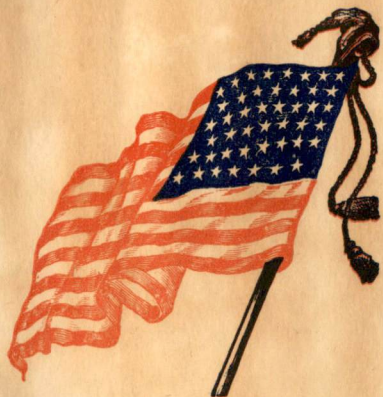


The Toastmaster



My Country's Flag

By Olin H. Price

"With the knowledge that the United States of America, my country, has become a land of personal liberty and freedom through the sacrifice and devotion of my forebears; and with the firm conviction that a continued devotion to her concepts of democracy is essential to the perpetuation of liberty and justice, I hereby offer myself and my services to that end. My country's flag, which is the symbol of her glorious accomplishments, I salute with reverence, and thank Divine Providence for the privilege of being a loyal American citizen."

The Toastmaster

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THE TOASTMASTER
Santa Ana, California

THE SIXTH COLUMN

By RICHMOND JACKSON
of Pacific Beach Toastmasters Club.

An address delivered at the San Diego Convention.

Mr. President, Fellow Toastmasters, and Guests:

After a banquet I like to start a speech with a story. Tonight, however, my subject is too serious for any humor. The welfare of our country in these troubled days demands our serious thought, and the convention committee has asked me to talk to you on "Sixth Column" activities in this country and the implications for our organization.

We have read much of the activities of the "Fifth Column" in countries which have been conquered by Nazi Germany. We are all aware of their deadly effect on a country caught off-guard. We also know of the popular conception of the "Sixth Column" movement which has become known as the force with which the "Fifth Column" activities may be combatted.

There is no question that Fifth Column activities are going on in America today. I am not one of the alarmists who apprehend that there is a foreign agent around every corner and behind every tree. The Federal Bureau of Investigation, together with the Army and Navy Intelligence Services, can cope and are coping with this particular feature much more ably than can we, as laymen. I know further from our experience in the last war that we, as civilians, would do better to let them handle it in their own way.

There is, however, another aspect of Fifth Column activities which is gravely imperiling America — activities which we must all combat with all our might. I refer to the question that has arisen in the minds of some people as to whether our Democratic form of government is the best for us. There are many within our borders who are working from the inside against our American way of governing ourselves. This work is of the most insidious nature.

We have before us the terrible example of a beaten France. She lost her independence and is governed today by a puppet government dominated by Berlin and formed along Fascist lines:

and all this in the face of the fact that she was defended by one of the world's finest armies. It was not the German generals who defeated France so much as "General Apathy". France had forgotten how to work and how to prepare herself against the borings from within. Let us learn from her example and not remain apathetic ourselves.

England, too, has been feebly governed for the past ten years. She is awake today—at long last—but whether she has been aroused from her apathy in time is a grave question. As I address you this evening, the British Isles might actually be reduced by the enemy.

No nation is any greater than its people. An informed people is the key to intelligent action. Are they determined? Are they zealous in the protection and preservation of their chosen form of government? Are they alert to inside and outside dangers? If they are, there is hope for that nation. If they are not, that nation is doomed to the same fate that many nations of Europe have met.

The other day I went into one of our local clothing stores to make a purchase. As I talked to the proprietor, he started to complain about the fleet being on its cruise and what it had cost him personally. I stood his near-sighted talk as long as I could and then I said, "Damn your withered soul! If you can't see beyond your cash register, you have no right to call yourself an American!" If the American people cannot see beyond their pocketbooks, as this merchant failed to do, then "Fifth Column" activities will grow in this country.

I do not wish to be an alarmist, but I know that the United States of America is in grave peril today. Only yesterday Walther Funk, the German Minister of Economics, warned this country that she must be prepared to trade with a victorious Germany on Germany's terms after the war, or suffer a lock-out from the commerce of a whole Europe geared to Nazi economics. This, ladies and gentlemen, is part of the handwriting on the wall. Let us have our eyes open to see and understand it.

Fellow Americans, we must do three things and do them just as fast as we can. First, we must expand our land, sea and air forces just as rapidly as possible and we must arm these three branches of our fighting service with the weapons and machines which have been made necessary by the new and terrible style of warfare brought into being by Hitler's legions.

Second, America must gird herself with equal intelligence and speed to combat the open threats against our trade and economic life.

Third, she must counteract at every turn the seditious influences working from within.

It is imperative, therefore, that we as Toastmasters and as Americans stand ready to render every assistance to the America we love in her grave hour of peril. "General Apathy" will never conquer our land, for he will find that the American people have staunch and not withered souls — that we are a people who love and respect the American Flag with such respect as was shown by Henry H. Bennett in his lines

Hats off!

Along the street there comes
A blare of bugles, a ruffle of drums,
A flash of color beneath the sky;

"Hats off!

The flag is passing by!"

(The flag was unfurled and the audience stood while the poem was read.)

Fellow Toastmasters, to give expression to the respect you have just shown our flag in a real, dynamic American action, I propose that this convention pass a resolution — a resolution offering the services of Toastmasters International to the greatest government in the world. I have asked Ted Blanding, chairman of the Committee on Resolutions to present this to you.

Chairman Blanding offered the following resolution:

WHEREAS, Democracy is threatened by the encroachments of foreign powers, and by agents from without and within, which threat has led the President of the United States of America to declare a state of emergency, and

WHEREAS, The Toastmasters Clubs of the United States recognize their responsibility for the preservation of a free society, and are especially trained to protect and interpret the ideals of American Democracy through speech, Therefore be it

RESOLVED, That the Toastmasters Clubs of the United States, through their delegates in convention assembled, do offer to the Federal Government their services, individually and collectively, for any service they may be able to render at this critical period in our history, and be it further

RESOLVED, That a copy of this Resolution be sent to the President of the United States of America, by the Secretary of Toastmasters International.

This resolution was adopted by a standing vote.

Let us all, as good Toastmasters and loyal Americans, accept the challenge spoken by Richmond Jackson, doing whatever we can to make this resolution effective in patriotic service.

SHELDON M. HAYDEN

President of Toastmasters International



So that he may be better known to all Toastmasters everywhere, we offer the following vital statistics:

Birthplace, Chino, California. (Chamber of Commerce Slogan — "Where anything grows.")

Education: Citrus Union High School, Citrus Junior College, Stanford University (A.B. and M.A. Graduated 1929.) Graduate work at Northwestern University and at the University of Southern California, and courses at National Schools of Broadcasting. Received Phi Delta Kappa honorary educational award at Stanford in 1930.

Professional Work: Teacher at Santa Ana High School and Junior College; Santa Monica Junior College, head of Department of Speech; Instructor at the College of Life in Los Angeles; Instructor for Dale Carnegie's Institute of Effective Speaking and Human Relations.

As a Toastmaster: Trained first winner of the High School Public Speaking Contest; helped organize Santa Monica Toastmasters Club; had charge of arrangements for Toastmasters Convention held in Santa Monica in 1935; elected to Board of Directors of Toastmasters International at that time; for three years Chairman of the Educational Bureau; editor of "Tips to Toastmasters" and department of advice to the "Speech-Lorn."

Outside Activities: Among other things, has given the "Illustrated Tips to Toastmasters" more than 50 times to Toastmasters and to other business and professional groups; in 1925, attended World Conference of the Y.M.C.A. youth at Helsingfors; 1938-39 was president of Southern California Junior College Association; on Board of Directors of Southern California Speech Arts Association and Secretary of Southern California College Teachers of Speech; on Board of Directors of California Association for Adult Education; on Board of Directors of Santa Monica Red Cross, and in charge of their Speakers' Bureau.

THE PRESIDENT'S MESSAGE

By SHELDON M. HAYDEN

Any non-profit organization such as ours occupies somewhat the same position as Eliza when she married. Mose gave her no gifts on the wedding day but after the honeymoon, he made up for his negligence by bringing home three. They were a washtub, a washboard and a hand mirror. As Eliza eyed the strange medley of gifts, Mose said: "Liza, you can hab yo' choice ob dese presents. Yo' can take dis tub and washbo'd and go to work—or take the mirrah, an'sit down in de corner an' watch yo'self starve!"

Toastmasters International does not intend to starve, but it is going to take a lot of active scrubbing to keep us going. Past President Bill Dunlap sounded the key-note at our convention when he said, "Tostmasters International is not an office in Santa Ana nor is it any other separate branch of our work. Toastmasters International is every member in the organization." Let every one of us accept this sentiment for this year and do a little actual "scrubbing" for T.M.I.

