

THE TOASTMASTER

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Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International.

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The Toastmaster

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THE CLUB-OF-THE-YEAR

GORDON R. HOWARD, CHAIRMAN OF THE COMMITTEE IN CHARGE

How does *your* club measure up against other Toastmasters Clubs? Is it above or below "average"? In what ways? And why?

The answers to these questions are easy to get, through the entry forms in the Club-of-the-Year Contest. You needn't send box tops, coupons, cash, nor even a twenty-five word letter. A postcard will do. Address it to our Home Office at Santa Ana, California, asking for the information and blanks on the contest, and you will get what you need.

These forms outline a simple formula, carrying pointers on successful club operation. They show the standard by which all Toastmasters Clubs should function. Some of the things you will learn about your club will please you; others will show up rough spots, in need of polishing. All will help you.

The awards? A fine plaque, if yours is the Club-of-the-Year. The satisfaction of knowing that your club is a top-notch, if it's among the also-rans. Real help in showing how to make your club better, stronger and more effective, if such happens to be needed.

You can't lose, whether you win the award or not. The club will gain by entering the competition, and that is why we have the contest—to help every club to become better.

The contest is open to all our clubs—old or new, those with full rosters and those with rosters to be filled, in cities big or little. Here's a contest with a really worth while purpose, with a prize for every contestant. It should be a "must" on the year's program of every Toastmasters Club.



ERNEST C. DAVIS

FOR CONSTRUCTIVE LEADERSHIP

ERNEST C. DAVIS, PRESIDENT OF TOASTMASTERS INTERNATIONAL

YESTERDAY, we stood in silence and watched our Stars and Stripes parachuting through the skies, then listened to the National Anthem and cast our eyes to the heavens as giant bombers flew over our heads. All this was in peace, in comfort, in freedom, and we did it because we wanted to do it, not because we were forced to do so.

We Toastmasters in America must remember that we are international, and not merely national. Our fellow-members in Canada, Scotland and England are not enjoying peace, comfort and freedom. They are not doing the things they would like to do. In the United States, Toastmasters have the opportunity to assist our international members. Many programs are outlined which need our assistance. These are available in every community.

As you develop your Community Activities to be of service and to build leadership, I ask you to include in your program a service to assist our war-torn members in other lands. We who have our-

selves gone through the hell of war have in our hearts a deep sympathy for those now enduring this devastating conflict.

If the men leading this murderous onslaught could have had the opportunity to be Toastmasters, could have sat around the banquet table of fellowship, could have learned to take criticism, could have realized the value of building rather than destruction, could have learned the necessity of working together rather than stumbling alone, could have learned that men must and will worship God as they please, could have recognized the sacredness of human personality, this war could never have happened.

We must bring to Toastmasters everywhere a deeper appreciation of our opportunities. You must realize the values in your own community. They are worth every human sacrifice. They are worth preserving. They are your challenge to a program of Community activity. Leadership will follow. Start today.

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Plan now to attend the 1942 Toastmasters' Convention in Seattle, July 15-19! Enjoy a healthful vacation in the glorious Pacific Northwest Playground and gain the mental stimulation of convention sessions where worthwhile friendships will have their beginning.

The Place—Seattle; Date—July 15-19; Occasion—1942 Toastmasters' Convention. Plan now to attend! Special events planned for wives.

Combine vacation and Toastmasters' Convention — Seattle, July 15-19.

PRESIDENT'S INSTALLATION ADDRESS

THEODORE KREIBERG, REDDING, CALIF.

NOTE: This address is offered as an example of what can be done by a club president who seriously undertakes to give his club competent leadership. Here is the president of a newly organized club who has discovered the fundamental values and duties of his office and has interpreted them in masterly fashion.

TONIGHT is the seventh meeting of the Redding Toastmasters Club. The organization of this club has occasioned considerable work. We have elected officers, adopted our constitution and applied for a charter. With the appointment of committees, our permanent organization will be complete. This has been a busy period for us and now it is time for us to pause, take a deep breath, and then review our purpose and aims—consider our plans and contemplate the benefits we may expect to receive for our efforts.

The purposes of the Toastmasters Club are to build personality, develop leadership, and create general usefulness through practice and development of ability in speech. *THE WHOLE PROGRAM OF TOASTMASTERS REVOLVES ON THESE PURPOSES.* To achieve them the Toastmasters Club presents a comprehensive program in the technique of preparing speeches. This instruction is informal — even casual — yet the experiences of thousands of men over a period of seventeen years in more than 200 clubs throughout the English-speaking world attest to its value and effectiveness.

The established policy of Toastmasters of having each member on his feet at least once every evening

enables the member to overcome fear, gain confidence, and conquer undesirable speaking habits, and gives him a practical opportunity to present his thoughts in a clear, forceful and logical manner.

Effective constructive criticism is the foundation upon which the whole program of instruction and improvement rests. The word "Criticism" may have a somewhat unsavory connotation in these days, but if we go to the dictionary, we find that the word means a "critical observation, judgment or review. The art of judging with knowledge and propriety." That is *exactly* what we have in mind when we use the word criticism—a constructive, critical evaluation based on knowledge. In other words, mutual criticism means mutual help. Since this criticism is required of each of us, we soon will develop the habits of critical listening and thinking. That is—we won't just take the spoken word in as we hear it and swallow it whole, but rather we will examine it and intelligently reject it if untenable. Today, with the multiplicity of advertising, propaganda and controversy, that ability of evaluation is most valuable.

The foundation of our democracy rests on the open or "town hall" meeting with its equal rights for all to be heard and to vote. To

insure that these rights may be enforced in an orderly manner, parliamentary procedure has been developed. The understanding and ability to use this procedure is one of our duties as citizens of a true democracy and we will devote time to instruction and practice.

The broad outlines of a plan may now be suggested and considered.

First, we must keep new life coming into our club. Even though our roster is full and membership closed for a while, we can still introduce guests to Toastmasters and we can and should find a place for them at our table. A number of associate members is indicative of a healthy club.

Second, we must assist the new member with his first speeches—help him to prepare them and deliver them effectively. This will enable him to catch up with the older members.

Next, we should appoint a committee on criticism to give us comprehensive criticism and to coordinate this criticism with a plan of general education. The place of criticism is of such extreme value to us that I do not suggest that the responsibility be handed to one, but rather to a flexible group with varying ideas. A policy of continual change of general critics should be maintained.

A committee on general education should function periodically, considering each member, evaluating his faults and achievements and planning instruction to fit his individual problem.

This committee should work

closely with the program committee and those in charge of other activities of the club.

These activities may well include a Speakers Bureau to serve the community in Red Cross, Community Chest, and similar drives, and assist the Chambers of Commerce and other groups serving the communities of our region. We might also plan instruction in radio speaking and the presentation of programs of community interest over our local station. The opportunities for improvement and service that lie ahead of us are limited only by our own efforts.

You may properly ask now, "What does all this mean to me—what may I expect in return for my efforts?"

Just this. After four to six months, a man should have acquired the ability to face almost any audience and speak convincingly with force and directness on any subject with which he is familiar. Continued work will eventually bring him to the point where he may be classed as a "master" of the art.

He learns to accept, reject and evaluate intelligently the words he reads and hears in the world about him. He also learns to accept gracefully and to use the suggestions for improvement which are offered him.

Knowledge of a variety of subjects inevitably broadens a person's background and culture. It has been truly said that a Toastmasters Club may be regarded as a *Listeners Digest* of current thinking.

From all this, then, comes growth in leadership and personal advancement which is our goal.

No matter what our plans may be or the direction our activities may take us, there is one thing we should—or rather must—remember. That is—our primary purpose here is to improve ourselves in the art of speech both in conversation and in public address. Our im-

provement rests on three fundamentals: incessant practice in speaking, continual constructive and intelligent criticism, and an acute sense of the flight of time while we speak.

The whole program can be expressed in the slogan:

MORE SPEECHES, BETTER SPEECHES, SHORTER SPEECHES.

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AMONG BOOKS AND MAGAZINES

A Bouquet for Us

Platform News, a magazine for school and college debaters and coaches, gives us these kind words in the September issue:

"Off the beaten path of most speech teachers is the little publication of Toastmasters International, *THE TOASTMASTER*. Written primarily for adults who are learning to speak for the sheer joy of being able to express themselves on their feet, it is a gold mine of ideas for the high school speech teacher. If there is a Toastmasters Club in your town, better borrow a file of *THE TOASTMASTER*, and enjoy its highly practical suggestions."

