

DR. JIM BEAN

THE *Toastmaster*

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TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 750 active clubs, located in the United States, Canada, England, Scotland, South Africa, and the Hawaiian Islands, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Listening

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

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"The King is dead! Long live the King!"—The cover shows Past President McAninch placing the President's pin on newly elected President Lewis C. Turner as Past President Joseph P. Rinnert, Program Chairman of the St. Louis convention, looks on with approval.

This photograph and other convention pictures in the magazine have been provided by Stewart Martin, Convention photographer.

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★ Constructive Criticism is

ONE OF THE FINE ARTS

By RALPH C. SMEDLEY

Criticism is an art, although it has never been listed as one of the fine arts. On the contrary, it has usually been directed toward or against the so-called fine arts of music, poetry, painting, drama, and the like.

Speech Evaluation is a branch of this art, but in purposes and methods it is radically different from what is generally recognized as literary or art or dramatic criticism. Our definition of criticism may be stated: "A process of evaluation and appraisal for the purpose of improvement."

This is *constructive criticism*, as practiced in the Toastmasters Clubs. It is not merely a matter of pointing out faults without suggestions for improvement, but it is a definite technique for promoting better work through identification of faults and suggestion of means for correcting them.

Fault-finding without suggestions for improvement is a waste of time.

In the Toastmasters Club, no worthy critic ever uses his opportunity to show off his cleverness at the expense of the speaker, nor takes the occasion to air his prejudices and personal idiosyncrasies. On the contrary, he undertakes to reflect for the speaker

the reaction of the audience, so that strong points may be emphasized and encouraged, and weaknesses may be eliminated.

Standards of criticism are difficult to determine. This is true in all the arts. As a rule, the standards are set by the individual critic, on the basis of his personal likes and dislikes and prejudices. The critic looks at a picture, reads a book, listens to music, and he either likes it or dislikes it. If he likes it, he pronounces it good. If it displeases him, he condemns it. Sometimes he seems to enjoy being displeased, so that he can show off his cleverness.

In mathematics or the sciences, there are exact standards. A problem is correctly solved, or it is not. There are rules by which to evaluate and establish the grades. This is not the case in the performance of the artist, whose work is judged by its effect.

There is the true standard for the speech evaluator. The final test of a speech is the results it accomplishes.

The speech evaluator must everlastingly keep before him five vital questions, as he listens with analytical mind.

First, what did the speaker intend to accomplish by his speech?

Second, what did he actually accomplish?

Third, what elements in his speech (material, construction, delivery) helped him to gain the desired result?

Fourth, what elements in his speech hindered his accomplishment?

Fifth, what does he need to do in order to make his next speech better?

Even so, it must be remembered that the evaluator expresses his own personal reaction. Others may have reacted differently. It is good for the speaker to have more than one evaluator, for this reason, so that diversity of opinion may be expressed.

There are occasions when some member, not fully in accord with what the evaluator has said, should ask the privilege of stating his opinion on some point of difference.

There are occasions when the speaker himself should be given liberty to question his evaluator on any point which is not clear.

All these matters must be handled with tact, courtesy and sincerity. Speaker and evaluator must recognize their mutual obligation to evaluate tactfully and helpfully, and to accept criticism gracefully and with appreciation.

Completely out of place in the Toastmasters Club is any suggestion that the critic should "tear the speech apart," or "burn up the speaker," or "give him the works." Instead, let the critic show how to put the speech together; how to build up the speaker; how to give him help he needs.

For any man to qualify himself as a thoroughly good evaluator,

there is required much analytical listening, much study of speeches and speakers, and much self-examination as to why he reacts to certain things in certain ways.

One of the finest things about this part of Toastmasters training is the fact that the good evaluator gains immeasurably for himself in learning how to deal with other people; how to give advice and suggestions without offending; and how to judge and appraise men in all sorts of situations — not merely as public speakers.

Still better, experience as an evaluator of speech develops the attitude of helpful interest in others, and teaches the evaluator to be tolerant, even with those who disagree with him.

The privilege of serving as an evaluator or critic is one of the choicest advantages of membership in a Toastmasters Club. No member can afford to miss his chance to listen, appraise, and suggest improvements. Better skip your speech assignment than miss out on the appointment as evaluator.

Whatever your situation as to other fine arts, you have an opportunity to make yourself an adept in the art of criticism by your participation in the work of speech evaluation as a member of the Toastmasters Club.

Rightly used and directed, constructive criticism is one of the finest of all the arts known to man. It is fundamental to the development of all the others.

From Your New President



LEWIS C. TURNER
President of Toastmasters International
1949-50

"Lew" is a pioneer in Toastmasters in Ohio, having helped to establish Akron Toastmasters Club No. 151, in 1939, our first club in the Buckeye State. He served as its charter president, and has filled many offices since that time. He has been a member of the Board of Directors of T. I. and has served on numerous committees. During the past year he was our vice-president, and he comes to his high position as president with a thorough understanding of our organization and its responsibilities. He is principal of South High School of Akron, and is an instructor in speech at Akron University. He is much in demand as a lecturer on educational matters. A veteran of World War I, he is active in American Legion work. For his first message as president, he suggests

GROWTH THROUGH SERVICE

The Toastmasters movement

has grown because of its service to individuals. It occurs to me that the organization can grow more and profit much by being of service to the community.

Specifically, I suggest that we offer our services to the high schools in our communities by providing a guidance service which we are uniquely qualified to present, namely, vocational guidance.

Frequently, in my 33 years of teaching, I have invited business and professional men to appear before our classes and assemblies to discuss the opportunities in their lines of work. Results have been disappointing. Many of the speakers have talked about everything except that which we wished them to cover.

Finally, we talked over the problem in our faculty meeting, and arrived at a simple outline which did produce results, and which caused me to think that all outlines should be as brief as this:

- a. What are the general requirements in this profession?
- b. What are the advantages in it?
- c. What are its disadvantages?

When we have a vocation assembly, we ask our speakers to stick to this outline. The students know what to look for, and they can ask intelligent questions because they are looking for specific information.

The speeches are limited to five minutes each, followed by three
(Continued on Page 4)

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Editor - - - - R. C. Smedley
Editorial Board: Jack Haynes,
George W. S. Reed, E. M. Sund-
quist, Ernest Wooster, Leonard
Miller.

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WE NEED AN AH-METER

Easy to fall into, hard to lose, is the ah-habit.

The everyday conversationalist who interlards his sentences — or joins them — with *uhs* and *ahs* is not making his meaning clearer, and he certainly is straining the patience of those who have to listen.

The person who grunts in ordinary conversation is handicapped when he takes the platform to make a speech, for the ah-habit follows him even there.

This fact is recognized in Toastmasters Club meetings, where the members watch themselves and each other to eliminate the aspirated pauses. But this is not enough. Two hours a week devoted to grunt suppression will not get you very far unless you carry the idea into your daily walk and talk.

If you are addicted to the habit, even to a very moderate degree, you should set the family to work

helping you. Don't put the entire burden on your club-mates. Ask the wife and children to remind you when you hesitate in speech. This will make you keenly conscious of the need for effort. It will be good for them also, for they may have similar tendencies.

Provide some sort of "ah-meter" for your personal use, and use it every day.

Growth Through Service

(Continued from Page 3)

minutes devoted to questions from the floor. Librarians report increased requests for information on the vocations covered, which would tend to prove that the speakers are accomplishing their objectives.

Guidance experts estimate that 70 per cent of the adults in this country are working at jobs for which they are not fitted, or which they do not enjoy. Either situation is bad for all concerned.

If members of our Toastmasters Clubs, trained to speak, will attack this problem, they can make a great contribution to American education and will, in return, receive great benefits through the training they will receive in facing actual speech situations.

I am confident that the principal of your high school will appreciate this service. See to it that the presentation is evaluated by your experienced members before you present it, so that it may be your best.

One way to grow is through service to others. Such service gives the ultimate in satisfaction to the one who serves. It is worth trying. Let's try it this year.

