

THE *Toastmaster*

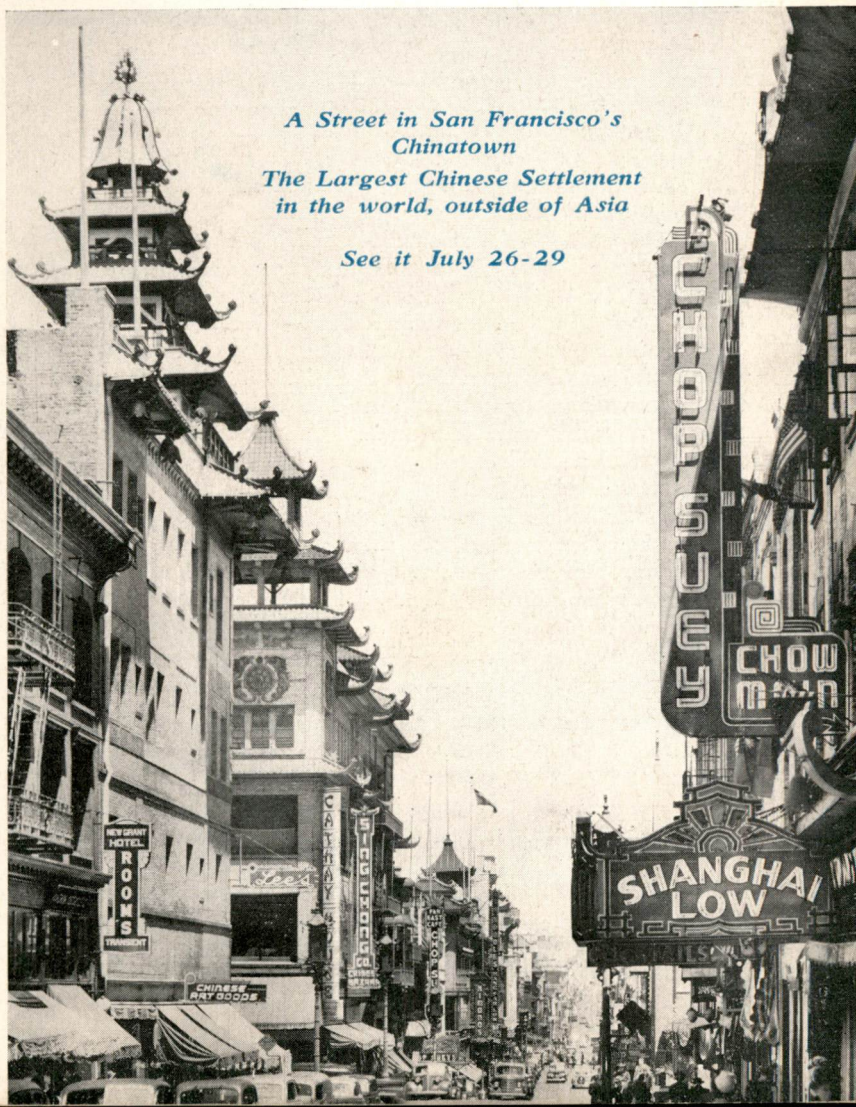
MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

April, 1948

Vol. 14—No. 4

*A Street in San Francisco's
Chinatown
The Largest Chinese Settlement
in the world, outside of Asia*

See it July 26-29





TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non profit educational organization of 500 active clubs, located in the United States, Canada, England and Scotland, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Chairmanship—Listening

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

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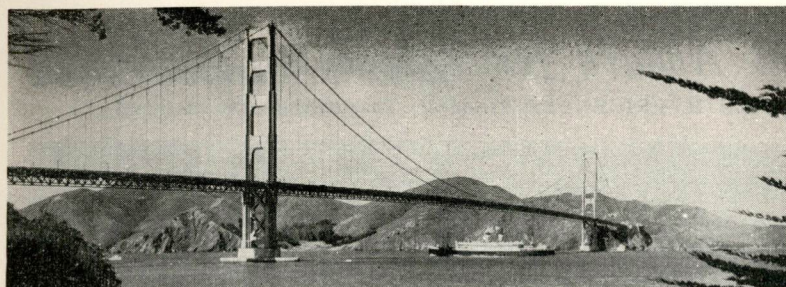
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APRIL, 1948

1



SAN FRANCISCO — BY THE GOLDEN GATE

July 26-29, 1948

Recognized as a world city in realms of art, literature and music, as well as business, San Francisco, in the words of Fortune Magazine, is "The youngest of the world's truly cosmopolitan cities."

Typical of the way of life in San Francisco are such famous symbols as the harbor and the bridges . . . the Golden Gate and the Ocean Beach . . . Coit Tower and Mission Dolores . . . the hills and cable cars . . . the Ferry Building . . . Fisherman's Wharf and the Cliff House . . . Italian Flower vendors and Bohemian cafes . . . Market Street . . . Twin Peaks . . . the opera, symphony and ballet . . . Chinatown and the International Settlement . . . night clubs and theaters . . . smart shops and bountiful markets . . . exotic foods and superior restaurants . . . luxurious hotels and towering apartments . . . billowing fog and bright sunshine . . . parks and museums and schools.

Though San Franciscans take pride in their cosmopolitan sophistication, they are deeply loyal to their city, convinced that it is, if not the greatest, at least the most stimulating and delightful in the world.

A young city, San Francisco is imbued with the spirit of pioneer enterprise and provides perhaps the most typical example of Western American giant scale building. The scale and the hearty informality that goes with it are native to San Francisco and the West.

Whenever the city is discussed you will notice an emphasis on cultural things and a unique variety of activities. The best way to understand the reason for this is to recall the basic reason for the city's being.

San Francisco is a great seaport, first of all—a crossroads city from which grew the thriving industrial, commercial and agricultural empire of the West. Woven into the city's life today are still the diverse strains of the cowboys and cattle barons, the prospectors and bonanza kings, the old sea dogs and shipping magnates who made the city.

As a result of their influence, the very atmosphere of the city conveys inspiration, an awareness of the world and the enchantment of high adventure and bold dreams. All things are possible in such a city.

All Aboard for Liberty!

By OLIN H. PRICE, Past President, Toastmasters International



Freedom! Liberty! These words, echoing down the centuries, set hearts athrob with emotions which grow into crusades for human betterment. From the days of ancient Greece; from King John's reluctant concession in the Magna Charta, down to today in America, the story has been written in the blood of men.

The Freedom Train is America's most effective way of bringing the story of the fight for liberty right home to the people. We have taken our rights and our freedoms so generally for granted that it is almost a shock to have presented in visible form the records of the struggle and achievement. People stand in line for hours in order that they may spend a few moments looking at the immortal documents which give evidence of the sacrifices and sufferings on which was founded the new nation, dedicated to the maintenance of man's dignity.

See the Freedom Train when it visits your community. Study its cargo of materials. Make speeches about it. Use the free speech which is yours, as an American citizen, to spread the message of liberty to all mankind.

The President's Message

By GEORGE W. BENSON

Coming soon, a Toastmasters Convention,
One surely you'll want to attend.
See the result of sincere intention;
All others this one will transcend.

There will be speeches and stories galore,
Put on by the pride of the land.
Make new friends, at least a hundred or more,
Toastmasters all over are grand.

Hear symposiums on successful clubs;
Hear panels on program planning;
Hear how to criticize without the rubs;
Hear humor that leaves you fanning.

There'll be trips to take, you won't need a key
In this town of a thousand sights.
There are bridges and bays and hills to see,
And many more things in the nights.

There's Chinatown and the Top of the Mark;
There's Fisherman's Wharf and the Seals.
Don't pass up a chance to Golden Gate Park,
Or see how the salt water feels.

Their weather's cool with refreshing delight,
Warm clothing you'll need on this trip.
Sleep will bring rest under blankets at night.
It's a vacation that's really blue chip.