Let us carry this a step further. After all, a good speech should be definite. We have prided ourselves on the fact that we had no paid organizers, and we can be proud of the fact that we have gone forward without needing any high pressure salesmanship. I like to feel, however, that we do have paid organizers—3,500 to 4,000 of them. All are members of Toastmasters International. All are paid by the benefits they receive by self-improvement through speech. All are willing to give service for value received by building club membership and organizing new clubs.

Somebody introduced the idea of a Toastmasters Club and its benefits to me as they did to you. My benefits have been many, and I feel an obligation to the organization which I hope will result in bringing in new members and organizing new clubs. When did you bring your last visitor? Is there a prospect for a new club you have overlooked? Our central office and our District officers are always willing to furnish help whenever notified. We shall furnish you with copies of "Facts" about T.M.I. and leaflets on "How To Organize a Club." If we all scrub together, we can get a lot of work done.

Orchids must be given to San Diego and the other clubs of Area Five for putting on the best convention we have ever had. Each year our meetings get better. This is as it should be. All delegates have now returned to their respective clubs with new ideas for progress. As Ernest Davis pointed out at the convention, "Enthusiasm is not much good unless it is directed toward some purpose." Make your enthusiasm purposive by helping your club to be one of the best in our organization.

Our Secretary and Founder, Ralph Smedley, will devote his full time to our organization this year. We have grown so large that the job of secretary can no longer be carried on a part time basis. This change will place us in a position to be of greater service to you and your club. We hope you will keep in constant touch with our central office so that we may serve you.

I wish to conclude my first message by thanking all of you for your unanimous support at the convention and your many letters of congratulation since the election. Committees are now at work on our problems and all appointments have been readily accepted. Everyone is willing to pick up "the tub and washboard" and go to work. With this spirit, we can't help but have a big year.



A ONE MINUTE SPEECH

By CHANDLER W. WATSON
La Jolla Toastmasters Club

(The La Jolla Toastmasters Club assigned one-minute speeches, with no subjects specified, to its members at a recent meeting. Following is the clever offering of one of the La Jolla Toastmasters, Chandler W. Watson, of the Scripps Institution of Oceanography.)

Here is a minute.

Out of the future, proud of the plans it brought to make us happier, it has come to us quite cockily because, you see, it isn't very big, and it was sure that we'd be glad to have it come.

Now we don't mean to be unkind, but many of us are busy with plans for future minutes, and others of us are thinking of minutes that have passed; and we have little time for noticing the minute that is here.

And so it hesitates, bewildered, lonely, hugging its plans; and while it hesitates, the clock ticks on, and now—our minute's gone. It did so hope that it might be remembered pleasantly.

THE NINTH ANNUAL CONVENTION

San Diego, July 24 to 27

We may have larger conventions in years to come, but it is hard to see how we can have a better one. That is the verdict of the 465 men and women who registered at San Diego for what J. W. Redden of Tulsa Toastmasters terms "three of the most interesting and enjoyable days we have ever spent." In planning, in program, in handling of details and in entertainment, our San Diego hosts and hostesses set a mark for other cities to shoot at, and they sent away a great company of people who will be friends and admirers of San Diego and her hospitality for the rest of their lives. It is a hopeless task to undertake to speak individually of the committee workers of District Five who worked for a solid year to get ready for our coming, and it is almost as hopeless even to offer worthy words of appreciation. Here is what A. J. Schrepfer, of Huntington Park, wrote about it after getting home and thinking it over:

"A year ago I called the San Jose convention 'swell.' What to say about the San Diego convention? Using the superlatives (so well deserved), this year would be expedient, but then we'd be out on a limb for 1941 and future years. If it were not for the other accomplishments of Toastmasters International to reassure us, we might wonder how these conventions can continue year after year to outshine—and out-everything else—their predecessors. However, Toastmasters International has a way of constantly raising its sights and aiming higher and higher."

As may be gathered from these and many other comments, the convention was a success, and the delegates were pretty well pleased with it.

"You could not have found a better general chairman than Clark Chamberlain," wrote Toastmaster Redden. "We wondered continually how there could be so many meetings and so much entertainment and yet everything be kept on time. Program, entertainment and hospitality were up to all the promises. We hope some day to have the convention meet in Tulsa. It is something to look forward to."

Accomplishments

While the convention provided amply for entertainment and enjoyment, the real reason for holding it was to set our movement forward by transacting business and developing plans for better work. The record in that category is good.

The resolutions adopted by the convention reflect the accomplishments. These are not published in full, but in review they are as follows:

1. This resolution endorses the plan for District and Area organization which was worked out in District One during the past year, and recommends that the new plan be placed in general use in all districts as rapidly as possible. Since every District in the movement was represented by the Governor or his representative, it was possible to give very thorough consideration to the plan and to secure its general adoption.

2. This was a resolution of thanks and appreciation to the San Diego Chamber of Commerce and City Officials, together with the newspapers, hotels and others who cooperated for the success of the convention.

3. This resolution recognized the efficient handling of preparations for the convention as made by the officers and members of the Toastmasters Clubs in District Five, and expressed thanks to the officers, members and committee chairmen for their good work. Especial mention was made of the ladies who gave such notable help in the entertainment program.

4. Reviewing the successful demonstration given by the Educational Bureau of the new audible service in speech instruction, this resolution recommended that the Bureau proceed to prepare and issue the series of recordings included in its plan, and urged that all clubs take advantage of this unique method of securing better training in the art of speech.

5. In order to interpret the resolution adopted at the San Jose Convention concerning our devotion to the principle of free speech, a further resolution was adopted, carrying a warning against the abuse of this principle by individuals or groups who use the privilege to attack the institutions which make freedom of speech and assembly practical as a fundamental of liberty.

6. This was a resolution of sympathy and good will toward Toastmasters in foreign lands where belligerent conditions have not only made it impossible for delegates to attend the convention, but have even caused the suspension of club activities for the duration of the war. Recognizing the handicaps and hardships imposed by war, and desiring to give concrete evidence of our cooperative spirit, the resolution declared a moratorium on all club dues to

Toastmasters International for the clubs in England, Scotland and the Dominion of Canada so long as the emergency continues.

One other resolution was introduced at the closing session of the Convention, following the eloquent address of Richmond Jackson, on "The Sixth Column." This resolution, pledging the patriotic services of Toastmasters to the Government of the United States of America, is printed in full in connection with the address as given before the convention by Toastmaster Jackson.

Amendments

The only amendments to the Constitution and By-Laws introduced for consideration dealt with district affairs. The Standard Club Constitution was amended so as to recognize the Deputy Governor as an officer of the club and as a member of the Executive Committee. The By-Laws of Toastmasters International were amended so as to permit the election as District Governor of a man who may not be a Deputy Governor of a club at the time of his election. The amendment changes Article VI, Section 2, of the By-Laws of Toastmasters International so that the District Governor may be either a present or a past Deputy Governor or Lieutenant Governor. By another amendment, the period in which the annual District meeting may be held was extended from sixty days to four months.

Preliminary to the Convention

Following an afternoon of registration and reunion on Wednesday, July 24, the delegates and their ladies assembled for an evening reception in the Sun Room of the Hotel San Diego, where they enjoyed a special showing of pictures of the attractions to be seen in San Diego.

On Thursday morning the caravan for Palomar Mountain formed for an early start to see the world's greatest observatory. The caravan was joined at Oceanside by a number of cars from the north, so that it was an impressive procession which carried the nearly 200 visitors to the top of Palomar. Here the crowd was given an intimate view of the Observatory, special courtesies being extended to us by the officers in charge. Following a picnic luncheon, the visitors returned to San Diego by various routes.

The Board of Directors of Toastmasters International met at four o'clock that afternoon, receiving reports and completing plans for the general convention sessions. At this meeting, final approval was given to the division of District Two, whereby Washington, together with British Columbia, will constitute the new Second District, while Oregon and Idaho, with the portion of Washington south of the Columbia River, will become District Seven. The report on this division was given by Ernest C. Davis, retiring governor of the old Second District, who announced that John Jewett of Seattle is to be governor of District Two, and Frederick H. Eley of Salem, governor of District Seven.

The Convention Opens

Thursday evening, July 25, brought the formal opening of the convention. President Ralph Guthrie convened the session, and Robert L. Grube and Roy A. Hohberger, as song leader and pianist, saw to it that the assembly lifted its voice in song to the best advantage. Rev. Thomas L. Coyle, pastor of the First Presbyterian Church, offered the invocation with which the session was opened.