★ Who is the Best Evaluator? Here is

A Contest For The Critics

September brings the start of the speech contest in the individual Toastmasters Club. Each speaker at each meeting will be rated as to his success in speech on that occasion, and the results of the continuous contest, as shown in percentages, will guide in choosing the club's representatives in the Area Speech Contest next March.

The purpose of that contest is to stimulate all the members to do their best in order that they may win a good rating by their forensic efforts before the club.

This year, it is proposed to add something new.

Since *speech evaluation* is one of the essentials in Toastmasters training, we need to develop our evaluators so that they may do well. This leads to the establishing of a "Contest for Critics," by which means it is hoped that the members may be stimulated to greater efforts in their work as evaluators.

Beginning with September, let a vote be taken at the conclusion of each meeting to determine which one of the evaluators has done the best work on that particular program. The percentages on these votes should be kept as carefully as those for the speakers.

At the first meeting in October, and at the first meeting of each month thereafter, let each member cast his ballot in answer to this question: *Which member did*



the best work as evaluator during the past month?

It is not necessary that the member consider only the ones who have evaluated his own speeches. He may take into consideration what was said to other speakers, for he must have learned from the others as well as from his own evaluator.

At the end of the season of voting, which may be set for the date of the Area Contest, or any other date next spring which the club chooses, let the results be announced, and let special honor be paid to the winners of first, second and third places in the "Contest for Critics."

Obviously, this competition cannot well be carried beyond the level of the club, but it can be made very effective in the individual club as an encouragement to better evaluation.

How to Size Up the Critic

In deciding which member is entitled to your vote for the ex-

cellence of his work in evaluation, consider several points.

First, consider the purpose of evaluation in general — to help the speaker to do better next time. Did this evaluator do that for the speaker he appraised?

Second, did the evaluator show an appreciation for the purpose of the speaker and the speech, and did he make his critical comment fit that purpose?

Third, did the evaluator pay attention to fundamental matters, or did he wander off into unimportant details?

Fourth, did the evaluator present his comments in a halting, uncertain manner, without clear organization of his thought, or did he give a bright, snappy two-minute discussion of the speech under consideration?

Fifth, did the evaluator try to show off at the expense of the speaker, or did he make an honest and fruitful effort to forget himself and his personal prejudices in giving an honest, friendly, intelligent expression of his reaction

to the speech?

These are some of the things to be borne in mind in sizing up the evaluator. It will be a wholesome experience for him to be thus evaluated on his evaluation. It should stir up a spirit of emulation among the members which will result in greatly improved work in our analytical listening. That is the purpose of the contest.

We have long been accustomed to honoring good speakers in our clubs. It is time to pay attention to our evaluators.

The man who does the best work in evaluation is not always the one who makes the best speech, but his service to his fellow members is great. We should give him full credit.

Encourage every member to become a good critic, to listen analytically and to appraise constructively.

Plan to start the voting for the best and most helpful evaluators in your club in September. Keep it up as long as it produces good results.

THIS IS "CRITICISM"

The story is told of an art critic who was one day asked what he thought of the French painter, Ingres.

"Do you consider him a great painter?" the inquirer asked.

"Ingres doesn't paint; he colors."

"But what about his designs?"

"They are much too sharp and angular for paintings."

"Do you approve of his coloring?"

"It is glaring and cold."

"And his composition?"

"That is his weakest point."

"But he does have inventive faculty."

"Quite the contrary. He lacks artistic fantasy and imagination."

"Then," said the inquirer, "he's not so much of an artist after all."

"What?" cried the critic indignantly, "Ingres not good? Let me tell you, sir, that Ingres is one of the greatest artists that ever lived!"

★ Even If Sloppy Speech Is Easier,

Can You Afford It?

Is it easier to speak incorrectly than to use good forms?

Does bad grammar make speech sound more sprightly, more convincing, more pleasing?

Is rebellion against the rules of grammar and rhetoric a characteristic of the fine, free American spirit?

Or is it just plain carelessness in use of words, together with both carelessness and laziness in thinking of what we are trying to say?

In a word, why do you, a reasonably well-educated person, use such expressions as "ain't," "he don't," "he done it," "I seen," "I come," "can I go?," "I had went," and many other such popular locutions which directly violate the principles of speech?

Does it seem more convincing to say, "I haven't got no more cigarettes"? Is it more friendly to drop the final *g* when the word ends in *ing*, such as "I'm not comin' yet," than to give full value to the terminal letter?

There must be some reason why educated people so abuse the language. If we could discover the reason, we might then be able to decide whether to keep on trying to promote correct usage, and how to do it, or whether it is wiser to let things slide until wrong usage becomes right by popular practice.

Observe the careful speaker who avoids errors and cultivates good form. Notice how clear-cut, au-

thoritative and impressive his language is, provided he has other qualifications in addition to good grammar.

Study your own speech habits. Try to discover what are your favorite solecisms, and then find out why you prefer them.

Would your effectiveness in speech be increased if you eliminated errors and spoke correctly? Or are you better in conversation and public speech because of your picturesque disregard of conversational forms?

The right use of words is not a matter to be left to the pedants and the pedagogues. It is involved in the daily life of every man. The misuse of words not only produces undesirable effects on one's hearers, but it actually confuses ideas, and restricts the value of language as a means of communication.

It is possible for us to communicate with others by means of speech only in so far as we have a common understanding about the meaning of words, and an agreement as to the right ways to join them in sentences. That is why we must pay attention to the rules of grammar and rhetoric as well as to the basic meaning, if we are to make ourselves understood.

Back of every rule of grammar there is a good reason. Most of these rules have been established through long usage by people who

knew the reasons. Even for the sake of demonstrating your independence it is hardly worth while to violate principles so well established.

A noticeable error in use of words is bad manners, quite as much so as eating pie with a knife, or "saucering" your coffee to cool it, or keeping your hat on when you enter a living room. The pie may taste just as good whether you use fingers or a fork, but in the best society, the fork is preferred.

You are ambitious to get ahead in business, or society, or whatever your field may be. Will better speech help your progress?

Is it possible that some other man will be chosen for promotion or election when the time of decision comes, because he has presented himself better in his talk through good use of language? If

you were choosing a man for an important position, especially one in which contacts with the public would be a part, would you select the ungrammatical, sloppy speaker, or the one with adequate vocabulary and good speech habits, other things being equal?

Consider whether you may have been hindered without realizing it by your own carelessness in speech. Then consider whether you can afford to continue to talk carelessly.

It may be that you will decide, on careful reflection, that it will mean money in your pocket and preferment in business and social matters if you pay more attention to speaking to the best of your ability.

In that case, you should be concerned about this very personal question: Can you afford to be careless in speech?

THE MASTER OF WORDS

In English, words are formed into sentences by the operation of an invisible power, which is like magnetism. Each word is charged with a meaning which gives it a tendency toward some of those in the sentence, and particularly to one, and which repels it from the others; and he who subtly divines, and dexterously uses this latent attraction, filling his words with a fiving but latent light and heat, which makes them leap to each other and cling together while they transmit his freely-flowing thought, is a master of the English language In speaking or writing English, we have only to choose the right words and put them into the right places, respecting no laws but those of reason, conforming to no order but that which we call "logical."

—Richard Grant White

★ They Thought That

I Couldn't Preside

By ERNEST S. WOOSTER

And how right they were!

But I didn't know it when I light-heartedly agreed to become chairman of a meeting.

It had seemed so easy when I watched others preside. Business was dispatched with alacrity and precision. And now I was to be the dispatcher.

"Mr. Chairman"

I thought it was a friendly salutation. I knew the speaker, so I pleasantly responded, "Hello, Fred."

But Fred was not in a friendly mood for visiting. He wanted to be formal. He persisted with:

"Mr. Chairman, I move that we find another meeting place for our association."

"Second the motion!" came from several. I beamed approval at this hearty outburst of enthusiasm over Fred's idea.

"All in favor say 'aye,'" I hastened to put in. No use of monkeying around. We'd get this out of the way in record time.