So save your pennies and nickles and dimes,
Use the best travel folders there are.
Make plans now for the best of all times
At Toastmasters' Convention this year*.

THE Toastmaster

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This Magazine Is Yours . . .

The Editorial Board of *The Toastmaster* recently conducted a poll of opinion among the readers in an effort to discover needs and preferences, so as to give better service in material published.

The questions sent out were directed to two purposes: First, to find out which of the departments in the Magazine are most popular and useful; and second, to secure suggestions and ideas that will help to improve the selection of material.

Rather surprisingly, the result shows an overwhelming demand for news of the clubs, as reported in the "What's Going On" department. In second place is the "Good Idea" department. After these two, the choices are rather evenly distributed over the other departments, each one finding supporters, but without any distinctively heavy vote.

The inference is that the Magazine must be giving comprehensive, all-over service to the members, offering something to every reader. The general opinion may be summed up: "You are doing all right. Give us more of the same." In many instances, an individual reply listed some point of special interest to the writer. Where two or three mentioned the same item, it was noted as something to be studied and developed.

As one result of the responses, the new "Workshop" department has been introduced.

A few have raised the question of editorial discussions of current events. This has been considered, but it is the judgment of the Editorial Board that it is outside the field of our Magazine. These matters are so adequately covered in numerous journals, like *Newsweek*, *Time*, the *United States Journal*, and others, that it would not be right to use our scanty space to duplicate them. The same is true as to some desirable features, such as vocabulary building, as it appears in the Reader's Digest. Since most of our readers read these other publications, it seems unnecessary for us to duplicate such features.

The definite purpose of the Editors of *The Toastmaster* is to make this periodical distinctive in the *field of speech*, to give our readers such material as *is not elsewhere available*, and to point the way to the newest and best in our line.

Toastmaster Magazine Writing Contest

* * * * *

The Club Grammarian

By HOWARD B. HOLMES, of Waterloo
 Toastmasters Club No. 101.

(Educational)

The subject of Grammar is one with which few persons concern themselves after they leave grade school. It is often disliked and considered impractical, especially by the boys. By the time boys grow to manhood and become interested in Toastmasters, a renewed study is generally necessary.

To refresh our minds with a brief definition, grammar is that branch of linguistic science which deals with the classes of words and their relation to each other according to established usage. That includes speech sounds, accent, and sentence structure. The earnest private pursual of this subject should be of paramount importance to every Toastmaster in order to improve both his conversation and his formal address.

Using appropriate words enlightens and pleases listeners by expanding or embellishing an idea. It is like a good light focused on a beautiful painting, bringing forth all the beauty, design and harmony, recalling happy experiences and inspiring to further study.

Like the demand for low priced motor cars, which is far in excess of that for luxury or fine type cars, the use of crude and common-

place language exceeds that of correct, refined or elegant speech. When wanting a repairman for a motor, a car owner looks for a mechanic who not only knows his job, but also likes his work, and is not satisfied without putting forth his utmost effort to do the best work possible.

Toastmasters, likewise, when appointing a club grammarian, should seek among the members one who has a deep interest in word study and who is a devoted student of the dictionary and other authorities. He should be able to recognize poor and unapproved forms of expression, as well as misused and mispronounced words, and make suggestions for improvement and correction.

His value to the club is not only in proportion to the training he has had, and his ability and willingness to share his information with the club, but to the response which the members make in their own efforts to improve.

The club grammarian must not be one who serves only because no one else will act. One must be chosen who can speak with authority and responsibility, and not make evaluations simply on the basis of his own impressions gathered at random, on supposition, or by hearsay.

He should serve without appearing to be ostentatious about his own knowledge, but with modesty

engendered by the consciousness of his own shortcomings, and consideration for those of others, keeping in mind that perfection is a standard to be sought and not a goal to be attained.

As evidence of the popular interest in word studies many magazines contain regular series and urge their readers to increase their vocabularies, and thus enlarge their spheres of knowledge, influence and leadership.

All Toastmasters are urged to follow these recommendations and avail themselves of every opportunity for development and training so that any member may be asked at any time to serve as club grammarian.

"Language is the dress of thought," said Dr. Johnson, and every speaker should make it his constant endeavor to clothe his thoughts as carefully as he dresses his own body.

Let Us Tend The Lamps

By EDWARD F. HARRIS, Tuesday Toastmasters Club No. 105, of Spokane, Wash.

(Inspirational)

Nineteen hundred years ago a Roman guard stepped into a stone chamber underneath the Colosseum of Rome. It was a day in which more Christians would meet death at the jaws of wild beasts. The guard walked across the cell, stepped up the stairway, and opened the door into the arena. Daylight streamed into the dark cell, and fell upon the haggard faces

of a Christian mother and her young son. The guard ordered the boy up the stairway. Frightened, he was unable to move. Under the prodding of the guard, he was forced to the head of the stairs. When he looked out into the arena and saw the horrible carnival of death, he broke away, ran down the stairs, and dropped at his mother's knees. Laying her hand upon his head, she bent over and whispered into his ear, "Have faith, son, have faith." The boy straightened up, squared his shoulders and walked out into the arena without ever looking back.

Such is the power of faith! It was the power that lighted one of the greatest lamps of mankind—the lamp of Christianity.

Were you to visit the Colosseum today, you could look up into the balcony where sat the tyrants who sought to extinguish that light. They tried to extinguish it in the arena, in the catacombs, and on Calvary. The few Christians seemed insignificant against the background of the great Roman Empire. But these few had faith. They had faith that love was stronger than hate, truth stronger than lies, and justice stronger than tyranny. Today, the crumbling ruins of the Colosseum epitomize the death of that Empire. But the lamp of Christianity still burns.

It was the light from this lamp that overcame much of the darkness in man's life. It shone into the far reaches of his heart, where he found love, compassion, understanding, mercy, and tolerance. It

lighted the pathway of the artisan, the shepherd, the housewife, and the little child. In the brightness of this light, man found his dignity, and discovered his responsibility to himself, to his fellow man, and to his Creator.

Many centuries later another great lamp of humanity was lighted—the lamp of democracy. It was lighted by our colonial forefathers. It was the faith of a few men like John Adams, Patrick Henry, Thomas Jefferson and George Washington, who set before the colonists the ideal of freedom. These men not only recognized the inherent dignity of man but also recognized his right to express his dignity in freedom under God. Listen to these words of faith, penned into the Declaration of Independence: "For the support of this Declaration, with a firm reliance upon the protection of Divine Providence, we mutually pledge to each other our lives, our fortunes and our sacred honor."

In the eyes of many of their own countrymen, in the eyes of King George III, in the eyes of all the nations of the world, the ideal of human freedom seemed impossible of accomplishment. But the lamp of democracy burns today.

The light from this lamp gave added brilliance to man's life. It

permitted him to speak, to think and to act according to the dictates of his own conscience, so long as he did not interfere with the rights of others. It released the great reservoir of man's dreams, passions, energies and talents for the building of a more human world. It made man free—free as the drops of water in the ocean—free to rise to the crest of the highest wave.

How much these two lamps have done for us! The lamp of Christianity gave us our dignity. The lamp of democracy made it possible for us to express that dignity in freedom. Together they lighted the morning of a new era for all mankind.

As we face the dark and troubled future, a future complicated by the new and frightening element of atomic energy, and the growing pressure of an ideology which harks back to the days of the Colosseum, let us tighten our grasp on these two great lamps. Let us hold them high, for all the world to see. Let us remember that these two lamps, lighted by faith, will burn only so long as we keep faith. Let us renew our faith—Faith in God—Faith in man—Faith in the light that shines from the two great lamps. Let us tend the lamps.

Every time you acquire a new interest—even, more, a new acquaintance—you increase your power of life. No one who is deeply interested in a large variety of subjects can remain unhappy. The real pessimist is the person who has lost interest.

