

THE TOASTMASTER

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TIME for OBSERVANCE

HARRY W. MATTISON

It is not . . . the man who points out how the strong man stumbled, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena; whose face is marred by dust and sweat and blood; who strives valiantly; who errs and comes short again and again; who knows the great enthusiasms, the great devotions, and spends himself in a worthy cause; who, at the best, knows in the end the triumph of high achievement; and who, at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory nor defeat.

Theodore Roosevelt.



Toastmasters beholds in its founder, Ralph Smedley, a live counterpart of the man in T. R.'s gingery description. Outstanding is Smedley's patient persistence in his practical

respect for The Golden Rule. It continues to bring to thousands the opportunity cherished by every man, viz., to learn to speak up!

It enables us to avoid being classified as "cold and timid souls."

It creates higher understanding amongst men, and reveals the need for the tolerance that shall guide us all after Victory. It makes us love our patriots and our Republic more. It jells our fluid faiths.

It restores our beliefs in the meaning of *non-profit* and *cooperation*.

Toastmasters is in its twentieth year, poised for the final switch-back up the first mountain of obstacles. Not yet aware of the loftier, weather-ripped ranges which may lie beyond, let it pause to celebrate, to look back upon the foothills, and to discover its progress. Thereby shall it be refreshed and gather the strength and courage to pursue the rough, forward course he charted.

What is ahead for us? Will you take a look into the crystal ball, consult the haruspices, and help plot the course to new achievement? The past twenty years have been good. By united effort we can make the next twenty better and greater. What do you foresee for Toastmasters?

Stagefright and Stuttering

IRWIN AUGUST BERG AND WILLIAM MICHAEL GILBERT
Champaign-Urbana Toastmasters Club

ALL of us have been troubled at one time or another with stagefright, stuttering, or both when delivering a speech. These speech disturbances are more or less temporary and common to all of us; hence they are not pathological. If one is continually disturbed by stagefright or stuttering, he should consult a professional psychologist or speech clinician. Our concern is to describe and then suggest remedies for the ordinary speech difficulties which all of us have encountered and have found embarrassing.

What It Is

Stagefright is essentially a state of emotional tension in the body. Common symptoms are profuse sweating, a hot, tight sensation, trembling of hands and knees, and a heavy feeling in the stomach. Often following stagefright or associated with it is stuttering. Stuttering may be a blocking in which the speaker says nothing, either because he cannot utter what he is thinking or because his mind seems to be wiped clean like a school-room blackboard. It may also be a spasm in which a sound or syllable is repeated in some manner as ma-a-a-ateral or d-d-d-dog. The tendency to fill in a pause with uh-uh or and-a, and-a, etc. is not true stuttering. This tendency is largely due to sloppy speech habits; and like any habit, it can be eliminated.

Even experienced speakers may become emotionally disturbed and stutter as a result. A college student who had spoken before large groups dozens of times was told of his father's death just before he ascended the platform. He strode briskly in front of the audience and then stared at the assembled group without saying a word. An even more experienced speaker addressed a group of college professors smoothly and effectively. About half-way through his speech he mispronounced a common word so that it became profanity. The result was that he stuttered for several minutes and finally, mopping his face, he sat down, leaving his speech unfinished.

Such situations are, of course, unusual. More commonly, we experience a feeling of tenseness when beginning a speech and this tenseness largely disappears after we complete the introduction and reach the body of our speech. This initial tension can be beneficial to a somewhat sluggish person in that it "peps" him up and makes him more alert. But in other cases this tension may increase and cause trembling and blocking of speech. In extreme cases the individual may be forced to sit down because he cannot express himself coherently. The same individual may previously have delivered effective talks.

Since all of us have at one time or another been plagued by stage-

fright and stuttering it is pertinent to consider what can be done in combatting such difficulties. The problem is essentially one of controlling emotion. The emotion all of us experience just before speaking is not fear in the sense that we fear the audience will attack us physically by throwing things, or verbally by catcalls or booing. Rather it is probably a fear of "playing the fool." That is, a fear of saying or doing something which will make us appear ridiculous before a large group of people. We experience a similar fear before an audience even though we are not delivering a speech. The basketball player who has the eyes of the spectators glued upon him when he is making a free throw which may decide the game is frequently apprehensive. Other athletes also report a similar feeling before a game or meet and musicians often have the same experience prior to participating in a concert.

The Causes

The chief cause of stagefright is that we build ourselves up to it. We prepare a speech reasonably well and then persist in going over its main points right up to the moment of rising to address the audience. Thus we dwell upon what we are going to say, often wondering how the audience will react at a time when the speech is presumably already prepared. Under these conditions tension increases until we may literally tremble. The best antidote for this condition is laughter—if it is possible. You can engage a neighbor in con-

versation and joke mildly with him until it is your turn to speak. An occasional chuckle in the period just before speaking will relax you surprisingly. This is often impossible, as on serious occasions; hence you will have to employ other techniques. If you cannot chat with a neighbor, do *not* dwell upon your speech. Attend instead to the chairman who is in the process of introducing you or to the other speaker if there is one. Should you continue to feel tense when you actually arise to speak, a mildly humorous remark is often permissible. For example, if the chairman has introduced you in glowing terms, as chairmen are wont to do, you can smile wryly and say, "Mr. Chairman, Ladies and Gentlemen, after that introduction I fear you are going to be sadly, sadly disappointed." A shake of the head at each "sadly" will usually bring a response of sympathetic laughter. The point of this technique is not that it contributes to your speech, but rather that it contributes to your sense of mastery of the platform. You have controlled an audience reaction at the very beginning and tension dissipates while confidence increases. You then proceed with your talk.

It Happens To All

To neophyte and experienced speaker alike, sooner or later there comes a time when the audience laughs although no laughter was desired by the speaker. At times, the speaker may not know what caused the outburst. An example of this occurred when a disting-

ished philosopher was introducing the even more distinguished philosopher, Bertrand Russell. The chairman wished to impress the audience with the fame of the speaker; and after mentioning several of Mr. Russell's achievements, he said that one of Mr. Russell's publications was ranked by St. John's college as one of the hundred greatest books of all time. "This means," he thundered, "that Mr. Russell's book ranks with Plato, the *Bible*, and," he paused before crying out in ringing tones, "with the *Constitution of the United States!*" His last addition sounded incongruous and the audience, as well as Bertrand Russell, laughed heartily. The chairman was obviously perplexed by the audience reaction and was barely able to stumble through the rest of his introduction.

How To Control

In such instances it is possible to regain control of your audience and yourself by adapting the device we have previously outlined. The speaker could have remarked, assuming as wistful an air as possible, "I don't know what I said but it must have been pretty good." There will be brief, additional laughter after which the speech can be resumed. At times, when such an unexpected audience reaction occurs, a speaker sometimes tries to join in the laughter, pretending the joke was deliberate. The speaker is made to appear ridiculous and the audience may get completely out of hand. Hence, never "four-flush" in this manner. Better, admit the mishap and win

the audience over by some technique like the one suggested.

Other devices which will give confidence and thus eliminate stagefright and stuttering are useful even though they are not used. The main idea of the opening sentence or two can be written out completely on a small card and kept in your pocket. Similarly, even though you intend to speak without notes, place a complete outline of your speech on cards and have the cards in your pocket. You probably will not use the cards, but the knowledge that they are there will add much to your self-assurance. Tension is accordingly reduced and the likelihood of stuttering also reduced.

It is sometimes recommended that the opening sentences of a speech be memorized. This frequently causes tension instead of preventing it because the speaker tends to go over his memorized opening, at times almost desperately, in the few minutes before rising to address the audience. Instead of memorizing exact phrases it is preferable to think over several ways of beginning your talk. It is also useful to prepare a number of brief examples and illustrations pertinent to your talk but which are not included in your outline. In a pinch you will think of one of the examples and thus avoid a long pause while you search your memory.

Such suggestions are largely preventive measures for tension and stuttering—and thus the most effective. But if you once begin stuttering, pause and grin, even feebly, look about you for a mom-

ent and say slowly, "My wife tells me I stutter when I get too serious or too enthusiastic, but I never believed her before." This, or a similar remark, will bring an audience chuckle, and will avoid the situation in which a speaker stutters, becomes self-conscious, and then hurriedly seeks to recover a lost phrase with the result that stuttering is aggravated. Do not attempt to take several deep breaths, as is sometimes advised, after stuttering. This can serve to increase tension and emphasize the spasm. Depend upon mild humor instead. The audience is sometimes as much embarrassed as the speaker when stuttering occurs; thus the audience will respond to the slightest attempt on the part of the speaker to break the tension. When you have openly admitted the fact of a temporary difficulty, the group you are addressing will feel closer to you. You will feel far more at ease with them.