Mayor Percy Benbough spoke a warm welcome in behalf of the city of San Diego, and District Governor Francis Ide represented the Fifth District in his welcoming speech.

The response to these welcomes was given by James G. Barry, delegate from the Toastmasters Club of Albuquerque, New Mexico, who spoke eloquently in appreciation for the hospitality of San Diego, and for his privilege of attending this, his first convention of Toastmasters International.

The reports from the District Governors showed a vast amount of good work done since the last convention, and ambitious plans for the future.

The President's Report

President Ralph Guthrie offered a careful and well studied report on the condition of the movement and its prospects. He reviewed his happy experiences in visiting clubs, and urged the importance of more of such visitation. He pointed to the substantial growth in the number of clubs, and in the membership of the individual chapters, and advised raising the standards for granting of charters as rapidly as may be wise. He said, "Every weak club of which I have personal knowledge or reliable information is weak because somewhere along the line, it has neglected one or both of the important items of program and finance. Every successful enterprise must have a sound financial policy, a quality product and an organization thoroughly sold on the merit of its product."

He pointed out that the Young Men's Christian Association has shown an increased interest this year and the result has been several strong chapters with definite Y.M.C.A. sponsorship. Closer contacts between the offices of Toastmasters International and the more distant clubs have been helpful. Improvements in district work are bringing better results.

By increasing the effectiveness of the central office of Toastmasters International, and by adding to the services rendered, the movement may be greatly strengthened. While moving with care and economy, we must recognize the increasing needs of a growing movement, and we must meet them as rapidly as possible.

President Guthrie concluded his stimulating report with an urgent appeal for every member to do all in his power to combat subversive influences in our nation, and to meet squarely and courageously every demand for the protection of free speech and other rights inherent in the American way of life.

Treasurer William J. Hobba presented his report, showing the financial affairs of the movement to be in a wholesome state. D. Glenn Tidball, as chairman of the Auditing Committee, presented the report of his committee, showing that the books had been checked and approved by a public accountant.

Friday Morning

With a series of four able addresses, the convention took on something of the character of a regular Toastmasters Club meeting, with the exception that no critic was assigned to evaluate these speeches.

A. J. Schrepfer's thoughtful talk on "The Executive Slant on Toastmasters" is printed elsewhere in this issue. It should be carefully read.

J. W. Redden, member of the Tulsa Toastmasters Club, gave an appraisal of the movement from the standpoint of a new member. He saw in the Toastmasters program a great opportunity for him and his associates, placing especial emphasis on the value of learning to give and take criticism. "As we understand it," he said, "criticism is the very backbone of our club."

Truly discerning was the speech of Olin H. Price, third president of Toastmasters International, and one of the pioneers in the movement, who spoke from the viewpoint of an "old timer." He compared our movement to a mountain stream, cutting a channel down the slope, gaining size and force as it travels, and generating power to drive great turbines. "We need more trained leadership in business and in national affairs, and our organization trains men to lead and think," he said.

"How to Wake Up a District" was the lively topic discussed by Ernest C. Davis of Portland, retiring Governor of the Second District. The work in his district during the past year gave him a good background. He warned against mistaking mere activity for accomplishment, and remarked, "The worst bankruptcy is the one who has lost his enthusiasm." He maintained that there is a distinct place for our clubs to serve in small towns and communities which are perhaps too small to support a regular service club. "Let us serve our country through speech," he said. "It is all right to sing 'God Bless America,' but don't leave everything to God."

Conferences on Club Procedures

Of great value was the work presented at the two conference periods under the leadership of Roy Hohberger, who has devoted much time to studies of club programs and procedures. With the assistance of a panel, and with much help from the audience, he led in the discussion of many of the matters which cause the local chapter difficulty.

Hohberger began by emphasizing the "creative" element in our work. The bulletin which he distributed bore the title "Idoneous

Ideas," which wording drove his hearers to the dictionary, where they learned that "idoneous" is a highbrow word for "appropriate."

The appropriateness of the ideas advanced was demonstrated by the interest taken in the discussion. The points covered in the two conference periods will be presented in condensed form in articles in forthcoming issues of the **Toastmaster** Magazine so that all may be helped by the information. So great was the interest that some difficulty was encountered in closing the session on time at the noon hour.

Speech Recording

Friday afternoon's meeting was devoted to educational work, presented in most attractive style. Robert M. Switzler and Jerry Heilbron, both members of San Diego Toastmasters Club, presented a discussion and demonstration of voice recording for better speech.

For the demonstration there were called to the platform Bert I. Van Gilder of Stockton, Carl Hanke of San Juan Capistrano and George Plamondon of Olympia, with whom Switzler carried on a discussion of the recording program, the discussion being recorded, and then played back for all to hear. Harry Mattison of Minneapolis was requested to make a recording of his article "Dollar a Night," which was published in the **Toastmaster** for March, 1940, which gave a fine demonstration of how the work is done. The discussion from the floor was so lively that it was necessary to terminate this part of the program long before the members were through talking about it.

Sheldon M. Hayden, chairman of the Educational Bureau, came next with a study of the use of recordings for educational work. He offered a series of recordings on "The Take-Off and Climb," or "18 Suggestions for Opening a Speech," planned for use in the individual clubs as a means of instruction in better methods. In order that the audience might follow, he had a mimeographed outline of the script which was distributed to the audience. Thus there was given to the convention a graphic demonstration of the manner in which the recordings can be used in a club meeting. The plan was received with enthusiasm, and the Bureau was urged to make these and other such records available for the clubs.

Toastmaster Fred Miller, of San Pedro, presented a paper which had been prepared and furnished through the courtesy of the G. & C. Merriam Company, publishers of Webster's Dictionary, entitled "The Right Word." This paper has been printed as one of the regular series of "Tips to Toastmasters" and is now available for all members.

Following this talk, the question was raised as to whether Toastmasters International recognizes any dictionary as being "official." It was moved, seconded and voted that the Merriam Webster's Dictionary be adopted as the official authority for Toastmasters International.

At 3:30 the meeting was adjourned in order that the delegates might attend the four o'clock parade at the Marine Base, a ceremonial which was witnessed with great interest by a large number of visitors.

The Speech Contest

One of the highest of the high points of the convention came on Friday evening when the finals of the Inter-Club Speech Contest for the William A. Dunlap trophy made up a program of vital interest.

The dinner, held in the Sala Grande of the Hotel San Diego, was attended by 452 men and women. Past President Paul H. Demaree presided, conducting the welcoming ceremony for the new chapters which have come into Toastmasters International during the past year, and presiding over the other features of the dinner hour.

District Governor Ernest Davis, of Portland, presented an Oregon State Flag as the gift of the Toastmasters of Portland, which was accepted by chairman Demaree in behalf of Toastmasters International.

Henry Stevens, of Phoenix, Arizona, chairman of the Speech Contest Committee, was unable to be present, and Past District Governor William Bryce acted in his place in conducting the contest, arrangements for which had been made in advance by Stevens.

The contestants and their subjects were as follows:

Thomas Hamilton, Sixth District.....	"Leadership"
Lawrence Lohr, Third District.....	"Men of Science"
George Plamondon, Second District.....	"Pope Pius XII, a Statesman for Peace"
David MacFarlane, First District.....	"The Heart of a Nation"
Elliott Taylor, Fourth District.....	"A Challenge to Democracy"
Robert Utne, Sixth District.....	"Be It Ever So Humble"

Each speaker was allowed seven minutes for his prepared speech, and every man acquitted himself in the style of a winner, the speeches being of the highest quality as to material and delivery. Following the prepared speeches, each contestant drew a subject for a three-minute impromptu speech, for which he was allowed three minutes to prepare. These impromptu speech subjects were as follows:

Thomas Hamilton.....	"Labor Unions"
Lawrence Lohr	"The United States and Latin America"
George Plamondon	"Democracy"
David MacFarlane	"Isolation"
Elliott Taylor.....	"War in Europe"
Robert Utne.....	"Youth of Today"

The contest was judged by a large number of Toastmaster judges, whose decisions were assembled and tabulated by a group

of tellers. It is unlikely that any of these judges will be called upon to render a more difficult decision, for the excellence of the speeches given by the contestants created a problem in grading such as might trouble the most experienced critic. However, after a careful study of the returns, the tellers reported that first honors went to David MacFarlane, member of the Bay Cities Toastmasters Club of Santa Monica, California, representative of the First District, a decision which met with popular approval.