—William Lyon Phelps

Heads Up!

Never show the audience the top of your head.

Your pate may be well thatched with a mop of curly hair, or as slick and shiny as a billiard ball, but keep it to yourself. It is of no interest to the audience.

Speakers do exhibit the "crown" all too frequently, not by intention, but by awkward posture, perhaps induced by thoughtlessness or embarrassment. The commonest way is by too deep a genuflection or rising from the chair. Second is a similar exercise on being seated.

Watch yourself to see if you make a low bow as you rise when your name is called. Consider why you do it.

You will find that the trouble is with your center of gravity. Unless you really know how to get on your feet, you fall into the common error of leaning far forward so as to hold your balance. This happens both on rising and sitting down.

People experienced in platform deportment have a simple procedure to correct this fault. You can easily make it a habit.

Heads Up! On Your Toes! All Toastmasters!

San Francisco the Place—July 26 to 29 the Time!

The 17th ANNUAL CONVENTION of
Toastmasters International is the Big Attraction!

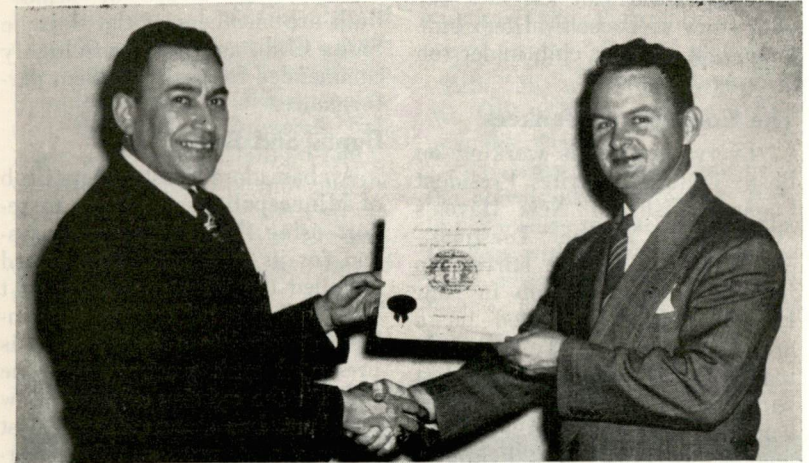


Sit down on an ordinary chair. Before you start to get up, place one foot back by the side of the chair. Place it there easily, not straining to get it far back. Just put the foot—either foot—beside the chair instead of in front of it. Then get up.

Notice that there is now no tendency to stoop forward as you rise. The change in center of balance eliminates the body-bending exercise. As you sit down, repeat the placing of the foot by the side of the chair, and once more you will get the desired result, holding the body erect and keeping your face toward the audience in your downsitting as in your uprising. Thus, the eye contacts are maintained before, during and after your speech.

This is a simple matter, possibly of no great consequence, and yet it is a mark of the experienced speaker. It obviates an awkward mannerism. It gives the sense of better finish and greater self-possession both to speaker and audience. It is one of the many little things which mark the difference between the expert and the novice.

What's Going On



At Salina, Kansas, Charter No. 559 was presented by District Governor Frank Woodburn (left) to President Dick Synan, at a great charter dinner. District 22 is growing, with several prospects for spring chartering.

Roseland Recommends

This is from the bulletin of Roseland Toastmasters Club, No. 432, of Chicago:

"Try to win the favor of your audience through friendly approach. Think friendly thoughts about people. Remind yourself of the friendly approach which wins good will every time you rise to speak.

"Put a friendly word, a cheerful word, a note of commendation, into every speech. Suppress the tendency to scold or find fault. Practice friendliness every day."

The Far-Reaching Influence

President Bob Lynn, of Fort Worth Toastmasters, reports this

interesting instance of how people react to the Toastmaster idea.

The Club, faithfully following "Progressive Training," put on an integrated program with "Money" as the theme. The well arranged program was the occasion for newspaper publicity. One daily put it: "Toastmasters will hear discussions of cost phases of the financial field at a 'dollar dinner' Thursday evening at the Worth Hotel," and then presented the program in full.

The editor of a paper in Beaumont, Texas, read the item and promptly wrote to President Lynn for information about Toastmasters. He is a member of a local speech club, but recognizes the

need for attachment to something permanent and wisely guided.

The moral of this little story is that you never can tell how far your story will reach. Don't hide your light or your club under too heavy a curtain.

The Connecticut Yankees

"Every member is working on Basic Training," writes President Leonard Fish, of New Haven's "Connecticut Yankee" Toastmasters Club. "We have stirred up interest in another club in New Haven, and have started on a group in Meriden. We are working on an inter-club speech contest with Portland and Boston, to be held in the summer. Average attendance is better than 80 percent. We are planning a team of speakers to present programs for service clubs."

This club, holding Charter No. 536, was formally chartered on November 5. It makes a good showing for so young a chapter.

Toastmasters As Preachers

At Breckenridge, Minnesota, the First Methodist Church has a custom of giving over to the laymen one Sunday each year. For this "Laymen's Day" the church services are placed in the hands of the men of the pews. Peter Setterdahl, Governor of Area 4, District 20, and member of the "Bois de Sioux" Toastmasters Club of Breckenridge, writes that in the past it has been very difficult to find laymen to take the important places on the day's program, but this year it was easy, for Toast-

masters were ready. John Bolding presided over the program, and Knute Swee gave the sermon, his theme being "Peace of Mind." Both are members of the Boix de Sioux Club, and both were highly commended for their excellent performance.

Bonus and Boner

Ambassadors Toastmasters Club of Minneapolis is the latest to report using the double award system for its members. One award is called the "Improvement Trophy." It is a Toastmasters emblem attached to a tie clasp. It is presented each week to the one who, in the opinion of his fellow members, has shown the greatest improvement over previous performances. The winner wears it for one week, and then presents it, with appropriate remarks, to the next week's winner. The other award is the "Boner Prize." It is a bone on a chain, presented to the member pulling the biggest boner during the evening.

The winners are determined by a secret vote taken at the close of each meeting. There is an earnest effort on the part of every member to earn the trophy and to shun the bone. (Reported by Dep. Gov. C. L. Nungesser).

Tuesday Toastmasters Work

Members of Tuesday Toastmasters Club of Spokane take pride in using their leadership ability for the good of their city.

Since January 1: Harry Batty has been elected President of the Jr. Chamber of Commerce; Harry

Chisholm has been made President of Advertising and Sales Association of Spokane; Maurice Cooper, Past President of Jr. Chamber of Commerce, and at present a Nat'l Director of same, has been chosen President of a new civic organization, the Spokane Interstate Fair Assn; and Russell Gladgart and C. C. Glover are members of the Board of Directors of the Fair Association; Alvin C. Dyer is Secretary of a newly organized unit of the Exchange Club.

All these men are members of

Tuesday Toastmasters Club.

(Reported by Secretary C. W. Clepper).

Correct, Mr. Editor

Editor, Mel Anderson, of "Talk," the weekly bulletin of the Mt. Olivet Toastmasters, at Minneapolis, writes:

"To learn tolerance is one of the objects of Toastmasters training. We learn to listen with respect to ideas with which we do not always agree. In other words, we learn to see both sides of the question more clearly than before."



Officers of the new "Tarsus" Toastmasters Club, No. 532, of St. Louis, gathered around to inspect the charter after it had been presented by George Boardman Perry, Governor of Area 5, District 8. The charter meeting attracted representatives from all the Toastmasters Clubs in Area 5, in addition to guests from the Toastmistress Clubs. In the picture, Governor Perry holds the charter. He and Director B. H. Mann are seen in the lower right hand corner.

From "Any Club's" Bulletin

"The Treasurer reported that we had on hand \$60.20 and that we needed \$93.75 to pay our dues to Toastmasters International for the coming six months. It became imperative, therefore, that several members pay their dues for this six month period immediately. Following the meeting, 16 members paid their dues, so now we have a balance of about \$50. But to keep the records straight, the Treasurer requests that all members who have not paid their dues, do so as soon as possible."