But amid the tumult of "ayes" a strident and powerful voice shouted protest. There was a momentary quiet, and the voice continued, "Don't we get a chance to discuss it?"

I gave them the chance, and the discussion went on for some time. Then a hitherto inconspicuous member popped, up, saying, "I move to amend the motion by

adding the words 'after the first of next year'."

This seemed reasonable enough, but what was I to do about it? Here was an amendment. No doubt amendments have their rights, but I wasn't sure about what they were. After some mental fumbling I came up with a brilliant remark. "Mr. Occasional has offered an amendment," was what I said.

That seemed to me to be a fair statement of fact, but there followed silence which soon became embarrassing, at least to me. I waited with them.

Then up rose Fred, my one-time friend, with, "I think we have debated this matter long enough. I move the previous question."

Previous question? Ah, yes, that was clear. Previous, meaning some time in the past, some time before something else; and question, meaning something asked. Asking something before—but before what? Logic wasn't helping me much. It must be that "previous question" had a meaning all its own. I thought I saw a way to get out of the muddle.

"We have an amendment," I stated firmly.

Again rose Fred, who was rapidly gaining a place in my black book of recognized enemies. "No one seconded the motion to amend," he informed me.

"Yes, but the motion to amend

was made," I returned, triumphantly, hoping to swamp him with this assertion of fact.

Apparently Fred had met General Robert, if not in person, at least through his well-known book on the etiquette of handling meetings.

"No motion," he stated distinctly—and frigidly—"is a motion unless it is seconded."

He just about had me with that one. Then I disinterred from my fast-freezing mental process the one bit of parliamentary knowledge which I had salvaged from a course into which I had been forced by a teacher who had the odd idea that such training might be useful.

"What about a nomination?" I asked him, "Do you need a second to that?"

That baffled Fred and stopped him long enough to let me catch my second wind and perhaps do some second-thinking. I was ready for him.

"There is now before you the matter of the previous question. What do you want to do about

it?" I surely didn't know what to do with it, but if anyone in the crowd thought he did, now was his chance.

I had nearly extricated myself. Someone—I hope he intended to do me this favor—repeated it from the floor with "I second the motion to vote on the question." So that was it; Fred was merely asking that we vote on the matter instead of talking about it. He just wanted to shut off debate.

I fumbled through the rest of that evening with no more errors than the ordinary novice would make trying to operate a strato-liner when his training had been as a deep-sea diver.

I still am not quite sure about the amendment and what to do with it. Some day I am going to look it up. There must be some regular way of handling the thing. I guess I'll watch the next presiding officer I see and find out if he does any better than I did.

If I had time, I'd get Robert's *Rules of Order* and read it, or maybe join a Toastmasters Club.

I wish I had time.

THE RECORD OF GROWTH

Club No.	Club Name	City and State	District
746	Wahiawa.....	Wahiawa, Oahu, Hawaii.....	U
747	Adelphia.....	Evansville, Indiana.....	11
748	Lake City.....	Seattle, Washington.....	2
749	Nyssa.....	Nyssa, Oregon.....	15
750	Quaker City.....	Philadelphia, Penn.....	13

Should The Last Be First?

By WARREN H. BUELL, General Toastmasters Club, No. 136, Los Angeles.

The first speaker on any program works at a disadvantage. He is often called the "icebreaker," which aptly describes his position. In a contest, he has comparatively little chance of winning over the speakers who follow him.

Not so generally realized is the fact that a speaker's chance of winning the contest varies inversely with his position on the program, with other things being equal. My own observations lead me to the conclusion that this is true.

For several months I have kept a record of the positions of winning speakers on our own club's programs. Here are the results:

In a total of 37 sessions in each of which four speeches were given, the first speaker came out winner only six times, whereas the last speaker won the decision 13 times, or more than twice as frequently. The tabulated record is as follows:

Speaking Position	Number of Wins
1st	6
2nd	8
3rd	10
4th	13

During this period, all types of speakers appeared in all positions, so that the results as shown may be considered typical. It is true that a really excellent speaker will usually win regardless of position; but if four evenly matched speakers compete, the last one to

appear has a definite advantage, and the first is at serious disadvantage.

Fairness to all speakers seems to require some systematic assignment of positions on the program so as to give each one a reasonable chance.

The reason for this situation is not hard to discover. We know that the voting takes place immediately after the last speaker has been heard, and thus his performance stands out most clearly in the minds of his hearers. Preceding speakers are remembered less vividly, and the first one is all but forgotten.

This raises the question whether it is possible to make a fair assignment of the speaking positions. Let us take a look at the methods commonly used.

The first of these is the alphabetical order. Under this system, the Abbotts and the Butlers must always speak at a disadvantage, all too frequently watching the Youngs and the Zilches carry off the honors. Being a "B" myself, I find this plan quite undesirable.

Bad as the alphabetical system has proved, it is surpassed by another method which is popular with many program chairmen. In arranging his program, the toastmaster saves his best speaker for the last, in order to wind up in a blaze of glory. Thus the strongest speaker gets the best

position. This bad arrangement is helped by the nervous beginner who asks to be put on first so that he can "get it over with and enjoy the rest of the talks." And so the poor speaker gets the worst position.

The toastmaster or program chairman who desires to be fair to all the speakers has two good methods available for making the assignments. The first and simplest of these is to select the positions by lot. There can hardly be a more reasonable plan than this.

However, I prefer a scheme which utilizes the assignment of positions to handicap the speakers in accordance with their abilities. With this method, the strongest speaker is given the first spot on the program, while the other speakers follow in inverse order as to ability, with the poorest

The Purpose

Phillips Brooks once said, "Truth is mediated through personality." As Toastmasters, we believe that the best way to express truth through personality is by practice of the art of public speaking; hence our efforts to improve our ability as speakers. It may be true that in Toastmasters what you say is not so important as the way in which you say it, but the purpose and concentration characteristic of Toastmasters must be due to a conviction that every man has some truth to contribute to the common weal. We are not interested in acquiring verbal and vocal facility for the sake of facility alone. We believe

speaker coming last. These handicaps are determined by studying the previous records of the performers.

This plan tends to level off some of the differences between the speakers. It gives the neophyte a better chance against the more experienced speakers, and encourages him to make an extra effort. The better speaker is put on his mettle. Having the handicapped position, he knows that winning will not be easy. He must surpass his previous efforts in order to score.

It appears to me that serious thought should be given this problem, if the speech contests, both in our clubs and in the other fields of competition, are to be productive of the beneficial results which should come from them.

that speech skills should be acquired in order that we may benefit ourselves and others.

—From "Hot Toasts," bulletin of Toastmasters Club of Coshocton, Ohio, Rev. Dave Talbot, Editor.

Our Changing Language

An amusing story comes from nearly a century ago to remind us of the change in tastes. It is said that while Dr. Everett was headmaster of Adams Academy, he threw a book at a pupil one day, scaring the boy out of his wits. The lad's father came and expostulated with the good doctor about this severe treatment.

"But, my dear sir," exclaimed Dr. Everett, "your boy said gotten!"

The Convention Was "Good Business"

for 1000 Toastmasters Who Were There and 17,345 Others to Whom They Will Report

It must have been the program that attracted more than 1000 of them to the Convention, for St. Louis claims no distinction as a summer resort. The warmth of the weather, however, had nothing on the cordiality of the welcome which was given our talkative throng. The comfort provided by the air-conditioned rooms at the Statler helped us to forget what the outside temperature might be, and made it possible for us to do our best.

For the Individual

The program emphasis was on the individual Toastmaster and his club. Every speech, discussion, demonstration was designed to help the individual member. One delegate remarked that the theme might well have been, "How to be a successful Toastmaster in a successful Toastmasters Club."

Officer Training

Pre-convention sessions gave the new district governors and their associates intensive instruction in the conduct of district and area affairs. Since many delegates listened in on the instruction, district officers will have plenty of kibitzers ready to help them.

