communication is pleasantly received by the new club, and it may lead to the development of new friendships and helpful relationships. The old club gains from the enthusiasm of new recruits, and the new club profits by the experience of the older members. Is there a new club in your vicinity, with which you have not established visiting relations? Try this plan on it.

## Quick Returns

The Huron Toastmasters Club No. 878, of Huron, South Dakota, was the first to send in the semi-annual report. They were so eager that they sent it by air mail. Thanks to them and to the many others who followed them so closely. Prompt reporting of new officers, as well as of new members, is a great help for all concerned.

# HOW TO DEBATE AND WIN

By W. L. Presse, Ventura, California, Toastmasters Club

My dictionary defines a debate as "a systematic contest of speakers, in which two points of view of a proposition are advanced with proof." I like that word "systematic." Of course, because of the need for brevity, this definition leaves out important details needed in understanding just what a debate is.

Here are some pointers for the debater.

1. Have the subject clearly defined. Make sure that all the speakers in the debate have the right understanding.
2. Make your statements relevant to this subject and to the arguments of your opponents.
3. Seek some point of agreement or common ground with the contentions of your opponents, and then present progressive arguments which outweigh these points on which you agree. This is good psychology from the standpoint of attack. It has the effect of minimizing the importance of what the opposition puts forth, and it gives the audience the feeling that the weight of argument must be on your side, since you are so willing to make concessions. Instead of being merely an oppositionist, you show yourself as a reasonable man with, in most details, a different point of view.
4. There must be strong, open at-

tack or support of the proposition, and here you must muster all your forces of arguments to make your point.

5. Remember that a debate is more than a discussion. While a discussion may merely recognize and investigate the existence of a problem, a debate is the process by which a "best" solution is reached for a problem whose existence is conceded.

In general, you must always "keep your eye on the ball" when you debate. A familiar stratagem is for the opposition to try to get you off the track, so as to waste your time on non-essentials. Guard against such distraction, and stick to the subject.

Keep in mind the vital importance of a summary, or review of points which have been made. A debate is won on points, not eloquence or cleverness. Your points must be well selected, and they must be proved; while at the same time, you must demolish the arguments of the opposition in your rebuttal.

Tolstoi said: "Reason unites us, not only with our contemporaries, but with men who lived two thousand years before us and with those who will live after us."

A debate is a wonderful practice in reasoning. Whether you win the decision or not, you are the winner in experience if you debate well.



# THIS IS MY PROBLEM

**Q:** There is considerable turnover in our club's membership. Is that bad? What should we do about it?

**A:** It all depends on the causes. A normal turnover of 25 percent a year is not surprising nor alarming. Men gain skill in speech and communication through their training in the club, with the result that their duties, either in occupational lines or in civic obligations, are piled up on them. Time is lacking for performance of these duties along with continuance of training. When a man's skill, developed in the Toastmasters Club, leads him into other fields of service, the club may take pride in his achievement, and carry him as an inactive member who will visit as frequently as possible the club's meetings.

If men drop out of your club because it is not giving them the results they had hoped for, that is another matter. If your program is not truly educational, and progressively helpful, busy men will not stay as members. If the program is intelligently planned, both for educational value and for interest, your members will stay. If you are losing more than 10 members a year, it is a danger signal. Of course you can always keep the roster full by having a few associate members waiting for active status.

In general, a reasonable turnover is desirable, for you need to keep bringing in new men so that the older members may have the chance to gain experience as coaches and guides and instructors. Never let your active membership drop below 27 men.

**Q:** Is anything being done about creation of "visual aids" by the Educational Bureau? There are many possibilities in motion pictures and other visual aids for speech instruction. Is this being considered?

**A:** Much consideration has been given to the matter. Not much has been done as yet, for two reasons. First, the production of most such aids is expensive. When you go into sound picture production, you have to figure in the thousands, and Toastmasters International does not have the money to spare for it, as yet. Second, it is a time-consuming project, proper handling of which would require additional helpers. Your Home Office staff has not yet been able to find time to devote to the matter.

The project is kept in mind for development just as soon as it can be handled. In the meantime, far less than full use is being made by our clubs of the excellent material already provided by the Educational Bureau.