Exception Taken

Stuart Henton writes from Akron to report two items from the meeting of District Ten Committee. He states that attention was given to the excellence of The Toastmaster Magazine, with the result that a motion was proposed and voted: "That one person be appointed at each regular club meeting to give a three-minute review of the article of greatest interest to him in the current issue of The Toastmaster."

Also he writes: "The clubs represented at this meeting take exception to parts of the article on

The Main Points

The main points to note in controlling or avoiding stuttering and stagefright therefore are: Do not review your speech in the few minutes before you are to address the audience. Spend this time, if possible, in light talk or banter with a neighbor. Do not memorize the opening lines of your speech. Instead, think of *several* possible opening remarks. Always have a complete outline and notes in your pocket, even if you do not intend to use them. Prepare several brief examples and illustrations in addition to those you have included in the notes for your speech. Use mild humor directed toward yourself to relieve any situation in which you feel extremely tense or in which there is an unexpected audience reaction. If you actually begin to stutter, make a jocular remark or two. Then resume speaking at a slower rate.

page eight of the March issue of The Toastmaster, on Table Topics. I have visited nearly all the clubs in District 10, and while we vary the method and material from week to week, we have found the Table Topic an institution which we are inclined to label 'indispensable.' Aside from the usual purposes of 'ice-breaker' and 'thought-stimulator' we have used the Table Topic by variations as a forum on civic problems, a 'mental appetizer' and a 'cross sectioner' on club problems, but always as a preliminary to the more formal prepared program."

Why Did They Listen?

The Bible record says that "the common people heard him gladly."

Great throngs followed the young Man who had come out from Galilee and had started teaching and preaching. He had no press agents, no signs put up on the billboards, no headlines in the newspapers. He just talked to the people, and they followed him out into the fields, on the lake shore, and listened. They "heard him gladly." They said: "What manner of man is this? No man ever spoke to us in this way."

What was it that made them listen? How could this young speaker hold an audience for hours on end, some standing, some sitting uncomfortably on the ground? What was the magic of his speech?

He talked about the commonest things of life, and in the simplest manner. He spoke of profound things in a way that made them understandable to the mind of a child. He drew his illustrations from the things with which they were most familiar. The lilies of the field, the mustard seed, the shepherd and his sheep, the lost coin, the happenings along the highway—these were his illustrations for the highest principles and the deepest emotions of life.

Other speakers might adorn their orations with allusions to the classics, quotations from the philosophers, references to ancient authority. They might draw on

polysyllabic vocabularies, and pose their thoughts in complex sentences. Not so with this young teacher. He put the most abstruse thoughts into the simplest forms.

Simplicity is a rare accomplishment with the speaker. But the speaker who knows how to use it honestly and well is the one who is always sure of a hearing.

Emerson said: "To be simple is to be great."

Steele said: "Simplicity, of all things, is the hardest to be copied.

Hazlitt said: "Simplicity of character is the natural result of profound thought."

Hare said: "The greatest truths are the simplest; and so are the greatest men."

Bailey said: "Simplicity is Nature's first step, and the last of Art."

Jesus of Nazareth spoke to the common people in words they could understand. He talked to them of things in which they were personally interested. He dealt in concrete facts rather than in abstractions. He approached them on the basis of simplicity and sincerity, and they listened.

The speaker of today who wants to be heard and believed may well copy the example of the Galilean, in cultivating the twin arts of simplicity and sincerity. Then, if he really has a message, he will never lack an audience.

So live that the laws of thy life might well become the law of all mankind.
—Immanuel Kant.

At the Foot of the Rainbow

HOWARD JONES, Zanesville Toastmasters Club

In this speech, delivered before the Zanesville Toastmasters Club, Howard Jones endeavored to point out the advantages of colorful words used in description. The tendency to overuse of common words saps the strength of speech. It is desirable to seek strong words, picturesque words, challenging words, if the speaker is to hold attention.

"For words are colors, rightly laid."

ONE thing that every public speaker should know is that there really is a pot of gold at the foot of the rainbow. If the colors of the rainbow tint your speech, your words will form a series of mental pictures which your listeners will take home with them and keep in their minds perhaps for many years.

As I try to recall portions of some of the speeches I have heard at Zanesville Toastmasters meetings, I find that I have vivid recollections of a speaker's *GREEN*, *GREEN* pleasant valley; another speaker's *WHITE* traffic line; and another speaker's little *WHITE* pup on a *BROWN* leather leash.

You see some breath-taking scenery and you want to describe this scenery to someone a thousand miles away. Why not tell this someone that the distant mountains you see are *PURPLE* crowned with *WHITE*? Why not tell this person many miles away that the trees are *DARK GREEN*, the huge rocks are streaked with *RED*, and the mountain stream tumbles down in *PALE BLUE* spray. That's what you see, isn't it? What sort of mental picture will your friend a thousand miles away receive if you simply tell him that the scenery is beautiful? *Why not let the*

other person see the picture as you see it?

Use the rainbow's colors, Mr. Speaker, if you want to find the pot of gold!

Your eyes conveyed this picture into your mind. You *SAW* colors; you *SAW* things in motion; you *SAW* things of large or small size. But wouldn't your friend far away have a clearer picture impressed upon his mind if, also, you told him of the things you *HEARD*?

You *HEARD* the music of the pine boughs rubbing together in the wind, and you *HEARD* chattering mountain birds, and the distant yapping of a fox annoyed by a howling coyote. You heard these sounds; why not let your far-away friend hear them? Tell him of the music of the pines, of the chattering of the mountain birds, and of the snarl of the coyote. Let your friend hear all these sounds too.

Your word picture is now becoming stronger and stronger. You let your friend *SEE* the things you saw; you let him *HEAR* the sounds you heard. Now let's try to make your picture still more clear and sharp. You knew the pungence of the pines by your sense of *SMELL*. By the same sense you knew the aroma of bac-

on frying over a fire of acrid-smelling scrub oak.

Tell your friend of the *PUNGENCE* of the pines; tell him of the *AROMA* of the frying bacon, and of the *ACRID SMELL* of the glowing oak fire.

And, finally, to make the mental picture to your friend stand out in bold relief, try to transfer to him by words the things you knew by your sense of *TASTE* and your sense of *TOUCH*. Tell him of the exhilarating *TASTE* of the clear cold mountain water, and the appetizing *TASTE* of the crisp fried bacon. And, of the sense of *TOUCH*, speak of the *SPRINGY* pine needles under your feet, of the *WARMTH* of your sleeping

bag, and of the faint breeze that *COOLED* your face and fanned the camp fire.

If you will come with me now, Mr. Speaker, along the rainbow trail, I shall lead you to the pot of gold. You *SEE* that the trail is tinted pink, and yellow, and green; and that it winds through a forest of flowers where you *SMELL* the fragrance of the roses, and you *HEAR* the song of birds. At last you come to a sparkling waterfall. You dip a cupped hand into a small pool and *TASTE* the clear refreshing water that is cold as it *TOUCHES* your lips. As you gaze down into the crystal pool, there rests the gleaming pot of gold at the foot of the rainbow.

Greysolon Club Celebrates Anniversary

On April 18th, 1944, the Greysolon Toastmasters Club of Duluth, Minnesota, celebrated its second anniversary at the Holland Hotel, in Duluth. During the Dinner Hour, music was furnished by a Xylophone, and Piano duet. In deference to the District Governor, 3-Star Hennessy, a request number, "My Wild Irish Rose" was rendered. Immediately after the Dinner, induction of nine new members by the District Governor took place. This was followed by Community Singing, led by Watt Welker, the District Secretary.

Harry J. LaDue, the new President and Roy Wisprud, the new Vice-President of the Greysolon Club, were subjected to a "quiz," and were required to pay forfeits when unable to answer the "quiz"

questions correctly, and which were asked by the famous "Olson and Johnson" team of the Greysolon Club.

Elmer Olson acted as Toastmaster and presented an excellent speaking program.—Watt Welker acted as General Evaluator.

The Toastmasters and the new members of the Club were very much interested in a talk given by District Governor Tom Hennessy, entitled "Toastmasters International."

After the formal meeting, the Chief of Police of Duluth, who is one of the Greysolon Club members, made it possible for a large number of the Toastmasters to remain at the Hotel, discussing and exchanging many new ideas and phases of Toastmastering.

Make the Bullet Hit

RALPH C. SMEDLEY

IT was my privilege, recently, to visit the great El Toro Marine Base, near Santa Ana, California, said to be the greatest Navy Training establishment on the West Coast. In one of the buildings, my attention was attracted by the title line on a pamphlet used by the trainees. It read:

"How to Make Your First Bullet Hit."

