

MARCH, 1956



The
TOASTMASTER

AMONG OUR CONTRIBUTORS

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EDITORIALLY SPEAKING

"There are three sights," wrote an Irish poet, "that strike joy to the heart of the beholder: a rainbow after storm, a swift horse running, and a ship with all sails set."

What is there about a sailboat scudding over the blue water that gives the watcher such a lift of the spirit?

The skipper, wise and experienced in the handling of his craft, knows that there is something more to sailing than a knowledge of ropes and spars and canvas. He must know how to utilize the wind. He must know how to tack and veer, when to shorten and when to crowd on sail. He is not the helpless pawn of a capricious breeze. Like his prototype the seagull, he can so adjust that the wind will take him in the direction he chooses

to go. The force that can mean disaster to the unskilled sailor, or at best a deviation from his desired course, becomes the motivating power that leads to the desired end.

Not so different from a speech, is it?

The ability to adjust, to trim sail, to use the wind that blows now instead of waiting for the exact and proper circumstances of favoring breezes of precisely the right strength and direction, is an art worthy of cultivation.

As Ella Wheeler Wilcox said in her poem *Winds of Fate*:

*"One ship drives east and another
drives west
With the self-same winds that blow,
'Tis the set of the sails and not the
gales
Which tells us the way to go."*

The TOASTMASTER

For Better Thinking—Speaking—Listening

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IN THIS ISSUE

BIGGER OR BETTER—By Ralph C. Smedley.....	2
WHEN YOU TALK TO TEEN-AGERS—By Ernest L. Walker.....	4
THE RIGHT WORD.....	5
TOO MANY OSCARS—By Dick Smith.....	7
IT'S A GOOD IDEA.....	8
CONVENTION CHATTER.....	10
CHECK UP YOUR WINS.....	11
FREEDOM OF SPEECH—By Harry W. Mattison.....	12
IT COULDN'T BE DONE.....	15
THE TWO-ENDED TOOL—By Carlton Selph.....	16
WHAT'S GOING ON.....	18
HOW WE TALK.....	20
A SPEECH IS LIKE A HOUSE—By A. J. Schrepfer.....	21
HAVE YOU READ.....	23
YOU AND YOUR CLUB.....	24
WE TAKE A BOW.....	25
HOW TO CALL FOR THE ORDERS OF THE DAY.....	26
STANDARDS OF SPEECH.....	27
CLASSICAL SLANG.....	29
LAFF LINES.....	31
NEW CLUBS—WHEN AND WHERE THEY MEET.....	32



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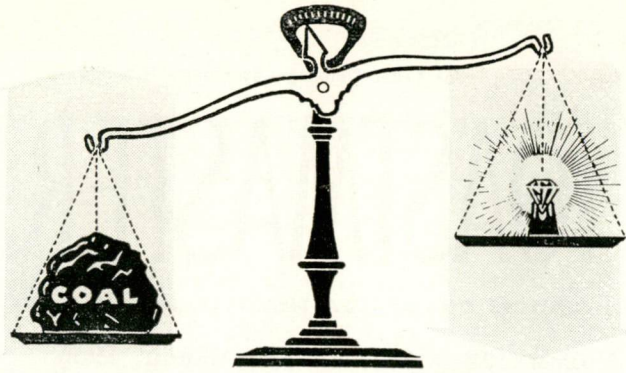
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MARCH, 1956

1



Bigger or Better

By Ralph C. Smedley

MANY people seem to have an idea that vocabulary improvement means adding more words and bigger words to their stock of vocables.

While adding more words is desirable, it is only part of the work of improvement. Learning to make better use of the words one already possesses is quite as important.

Most of us know a great many more words than we use in common talk. We limit our expressions by letting one word or phrase do the work of a score. We fall into the habit of saying "O.K." or "just fine" instead of taking the trouble to make our meaning clear with other and better words.

The choice of the best word for use in any case is a matter of good judgment and good taste. This use of words in an acceptable manner is called *diction* by the rhetoricians, and it is something entirely apart from grammar. Almost any man of high school education has plenty of words if he will use them,

and he should understand them well enough to put them in the right places to make his meaning clear and his diction acceptable.

There is no virtue in the "big" word, the polysyllabic term which is hard to understand and hard to pronounce. Virtue is found in the word, long or short, which clearly expresses the speaker's meaning, and is well enough understood to communicate satisfactorily to the hearers.

Each of us has three kinds of vocabulary. The smallest one is the stock of words we use in ordinary conversation. Usually, this is a very simple and limited equipment. It includes a few nouns and verbs, together with a few adjectives and adverbs, worn threadbare by too frequent use. There is a good mixture of colloquialisms and slang expressions, introduced for the sake of liveliness. For ordinary purposes, the average citizen can get along with a thousand words or less.

The second class is a considerably larger collection of words which we can bring into use when we have time to think and consider, and when the occasion seems to justify more dignified talking.

The third, and by far the largest, is the stock of words which we can recognize and understand when we see them written or hear them spoken. These are sometimes called the passive vocabulary, because they are not actively employed. Most of us can recognize a great many more words than we can call to mind for use in our talking.

One practical way to improve our spoken vocabulary is to draw into use the words in the third class, so that they become part of our ordinary talking. That is, we convert part of our passive vocabulary into active usefulness.

If we do this, we can quickly eliminate many of the rather meaningless phrases on which we waste our breath. They do have the merit that they encourage vocal variety, for such phrases as: "And how!" "You're telling me?" "I'll tell the world!" and "Is that so?" are made up of good words, and are capable of expressing a variety of meanings, depending on the inflection we give them.

Another good practice is the study of words which can be substituted for our over-used ones. Take "fine" for instance. Referring to health, it may mean good or well or excellent; to size, it may mean thin; to the weather, it indicates that there is no rain, and perhaps no cloudiness.

When you speak of a "fine point" you mean accurate, delicate, exact, precise. Referring to beauty of appearance, it may mean elegance, symmetry, grace, daintiness, pulchritude. Used as a verb, "fine" suggests a penalty for wrongdoing; and if you turn toward the Latin and say "In fine" you are speaking of the end, the finish.

Take so simple a word as "speak" and look in your unabridged dictionary, or your Thesaurus or your dictionary of synonyms, and you will be amazed at the different words you can use, most of them well known to you.

For vocabulary improvement, use the best words you know to say what you have in mind. Avoid constant use of any one word. Make sure that you pronounce the words correctly, and use them in ways that will be clear to your hearers. Let words be your servants, never your masters.

USE A THESAURUS

It will open a new world in language

A thesaurus is a book of words grouped by ideas. For example, in one place you will find every single word relating to joy (every word, not merely synonyms) and in another place every word relating to money, together with quotations and foreign expressions. Thus one word leads to another. This classification of words is the secret of a thesaurus, which distinguishes it from a dictionary.

See *item back cover.

When you talk to TEEN-AGERS . . .

do you "send" them?

By Ernest L. Walker

TODAY'S youngster is reared on a diet of the sensational, the fantastic and the unreal. Life for him is a three-ring circus, a sort of clown caucus of TV, Marilyn Monroe and Space Cadet.

Daily he gulps, instead of milk, a large economy-sized bottle of energy, spiked liberally with tincture of cussedness. He moves about my classroom like a storm laced with hail.

How can I capture and retain the attention of this junior citizen?

Through my experience in Toastmasters I have become convinced that the successful teacher must employ the arts and skills of the qualified platform speaker.

Once I believed that students had to be taught to "pay attention." Now I believe differently! Now I know that a teacher must engage and hold the attention of his class with the same adroitness that a speaker uses to hold his audience. It is the responsibility of the teacher to conduct his class so that his students will become interested. When they are convinced of the worth of the subject, they will want to know more about the facts presented therein. Toastmasters training will aid any teacher in achieving this goal.

Toastmasters learn that every minute of platform time must be planned. The speaker must know what he intends to say and how best to say it. This is also true of teaching.

An effective speaker must maintain eye-contact to build a bridge to his audience. A teacher must maintain good eye-contact to prevent interest from waning and to detect when it does. And as a speaker who follows notes too closely loses contact with his listeners, so will a teacher who scans his notes continuously lose contact with his pupils.