How to Talk

The Ethel Cotton Course in Conversation (CONVERSATION INSTITUTE: CHICAGO. \$9.85).

Ethel Cotton is known to thousands who have heard her on the radio as an authority on English and on the technique of conversation. She has worked out a thor-

ough and well-planned course for self-training, which should help any person overcome shyness, embarrassment and other hindrances to good social contacts. The course comes in 12 booklets, arranged for convenience in study. This work is commended to the attention of anyone who feels the need of help in cultivating the social graces, chief of which is the art of intelligent conversation.

From an Old Master

Wilbur D. Nesbit was one of the most popular and successful after dinner speakers of his day. Throughout the Middle-West his presence as toastmaster or speaker was a guarantee of the success of the program. His book, "After-Dinner Speeches and How to Make Them," published in 1927, is as authoritative and instructive today as when first published. You will find it in your city library, and it will make you a better speaker for the reading.

THE DECEIVING TRUTH

ERNEST WOOSTER, CENTURY CLUB, SANTA ANA

A TOASTMASTER stood before his club, face and manner indicating that he had an important message for his audience. In his hand he gripped a package bound in plain brown paper, unmarked.

"Gentlemen," the speaker solemnly addressed his associates, "I have here a most unusual book. It is not mine—I cannot afford one. It is a limited edition and a volume costs from \$10 to \$15. I borrowed this one.

"But it is well worth reading, if you are interested in your neighbors and fellow townsmen. I assure you that it is very, very entertaining. It might well be called 'Some Little Known Facts About Some Well Known People,' for it contains the names of many prominent and near-prominent people, together with some entertaining personal information.

"For instance, I find in it the name of a certain well-known official who has been short in his accounts. Oh, the money has been restored, all right. You'd probably like to know who it is. (Holds up the book.) Well, he is in here.

"Another leading citizen of our community is not getting on so well at home, it seems, and divorce proceedings are in the offing. It will be a sensational trial, if it gets that far. Yes, he also is in this plain speaking volume.

"Then there is a quite influential business man—many of you know him—who has been seen in a certain public place with a woman

who is not his wife. He appears to be very attentive to her, quite devoted, in fact. You might be astonished to know who he is, and even more if you knew the woman. Both are supposed to be good church people.

"A teacher, it seems, is using his position to give his classes a good deal about Communism. It hasn't reached the point for a grand jury investigation yet, but it could. Another teacher is giving much special attention to certain young women who are students.

"A professional man whose name is frequently in the papers—and also well displayed in this little book—spends hours figuring which horse will come in first. There is more than a suspicion that his bank account is getting what fat women long for—thinner.

"I am sorry that I may have to embarrass some of my Toastmaster friends. I was curious about who might be in this peculiar *Who's Who* of our community, so I looked for some of them. Imagine my surprise to find that three of you—yes, three—are listed here. What about them? Well, I won't divulge what I learned, whether it is speculation, speculation, wine, women or golf—you can call it golf if you like, for there are some long drives. It has given the neighbors something to gossip about. You will find them, these Toastmasters, in this volume, with information that they do NOT put on their business cards.

"There are other persons, some of whom you know, but this is enough to give you a reason why this volume is not in every library and why it is rather an exclusive edition."

The speaker sat down without revealing the fact that the book was merely a city directory. At no time did he assert that he got his alleged information from the book. He merely said that the names of persons and information about them was contained in it. His hearers concluded that he learned interesting and damaging facts from reading it.

Most residents are in a directory. There are always some of them in difficulties, as you can learn from reading the papers or listening to gossip. Most of us know someone who is playing the races. Many a business man takes his mother or sister to public places—if only to church. A good teacher of history would give his pupils an idea of Communism along with other things, and a lady school teacher might innocently and commendably take a keen interest in certain young lady students.

It's the truth used to deceive. A speaker may present the truth, and yet do it in such a way as to create an absolutely false impression. He does not lie in words, but in manner and implication he may make the truth tell unblushing falsehoods.

As listeners, we must be ready to distinguish between truth and lying propaganda, between sincerity and deceit; and as speakers, we

must be faithful to our obligation to speak the truth in sincerity at all times, that we may be trusted and believed by those whom we seek to influence.

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War Words

The present war, like those which have preceded it, brings new words and new meanings. Some of them, coming from foreign languages, present problems in pronunciation.

"Nazi," the popular term for followers of Hitler, is commonly called "nazzy," but its correct pronunciation is as though it were spelled "NAHT-ze." Various derivations have been suggested for the word, but the most authentic appears to be the one which makes it simply an abbreviation of the title "*Nationalsozialistische Partei*," or National Socialistic Party of Germany.

"Stalin," leader of the Russians, is called many things, but Webster's Dictionary is authority for the statement that the "a" gets the long Italian sound, and the "i" a sound almost like that of long "e." To be correct, call it "STAH-leen."

High flyers take to the "stratosphere" and most of them call it "stratt-o-sphere," shortening the first vowel. The dictionary makes the "a" long, and recommends that we say "stray-to-sphere." As a measure of safety, you may call it the "isothermal region," always being careful to make the initial "i" long.



District Governor Ray L. Guisti pins an "It's Seattle in '42" button on International President Ernest C. Davis at the District Two Meeting in Seattle, September 22. Left to right: Henry Dresen, president, Downtown Toastmasters, Seattle; Bob Ford, Bremerton; Ellsworth Stowell, president, Everett; Dr. Martin Norgore, district secretary, Davis; E. S. Carter, president, Totem Toastmasters, Seattle; Guisti; Frank McCrillis, Lt. Gov., Area 1; Gerald Sophy, Lt. Gov., Area 2, and John Jewett, member, Board of Directors.

DISTRICT TWO CONFERENCE

An enthusiastic District Two conference held in Seattle, the 1942 convention city, Monday night, September 22, heard President Ernest C. Davis outline the responsibilities of Toastmasters to their community and nation.

Dinner speakers included Ellsworth Stowell, president of the Everett club; John Jewett, member of the board of directors, and Beale McCullough, chairman of the Speaker's Bureau for Seattle's Greater Defense Chest. District Governor Ray L. Guisti introduced his Lieutenants, Frank McCrillis of Area 1, who was the Toastmaster of the evening; Ger-

ald Sophy of Olympia for Area 2, and Marlyn Byron of Bellingham, Area 3.

The conference elected Dr. Martin Norgore permanent secretary for the district and Frank McCrillis as convention chairman. Following the dinner, Guisti and Davis presided at a round table meeting in which delegates from Seattle's five clubs, Bremerton, Everett, Longview, Olympia and Bellingham took part.

The entire district will join in the staging of the 1942 convention in Seattle, dates for which have been set as July 15 to 18, inclusive.

FOR COMMUNITY ACTIVITY

THE challenge which we as Toastmasters have received from President Ernest Davis for the year ahead is that of "community leadership," and as he has indicated, this can be accomplished through "community activity."

The best method for us to follow in meeting this challenge is to develop every means of projecting into our communities those abilities which we have acquired through Toastmasters training. These abilities are generally in the field of speech and chairmanship.

Every well organized Toastmasters Club provides in its community a sort of reservoir of trained speakers and chairmen, who should be available for service in every good cause which involves speech. Our policy is to give assistance and support in this manner, for which we are prepared, to all worthy enterprises, rather than to adopt any special project for our undivided support.

If we are not known by the organizations needing our help, that is probably our own fault, for not having offered our services. If our availability is known, we are not likely to lack opportunities.

In meeting the challenge to community service, our first task is to organize and orient our forces, assuming that we are prepared to do our part. This involves certain organizational steps, such as may come under the Outside Activities Committee of the club, or may require the setting up of new machinery. The first thing is to determine

who shall be responsible. Then the following steps should be taken:

1. The club should definitely adopt "Community Activity" as a major program feature.

2. This decision should be given publicity through local newspapers, and through the Chamber of Commerce or any other organization which receives calls for speakers.