I said to myself, "That is exactly what every speaker should try to do. Maybe we can learn from the Marines." And so I asked permission to read the pamphlet.

On the first page I found something like this:

"The job of every military pilot is in three parts:

1. He must be able proficiently to fly his plane.
2. He must be able to leave his base, find his destination, and return to base.
3. He must be able to accomplish his mission at the destination."

Can you think of any better prescription for the speaker? Able to leave his base, find the destination, and return to his base—that is

what the speaker does every time he delivers a successful speech.

"Aerial battles are won by hitting enemy planes with bullets."

Speeches win, likewise, when they hit the target.

The first bullet, so far as the speaker is concerned, is his opening sentence. If this makes a hit, it means that he has secured attention, aroused interest, struck fire with his audience. For him to miss with this first shot may be just as disastrous to his undertaking as it is for the aerial gunner to miss with his first bullet.

"The When - Where System." When do I fire? Not before I know where to aim — not until I am ready. Where do I aim? It depends on the target, but I cannot determine that until I know how to recognize the target.

In other words, for the speaker, let him identify his target, both the audience and the purpose he is to attain, and then when he is all ready, let him fire.

Let us, as speakers, learn a lesson from the Air Force.

In Scotland there lived an old woman in hard circumstances, but of a very pious nature, and who believed implicitly in the efficacy of prayer in providing for her needs. One night two impious young rogues, prowling around her cottage, heard her praying for bread. Thinking only that it would be a good joke they bought two loaves from the village baker, climbed to the roof of the cottage, and dropped them down the chimney. The next day they called at the old woman's home, chatted with her innocently, and led her to tell of what she considered to be a miraculous answer to her prayer for bread. "God sent it," she affirmed, simply. Whereupon the graceless scamps laughed at her, and told her how they themselves had procured the bread and dropped it down the chimney. But the old woman's faith was not shaken. "I still say God sent it," she said, "though the devil's imps may have brought it."

Tuesday Toastmasters Find Opportunity

R. T. BIGELOW, Spokane "Tuesday" Toastmasters Club

THE benefits derived by the member of a Toastmasters Club today are far greater than would have been the case had he joined fifteen or twenty years ago. This is because we now have the advantage of the experience of many clubs through the years, and the knowledge of improved techniques evolved by experimentation. We need to share generously the results of our projects.

Recently, our Spokane "Tuesday" Toastmasters hit the jackpot both from the publicity angle and from the membership standpoint. Our President, Ross R. Smith, came up with a cracker-jack idea. Being a prominent Kiwanian, and also an attendant at many civic meetings, he has seen the need for Toastmasters training, just as you have observed it as you have attended such gatherings. He asked himself, "Isn't there some way that the Toastmasters idea can be brought before these various organizations?"

If you have had experience on the Program Committee of a civic club, you know something about the problems involved in lining up a program for each meeting. Our President proposed a solution. He suggested to the Program Committee of the Kiwanis Club that a panel of Toastmasters be invited to put on a stream-lined Toastmasters program at one of the noon luncheons. He asked for the usual thirty minutes. The suggestion was welcomed.

At the appointed time, the President of the Kiwanis Club introduced Mr. Smith, who gave a brief explanation of the principles and purposes of the Toastmasters Club, and then introduced a Toastmaster who conducted the speech program. There were two three-minute speakers, and one five-minute speaker. These speakers were then evaluated by one of our members, who also took occasion to call attention to certain "faux pas" pulled by the Kiwanis President. The members literally ate it up. They liked it.

Word spread around town about the successful program, and invitations began to come in. Within the last few weeks, groups of Toastmasters from the Tuesday Club, each a different group, have appeared before the Junior Chamber of Commerce, the Spokane Advertising and Sales Club, the Pot and Kettle Club and the Lions Club, in addition to the Kiwanis demonstration. All together, our speakers have appeared before more than 700 business and professional men.

As a result of this publicity we have had numerous requests for membership, and our own roster now numbers 35 active and associate members. We have referred "surplus" applicants to the other Toastmasters Club in Spokane, and we are convinced that our work has been of great benefit to the Toastmasters movement as well as to our members.

IN THE DISTRICTS

It is a year of good work being brought to its close in all the Districts of Toastmasters International.

Every District Governor has functioned as the overseer and encourager of the local clubs. This, together with other contributing causes, has produced the best, most active, most effective condition of the clubs in all our history. Thanks and congratulations to the District Governors and to their Lieutenants and other helpers.

In each District, the Inter-Club Speech Contest is the crowning event of the year. In most cases it is being held in connection with the Spring Conference. Because of the adverse conditions, no general speech contest is to be held this year. The contest will end in the District. It is hoped that 1945 will bring conditions which will make possible the resumption of the great Final Contest in connection with the Convention.

New District Governors are now being elected. Their term of service begins formally with the Annual Convention, set for July 29th. The intervening time will be well spent in study of the duties and responsibilities of the office and the problems and possibilities of the District, as well as in selection of Lieutenant Governors and organization of the District Committee.

Each retiring Governor is leaving in the District Treasury a "nest-egg" with which his successor will start work. The District finances are much improved under the new order, in which one dollar of the per capita tax paid by each club for each member is allocated to the needs of the District in which the club is located. The experience of the past year has demonstrated the wisdom of this arrangement.

Ted Blanding well said: "The District is the workshop of Toastmasters International." When the work in the shop goes well, the whole business prospers.

SCORE YOURSELF

The following tests are used by courtesy of Frederick Arnold Young, author of "The Young Way to Correct English." Complete the test and then turn to page 23 to check your accuracy.

Form the *plurals* of the following words:

- | | |
|-----------------|-----------------|
| 1. salmon. | 7. Jones. |
| 2. hoof. | 8. genius |
| 3. gas. | (clever person) |
| 4. teaspoonful. | 9. talisman. |
| 5. man-of-war. | 10. diagnosis. |
| 6. madame. | |

The King Invites

King Boreas Toastmasters, of St. Paul, uses an attractive four-page invitation in formal style, on prospective members. It is much more effective than a verbal invitation or a carelessly written one. If your club is interested in this matter, you may be able to secure a sample by writing to Edward N. Dochterman, 1293 Grand Avenue, St. Paul (of course enclosing postage). Toastmaster Dochterman is vice-president of the King Boreas Club, and he is working seriously on membership.

"Point Rationing in Program Assignments"

WALTER M. AMES
Lieut. Gov., Area 4, Western Division, District 1

THE usual procedure for determining who is to be given a program assignment would be a fair one if every member of a Toastmasters Club attended every meeting. As yet, we have not reached that stage of perfection.

Facing the facts squarely, we must admit that where the method followed consists of a pre-arranged schedule, made weeks or even months in advance without consideration of the attendance factor, it is operating to the detriment of the man in the club who deserves the best the Club has to offer. Under the usual procedure, a Toastmaster, if singularly selfish, might remain absent for all meetings except those in which he is scheduled to participate, and still take his assigned part in the program. Fortunately, this loop hole is not generally utilized, but there are degrees of the malpractice actually in operation weekly in your club.

The backbone of every Club is that group of Toastmasters who, because of loyalty to the Club and a sincere desire for self-improvement, are conscientious and consistent in attending meetings. These are the men who deserve the first consideration when it comes to participation in the program.

Unfortunately, they frequently do not get the "breaks." How often has it occurred in your Club, that a member who has been absent for several meetings has been invited to take a program spot the follow-

ing week? How often does it look as though we might be guilty of using program assignment as bait to a recalcitrant individual?

The fault lies not so much with the Program Chairman as with the system. The calendar has been made up for weeks; members are absent on the dates set aside for them; new members come into the picture; exchange speakers and a host of other factors tend to bring about a state of utter confusion in the calendar in spite of the best efforts the Program Chairman to the contrary.

The Van Nuys, California, Club is operating on a system that, while perhaps not perfected so completely as it might be, is fundamentally sound in that it eliminates many of the faults inherent in present methods. The plan is simple. To start, it is necessary to establish a priority score for each member in each of the program jobs, such as the Toastmaster, the Table Topic Chairman, the General Evaluator, and the main speakers. This score is developed by giving each man one point for each meeting he has attended since he last had the particular program assignment. A score sheet is made up for each of the program jobs and each member has a score on each. The man with the highest score is the man who should have the spot next.

Therein lies the secret. Each week, the Program Chairman places on each Job Score Sheet a figure "one" opposite the names of those

who are present and a zero for those who are absent. The score sheets are ruled to provide for a cumulative score for each member, and the Toastmaster having the high score is the participant for the following week. After participating, his score reverts to zero and his attendance and attendance alone determines how soon he will again participate in that program spot.