A speaker must use proper gestures to give a pictorial quality to his speech. A teacher finds that effective gestures will focus attention and add vividness to his explanations.

Voice inflection and modulation, pauses and changes in the rate of speaking are just as effective in the classroom as on the rostrum. A skillful practice of vocal variety will aid materially in dispelling that classroom doze.

A skillful speaker will mention names of people in his audience as often as possible. This is a sure-fire method of stimulating interest. When classwork is of the lecture

type, a clever teacher will also incorporate the names of students into his presentation. This gives the student a sense of participation, of being at the heart of the activity.

Those "oh's" and "ah's" which interrupt continuity are as deep a pitfall to the teacher as to the speaker. Such time wasters invite minds to wander. And in a classroom, when attention wanders, disciplinary problems rear their ugly heads.

The teacher must strive to eliminate from his speech any muffled and slovenly enunciation. He must carve his words with lips and tongue so that his speech is clear, sharp and distinct. Every teacher should be a student of correct pronunciation.



THE RIGHT WORD

THE magic of words lies in the power they have, when properly chosen and arranged, to convey to other people what we wish them to know of what is in our minds.

Every word we use goes out on an errand. Skill in saying what we mean so as to get the result we desire is not a literary frill around the edges of business and social life. It is an essential part of life,

Before I became a Toastmaster, I believed that I taught effectively. But I paid little or no attention to the skills that Toastmasters emphasize. Now I am convinced that I am a better teacher through daily application of the speech principles learned in my Toastmasters laboratory.

Unfortunately, the techniques mentioned above were not taught in my teaching methods classes. It has taken Toastmasters training to bring about the realization of the value of speech in teaching.

Yes, he's quite a guy, this junior citizen. He deserves the best in teaching. Toastmasters is an invaluable help in giving him the best during his school years.

our only means of intellectual contact with the world around us.

There are two ways of appraising the rightness of a word: by its effectiveness in saying exactly what we wish it to say, and by its sound or its appearance. Some words, though acceptable or passable in conversation, are not legal tender in writing; other words, properly and effectively used in writing, seem pretentious in conversation.

Basis for Choice

But it is well to have some rules. For example, the rule about preferring short words to long is a good rule for general occasions. When we have a choice between two words that convey our meaning equally well, we should use the short and familiar one. But the other word should not be rejected merely because it is long and unusual if it is more fitting in meaning. It is the inappropriate use of long words that causes the trouble.

The broader your vocabulary, the more deft you will be in expressing yourself in simple language and the more readily you will pick up another's meaning without strain.

When we succeed in making ourselves clear, that is splendid, but most of us will wish to do better; we should like to make our meaning clear in a pleasing way; to bring a certain sort of sunshine into our writing. We cannot do that by using dingy words.

Qualities

There are three qualities needed in words: accuracy, clarity and simplicity.

The core of what we wish to say may be eaten out by use of abstract words. Even if we have a soft spot in our hearts for abstract nouns like fraternity, peace, prosperity,

and goodwill, we have to bring our letters and our talk within the bounds of people who are interested in realities.

If you must use a hard word, make your context illuminate it. In both business and private life we are bound to come upon circumstances in which a complexity must be dealt with. Then is when you specially need to search your memory, and perhaps a book of synonyms, for words to make your meaning clear.

Sometimes we have no choice, but when we must use an abstract word it is nearly always possible to clarify it in nearby concrete words. "Observe," says Quiller-Couch, "how, when Shakespeare has to use the abstract noun 'concealment', on an instant it turns into a visible worm 'feeding' on the visible rose; how, having to use a second abstract word 'patience', at once he solidifies it in tangible stone." (Twelfth Night II iv 112)

Self-examination will reveal whether a tendency to use abstractions is caused by careless diction or by timidity. The vagueness of abstract words is one of the reasons for their popularity. To express one's thoughts accurately is hard work, and to be precise is sometimes dangerous.

*Adapted from The Royal Bank of
Canada Monthly Letter*



Words should be employed as the means, not as the end;
language is an instrument, conviction is the work.

—Sir Joshua Reynolds



By Dick Smith

WE see recognition for accomplishment everywhere we look. In the movies, it's the Oscars. In TV, it's Emmys. There is the acclaim over the winning of the World Series, the letter an athlete wins in sports. And there is the smile you give your wife after a fine meal.

In Toastmasters, recognition of accomplishment is our best method of stimulating further and greater accomplishment. Who is there among us who will not work with greater enthusiasm when he knows there is sincere reward of appreciation for his efforts!

We find in Toastmasters, over and over again, examples of the value of awards. There is the Toastmasters pin and the word of encouragement given to a new Toastmaster upon his induction. He has made a wise decision and we tell him so. In our evaluations, we recognize a Toastmaster's assets and help him improve on them. We award a cup to the best speaker of the evening, and almost invariably it goes to the man who has accomplished the most in terms of improvement.

Many awards have been tried and proved valuable in Toastmasters. There is the plaque of appreciation to the outgoing President, and a gift to his wife for her forbearance of the time his duties have taken. The certificate of merit presented to a Toastmaster upon completion of Basic Training and the letter to his employer telling of the accomplishment are most important. There is the announcement in the newspaper of the names of newly-elected officers. There is the honor of winning a club, district, zone or International speech contest.

These and many other awards are of great value in our clubs. But do we keep in mind the purpose of each of these symbols? We are telling a man that we genuinely appreciate the work he has done.

Sometimes I wonder if we do not lessen their significance by sheer number of awards. I recall a certain club I visited where the squawking of the Ah-meter, the buzzing of the timer, the clanking of the eye-contact alarm, ringing of the hands-in-pockets bell and

(Continued on page 30)

It's a GOOD IDEA!

■ A Challenge

No greater benefit may come to any club than to sponsor a new club in its vicinity.

If you have experienced what Toastmasters can do in the lives of inarticulate men; if you would like to have a part in bringing self-expression to others in your own community or within easy driving distance, it will be one of the most valuable experiences of your lives to become the founding fathers of a new club.

Many groups who still lack full membership have found in this organizational process a new zeal which not only succeeds in spreading the gospel to others, but reacts to the betterment of their own organization.

It is a challenge worthy of serious consideration.

■ Your International Convention

If you would light the spark of Toastmasters enthusiasm in your club, see to it that at least one representative is present at the Toastmasters International Convention in Detroit next August 22nd-25th.

Not only will you exercise your right to cast your ballots for the member (or members) who will represent you in selecting future International officers, but delegates will catch a truer vision of Toastmasters aims, and of the position which your organization is attaining in the molding of world communication.

There are those in your club who may be willing and able to finance their own attendance. There are others, equally capable, who would find this expenditure impossible. No better service can any club conceive than to find a way to underwrite such a trip. Your determination to find the means of such a financial outlay is a worthy challenge. Its acceptance will repay you greatly.

■ Solons Debate

Miami (Fla.) Toastmasters held one of their most successful meetings in a simulated scene from "Congress in Action." The first prepared speech presented a bill for consideration; succeeding speeches presented the same bill from the point of view of the State Department, Treasury Department and others. Individual "senators" spoke for and against, and some parliamentary procedure developed before the measure was put to the vote.

■ Historical

Next time you plan a meeting with a historical theme, you might be interested in following the example of the Miami (Fla.) Toastmasters Club. The first speaker started off with an event which happened in the month of December; other speakers followed with subjects concerning something of historical importance that also happened in December. Table topics also dealt with happenings that made history.

■ You Will Be There

When the San Joaquin (Fresno, Calif.) Toastmasters held a "You Were There" program recently, they worked a clever switch in table topics. Not "you were there," but "you will be there" was emphasized in the theme, "Living in 1980."

■ Any Questions?

Table topics recently had the Toastmasters of the Clay-Webster (Springfield, Ill.) Club scratching their heads and frowning their brows. Toastmaster Bert Taylor put each participant in the position of a father answering questions of Junior High School students. The problems, he said, were those posed to the youngsters in the classroom. "They weren't easy," sighed most of the perspiring TMs.