3. Notice of availability should be given to organizations which usually need speakers, such as the Community Chest, Red Cross, health and relief organizations, and especially, in the present day, Defense Councils or other agencies having to do with the National Defense Program, and other Government projects.

4. Procure information from any agencies you are to work with, and have speeches presented in the club programs bearing on such matters. Devote an entire meeting to presentation of speeches on a campaign in which you are to participate.

5. Prepare a card catalogue of your members who are prepared to speak, showing subjects covered, time speaker is available, and similar information. This list may be extended to include non-members who are available, such as members of Toastmistress and other clubs, and able business and professional men. Such a list is usually maintained by the Chamber of Commerce, and you can assist in building it up. If not thus maintained, your club may undertake to provide it.

6. Give especial attention to the nature and length of speeches, as determined by the audiences to be addressed. In many cases a speech will be limited to five or six minutes. At times there may be twenty to thirty minutes available. It is of vital importance to have each speaker prepared to occupy the time assigned, but not to go one minute past the limit.

7. Arrange to have a responsible person check up on each speech occasion in advance, making sure that the speaker understands his obligation and that the organization to be addressed has definitely planned for it. Avoid at all costs any embarrassment either to speaker or audience.

8. Without unduly seeking publicity, make sure that your club's part in providing and training the speaker is properly understood and credited. While you are entitled to full credit, the fact is that the important thing is the success of the objective promoted rather than

glory for your club. Both should normally result.

9. Have an accurate and detailed record of your services kept. Special recognition will be given at the Seattle Convention to clubs which have done notable work in this project during the year.

10. In the present state of national emergency, give preferred attention to patriotic campaigns and projects. Work with your local U. S. O. committees and with the organizations for National Defense to give "all-out aid to America" as well as to your own community.

Then, what will your club get out of all this? Naturally, the members will gain valuable practice in speech and in leadership; your club will enhance its value and will win new respect from the citizens it serves; you will have the privilege of participating in efforts for the general good; and, most important of all—results will be accomplished for the good of your city, your state, and your nation.



New Emblem



The revised emblem has been applied to our pins and other jewelry. The new catalogue is now available. The emblem as it appears on the pins is shown above.

ADVICE TO THE SPEECHLORN

(What are your speech or club problems? Would you like advice on them? The Educational Bureau has established this department to be of help to you and your club. Send your requests to Educational Bureau, Toastmasters International, 600 Michigan Ave., Santa Monica, Calif.)

Q. The other evening my mind went blank in the middle of my speech and I had to sit down. Is there any way I could have saved myself?

A. This experience is not unusual even for the experienced speaker. The story is told of Daniel Webster who was complimented by a member of the audience on a long dramatic pause he had in his speech. "You know," said the man, "we in the audience didn't know what was coming next." Webster looked at him and replied, "My friend, neither did I."

In practically all cases, there are ways of pulling through. Here are a few suggestions. First, never lose your poise. Regardless of how you feel inside, never show it to the audience. If necessary, look the audience in the eye, pause a moment until you gather your thoughts and then go ahead. Remember what happened to Webster.

Another suggestion is to enlarge upon the thought you have just completed. If necessary, use the last word of the previous sentence to start your new sentence. You can keep speaking for a long while this way. The audience will not know the difference. They were not present when you prepared the speech.

In case the above does not appeal to you, go on to your next point. If you can't think of that, give your

conclusion and sit down. Your speech may be short but audiences have never complained of this. Whatever happens, keep going. If you keep talking, the thoughts will keep coming. Regardless of what throws you off, carry on.

Q. How can speakers develop more enthusiasm and forcefulness?

A. A talk without enthusiasm is like a biscuit without baking powder. From his feet to his head a speaker should be wide awake, alert and active. Like begets like in delivery. The proper use of animation or enthusiasm produces a similar response in your audience. If you have the I-don't-care attitude, you will get a we-don't-care-either reception from your audience.

Enthusiasm is one of the essential qualities of effective speaking and here are a few suggestions for developing it. First, choose a subject that interests you. It is impossible to create interest in others unless you have it yourself. Next, prepare your speech thoroughly. Build your subject upon fundamental human desires and prepare it so that you will not have to hesitate or constantly refer to your notes. The real answer is that you must feel what you speak before you can speak what you feel. For

further suggestions read Series II, Bulletin No. 1, of *Tips To Toastmasters*.

Q. What is the best way to establish eye contact with your audience? Should a speaker look directly at the audience or above their heads and past them?

A. Direct exchange of glance is natural in conversation. It is also a sign of direct communication in public speaking. Avoid looking over the heads of the audience. The eyes of the speaker should look directly into the faces of the audience. In this way he gets the attention of those he wishes to influence. Note how directness is

broken when a speaker devotes much of his attention to notes or to a manuscript.

It is impossible to look at the entire audience so the best way is to single out one person and talk to the rest of the audience through him for a short period of time. Be careful not to neglect any one section. Look at those in the middle, on the side, in back and in front. Avoid trying to stare anyone down by looking at him too long. Change your gaze as the thought changes. An occasional glance away from the audience will do no harm but visual contact should be kept most of the time. Eye contact is a channel of communication and should be used.

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For Better English

The publishers of the Webster's International Dictionary have issued some valuable pamphlets and bulletins designed to help us make better use of words. These take the form of quizzes, tests and exercises in pronunciation and meaning of words. They can be used with profit by the individual, or as a special feature in the club meetings. Any Toastmaster or any Toastmasters Club desiring to use these excellent aids to better speech may receive a supply by sending a request to our Home Office at Santa Ana, California.

Progressive Record

With 13 past presidents in attendance out of a possible 15, and

with 11 charter members on hand, Progressive Toastmasters of Huntington Park celebrated their 16th installation of officers at the famous Knott's Berry Farm near Santa Ana on September 23rd. This club modestly admits a remarkable record of work, which includes the custom of all minutes being written in rhyme, complete records of visitors always kept, a secretary-treasurer (Paul Mekeal) who has served from the beginning, a past president and a present director of Toastmasters International, and a past district governor among its members. For seven years they have been an example of what a good Toastmasters club can do, and they face the new year with full strength and confidence.



SIXTH DISTRICT CONFERENCE, AUGUST 30, 1941

Front row, left to right: Thos. W. Hennessy, District Secretary; Harry W. Mattison, Director; George W. Benson, District Governor; Garrett B. Wright, Lieut. Gov., Area No. 2, George H. Knowles, Past District Governor. *Second row:* J. F. Lichtenberger, President, Mpls. Toastmasters Club; Arthur Bowers, President, Minnesota Toastmasters Club; Ruben Kindwall, Deputy Governor, Mpls. Toastmasters Club; William Brandow, President, Gopher Toastmasters Club; Dr. Lawrence Jones, Secretary, Mpls. Toastmasters Club; Louis Poliere, Gopher Toastmasters Club. *Back row:* Barney Ringsrud, Mark Twain Toastmasters Club; Stanley Andersen, Mark Twain Toastmasters Club; Arnold Bursch, Deputy Governor, Minnesota Toastmasters Club; Stanley Stennes, President, Conwell Toastmasters Club; Ed Hutchinson, Engineers Toastmasters Club; Clarence Johnson, Secretary, First St. Paul Toastmasters Club; Clarence Dow, Past President, Engineers Toastmasters Club.

FIRST IN THE FIELD

The Sixth District, comprising Minnesota, Iowa, the Dakotas and surrounding states, was first with its District Conference, which was held in Minneapolis on August 30.

District Governor George Benson and other Minnesota delegates carried home with them a vast amount of inspiration from the Santa Cruz Convention, and successfully tried to reproduce as much of that convention as could be condensed into one afternoon and evening. The result is seen in a new enthusiasm and understanding throughout the district.

Ted Blanding, Vice-President of Toastmasters International, was

present as the official representative of the movement, making valuable contributions by his suggestions and speeches. The program included speeches on essential phases of the work by various Toastmasters, as well as helpful panels and round table discussions.

In addition to the large attendance from District Six (only two clubs in the entire district were unrepresented) there were delegates present from Chicago, St. Louis and Quincy, Ill., representing District Eight.

It was pronounced by all who attended to be one of the outstanding events in the history of the Toastmasters work in the Mid-West.