## New Clubs

### WHEN AND WHERE THEY MEET

- 336 FAIRFIELD, Calif., (D 4), Travis Air Force Base, *Travis*, Thurs., 6:30 p.m., Travis Officers' Club.
- 473 SNOQUALMIE FALLS, Wash., (D 2), *Snoqualmie Valley*.
- 668 IRWIN, Ida., (D 15), *Calamity Point*.
- 1178 MIAMI, Fla., (D U), *Miami*.
- 1179 COLUMBUS, Miss., (D 29), *Columbus*.
- 1180 BARSTOW, Calif., (D F), *Barstow*, Mon., 6:30 p.m., Town House.
- 1181 PORT ORCHARD, Wash., (D 32), *Port Orchard*, Mon., 6:30 p.m., Myres Cafe.
- 1182 CARLSBAD, N. M. (D 23), *Carlsbad*, Tues., 7:00 p.m., Crawford Hotel.
- 1183 CARMEL, Ind., (D 11), *Carmel*.
- 1184 STERLING, Col., (D 26), *Sterling*, 2nd & 4th Tues., 5:30 p.m. Reynolds Cafe.
- 1185 CLEVELAND, O., (D 10), *Forest City*, Wed., 12 noon, Red Cross Canteen, 1227 Prospect Avenue.

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### Death from Discourtesy

Many newspapers recently printed an Associated Press item which stated that "at least 25,000 traffic fatalities result annually in the United States from acts of discourtesy on the road." This statement was on the authority of a report by the Greater New York Safety Council.

The report listed as some of the most frequent violations of driving etiquette and common politeness the following:

Disregard of speed limits.

Passing on hills or curves.

Hogging the road.

Failing to dim headlights for approaching cars.

Refusing to wait for pedestrians who are trying to cross a street at a pedestrian lane.

On the other hand, pedestrians tempt the fool-killer when they drag themselves across the street, even in pedestrian lines, needlessly obstructing traffic. When they jay-walk, especially in the twilight, they are flirting with death.

Common courtesy is a life saver, whether on foot or driving. It has been well said: "Don't be a heel behind the wheel."

## THE QUIZZER

### What — Where — Who

1. What noted explorer reached both the North and South Poles?
2. Where is the Capitoline Hill?
3. Who was William Allen White, and what established his fame?
4. What is the Sixth Commandment?
5. Where is the Land of Goshen?
6. Who was married to Pocahontas?
7. What is a love apple?
8. Where was the Mecklenburg Declaration of Independence proclaimed?
9. Who killed William McKinley?
10. What was Martha Washington's name before she married George?
11. Who was Aphrodite?
12. In what musical play was the song, "Every Little Movement Has a Meaning All Its Own?"
13. Where is America's Tomb of the Unknown Soldier?
14. Where is Fleet Street?
15. What is a Cheshire cat?
16. What is the Cheshire Cheese?

#### THE KEY

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|---|--|
| 1. Roald Amundsen   | 20. Christened Martha Dandridge; married Daniel Park Custis, who died. She married George Washington, January 1759   |
| 2. In Rome—The principal one of the Seven Hills of Rome   | 11. In Greek mythology, goddess of love and marriage   |
| 3. He was the editor-owner of the Emporia Gazette. An editorial, "What's the Matter With Kansas," first attracted nation-wide attention | 12. Madame Sherry  |
| 4. Thou shalt not kill  | 13. Arlington, Virginia  |
| 5. A region of Lower Egypt colonized by the Israelites before the Exodus  | 14. In London, running from Ludgate Circus to the Strand   |
| 6. Captain John Rolfe   | 15. In "Alice in Wonderland," it was a grinning cat which appeared to advise Alice   |
| 7. This is an old-fashioned name for the tomato   | 16. There is a kind of cheese made in the County of Cheshire, England, but the famous Cheshire Cheese was an inn on Wine Office Court, Fleet Street, where Dr. Johnson often dined |
| 8. St. Charlotte, N. C., in Mecklenburg County, in 1775   |  |
| 9. Leon Czolgosz, September 6, 1901   |  |

### BEFORE WE ADJOURN

A little learning is a dangerous thing;  
 Drink deep, or taste not the Pierian spring;  
 Their shallow draughts intoxicate the brain,  
 And drinking largely sobers us again.