Frequently, the same man will have the high score in two or more jobs. Quite as often there may be several ties on each score sheet. When this happens, it is a matter to be settled by an arbitrary decision of the Program Chairman. It means that a man may be Toastmaster one week, a speaker the next, and perhaps Table Topic Chairman the week following, but there is as much of an advantage in this as a disadvantage in that activity concentrated over a short period is usually better practice than the same activity over an extended period.

The irregular Toastmaster is not unduly penalized. It simply takes him longer to build up his score.

Three rules should be enforced with this plan. First, a member must be present to receive his assignment. This removes from the Program Chairman the burden of notification. It also will tend to accomplish that which is an important factor in the entire plan, the encouragement of attendance. The second rule should be one that penalizes a man for an unnotified absence on the date he is scheduled for participation. This penalty should be the automatic reduction

say of 50 percent of his score for that particular job. This should reduce the number of times that it is necessary to call for volunteers to fill in on an otherwise incomplete program. A third rule should be enforced whereby a member who is asked or who volunteers to fill in on such an incomplete program shall retain his regular accumulated score and shall have his regular opportunity to give a prepared presentation.

The advantages of the plan are obvious. It means more work for the Program Chairman in that it takes quite a few minutes at each meeting to enter the scores and to make the accumulations. It is rather impractical too, to try to operate the system to give two weeks notification. The latter should not be considered a disadvantage, however, because the score sheets can be made available to Club members without fear or criticism. From these, each can estimate accurately how soon he will participate.

Club by-laws usually are not specific as to the method to be used in program participation. Circumstances require that, whatever the method, it be equitable. Equity is not attained under the inflexible, prearranged calendar. It penalizes loyalty to the Club and rewards unfaithfulness. This plan places the reward where it is deserved. It was tried for six months and it works. It can be installed voluntarily by the Program Chairman or its use may, by votes of the Club, be made mandatory. It is at least worth a trial. Give it a whirl.

Let Us Go To College!

The article in the March Toastmaster Magazine, by Lewis C. Turner, of Akron, Ohio, brought out numerous responses on the question of our place in the college world. We have asked Toastmaster Turner to give a summary of the correspondence in the following article. The subject is a very live one. He would like to receive further comments. Tell him what you think about it, as to desirability, feasibility, and practical methods.

Mr. Turner writes:

First: My thanks to you who were kind enough to express your ideas.

Those who wrote in response to the proposition said that they thought we should be alive to this opportunity to contribute to the American Way of Life.

Mr. E. M. Hosman, of Omaha, puts the ideal which was in my mind quite clearly when he says, "Nowadays, when democracy has to be more vocal than ever before, when it needs trained leaders, it is necessary that as many people as possible be trained to speak up for our American way." Let us accept that as our reason for "going to college." It is a right motive, and the right way wins the right of way.

Several writers are concerned lest the "Rah! Rah!" atmosphere of the college invade Toastmasters. That can be governed by the right kind of supervision. Either some nearby club must exercise supervision, or we must train someone of the college staff in our methods. My experience has tended to prove that college students are quick to recognize anything that is practical and promises them help in everyday activities. They will cooperate if you show them that what they are doing is training them for citizenship and a vocation.

Richard Bennett, Governor of District Three, goes further than I had expected to go, with his suggestion that credit be given for the work in the club. He proposes that one man be trained to handle ten groups or clubs of thirty men each. He would have part of these meet at noon and part in the evening, two meetings a day, ten a week. Thus they would stick to our idea of luncheon or dinner meetings. The club which tries to carry on without the meal does not measure up to my idea of Toastmasters.

I see nothing wrong with the idea of granting credit. A number of secondary schools and some colleges already are granting credit for extra-curricular activities which develop personality and train people for better performance.

But I have a feeling that many of the colleges, especially of the smaller ones, would wish to keep it as a strictly extra-curricular activity. If they grant credit for this, they may be asked to give credit for many other items not so easily justified.

One writer makes the point that Toastmasters will do more to develop personality than any other training, and that it can be sold to the colleges on that basis. I am inclined to think that he is right.

My definition of personality is this: "Personality is the sum total of the character traits which you express." I know of no place where you are forced to express these traits more fully than when you face an audience. There is then a natural desire to give everything you have, and in the course of doing this, you develop personality.

All who have written me have agreed that an item we should check with care is to make sure that the college did not try to graft our methods on to theirs. We should insist that they give our methods a fair trial if they are to use our name. After all, we have spent much more time and effort in developing our ideas than has

been spent on the average college course.

What can we do now to further this project?

We can, as individuals, be contacting the right people in colleges and universities, so that when the war ends we may be ready with a plan. The "right people" are the ones who have charge of evening sessions in city colleges, Deans of Men, Heads of Speech Departments, Directors of Extra-Curricular Activities. Let's talk about the idea wherever we find a listener. Let's develop plans to make it effective.

Let's emulate the man on the insurance program who is known as "The Man with the Plan."

A NEW OPPORTUNITY

The Soil Conservation Service of the United States Department of Agriculture offers to Toastmasters a new field for study and service.

The matter was brought to attention through the interest of Toastmaster Charles B. Ahlson, of Merced, California. He has charge of the Soil Conservation Service for Merced County, and he was impressed by the opportunity for Toastmasters to inform themselves and others on this important work for the public good. Those most closely concerned, such as farmers and ranchers, are already well informed about the needs and the methods, but the general public is fairly ignorant on the subject.

By studying it in our clubs, and encouraging some members to prepare talks for outside use, we should be able to give valuable help to this work, and to enlist

general cooperation.

Toastmaster Ahlson suggested to the Department at Washington that our help might be enlisted. Mr. William C. Pryor, Head of the Education Section of the Soil Conservation Service, cordially welcomes the suggestion, and offers to send information and material to any of our members who are interested.

Write to Soil Conservation Service, Department of Agriculture, Washington, D. C., for information on the subject. Arrange for a program in your club on soil conservation, or on conservation in its larger aspects. If some member cares to take it up as a special subject, help secure outside engagements for him to fill in spreading the word about it. Thus you may gain useful information and help in bringing it to the attention of the public.

Editorial

TWENTY YEARS 1924-1944

Twenty years ago, the Toastmasters Movement started with just one club. Today, we have the record of 275 charters issued, with most of these chartered clubs working faithfully and well. Today is a good time, as we celebrate the first twenty years, to observe what we have done and what is yet to do.

The Toastmasters Club has been effective in fostering the conception of public speech as "amplified conversation;" in encouraging the use of the extemporaneous style of speech; in giving a new meaning to the art of criticism, and particularly in the introduction of the practice of criticism by members of the audience rather than by "experts"; in emphasizing the importance of timing and brevity for speakers; in demonstrating the value of training in expression through speech as a means of discovering and developing latent abilities; in discovering and training thousands of men for positions of leadership in business, professional and civic affairs.

And now, reaching years of maturity, we face the responsibilities which maturity brings. What are we to do next? What is our obligation to the men we have discovered and helped to train? What is our responsibility for the men who need our training? What is our debt to the nation in whose atmosphere of freedom we have grown up? What definite plans and policies for the next three or five years should now be adopted and used as our guide?

These are questions which should receive the careful thought of every member. From thinking and study will come ideas to be shared and worked over. Out of our cooperative thinking will develop the plans which will mark our next steps in service.

The Toastmasters organization today is the largest and most effective organization for better speech in the United States—perhaps in the world. It is our task, in this twentieth year, not only to celebrate our own greatness, but to formulate plans for continuing enlargement in size and in service. What suggestion have you to offer, as a member? Your contributions are requested. Share your thoughts with your fellow Toastmasters.

A GOOD IDEA Started as an experiment, with the hope of promoting greater solidarity and freer exchange of ideas among our members, the "T-M-Ideas" bulletin has met with a degree of favor beyond the expectations of its promoters. Great credit is due the Educational Bureau and its special "T-M-Ideas" Committee, who have worked with enthusiasm to produce a bulletin which combines popular appeal with permanent values. It is good to know that they are receiving many favorable comments and useful suggestions in the mail, all of which help them to plan for still better things in coming issues. It now appears likely that "T-M-Ideas," instead of a merely temporary expedient, will become an established feature of our work. Its value will depend on the use made of it by our members, and on their contributions of ideas. For the present, the plan is to publish "T-M-Ideas" bi-monthly, alternating it with The Toastmaster Magazine.