■ Mystery of the Month

This suggested monthly feature is a clever method of building up a continuity of attendance as well as of acquainting the membership with a fellow Toastmaster's not so well known accomplishments.

Each month a member is chosen by the program chairman, who contacts the subject and learns all his deep dark secrets.

At each meeting, a brief 30 second clue is given, starting with the least known and hardest to guess fact of the subject's career. Clues become progressively easier up to the last meeting. Members write out their guesses, sign them, and place them in a box.

Prizes likewise depreciate in value at each meeting. Should a member rightly guess the name the first night, he would receive a TM button; on the second night, possibly a copy of "Speech Engineering," etc.

Only one prize a week is given, and two or more guessing the right answer would draw straws for it. No winners should be announced until the first meeting the following month.

It is suggested that non-weekly clubs use two months for each contest.

■ Crisis Night

"If we look long enough and hard enough at any set of circumstances, we can learn something," declared the Broadview (Toronto, Ont.) Toastmasters. They therefore staged a "crisis night," in which assignments covered every conceivable form of mishap from the Toastmaster of the evening being called away in the middle of the meeting to a member fainting during a speech. Other assignments included objecting to the way table topics were being conducted, heckling during the formal meeting, and challenging the treasurer on his conduct of the club treasury. It was all good fun, and the day after the meeting, a bulletin in which the complete assignments were listed was sent to each member, with the comment that "as you read this summary and recall the incidents as they occurred, you will recognize the underlying purpose of each."

■ Old Timers' Night Plus

Have you ever tried an Old Timers' Night where these honored guests were asked to put on the program by repeating the Icebreaker speeches they made when they first joined Toastmasters?

The Seal Beach (Calif.) Toastmasters did just that, and report a most interesting meeting. You might like to try it.

■ For Truth and Eloquence

An engraved cup now awaits the member of the Lajes Field (Azores Islands) Toastmasters club who presents the best speech each week. The inscription on the cup is of interest. It is in Portuguese, and reads "A Verdade Com Eloquencia," which translates into "Truth with Eloquence"—an inspiring goal.

The cup is awarded by vote of the members for the best speech of the week, regardless of type or style.

■ To Read Your Directory

The 1956 Club Directory which was mailed as a magazine supplement in January is well worth the reading by any Toastmaster. It should be kept at hand when you travel, as a guide to clubs which you may visit in other cities. It should be perused with pride as an evidence of the organization's growth.

This is the first Toastmaster's Directory which has ever listed clubs in every one of the 48 states of the Union.

It is the first Directory which has ever shown forty-six organized districts.

It is the first Directory which required 32 full pages to list the clubs.

For the first time there is listed a "floating" Toastmasters Club, this being located on the U.S.S. *Hornet*, operating in far eastern waters.

In the 1955 Directory, we showed two clubs in Japan. The new one lists nine.

The new Directory is decisive and concrete evidence of the world-wide growth of Toastmasters.



Dear Ye!

Convention Chatter

∨∨ Paul Haeberlin (our 2nd vice president) who heads up Detroit's local Convention work gang, reports great things a-brewing. He's a stickler for "grass roots" instruction and inspirational training for our officers, so you may be assured the educational aspect of the convention will have first place: *BUT* he is also determined that the hospitality will be so planned and carried out that every attending Toastmaster and his family will so enjoy their stay that the 1956 Convention will be remembered as a red letter experience.

∨∨ Detroit is an ideal convention spot. Canada is just across the river. . . . There are automobile plants by the dozen to intrigue the mechanically minded.

∨∨ History comes to life at Greenfield Village. In the Village you may see not replicas, but the actual thing, restored just as it was in its prime—the tools and machines, the furniture, the fully stocked shops, the streets and buildings which made up the way of life of our fathers and grandfathers.

∨∨ The Henry Ford Museum houses the world's greatest collection of industrial Americana. You will see stretching in vast rows the outgrown implements of our civilization—the forerunners, recent and remote, of all the conveniences which make up our American standard of life.

∨∨ The Children's Zoo is a must for the kiddies. It is located on Belle Isle in the Detroit River. Cuddlesome, tame and baby animals romp in settings inspired by Mother Goose. Fences are low so young visitors may pet and feed many of the animals. . . . There are river and lake cruises by the score, the most popular of which is doubtless the trip to Bob-Lo Island in Canada. This will probably be chosen as a Convention excursion.

∨∨ And you sports lovers—The Detroit Tigers will be hot contenders for the American League Championship. Briggs Stadium is one of the finest baseball fields in the country—so—"nuff said."

A Date to Remember
AUGUST 22-25, Inclusive



CHECK UP

YOUR

WINS

When that time of discouragement comes, STOP! Go out and mow the lawn or cultivate the petunias, stop thinking for a while—then return to your desk and add up your wins.

Man is an impatient animal, inclined to expect the seeds he plants today to blossom tomorrow. And when there is not even a single green shoot poking up through the ground by morning, he becomes discouraged.

When you joined Toastmasters you were promised great things. Here was a secret for turning failure into success; but it hadn't done so. Perhaps you were just wasting time. Once a duffer always a duffer. Why, your very latest speech was your worst one yet . . . you drew a blank right in the middle of it. Your evaluator didn't pull his punches although he did praise you for your handling of the situation.

That's just the point; sometimes our wins are not recognized for a while. It's like the seed planted in the ground which sprouts and

starts to grow. We do not observe this until it pushes through the earth as a natural development in self expression. Your critic doubtless realized you were beginning to grow when he complimented the handling of that memory lapse the other night. A few months ago you would have slunk to your chair in utter confusion.

Here are some other wins that Toastmasters are slow in recognizing:

1. A voluntary determination for self-betterment.
2. A stiffened spine and legs that don't buckle.
3. A growing self-confidence.
4. The ability to think on one's feet.
5. Improvement in personal appearance.
6. A growing poise.
7. A friendly approach.
8. A sense of mutual respect and interest between speaker and audience.

9. A fraternal bond of good will.

10. Expanded horizons and interests.

11. New enthusiasms.

12. A firmer grasp on life.

Check over this list carefully. Be thankful for each win you may call your own. Perhaps you can set down many others.

Any time you begin to get a bit discouraged, STOP! Take a jaunt around the block and then start counting your many wins since joining Toastmasters. The ever-extending list will surprise you. Keep it up long enough and you may wake up some morning to find yourself famous—or at least a man worthy of the name Toastmaster.

How Free Is Your

Freedom

Of Speech

By Harry W. Mattison

“CONGRESS shall make no law . . . abridging the freedom of speech . . . or the right of the people peaceably to assemble . . .”

By virtue of this simple language, Mr. Toastmaster, you may stand unmolested before your group, and speak your mind freely and fearlessly upon almost any subject of your choosing. For the quotation is from the first of those ten amendments to the Constitution of the United States which are often called the American Bill of Rights.

We who have grown up in America, accepting its liberties as natural and its traditions as com-

monplace, may turn a quizzical eye upon the definite article “the” in the phrase “the freedom of speech.” What is meant or inferred by the “the” freedom of speech? Since those early days when man grew articulate and developed oral language has he not been as free to speak as to think?

Alas, no!

For our purpose we need turn back only to the England of 1689 when a Declaration of Rights was formally served upon the Prince and Princess of Orange (afterwards William III and Mary), and its acceptance by them made a condition precedent to their ap-

pointments as joint sovereigns, a sort of revised and re-stated Magna Charta, subsequently to become enacted into a statute known as the Bill of Rights. In all, there were thirteen clauses or guarantees affecting arbitrary acts theretofore committed by the Crown, rights which thenceforth and forevermore were to be sacred unto the People of England.

Amongst them was freedom of speech and of debate in Parliament, not to be questioned elsewhere.

Resentment Grew

During the hundred years that followed, England’s colonies in America flourished and became important factors in the world of commerce, but they were so situated geographically as to be unable to rely for fair commercial and political treatment upon a selfish and importunate mother-country. Little by little resentment among the colonists grew, as little by little they were bedeviled and denied by His Tyrannical Majesty, King George III of England, the roughness and severity of whose despotic character has been imperishably recorded in the immortal phrases of that most important of all separation documents, the Declaration of Independence.