Past President William A. Dunlap, originator of the contest, presented to winner MacFarlane the perpetual trophy to be held by his club for the year, and the individual trophy, a beautiful plaque, which becomes the permanent property of the winner. Similar plaques were provided for the winners of the two previous contests, Henry Wiens, of Reedley, and Bill Roberts, of Huntington Park, as these individual prizes had been omitted in past years. Each of the contesting speakers received as an individual prize a copy of Borden's "Public Speaking as Listeners Like It."

The "Garner" Gavel, first presented at the San Jose Convention as an additional contest trophy, was also awarded to the winning contestant to be held by him for the year.

If there were needed any proof of the wisdom and foresight of Past President Dunlap in establishing this speech contest, it was amply furnished in the exhibition of enthusiasm and energy shown by the speakers and audience in this, the third annual event of its kind. Already the clubs are looking forward to next year's contest with hopes and determination to provide new contenders for the honors who will be even better than the best we have yet heard.

The Final Day

One might have feared that the high point reached in the contest dinner Friday evening would lead to a let-down on the following day, but Saturday found the convention with even more in attendance and increased enthusiasm and interest.

The day started with a breakfast meeting of District Governors and Lieutenant Governors, where plans were laid for ever-increasing efficiency in the work of the year ahead.

The morning session was divided into two sections, one for International and District officers, conducted by Ted Blanding and W. A. Dunlap, and one for club officers and members, led by Dr. Gordon R. Howard and R. J. Wichmann. Assisted by various club officers and leaders, they presented the various responsibilities of the club officers and discussed methods for securing better work in the individual chapters.

Business Affairs

Following the two section meetings, the convention once more assembled as a whole. The Resolutions Committee brought in its report, the details of which are given elsewhere. A. J. Schrepfer

reported for the Committee on By-Laws, proposing action which is reported under the heading of "Amendments."

Attention was called to the absence of Henry Stevens, chairman of the Speech Contest Committee, and to the excellent work which he has done throughout the year in handling the contest work. The Secretary was instructed to write a letter of appreciation and thanks.

Now came the election of officers for the year. The Nominating Committee's report was presented by Dr. Gordon Howard, chairman, who spoke with appreciation of the good work done by his committee, including William A. Dunlap, Arthur H. Johnson, Robert L. Grube, Richmond Jackson, William Butchart and O. T. Peterson. The committee proposed the following men for officers and directors:

President—Sheldon M. Hayden, Santa Monica.
Vice-President—Robert M. Switzler, San Diego.
Treasurer—Leonard M. Woodward, Los Angeles.
Directors for a two-year term—Harry W. Mattison, Minneapolis.
Ernest C. Davis, Portland.
Ted Blanding, Santa Ana.

The report was enthusiastically received, and various members attempted to second the nominations and to endorse the various candidates. The oratory was interrupted by a motion to close nominations and elect by acclamation, which was carried in the midst of an outburst of enthusiasm which made parliamentary procedure difficult. President Guthrie did his best to carry on with the result that the entire list of nominees was declared elected. The appreciation shown by the convention for those who were chosen to serve as officers should be a spur to these new officers which will make them ready to undertake the impossible, and do it.

Invitations

Various cities requested the honor of entertaining the conventions of the next few years. Ernest Davis, himself from Portland, represented Seattle as a bidder for the 1942 convention with such Chamber of Commerce persuasiveness that the convention all but ordered the Board of Directors to accept the invitation. It seems to be a sort of accepted fact that we shall assemble in that great city of the Northwest in 1942, since many members have announced that they are already saving their money for the trip.

The location for the 1941 convention was left for the Board of Directors to determine after studying the various invitations which were presented.

The Noon Luncheon

It has become a tradition in Toastmasters conventions to make the Saturday noon event an "exemplary" luncheon program, with toastmaster, speakers and critics. This had been planned, but the

delegates, after sitting through a day and a half of serious work and study, were ready for relaxation, and so the noon program was rearranged so as to afford some entertainment and relief. The details had been arranged by the district governors, who showed real ability in fitting the program to the needs.

Harold Clark of Arizona conducted the first part of the meeting, and Ted Blanding of Southern California served as Toastmaster. The speeches were of humorous and entertaining quality, keeping the fun and fellowship spirit throughout. The speakers were Leonard Lee, of Pomona, W. S. Randall, of Prescott, Frederick H. Eley, of Salem, Robert Crook, of San Diego, Harry Mattison, of Minneapolis, and O. T. Peterson, of San Jose. Past President Jean Bordeaux was called upon to act as critic, but his critical work was interrupted in order to present him with a Past President's emblem, which limited his disposition and ability to offer any very severely critical comments.

More Education

Saturday afternoon's program was planned to give help to club officers in handling their work to the best advantage. It was opened with a session on the induction and training of the new member. R. M. Switzler of San Diego gave an exemplary induction of Robert Redfield, local manager of the Graybar Electric Company, who had just been elected a member of the San Diego Toastmasters. Toastmaster Redfield will undoubtedly long remember his ordeal of initiation before the great crowd of witnesses. The induction speech used by Switzler is printed in another part of this issue.

Then came Educational Bureau Chairman Sheldon Hayden, with another series of clever cartoons, depicting the feelings and the functions of the new recruit in a Toastmasters Club. If his suggestions are followed by the local chapters, our members are going to be properly started and trained as never before.

"Why We Sound That Way" was the subject discussed by Frank Zimmerman, Assistant Supervisor of Public Relations of the Southern California Telephone Company, who discussed various vocal defects and pointed out how to remedy them.

The second of the conferences on "Club Procedures" followed, with another period of discussion conducted by Roy A. Hohberger, for which the time was altogether too short.

The session adjourned at 3:45 to permit the members and visitors to go to the U. S. Naval Training Station for an intimate view of the life of the man in training for service in the Navy.

The Grand Finale

More than 300 men and women attended the Convention Banquet Saturday night, to enjoy entertainment, speeches and dancing.

President Guthrie handed over the entertainment features to William LaMonte of the San Diego Club, who introduced a pro-

gram of music and dancing. William Duflock, of El Centro Toastmasters, distinguished himself by a most clever speech on the Hawaiian Islands, the climax of which came when he revealed that he has not yet visited the Islands, but has been reading tourist literature.

Patriotic fervor was stirred by the address of Richmond Jackson on "The Sixth Column" in which he sounded the call for all Toastmasters to volunteer their services to the Federal Government to combat the subversive forces known as the "Fifth Column." At the conclusion of his speech a strong resolution was adopted, pledging the movement to such service. The text of Jackson's speech, together with the resolution, will be found elsewhere in this issue.

The New Officers

President Guthrie called upon Past President Olin H. Price to install the new officers, after which the gavel was handed to the newly elected President, Sheldon Hayden, who spoke briefly on the hopes he entertained for the future of Toastmasters. Guthrie passed to Hayden the official "President's Emblem," and Past President Dunlap welcomed Guthrie to the fellowship of the wearers of the Past President's emblem.

A great salmon, solidly frozen in a cake of ice, had been provided by Ernest Davis in behalf of the Northwest. During the afternoon, a guessing contest was carried on as to the weight of the fish, and it was announced that the best guess had been registered by Russell Leeke, of the South Gate Toastmasters Club, to whom the prize was awarded.

Club of the Year

Keen interest was shown when Dr. Gordon Howard, chairman of the committee on the "Club of the Year" award, gave his report. Santa Monica Toastmasters Club, Charter No. 21, was the one adjudged worthy to receive the beautiful trophy which Dr. Howard had provided. Five clubs were announced for "honorable mention," each of them to receive a suitable trophy. These were: Pomona Toastmasters, Charter No. 12; Huntington Park Toastmasters, Charter No. 14; Huntington Park Progressive Toastmasters, Charter No. 18; Eagle Rock Toastmasters, Charter No. 109, and Fresno Toastmasters, Charter No. 135.

Attendance Awards

Clark Chamberlain, Past President of Toastmasters International, and general chairman of the San Diego Convention Committee, announced the attendance prizes. To the Twin Falls Toastmasters Club went the club attendance prize, a Webster's Collegiate Dictionary, while to Richard Norona of Hilo went the Toastmasters pin given to the delegate who traveled the greatest distance to attend the convention.

A special prize, a gavel secured by Ernest Davis through Congresswoman Nan B. Honeyman, of Oregon, from Mayor Edward Kelly of Chicago, was presented to the Sixth District as the one having the highest attendance counted in delegate-miles. This gavel was one used by Mayor Kelly at the recent democratic convention in Chicago, and it was accepted in behalf of the Minnesota delegates by Harry W. Mattison of Minneapolis.