STREAM-LINED CONVENTION

In cooperation with the National Government, which requests elimination of avoidable travel in furtherance of the war effort, the Annual Convention of Toastmasters International, set for July 29, at Los Angeles, will be a stream-lined, strictly business session. Most of the social and inspirational features will be omitted, or introduced incidentally, so that the necessary business can be handled promptly. No special efforts are to be made to secure attendance, other than of the officers and directors and district governors. The sessions will be open, of course, to all Toastmasters, and clubs which can send delegates are requested to do so, but it is anticipated that these will be comparatively few in number, and that most of the business will be transacted by means of proxies. Information concerning business to be transacted will be sent to the clubs well in advance, for consideration, so that they may properly instruct their proxies. It is to be hoped that 1945 will see conditions so improved as to make possible a great Convention, with a great attendance and a great program of inspiration, fellowship and instruction. This year, however, war conditions put limitations upon us which cannot be disregarded. Condensing and stream-lining our Convention is a patriotic duty.

V FOR VICTORY

V for the FIFTH WAR LOAN CAMPAIGN.

May it be the last one. It must be the BEST one.

A MODERN MIRACLE

"Some years ago" — the speaker was a well know teacher and lecturer — "Some years ago, I was on the platform of an auditorium, over in the city of Blankville, waiting for the curtain to go up for my lecture. With me on the platform was a prominent citizen, who was to make an announcement. He had only two or three sentences to speak, but he was nervous. He was scared so badly that I felt sorry for him. He worried, fidgeted and squirmed until he could stand it no longer. He jumped from his chair and hurried from the platform, saying, 'I can't do it! I just can't fact that audience!'

"Two or three years later, I was back in that same city, and in the same auditorium, but this time I was in the audience, and on the platform was that same prominent business man, not merely making an announcement, but actually delivering a speech of more than half an hour in length—a good speech—a forceful, convincing appeal which stirred the crowd to action. It was the same man, but a very different person from the scared citizen of my previous encounter.

"I asked a friend what had happened, to cause such a change in the man. 'Oh, you mean Mr. Bings?' said my friend. 'Why, he belongs to the Toastmasters Club. We think he is a good speaker.'

"I felt that I was an observer at a miracle. I wonder how many other such miracles of transformation the Toastmasters Clubs are responsible for."

THE ROCK

In Europe, "The Rock" is Gibraltar. In America it refers to Alcatraz, the island prison in San Francisco Bay.

Gibraltar's name is a relic of the Moorish invasion of Spain in the eighth century. Tarik-Ibn-Zeyad was the leader of a small army of Moors who swept across the Spanish peninsula. "Gebel-al-Tarik" (the mountain of Tarik) became condensed into Gibraltar, as we know it today.

Alcatraz is a Spanish word meaning "pelican."

NO TROUBLE ATOLL

That seems to be the way to pronounce the name of those ring-shaped coral reefs which are so much in the news at present. Put the accent on "at" and say it as if you were saying "at all" and you will not offend anyone.

But what about Sebastopol, or Sevastopol? Have you observed how the radio newsmen put the accent on the "top" instead of on "vast?" The old spelling was "Sebastopol." More recently we have begun to follow the Russian spelling, substituting "v" for "b." The Russian pronunciation is "Sevastopoly" with accent on "top," but none of the available dictionaries gives authority for calling it "SevasTOPol." So if you wish to speak it in Russian style, say "SevasTOPoly," but if you are satisfied with the Americanized form, you may call it "SeVAsTopol."

What About Words?

Q. What is the rule for use of *shall* and *will*? Does it make any real difference, or is it just someone's idea to make correct speech more difficult?

A: Use *will* in the first person, and *shall* in the second and third persons, to indicate determination. Use *shall* in the first person, and *will* in the second and third persons, to indicate futurity.

The reasons for this usage are fundamental in the background of the words. You can control your own will, but you cannot control another person's will. Therefore you can say, "I will," and make it stick. Will is a personal thing, an internal compulsion. If you say, "You will," you are really expressing a hope, or even a question.

Our word, *will*, comes from an ancient Aryan source having the significance of personal desire, wish, purpose.

On the other hand, *shall* is a derivative from the Anglo-Saxon verb *sculan*, meaning to owe. It has a sense of obligation, of oughtness. Thus when I say "I shall," it means intention, obligation, futurity, but it does not reflect a fixed determination.

But when I say "You shall," I express my determination to control or compel you to discharge your duty. "You shall do this," or "He shall do this," is equivalent to saying, "You simply gotta do this, or else."

Try some such mnemonic as this to help you get it:

"I will do this" can be expressed by "I must do this" or "I am determined to do this."

"You shall do this" can be expressed by "You must do this" or "You are compelled to do this."

Q: How shall we pronounce the name of the new miracle drug, Penicillin?

A: The word is too new to give us final authority, but the bulletin of the H. W. Wilson Company, publishers of library lists and cumulative indexes, states that it is to be called "PeniCILLin."

A: You have told us to "call it rayshun." Is that on the best authority? If so, why do so many people, including government radio broadcasters, keep on calling it "rashun?"

A: All dictionaries give "rayshun" as the preferred pronunciation. These dictionaries include the Merriam Webster, the Standard, the Century and the Oxford. In each case the preference is for the long "a" sound, with the short "a" as second choice. On the basis of derivation from the Latin, long "a" is a necessity. You might remember it by recourse to the following: The administration of the nation will ration food supplies for the duration to secure equalization of the rations for the population. Similar treatment might remind you that aviation may save a nation. No short "a" there, either. Let's play safe and put the long sound of the "a" into ration and aviation alike.

RECORD OF GROWTH

No. 264—Tulsa, Oklahoma, introduces its second Toastmasters Club, sponsored and promoted by the Tulsa Toastmasters, No. 148. The new club was chartered on May 11th, at a notable gathering. Toastmaster R. M. McMahan, who has been a faithful worker with the new club from its beginning, presented the charter. Thomas A. Hunt, manager of the Hunt Building, is President, and Joseph B. Benson is Secretary. Meetings are held at the Bradford Hotel on Thursday evenings at six o'clock. There are thirty charter members.

No. 265—Los Angeles, California. This chapter has been organized among the employees of the Farmers Insurance Company, who are using the training in speech as a means of advancement in their business activities. They received their charter on May 10th, at the hands of Vice-President Robert M. Switzler, at a joint meeting with the Beverly Hills Toastmasters Club. Regular meetings are held on Thursday evenings at 6:45, at Delaney's Cafe, 5465 Wilshire Blvd. Jack J. Cope is President, and V. J. Osko is Secretary.

No. 266—Atlanta, Georgia. A great club, with 34 charter members, representative citizens, keenly alive to their opportunity. The charter meeting was held on May 4th. Because of distance, it was impossible to have a special representative of Toastmasters International present to make the presentation, but Jerry Larson, aided by Dr. Norman C. Laffer, formerly of Tucson Toastmasters, took care of it. The club meets at the Y.M.C.A. on Thursday evenings at 6:30. The President is C. R. Durden, and the Secretary is Joseph C. Cohen.

No. 267—Downey, California. This club is the result of activity by Huntington Park Toastmasters, who have sponsored the new chapter. It starts with a full roster. The charter meeting is set for May 25th. Meetings are held on Thursday evenings at 6:30, at Mrs. Peterson's Cafe. Carl J. Callender is President, and Harry G. Banks is Secretary.

268—Canonsburg, Pennsylvania. The Washington Toastmasters Club and other neighboring chapters have coop-

erated in establishing the Canonsburg-Houston Chapter, the latest addition to District 13. They will join in making the charter presentation a notable event also. The new club meets on Mondays at the First Methodist Church of Canonsburg, at six P.M. Wilbert E. Zuver is President, and L. K. Whitfield is Secretary.

269—Sandpoint, Idaho. Look for Sandpoint just south of the Canadian border. Here is District Nine's latest addition to the fellowship. Their charter presentation date has not yet been settled. They meet on Tuesdays at six o'clock, at Lee's Cafe. Ralph E. Knight is President, and Lee L. White is Secretary.

270—Bakersfield, California. This new club has been developed through the interest of Maro Mei, charter member of the club at Taft, whose work removed him to the Bakersfield area and thus made it possible for him to spread the good news about Toastmasters in a new field. W. S. Fowler is President and Mario Mei is Secretary of the club, which meets on Wednesday evenings at seven at El Adobe Motel.

271—Rochester, Minnesota, famous as the location of the Mayo Clinic, makes a new bid for fame by bringing in the Toastmasters Club with the aid of Minneapolis Toastmasters. The membership roster carries a list of names notable in Rochester affairs. George Benson, of Minneapolis writes, "We are proud of this club, and enthusiastic about its prospects." E. C. Wolf is President, and S. J. Cysewski is Secretary, and the club meets on Wednesday evenings at six at the Martin Hotel. Charter meeting arrangements will be aided by the Minneapolis Toastmasters.