Five rigorous years of the War of the Revolution not only vindicated all the claims and representations set forth in the Declaration of Independence, but also set up a new nation, a new philosophy of government, a new political policy, and a brand new force in the

world, the vital force of utterly free individual expression.

Definition

The revolutionary nature of this new enterprise among the governments of the world is clearly revealed in the mere fact that it took a decade of discussion, planning and persuasion to bring the states into reasonable accord and to establish what we recognize as “the dual system,” by setting up the Federal Government, for although hostilities ceased in October, 1781, the Constitution of the United States was not ratified by the required nine of the thirteen states until June, 1788.

Even so, there was acute apprehension that the Federal Government might assume or be held to trespass upon those personal and property rights which the Declaration of Independence had boldly asserted to be inalienable, including life, liberty and the pursuit of happiness. Therefore, upon the insistence of men who lived in the memory of the abuses that had been put upon the colonists by England, a group of amendments were submitted, ten of which—the American Bill of Rights, substantially all the guarantees, considered applicable to our conditions, of the English Bill of Rights—were adopted in 1791; the first, number one, being our subject here.

Clearly, “the” freedom of speech is a right which either had been lost or had never been acquired, but in any case had to be striven for and protected by our English ancestors in the bitter internal

The following article was written several years ago by a former President of Toastmasters International who is still an active member of the original Minneapolis (Minn.) club. The article so definitely expresses the situation in America today that we have taken the liberty of republishing it for your serious consideration.

struggle between the mortals who govern and who are governed; something definite, positive, constructive, to be jealously preserved and guaranteed against all unreasonable impositions and restrictions.

Let us now inquire, briefly, how free is the freedom of speech?

Obviously, no man may advocate treason or the overthrow of government, but he may otherwise give expression to his criticism of government, its institutions, operations, nature, plans and activities. In general, let us say that in America, so long as a man refrains from utterances intended to incite riot, revolt or commotion, or to infringe upon public morals or private reputation; that is, so long as he does not run counter to "public policy" he may feel at liberty to express himself with candor and without restraint. This is the rule of reason!

With the power of government thus limited in favor of the individual American citizen, with the American citizen having thus retained unto himself the far-reaching, all-important privilege of the freedom of speech, there falls upon him the duty and obligation of exercising it with due care and respect. Privileges and "rights" are sometimes lost through abuse, sometimes by usurpation. Let no man dote upon the security of his right to express himself! Let him guard and preserve it as life itself!

Mr. Toastmaster, you are in an excellent position to serve yourself, your club and your community, if you will take advantage of the opportunity afforded you by virtue of your experience and training in speech to awaken others to the importance of pillar No. 1 under the American Bill of Rights; the freedom of speech.



Attention Bulletin Editors

If you are not already sending copies of your club, area or district bulletin to the home office, we invite you to do so.

And here's the payoff—a large part of our club news and good ideas and many feature articles are gleaned from the bulletins we now receive. If you want your share of personal and club publicity, get on the band wagon today. One copy is sufficient—simply address it to Toastmasters International, Santa Ana, California.

Be sure your bulletin carries the name, city and number of your club as well as the editor's name and address.

—The Editor

IT COULDN'T BE DONE

—so he did it

WHEN Ted Panchuk took office as Governor of Area One (Manitoba, Canada) District 42, he was told that especially the Winnipeg papers would give no space to Toastmasters activities. This he refused to believe and proceeded to disprove it.

Enlisting the cooperation of Gene Telpner, a fellow Toastmaster and feature writer of the staff of the Winnipeg Free Press, he went to work. His own club, Assiniboine No. 419 of Winnipeg, was used for the story which reported a regular meeting in elaborate detail including six large, on-the-spot, photographs. When published it appeared as the lead article (2/3 page) in the Saturday Feature Section.

Repercussions

Results came thick and fast; more applications for membership poured in than the Assiniboine Club could handle, so they were assigned to other Winnipeg Clubs. Several organizations sought information as to how to organize a club of their own and soon Toastmasters became the subject of general conversation.

The Winnipeg Free Press also became conscious of the fact that

Toastmasters is *big news*. Gene Telpner, the author of the article, volunteered the statement that he had received more favorable comment on this piece than on any he had previously written. It is safe to surmise that Toastmasters in Winnipeg will not lack in future publicity.

One of the photographs used in the feature, taken by staff photographer Jack Ablett, is reproduced below. Each illustration showed action and enthusiasm and helped materially to sell the idea.

Editor's Note: *What Ted Panchuk has done, you can do. It takes imagination, enthusiastic selling and lots of plain hard work, but the attendant dividends make it well worth the effort. If your membership is low and your newspaper publicity is lacking, think of Ted and adopt his tactics.*



If you would be a master craftsman
you must use both ends of . . .

THE TWO-ENDED TOOL

By Carlton Selph

WOULD you use the handle of a screwdriver to beat a screw into a piece of wood?

Evaluation is a tool important to Toastmasters, highly developed and extremely productive when used correctly. But sometimes we forget that it is a two-ended tool, and we use the wrong end to accomplish our purpose.

Evaluation has two goals. The first is to make yourself a better speaker; the second, to help your evaluatee along the road. Actually, it is the most potent force in Toastmasters training for improving your own speaking ability.

Why cannot we all make speeches that will lift us, overnight, to fame? We know the rules. We honestly believe that the power lies within us. But for some ornery psychological reason, we just won't let ourselves give our best. Since childhood we have been building a set of inhibitions and a protective covering of self-consciousness. They have become as comfortable as an old hunting jacket. Toastmasters offers us a bright new jacket—but sometimes we do not take it.

Oddly enough, most Toastmasters make far better speeches while evaluating than they do in prepared talks. There is a reason for this. It is impossible to tell a speaker that he didn't use gestures without using good gestures yourself. You can't criticize a man's eye contact while you gaze at the ceiling. You can't deplore his facial expression if you are frowning.

It all adds up to the fact that while you are evaluating, you are creating for yourself a psychological atmosphere which forces you to practice correct procedures. You do it of necessity, avoiding the danger of making a fool of yourself.

This is by far the sharper blade of evaluation. Yet many Toastmasters dull the edge because they do not realize that it exists. We hear evaluations liberally sprinkled with phrases as: "I do this myself, but—" "I'm no authority, but I think—" "You and I are guilty of the same thing—" "I shouldn't say this because I do it myself—" the list is endless. They are all excuses, personal excuses

which will allow the speaker to slip right back into his old hunting jacket of slipshod habits.

Let's stop this negative attitude. Let's put ourselves on the spot so that we must demonstrate the correct way.

Toastmasters can take it. They want to learn—that's why they're Toastmasters. Sometimes, for this very reason, there exists for speaker and evaluator alike, a blessed air of protection, which lulls us into forgetting that we are still human.

To prevent this lull, rid your mind of any idea of being labeled the best evaluator in the club, or even making an excellent evaluation. You think this is a paradox? It simply means you must keep uppermost in your mind that your purpose is to make the speaker a better speaker, not to win a prize yourself as an evaluator. No conflict arises in trying to make both yourself and your evaluatee into better speakers, but it does if your primary aim is to win evaluation acclaim.

The second rule is that there must be love in your heart. Call it

"high ideals," "understanding" or just "sympathy,"—it is really love for your fellow man and brother Toastmaster. You can't be caustic or sarcastic if you remember these rules.

Of course, occasions do arise when a Toastmaster doesn't need love, sympathy, or understanding. He needs a kick in the pants. It's hard to imagine a Toastmaster so blind to his opportunities, but it does happen, and if you are the evaluator, it's tough. You have to crack the whip. Crack it, then, but don't drag it lovingly across his body with apologies. Then leave him with some inspiration.

And don't evaluate after the meeting. With the tap of the closing gavel, the protective air has dissolved, and you are on your own.