THE REAL REWARD

BY ONE OF THE "ALSO RANS"

I HAVE experienced many thrills since becoming a Toastmaster. None have been as great as the thrill of being a contestant at the Santa Cruz Convention. I was not fortunate enough to win first place but I did share in the event and could rejoice with the man who did win. My fellow contestants and I did not lose a thing.

When one has exposed himself to the influence of Toastmasters he finds that he is at last fully awake, perhaps for the first time in his life. After his first few halting attempts at public speech, ideas begin to come to him and he has thoughts which have never entered his mind before. He wants to tell others of those ideas and he finds the opportunity in the speech contests. A subject occurs to him. Ideas flow and eventually he has condensed into a seven-minute speech that which others spend hours in analyzing. Every superfluous word has been eliminated and the central thought has been supplemented by interesting facts.

It was an honor and a privilege to appear before the cream of Toastmasters at the recent convention, in company with five of the best speakers from other districts. I feel that I have won something precious in gaining that honor.

This sense of victory was qualified somewhat by the memory of the various contests preceding this one. In the first elimination within our club I was conscious of a great

deal of latent power in the other speakers. I feel that with proper application, development will surely come to each of those who were contestants at that time. In the opinion of the judges I won by only one point. Perhaps if the contest had been held at some other time any of the other contestants might have won. The same applies to the district contest. The fact that I had won on that occasion did not necessarily make me the best speaker. It merely meant that that night I had gained the approval of the judges.

I want to take this opportunity to say to the winner of this year's contest that I am happy that he won. It was his night. I want especially to congratulate him on having made the effort which in the opinion of the judges best represented the results of Toastmasters training. He won, yet none of the rest of the contestants lost a thing. I felt a warm glow of fellowship with them. In all probability we will all try again.

Anticipation can be greater than realization. The effort put forth in this contest and the resulting rewards in personal improvement far outweigh any honor or trophy which could be bestowed by any one at any time. The real benefit is the opportunity afforded by our organization for each member to develop his latent powers to the point where he can express himself and thereby exemplify Toastmasters training.

The Editorial Board

ERNEST S. WOOSTER, Chairman

Jim Barnett

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Sheldon M. Hayden

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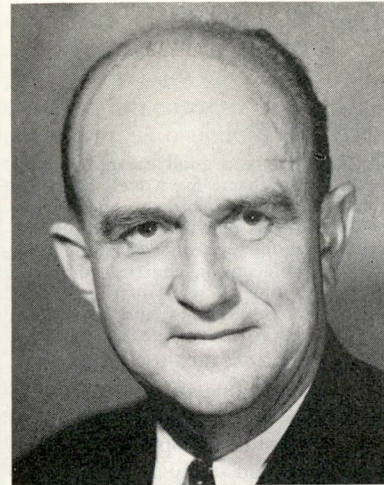
L. M. Woodward

FOUNDER'S WEEK

Our movement had its beginning on October 22, 1924, when the first Toastmasters Club, known as "Smedley Chapter Number One," was organized in Santa Ana, California. It has become the custom of Toastmasters Clubs everywhere to use the week in which October 22nd falls as a time for reviewing the purposes and the progress of our work, making it the occasion to inform themselves and their communities about the organization. Founder's Week this year is to be observed during the week beginning October 20th. It is expected that every chapter of Toastmasters International will arrange for appropriate use of this important anniversary, marking the completion of seventeen years of growth and usefulness.

FOR BETTER EVALUATION

One definite contribution which the Toastmasters Club has made to the cause of better speech is our technique of evaluation or criticism by the members, rather than by professional teachers or coaches. From the beginning, we have recognized the importance of audience reaction and we have stressed the importance of critical listening. It has been the policy throughout our experience to urge that professional criticism be eliminated, or reduced to the lowest possible minimum in order that each member may profit by getting the honest reaction of his fellows when he speaks, and by listening attentively to the speeches of others so that he may give intelligent and helpful comment on their speeches. It is most interesting to note that many progressive teachers of speech in high schools and colleges have borrowed our plan of evaluation by members. Speech criticism by members of the class as well as by the teacher is becoming common practice. It is found to produce excellent results for both the speaker and the student-critic. Among the flood of books on public speaking, our little book on "Speech Evaluation" stands alone as a competent guide to the critic. The club which uses the methods outlined in "Speech Evaluation" is the club which provides for its members benefits without which they will be the losers. The really successful club takes advantage of practice in criticism as well as in speaking.



WE WANT YOU TO MEET

MALCOLM MACURDA

MALCOLM MACURDA (Mac) is the oldest of "five little Macurdas and how they grew." He began his career as a "loud speaker" on June 8, 1899, in San Francisco, but was shaken south in 1906 and has been there since.

He graduated from Polytechnic High School in Los Angeles and had three years of electrical engineering at Caltech. During these three years and for a long time afterward, he was a professional cellist.

A job with the Southern California Telephone Company and a wife came into Mac's life simultaneously. In the course of time they were joined by a son, Neal, and a daughter, Audrey.

After five years in Glendale the Telephone Company moved the Macurdas to Santa Ana, where

Malcolm was introduced to Toastmasters. He was a charter member of El Camino Toastmasters, No. 15, and served a term as president.

Malcolm was about to join the Century Club when the Telephone Company moved the Macurdas to Imperial Valley.

Now he had no place to make speeches, so, being Toastmaster and civic minded, he started talking, with the result that May 23, 1938, saw the launching of Cactus Gavel Toastmasters No. 120 in El Centro. Now there are five clubs in the Valley and one in Yuma. Malcolm is called their "grand-daddy."

Last year, Malcolm headed a speakers' bureau for the Community Chest, Tuberculosis Association, Fire Prevention Week, Anza Park Conservation Association and Clean-up Week; aided in the high school speaking contest, and acted as judge for the interscholastic contest. He has served as president and deputy governor of the Cactus Gavel Club, and last year he was Lieutenant Governor for the Imperial-Yuma Counties Area. This year the Fifth District made him Governor.

At present, Malcolm is Supervising Wire Chief of the Southern California Telephone Company, in El Centro. His hobbies include a home workshop, his cello (he is teaching as well as playing in a string trio), civic activities, amateur theatricals from the stage craft end and home movies.

That is Malcolm Macurda, as portrayed by his best friend and severest critic, his wife, Ethel Eames Macurda.

THE SPEECH CLINIC

WE CRITICIZE TACTFULLY

K. RASMUSSEN, LONG BEACH "GAVEL" TOASTMASTERS CLUB

NOTE: Toastmaster Rasmussen has given here a good example of the use of a definitely educational subject as the theme for a well-prepared speech before his club. Observe that he limits his study to one point—that of giving criticism, and that he elaborates on this in a comprehensive and logical manner. Every club should frequently schedule talks on speech preparation and delivery, on criticism, on chairmanship and similar topics, in order that the members may be well instructed, and that they may constantly be reminded of the fundamental principles of speech.

"ONE of the objects of Toastmasters International is to promote the technique of tactfully giving and gracefully taking criticism and profiting thereby." So says Sheldon Hayden in "Tips to Toastmasters."

Here are three points: giving, receiving and profiting, with the last mentioned dependent upon the first two. I propose to discuss the first of the three, tactfully giving.

But in giving criticism, one must have something besides tact. The criticism must offer something of value.

Ralph Smedley has said, "To omit or slight the use of criticism is to miss one of the fundamental values of the Toastmasters Club. Let every club and every member study criticism and the art of critical listening, and the results will be seen in improved speech, more intelligent criticism, and a better understanding of the whole field of public speech."

In Toastmasters, we may receive criticism from men ranging from professional, through all grades of expertness down to the veriest novice. Remember that the most

adept professional was once a novice. Only through trial and experience can we develop our abilities. Both trial and study are vitally important, but the latter is sometimes forgotten or overlooked.

In any group there are likely to be some who are content to get by on the trial basis alone. They will not seek nor use the valuable materials for study which would insure their growth. This is unfortunate, because the unskilled criticisms fall so far short of accomplishing the intended purpose, to aid the speakers criticised.

Lest this viewpoint be misunderstood, it should be clear that the practice of scheduling all members of the club as critics rather than limiting the opportunity for criticism to those who have proved their ability is definitely favored.