Never mind which club it was, just so it wasn't yours. Any club whose business is handled in a business-like manner never has to give out an appeal like that. In a well-ordered Toastmasters Club, dues are paid monthly or quarterly, in advance. The budget is carefully studied, and always kept in balance. If your club has any financial problem, it is a danger signal. Don't ignore it.

Progressive In Training

Cincinnati Toastmasters Club No. 472 reports:

"Last night the rafters of our meeting room rang with eloquence as our members presented their own candidates for President of the United States. From the simple but eloquent speech of Justin Meyer, whose candidate was Abraham Lincoln, to the not so humble talk by Walter Lessman, who placed his own name in nomination, there was a wide range of candidates whose names were presented."

This club was merely following the "Progressive Training" program suggestions for February, and the plan clicked.

Convention Plans

Many Toastmasters Clubs are working on plans for attendance at the San Francisco Convention, July 26 to 29. At Zanesville, there is talk of chartering a plane to bring the delegation west. At Evansville, an automobile is being raffled off to provide a delegates' fund. Maybe the lucky man will drive west to the Convention in the new car. In several eastern regions there is talk of special cars on the railroads. Everywhere they are singing:

California, here we come—
Makes no difference where we're
from;
Open up that Golden Gate
To Toastmasters from every state!

CORRECTIONS

On page 17 of the March issue of *The Toastmaster*, a picture was presented showing a group of Toastmasters at Indianapolis discussing plans for the San Francisco Convention. The name of District Governor "Ozzie" Johnson was given in place of the correct one, Past Governor Harry Wheeler, who was actually in the picture. The trouble was that Wheeler was so completely stooped over in his study of material that only the top of his head was showing, which made identification difficult. Our apologies.

Thanks to Carleton Sias, of Waterloo, for reminding us that Will Carleton wrote the lines "Boys flying kites haul in their white-winged birds."

Apologies to Verdugo Hills Toastmasters, of Montrose, Calif., whom we inadvertently located in Glendale. They are hereby moved back to the right place, the distance being but a few miles.

Sermon On Procrastination

This is from Toastmasters Tidbits, published by Fresno Toastmasters Club:

"A survey by the National Foreman's Institute shows that 74% of men make excuses. Making excuses is not doing—it is simply rationalizing. Procrastination has been termed the greatest weakness of business management. A man in an executive position cannot tolerate excuses from his men. A good executive doesn't make excuses.

"Let's apply this to Toastmasters. There is that pathetic cry from members who complain, 'simply haven't time.' We call that—'baloney.'

"Do you want to join the 74% of men who follow like sheep because they eternally procrastinate, or the 26% who are leaders because they do not need excuses for non-fulfillment of duties? Are you dependable?"

You Can Learn

Grover Kingdon, editing the bulletin of Pasadena (No. 5) California Toastmasters Club, writes: "At the conclusion of tonight's session we realized that one would need to be of sub-normal intelligence and ambition to fail to learn and improve from such meetings as we are having."

This Is Fraternity

Two Knights of Columbus Toastmasters Clubs, within the past few months, have sponsored and aided in organization of Toastmasters Clubs for Shriners.

San Bernardino, California, Toastmasters point with pride to the fact that five of their members are Rotarians. The Bulletin observes: "Maybe their knowledge that 'He profits most who serves best' is why they are Toastmasters. Other service clubs should take note."



LUCKY THIRTEEN

President George W. Benson and Director Leonard Price were warmly welcomed when they visited the District meeting of Western Pennsylvania District 13. In the picture are seen Lt. Governor Ed. Marian, Father Alfred, of Jeannette Toastmasters, Thomas Miller, A. M. Lewis, Dr. C. H. Wright, District Governor Paul Altman, President Benson, Director Price, and Carl E. Carlson. A feature of the meeting was presentation of the charter to the new Toastmasters Club of Irwin, Pa. (Picture on page 22)

You Need Empathy

By RALPH C. SMEDLEY

No, that is not a misprint. We did not mean to write "sympathy."

The two words are related, but distinctly different in meaning.

Sympathy is the familiar word which means to have a common feeling, whether that be a feeling of joy or pain. Its Greek background is *sympatheia*, a Greek compound made up from *sun*, (with) plus *pathos*, (feeling) especially in the sense of suffering.

Empathy is a word more commonly used in dramatics, but equally useful in public speaking. It is made up of the Greek *en* (having the general sense of make alike, or make into) plus the same *pathos* as in sympathy.

Empathy is used to denote the imaginative projection of one's own consciousness into another being, that is, the extension of your emotions, your sensations into the mind of someone else.

That is exactly what the successful actor does. He makes you, his auditor, share with him in the love affairs of Romeo and Juliet, or shudder with him as he portrays Hamlet, or become angered with him in the role of Mark Antony as he leads the mob against the murderers of Caesar. His success is very largely in proportion to his ability to project his emotions into your consciousness.

There is a similar experience when you watch a game of football, or an exciting race, or a lively sparring match. If the show-

manship is good, and if you respond to the exhibition, you may come to the end of the game or the fight feeling almost as spent as though you had been right in it. In the excitement of the contest you strained yourself to help the speedy halfback as he carried the ball, or you leaned forward in your seat, helping the jockey push his horse.

This is what we mean by "empathy." It is the projection by the performer of his emotion, his enthusiasm, his struggle, into the consciousness of his hearers.

That is exactly what the speaker must do. That is why the speaker needs to cultivate his empathic powers.

The speaker who seeks to persuade, to convince, to win votes, to make a sale, must work to produce the appropriate emotions in his hearers. He must make them think as he thinks, feel as he feels, believe as he believes, if he is to bring them at last to act as he wants them to act. If he is too much engrossed in his own problems of speech, he cannot do that. He must be so saturated with his message and so habituated to right methods of speech that he can give his whole force and attention to the effort to move his audience.

You, as a speaker, need *empathy*. You must cultivate this power if you are to be a truly successful platform performer.

Conviction, sincerity, enthusi-

asm—these are the elements of *empathy*. But to them must be added the action and fervor of the orator, by which words become living agents. And there must be the ability, gained only through long practice, to sense the audience response, and to recognize the presence or absence of that empathic relationship which finally makes the speech a success—or otherwise.

This suggestion is directed to the older, more experienced Toastmaster. It opens a field of practice in which he sets his own limits. Now that he is no longer impeded by problems of what to do with his hands, how to hold attention and maintain eye contact, how to find words, how to overcome fear of the audience, and all the other difficulties which beset the beginner, he can give attention to the finer points, the advanced

accomplishments in speech.

When you have learned how to play upon the emotions of your audience, sensing their reactions while you talk, you are in a position to direct your attack effectively. The beginner cannot do this, but the speaker who has gained poise, self-control, confidence through experience has the advantage. He learns how to project his personality, his emotions, his convictions across the table, as the actor must send himself out across the footlights, and he gets the results.

If you care to check up on *empathy*, look in the "big" dictionary for it. You will not find it in the smaller editions, but recent issues of the unabridged list it with satisfactory definitions. It is a good word to add to your vocabulary, provided you learn how to use it.



When President George Benson was in Portland recently, he urged special efforts to establish new clubs. Oregon Toastmasters Club, No. 424, went to work, appointing a "George Benson New Club" Committee. In less than two months, this Committee has organized or sponsored four new clubs in Portland. The banners shown in the picture indicate the names of these new chapters. The men are: Dave Seeley, Hub Strain, Edw. Watson, Jas. Gillespie, Ken Moyer, Donald Nelson.