The force which bars us from success is the psychological wall we build around ourselves. We can break down that wall, brick by brick, with our two-ended tool of honest, purposeful and intelligent evaluation.

"If you persuade yourself that you can do a certain thing, providing this thing be possible, you will do it, however difficult it may be. If, on the contrary, you imagine that you cannot do the simplest thing in the world, it is impossible for you to do it, and molehills become for you unscalable mountains."—Emile Coué.

"Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent."

WHAT'S GOING ON

● First in Germany

About fifty-six miles southwest of Munich, in scenic Bavaria, M/Sgt. Dale B. Burdick has organized the first Toastmasters Club in Germany. The Kaufbeuren Alpine Chinwiggles derive their name from their location in the foothills of the Bavarian Alps, in the medieval town of Kaufbeuren. Its membership consists of officers and airmen of Kaufbeuren Air Base.

Already the waiting list numbers over ten. The spirit of the group can be witnessed by their help in organizing Toastmasters clubs at nearby bases, and their standing offer to give assistance to any group desiring to form a Toastmasters club in the area.

The charter was presented by the base commander, Toastmaster Colonel Robert E. Kendig, to President Dale B. Burdick at the "full house" charter party pictured below.

The Alpine Chinwiggles are proud of their club and encourage any Toastmaster who happens to be in Central Europe to attend their luncheon meetings, which are held at 11:30 A.M. every Wednesday at the Kaufbeuren Officers Club.

● Pretzel Bender

Congratulations are in order for Ken Froelich, member of the Board of Directors of Toastmasters International, who has just been appointed Executive Vice-President of Halter's Pretzels, Inc., of Canton, Ohio. Ken will be responsible for the entire operation of Sales, Production, and Office—a wonderful opportunity to put Toastmasters training into action.

● Difficult English

The Frenchman, puzzled by the devious ways of the English language, remarked: "When I first discovered that if I was quick, I was fast; if I was tied, I was fast; if I spent too freely I was fast; not to eat was to fast, I became discouraged. But when I came across the sentence, 'The first one won one dollar as a prize, I just gave up trying.'"

The best after-dinner speaker is the fellow who says: "Waiter, bring me the check."

—Press Proofs

● Toastmasters as Teachers

Recognition of the value of Toastmasters training was recently evinced when the Pepperrell Toastmasters Club of St. John's, Newfoundland, was given the task of conducting the Public Speaking Course for the Pepperrell AFB Non-Commissioned Officers Leadership School. Toastmaster (S/Sgt.) James Lorenz conducted the classes, assisted by other members of the club.

● Dramatic Entrance

The scene is one of the offices of Toastmasters International. Characters present are District Governors (assembled for a training session) and Executive Secretary Ted Blanding. The point of interest is a large board which depicts the progress of all new clubs from application to issuance of charter.

"Now," said Secretary Ted, "if we only had a new charter application handy, I could show you exactly how it moves across the board."

"How about this?" spoke up Governor George Patterson, pulling from his pocket the application of the East Story County Toastmasters Club of Nevada, Iowa.

In line with their flair for the dramatic, the new club chose the anniversary of Toastmasters International as the date of their charter party.

● Low Score Wins

The Fairborn (Ohio) Toastmasters have evolved a plan whereby speaking assignments will be distributed evenly among the members. Each assignment is given a numerical value as: prepared speeches, Toastmaster and Topicmaster, three points each; evaluator, two; critic, one. Each night of attendance takes off one point. The lower a member's score, the more eligible he is to speak. It works like a charm, they say.

The enterprising Fairborn group have a number of successful meetings to their credit, outstanding being a "Civic Night," at which all speeches and table topics concerned community problems and the Mayor and City Manager were guests, and a "Brotherhood of Man" evening with Chaplain of Wright-Patterson AFB as guest evaluator and clergymen of the community invited.

● Operation Deepfreeze

"Isn't it amazing what Toastmasters will do to gather speech material?" writes Steve Mandarich, Captain, U.S. Navy. The letter was written high in the sky as he was riding a Pan-Am Clipper enroute to New Zealand, to join Admiral Byrd on the Antarctic Operation Deepfreeze. His fellow Toastmasters of the Windjammer (Washington, D.C.) Club are eagerly awaiting Steve's return so that they may learn more about deep snows and the habits of penguins.

● Mummy Jinx Broken

Picture below shows interested Toastmasters and guests viewing with varying degrees of awe the mummy of an Egyptian princess in the display case before them.

Past-President Calvin Winger (center) of the Palmer Chiropractic Toastmasters of Davenport, Iowa, surprised the hundred odd members and guests at a recent installation meeting of the club by a tour through the million dollar B. J. Palmer Chiropractic Clinic in whose assembly room the installation was held.

The mummy princess was purchased some years ago by Mr. Palmer, even though it brought along a supposed curse of misfortune to its owner. That this curse is now inoperative has been proved by Mr. Palmer's continuing success.

District Governor Geo. Patterson (not in photo) and Area Governor Bob Eppel (shown standing at a respectful distance, left rear) were guest speakers on the program.



HOW WE TALK

The way you speak has much to do with the meaning conveyed to your hearers. You can call a person by an offensive name and make it sound friendly, or you can do the opposite, using a good word in such a way that it offends.

Thus, you can hail an old acquaintance as "you old horse-thief" without creating any hard feelings, if your tone is friendly. On the other hand, you may use an inoffensive word and make it sound like an insult.

There is a tale told by Boswell, about Doctor Johnson, which illustrates this point. The learned Doctor, passing through Billingsgate, was rudely jostled and profanely addressed by a stout fish-woman. He stopped and looked straight at her, and then said deliberately and with great emphasis, "You are a triangle!" This infuriated the woman, who swore at him more loudly than before.

Johnson then called her an "isosceles triangle! a parallelogram! a rectangle!" She grew more angry, if possible. The name calling continued until Dr. Johnson shouted, "You are a miserable, wicked hypotenuse!"

This was too much for the woman. She gave up the argument.

The Irish orator, J. P. Curran, claimed such an encounter with a fishwife at Cork. When he was assailed by her on the wharf, he tried to respond in kind, but quickly found that he was completely outclassed by the woman's vocabulary of abuse. He tells the story of his retreat: "This was to be done with dignity. Drawing myself up disdainfully, I said, 'Madam, I scorn all further discourse with such an individual!'

"She did not understand the word, and thought it, no doubt, the very hyperbole of opprobrium. 'Indiwijle, you wagaboje!' she screamed, 'what do you mean by that? I'm no more an indiwijle than your mother was!'"

Charles Lamb, Oscar Wilde and others have been credited with the same kind of experience. G. K. Chesterton followed the example, and told of meeting, on a London street, a woman selling fish. Apparently without provocation, he started the fun by pointing a finger at her and saying, "You are a noun, a verb, a preposition!"

The woman was shocked. She began to pay him back, but he shouted her down with further epithets: "You are an adjective, an adverb and a conjunction! You, madam, are a pronoun!"

The woman was horrified. She yelled for a policeman, and threw a fish at G. K. Having established the point that the words you speak are less important than the way you speak them, Mr. Chesterton took himself out of the way.

A Speech is like A House

This article was originally published in the 1939 June TOASTMASTER, but we feel it is just as basic and valuable today. We are again bringing it to you because of its simple and clear-cut formula.

By A. J. Schrepfer

SUPERFICIALLY, there may appear to be little in common between a speech and a house; but the more closely we examine them, the more intriguing the analogy becomes.

A speech and a house are both materializations of what begins as an idea; both are brainchildren. They are composites—the house, of materials; the speech, of words and sentences. Each reflects the skill of the builder and the personality of the owner.

Who would think of building a house by ordering assorted materials and then, at the building site, deciding what to use. Like a house, a speech must be "built" properly and systematically.

Here are the more important considerations in building a house. We shall see how aptly each corresponding factor applies in preparing a speech.

The House

Kind—Purpose, Materials, Plan—Layout, Size, Individuality, Surroundings—Location, Time to Build, Specifications, Construction,

Inspection, Decorations—Landscaping, Cost and Value.

What *Kind* of house do we wish to build? What is its Purpose—single dwelling, duplex, year-around residence, summer cottage, or what?