Business

To clear the way for uninterrupted educational programs, the business and formalities were placed at the beginning. Friday morning the Opening of the Convention took place, with welcome



Founder of Toastmasters, Ralph C. Smedley, pops up to accept a Toastmaster pop-up toaster for Mrs. Smedley from the Chairman of the Local Activities Committee, Bert Mann.

by Joseph F. Holland for the people of St. Louis, response by President McAninch, and the "keynote" address by Ralph Smedley. Forty-five minutes later the educational work started, with a full hour allocated to the conference on the operations of Toastmasters International, conducted by Joseph P. Rinnert. The group included Executive Secretary Ted Blanding, Treasurer Robert L. Grube, Administrative Associate Wilbur M. Smith, and Director Ralph S. Lowe. They dissected the general work of the parent organization and exposed its details to those assembled to learn.

Election of Officers

The afternoon was devoted to business of the organization, greatest interest being in the election of officers and directors who will guide the affairs of

MY IMPRESSION OF THE PROGRAM TONIGHT

1. THE TABLE TOPICS CHAIRMAN WAS
EXCELLENT _____ GOOD _____ FAIR _____
2. BEST PRESENTATION OF TABLE TOPICS
WAS MADE BY _____

ON THE FORMAL SPEECHES I THINK THE:

3. BEST SPEAKER WAS _____
4. MOST IMPROVED WAS _____

XXXXXXXXXXXXXXXXXXXXX

5. EVALUATION OR APPRAISAL I CONSID-
ERED BEST WAS MADE BY: _____
- _____

THE TOASTMASTER OF THE EVENING CONDUCTED THE PROGRAM IN A MANNER I CONSIDERED:

6. EXCELLENT _____ GOOD _____ FAIR _____

XXXXXXXXXXXXXXXXXXXXX

PLEASE INDICATE YOUR IMPRESSION OF THE PROGRAM TONIGHT BY FILLING IN ONE ANSWER TO EACH OF THE SIX PARTS.

OBSERVATION: _____

Calisthenics

Audience Participation

2. BEST PRESENTATION OF TABLE TOPICS
WAS MADE BY _____

ON THE FORMAL SPEECHES I THINK THE:
3. BEST SPEAKER WAS _____

4. MOST IMPROVED WAS _____

XXXXXXXXXXXXXXXXXXXX

5. EVALUATION OR APPRAISAL I CONSID-
ERED BEST WAS MADE BY: _____

THE TOASTMASTER OF THE EVENING CONDUCTED THE PROGRAM IN A MANNER I CONSIDERED:

6. EXCELLENT _____ GOOD _____ FAIR _____

XXXXXXXXXXXXXXXXXXXX

PLEASE INDICATE YOUR IMPRESSION OF THE PROGRAM TONIGHT BY FILLING IN ONE ANSWER TO EACH OF THE SIX PARTS.

OBSERVATION: _____

Toastmasters for the next twelve months:

President—Lewis C. Turner, Akron, Ohio. Vice-President—Robert L. Grube, Seattle, Washington. Secretary—George W. S. Reed, Los Angeles, California. Treasurer—Tracy M. Jeffers, St. Paul, Minnesota.

Directors, serving their second year—Carl Hasenkamp, Portland, Oregon. Ralph S. Lowe, St. Paul, Minnesota. J. Merton Rosauer, Spokane, Washington. Carleton Sias, Waterloo, Iowa.

Directors elected for a term of two years—Charles H. Griffith, Tacoma, Washington. Glenn E. Johnson, Moorhead, Minnesota. Harris O. Johnson, Indianapolis, Indiana. Everett J. Kindig, Burlingame, California.

Fun Time

Toastmasters of St. Louis and all of District Eight joined in presenting "The Ozark Jamboree"

as the opening event of our program of fellowship and sociability. Mil Krisman was chairman, and Gordon Ellis master of ceremonies. Music and dancing, with entertainment in character and costume, added zest to an evening of getting acquainted and setting the stage for the two busy days which followed.

"Variety Time" was provided for the ladies Friday afternoon while the men were busy with their sessions. Lee Reiss served as master of ceremonies and with the assistance of several Toastmasters and their wives, gave the feminine guests a delightful afternoon of entertainment.

For the first time in our history, the Hi-Jinks program was open to the ladies as well as men. The result was a capacity attendance and an exceptional exhibition of wit, humor and repartee.

Past President Harry W. Matt-

ison presided and presented Veteran Toastmaster Carleton Sias as the Toastmaster. His team of six speakers demonstrated that good speakers can be amusing or serious as they will, and it was later remarked that it would be hard to get a group of high-priced professional entertainers who could surpass the Toastmasters in creating fun and holding the interest of a crowd. The speakers were as follows:

Wendell E. Butler—"It's Good Business." C. L. McDonald—"I Was a Guest of Rotary." Myron F. Leighton—"Does Virtue Pay?" V.L. Blinn—"Music Hath Charm." Walter Steigleman—"Eat Your Way to Knowledge."

Past Director James A. Clark's evaluation of the program was entitled "When All Is Said and Done" and was complete with Highland garb and Scottish burr.

For Better Education

The Speakers' Workshop

This feature, held Friday night, gave Ralph Smedley opportunity to show the members how to apply the various phases of our training in their own clubs by means of practical demonstration.

This year we were shown by Harold Sherman, the man with the big voice, how to build better voices. He made good use of the new book, *The Voice of the Speaker*, as source for exercise and stunts, and he stirred up the audience for proper appreciation of what followed.

Both in material and personnel, the demonstration of vocabulary

building and use of words was exceptional. The men who presented it were attending their first Toastmasters convention. They were from "away down South in Dixie," the work being given by members of the Azalea and Mobile Toastmasters Clubs, together with members from Hattiesburg, Birmingham, New Orleans and Pensacola. Their leader was President D. E. Sibbles of the Mobile Club.

"How to conduct a meeting in good order" was the theme for Jule Waber and his associates from Minnesota, as they presented a clever take-off on a regular session, in which some of the members were trying to get the time of meeting changed. Most of the tricks and stratagems of parliamentary procedure were utilized, and the conclusion was that any Toastmasters Club can have fun while studying parliamentary procedure and learning how business is handled.

Jack Haynes and his "speech architects" outlined a plan for organizing a speech and then called upon one of his team to make a three-minute talk, using the outline presented. Four plans, with illustrative speeches, were presented.

Three Toastmasters, each a leader in his own line of business, testified to the need for training in speech and the good resulting from it.

Emil Nelson of St. Paul declared that his Toastmasters training was the key which opens the door to advancement. "Hitch your wagon to a star—and then push" was his exhortation.



The atmosphere of the Ozark hills was injected into the Hi-Jinks luncheon by the members of the Overland, Missouri, Club No. 583. Dressed in hill-billy costumes and using appropriate props of guns, live rabbits, birds and fish, these men kept the audience in suspense during the luncheon as they searched the room for a mythical character named "paw." The picture shows three of the group on the never-ending quest for the unsavory culprit.



Harold Sherman of Spokane led the audience in vigorous hand and voice exercises at the beginning of each educational session. The picture shows Sherman leading the audience in a gesture of appeal.

Lynn R. Harris of Grand Rapids declared his belief that the kind of training received in the Toastmasters Club is essential for every man in business leadership, and he supported his belief with facts.

Leonard W. Fish of New Haven related a series of incidents in which he has seen men step ahead through Toastmasters training, and gave his own experience as further proof.

Notebooks were busy during the entire workshop session. Some excellent points were suggested from the floor.

The Club and the Member

Saturday's educational program was pointed at the individual, either directly or through the club. One session was devoted to "The Club in Action." With Nick Jorgensen presiding, the assembly was

led through various stages of successful club operation. New members were inducted by William Patten and new officers were installed by Herbert Hill in an exemplary demonstration. Then the Club Executive Committee, headed by Robert L. Grube, argued such matters as club finances, membership and attendance, educational obligations, social events, evaluation and participation in area and district affairs.