The novice should be given his opportunity to speak his criticisms, but he should not be content to remain a novice. That is unfair to himself and in addition it does not give his fellow members a square deal.

Membership in a Toastmasters

Club is not intended to be taken as a casual sort of thing. Its principal objectives are not social, but to afford opportunities for self-improvement. A man must be willing to work at being a Toastmaster, or he is not a real member.

But what is the purpose of criticism? It must have other attributes besides tact. The principal purpose is to give both the speakers and the listeners something to build by. Therefore, it seems that during his novitiate, the unskilled critic should limit his comments to those things concerning which he has knowledge.

Even the novice knows that almost any speech may be enlivened by the use of gestures, and that the gestures should have some relation to the spoken word. He can tell if a speaker's posture seems awkward, or if he has mannerisms which materially detract from the listener's interest in the speech. He knows how the speech impressed him, as a listener. His reaction on

such points will help the speaker to better performance.

The critic should avoid comment on the pronunciation and use of words unless he is reasonably sure of the accuracy of his criticism. If he feels the urge to criticize points concerning which he is himself unsure, he will do well to restrain that impulse. A purely personal opinion on a matter of fact is not likely to be of value. And if the critic doesn't know the correct answer, he risks causing confusion to the speaker and the listeners.

The points which a beginning critic may safely evaluate concern the most important factors in a speech. Let him consider these: Was the purpose clear? Did the speaker hold the interest of his audience? Did he sound authoritative and convincing? Did he "put it over?"

These are the things which decide whether or not a speech gets results, and these are the points which no critic, novice or expert, can ever overlook or neglect.

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AMERICA LAUGHS

ROBERT PELSUE, MARICOPA CHAPTER, PHOENIX, ARIZONA

NOTE: A well-arranged speech, attractively titled, with a strong opening and an appropriate finish. The arrangement of material could have been improved, to provide a more climactic approach to the conclusion. Use of illustrations is excellent.

DEEP down within the being of America is a God-given quality which keeps forever bubbling to the surface. It preserves our national sanity in times of stress; it smooths the rough edges of our American financial aggressiveness; it maintains our democ-

racy by furnishing a bond between all classes of people — between banker, tradesman, transient, and tycoon. It provides a universal solvent for this melting-pot of humanity — the United States of America.

Underneath the awful serious-

ness of international intrigue — beneath the duress of domestic difficulty, America feels a laugh rising to the surface. In times of trouble, America can see the point — *America can laugh.*

To Americans their laughter is understandable, to others it is not so clear.

To many nations this American ability of laughing is sometimes thought to be a weakness. But through generations of privation and hardship, through years of civic worry and financial depression, Americans have learned to ease their pains with the mellow wine of laughter.

"Americans do many funny things," say the foreigners. "Americans go to the trouble of raising large crops of surplus wheat and slaughter the hogs. Americans give large sums to foreign relief, but will skin you out of your last dollar if you trade with them.

"Americans put great emphasis on education, while at the same time they let their college professors starve. And worst of all," say the foreigners, "Americans make jokes about everything and everybody; about serious matters; religion, politics. They even make jokes about themselves and then laugh at their own jokes."

America chuckles and admits that she does all these things.

In no other place—in no other time — has the art of laughter reached so high a peak or so startling a degree of efficiency as in our country today.

In the rest of the world, at this time, there is little cause for laugh-

ter. Can you imagine a newspaper in the countries of Europe publishing a humorous cartoon of Hitler, Goering, Stalin, or Mussolini? Of course you can't. Such things just don't happen there. Dictators take themselves seriously.

But such things happen here. Every day we see pictures of our president, of our governors, of our statesmen, in which these men are held up to good-natured kidding for their natural idiosyncracies. In jesting at these men we laugh with them—the joke makes them seem more human. The men become friends of ours, they become part of us. We all become partners in a sort of national good-fellowship.

Yes, we may now be in a better position to laugh than other nations—but we have always laughed—even in times of terrible stress. And from that laughter we have gathered strength.

Laughter is the birthright of Americans. Humor was an attendant at the birth of our nation and has been a companion of the guardians of our government ever since.

Benjamin Franklin is credited with telling jokes at the signing of the Declaration of Independence, even though he knew that all those present were subject to prosecution and death upon the charge of treason. Abraham Lincoln told some of his best stories at a time when the future of our nation was in its greatest peril.

Was this the laughter of frustration? Did it show weakness?

I can't think so because these men have gone down in history as

some of the strongest characters that the world has ever known.

Laughter is the language of our national understanding. It is also the cohesive element of our national unity.

No constitution is strong enough to support itself by the very strength of its tenets. The essential strength of any organization lies in the spirit of the personnel living under and supporting that organization.

The check and balance system of a republic may easily be thrown aside or warped. In America we have the good fortune to have on our government the check and balance system of humor. The hearts of the people check up on the

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heads of the government. America recognizes her own human frailties and chuckles.

Laughter and understanding make monkeys of dangerous doctrines of prejudice and intolerance. Humor prevents the support of people who preach discrimination against races and creeds. Laughter is the great equalizer which prevents the consciousness of class and consciousness of racial differences. It maintains free speech and independent thought.

As long as they cling to this birthright, Americans need not fear the encroachment of dictators and totalitarianism.

Thank God for our divine blessing; *America laughs.*

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MY BENEFIT PERFORMANCE IN THE WILDS OF THE DUTCH EAST INDIES

HARRY EDWARDS, SAN FRANCISCO MISSION TOASTMASTERS CLUB

NOTE: This is a good use of personal experience, treated in entertaining style. Note the absence of "time-table" details, so common in stories of travel. In a time when so many of our speeches are devoted to exhortation to do something or believe something, it is a real relief to hear a speech which is designed to give pleasant entertainment, and which carries nothing that can be labelled "propaganda."

YOU have attended a benefit show. So have I, but my benefit performance differs from the commonplace for two reasons. First, the series of wild adventures leading up to the show; and second, my part in the adventure which made me a beneficiary of the proceeds.

Several years ago, as a member of the Columbia Park Boys' Band, I toured the Far East for fourteen months. The leader of the trip was the late Sydney S. Piexotto, affectionately known to us as "Boss."

We had just completed a tour of

the Dutch East Indies, and had made arrangements to leave the town of Sourabaya by train, bound for Banjowanji, 250 miles distant. Here an ocean liner was pulling in to take us to Australia.

To start the series of adventures, four of us missed the train at Sourabaya. The American Consul, having visions of feeding us for a month until the next boat was due, made a gallant effort to catch the train at the next town, about thirty miles away. His car ended right side up in a ditch with one tire very flat. In the distance we could

see the train pulling into the station and then chugging on its way to Banjowanji. After changing tires we went on to the station, where the four of us held a council of war. I was appointed manager of the "Banjowanji-or-Bust Club." I contacted the owner of a doubtful looking seven-passenger sedan which was trying hard to live up to the name emblazoned on its sides, "Taxi Cab." The owner told me in confidence that he was the only man in town who knew the road. After half an hour's bargaining, I rented the car and with a native driver and the owner as a guide, we set forth on the wildest ride of my career. We traveled a jungle road, at times so narrow that the trees brushed against the sides of the car, and then again so dim that it seemed the driver was steering by compass; through the middle of monkey packs so thick you could not see the ground beneath until the car was almost upon them, when they would leap up to the trees, screeching and chattering in fear of their lives.

We stopped for lunch at a native restaurant in a village in the heart of the jungle. Lunch consisted of small pieces of meat on a long stick, looking, for all the world, like an all-day sucker. Here the resemblance ended, however. One taste of the meat, and our mouths were scalded by the vilest concoction it has ever been my misfortune to sample.

We arrived at Banjowanji late that day, and I approached the Boss to secure money to pay the cab fare. He was resting uncomfortably

at the railroad station mopping his brow and worrying about his four charges 250 miles away. With the doubting eye of the cab owner staring holes in my back, and with visions of ending my days in the Banjowanji hoosegow, I hailed the Boss.

When he saw me a broad grin spread over his face.

"Harry," he said, "you're a sight for sore eyes. Who loaned you the car?"

"Boss," I responded, "no one loaned us the car. We rented it."

"Rented it!" he yelled. "How much?"

"One hundred and sixty-five guilders." I meekly confessed.

"Sixty-five guilders," he moaned, "I can't pay."