What *Materials* are best suited to the house we have in mind?

We prepare a *Plan* of our proposed house, showing the Layout or arrangement.

What *Size* shall we build—how many rooms? One or two-story?

Our house is to have *Individuality*. It is not to look exactly like the one next door, no matter how strongly our neighbor's taste appeals to us.

Surroundings and *Location* will influence the design of our house. The structure should blend into its setting, and not clash with its environment.



Specifications define the quality of materials to be used and the excellence of workmanship required. Specifications are written, in advance, to avoid mistakes.

Construction is as important as materials, in house-building. "To be done in a workmanlike manner" is the term usually employed. Each phase of construction must follow in proper order, or workmen interfere with each other.

Periodic *Inspection* insures sound, flawless construction, and materials as specified.

Decorations, interior and exterior brighten our house. *Landscaping* adds attractiveness and charm.

The Speech

Character-Nature, Subject Matter, Organization — Arrangement, Length, Originality, Suitability, Time to Prepare, Idea — Treatment, Assembly, Checkup — Rehearsal, Gestures—Facial Expression, Time and Effort—Results.

What is the *Character* or *Nature* of our speech? What is it to accomplish? Is it to impress, explain, persuade or entertain?

What *Subject Matter* will best convey our ideas to our listeners?

Our speech needs *Organization*, before we begin preparing it.

What shall be the *Length* of our speech? How extensive the treatment of each idea?

Our speech should show *Originality*. It should not be a "carbon copy" of someone else's talk.

We analyze the *Suitability* of our speech for the audience and the occasion.

A good speech, like a good house, is not thrown together. *Time*

to *Prepare* should be set aside, to assure a good job.

Our speech should be outlined in advance and the *Idea-Treatment* formulated, so we need not grope as we go along.

Our speech needs frequent *Checkup* during preparation. Rehearsal helps us find where we can make improvement.

Our speech needs to be brightened with *Gestures, Facial Expression*, smiles—perhaps touches of humor.

In our speech we do not attempt to take in more territory than we can adequately cover. We budget our *Time* and *Effort* according to the results desired. Then we scrutinize those Results.

Whenever we have a speech to prepare, let us think of the house-builder, and do as he would do:

Plan First.

Build Right—Step by Step.

Take Ample Time to Prepare.

Do a Craftsmanlike Job.

Edgar Guest says "it takes a heap o' living in a house to make it home." That's another way of saying that the end-result of house-building is the gracious living it affords, both to the folks living there and to those who share it, as guests.

It takes practice and training to develop speaking effectiveness. Here, too, your carefully planned and properly built speech results in usefulness, profit and pleasure—both to those who share it as listeners, and to its creator and builder—*you*.

See *Speech Engineering* (*item back cover) for 24 other ways to build a speech.

HAVE YOU READ?



A letter is a written speech. It is a substitute for the spoken speech.

It is like a speech in that it must have an opening, a body, and a conclusion; and it must be planned to accomplish its purpose. The recipient is the evaluator.

Every Toastmaster who writes letters should be interested in a new book on the subject: *Effective Letters in Business*, by Robert L. Shurter, Ph.D., Professor of English at Case Institute of Technology. It is published by McGraw-Hill.

Professor Shurter begins by explaining the psychology of letter writing, and then he demonstrates both good forms and bad ones. His discussion of spelling, punctuation and general arrangement is illuminating. He earnestly advocates the simple, direct style in writing, and shows how important it is to avoid the trite forms and pompous language which so frequently mar our correspondence.

One interesting statement is that there is no special "business English" to be mastered or used. He distinguishes just two kinds of English, the good kind and the bad, and he holds that the use of "good" English is vital in writing good letters.

A good letter, in his opinion, is readable, understandable, simply

expressed, and planned so as to gain the desired result.

He advises his readers, when the occasion arises for writing a letter, to ask themselves two frank questions. These are:

(a) What am I trying to accomplish in this letter; and (b) How can I best accomplish this purpose?

Any person who will adopt that method of preliminary questioning, followed by some careful planning, can vastly improve his hit-or-miss, catch-as-catch-can style of writing, whether his letters be on business or on other matters. The same technique can be equally well applied in speech preparation.

That there is a keen interest in better letters is shown by the large number of books which have been written on the subject. This one by Professor Shurter can be classed among the best of these books. It will repay careful study and frequent reference by anyone who wishes to improve himself in correspondence.

It may be ordered from the Home Office of Toastmasters International.

Robert L. Shurter, *Effective Letters in Business*. Price \$3.95. Add 10% shipping cost. California clubs add 3% sales tax.

A fanatic is one who won't change his mind and won't change the subject.

—Churchill

You and Your Club

By Ralph C. Smedley

"The Speaker's Tools"

During this month, Toastmasters Clubs will emphasize for their members: Improvement of vocabulary; Enlargement of vocabulary; Correct pronunciation and enunciation; Profitable use of the Dictionary and the Thesaurus.

At the end of March, every Toastmaster should be able to point to definite gains in his knowledge and use of words.

But that is only part of his gains. He must have ideas to match his words.

If the speaker has no truly worthy ideas, all the eloquence of his words is wasted. He has nothing to offer.

If he has good ideas, wonderful ideas, but lacks words to speak them, his ideas accomplish little, for they become useful in proportion as they are put into circulation and shared with others.

But just what is an idea? Can you define the word clearly?

Philosophically, an idea is any object of the mind existing in apprehension, conception, or thought. It is a mental impression. It is a product of reflection, or mentation.

Practically, it is whatever is known, believed or supposed concerning any object or matter.

When you speak the word, place the accent on the second syllable: *i dee* ah. Do not call it "eye de a" nor "eye dee."

Where Do We Get Ideas?

We pick up or formulate our ideas on the basis of what we see, read, hear or feel. We have an idea that ice is cold because it feels cold. Experience and observation produce ideas.

How Do We Judge Ideas?

We share ideas with others, compare, evaluate, discuss them. Almost any idea gains in clarity and in practical use through free discussion. We may find that our reactions in a certain situation are quite different from those of a friend. Comparison of our observations may bring both of us to a better understanding of the truth.

Here's an Idea!

Note the "Point of Emphasis" for the month. Set yourself to gain in your skill with ideas and words. Try to make yourself an expert user of these tools.

You will be more conscious of your own improvement than will anyone else. Watch yourself. Be a severe critic of your own work. Set standards for achievement, and then press on toward the goal of accomplishment.

"Words are the daughters of earth, but ideas are the sons of heaven."—*Dr. Johnson*

"Ideas must work through the brains and arms of good and brave men, or they are no better than dreams."—*Emerson*

WE TAKE A BOW

The following is a portion of an editorial by Philip W. Pillsbury, chairman of the board, Pillsbury Mills, Inc. of Minneapolis, Minn., as published in the firm's monthly employee newsmagazine. The TM meeting referred to is that of club No. 1891, made up largely of Pillsbury employees.

"I am asked to give many speeches and lectures, one or two in Spanish, a few in French, and of course the bulk in English. I have difficulty in all three languages. Like almost everyone else, my English grammar is poor. While giving a speech I have too many stops and hesitations. I was therefore thrilled to hear twenty Pillsbury people give almost perfect talks at our Toastmasters Club the first week in September. If only all of us could get on our feet and talk like members of Toastmasters International!

"Just to give you an idea—Dennis Matthews (traffic), Toastmaster's president, asked Jim Sturrock (bakery) to conduct the meeting. Sturrock called on five speakers to give 1-minute (and not over 1½ minutes) talks. He sprang the subjects on them, such as 'What do you tell your son when he asks, 'What business has the greatest growth?'' 'Should daylight saving be permitted in Minnesota?' 'England has no television between 7 and 8 in the evening. Should mothers be given this hour in the United States to get their kiddies to bed?'

"Next on the program were five speeches of five minutes each on studied subjects such as 'What is a company's

most valuable asset?' 'Fear is the most powerful weapon on earth except faith—and faith conquers fear.'