And We Adjourned

The assembly, standing with clasped hands, sang "Auld Lang Syne" and the new President of Toastmasters International announced the adjournment of the Ninth Annual Convention. Then the floor was cleared for dancing, and pleasant hours were spent by those present in social enjoyment.

Registrations

The report on registrations carefully prepared by Ash Chamberlain shows a total of 326 members and 139 guests, or a grand total of 465 persons who registered for the convention. In addition, there were nearly 100 special guests at the two dinners who were not regularly registered.

The representation by Districts was as follows:

District 1	149 registrations
District 2	6 registrations
District 3	12 registrations
District 4	17 registrations
District 5	133 registrations
District 6	4 registrations
Miscellaneous	5 registrations
Official delegates and proxies	
present	142

In this brief summary of the figures we have reflected many hours of careful and painstaking work by the San Diego Registration Committee, for which they should have the thanks of all who are interested in the convention.

Convention Finances

The final report submitted by Chairman J. Clark Chamberlain to the Board of Directors shows that all bills were paid by the San Diego Convention Committee and that a modest balance remained in the treasury. Toastmasters International provided \$100.00, the San Diego Chamber of Commerce helped with advertising and local arrangements, the delegates and visitors paid in a substantial sum as registration fees, and the clubs of the Fifth District, hosts to the convention, made a generous contribution to the fund. Exercising great care to make every dollar do its full duty, the local committee provided an amazing amount of entertainment, publicity, hospitality and accommodation for a surprisingly small cost.

BY LITTLE THINGS WE ARE JUDGED

CLETUS J. OWENS

When someone tells you we have **got** to learn to speak correctly, agree with him. Eliminate **got** not only in this instance but whenever possible.

The enemy has already **gotten** possession of the booty. **Gotten**, like **proven**, should NEVER be used. It is obsolete.

I doubt **if** I can be present [or not]. It is now preferable to use **whether** to denote that that which follows is an alternative.

I **want** to satisfy everyone. The desire is excellent but you may please us more if you say — I **wish** to satisfy everyone.

Many things **transpired** in a few moments. Use — **happen**. **Transpire** means — to become known; to leak out.

He does not play **as** well as he sings. Always use **so** following a negative.

Do the British fight **like** the Germans? No, but the British may fight **as** the Germans [fight]. **Like** may not be used as a conjunction.

The Chairman put Johnson, Webster and **myself** on the committee. The error becomes more evident when the two proper names are omitted.

I **would** be glad to assume the task. **Should** is correct since only simple futurity is involved.

Never **loan** a fountain pen. Not only may you lose it but the form is bad. **Lend** is highly preferable.

People like you and I are striving to become better Toastmasters. Therefore, we shall cultivate the habit of using the objective case form **me** in an instance such as this.

I think we **will** go home. Since neither promise nor determination is implied, the correct word is **shall**.

There should be three **less** names on the board. Use **fewer** when referring to individuals.

We have no **other** alternative. We do. We may omit other. Let's you and me be the first to protest. 's stands for **us**, which is unnecessary.

I do not like the idea of **him** managing the affair. The possessive adjective **his** is proper in this case.

Everyone thought it was **me**. **I** is the correct pronoun since the verb "was" does not change the case form of the last word in this clause from the case form of the subjective "it."

We are now **through** with our lesson. No, we **have finished** our lesson.

IMPRESSIONS OF SAN DIEGO

HARRY W. MATTISON, *Minneapolis Toastmasters*

When is a convention more than a convention? When it's a surprise party!

If anything excelled the unblushing, straightforward sincerity that pervaded the 1940 convention, it was the surprise that loitered always just around the corner and popped you off into stitches of fun or emotion whenever you least expected it.

It was my first Toastmasters Convention; in fact, my first flesh-and-blood acquaintance with any International figure (excepting Bill Dunlap), and I may as well be frank and tell you that I was both cynical and skeptical. If I had come from Minnesota, spelled M-i-s-s-o-u-r-i, my demand to be shown could have been no more acute. My bulwarks held for about one-half hour and then crumpled into a smoking shambles for in that half-hour I had met and been taken in by such modern crusaders as Ralph Guthrie, Ted Blanding, Ernest Davis, Ralph Smedley, Sheldon Hayden, Bob Switzler, and Bill Hobba. There were others, too, but my Boswell says that just during that half-hour he was too occupied in making inquiries about San Diego Toastmistresses to have noted down the names of all the men I was meeting.

For half a thousand persons to have come together for fun and fellowship for four days, and to have clung fearlessly and punctually to the serious business and purpose of the gathering, and yet to have punctuated it with enough laughs and frivolity to keep it definitely out of the "sour-puss" class is a record of achievement that is a revelation to me. In vain I have tried to locate the one person who may have been responsible for all of it. So many devoted and zealous goodfellows contributed so much that I have concluded with Kipling it is not one individual who makes it go but "the everlasting teamwork of every bloomin' soul."

However, the index finger of Ralph Smedley's master hand was ever pointing the way.

The only reason our Toastmasters movement does not grow faster is because too many of us in the field are as I was. We get the magazine, and the other material from International. We recognize in it an influence, but it is vague and uncertain, possibly ephemeral. We need, more than anything else, to feel the vibrant, virile, strength evidenced by those leaders upon whose shoulders have been laid the responsibilities of guiding the good ship "TMI". They know that the difference between them and us is merely that they owe us a duty which must be discharged. One look at their composite brows, wrinkled with wisdom and weathered with practice, and you are wholly reassured. You just know that your ship is in the hands of a courageous, capable, sober captain who wishes more than anything else to make a safe crossing.

We must bring this living experience to more Toastmasters by bringing them into our future conventions, even as I was brought in.

The Toastmaster

EDITORIAL BOARD

Sheldon M. Hayden
A. J. Schrepfer

Cletus J. Owens
James Barnett

Ralph C. Smedley
Ernest S. Wooster

THIS ISSUE of *The Toastmaster* is given over largely to convention information. The work done by the convention at San Diego was of so great importance that every member should be informed on it. Because of the length of the report of the convention, much valuable material is crowded out, to be printed in a future issue.

THE EDITORIAL BOARD is studying several problems growing out of action at the convention. First, the demand for more frequent publication of the magazine has led the Board of Directors to authorize six issues during 1941 instead of the usual four. Second, it has been ordered that the page size be increased from that used at present to the more convenient size used by the Readers' Digest and other magazines of the "digest" type, which will permit the use of two columns to the page, and will improve the general appearance of the magazine.

POSTAGE COSTS constitute a considerable part of the expense of getting out the magazine. These costs can be substantially reduced by securing a second class mailing permit, but such a permit can be secured only when we are able to show a paid subscription list. This leads to the suggestion that a small subscription charge be made to give us this advantage on postage, and also to help cover the increased cost of publication. All these matters are now before your Editorial Board for study. It is reasonably safe to promise for next year a magazine larger, better looking and more easily readable than the present one, provided the ways and means can be worked out satisfactorily.

THE ROSTER of clubs and officers will be published hereafter in November and May, in the interests of accuracy and economy. The list of publications and supplies is now available in a separate circular which should be kept on hand by every club secretary.

HOW TO TREAT A NEW MEMBER

EDUCATIONAL BUREAU, T.M.I.

The welcome and guidance extended to a new member in a Toastmasters Club is one of the determining factors in making him a good Toastmaster. His start as a member and his success as a speaker will depend on his initial reception and training. Too many of the old members forget about the time that they received or needed help when they first joined the club. At the San Diego Convention the Educational Bureau presented a graphic demonstration of "How to Treat A New Member." A summary of this material is presented here to help your club increase its membership and decrease the turn over that is common to many of our clubs.

Secure the New Member

He may be invited by a friend who is a member. Every Toastmaster should think enough of his club to bring a guest once a month. He may be selected by the Membership Committee as a desirable recruit, and invited by them. He may have heard about the club and its work and ask to be invited on his own initiative.

He should attend at least two meetings before making up his mind to join. He needs to know how the club operates and the members need to know him. A supply of "Facts" should always be kept on hand by the secretary to give to prospective members. These are sent free of charge by our central office.

If the prospect shows a desire to join, furnish him with a membership application card. These cards are furnished to the secretary by Toastmasters International and should always be on hand. The application, when filled out, is then handed to the Membership Committee for consideration. If their report is favorable, they announce to the club that this man has applied for membership, and, that unless objections are received, his application will be voted on at the next meeting. The application is then presented at the next meeting of the club, and, on motion, he may be voted into membership. If the member is not present, he should be notified by mail of his election.