SAN FRANCISCO Opens the Golden Gate for Toastmasters--July 26 to 29, 1948

**Four Great Days when Toastmasters will strike "Pay Dirt" Daily
"Thar's gold in them hills" for every man who will dig**

Monday, July 26

A day of training for District Officers
An afternoon in "The Workshop"
A noon-day luncheon for entertainment—
The "Hi-Jinks" event
An evening open for
sight-seeing

Tuesday, July 27

Past Presidents'
Breakfast
Formal Convention
Sessions
Speech Contest
Board Meeting
Boat Trip

Wednesday, July 28

Convention Sessions
"Successful Club
Operation"
Business Session
Special Events for
the Ladies

Thursday, July 29

Convention sessions—Emphasis on
Education
Board Meeting
President's Dinner and Ball
Installation of officers



Picturesque, passenger-carrying, hill-climbing cable cars attract the attention of every Golden Gate visitor. The world's first cable car made its initial voyage in San Francisco in August, 1873. It was one of its successors upon which President George Benson and Mrs. Benson embarked for a trip "up hill" in January, 1948, when they visited the City which is to be host to all Toastmasters in July. The cable cars will still be running for your convenience when you come to the Convention.

Evening hours free for social events, sight-seeing, fellowship. Daily events for the ladies, with time for shopping, and personal plans.

A GRAND CONVENTION — PLUS A WONDERFUL CALIFORNIA VACATION!

The California Language

III.

While California is not noted as being an unusually religious state, its early settlement was made by people of deeply religious nature, the Mission Fathers, who marked their course up the Coast with a series of Missions, named in honor of Saints and notables of the Church. It is to their devotion that many of the picturesque names of cities and places in the Golden State are due.

San Francisco gets its name from the Mission San Francisco de Assisi (St. Francis of Assisi) established in 1776. The previous year had seen Don Juan Manuel Ayala sailing in through the Golden Gate. Many of the street names and other place names of the city date from the Spanish days, but the influence of John C. Fremont, Robert Louis Stevenson and many other notable residents is to be seen in names and monuments and parks. It is a cosmopolitan city, where French and Italian words and eating places are about as common as Spanish.

Los Angeles dates from 1781, when soldiers and priests from Mission San Gabriel, headed by Governor De Neve, marched across the valley one September day and established "El Pueblo de Nuestra Senora La Reina de Los Angeles." Interpreted into English, it means "The City of Our Lady, the Queen of the Angels."

The Spanish influence is even stronger than in San Francisco as to names, but the combination of Mid-Western accents with Castilian consonants and vowels has produced an odd sort of pronunciation. The tourist does not need to be apprehensive about tackling the names. If he gets them wrong, the chances are that he will be talking to some former Hoosier or Wolverine or Buckeye, who has gone through a similar difficulty himself.

It may help you to remember that "c a s a" is Spanish for "house," and if you keep the pronunciation something like "KAH sah," you will be understood. If it is "Casa Blanca," you will understand "White House." If it is "Casa de Adobe," it means a house built of sun-dried bricks. Call it "KAH sah de a DO by." It takes three syllables to say "adobe."

Strangely enough, some of the Spanish names are pronounced very much as they look, the principal concern being the accent. Words like Embarcadero, Astascadero, Trocadero and Calaveras take the accent on the next to last syllable. For some reason, there is an exception in the case of Father Junipero Serra, whose name figures prominently in California history. His first name shifts the accent to the second syllable. It is pronounced "Hoo NEE pay ro."

Radio-Active Toastmasters

Indianapolis Toastmasters celebrated the completion of 52 weeks of broadcasting over Station WABW by having a picture taken of the participants. Every Monday evening for a full year, the 8:30 to 9:00 period was used for a panel or forum, dealing with timely topics. The theme on the year-end program was "Must We Fight Another War?" Participants on the program have not always been limited to Toastmasters. Many notables have been welcomed as guest members of the panel, but the program throughout has been directed by Toastmasters of Indianapolis. (Reported by Roscoe Stovall, of Indianapolis Toastmasters Club No. 385.)



In the picture we see the group which handled the 52nd broadcast, on Dec. 15, 1947. Standing are Richard S. Kegg, Indianapolis TM, and President John M. Lamparter, of the same club. Seated are: Gerald J. Ganser, Irvington; Don P. Reich, Indianapolis; Monroe B. Gans, Victor; F. F. Rensinger, Indianapolis; Ralph Erasberger, Lilly; J. E. Hoagland, Hoosier; D. Joe Hendrickson, Pioneer.

Two Years At Pasadena

Pasadena Toastmasters Club, No. 6, has completed two years of radio performance, according to William Magill, Chairman of the Club's Radio Committee. Operating on Station KXLA, these men

have presented discussions, panels, debates, speech programs and all sorts of events, opening their opportunity to members of other Toastmasters Clubs in the vicinity, and gaining much valuable experience while contributing to general information on important subjects.

Radio Tillamook

Toastmasters of Tillamook, Oregon, went on the air for the first time in February, in the first radio forum held in Tillamook County, on the new station, KTIL. The program is sponsored by the Chamber of Commerce, and the Toastmasters are furnishing a goodly number of the speakers who appear on this forum. (Reported by President Donald B. Peterson)

Radio Table Topics

In the Evandin Toastmasters Club of Evansville, the Table Topic session took a new turn when Toastmasters McKasson and Monahan turned up with a mock radio script in which every one had a part. It consisted of commercials, weather reports, soap opera, singing commercials, mystery feature, and other typical radio material, all given impromptu, and making a very effective Topics session. (Reported in the "Ad-Lib")

Ideas That Work

Norman Anderson, editor of "The Voice of Number Seven" (San Diego Toastmasters), editorializes thus:

"The helps given in Basic Training are based on 30 years of experience in speech improvement work with thousands of men. These ideas work. We know, because they have been thoroughly tested in practice.

St. Clair Demonstrates

St. Clair Toastmasters, of Belleville, Illinois, put on a demonstration program before the Collinsville Rotary Club, which attracted much favorable comment. They used the regular abbreviated plan with three speakers, and they really showed how it is done. This club, as reported in its weekly bulletin, is losing one of its charter members, Warren Bien, who goes to Sumatra in the service of Socony Vacuum. Perhaps he will carry the idea over there with him.



At Newark, Ohio, Charter No. 511 was presented by President George W. Benson, and received by Don Layton, President of the new chapter, at a meeting attended by Toastmasters from all over that part of the state.

Newspaper Publicity

By WILLIAM RICHARDS, Toastmasters Club of South Pasadena, Calif.

A little newspaper publicity goes a long way.

It keeps your members interested and makes them proud of your club. It tells your town what kind of men you have in Toastmasters.

Your publicity sells your club to your community and good publicity helps to bring in the kind of new members you want.

Get acquainted with your City Editor. Learn the "style" of his paper—the rules of writing his professional staff observe; learn a bit about his paper's attitudes and policies.

Try to put yourself in his position, an extremely busy man, badgered by propagandists (you ought to see his mail), whose chief job is spot news—as much of it as possible in the space at hand.

He will be glad to give you space. Names make news, and in Toastmasters you have names of leaders. What they do is news. When you quote them in the papers, be sure that you emphasize the fact that they are speaking as Toastmasters—students of speech—and that the club meets regularly at such-and-such a place.

Occasionally, give the President's address or phone number. Periodically, get a picture into the paper; submit a fairly large glossy print and write on the back in soft pencil the identities.

Be dependable, both to your club and to the newspaper. Carry

out club policies in your articles and submit your copy to the paper every time there is a meeting.

Always typewrite your news. Always leave plenty of margin at top, bottom and sides of your paper. Write it right after the meeting and get it to the paper the first thing in the morning.

Typewritten copy is imperative in a newspaper office, where speed and accuracy are almost sacred. The margins provide room for alterations. Write it after the meeting while it is "hot" in your mind (you'll do it better then) and by putting your copy in your editor's hands early in the day, you will help him in his own particular task. You will find, too, that you will pick up added space and better position in the paper.

Like a good Toastmaster, be specific—but don't over-do it.