"Of course there is a timekeeper and he sees to it that no one can talk a second over the allotted time. There is a critic for every speaker and I want to tell you that no punches were held back on suggestions to improve the talks. The grammarians then criticized all speakers on their mistakes in the English language. Finally, the Master Evaluator gave his opinion of the whole program—were the speeches well organized? Did they wake up the audience? Did the speakers make their points clearly? Above all, were the talks terminated within the allotted time?

"I write all this because I feel that 2,000 chapters of Toastmasters International, in all the States and in 15 foreign countries, give an opportunity to every one of us to grow in knowledge of modern techniques of communication of ideas, in understanding of administrative obligations, in appreciation of the richness of our language, in friendship stimulated by fellowship. We would always be able to get up in the sales, labor or Town Hall meeting and express our ideas."

Appearing at the recent charter presentation shown below are Roy Stark, procurement; Douglas Hail, insurance; Dennis Matthews, traffic; Helge Olson, Governor District Six of Toastmasters International; Philip W. Pillsbury, chairman of the board, Pillsbury Mills, Inc.; and Vernon Pearson, bakery.



If you would have a simple rule
a cultured man to tell,
Take notice: Does he always
speak his native language well?

STANDARDS OF SPEECH

English when we had left him.
The fact is that each of us, Oxfordshire, Yorkshire and American, was talking in the best form, according to his own understanding of what constitutes good language.

Of course the trouble with English is that the language is such a conglomerate of words drawn from so many languages of the world that it is almost impossible to formulate rules, or even to develop spelling methods which will be moderately free from exceptions. Our formal grammar is strongly influenced by the rules of Latin, but Latin grammar is applied with difficulty to words and phrases from the Anglo-Saxon or the Teutonic, or the Indian, or Welsh or the Spanish or Eskimo languages.

The Latin was a fairly self-contained, homogeneous language, with case modulations which followed a systematic pattern. The old Romans could learn the rules, and follow them with assurance. Even then they did not always do their best, for we find Quintilian, in his *Institutes of Oratory*, listing almost as many common errors in usage as a careful teacher of English finds in our speech today.

Perhaps our safest method is to follow the customs of the better

THAT is an excellent rule, but it poses one question.

Who is to judge whether the cultured man speaks his language well?

The English language is spoken in so many and diverse places, by people of such different accents

The call for the orders of the day is entirely out of order when the regular order is being followed. It is not a proper motion to close debate or to kill a question under consideration.

It is customary in America to include the regular order of business in the bylaws. This may be varied by voting "special orders" assigning certain matters to some special time.

Outside of the American practice, customs vary, so that readers are advised to find out for themselves what is the procedure in their own locality, and then follow that. In any case, every meeting should have a schedule of business before it is called to order, whether this is an established order or a special program made up for the occasion.

The usual order begins with reading and approval of minutes, followed by reports of officers and standing committees. Then come reports of special committees, and unfinished business, left over from previous meetings. New business is next introduced, and when this has been disposed of, the program follows, if a program is part of the meeting's business.

Motto over the speaker's rostrum at a convention of aeronautics engineers:

"ENGAGE MIND BEFORE OPENING MOUTH."

THE TOASTMASTER

MARCH, 1956

27

HOW TO CALL FOR THE ORDERS OF THE DAY

If a member believes that the schedule is not being followed, as would be the case if some entirely new proposal were to be introduced during the reports of standing committees, or in the midst of unfinished business, he may call for the orders of the day. No second is required. No debate is permitted. The chairman will at once put the question, which may be stated: "Will the assembly proceed to the orders of the day?"

Since deviation from the order is similar to a suspension of the rules, it requires a two-thirds vote in the negative to defeat it.

Every meeting should have a program or agenda or schedule for the guidance of its chairman and members. Usually, the regular order of business is stipulated in the bylaws or the standing rules. If there is no such provision, the chairman may properly announce the schedule at the opening of the meeting, and ask that it be approved.

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THE TOASTMASTER

MARCH, 1956

26

educated people in the circles with which we are associated. That will at least keep us from being regarded as outlanders.

We would not advise the Yankee on a visit down South to adopt a spurious southern accent; nor would we suggest that a Hoosier, direct from Indiana, try to talk with a Texas drawl just because he happens to be in Houston. But if the Yankee settles in the southern region, he will do well to accommodate himself to the speech habits which surround him. On the other hand, people in the north would feel that something desirable had been lost if the Georgian laid aside his southern accent and talked like a New Yorker or a Detroit.

But whatever our problems in putting words together in the right way, we know it is impossible to get along without words. We must have a means of communication with our fellows. Archbishop Trench has written:

"You cannot impart to any man more than the words which he understands either now contain, or can be made intelligibly to contain." That is, if the other fellow does not understand the words you use, communication is stymied.

Quoting from Dr. Bucke's *Cosmic Philosophy*: "No word can come into being except as the expression of a concept: neither can a new concept be formed without the formation at the same time of the new word which is its expression."

Here is an idea for us to study. Every concept must have a name, or it cannot be identified, even in our own minds. Even the most ab-

stract idea must be named, and then that name must be brought into common use by those who share an interest in the idea. You cannot think without words.

Thus it appears that words are tremendously important in human life. Their definitions must be understood, and there must be certain standards for using them in combination, or we cannot communicate and exchange ideas.

This leads us back once more to our starting point: the standards of correct usage. We should now be able to realize that certain agreements must be reached if we are to understand each other; but definite rules are harder to apply in such an abstraction as language than in material things.

We can have a standard pound weight, or the standard length of the yard or meter, and all instruments for measuring weights or measures can be compared with these standards, but no grammarian has yet arisen to give us the universal and inflexible standard for speech.

For the present, we may safely adopt the rule that we should observe the speech of well educated, thoughtful people with whom we are associated and try to keep our own language from violently disagreeing with theirs. When in doubt, we can always refer to the dictionary for information about what is being said by people of culture.

Building our language is a life-long task. One's vocabulary is always capable of improvement, and constant vigilance is the price of good speaking.

Classical Slang

"Don't be so finicky," you say, and then you apologize for using slang.

The word sounds slangy, but the Webster dictionary does not so classify it. Finical is listed as being derived from *fine*, and there are other forms: finicality, finicalness, finicism, finick (a verb) and finicking; all of them given without suggestion that they are bad usage.

Finical means fastidious, nice, dainty, squeamish, delicate, meticulous, mincing, overscrupulous. It was used by writers of earlier days who were not given to slang or colloquialisms. Wordsworth, Dickens, Thackeray and Arnold Bennett introduced the word in some form into their serious writings.

Pernickety is another word of similar meaning, obscure in its origin, and not in quite so good standing as finical; but the worst the dictionary has to say about it is that it is colloquial. There is the suggestion that it may have developed from a corruption of particular.

Another ancient word of lowly origin which has reached a place of permanent dignity, is pioneer. This comes from an Old French verb, *pioner*, to dig, and we have an obsolete verb in English, *pion*, which means to dig or excavate, as a pioneer. The original pioneers were foot soldiers who cleared the way for an army by building

There is nothing abnormal about slang. In making it, men proceed in precisely the same manner as in making language, and under the same natural laws.

—J. B. Greenough

roads, and performing all manner of hard and disagreeable works.

Derisive nicknames have often been accepted by the victims, and have subsequently risen to the rank of ordinary descriptive terms. Consider Yankee, Puritan, Quaker, Methodist. In each instance, the name was applied in derision or contempt, but usage made it an acceptable word.

All these words fall into the class of the vernacular idiom or language, which is the native language of a people or region. And the word vernacular itself is from the Latin *verna*, a slave. Thus the type of diction known as "vernacular" does not rate very high as to its quality of rhetoric, and yet it has given us a great number of good words, tested through the years and found useful.

The moral is that not all slang expressions are bad, or to be frowned upon. Some of them serve a useful purpose, and become a part of our proper and accepted speech.

Most of our slang, however, is a thing of the moment, appearing and then vanishing after a brief period of popularity. The careful speaker does not adopt every popular quip. He waits to see whether it fills a place in his vocabulary before he puts it into use. Slang is all right in its place, but let us keep it in its place, so far as our talk is concerned.