In a small sad voice I corrected him, "Not sixty-five, Boss. One hundred and sixty-five."

After I had picked the Boss up off the floor, he explained that all his money was in Australian drafts, and he had no cash on hand.

Now we were in a predicament. Stalling a native cab driver is no easy job. But right at the critical moment, a radio message arrived saying that our boat was delayed several hours. Here was a real break. So out came the band instruments, a quick parade around the village, and the "Edwards' Benefit Performance" was under way.

In a huge nipa-covered meeting place we presented a show entirely new to the natives of Banjowanji. Although they did not understand a word of the comic sketches or our

American songs, they went wild over our jazz music. It was a strange sight with hundreds of natives squatting on their haunches in this dimly lit hall watching a show, the like of which was never before witnessed in this jungle town.

Sitting in the front row was the owner of the cab. From time to time he seemed to "count the

house" to determine whether or not the taxi fare would be paid. And it was paid, gentlemen. The total box office receipts amounted to one hundred eighty-five guilders—taxi fare one hundred sixty-five guilders—leaving the "Edwards' Benefit Performance" twenty guilders in the black.

And—we caught our boat.

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THE PROBLEMS WITHIN A DEMOCRACY

BY GERHARD KRUMBEIN OF THE SACRAMENTO CLUB

NOTE: This speech is commended for its good arrangement and for the choice of material. It shows two weaknesses which should be avoided. First, there is too much repetition of the same words. The opening paragraphs use the word "democracy" in varying forms five times. Then the word "problems" comes in for similar repetition. Seek variety in words. Second, the conclusion lacks tie-in with the opening. There should be recapitulation or other reference to the first paragraph. The thought is good.

WHERE have you heard it said that democracy is outmoded and cannot meet the problems of today?

No doubt you have all heard it said. Those who say it feel that time is against the democracies, when in reality, just the opposite is true. Time works in favor of the democracies. The complexity of the problems is said to be the reason why time does not permit a solution in the democratic way. What are these problems that they are so complex they cannot be solved in the democratic way?

Let us state them in a simple way, so that everyone can understand them. They are the same problems found in every family, and we are all familiar with modern family life.

The first of these problems, is that of food and shelter. Of this there can be no doubt. For without

food, the family would soon perish, and without shelter, the health of the family would soon suffer.

The second problem is that of the understanding which is necessary for the family in order to cooperate in solving its problems. Without cooperation the family would soon disintegrate. The father and the mother take upon themselves the job of training the children to assume many responsibilities as they grow up. Children like to be responsible. They like to learn new things. They like to do new things. All of this takes time and understanding. There comes to mind the example of Abraham Lincoln, when he said, "All that I am, I owe to my angel mother." Lincoln's mother took time out to teach her boy the arts and sciences. She taught him the ways of the people. She taught him the dealings of man with man, and the laws

which govern men's actions. Yes, time is an important factor; it takes time to bring about understanding in the family.

The third problem is that of equality. Each member of the family must feel that he is an integral part of the family. He must have a feeling of belonging to the family. He must feel that he is an equal in the family. He must have a feeling of security, an assurance that he is part of the family.

The nation can be likened to the family. As in a family so in the nation, food and shelter is of the greatest importance. There can be no doubt that the providing of food and shelter comes first, for without food, all processes of government would soon cease. The solving of this problem should be an easy task today with our improved machinery, with our improved methods of production, and with our knowledge of the techniques in the construction of housing. Truly, we have enough resources. With the vast expanse of country at our command, and with all the resources in our control, we can solve this problem.

Next to food and shelter, comes understanding. We have our educational system through which we bring about understanding. The arts and sciences are taught to the youth of the nation by our schools, both the public schools and the private schools. Our churches, our organizations and clubs, our theatres, all play an important part in the education, in the bringing about of understanding, in the dissemination of knowledge. The

teaching of the arts and sciences is not enough. We must learn to work in harmony; we must learn to work together; we must cooperate. Only then can we progress. Everyone must do his share. Everyone must assume his responsibilities.

And this brings us to the third problem, equality. We are aware of the fact that we are not all endowed with equal abilities. Some of us are better fitted for certain responsibilities, both physically and mentally, than others. We recognize this, but this does not say we are not equal before the law. The same laws apply to everyone. Our courts do not recognize any difference in men, because of wealth or position, in the observance of the law. The rich man must obey the laws in the same way as the poor man, and as long as we observe this point, we shall have equality. We shall have faith in our country. With equality comes justice, without which no nation can exist. All these problems demand time in their solution. No one can rush justice. We must never allow any group within our country to feel they are not wanted, nor must we ever let them fail to share in our responsibilities.

Time is truly the essence of democracy. But not the occasional burst of effort that we sometimes see. We must never let these problems become so great that we cannot solve them in the normal democratic way. We must always be on the alert; we must always be vigilant. Yes, truly, eternal vigilance is necessary to solve our problems.

NEWS OF THE CLUBS

Helpful Visitation

Herbert E. Morey, Governor of District One, on a trip east in August found time to visit a number of clubs en route, although it was in the vacation season for many. At El Paso, Bartlesville and Tulsa he conferred with the club officers, and at Albuquerque he was guest at a special noonday meeting called on short notice. The Albuquerque Toastmasters have a membership of 30, and the attendance at their hastily arranged meeting was 25, which speaks well for their interest and enthusiasm.

Convention Plans

Toastmasters of Inglewood, California, are among the first to formulate plans to insure representation at the Seattle Convention in 1942. They raised \$12.10 for the Convention Fund through an old-fashioned box social on September 16. Auctioneer-Toastmaster Elmer Nelson set a fast pace for the bidding and for the program of speech which followed. It was a delightful evening for Toastmasters and their ladies and it established a fund which will grow throughout the year to send delegates to Seattle next summer.

Good Engineering

A speech made by Clarence A. Dow, of Minneapolis Engineers' Toastmasters Club, on the subject, "There Will Always Be an England," was featured in the June issue of The Bulletin of the Minnesota Federation of Architectural and Engineering Societies.

Minneapolis to Sioux Falls

Gerald E. Larson, secretary of the Minneapolis Toastmasters Club, has removed to Sioux Falls, South Dakota, where he becomes secretary of the Y.M.C.A. and where he hopes soon to establish the Number One Toastmasters Club of South Dakota. The Minneapolis Toastmasters will act as sponsors for the new chapter.

Speech Contest

The San Pedro Toastmasters Club is holding a club contest which started August 25th, and continues to its finals on October 6th, when those who have won high standing in the preliminaries will compete for the President's Award. The contest is operating under well studied rules, and is stimulating interest among all the members.

By the Golden Gate

George B. White, veteran member of Golden Gate Toastmasters Club, carried from the Santa Cruz Convention an inspiration which has resulted in a campaign of education for the San Francisco Toastmasters in the use of excellent material published by Toastmasters International and not used to the fullest extent by the men who need it. Toastmaster White has done real service by calling attention to these helps. The Golden Gate Chapter volunteered for service in the recent Community Chest Campaign, following work in the U. S. O. campaign in which the members filled 75 speaking engagements.

More Community Service

Lieutenant Governor Albert Deasy, of the Mission Toastmasters Club of San Francisco, in addition to being a busy lawyer, and vice-chairman of the Mission Y. M. C. A., finds time to head up the membership campaign for the Y. M. C. A. in metropolitan San Francisco, in which he is aided by many Toastmasters.

Summer Stimulation

Ocotillo Toastmasters, of Phoenix, braved the summer heat to carry on an effective program. Through the courtesy of the Telephone Company they enjoyed the use of the "Mirrophone" similar to the one demonstrated at the Convention at Santa Cruz, and found it valuable for correction of voice faults. More than half of their members have participated in programs broadcast over Radio Station KTAR in recent weeks. A special outdoor summer session at the home of Harold Clark produced toothsome food and a lively discussion on the lawn.

Program Exchanges

I. A. McAninch, Lieutenant Governor of Area 2 of District One, has prepared a comprehensive outline of program exchanges among the clubs in his Area which promises much helpful inter-club work. A request addressed to I. A. McAninch, 1128 Edgemont, Los Angeles, California, will bring a copy of his plan, which is worthy of study by anyone interested in planning such activities.