Remember that the average reader goes over his paper like greased lightning, and too many solid facts rough him up. Pick the most interesting phase of your meeting and write it up as your "lead" paragraph.

Always bear this in mind: The make-up man has to trim stories to fit them in the news column. He starts at the end of the article and works up, sentence by sentence, paragraph by paragraph, until the article fits in the space at hand. Make every sentence stand on its own two feet. Don't let it teeter

over to the sentence to come.

Name your speakers by their correct names. It may be Jim Hughes at the meeting, but he is James X. Hughes in your article Toastmasters is an educational organization of serious-minded business men. In your article give them the honor due them.

Toastmasters are judged by the company they keep, and prospective members are influenced by what they read in the papers. So, keep emphasizing the calibre of men in the organization. Do this, for instance, in a number of ways:

Horace A. Brower, executive vice-president of Indemnity Life Insurance Company. This shows his executive status, his type of business, and his firm.

You may vary this to: James A. Miller, assistant plant superintendent of California's largest lead smelter. Or, to M. P. Bramman, iron pipe firm general salesman-ager.

Dig into the history and activities of your members, and you will present each man in his best light. The paper wants to know who he is, all right, but it doesn't want to run a free advertising bureau. Nor will it help your club to use the same spotlight all the time.

Vary your lights. You can switch from hobbies to war records, to native state, to number of children, to college degree, to other club activities, to honors within the club.

All these ideas tie in with angles

you use to make your news items about Toastmasters worth reading. Sow the seed of suggestion among your officers for special events: Father and Son, Father and Daughter, Ladies' Night, Installation Night, Chamber of Commerce Night, Industry and Comemrce Night, Harvest Night, Vacation Days.

Be sure to have Press Night once a year. Invite the City Editor and the management of his paper to meet you as a Club, and see how you operate, even to the extent of throwing these honored guests a Table Topic always dear to newspaperfolk: "How did you get into newspapering?"

Deserve publicity, and you will get it.



President George Benson presents Charter No. 574 to Thomas Miller, President of the new Club at Irwin, Pa.

Make Your Words Sing

By LEONARD E. MILLER, Jewel City Toastmasters Club, Glendale, Calif.

It is not enough, as Higginson points out in one of his essays, that words should be used merely for the transportation of intelligence—as a wheelbarrow carries bricks. Words can afford music as exquisite as that of any instrument; they can glow with the harmony of a painter's palette. The most profound thought may be lost in uninteresting phraseology, while the simplest idea may be long remembered for the beauty of its expression.

An artist carefully selects his colors, blending one with another, placing a spot here for accent, another there for balance, until the whole is pleasing to the eye. So also a speaker can choose and select his words, balancing vowel sounds, setting one consonant against another, until he has a work of art, pleasing to the ear. This quality in literature is called Tone Color.

Read aloud this line from Milton:

"The pilot of the Galilean lake."

Even if you did not understand English, those six words would have the satisfying beauty of a delicate musical phrase. Notice how the vowel tones echo each other pleasingly, and observe the subtle, unexpected repetition of the "l" sounds.

The sounds of words can also suggest their meaning—"Onoma-

topoeia", it is called. Read these lines from Tennyson:

*"The moan of doves in immemorial elms,
And murmuring of innumerable bees."*

You can literally hear doves in the cadence of the first line, and bees in the second. In *Morte d'Arthur* you can almost hear and feel the dark water with Sir Bedivere:

*"I heard the ripple washing
in the reeds,
And the wild water lapping
on the crag."*

Or, if you prefer to hear flowing, dancing water, read Tennyson's *Song of the Brook*:

*"I come from haunts of coot
and hern
I make a sudden sally,
And sparkle out among the fern
To bicker down a valley."*

Yet while many sounds are beautiful, some are not. The "s" sound occurs often in English, and we cannot avoid it. But we can refuse to be guilty of what Tennyson called the greatest crime in English—putting two sibilants together, that is, at the end of one word and the beginning of the next. The hiatus, or clashing vowel sounds, was forbidden in Greek poetry. We also avoid it in English, as when we say "mine eyes" instead of "my eyes."

"But", you say, "how can I

improve my choice of words?" The answer is, by reading and studying the masters of English—there is no other way. Just as an art student studies the great artists, or a music student listens to great symphonies, so a Toastmaster should read the great English poets, in order to cultivate his feeling for words, and improve his style.

Many people have the mistaken idea that poetry is a waste of time, or even a little effeminate. Nothing is farther from the truth. Good poetry, like good speech, is the interpretation of thought and life in

the best possible language.

It is no accident that our greatest speakers have been students of poetry—often poets in their own right. Have you ever noticed the many quotations in a Churchill speech?

Read the classical poets—Tennyson, Scott, Wordsworth, Poe, Bryant, Shelly, and the dozens of others. Study how much they are able to say in a few words, and with what beauty and imagination they are able to say it.

And before you realize it, your words, too, will begin to sing!



Interest shown by the men at the speakers' table was reflected throughout the audience when Vice President I. A. McAninch addressed Toastmasters of Oklahoma District 16. The occasion was a "one-night stand" at Tulsa for McAninch and Director George Reed while en route to the Indianapolis meeting of the Board of Directors, in January.

Pictured above are Director Reed, Area Gov. R. F. Gilmore, McAninch, H. O. Buen, former Director, and present Ed. Chmn. of Dist. 16, and District Governor Glenn C. Snook.

The Club Workshop

Notes and Lecterns

Many Toastmasters Clubs have introduced some sort of reading desk, or place to put the speaker's notes. Excellent! There are times when a speaker must use notes or a manuscript, and he needs to know how to handle these impedimenta.

Notes are permissible when material is too detailed, too much involved with facts, figures and quotations, to be safely left to unaided memory. Sometimes notes are a help to the inexperienced speaker, who needs something to fall back upon.

When notes are used, they should be used openly, without apology or concealment, and without interference with the speech. Thus, it is best to put the notes on small cards which can be held in the hand without confusion or distraction, or which can be laid upon the lectern and glanced at without loss of eye contact. They should be written so plainly and in letters so large that they can be seen without stooping over.

Notes are a sort of crutch for the speaker who cannot trust himself to go it unaided. They should never be used unless absolutely necessary and, like crutches, they should be discarded when the speaker is able to walk on his own feet.

Never gesticulate with notes or manuscript in your hand.

Never permit your eye contact to be broken by use of notes.

And most especially, never lay the notes down on the table and then stoop over to see what comes next. If they must be laid on the table, pick up the card when you need it, and keep yourself erect.

The lectern is a convenient place to keep your notes or manuscript. That is the only excuse for having it before you. If you are not using notes, avoid the lectern. If you are using notes, try to be unconscious of the lectern. Keep your hands off. Don't grasp the little desk as though you were about to fall down. Don't let it impede your gestures. Don't hide behind it. Unless you actually need it, stand out from behind it when you speak.

Notes and lecterns are all right in their place. Don't let them get out of place for you, or they will wreck your speech career.

Paraphrasing Pope's words: A little lectern is a dangerous thing.

Right Speaking

The Toastmasters Club is dedicated to the cause of "better speech." Every member is supposed to be on the alert to improve his forms of expression. In a Toastmasters Club meeting errors in grammar and pronunciation

THE CLUB WORKSHOP (Continued)

should be extremely rare, and when detected they should be promptly eliminated.

Unfortunately, this is not always the case. In our club meetings it is not at all unusual to hear flagrant misuse of words, both as to grammatical forms, mispronunciation and mistakes in meaning. Visitors who come expecting to hear the best in speech have a right to question our sincerity when they hear us mixing up verb forms, creating impossible sentence structures, and getting our numbers and tenses all out of order.

Every Toastmaster owes it to himself and to his club to strive for correctness in use of the language.

Most of the mistakes we hear come from simple carelessness. Most of us know the elementary rules of grammar, but we do not take the trouble to use them.