GRAB YOUR AUDIENCE BY THE LAPELS

"It was two o'clock in the morning. The rain was running off my steel helmet in sheets. I had my rifle under my armpit to keep it dry. I was on guard around a stockade. We had 437 German prisoners . . ." (This was how a new senator began his address to the Senate on removing the incentives of war.)

"Gentlemen, look on your left and on your right. Two of the three of you won't be here next year when we open." (College professor beginning a lecture.)

Fulton Sheen says the speech which begins with an anecdote that holds the speaker up to ridicule is a good ice-breaker. He has used the story about going into a restaurant, dressed in his cassock, for a cup of coffee. The waitress sailed up to him and said, "What's yours, cock robin?" (This mild self-ridicule is the basis of Jack Benny's technique, too.)

Moral: The "lead" should (1) get attention; (2) establish a "tone"; (3) lead into the subject; (4) sell the speaker's personality . . . all at once, if you can!

Bulletin S. E. C. Toastmasters New York

The only sure weapon against bad ideas is better ideas. The source of better ideas is wisdom. The surest path to wisdom is a liberal education.

—Alfred Whitney Griswold

Too Many Oscars

(Continued from page 7)

the blowing of the enthusiasm-reminder whistle made the meeting resemble a rehearsal of the Spike Jones ensemble.

At the end of the meeting, after taking ten minutes to award the best speech cup, best critique statue, best table topic charm, mace for the most cheerful member, the jester for the best joke, the chalice for the most neatly dressed man,

the passing of the Ah-meter, booby-prize boot, biggest boner bone, and gold fish bowl for the most tardy member—the real challenge to the winner seemed to be to get out of there without an armload of junk.

All of this is just to remind us that to be really useful, our awards must be well thought out, meaningfully awarded, and sincerely presented.

Too many Oscars make Oscar a rather dull boy.



The applicant for the sales job stood before the Sales Manager.

Sales Manager: "Married?"

Applicant: "No, I'm not, but I can take orders, if that's what you mean."

◆◆◆
A home has been defined as a place where half of the family wait until the other half get back with the car.

◆◆◆
Head Waiter: "Would monsieur prefer Spanish, French, or Italian cooking?"

Customer: "I don't mind—I want a soft-boiled egg."

Bargain

◆◆◆
An auto salesman was trying to sell a farmer a car. It was too high. When the salesman said, "I'll throw in the clutch," the farmer said, "I'll take her."

◆◆◆
Nothing makes a man go places like a woman who likes to.

◆◆◆
Traffic Officer (stopping motorist): "Sir, your wife fell out of the car three blocks back."

Motorist: "So that's it. I thought I'd gone stone deaf."

◆◆◆
Middle age is the time of life when a man stops wondering if he can escape temptation and begins to wonder if he's missing any.

◆◆◆
An owl, after primping for a call on his lady friend, stepped out of his nest, only to find rain pouring down. He climbed back, perched on a high limb and murmured sadly, "Too wet to woo."

A good carpenter is one who can keep a straight face while repairing a do-it-yourself project.

◆◆◆
Druggist: "This tonic is advertised as good for man or beast."

Woman Customer: "I'll take one. That's the right combination for my husband."

◆◆◆
Lawyer (defending pretty client): "Shall this lovely young woman be thrown into a lonely cell, or shall she return to her cozy little apartment at 69 Rocknell St., Telephone Main 4327-J?"

◆◆◆
The newly-weds were honeymooning at the seashore. As they walked arm in arm along the beach, the young bridegroom looked dreamily out to sea and eloquently cried out, "Roll on, thou deep and dark blue ocean—Roll!"

His bride gazed at the water for a moment, then in hushed tones gasped, "Oh, John, you wonderful man. It's doing it!"

◆◆◆
Have you ever noticed that both people and alarm clocks get the most abuse when they are doing their duty!

◆◆◆
One kangaroo mother to another kangaroo mother: "Don't you hate these days when they can't play outside?"

◆◆◆
Patient: "I'd like to have a quarter removed from my stomach, doctor."

Doctor: "When did you swallow it?"
Patient: "I think it was about 15 years ago."

Doctor: "Fifteen years! And you are just coming to see me now?"

Patient: "Well, you see, Doc, at the time I didn't need the money."

◆◆◆
One of the joys of my married life is window shopping with my wife. Provided, of course, we go at night, when doors to stores are locked-up tight.

And the town we're in — to her great sorrow, is one we won't be in tomorrow.



New Clubs

- 201 AKRON, Ohio, (D 10), *St. Pauls Lutheran Church*, Wed., 6:30 p.m., St. Pauls Ev. Lutheran Church.
- 1788 BALBOA, Canal Zone, (D U), *Isthmian*, 1st & 3rd Tues., 6:00 p.m.
- 1974 MILTON, USNAAS Whiting Field, Florida, (D 29), *Mentors*, Tues., 11:30 a.m., Commissioned Officers' Mess (Open).
- 1975 SUBIC BAY, Luzon, Philippine Islands, (D U), *Subic Bay*.
- 1976 FORT SMITH, Arkansas, (D 16), *Tuesday*, Tues., 6:30 p.m., Louisianne Restaurant.
- 1977 ROCKFORD, Illinois, (D 30), *Rockford Fire Underwriters*, every other Mon., 11:30 a.m., Rockford Elks Club.
- 1978 GLENDALE, California, (D 1), *Librascope*, 1st & 3rd Wed., 6:00 p.m., California Hotel.
- 1979 WASHINGTON, D. C., (D 36), *Washington*.
- 1980 DEARBORN, Michigan, (D 28), *Dearborn*.
- 1981 BREMERHAVEN, Germany, (D U), *Bremerhaven Port of Embarkation*, 1st & 3rd Wed., 6:00 p.m., Casino Club.
- 1982 LEICESTERSHIRE, England (D 18), *Loughborough*, Alt. Tues., 7:30 p.m., "Old Boot" Hotel.
- 1983 JANESVILLE, Wisconsin, (D 35), *Janesville*, 2nd & 4th Mon., 6:00 p.m., Arrow Park Cafeteria of the Parker Pen Company.
- 1984 ST. JOSEPH, Missouri, (D 22), *St. Joseph Chapter*, Wed., 6:15 p.m., Oakford Tearoom.
- 1985 LOUISVILLE, Kentucky, (D 11), *Thoroughbred*, 1st & 3rd Mon., 12:00 noon, Seelbach Hotel.
- 1986 YOUNGSTOWN, Ohio, (D 10), *Youngstown*, Tues., 6:00 p.m., Stone's Restaurant.
- 1987 ALEXANDER CITY, Alabama, (Prov.), *Alex. City*, Mon., 6:30 p.m., Lake Hill Inn.
- 1988 JACKSONVILLE, Texas, (D 25), *Jacksonville*, Mon., 6:30 p.m., Liberty Hotel Green Room.
- 1989 MILWAUKEE, Wisconsin, (D 35), *Schlitz*, 1st & 3rd Tues., 5:45 p.m., Ace Foods.
- 1990 SEATTLE, Washington, (D 2), *Strato Speakers*, Wed., 5:00 p.m., Boeing Main Plant.
- 1991 HAMILTON, Alabama, (Prov.), *Hamilton*, 1st & 3rd Mon., 6:30 p.m., Board of Directors Room, Northwest Alabama Gas District Building.
- 1992 CANONSBURG, Pennsylvania, (D 13), *Crossroads*.
- 1993 ROCHESTER, New York, (D 34), *Rochester Gas & Electric*, every other Wed., 5:15 p.m., Tassel Club.
- 1994 RENTON, Washington, (D 2), *SEA-REN*, Wed., 5:15 p.m., Lena's Chicken & Steak House.
- 1995 RIVERTON, Illinois, (D 8), *Clear Lake*, 2nd & 4th Mon., 6:30 p.m., Riverton Village Hall.
- 1996 MERIDIAN, Mississippi, (D 29), *Meridian*, 2nd & 4th Fri., 12:00 noon, The Lamar Hotel.

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