272—Moorhead, Minnesota. This is another product of the work of the Minneapolis Toastmasters. The "Pioneer" Toastmasters Club starts off with excellent promise. Former members of clubs in Duluth and St. Paul carried the idea to Moorhead with them. Moorhead will receive its charter in due time. Meantime the club meets on Fridays at 6:30 P.M. at the Gopher Grill.



A POINTER FOR THE PRESIDENT

The President is an Executive. An Executive is a person who performs three functions.

1. He organizes.
2. He deputizes.
3. He supervises.

The President of a Toastmasters Club, provided he really is a President, *organizes* his committees and his helpers into an efficient working group. He studies the Manual. He gets a grasp on the whole oper-

ADDENDUM

Two more club bulletins should be added to the list published in the recent issue of the "T.M-Ideas." The "Minnesota" Toastmasters Club of Minneapolis publishes

NO SHORTAGE

There seems to be no scarcity of trophies for speech contestants in District Six. From an assortment of cups, District Governor Tom Hennessey (right) makes selections, aided by Lloyd Anderson (left) of the King Bor-eas Toastmasters Club of St. Paul, for the District Speech Contest.

ation. Then he *deputizes* his force. He assigns responsibilities and makes sure that assignments are understood. Then he *supervises*. That is, he calls for reports, checks up on progress, and if any man or any committee is not functioning, he finds out why. He asks for results and he gets them.

If your Club President is an Executive, look out for accomplishments and progress for the entire Club membership.

"The North Star" and the Manito Toastmasters Club of Spokane puts out "The Manito Ghost," both of them being excellent club publicity.

It Made Me a Man

The following is the testimony of a veteran Toastmaster, whose name is withheld, for obvious reasons. It is a personal, revealing statement of one who has found in the Toastmasters Club the help he needed in order to learn how to live.

I SUPPOSE that there is no man who owes more to the Toastmasters Club than I do. And when I say this, I am not thinking just of the fact that I have gained a certain facility in speech through my training.

As I look back to my early years I now realize that I must have been a very obnoxious person. Sometimes I wonder why they let me live.

I was a "smart" boy. I knew it, and took care that no one else overlooked it. I was bright in my studies at school, and thus became a "teacher's pet," which was about the worst thing that could have happened to me. I talked too much, and was not careful what I said. If I had what appeared to me to be a bright idea, out it popped, no matter who might be hurt. I had opinions on every subject, and expressed them without restraint.

When I went to college, and then out into work, I carried my bumptious nature with me, never realizing that it was a weakness. I talked too much, listened too little, and used no discretion as to what I said, or when and where I said it. Added to this was a bad habit of taking myself too seriously.

As I look back today, I can see how my know-it-all ways kept me on more than one occasion from desirable promotion and advancement. Even now I can blush at the memory of some of the crude

things I said and did, thinking I was smart. I have no idea how many times I talked myself out of a good position.

What I needed above all things was the one thing I rarely received, and which I did not know how to use when I did get it—criticism—frank, honest criticism. When someone did venture to point out my faults, I got mad. I resented the suggestion that I could be wrong. I didn't know how to take it, nor how to use it.

Never until I got into the Toastmasters Club did I have any idea of my own shortcomings, or of what criticism could do for me. But a great light dawned when I began to see myself as others had to see me, all in the friendly atmosphere of my Toastmasters Club. As I criticized the others, and listened to their comments on my efforts, I began to learn. I located habits which had handicapped me for years, and began to correct them. The more of them I corrected, the more I kept on finding. Today, as always, I continue to find the faults, and to try to take care of them, but to my great joy it appears that the faults of the present are less repulsive, and more easily overcome. The training has been effective.

The first lesson for me was that it is important to listen to other people. I have the type of mind which leaps quickly to conclusions, so that I often get far ahead

of someone who is trying to sell me an idea, or explain a proposition. My inclination is to say, "Yes, yes, I see what you are driving at. Let's cut out the explanations and get down to business." I used to do that freely, and it did not add to my popularity.

A second lesson was that I must be considerate of others. In recent years I have sacrificed many a chance to get off a sharp saying, possibly a brilliant one, because I remembered in time that it would hurt someone's feelings.

Along with this came the lesson of tolerance. I had to learn to listen to the opinions of others, and then I found that I could learn from those opinions. I learned that my own opinions were not necessarily right or final. I came at last to the place where I can present my pet idea or my favorite plan, and then see it discussed and worked over and knocked all out of shape by others, so that after a while something is developed which is quite different from my proposition, and usually is much better.

In a word, the work in the Toastmasters Club has given me a new understanding of criticism, and a new philosophy of its use, and for

this contribution, I believe that I am heavily indebted to the organization, the first and only one in my experience which could do this for me.

Of course I have learned to speak fairly well, but far greater in value, as I see it, is the change in personality, the working over of viewpoints and attitudes which I have experienced. For this personal development, this process of maturing, mellowing and bringing under control the modest talents with which Nature endowed me, I have to thank the Toastmasters Club and the men who have patiently worked with me through my years as a member.

To sum it up, let us say that I have found in the Toastmasters Club the developing force which I needed to make me a fairly good citizen, able to work with others and to get along with them in peaceful cooperation. Because it has done this for me, I believe it can do as much for other men, which is my sufficient reason for maintaining my own membership, and urging my friends and acquaintances to join me in profiting by the man-building force of the Toastmasters Club.

The Correct Answers:

Here are the correct plural forms of the words listed on page 11.

- | | |
|------------------|----------------|
| 1. salmon. | 6. mesdames. |
| 2. hoofs. | 7. Joneses. |
| 3. gases. | 8. geniuses. |
| 4. teaspoonfuls. | 9. talismans. |
| 5. men of war. | 10. diagnoses. |

How About It, Mr. Secretary?

"A live club secretary never lets a month go by without having sent at least one communication to the Home Office. Make that your rule."—From Bulletin for Secretaries of Toastmasters Clubs

"Give Me Just Seven Days"

CHARLES E. PERRYMAN

YOU may have read this attention-arresting advertising headline of Charles Atlas, "the strong man." He says in his advertisements: "Practice my exercises for seven days and see amazing results." And in those words, Atlas has an important message for every Toastmaster.

The strong man does not say, "Read my Books. Study my lesson sheets." He says, "Practice my exercises." And that is exactly the requirement for the man who would be outstanding in the field of public speaking. Read all the books you can find on this fine art. Diligently study the many helpful pamphlets, bulletins and special reports published by Toastmasters International. They are powerful in the advice and information they bring to you. But remember that you can't get their full value unless and until you "practice the exercises."

Seven-tenths of the benefits of a self-improvement program, such as Toastmasters training, results from the actual practice we get.

THE BOOK SHELF

Great Stories from Great Lives, by Herbert V. Prochnow (Harper & Brothers, New York, \$3.50) is an anthology made up of selections from great biographies. Brief paragraphs or pages from authoritative works have been gathered into the one volume. One result will be to cause the reader to look for the complete books in cases of special

In the Toastmasters Club we learn by doing.

If we try to gain poise and gesture command—enlarge our vocabulary—understand audience reaction—learn how to arrange our thoughts—by merely reading instructions, it is as if we sought to build up our muscles by reading a book on physical culture, or by watching a group of athletes perform in the gymnasium while we sit in the gallery.

By reading and observation we can absorb the principles of good speech, but to gain mastery of the art requires mental and physical action in actual conflict with those invisible but powerful forces we seek to conquer. This is why regular attendance and participation in club affairs must be rated as supremely important.

Your club is your gymnasium where you may "practice the exercises" which will build your mental powers, develop self-control, and transform your meek self into the "strong-man-of-words."

interest to him. Another result will be to give the reader a smattering of fact about a multitude of personages of historic interest which will enrich his thinking and his speech. It would take a long time to read all the books quoted. It does not take long to discover among the selections some subjects of compelling interest which will lead to further study. Biog-

raphy is the richest field for the speaker in search of illustrative material. Here it is in condensed form. Your bookseller should be able to supply you.

Textbooks on speech continue to be produced in slightly diminished number. Two books, not so recent, still stand out as monumental works, destined to lasting popularity. These are *Principles and Types of Speech*, by Dr. A. H. Monroe, and *Public Speaking as Listeners Like It*, by Dr. Richard Borden. The feature of Dr. Monroe's book is the "motivated sequence," one of the most helpful speech construction ideas of modern days. In addition, it is a complete and scientific treatment of the art of

"QUOTE"

Many Toastmasters are enjoying the weekly visits of "Quote," the eight-page, stream-lined, boiled-down magazine of up-to-the-minute selections from books, speeches, magazines and newspapers, including some of the best of the new stories (and some old ones). It is published by Maxwell Droke, of Indianapolis, who permits us to take orders for six months for two dollars. Send two dollars and your name to Toastmasters International, Santa Ana, California, for "Quote," and we will ask Mr. Droke to put you on the list.