Another group presented a meeting of the Club Educational Committee. Wilbur Smith, as chairman, was aided by members of St. Clair Toastmasters Club of Belleville, Illinois. This demonstration was enlightening and stimulating.

"Operation Toastmasters" was the theme for the summary speech

by Clement Penrose, who gathered up all that had gone before and added to it. The period devoted to audience participation gave proof of the care which those present followed the proceedings.

Lewis Turner, chairman of the session entitled "The Individual Toastmaster," helped by his comments to make it a very personal matter for those present. How to prepare a speech, how to deliver it, and how to evaluate it were the subjects discussed by Vincent McIntire, Harris O. Johnson and C. M. East. Much practical information on how to perform on radio and television was given by Charles D. Hilton. Martin Seltzer told what to do about stagefright; and Charles Griffith, himself quite successful in humorous speech, Carleton Sias dealt with the work of the toastmaster who presents a program. Having demonstrated his ability in this line as toastmaster at the Hi-Jinks luncheon, he was in a position to speak from recent experience. At each stage of the program, opportunity was given for audience participation, and many men took part.

A symposium conducted by Program Chairman Joseph P. Rinnert, assisted by chairmen of the several sessions, was planned to help delegates determine how they should report the convention to their home clubs.

The climax of the convention came with the President's Dinner Saturday evening, when officers were installed, presentations made, and the newly elected president

was heard in his inaugural speech.

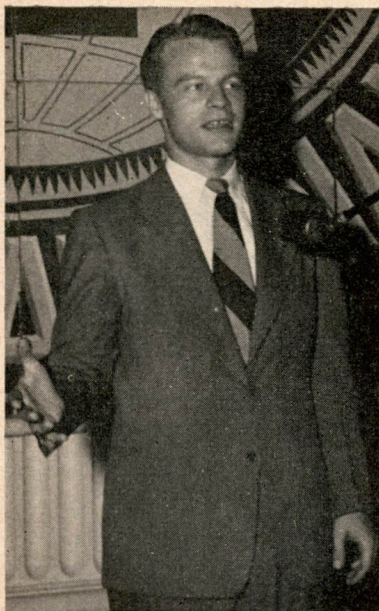
Then came the finals of the Inter-Club Speech Contest, with six contestants, each representing one of the zones, in a remarkable display of speech ability. Bertram H. Mann, Jr., who had served capably as head of the local committee on arrangements, was toastmaster for the contest. The speakers and their subjects were as follows:

Homer H. Bell—"It Must Not Fail." J. H. Black—"The World Is Listening." J. Howard Edmundson—"Participate." Herman E. Hoche—"The Plea of Seven Million Americans." Dalton McAllister—"What My Eyes Cannot Reach." William J. Rodenkirch—"Graduation Day."

First honors went to Dalton McAllister of Fort Wayne, Indiana. Second place went to William Rodenkirch of Fond du Lac, Wisconsin, while third place went to Herman E. Hoche of Oakland, California.



Toastmaster F. O. Racker, of Sioux City, Iowa, happily receives the McCrillis Community Service award from Past-President George Benson for his club No. 579.



To Toastmaster Dalton McAllister of the Fort Wayne, Indiana Club, No. 159, goes the Dunlap Trophy for receiving the highest honors in the Annual Inter-Club Speech Contest.

Finally there were the awards, honors, presentations and recognitions, with flash bulbs exploding and people raising blisters on their hands with applause.

The Awards

Breaking all precedents, Oregon Toastmasters Club No. 424 of Portland came back as a winner for the second time in succession in Club-of-the-Year competition. With them came five others for honorable mention: Eugene, Oregon, No. 145; Wilson Avenue Club of Chicago, No. 169; Monrovia, California, No. 179; Huntington Park, California, No. 14; and Santa Monica, California, No. 21. The Santa Monica and Hunt-

ington Park Clubs are former winners in the contest.

Honors for the district having the largest number of delegates, outside of the host district, No. 8, were given to District 11.

Fullerton, California, came in for the award for the greatest number of delegate miles, the four from Fullerton showing a total travel of nearly 15,000 miles.

For community service, Toastmasters Club No. 579 of Sioux City, Iowa, was the winner of the beautiful McCrillis trophy. These men had been involved in almost every community project during the year. Honorable mention went to Conoma Club No. 454 of Oklahoma City; Birmingham, Alabama, Club No. 512; Lancaster, Ohio, Club No. 526; Junior Board Club No. 640 of Washington, D. C.; and La Jolla, California, Club No. 22.

Certificates were presented by J. Clark Chamberlain to the new district governors.

Beautiful gifts of roses were presented to Mrs. McAninch and Mrs. Turner by Dr. James Bean on behalf of the Pasadena Toastmasters Club No. 6.

Mrs. Smedley received a handsome Toastmaster toaster, by courtesy of the McGraw Electric Company, manufacturer of the toaster.

Many attractive attendance prizes were distributed through the courtesy and cooperation of the local Toastmasters, the dealers, electrical contractors and others who had contributed generously for the purpose.

Cigars from the Corral Wojiska Co., of Tampa, Florida were presented to all who attended the Hi-Jinks luncheon.

Everyone who registered was entitled to receive the new miniature Toastmasters lapel pin through the courtesy of J. F. Meyer & Co., official jewelers to Toastmasters International.

Photographs and Recordings

Photographs of the convention may be purchased from Stewart Martin's Snap Shop, 661 Wabash Ave., Terre Haute, Indiana.

Recordings of the convention may be purchased from Sound Portraits, 2533 Lake Street, San Francisco, California.

Board of Directors

Your Board of Directors held two meetings during the convention. The first was held Wednesday, when financial matters of the corporation were discussed, committee reports were presented and a general review of policy was studied.

Following the election of officers and directors, the new Board met on Sunday morning. Convention business was handled, and plans were made for the coming year.

The decision for our next convention was referred to the Executive Committee for study. *The Toastmaster* magazine will announce the time and place.



Zone Contestants in Speech Contest—Left to right: Black, zone A; Edmundson, zone D; Rodenkirch, zone B. Left to right, standing: Bell, zone E; McAllister, zone C; Hoche, zone F.

The International Aspect

To Ed M. Whyte of Victoria, B. C., went the individual award for longest distance traveled by an individual delegate. But Ed received other recognition when he was elected President of the Pointers, the fun-making club of past district governors and other officers of Toastmasters International. He accepted the District Governor's certificate for Bert Sutton, Governor of District 21, who was unable to attend.

Another manifestation of International fellowship was expressed by the convention audience when they voted to re-open credentials so Ed could cast his votes. His long trip from Victoria had been delayed by the grounding of the airplane due to fog and his ar-

rival in St. Louis was too late for regular clearing of credentials.



Ed Whyte of Victoria, B. C., proudly displays the Toastmasters ring which he received for greatest individual mileage traveled to the Convention.

The Convention was serious in purpose and activity. It proved that Toastmasters training from membership to international level is the greatest take-home pay an individual can obtain. But the Convention was not a stodgy, frozen-faced affair. It was permeated with a spirit of fellowship and gaiety; everybody, as far as could be observed, had an enjoyable time.

A Toastmasters convention genuinely reflects the spirit of the world, "We learn in moments of enjoyment." and "No profit grows where there is no pleasure taken."

This convention was "Good Business"

What's Going On



Denver Has Twins

Two clubs received charters at the same meeting at Denver. Rocky Mountain Toastmasters Club, No. 739 and Mile High Toastmasters Club, No. 741 were the two groups thus honored. The picture shows: Area Gov. Warner Miller; Secretary E. R. Martin, of No. 739; Terry Owen, President, No. 741; John Mueller, President, Denver Club No. 254; Dist. Gov. Gordon R. Merrick, presenting the two charters; Byron W. Matteson, toastmaster of the evening; Stanley Greene, President, No. 741; Secretary A. R. Abelard, of No. 741; and Dr. John C. Rosnik, Lt. Gov., District 26.