The so-called "grammarians" or "word critics" used in our clubs appear to contribute to this trouble rather than cure it. Either they gloss over glaring errors, or they become too meticulous, too overscrupulous as to unimportant details, and either method loses the effect.

The grammarian in a Toastmasters Club must be one with common sense, tact, discretion and breadth of mind. He needs to know the fundamentals of good speech, or good grammar. He must be able to distinguish between actual error,

or definite infringement of the accepted rules, and those differences in taste or personality which may lead to certain styles and choices in speech forms.

He does not hunt eagerly for mistakes to mention. He is not disappointed if some speaker fails to give him a single error to correct. He even commends a speaker for good word usage and correctness of diction.

But he is ready to pounce on the speaker who carelessly murders the language.

He is careful to distinguish between the errors through carelessness and laziness, and those which result from honest ignorance.

The club which has in its membership a man of such character and ability is fortunate. The club which lacks any member who measures up to these standards to a reasonable degree may do better to neglect appointment of a club "grammarian," and struggle along by other means in the direction of better speaking.

Good Form

What is the proper procedure for the speaker or the presiding officer?

The question is a constantly recurring one. Is it proper to do this, or should one do that, or just what is the officially approved way?

There are very few fixed and unchangeable rules, incapable of variation. Circumstances must be

THE CLUB WORKSHOP (Continued)

the guide, always with the requirements of good taste clearly in mind. What is proper in one instance may be entirely out of place in another.

The conduct of radio and motion picture performers frequently leads to the introduction of practices into speech occasions where their propriety is questionable. Cliches heard on the radio sound clever, and bring a laugh from the studio audience, but when used by speaker or chairman in a serious meeting, they may be flat or offensive. There is a vast difference between the "master of ceremonies" on the radio or in a popular night club and the chairman or toastmaster of a dinner or meeting.

For instance, there comes an inquiry from one Toastmasters Club about the proper form of address by a speaker when he is introduced. Some of the members like the formula: "Thank you, Mr. Toastmaster. Good evening, ladies and gentlemen." Is that a good form?

There is nothing grammatically wrong about it, but it does constitute a definite departure from established practice. Is it good enough to deserve general adoption? Will it stamp the man when he appears outside his club, as an accomplished and able speaker, or will it put a different label on him?

That is a question for the individual member or club to decide. In general, it violates two accepted standards of good speech.

First, it introduces a hastily spoken, rather meaningless expression of thanks where nothing of the sort is required. Second, it modifies the customary formality of addressing the audience simply as "ladies and gentlemen." Possibly the introduction of the "good evening" adds something. What do you think? You have a right to your opinion, of course.

The words sound too much like the start of a "funny" program on the radio. If you think you are a budding Bob Hope or Red Skelton, maybe you ought to use them.

There is another practice which creeps into the words of chairmen and toastmasters which deserves mention. This is the way some of them have of saying: "We have with us tonight that distinguished author, traveler, lecturer, star of stage, screen and radio, the charming little Miss Flossie Fussbudget, who is to address you. At this time, ladies and gentlemen, I give you Miss Fussbudget. Now let's give this little lady a great big hand."

Here again is a question of good taste.

That sort of introduction suggests a performer bouncing out on the stage to the spatter of super-induced applause, for some sort of vaudeville turn, a tap dance or a juggling act or a groanful bit of crooning.

Looking at the words given above as a sample, would you, personally, be helped by such an

THE CLUB WORKSHOP (Continued)

effusive introduction? Wouldn't you like it better if the "we have with us tonight" were omitted, together with "at this time," and "I give you—" and, naturally, the suggestion, either in words or by implication, that applause is indicated?

Let's not be commonplace in our introductions and in our address to the audience. Let us (a) avoid clichés and worn-out phrases as though they were poison, and (b) seek word forms which will fit the occasion, help the speaker, and win the favor of the audience.

Good taste and propriety are the two essential qualities to be sought, by both speaker and chairman.

Confused Words

There are many pairs of words which cause trouble by reason of similarity of sound, while meanings are definitely different. The careful speaker will do well to study the following list to see whether he is confused on meaning or pronunciation of them:

accept—except
 exhilarate—accelerate
 farther—further
 most—almost
 among—between
 expect—anticipate
 instance—example—case
 claim—assert
 formally—formerly
 healthful—healthy
 leave—let
 liable—likely
 mad—angry

principle—principal
 prophecy—prophesy
 respectfully—respectively
 then—than
 unique—rare—unusual
 species—specie
 allusion—illusion
 allude—elude
 censor—censure
 common—mutual
 council—counsel
 invent—discover
 emigrant—immigrant
 luxuriant—luxurious
 majority—plurality

The Seventh Talk

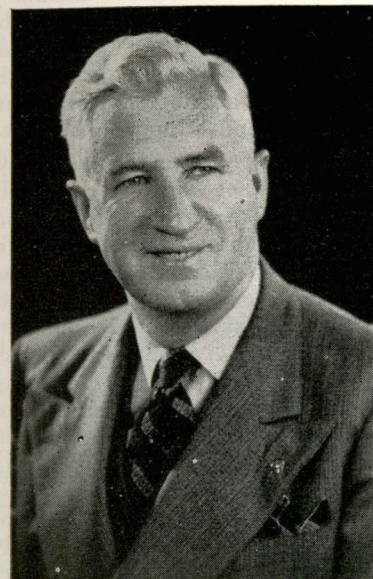
The Bulletin of Oregon Toastmasters Club, No. 424, of Portland, carries wise comments on Basic Training No. 7. We quote:

"One suggestion regarding the seventh talk,—The Big Broadcast. Everyone who has yet tried it has been in trouble. Is it possible that we are trying to achieve too many things at one time? There is the manuscript to be read, eye contact maintained, gestures given and voice modulation included. Even the experts don't attempt that without memorizing the speech. Do you suppose we should learn to crawl before we try to run?"

Editorial Comment: On page 22 of Basic Training, near the bottom of the page, is this warning: "This is the lecture type of speech. Most people do not do it well. By practice, you can learn to do it well, and then you will be ready, if occasion arises . . . When you have tried it once before the Club you may wish to repeat, so as to improve. If so, frankly ask the Program Committee to give you another reading assignment."

Some earnest Toastmasters have been known to repeat this assignment as many as eight or ten times, seeking to acquire skill in this difficult type of speech. It takes practice.

Toastmasters in the News

**He Starts Clubs**

Ben McEachen, for nearly 10 years a member of Huntington Park, California, Toastmasters Club No. 14, holds an unusual record as volunteer promoter of Toastmasters Clubs. At least 22 Clubs owe their start in some degree to the help he has given. In several instances he has promoted the Club, helped recruit the members, and supervised the organiza-

tional period. In others, he has been part of the sponsoring group. In every case, his time and experience and enthusiasm have been a factor. Just as the Indian chief, in pioneer days, is said to have worn his string of scalps as evidence of his prowess, so does Ben McEachen cherish the memory of the Clubs he has helped to bring into being. He often wonders if any other Toastmaster has a record that will match his, for new club promotion.

"Man Of The Year"

Robert A. Luntz, president of the Stark County, Ohio, Cancer Society, and Executive Board Member of the Boy Scout Council, has been designated as Canton's "outstanding young man of 1947" by the Junior Chamber of Commerce. Luntz holds office in a number of civic and service organizations, in all of which he is active. In addition to being a licensed airplane pilot, he finds time to practice speech as a member of the Jaycee Toastmasters Club of Canton, a practice which may have helped in some measure to increase his usefulness as a community leader.

The average person puts 25 percent of his energy and ability into his work. The world takes off its hat to those who put in more than 50 percent of their capacity, and stands on its head for those few-and-far-between souls who devote 100 percent.

—Andrew Carnegie.