Here are some items from recent issues of "Quote":

Speech — In my opinion, the ideal situation involves speaking on an empty stomach — to a well-fed audience. Caruso, who always abstained from food before an op-

speech. The price is \$2.25. Doctor Borden's book presents the "hohum" theory, which has helped to enliven many a dreary oration. It is brief, entertaining, lively in style. It costs \$1.50. Either book should be obtainable at your local library or bookstore, or it may be ordered from the Home Office of Toastmasters International. Add a dime for postage and packing.

Parliamentary Law at a Glance, by E. C. Utter, (price \$1.00) is a handy little pocket book which answers most questions literally "at a glance." Its arrangement is unique. Information is based on Robert's Rules. It is a convenience for the careful chairman.

era performance, would illustrate his point by striking an empty crystal goblet with a knife. A fine musical note, clear and strong, would result. Then, filling the glass, he would strike it again, producing a dull, flat, unlovely sound.

—Edward A. Jewell, in N. Y. Times.

Love - Modern — If Romeo and Juliet lived in these times, they would never be known to history. Juliet would leave home and find herself a job at the first crack her father made against Romeo. When Romeo finally got around to asking her to marry him, they would take the subway down to the City Hall and get married.

Shakespeare's Juliet was the kind of woman who killed herself for love. Now, women are more likely to kill someone else for love.

—Nellie B. Stull in The American Weekly.

Something to Think About

D. F. MORSE

A new Toastmasters Club is being formed at Downey, California. Mr. Morse, an engineer at Consolidated-Vultee Airplane Corporation, spoke at a recent meeting concerning objectives and methods to be observed. His interpretation of the Toastmasters work is so good that it is offered to others, even the more experienced members, as being worthy of their thoughtful study. Check up your own club on his points.

I MAY break every rule in the Toastmasters book of procedure in this discussion, but my interest in the Club is such that I want to make my position clear on a number of points.

First: This Club has had a remarkable beginning. The men who initiated it and promoted it thru the embryo stage had high ideals. They have made wise choice of men to become associated with them in pursuit of their ideals. Without false pride I can state that I am proud to be a part of this Club and to assist in making it a success.

Second: The objective of Toastmasters International and of this Club is to prepare men to stand on their feet and express their views, to manage a meeting, to lead in group thinking, and to stimulate action for the common good.

Third: I am not speaking to high school boys, but to men mature in years and experience — men with ideals. Therefore I go straight to the point.

Every man here has come with the hope of self-improvement. That is the function of the Club, but lately it has not been altogether the case. Our efforts tend to become biased, with the result that we become bogged down with trivial details, and we lose sight

of the real objectives. Let me state a few basic facts which are absolutely necessary to keep us functioning successfully.

Cooperation of all individuals and consideration of all ideas and plans are at the basis of progress. Plans must be coordinated and controlled, or chaos will result.

To progress, we must determine our program of present and future action, and then follow the plan. This plan will include definite rules pertaining to business. It will provide for delegating responsibility to committees to act in their respective fields. They will work out details and make recommendations.

We are in danger of forgetting the important objectives of our Club in our attention to personal viewpoints on unimportant matters. Let me outline four points which, in my mind, are really important objectives:

First: to acquire the ability to get our feet on the ground and keep the body in a reasonably vertical position while expressing our thoughts.

Second: To learn the proper techniques and forms to put our ideas into understandable and interesting shape for delivery.

Third: To learn how to be constructively criticized and instructed

in the art of speech while "learning by doing"; also how to give helpful criticisms to others.

Fourth: To learn and practice the procedure of conducting a meeting of any kind, and to understand the meaning of "parliamentary procedure" to such extent that we can do the right thing at the right time in the right way.

There are other important ob-

jectives, but these are sufficient for the moment. Our main obligation right now is to bring our Club in-line, right at the start, so that these and other objectives may be attained in the shortest possible time. Let's get our feet on the ground and our objectives in our minds, and make this Club one of which both we and the whole District can be proud.

THE LIGHTER SIDE

Routine — Opening of the baseball season brings up this typical Coolidge story. Silent Cal was at a game in 1925, when Washington and New York were in a tough pennant fight. The score was tied in the ninth, the bases were full, two were out, Walter Johnson was pitching and Babe Ruth was at bat. Coolidge got up and left. He said it was time for supper.

—AP Dispatch.

Drill Sergeant: "Right shoulder arms; left shoulder arms; right shoulder arms; left shoulder arms."

Rookie: "Well, why in heck don't you make up your mind where you want this gun?"

Captain: "Why didn't you salute me yesterday?"

Private: "I didn't see you, sir."

Captain: "Good! I was afraid you were mad at me."

Captain: "Private Brown, explain what is meant by strategy."
Private Brown: "Strategy, sir, is when you don't let the enemy know that you are out of ammunition, but keep right on firing."

The corporal was telling about his experience as a student of jiu-jitsu. "So I grabbed his wrists like this—then I grabbed his arm like this—then I gave him a twist like this—and before he knew what hit him, there I was flat on my back."

An Australian tried to enlist at Sydney, but was refused on account of his bad feet. Next morning he presented himself once more before the doctor.

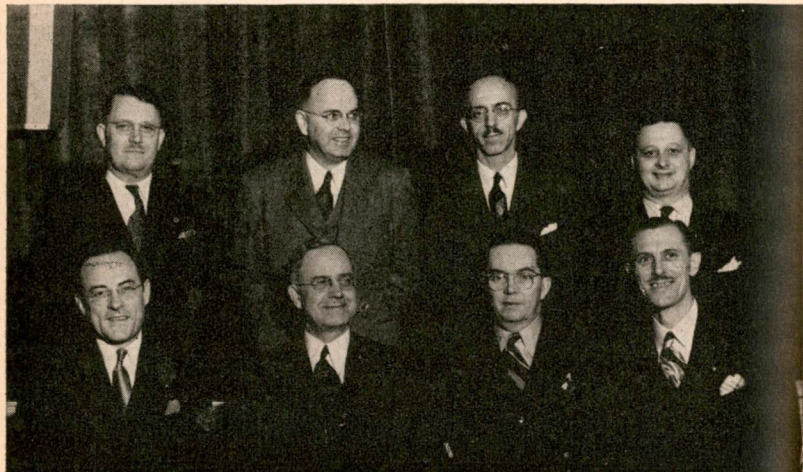
"It's no use; I can't take you," said the doctor. "You couldn't stand the marching. But why are you so insistent?"

"Well, Doc," said the other, "I walked 185 miles to get here, and I hate like the dickens to have to walk all the way back again."

Minneapolis Toastmasters

With a background of achievement and a membership made up of men who believe in the Toastmasters Club and are willing to demonstrate their belief, this Minneapolis Toastmasters Club is making history.

Every one of its Past Presidents is still an active member. You can see how they look in the picture below.



Left to right, also in order of service as President: 1st row, Harry W. Mattison, W. W. Gibson, R. N. Kindwall, George W. Benson. Second row: James F. Lichtenberger, C. J. Davis, L. M. Jones, W. W. Welker.

GOOD SALESMANSHIP

A good salesman follows certain rules of procedure. The rules fit speech-making as well as selling. Here is one set of rules you can apply to your speeches:

1. Get your customer to think as you want him to think.
2. Get your customer to feel as you want him to feel.
3. Get your customer to act as you want him to act.

Then the sale is made.

Consider that your audience is your customer. Apply the formula. Your speech is a success.

On Parade

A vigorous campaign of organization of new clubs has been instituted, with the result that new chapters are coming up in Rochester, and Moorhead, Minnesota, and in Fargo and Grand Forks, North Dakota.

On May 12, a group went to Moorhead to get things going. District Governor Tom Hennessy was accompanied by W. W. Welker, George Benson, Frank Cooper and O. E. Wadenstein, on a trip which was anything but easy. Wadenstein went by plane, combining a business trip with pleasure, while the others went by train, spending a whole night on the return trip, without seats or sleep.