Organ Pipes

Organ Pipe Cactus National monument, located a few miles south of Ajo, Arizona, is the only grove of organ pipe cactus in the United States. It received a new distinction when it was made the scene of a regular meeting of the Copper Toastmasters Club, of Ajo, one night in June. A barbecue was followed by the regular club program, with the inspiration of families and guests to stimulate speakers. Probably not many Toastmasters Club meetings have been held in more picturesque surroundings than this, only a few miles north of the Mexican border, in the weird setting of mountains and desert.

Bloomington Writes Letters

Mention was made last month of the letters-to-congressmen action taken by Toastmasters of Altadena, California. Almost at the same time came word from Bloomington, Indiana, that all the members of that club had been pledged to write to their senators and representatives about pending legislation. It is a well established fact that letters coming from individual citizens do receive careful attention on the part of our representatives, both in congress and in state legislatures. This helps to make government truly representative. Your club can serve thus.

In Vancouver

The charter of Capilano Toastmasters Club, No. 711, of Vancouver, B. C., was presented before a large audience at the Hotel Vancouver, with District Governor Bruce Carmichael making the presentation. A notable feature of the program was Alex Badenoch's interpretation of "Before" and "After" joining Toastmasters. He gave the same speech twice, first as he would have done it "before," and then as an example of how it can be done "after" taking the training. His speech was an appeal for volunteers to help the Red Cross Blood Clinic.

The club starts off with a full roster of active members, plus a dozen associates.



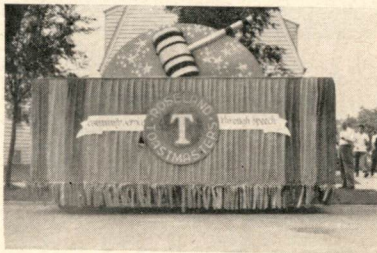
Governor Bruce Carmichael hands the charter to Dr. A. L. Hilton, President of Capilano Toastmasters, with Deputy Governor Charlie Brown standing by.

At Kirkwood



There was reason for smiles at Kirkwood when Past President Robert C. Rosenheim presented to President William Spain the trophy won by this club in the District Club-of-the-Year Contest in District 8.

Roseland On Parade



When Roseland, suburb of Chicago, celebrated its centennial with a great civic parade, the Roseland Toastmasters Club was represented by a beautiful float, constructed by the members, and equipped with public address system by one member. More than 100,000 people, including the Mayor of Chicago, saw the parade.
(Reported by Dr. Gene Ossello)

Mile-High Meeting

Triangle Toastmasters Club No. 131, of Los Angeles, held its meeting at a picnic spot on Angeles Crest Highway, 40 miles from the city, and 5,000 feet above sea level. This club desires to exchange wire recordings with other clubs. Address H. E. Iden, 2767 W. 8th St., Los Angeles 5, Calif.

OOPS! THE MAN SMILED

By DR. GEORGE A. SWENDIMAN, Grand Forks, North Dakota.

He was a fine-looking man, well dressed, impressive in bearing. The chairman introduced him with grace and eloquence, and he rose to start his speech. And then he smiled — And that spoiled it.

His teeth were terrible! The vision of unsightly grinders set the stage against him, right at the start.

That is the way it happens, all too often.

The speaker looks all right until he opens his mouth. Then he displays a row of dirty, stained teeth — or it may be a series of dark spaces occasioned by loss of some of the incisors. Perhaps there is an array of glittering golden crowns to distract attention.

Equally discouraging to the audience is the revelation of an uneven row of teeth, some longer than others, some out of alignment because of pyorrhea or other diseased conditions. And still worse is the impression created by badly fitted, hindering, clicking dentures.

I well remember a speaker to whom I listened, a man with a well-conceived speech, well worth hearing; but his inspirational message was lost for his hearers. His dental difficulties distracted them. He was wearing plates which

did not fit, and his efforts to keep them under control were amusing to the audience and embarrassing to the speaker. I cannot remember what he said, but I cannot forget how his teeth waggled and jiggled as he tried to talk.

Good teeth are essential to good speech. The speaker needs them for good enunciation, as well as for the sake of appearance.

It makes no great difference, whether the talker is speaking in public or just in ordinary conversation. He needs good teeth in either case. Sales are lost, friends are alienated, by the bad effects of unsightly dentures, just as truly as audiences are distracted by unfortunate mouth conditions.

To create a favorable impression on our hearers we must not only be well groomed, but we must be able to wear an attractive smile. To make the smile friendly and attractive, we must show clean, even, good-looking teeth. Modern dentistry makes it possible for everyone to possess "the pearls of personality," teeth which add charm to the appearance.

It is a good plan for every Toastmaster to see his dentist even more than once a year, for the sake of his audiences as well as for his own health and comfort.

Organization -- Enemy of Freedom

The Crowl Toastmasters Club No. 143, of South Gate, California, identifies itself by the name of its oldest member, Charles A. "Dad" Crowl, who is well up in his eighties, and is one of the most enthusiastic members of the club. Having helped for many years to make history, he enjoys studying that subject. In a recent issue of *The Crowl Howl*, he shares with the club some of his observations, which are in turn passed on to our larger audience.

In 1885, John Clark Ridpath completed his *History of the World*. Then, in a final chapter, he gave his conclusions. Here are a few excerpts.

"One of the great enemies of freedom is organization." (In our day he would probably have said "planned economy.") "Mankind is organized to death.

"Closely allied with this overwrought organization of society is the pernicious theory of paternalism, that delusive medieval doctrine which proposes to effect the social and individual elevation of man by protecting, and therefore subduing him. The theory is that man is a sort of half infant, half imbecile, who must be led along and regarded as one would lead and guard a foolish and impertinent child.

"It is believed and taught that men do not seek their own interests, and unless they were led by these self-appointed leaders, they would destroy themselves by rushing back into barbarism. Therefore mankind needs a leader to teach them what they should know and do.

"The State must put her subjects down, and teach them to be tame and tractable; to go at her

will — to rise — to halt — to sit — to sleep — to wake at her bidding. To be humble and meek, and all this in the belief that men so subordinated can be or should be great and happy. They are so well cared for, so happily governed.

"But history proves that men when least governed are greatest. When his heart, his brain, his limbs are unbound, man straightway begins to flourish, to triumph, to be glorious."

Ridpath should know, for he studied and wrote the history of every nation up to his time. In the light of his conclusions, we are led to wonder if something of this sort is not cursing many of the nations of the world today. Perhaps our own nation is becoming inoculated with the idea of *Paternalism* as a way to escape responsibility. I have never read of any paternalistic government or nation which long endured.

In the light of history, we can predict the future as it will be unless some changes are made. At any rate, the words of Ridpath should make us give serious thought to the future of America, the pioneer and the prophet of human freedom.

Recommended Reading . . .

Warning

Not often do we recommend a new book, especially one of popular fiction. We are not now recommending *Nineteen Eighty-four*, by George Orwell. (Harcourt, Brace and Company, \$3.00). Rather, we are warning you that it is not a nice book—not even a pleasant book. In fact, it is a horrible book, to be read at your own risk, and then only as a tonic for your waning enthusiasm for American ideals and institutions, and for the American way of life.

Three years ago, George Orwell gave us *Animal Farm*, a story of the application of socialism to the life of a company of domesticated animals. In *Nineteen Eighty-four* he shows us a fantastic picture of what might happen to the human animal in a completely socialized, fully regimented state, where security is guaranteed at the cost of personal integrity, responsibility and intellectual freedom. He points out the destination toward which humanity may even now be headed, and leaves the reader with the feeling that there is no single horror in the world of 1984 which is not present, today, in embryo.

Totalitarianism is the text, whether it be the totalitarianism of Hitler or of Karl Marx. Submerision of the individual to absolute control by a *Party* which not only feeds, clothes and houses him

(after its own fashion) but controls his thoughts, ideas, understanding, motives, is the end product of government controls and regulation.

It is a terrible book, well written, from the standpoint of literature, awfully graphic in description, meticulous in attention to detail. Don't read it if you are subject to nightmares, and if your nerves are capable of being upset.