Induct the New Member

The induction ceremony is a responsibility assigned by the club president to an individual or a committee qualified to do the work. This individual or committee should be prepared with a dignified and appropriate induction ceremony. One form of the induction ceremony will be found on page 21 of our "Manual of Organization and Management."

At the convention, R. M. Switzler inducted into membership in the San Diego Toastmasters Club a new member, Robert Redfield, local manager of the Graybar Electric Company. Here is a copy of the induction speech:

"As the representative of the San Diego Toastmasters Club, I want first to convey to you the pleasure of our organization in announcing that we have accepted you as a member. In eight years we have grown to be an organization of 171 chapters, with a membership of more than four thousand men, and all this has been done without the help of any paid organizer or promoter. The movement has grown on its merits.

"The fundamental purposes of the Toastmasters Club are to build personality, develop leadership and create general usefulness through practice and development of ability in speech. To this end the club seeks:

- "1. To improve its members in oral expression of thought.
- "2. To develop their ability to appear effectively before audiences.
- "3. To provide constructive criticism and comment on all speeches, giving each speaker the benefit of 'audience reaction.'
- "4. To develop the habit of 'critical listening.'
- "5. To provide instruction and experience in chairmanship and parliamentary procedure.
- "6. To promote good fellowship among congenial men, interested in speech improvement.

"Such things cannot be obtained free but in the Toastmasters Club the expense is kept at the lowest possible figure. Dues are nominal, and must be paid in advance, but there are other obligations, not financial, which you must assume.

"You owe a certain physical responsibility by way of attendance at the meetings, both for your own improvement and for your part in furnishing an audience for the other members. You are under obligations to respond to the calls of the program committee to speak before the club, and later on, when you have gained proficiency, to speak to outside groups. You will receive criticism of your speeches in the same friendly, tolerant, helpful manner in which the criticism is given, and you will, in turn, help others with your criticism in a similar spirit.

"Bear in mind that ours is not a civic luncheon club, or anything of that sort, although we do approve of such organizations, and many of us belong to them. But the Toastmasters Club seeks to help you to develop your own personality and your own abilities to a point where you can serve the community as an individual.

"I hand you a copy of 'The Amateur Chairman' and one of 'Speech Evaluation' as the gift of our club to you. You will receive your 'Tips to New Toastmasters' and 'Tips to Toastmasters' from the secretary of Toastmasters International as soon as your name is reported to him. Definite suggestions will be found in the educational material for your first six speeches. Study these materials, and build yourself on them. Give especial care to the 'Speech Evaluation,' which will help you to grasp the idea of criticism as we use it.

"We most cordially welcome you to our fellowship, and it is our earnest hope that you will have in our club the greatest of satisfaction and success."

Mail New Member's Name and Address to Central Office

Within twenty-four hours after the new member has been elected, the club secretary should send notice to the office of Toastmasters International. This is the only way that we have of getting the name and address. Several new members last year objected because they did not get the new educational service. A check on our files showed that the secretary of the local club had not informed our central office. An order card was recently received by an Eastern seed company which had the following P.S.: "Your company is certainly going to catch the devil from my wife for not filling this order sooner. I have been carrying this card around in my pocket for over a month."

Arrival of "Tips to New Toastmasters"

As soon as the name and address of the new member is received, the office of Toastmasters International sends a package of educational material. This package contains "Tips to New Toastmasters" which gives the new member suggestions for his first six speeches. It tells him how to give his craft talk, how to speak with enthusiasm, how to use body action in a speech, how to hit the nail on the head in a one-point speech and how to organize speech material. In addition to this the new member also receives a complete set of the "Tips to Toastmasters."

Guide the New Member

Guidance by mail has its limitations. The new member also needs personal guidance by a committee acquainted with our "Tips to New Toastmasters." A package will be sent on request. The Toastmasters Club of Alhambra, California, follows the plan of appointing a committee of "sponsors" for each new member. This committee has a meeting with the new recruit before he makes his first speech, helping him to plan it. After he has made the speech, the committee again meets with him, giving him detailed suggestions on how to improve himself for the next talk. If necessary, the committee continues to meet with him for friendly counsel until he is at home in the club and on his feet. The above can also be accomplished by having one of the older members act as a "Big Brother" to the new member.

Merely to collect the new member's initiation fee and his club dues and then say "Here's a new member, fellows," is a procedure unworthy of any Toastmasters Club. It is our business, as Toastmasters, to invite the new member prospect, welcome him to the club meeting, elect him to membership, if that proves to be the proper course, induct him into the club fellowship, and educate him in speech. When a club seriously follows the steps suggested in this article there is little difficulty about turnover in membership.

Imperial Valley, California, has five Toastmasters Clubs and one Toastmistress Club. These six clubs cooperate in radio broadcasts filling a thirty-minute period once each week. The programs have covered problems of Imperial County and have been found to rival in popularity the professional network programs. Both speeches and criticisms are given, and the radio audience is said to get a great deal of enjoyment from the critical comments.

NEWS OF CLUBS

"Seminar" Toastmasters of Santa Maria, California, have introduced a system of club financing which promises well. Adopting a carefully planned budget and undertaking to live by it, they believe they have overcome one difficulty which well-nigh floored their chapter a year ago. This club has built up its membership and its enthusiasm through closer contacts with the district and area officers until it is now one of the strongest. A recent meeting was held in Washington Grove, with an expertly barbecued dinner and a program which was heard over a loud speaking system, because, as Secretary Bruner puts it, "some of our speakers have silk-lined vocal cords, and without the aid of amplifiers, their chances of being heard in an outdoor gathering are rather slim." This chapter has placed speakers in every service club in the city with one exception, and they are really making their work known to the community.

Fort Wayne Toastmasters defied the summer heat and continued to meet through the season, holding an average attendance of more than half of their members in spite of vacations. They are ready to start in for the fall season with full vigor. Growing out of their enthusiastic example is the prospect of a Toastmistress club now being formed, and preparing to ask I.T.C. for a charter in the early autumn. Remembering that Albert J. Beveridge and other notable orators came from the Hoosier State, one wonders what the future may hold as men and women of Indiana gain the advantage of Toastmasters and Toastmistress training.

An experiment being tried by the Century Toastmasters Club of Santa Ana is a regular monthly guest night. In order to make it as liberally used as possible, the club is paying for the meals of guests for a short time. Another Century Club experiment is being used to increase the membership. The members are paired, each paid being pledged to get a member. During the period up to the time when the roster is completely filled, each pair must pay into the treasury the dues which would have been paid by the member they expect to bring in. When the pair gets its man, it quits paying the dues for him and lets him assume the burden for himself. The results have been excellent.

Golden West Toastmasters of San Francisco have followed the excellent practice throughout the summer of issuing advance notice of programs, mailed on postcards to all members. The card carries the time and place of the meeting, the names of Table Topic Chairman, Toastmaster of the evening, and the five speakers, together with a short paragraph from President P. F. Scammon warning the participants to be prepared. No wonder this new chapter has flourished during the vacation season.

South Gate, California, Toastmasters hit upon a novel scheme for a summer meeting, including complete change of atmosphere. They held their regular meeting in the new South Gate Park, with a picnic dinner followed by a "soapbox" type of program. Toastmaster Cordner Gibson introduced his speakers in terms of a boxing match and the speakers responded with great freedom of speech and movement. The change seemed to aid the speakers in getting rid of indoor inhibitions, and led to the discovery by several of them that they can really use their hands and their bodies in speech. This club uses a helpful plan for vocabulary building. A "dictionary critic" is appointed for each meeting, and one of his duties is to propose two or three words of not too common use, asking various individuals to define the words and to use them in sentences. It is a simple technique, but helps to add to the individual vocabulary.

Santa Monica Toastmasters developed an interesting program for one meeting in which each speaker was asked to talk on the life of some well known American without mentioning the name of the person discussed. All the members were invited to discover the names of the notables thus presented. The subjects announced were: "A Great Industrialist", "An Engineer", "An American Writer", "An Achievement Through Sports", "A Scientific Adventurer" and "The Man for Our Country". It was a sort of "What's My Name" program, and it might well be used by any club seeking program variety.

Portland Toastmasters are proud of the recognition given to one of their members, Dr. Edwin E. Osgood, whose experiments have recently been reported in a national medical publication. He has been making a study of the "magic bullets" of Dr. Ehrlich to determine their usefulness in treatment of a variety of diseases, and he has demonstrated their great possibilities for good.