On April 6, the Club had 100 percent attendance, for its first time, at least in recent years. Present were 30 active members, 4 associate, 9 "alumni," and 2 guests. Look at them:



Row 1—left to right: Davis (Dep. Gov.), Radde (Sgt.-at-Arms), Odlund (Treas.), Cooper (V. Pres.), Welker, (Pres.), Fausch (Sec'y.), Jones, Mattison (Pres. of TM), Kindwall, Larson. Row 2—Tollefson, Stensby, Kent, Peterson, Langton, Prieve, Warner, Mahon, Sifford, Parker, Beery. Row 3—Wright, Wadenstein, Lichtenberger, Akslen, Sederholm, Winslow, Miller, Gibson, Creegan, Mandeen, Northfield, Langerude. Row 4—Povsha, Jacobson, Day, Latterell, Cook, Savoie, Benson, Bright, Edwards, Sterling, Hanson, Kinney.

CAN'T BE DONE

Who seeks to please all men each day
And not himself offend—
He may begin his work today,
But God knows where he'll end.
—Rowland.

The "Spac" Family

IN ancient days, when the world was young, man needed few words to express their thoughts. Life was simple and such words as were used related to simple, common things. But those few, simple, elementary words used by our primitive ancestors are the foundation for today's vocabularies.

Says Max Mueller: "Every thought that has ever passed thru the mind of India may be reduced to 121 root concepts." Philologists are generally agreed that the total of root concepts back of the Indo-European languages numbers but a few hundreds, at most. This places a great burden on the roots, many of which have been identified and given their proper ranking as "family heads."

One such prolific word root has been described by Dr. Bucke, in his "Cosmic Consciousness." This is the Aryan root, *spac*, which meant to look, or to see.

In Sanskrit, Dr. Bucke lists *pas*, to see; *spasa*, a spy; *spas*, a guardian; *spashta*, manifest.

PICTURES ARE BETTER THAN FIGURES

There's more excitement in one simple human emotion, or the pictures evoked by a snatch of remembered song, than in a barrellful of dates and places. The simple sound of a steel skate blade scuffing on hard ice, or just thinking about it, can bring back a whole era to me when I was a kid—people and faces and times, and the way the trolley sounded going past our house.

—Paul Gallico, *The Second Front*.

A NATURAL QUESTION

Said a little girl to her mother: "When the first man started to write the word 'psalm' with a 'p,' why didn't he scratch it out and start all over again?"

In Greek, we have *skeptomai*, I look; *skeptikos*, an inquirer; and *episkopas*, and overseer. Note that we get *skeptik* and *episcopal*, two English words of vastly different meaning, from the same root.

The Latin verb, *specio*, I see, and Old High German *spehan*, to spy, and *speha*, a spy, are members of the family.

When we come into our own language, the list of derivatives from the Aryan *spac* root is an impressive one. Dr. Bucke points out the following:

expect	speculate	special
specimen	suspect	auspicious
respect	specious	spicular
spectator	specific	spy
respite	inspect	aspect
spectacle	speculus	prospectus
despise	species	specify
respective	circumspect	spectre
spiteful	spice	
spectrum	prospect	

It would not be difficult to extend this list by many more words. The student who desires to enlarge his vocabulary might well undertake to discover additional members of the *spac* tribe. It is a big family.

PROGRAM HELPS

The Reader's Digest Program Service, which has been furnished free of charge heretofore, has been put on a charge basis because of the increased costs of publication resulting from war conditions. This valuable aid in program planning may be secured hereafter by Toastmasters Clubs at the rate of \$1.50 a year, which includes the monthly Program Outlines, Topical Discussion Guides, and a Chairman's Manual. The programs are based on articles appearing in the Reader's Digest, so that information and source material can be had conveniently. It has been found useful in many Toastmasters Clubs to make a Reader's Digest Program a monthly feature.

The World Calendar Association will send full information concerning the proposed "World Calendar" to any club or individual in-

SPEAK WITH CARE

The use of good language is a mark of culture and care. It is a characteristic of those who are willing to take pains to do things right.

There are three obligations imposed on everyone who would use words correctly. First, we must select the right words to say what we mean; then pronounce them right; and put them together in combinations authorized by the rules of grammar and good taste. Words well chosen and well used are a credit to any person.

Most of us know better than we do. Most of us, through carelessness and bad habits, fill our speech with unnecessary errors and thus

terested. Address The World Calendar Association, Incorporated, 630 Fifth Avenue, New York 20, New York. An evening devoted to a study of this proposition will be worth while in your club.

Summer time is a good time to study and discuss a number of problems which have been overlooked during the winter months. Since this is the year for a presidential election in the United States, it is a most appropriate time to consider methods of electing. Study the elimination of the "Electoral College" and the provision for direct vote by the people for President and Vice-President. Also, study the problem of two terms for President, or one term of six years, or an unlimited number of terms. It is not necessary to commit the club to support of any one proposition, but it is a proper function to help the members gain full and authentic information on the matters.

reflect on ourselves in a most unfortunate manner.

When we talk in ordinary conversation, we seem to forget all that we know about the rules. Whether it really is easier to speak incorrectly is hard to say, but it is certain that there is a vast amount of incorrect use of language for which there is no excuse but carelessness.

Dr. Frank H. Vizetelly, noted authority on the English language, says, "Slovenly speech is as clearly an indication of slovenly thought as profanity is of a degraded mind. Therefore, let us heed the advice Shakespeare has given us—'Mend your speech lest it mar your fortune.'"

Club Programs in Summer Time

"Carry on through the summer. No club vacation this year." Thus says the Educational Bureau. Thus say all the lively, hard-working, faithfully serving Toastmasters Clubs as they face the summer of 1944.

Good meetings in summertime mean careful planning, original thinking, program building. Here are suggestions:

1. Make every program interesting in itself.
2. Hold evaluation to the highest possible standard.
3. Watch the timing. Start and stop on time.
4. Obtain publicity, even more than in the winter season. Good programs make good newspaper headlines.
5. Seek outside speaking engagements for the able members.
6. Give each member maximum opportunity for program participation.
7. Minimize business matters by referring them to committees for study and report. Give preferred attention to program and speech practice.
8. Look out for variety in topics, style of speech, program arrangement, and criticism. Keep out of ruts and routines.
9. Take advantage of the summer opportunity for a special study of parliamentary procedure, or of evaluation, or some other useful theme.
10. Maintain a friendly atmosphere. Welcome visitors. Give them some small place on the program if possible. Remind the Sergeant-at-Arms that he is "greeter" both to visitors and to club members.

If impossible to secure a satisfactory meeting place with good food, try meeting without dinner. Outdoor meetings, backyard meetings around the barbecue pit, picnic meetings in the park, unusual gatherings of all sorts are in order.

Observe all special dates and anniversaries with appropriate programs.

Prepare speeches for coming campaigns. Get your War Bond speeches ready, as well as Red Cross, Community Chest, War Chest and other special service talks. Don't wait until the campaign is on you to start preparing. Every Toastmaster should be ready to make a War Bond speech at short notice.

OFFICERS OF TOASTMASTERS INTERNATIONAL

President.....Harry W. Mattison
Monite Building, Minneapolis, Minnesota Phone Hyland 9234

Vice-President.....Robert M. Switzler
San Diego Trust & Savings Building, San Diego, California
Phone Franklin 5707

Secretary.....Ralph C. Smedley
516 First National Bank Building, Santa Ana, California
Phone 3079-W

Treasurer.....Joseph P. Rinnert
444 Roosevelt Building, Los Angeles, California
Phone Vandike 1014

Past President.....W. H. (Ted) Blanding
In Service With the U. S. Navy

DIRECTORS

Harold T. Crane.....Santa Monica, California
Phone Santa Monica 56720 621 21st Place

I. A. McAninch.....Los Angeles, California
Phone Morningside 19597 563 N. Kenmore Ave.

Franklin McCrillis.....Seattle, Washington
Phone East 7229 1201 East John Street

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YOU CAN'T THINK Without Words

Try it and see. Think of anything you will—a horse, a man, a tree—and see if you can form the mental concept without naming it. Then think of some abstract quality—honesty or goodness or courage—and try to keep from using the word.

It is true that you can talk without thinking—use words without thoughts, but you can't think without words. The words are the symbols of objects, or of ideas. We think with symbols as we talk with them. We can neither formulate ideas nor exchange them except as we use words.

This being true, it follows that your range of thinking is limited by your vocabulary. Your command of words limits your thoughts. If your vocabulary is of the "swell" and "lousy" variety, your thinking falls into the same classification.

To enlarge your thinking, increase your vocabulary. Add more words, not merely for the purpose of knowing them, or of impressing people with your command of language, but in order that you may think widely and exactly, and express your thoughts clearly.

You can't think without using words.

The Fifth War Loan Campaign calls on every Toastmaster for his best effort. Continuance of the Toastmasters Movement depends on preservation of the right to freedom of speech and of thought.

BUY BONDS—SELL BONDS.

In conversation as well as in public address, every Toastmaster is a War Bond Salesman.