Put Resolutions in Action

Palo Alto Toastmasters have adopted an endorsement of the resolution approved at our Convention offering our services to the Government for patriotic work, and have asked their Executive Committee to do something about it. Other clubs are showing similar interest. The resolution accomplishes nothing unless we put it into action. It has been forwarded to various officials from the President down, and has been courteously acknowledged, but it remains for each club to discover the way in which it can best serve in its own place. Let's put our words into action.

Newspaper Notice

The Toastmasters Club of Eugene, Oregon, was the subject of a fine editorial in the Eugene Daily Register-Guard, which paid tribute to the good work of the club. The editorial ran, in part:

"What would you do if you were called upon without notice to give a one-minute speech on whether the United States should enter the war, or a five-minute speech on the Eugene Pageant? The Eugene Toastmasters Club, composed of younger business and professional men, does this sort of thing once a week. To make it more interesting, older citizens are lured and put through the 'trial by ordeal' and the 'critique' which follows. No activity in this town has more fruitful possibilities. There is being developed a reservoir of men who can 'say it' and sit down, and the country has needed this more than the five-cent cigar."

Charter Presentations

204 Van Wert, Ohio, Toastmasters Club was granted its charter last May, but the formal presentation was deferred until this fall, so that the occasion might be used as a "kick-off" event for the new season. On September 17th, the charter presentation was held. Distance from headquarters made attendance of official representatives impossible, but a delegation from Fort Wayne Toastmasters Club was present to assist in making the event notable. The Van Wert Club meets on Wednesdays at 6 P.M. at the Betty Anne Cafe. L. D. Brown, Y. M. C. A., is secretary of the club, and Robert Tuttle, 1014 Elm Street, is president.

206 Pittsburg, California, Toastmasters had their charter application approved at the Santa Cruz Convention, and the formal presentation was made on September 6th, when delegations from Stockton, and from the four Toastmasters Clubs of San Francisco joined with the Pittsburg men to make it a great occasion. The official aspects were furnished by the presence of Director O. T. Peterson, under whose administration as District Governor the club was established; Charles M. Benson, Governor of District Four; Carl W. Brennan, past Lieutenant Governor of Area 1 of District Four, who worked in the organization of the club; and Lieutenant Governor Albert Deasy, who is now responsible for the affairs of Area 1. The Pittsburg Club has already won favor locally. Its president is J. M.

Trickett, of the Columbia Steel Company, and the secretary is Edward Doleman, P. O. Box 296. They meet at the High School on Thursdays at 7 P.M.

Echoes From the Sixth District

Passing through Minneapolis on Saturday, August 30, Ted Blanding, the dynamic vice-president of TMI, gave guidance and zest to the Toastmasters in District 6. Ted's contribution here will bear fruit for months. His grasp of important elements of and his deep interest in Toastmasterdom make him a valuable visitor to District 6.

He gave many pertinent comments and presented with slides "A Decade of Progress" which shows the practical directions in which TMI has been moving. Our gratitude goes to Ted; and our greetings go to the official family in and around Santa Ana.

—From the Gavelier.

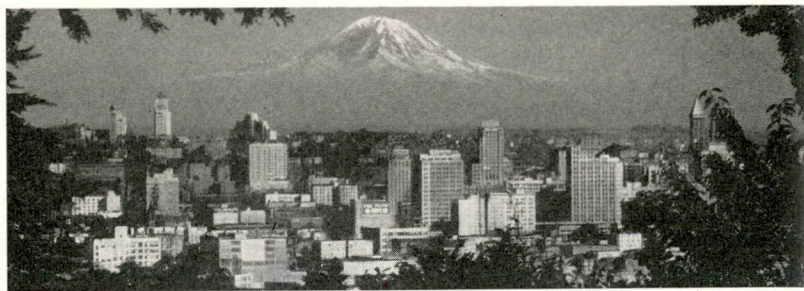
County Fair

The Santa Clara County Fair has laid upon San Jose Toastmasters the task of publicity through speech. O. T. "Pete" Peterson is chairman of the Speakers' Bureau for the Fair, with his committee largely recruited from the club.

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First District to Meet

The Conference of the First District will be held at Long Beach on Saturday, October 25. District Governor Herbert E. Morey announces a program to begin at two o'clock with a "Club Clinic" for all Toastmasters, and continuing through dinner and an evening program.



1942 CONVENTION

The 1942 Toastmasters Convention will be held in beautiful Seattle, Washington, in the heart of the Evergreen Wonderland of the Pacific Northwest!

Here, on beautiful Puget Sound, an inlet from the Pacific Ocean, with majestic Mt. Rainier towering in the background, the clubs of the Northwest are already formulating plans for the greatest recep-

tion in the history of our movement.

Frank McCrillis of The Seattle Times, Lt. Governor of the Seattle area, has been named chairman of a convention committee which promises to leave no stones unturned in providing real hospitality!

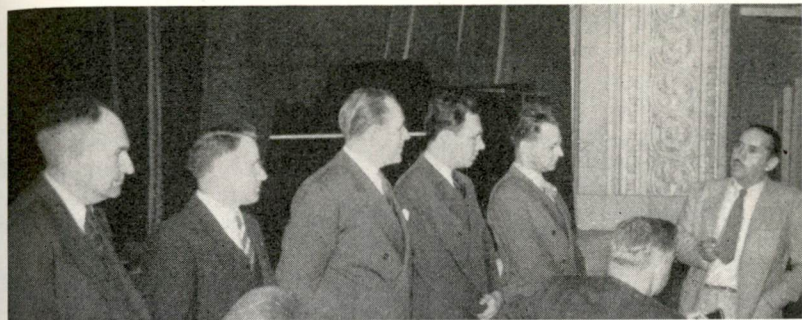
Save these dates now: July 15, 16, 17, 18!



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Plan now to attend the 1942 Toastmasters' Convention in Seattle, July 15-19! Enjoy a vacation in the glorious Pacific Northwest

Playground and gain the mental stimulation of convention sessions where worthwhile friendships will have their beginning.



DISTRICT FOUR CONFERENCE

Representatives of the majority of clubs of district four attended the district conference, held in San Francisco on September 27.

Lieutenant Governor Albert Deasy presided at an opening luncheon at the Hotel Whitcomb. The conference then moved to the Central Y. M. C. A. where discussions on the subjects: the district at work, duties of club officers and building the club were conducted by District Governor Charles M. Benson.

The conference closed with a dinner in the banquet room of the Central Y. M. C. A., which was attended by one hundred twenty-seven toastmasters of the district, together with officers and guests. Speakers included John McInnes, San Francisco Down Town club and 1941 winner of the Interclub speech contest; O. T. Peterson, T. M. I. director; and Mrs.

Gladys Gabert, President of International Toastmistress Clubs. T. M. I. Vice President Ted Blanding inducted a group of district officers.

Guests of the conference included: Ted Blanding, Vice President; Leonard Woodward, Treasurer; A. J. Schrepfer and O. T. Peterson, Directors of T. M. I.; and Harry Hanson, representing Chico Toastmasters who are applying for an International charter.

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Simplified Spelling

The teacher told Tom to spell "yacht";

Naughty Thomas replied, "I will nacht";

Teacher treated him rough,

For she gave him a cough
And remarked, "That will show
you whacht's whacht."

TABLE TOPICS

ELLSWORTH N. GREEN, LA VERNE TOASTMASTERS CLUB

TO GIVE the members a chance to use their imaginations was the purpose of a novel table topic plan used in our club recently. The Topicmaster introduced the discussion:

"Dr. F. L. Wells, of Harvard University, set out a year ago to determine the distinguishing characteristics of a business leader. He selected two groups of men, one hundred in each group. In the first group he placed men earning \$35 a week, or less. In the second group were men earning \$100 a week or more.

"He ran a series of tests to discover the characteristics which placed them in their positions. He found there was little difference in their mental capacities. Examination of knowledge of their respective lines of work gave similar results. The same was true as to their qualities of aggressiveness. After numerous tests had failed to reveal the differences which made one man a hundred-dollar-a-week worker and placed another at one-third of that rate, Dr. Wells began to test their imaginations.