If you do read it, you will get a jolt. Maybe you need to be jolted. After you have read it, you might like to mail it to your Congressman. It could jolt him, too.

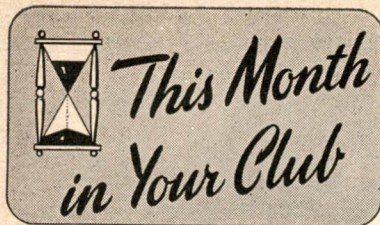
You may get some speech material from it, but be careful how you use it.

This Is Not So Bad

While you are in the mood for studies in government, go to the Public Library and pick up either *Famous Utopias*, edited by Charles M. Andrews, or *The Ideal Commonwealths*. In either one you will find more or less complete texts of the social dreams of Rousseau, More, Bacon and others. Read them and compare with *Nineteen Eighty-four*.

Instead of these, or in addition, get hold of Edward Bellamy's *Looking Backward* and read it, remembering that Bellamy was looking forward approximately the same distance in time as was Mr. Orwell.

There is nothing horrible about these books, but if you read them intelligently, in view of present and prospective developments, you will have food for thought and for speeches, too.



Educate Your Evaluators

The point of emphasis for September is *Better Evaluation*.

Let this point be emphasized, stressed, worked on at every meeting. Use some short talks on various phases of speech evaluation. Use variety in methods of evaluation in the club.

Designate a committee, either the Educational Committee or a special one, to plan a systematic work of training in evaluation to be presented during the month.

Speech evaluation should always be constructive, commendatory, tactful and friendly, and encouraging. The true critic says "You did pretty well this time, but you can do a lot better," and then shows how the improvement can be made.

* * *

The Contest For Critics

Start your club now on the plan outlined on page 5 of this issue. Study the best way to evaluate the evaluator. Provide the forms or other means needed, and have the vote taken regularly and recorded systematically.

Make it a point of distinction in your club to be counted a good, helpful, constructive speech critic.

Special Features

Start the club speech contest, Make speech recordings of all members.

Have a program to discuss controversial issues of popular interest.

Be sure that your club's Educational Chairman is reported to the Home Office, and that he receives the material he needs.

* * *

Officers' Quarters

Elect new officers.

Educate the new officers. (Your Area and District leaders will help with this training.)

Install the new officers. (Installation time is the first meeting in October. Prepare for it.)

Executive Committees meet. (Retiring officers and new officers hold joint meeting to review progress and make plans for future.)

Send in reports. (The semi-annual reports to Toastmasters International are due October 1st. This is an obligation of the retiring secretary. Don't delay!)

Anniversary Month is October. (This year brings our 25th birthday. Make plans early to observe the event worthily. We shall not have another 25th birthday. You can use the occasion for the good of your members and for the benefit of the public.)

Make your club the club-of-the-year. (Now is the time to get down to business building your club up to highest quality).

It's a Good Idea

Read Your Mail

It is an excellent idea to read the materials sent to the club officers from the Home Office and from the leaders in the district. These things are not sent out merely to overload the mails and the letter carriers. Each item has its purpose and its point.

If the club officers pay reasonable attention to these materials, they will be spared the embarrassment of one man who wrote to the Home Office saying, "What is this Progressive Training Program that we keep hearing about? Our club would like to try it if it is any good, so please send it to us." Imagine the embarrassment in the Home Office when it was necessary to write to this good Toastmaster that all the *Progressive Training* Bulletins had been sent regularly to the officers of his club for the past 18 months.

Read your mail, and share it with your club so that all may be informed.

Lively Table Topic

For a table topic innovation, ask each member to tell an amusing or entertaining incident which has happened with his own occupation. Whether he is a banker, a doctor, a teacher or a farmer, he has met with some odd experiences. He can select a good one and tell it in lively fashion, with good results to himself and to the audience. Much illustrative matter is in your daily life.

Use Charts

Every speaker needs skill in the use of charts, maps and graphs. The unskilled speaker can ruin the effect of good materials by awkwardness in handling such materials. It is a good idea to assign talks frequently which will call for the speaker to use these aids to understanding.

The simplest one is a travel talk, in which a map is used. Others deal with mechanical devices, trends in business, statistics on insurance, health, sales and similar matters.

Almost any subject can be illustrated, and be better understood because of the illustration.

Three items must be remembered by the speaker and his evaluator:

1. The charts used must be large enough and clear enough to be seen by all the audience.
2. The charts must be simple, not obscured by too many fine details.
3. The speaker must stand out of the way, not interfering with the view of his charts, and he must face his audience as he talks.

Gentlemen!

Better not place too much emphasis on the "gentlemen" in your club. Some speakers wear the word out. It is a good idea to start by addressing them as gentlemen, and then to eliminate further use of the word throughout the speech. There are other means of gaining emphasis. Use them.

HOW WE TALK

Beautiful Boners

If we would think as we speak, or before we speak, we could avoid many ridiculous boners in our language.

For instance, if the bulletin editor had looked over his copy a second time, he would not have found himself saying, in print, "The General Evaluator should appoint a Grammarian for each meeting, or be able themself to give helpful suggestions."

And another bulletin editor, overflowing with the spirit of hospitality, wrote, "The welcome mat was extended to our newest member." (That would be something to see. How does one extend a mat? And what did the new member do with the extension?)

Slightly confused was the secretary who wrote, "Any help you can render to help our club will be helpful."

There was the radio commentator who spoke of a public official as one "who has a big row to hoe." Evidently that commentator never faced a row of corn or potatoes or beans with hoe in hand, or he would have known that it is a "long row," or a "hard row," but not likely to be a "big row."

And there was another radio newsman who kept talking about how the *primate* of Czecho-Slovakia was in trouble, and he made the *primate* prim as could be. That is, he shortened the *i*, giving the word a twist entirely new to your observer. We would call that a prime error. It was the first time we ever heard of a "prim-mate" in government.

Once more, there is the radiator who warns, "Be sure to listen to our next newscast, tomorrow morning at 7:30 A. M." And the club president announces, "Our next meeting will be on Tuseday evening, starting at 6:15 P. M."

Those are clear cases of redundancy which, according to the dictionary, is using more words than are required to convey the thought. It is a superfluity of verbosity.

A. M. is the abbreviation for *ante meridiem*, Latin words which mean before noon, so the announcer really is saying "tomorrow morning at 7:30 before noon."

Likewise, P. M. is the abbreviation for *post meridiem*, which means after noon, so the "Tuesday evening at 6:15 P. M." doesn't make very good sense either. Better say "tomorrow morning at 7:30," or "tomorrow at 7:30 A. M." Better say "Tuesday evening at 6:15," or "Tuesday at 6:15 P. M."

Planning what you will say before you say it is a helpful habit. If you write, read it over again before you let it go, and you may improve both your rhetoric and your spelling.

WHY . . .

DO WE SAY IT?

"Sour Grapes"

In one of Aesop's Fables, the fox is represented as trying very hard to reach a bunch of grapes. Finding that the prize was out of his reach, he sought to console himself with the remark, "Oh, well, the grapes were probably too sour to eat."

When we pretend to dislike something which we cannot have, we are imitating the fox, and someone may properly mention "sour grapes" to us.

The Seven Sleepers of Ephesus

This is a not uncommon simile when we wish to express the thought of heavy slumber, but many of us use it without knowing who these "seven sleepers" were. They were seven Christians who, according to the legend, hid themselves in a cave to escape persecution during the early days of the Church. They fell into a slumber which lasted for two or three centuries, according to various versions of the story. It was a forerunner of the Rip Van Winkle sleep story.

Handwriting on the Wall

This comes from the story of the handwriting which appeared on the wall of Belshazzar's palace, announcing the downfall of his kingdom. "Thou art weighed in the balances and found wanting." The story is given in the fifth chapter of Daniel. From this same incident we get the reference to "Belshazzar's Feast."