A Stick Of Wood

By ARTHUR SOFTLEY, Saguario Toastmasters Club, Tucson, Arizona.
Basic Training Assignment No. 4

I hold in my hands a piece of wood. This is not a piece selected for its perfection, quality or kind. It is, in fact, a "cull", salvaged from the scrap heap, considered unfit for use.

This happens to be a piece from one of the famed California redwood trees. It is rather soft wood, good for construction work. As lumber, its chief claim lies in the fact that it is highly resistant to rot and that no self-respecting termite would think of taking a bite of it. This piece went into the scrap pile because of the very obvious imperfections which you see.

On the sides exposed to your view, you will notice it is rough, just the way it was when it left the saw mill except for a few stains and scars which it picked up since it left its native state. On the other side, you see the same piece of wood but it has been planed, sandpapered and polished. You will note the beautiful natural color, the delicate grain and the soft, satiny luster of the polished surface. It is truly a thing of beauty.

The degree of polishing that any piece of wood will take depends on many things: the way it was cut and seasoned, the species of timber it was cut from, whether it is heart-wood or sap-wood and, most important of all, the amount of effort and skill that went into the polishing process. Many a sturdy timber hides its natural

beauty from the world behind a rough, unfinished exterior. On the contrary, many a poor stick finds its way into a choice location in the living room because of expert finishing and a high polish.

We humans are in many ways like a piece of wood. We start out green and rough and, like wood, cannot acquire polish while in that state but can only have some of the roughness knocked off. After proper seasoning, however, we are capable of taking the polish.

I know of no better planing, sandpapering and polishing process for a man than Toastmasters training. It is true that polishing shows up the defects in a "poor stick," but like this piece of wood which I hold, if one looks closely, he can always find one side which is worth polishing. No matter how good a piece of timber you may be and how fine a finish you may think you have acquired, your Toastmasters training can help you add luster to that finish, and will show up some spots which more rubbing would improve.

No matter what kind of stick you may be, your regular and conscientious participation in the activities of a Toastmasters Club can make you show up better in the eyes of the world. It may be that simply planing off the rough wood or the sap wood will reveal excellent qualities in what, at first glance, appeared to be merely a "poor stick."

Questions Answered

Q: Should the area and district Educational Chairmen visit the clubs within their respective jurisdictions? Should district educational meetings of club Educational Chairmen be arranged by the district Educational Chairman?

V. O. Sellers, Mpls. No. 75.

A: The area Educational Chairman should, by all means, visit the clubs within his area. He should make at least two calls upon each club during the year, and discuss with them their problems concerning the educational part of the programs. His job is to encourage clubs to use the educational aids provided by Toastmasters International. While the district Educational Chairman may not find it possible to visit all of the clubs under his jurisdiction, he should try to keep in touch with each one of them by personal letters of educational content or by a monthly bulletin. He should, at least once a year, meet with all the area Educational Chairmen in his district. If he is attending an area meeting he should call together all the club Educational Chairmen, along with the area Chairman, for a discussion of educational problems within that area. The district Educational Chairman is director of education for the clubs in his District. The area Educational Chairman is director of education for the clubs in his Area.

Q: Is there any regulation or standard practice for collection of club dues?

A: Each club determines its own method, but the most successful and best approved plan provides for collection at the beginning of each month, or at the beginning of each

quarter, at the most. Frequent collection, in small amounts, works better than once or twice a year. The main thing is to make collections in the way best suited to your club, but always in advance.

Q: I have trouble in writing "its." Should there be an apostrophe in it, or not?

A: It depends on what you mean to say. If you are using it in the possessive form, as "its true meaning," leave out the apostrophe. If you are using it as a contraction for "it is," then insert the little comma. That is, "It's wrong to use the apostrophe when its meaning is possessive."

Q: How should we address the "Topicmaster" and the "Master Critic" when each is presiding? Should we say "Mr. Topicmaster" and Mr. "Chief Critic"?

F. E. Eastwold,
Garden Grove, Calif.

A: There is no absolute rule. The best plan is to use the simplest form. You can hardly go wrong if you say, "Mr. Chairman," whether the one addressed is Toastmaster, Topicmaster, Chief Evaluator, or something else. So long as he presides, he is the chairman, even if the chairman is a woman. We say, "Mr. Toastmaster" as a rule, when the one addressed serves in that capacity, but that is not an iron-clad requirement. The principal point is that every man, during the period of his presiding, shall get the maximum benefit of his brief experience as conductor of some of the meeting. You might refer to the article "Who Is Chairman?" by Grant Henderson, on page 21 of *The Toastmaster* for February, 1948.

Stories You Can Use

Age is guaranteed. No story on this page is less than 30 years old. Most of them are much older. They are so old that they are new.

WHEN LADIES ARE PRESENT

Men are not so thoughtful of their wives as they should be. Wives have feelings too, you know.

The other evening I was riding home on the streetcar, during a heavy rainstorm, and I heard one man say to another: "How do you like this weather?"

"It's horrible," said the other.

"And how's your wife?" the first speaker inquired.

"Oh, just about the same!"

* * * *

RESPONDING TO INTRODUCTION

I think that the toastmaster, in calling on me to speak, has acted from the same motives which moved a young dentist, dealing with one of his first patients.

The patient, coming from the country, stated that he wanted two back teeth extracted. He pointed out the teeth with care. The dentist administered gas, and then pulled.

When the patient regained consciousness, he found that the dentist had taken out two front teeth instead of the two at the back. He protested: "See here, I told you to take out these two back teeth!"

"Yes," said the dentist, "I know you did, but I found that the front ones were so much handier to get at."

* * * *

ORATORY AT ITS BEST

They say that Colonel Breckenridge met Major Buford on the streets of Lexington one day, and asked: "What is the meaning, suh, of the course before the court house?"

The Major replied: "General Baxter, suh, is making a speech. General Baxter, suh, is a born orator."

"If you or I, suh, were asked how much two and two make, we would reply 'four.' But when this is put to a born orator, he responds: 'When in the course of human events it becomes necessary to take an integer of the second denomination and add it, suh, to another integer of the same denomination, the result, suh, and I have the science of mathematics to back me in this statement; the result, suh, and I say it without fear of successful contradiction, suh, the result is four.' And that, suh, is a born orator."

* * * *

HARD TO UNDERSTAND

Mike was a trusted clerk in an eastern railroad office, who sometimes got his words tangled.

One day there was trouble on the telephone, and Mike became quite exasperated in his efforts to understand a message from another department. The man at the other end of the wire lost his temper and shouted: "Have you altogether lost your hearing, you dumb Mick?"

"I can hear you all right until you begin to talk," said Mike, completely bewildered, "and then I can't understand a word you say."

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The Record of Growth

On the way to "700 by '70"

No.	Name	Town	District
582	High Point—High Point,	North Carolina	U
583	Overland—Overland,	Missouri	8
584	First National Bank—Portland,	Oregon	7
585	Magic City—Minot,	North Dakota	20
586	Brookings—Brookings,	South Dakota	19
587	Johannesburg—Johannesburg,	South Africa	U
588	Portland Rose—Portland,	Oregon	7
589	Edwardsville—Edwardsville,	Illinois	8
590	Shriners—Minneapolis,	Minnesota	6
591	North Star—Minneapolis,	Minnesota	6
592	Marion "Y"—Marion,	Indiana	11
593	Spokesman—Spokane,	Washington	9

Two new chapters in Portland, Oregon, result from activity of the "George Benson New Club Committee" of the Oregon Toastmasters Club. (See page 15) The Toastmasters idea was carried to South Africa by a former member of Victoria, (B. C.) Toastmasters Club.

In Manila, P. I., in Burma, in Guam, Korea, Germany, Mexico and South America, men are asking how to organize.

Toastmasters International does not employ any sales agents or professional organizers. Our members are our salesmen and our promoters. Toastmasters training has helped them. They offer it to others as a service.



The product sells itself; men everywhere need it!