"It was quickly discovered that the men with lively imaginations were at a great advantage over those who were more sluggish in their thoughts. The purpose in this evening's array of table topics is to give you gentlemen an opportunity to demonstrate the quality of your own imaginations and thus to rate yourselves as to the thirty-five-dollar-a-week or the one-hundred-

dollar-a-week classification. Questions like these are to be answered."

1. Suppose taxes were raised 25%. You are a merchant. How can you meet the taxes without raising prices or lowering wages?

2. What would you recommend for the citrus industry if the rainfall here in Southern California were suddenly to increase from 20 inches per year to 600 inches, as in Burma?

3. Suppose it is leap year. You are an eligible bachelor. A young lady asks your hand in marriage. Now what?

4. Suppose the war should suddenly end in a Nazi victory. What would be the effect on your personal affairs?

5. You have entered a contest in which you were to win \$25,000 for stating, in 25 words or less, why you like and always use Cornco's Crude Oil on your pancakes. Suppose you win? What would you do and say on being notified of your good luck?

★ ★

The Place—Seattle; Date—July 15-19; Occasion—1942 Toastmasters' Convention. Plan now to attend! Special events planned for wives.

Pleasure and profit are in store for Toastmasters at the Convention in Seattle, July 15-19, 1942.

Combine vacation and Toastmasters' Convention — Seattle, July 15-19.

RELAX

Gossip

"Do you believe that awful story they're telling about Mr. Jones?"

"Yes; what is it?"

Say What You Mean

"In China, dear friends," said the absent-minded missionary, "human life is regarded as of slight value. Indeed, if a wealthy Chinese is condemned to death, he can easily hire another to die for him, and I believe that many poor fellows make their living by thus acting as substitutes."

For the Ladies

"Why did Adam and Eve leave the Garden of Eden after they had dressed themselves in fig leaves?"

"I don't remember, but I have a suspicion that Eve wanted to go somewhere to show off her new clothes."

A Good Understanding

Lieutenant: "Now tell me what you understand to be the meaning of strategy."

Rookie: "Strategy is when you don't let the enemy know that you're out of ammunition, but keep right on firing."

Diplomacy

A diplomat, we are told, is a man who can make his wife believe she would look fat in a fur coat.

The Family Budget

George: "Did you give your wife that little lecture on economy you were telling me about?"

John: "Yes."

George: "Any results?"

John: "Yes—I've got to give up smoking."

Statistics

Next time you feel the urge to throw caution to the winds and take chances at a railroad crossing, remember these figures:

"A live man pays 25 cents for a shave; a dead one pays 5 dollars. A woolen overcoat costs 40 dollars; a wooden one costs 400 dollars. A taxi to the theatre is one dollar, but to the cemetery it's 10 dollars. Moral: Take it easy and save your money."

For the Postmaster

A postoffice was established in a small mountain village, and a native was appointed postmaster. After a while complaints were made that no mail was being sent from the new office. An inspector, sent to inquire into the matter, asked the postmaster why no mail had been sent out.

The postmaster pointed to a nearly empty mailbag in the corner and said, "Why, I ain't sent it out because the bag ain't nowheres nigh full yet."

Would You?

On the evening of September 12, a Toastmaster was leaving home, when his small son said to him, "Where are you going, Daddy?"

"I'm going to the Toastmasters Club, to make a speech," was the reply.

"But, Daddy," said the boy, "will they listen to you after Mr. Roosevelt's speech last night?"

THE CALENDAR FOR SPEAKERS

SPEECH topics? Where to find them? Try the calendar for its long list of important events. The following list of events which have occurred in September and October was prepared by Mrs. Anita Alexander, Reference Librarian of the Santa Ana City Library. Ask your own city library for reference list on topics which you wish to discuss.

Sept. 1—1869, National Prohibition Party organized in convention in Chicago.
1885, First Electric Street Railway in America.
1907, First Night Court in the world opened, New York City.
1878, First Telephone Exchange in Ohio opened at Cincinnati.
1609, Henry Hudson reached mouth of river which bears his name.
1834, Sumner I. Kimball, first Supt. of U. S. Life Saving Service.
Sept. 3—1783, Treaty of peace ending Revolutionary War signed at Paris.
Sept. 4—1781, Founding of Los Angeles.
Sept. 5—1774, First Continental Congress met, Philadelphia.
Sept. 6—1901, President McKinley assassinated, Buffalo, N. Y.
1757, LaFayette born.
Sept. 7—1916, U. S. Employees' Compensation Commission created.
Sept. 8—1900, The Galveston Hurricane.
1883, The Northern Pacific Railroad completed.
1916, U. S. Tariff Commission created.
Sept. 9—1828, Tolstoi born.
1850, Victor Lawson, Chicago Editor and "Father of Postal Savings" in the United States was born.
Sept. 10—1846, Elias Howe obtained a patent for the sewing machine.
Sept. 11—1862, William Sidney Porter (O. Henry) was born.
1851, Francis E. Clark was born, Founder of Christian Endeavor.
1847, Battle of Chapultepec.
Sept. 15—1857, William Howard Taft born.
Sept. 17—1787, U. S. Constitution adopted at Philadelphia.
Sept. 18—1793, Cornerstone of U. S. Capitol at Washington laid.
1709, Samuel Johnson born.
Sept. 21—1784, First Daily Newspaper in U. S. began publication; The Pennsylvania Packet and Advertiser.
1836, Pembroke D. Gwaltney born (founder of peanut industry of the South).

Sept. 22—1853, First Telegraph Line in California opened, San Francisco to Point Lobos.
Sept. 24—1755, John Marshall born.
Sept. 25—1690, First attempt at a Newspaper in America.
Sept. 26—1513, Pacific Ocean sighted by Balboa.
1820, Daniel Boone died.
Sept. 28—1839, Frances E. Willard born.
October 1—1891, Leland Stanford University opened.
October 2—1888, Indiana State Capitol Building completed.
1889, First Pan-American Congress held.
October 3—1892, University of Idaho opened.
1800, George Bancroft born.
October 6—1683, First German immigrants landed in Philadelphia.
October 7—1849, James Whitcomb Riley born.
October 8—1871, Chicago Fire.
1838, John Hay born.
October 9—1846, Birthday of Wm. F. Allen, who founded standard time regulation.
October 10—1845, U. S. Naval Academy at Annapolis opened.
October 11—1811, First Steam Ferry in the world.
October 12—1492, Columbus sighted land.
1892, First Comet discovered by photography.
October 13—1792, Cornerstone of White House laid.
October 14—1644, Birth of William Penn.
October 16—1725, First Newspaper in New York City.
1758, Birth of Noah Webster.
October 19—1781, Surrender of Cornwallis at Yorktown.
1735, Birth of John Adams.
October 21—1879, Edison demonstrated First Practical Incandescent Light.
October 22—1924, Toastmasters Club, Smedley Chapter Number One, organized at Santa Ana, California.
October 26—1774, First Continental Congress adjourned.
October 27—1858, Theodore Roosevelt born.
October 28—1886, Statue of Liberty unveiled.
November 2—1795, Birth of James K. Polk.
1865, Birth of Warren G. Harding.
November 4—Election Day in many states.
November 11—Armistice Day.
November 27—Thanksgiving Day.

Study the list in planning programs. Arrange for an evening on "Firsts." There are "Firsts" in invention, in industrial achievement, in discovery, which will be useful. Or spend an evening on great writers, philosophers, humorists, poets.

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TOASTMASTERS INTERNATIONAL

Santa Ana, California

THE PURPOSES OF TOASTMASTERS

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:

To improve its members in oral expression of thought.

To develop their ability to appear effectively before audiences.

To provide constructive criticism and comment on all speeches, giving each speaker the benefit of "audience reaction."

To develop the habit of "critical listening."

To provide instruction and experience in chairmanship and parliamentary procedure.

To promote good fellowship among congenial men, interested in speech improvement.

THE BENEFITS OF TOASTMASTERS

Membership in a Toastmasters Club stimulates constructive, purposeful thought and study, and helps discover and train a man's ability for leadership. Specifically, it results in:

Opportunity to master the difficult art of short and better speech making.

Ability to appear effectively in speech before any audience.

Ability to listen critically and properly evaluate speeches of others.

Development of latent capacities for leadership and service.

Personal advancement through stimulation of mental processes and development of helpful friendships.