The Naked Truth

There is a fable in one of the odes of Horace, about how Truth and Falsehood went swimming together. Falsehood stole Truth's clothing, and Truth preferred to go naked rather than appear in the garments of Falsehood. We must thank Horace and his translators for the phrase.

Sabbatical Year

That is what college professors and some other lucky people take now and then. It leads us back to the Mosaic Code, by which the land of the Israelites was to be cultivated for six years, and then to lie fallow and rest on the seventh year. The "sabbatical year" means the traditional year's vacation granted each seven years to professional people who need time for rest and study.

City of the Seven Hills

This is Rome, in allusion to the seven hills on which the city was originally built. These hills were the Aventine, Caelian, Capitoline, Esquiline, Palatine, Quirinal and Viminal. Sometimes we speak of Rome as the "Eternal City."

Flotsam and Jetsam

This phrase refers to articles found in the sea or on the shore. Flotsam applies to things found floating on the sea after a wreck; jetsam to things thrown overboard to lighten ship, especially when such articles are found on shore. The phrase is figuratively applied to any kind of miscellaneous materials, as *the flotsam of life in a great city*.



As club secretary for the past six months, I've been a very busy man, but I have enjoyed every minute of it. As a member of the Toastmasters Club, I appreciate the constructive help given by the people at the Home Office. With such a guiding force, no organization could fail to progress.

—Elmer Sellin, Secretary, General Toastmasters Club, Seattle, Wash.

* * *

I have benefited greatly by the use of *Basic Training* and I intend to keep the book at hand as a reference for future speeches. Now I am looking forward to *Beyond Basic Training*.

—Mel Dixon, Educational Chairman, Evandin Toastmasters, of Evansville, Ind. (He has just qualified for his B. T. Certificate.)

* * *

I have found that the assignments in *Beyond Basic Training* inspire me to put much greater effort and thought into the preparation of a speech. My feeling is that as we become used to making speeches in our Toastmasters Clubs, we tend to become careless in preparation. This added incentive to more careful preparation is very helpful.

—Charles B. Danielson, San Diego Toastmasters Club No. 7.

Our club has had good experience and favorable results with advance scheduling of programs for six months ahead. I wonder if other clubs have tried this, and have had similar experience.

—Russell V. Puzey, Wilson Avenue Toastmasters No. 169, Chicago.

Ed. Note: This is a policy followed in most of our best clubs. In addition to making up the schedule of assignments far in advance, there is great advantage in assigning subjects for speakers and themes for meetings at least two months ahead.

* * *

Russell Chastain has been promoted by Parmalee-Dohrmann Co. and transferred to their Seattle store. One of the requirements for his new position is that he shall continue his work in Toastmasters. That shows what the head of the firm thinks of our training.

—L. H. Slocum, Secretary, San Diego Toastmasters Club

* * *

Why, oh why, didn't someone think of a Toastmasters Club a hundred years ago! That would have given America's spell-binders 65 years to master the art before I began enduring after-dinner speeches as an occupational must.

For 35 long years, I have watched speakers flail the atmosphere to drive home pointless oratory — rattle keys and small change in their pockets as they groped for words — play checkers with the salt and pepper shakers on the table — and sit down, purple-faced, to the relief of an exhausted audience. And in conclusion, paraphrasing the words of Patrick Henry, I say, "Give me more Toastmasters, or give me death!"

—From column in the Newark, Ohio, GAZETTE, by City Editor P. Wendell, sent in by Carl Nees, of Newark Toastmasters.

Great Books As Teachers

On Making Books Your Friends

A book is to me like a hat or a coat—a very uncomfortable thing until the newness has been worn off.

—Charles B. Fairbanks

If you cannot enjoy reading a book over and over again, there is no use reading it at all.

—Thomas Carlyle

My books are friends that never fail me.

—Oscar Wilde

The first time I read an excellent book, it is to me just as if I had gained a new friend. When I read over a book I have perused before, it resembles the meeting with an old one.

—Oliver Goldsmith

When I am reading a book, whether wise or silly, it seems to be alive and talking to me.

—Jonathan Swift

On Using Books

Read, mark, learn and inwardly digest.

—Book of Common Prayer

Be familiar with your books. Mark them, pencil them, and in 50 years' time you will turn the leaves and read those notes with pleasure. Marginalia are the footprints of the thoughts of the reader.

—Francis L. Patten

On Writing

An author is like a baker; it is for him to make the sweets, and others to buy and enjoy them.

—Leigh Hunt

The greatest part of a writer's time is spent in reading, in order to write; a man will turn over half a library to make one book.

—Samuel Johnson

On Old Books

What a sense of security in an old book which Time has criticised for us.

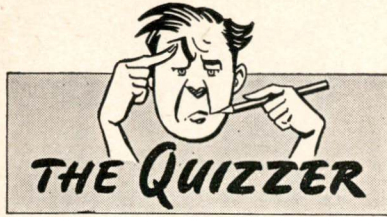
—J. R. Lowell

Read the best books first, or you may not have a chance to read them at all.

—Henry D. Thoreau

In science, read by preference the newest works; in literature, the oldest. The classic literature is always modern.

—E. G. Bulwer-Lytton



Vowels

1. Is there any word in the English language which contains all the vowels?
2. What common word contains all the vowels in alphabetical order?
3. How many words can you name in each of which there are four consecutive vowels?
4. What word of nine letters contains only one vowel?

4. Strengths.
3. Obscurely, aqueous, sequoia, quene, quon.
2. Abstemiously; also, facetiously, ambidextrously.
1. Unquestionably; also, uncopyrightable.

THE ANSWERS



Anagrams

This is a good method to help the children (and their parents) to learn to spell correctly.

1. Counter.
Rearrange the letters to form a word which means to punish by whipping; and another meaning to enumerate.
2. React.
Rearrange to form a word meaning a mark or sign; another meaning a container; another

meaning a bill of fare; and another meaning a mark to indicate an omission.

3. Master.
Rearrange these letters to indicate a river.
4. Relating.
Change these letters so that they will spell a geometrical figure.
5. Coasting.
Rearrange to spell a word meaning one who claims not to know.
6. Please.
Make these letters spell a word meaning not wide awake.
7. Models.
Move the letters around so they will mean "not often."
8. Story.
Add "e" and rearrange to spell the name of a favorite marine mollusk.
9. Thigh.
Add "e" and make it spell altitude.
10. Natty.
Add "r" and make it spell an oppressor.

1. Counter: trounce, recount.
2. React: trace, crate, carte, caret.
3. Master: stream.
4. Relating: triangle.
5. Coasting: agnostic.
6. Please: asleep.
7. Models: seldom.
8. Story: oyster.
9. Thigh: height.
10. Natty: tyrant.

THE ANSWERS

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30 W. Thornton, Akron, Ohio.
- Vice-President**
Robert L. Grube
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George W. S. Reed
5229 Lockhaven, L. A. 41, Cal.
- Treasurer**
Tracy M. Jeffers
1293 Grand Ave., St. Paul 5, Minn.
- Past President**
I. A. McAninch
Room 1157
612 S. Flower, Los Angeles 14, Cal.
- Founder and Educational Director**
Ralph C. Smedley
P. O. Box 714, Santa Ana, Calif.
- Executive Secretary**
Ted Blanding
P. O. Box 714, Santa Ana, Calif.
- Administrative Associate**
Wilbur M. Smith
P. O. Box 714, Santa Ana, Cal.

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- Carleton Sias
1000 Waterloo Bldg., Waterloo, Ia.

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When writing to Toastmasters International, please address your letter to
P. O. Box 714, Santa Ana, California.

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

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THE PICTURE THAT IS WORTH TEN THOUSAND WORDS



BECAUSE . . . it shows some of the men present at St. Louis who have received their Basic Training certificates since the 1948 convention.

BECAUSE . . . here are Toastmasters who are leaders in the business world and professional fields.

BECAUSE . . . these men have realized the importance of mastering the fundamentals of speech.

*Here is proof that Basic Training is important
for self-improvement.*