San Jose Toastmasters went home from the convention with serious thoughts on voice recording. Their first meeting in August centered around the idea. It was one of the best meetings the club has ever held. Through the courtesy of Mr. H. D. Boggess, manager of the Montgomery Ward Store, a recording outfit was provided, together with all the records needed to record the main speeches of the evening as well as the one-minute table topics; each man receiving with the compliments of Mr. Boggess the record of his speech. There were some twenty records made during the meeting, to the great help of the members. Better yet, Mr. Boggess was so impressed with the work that his application for membership in the club followed at once.

Tucson Toastmasters Club has a regular twenty minute period on the local radio once a month, when a popular program is offered on the approved Toastmasters meeting plan. It has been a helpful practice for the members, and has done service to the community.



PRESENTATION OF "CLUB OF THE YEAR" AWARD TO SANTA MONICA TOASTMASTERS CLUB.

Standing, left to right: Sheldon M. Hayden, President of Toastmasters International; Gordon R. Howard, Past President of Toastmasters International; Stanley Zundell, President of Santa Monica Toastmasters; Julius Megery, Sergeant-at-Arms; Ed Iler, Vice-President; Rudy J. Wichmann, Secretary-Treasurer; Harold T. Crane, District Governor. Seated, left to right: Arthur Brunton, Deputy Governor; Ray White, Past President; Glenn W. Hovey, Past Deputy Governor. These represent the two sets of officers of the club under whose administration the award was won.

The members of Santa Monica, California, Toastmasters Club, Charter No. 21, staged a celebration on July 31 which stands as unique in the annals of our movement. This club was awarded the high honor of being designated the "Club of the Year" by the committee which conducted that efficiency contest. In addition, Harold Crane, a member of long standing, was recently elected Governor of District Number One of Toastmasters International, and to cap the climax, Sheldon M. Hayden, newly elected President of Toastmasters International, is also an active member of the Santa Monica Club. With these three incentives, it is no wonder that the Santa Monica Toastmasters celebrated.

Not only the members of the club but Toastmasters and guests from various parts were present to see the beautiful "Club of the Year" plaque presented to the chapter by Dr. Gordon R. Howard, Past President of Toastmasters International, and chairman of the committee which made the award.

The Santa Monica Toastmasters Club has long been recognized as one of the outstanding chapters in Toastmasters International, and with the impetus given by these new honors, it is safe to predict increasing activity and usefulness.

THE CLUBS AT WORK

Club of the Year

The first of September is the time to start work to prove that your club is "the club of the year". The effort to bring your work up to the highest mark will benefit every member, whether it wins honors or not—and you never can tell who may win out in the competition. Write today to Dr. Gordon Howard, 3906 Gage Avenue, Bell, California, for full particulars, and set your club to work to show its merit. The points by which excellence will be tested are being revised and made into more practical form, on the basis of last year's experience. Don't miss this chance to stimulate and build your club.

Junior Clubs

The Committee on Junior Clubs is headed again this year by Dr. Gordon Howard, 3906 Gage Avenue, Bell, California. He will give all possible help to any Toastmasters Club desiring to sponsor a chapter of Juniors. Write to him for samples of the standard constitution and by-laws for Junior Toastmasters and for other information you may need.

Christmas Cards

The Office of Toastmasters International is prepared to furnish attractive personal Christmas Greeting Cards bearing the Toastmasters emblem, at very reasonable prices. You may have your name, an appropriate sentiment, and the Toastmasters emblem, all printed in attractive form, with envelope for mailing. Write to the office of Toastmasters International, Santa Ana, California, for samples and prices.

New Members

This is the time of year when Clubs take in many new members. Before inducting a new man, be sure to read the article in this issue on "How to Treat a New Member." Let every Club secretary charge himself with the duty of sending in the new member's name and address to our Santa Ana office within twenty-four hours after the new recruit is elected to membership. In this way the "Tips to New Toastmasters" will reach the new member in time to do him the most good.

THE RECORD OF GROWTH

Even the summer season does not stop our expansion. Four new chapters have applied for admission to our fellowship since the June magazine was published.

- 169 **The Wilson Avenue Chapter**, connected with the Wilson Avenue Y.M.C.A. of Chicago, received its charter on June 13th. The charter was presented by Herman W. Seinwerth, President of the Englewood Toastmasters Club. The gavel was presented by Roy T. Burns, of Springfield, Illinois, who served as the special representative of Toastmasters International. Both Englewood and Chicago No. 1 Toastmasters Clubs were well represented. The Wilson Avenue Club meets on Thursday evenings at 6:15 at the Wilson Avenue Y.M.C.A. The secretary is Charles E. Allen, 1725 Wilson Avenue, Chicago, Illinois.
- 170 **The St. Louis Toastmasters Club**, connected with the Y.M.C.A. of St. Louis, Missouri, held its charter meeting on July 31. Quincy and Springfield Toastmasters sent delegations to help with the celebration. Roy Burns, of Springfield, officiated again as special representative of Toastmasters International, and the club was launched in the most approved style. This club meets at the St. Louis Y.M.C.A. on Wednesdays at 6:15 p.m. Elmer W. Wiltsch, 4921 Arlington Ave., St. Louis, Missouri, is secretary.
- 171 **The Columbia Empire Toastmasters Club** of Portland, Oregon, is to receive its charter at the hands of Robert M. Switzler, Vice-President of Toastmasters International, on September 23rd. This club has been promoted by Ernest C. Davis, of Portland, former Governor of the Second District, and now a Director of Toastmasters International.
- 172 **Van Nuys, California**, has a chapter with an initial membership of 28 men who meet on Wednesday mornings at seven o'clock for breakfast and their speech training program. Lieutenant Bob Sturm, of Glendale, has been coaching them, and the application for a charter is now under consideration. It will probably be presented in the latter part of September. This club meets at the Lion's Club House, 14509 Erwin Street, Van Nuys, and the secretary is J. D. Kronman, 14553 Dickens Street, Van Nuys, Calif.

International Toastmistress Clubs at their Santa Barbara Convention elected as President Mrs. Eleanor Craig, 615 Sutton Street, Santa Barbara, Calif., and as Secretary, Mrs. Edrie Chatterley, 236 E. 108th Street, Los Angeles. Recently organized new chapters are at Long Beach, San Diego and Riverside.

The Executive Slant On Toastmasters

By A. J. SCHREFFER

Progressive Toastmasters Club, Huntington Park, Calif.

Address at San Diego Convention, Toastmasters International, July 26, 1940.

"What sort of organization is Toastmasters?" That's what folks in San Diego are asking, as they read and hear about our Convention. When the same question has been put to us in the past, we've had all the answers except this one: **Toastmasters is an executive organization.**

We are going to take that answer apart, see how it's made up, and put it back together again, for frequent use in the future. To do that involves a few moments of stage setting. In Griffith Planetarium, at Los Angeles, there's a display of minerals. Under **ordinary** lighting the specimens are interesting. When ultra-violet light is used, the effect is startling. The form and substance of the minerals are unchanged; but the colorings become magnificent. The most brilliant shadings and tints flash out, almost unbelievable because they were previously unsuspected. The transformation comes from seeing the same thing **under different lighting.**

We're about to see Toastmasters in a different light—from the executive viewpoint. A typical Toastmasters program, under "ordinary light", involves a presiding chairman, several speakers, one or more critics, and the audience. We turn on our light—and we have instead a conference such as would take place between the administrative head (of a large industrial organization, say) and his executives, the heads of the various departments.

An executive has been described as a man who can hand back a letter for the third re-typing, to a red-headed stenographer. Maybe so, but for our purpose sheer courage alone won't do. We conceive of an executive as a man who can constructively influence the opinions and direct the actions of others. In short, he is a qualified leader.

Handling an executive problem involves three factors:

1. Assigned responsibility.
2. Broad authority.
3. Specific accomplishment.

All of these factors apply to our principal Toastmasters activities.

The Presiding Toastmaster

It takes little imagination to visualize the presiding Toastmaster as an executive.

His is the **responsibility** for the success of the program. He has **broad authority**. It's his judgment that decides the order in which speakers appear. He needs the executive qualities of tact, enthusiasm and salesmanship in introducing his speakers; he needs ingenu-

ity and resourcefulness if a speaker fails to appear, or if there's need to change, shorten or lengthen his agenda.

The **accomplishment** expected is that the presiding Toastmaster will keep the schedule running smoothly, make up for any deficiencies along the line, and provide an interesting, helpful and enjoyable program.

The Speaker

From the executive viewpoint, the speaker corresponds to a department head. Each "department head" on a Toastmasters program is required to plan, produce and sell a high quality, original and attractive piece of merchandise. Here are **three** tasks—doing any one of them well is accomplishment in itself.