—Alexander Pope (1688-1744)

## NEW DISTRICT GOVERNORS

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|--|--|
| Founder's—Wayland A. Dunham<br>Box 81, San Marino, Calif.                      | 19 Walter E. Schultz<br>Box 356, Boone, Iowa                       |
| 1 George W. S. Reed<br>5229 Lockhaven Ave., Los Angeles 41, Calif.             | 20 R. E. Moen<br>1254 N. 2nd St., Fargo, N. D.                     |
| 2 Hilierd Berglund<br>7329 E. Marginal Way, Seattle, Wash.                     | 21 Jack A. Laffling<br>4055 W. 35th Ave., Vancouver 13, B. C.      |
| 3 David H. Palmer, Jr.<br>Suite 10 Valley National Bank Bldg., Prescott, Ariz. | 22 Will B. Arnold<br>1218 Rural Street, Emporia, Kansas            |
| 4 Terence H. McGowan<br>322 Ralston St., San Francisco 27, Calif.              | 23 William C. Patten<br>P. O. Box 896, Albuquerque, N. M.          |
| 5 Victor W. Brown<br>1147 Diamond St., San Diego 9, Calif.                     | 24 Edward Wiedman<br>708 S. 4th St., Norfolk, Neb.                 |
| 6 Lee Tallman<br>729 N. Broad St., Mankato, Minn.                              | 25 Marvin T. Deane<br>607 John Adams Dr., San Antonio, Tex.        |
| 7 John W. Buck<br>437 N. 16th St., Corvallis, Ore.                             | 26 Q. R. Dungan<br>1514 13th St., Boulder, Colo.                   |
| 8 Harry L. Hodde<br>Allis-Chalmers Mfg. Co., Springfield, Ill.                 | 27 Edward J. Tejerian<br>1108 "G" St., Reedley, Calif.             |
| 9 A. R. Albo<br>W. 2510 Garland Ave., Spokane, Wash.                           | 28 Vernon D. Ebersole<br>1516 N. Genesee Dr., Lansing 15, Mich.    |
| 10 C. Ralph Olin<br>2240 Coventry Rd., Columbus, O.                            | 29 Gordon G. Armstrong<br>208 Adams Street, Mobile, Alabama        |
| 11 John Bartholomew<br>215 E. 10th St., Michigan City, Ind.                    | 30 Elmer H. Grogan<br>1107 N. Bahls St., Danville, Ill.            |
| 12 Edward F. Byrne<br>2307 State St., Santa Barbara, Calif.                    | 31 William R. Keevers<br>622 Campbell Ave., West Haven, Conn.      |
| 13 A. Lloyd Rossell<br>Box 269 Canonsburg, Pennsylvania                        | 32 Don Dightman<br>2610 N. Puget Sound Ave., Tacoma 7, Wash.       |
| 14 Michael F. Wiedl, Jr.<br>2217 Virginia Pl., N.E. Atlanta 5, Ga.             | 33 Carl N. Berryman<br>Route 3, Box 39A, Yakima, Wash.             |
| 15 Dr. L. M. Neher<br>Jerome, Idaho  | 34 Raymond G. Castle<br>351 S. Warren St., Syracuse 2, N.Y.        |
| 16 J. O. Grantham<br>1528 S. Elm St., Bartlesville, Okla.                      | 35 Clifford M. Teuchert<br>717 Oneida Ave., Beaver Dam, Wis.       |
| 17 Jack Nixon<br>206 South Idaho, Butte, Montana                               | 36 Carl W. Binker<br>Suite 340 Woodward Bldg., Washington 5, D. C. |
| 18 James Ewart<br>Silvermount, 210 Old Inverkip Road, Greenock, Scotland       | 37 Arch K. Schoch<br>Professional Bldg., High Point, N. C.         |
|  | 38 J. E. Brash<br>18 W. Chelton Ave., Philadelphia 44, Pa.         |



**D** O NOT let your vanity and self-love make you suppose that people become your friends at first sight, or even upon a short acquaintance. Real friendship is a slow grower, and never thrives unless ingrafted upon a stock of known and reciprocal merit.

—Lord Chesterfield