PLANNING calls for specialized ability. Most organizations maintain a separate planning, or creative department. Except in the arts, the man who creates mentally is seldom the one who actually produces. The planner has enough to do when he draws upon his inspiration, uses his vision and imagination.

PRODUCTION is specialized effort. The man in charge of a factory, supervising a foundry crew, or running a toolroom, doesn't have to visualize his "product" in advance. His job is to turn out capably what some one else has planned and blue-printed; he sticks to specifications, and concerns himself with efficient production.

SELLING takes real ability, too. A high calibre salesman knows his product before he attempts to sell it; but he doesn't try to make the product himself. He wisely depends upon the skill of the planner and producer, because he knows his own abilities will be used to their limit, in successful merchandising.

So, in everyday activities planning, producing and selling are separate and distinct functions, assigned to specialists. No ordinary executive would think of tackling all these tasks. Yet our Toastmaster-speaker-executive takes all three in stride, every time he appears on the program.

Our Toastmaster-speaker has to plan his speech—create something new, original and of high quality. Then he has to produce that speech, using the same efficient production methods that prevail in our industrial plants. He wastes no material; he keeps his cost (of time and effort) in line with the value of the finished product. Finally, he has to sell his speech—make the product acceptable, attractive, desirable.

Aside from his three-phase versatility, has our speaker handled an executive problem? Let's see what shows up when we turn on our light.

Our speaker is assigned the **responsibility** of preparing and delivering a worthwhile speech, one that will be a credit to the program and to the organization of which he is a member.

He has **broad authority**, in line with his responsibility. He is unrestricted in his choice of topic. Freedom of action in developing

and treating his subject is the fundamental right of every Toastmaster. He faces only the limitations of time and of good taste.

The specific **accomplishment** expected is that our speaker secure the immediate, involuntary attention of his audience, arouse interest, and turn it into desire to hear more. Finally, he should get his hearers to agree with and approve of his views and ideas.

The Critic

It's customary for executives to gather periodically in conference—to check up on results, to pool ideas, and to look ahead at future problems. It would be unbecoming for one of them to be "called on the carpet", particularly in the presence of others. Yet, since he is so important to the progress and success of his organization, the executive's plans, means and results **must** be reviewed, studied and evaluated—and all this with far greater carefulness and attention than in checkups on ordinary workers.

From the executive slant, our Toastmaster-critic is an analyst, a counselor, something of an efficiency-engineer. His **responsibility** is to help improve performance.

Authority as to how he gets results rests entirely within himself. No one tells him what to say, nor how to say it. Critique sheets are at best a guide—not a rule to be blindly followed. Our analyst scrutinizes each executive's performance and record. He itemizes the gains, emphasizes strong points; but with equal clearness he points out weaknesses, shortcomings, handicaps to be avoided or overcome in the future.

The **accomplishment** expected is that he will never tear down or weaken, but always build and strengthen.

A moment ago we mentioned plans, means and results. These are the executive yardstick for measuring speech effectiveness.

PLAN embraces the mental approach—the nature and character of the speech, its organization, logic, originality, and suitability for audience and occasion.

MEANS includes voice, posture, diction, grammar, sincerity, enthusiasm—the visible, audible physical aspects of speech delivery.

RESULTS cover arousing attention, holding interest, and ultimate effect or influence upon the audience.

This "executive formula" for speech analysis appears in the recently reprinted "SPEECH EVALUATION". The new critique sheet utilizing this approach is available from Toastmasters International. It offers a diverting departure from the old standbys. Fundamentals are unchanged—the form and substance, like those of the minerals in the case, are not altered; we merely see them in a different light.

The Marks of the Executive

There are certain marks that distinguish the executive, in whatever capacity. Let's turn the light on our whole group—presiding Toastmaster, speakers and critics—to see where and to what extent some of these executive marks are discernible.

1. When facing a problem, the executive's first question is "What is the result desired?" When he knows what's wanted, he thinks out the means best suited to get those results. This thing of "beginning with the end in view" is one of Secretary Ralph Smedley's sage bits of advice. He puts it this way: "The last thing you are going to say is the starting point in preparing your speech."
2. The executive first blocks out his project in a broad way; then he gets into detail. He proceeds according to plan. Even those "instant decisions" spring from quick thinking, not whim or snap judgment. The experienced Toastmaster faces his audience with confidence because he, too, has been trained to grasp first the

essentials of his subject—then fill in the framework of his ideas with appropriate phrases and sentences.

3. Always, the executive wants facts, not generalities. Toastmasters have constantly brought home to them the need for getting down to cases, cutting out the non-essentials, avoiding ambiguities.
4. The executive may delegate details to subordinates, just as the Toastmaster looks elsewhere for help when he consults reference material. While utilizing outside assistance, both the executive and the Toastmaster must see that the component parts are fitted into one harmonious, effective whole.
5. The executive is no buck-passer. Knowing what is to be done, he does it to the best of his ability. There are no alibis or excuses if he falls short. Who of us hasn't learned, early in his membership, the tradition that "A Toastmaster never apologizes"?
6. The executive sets a higher standard of performance than is expected of the man in the ranks. Toastmasters' "executive standard" doesn't contemplate more, but certainly **better** speech preparation, delivery and evaluation.

Executives—All

At every Toastmasters meeting we attend we witness (and some of us take part in) executive performance.

When we are not active, it's well to remember that ordinarily it isn't the privilege of the rank and file to sit in with executives, or to have the opportunity of analyzing executive procedure. That Toastmasters do have such privilege, opportunity and practice bespeaks the foresight of our founder.

Toastmasters activity is wonderful executive training, whether we are on or off the program. Once we have "the executive slant" we see with greater clarity and impressiveness the reasons why Toastmasters is so successful in helping men to develop their executive qualities. Under the light we have just been using, this striking fact leaps at us: The **primary reason** for that success is that, fundamentally, Toastmasters is an executive organization!



Indianapolis Toastmasters Club Number One, according to a note from Secretary W. R. Sellers, has had motion pictures taken of each speaker. At a recent joint meeting with Indianapolis Number Two Chapter, these films were shown for the entertainment and edification of all concerned. They have proved to be a valuable aid for the speakers and their critics. This club had an important part in bringing about the organization of the Fort Wayne Toastmasters Club, and having tasted the pleasure of sponsoring a new chapter, these Indianapolis Toastmasters have undertaken to add at least three new clubs in the Hoosier State during the year.

Angeles Mesa Toastmasters held their annual garden party at the home of Dr. and Mrs. Walter Heineman, where 85 members and guests enjoyed an al fresco dinner with a cowboy trio furnishing music. Bob Grube and his accordion added spirit to the community singing. A typical, but especially good Toastmasters program was presented, with Mr. and Mrs. Sheldon M. Hayden as guests of honor.

How Would Your Club Like This Special Program—

“The Take-Off and Climb” (Eighteen Suggestions for Opening a Speech) Put on by the Educational Bureau of T.M.I.

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ENDORSED BY TMI CONVENTION. This is the program that was put on at the San Diego Convention in July. After the “preview”, by resolution the delegates instructed the Bureau to make the same material available to all Toastmasters Clubs.

PRODUCED PROFESSIONALLY. This program has now been electrically transcribed for TMI by Columbia Recording Corporation. Produced exclusively for Toastmasters, on the same commercial, high-fidelity discs as are used for regular Columbia records.

Here are 30 minutes of concentrated speech help — just what your Club would expect if the Educational Bureau were to send a representative to be your speaker of the evening. Suggested Club activities, tying in with the recordings, allow a full evening's program. Mimeographed guides provide each member with a permanent outline of this dramatized material.

READY FOR DISTRIBUTION. There are four 10-inch, double faced recordings in this program. Cost is \$1.00 per record, \$4.00 for the set. [Cost-per-member is nominal, about 16¢ on the average for the set.] A permanent library of Educational Bureau transcriptions [there'll be more later on] should be part of every Club's equipment. Mailed promptly on receipt of order and payment, by EDUCATIONAL BUREAU, Toastmasters International, 600 Michigan Avenue, Santa Monica, California.

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- District No. 2—John Jewett, District Governor, 217 Pine Street, Seattle, Washington. (Includes British Columbia and the State of Washington, north of the Columbia River.)
- District No. 3—W. S. Randall, District Governor, 111 Park Ave., Prescott, Arizona. (Includes the entire state of Arizona.)
- District No. 4—O. T. Peterson, District Governor, Burrell Bldg., San Jose, California. (Includes all California north of the Tehachapi Mountains.)
- District No. 5—Harold Requa, Jr., District Governor, 120 Division Street, National City, California. (Includes San Diego and Imperial Counties.)
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