

THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL



*Unaccustomed as I am-uh to Public Speaking, I-uh want to wish you
"A Merry Christmas and a Happy New Year"*

Vol. 12—No. 1
January, 1946

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MID-WINTER MEETING OF THE BOARD OF DIRECTORS
Los Angeles, January 26, 1946.

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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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You Too Can Speak

by PAUL ZULCH, Wilshire Boulevard
Toastmasters Club of Los Angeles

This has been selected as the "Speech of the Month" because of its helpful quality, its timeliness and its originality of approach. All Toastmasters are invited to try for the "Speech of the Month" honor.

People may laugh at you when you rise to speak, but remember, they laughed at Robert Fulton when he started up the Hudson in his little Clermont. People who know, don't laugh at the beginner. They realize that he may succeed.

Not all the good speakers were good at the start. Many of them had handicaps to overcome.

They Surmounted Obstacles

There was a friend of mine who was president of the union to which I belonged. The reason he was president was because he was a dynamic speaker. Everyone admired his ability to interest an audience. I heard a man paying him compliments one day on his speech ability.

My friend simply smiled and said, "You should have heard me when I started. When I was a young fellow, I was the worst stutterer you can imagine. I had to overcome it. Concentration and constant practice made me a speaker."

The late Senator Hiram Johnson was known as one of the finest speakers in the United States Senate. When he was scheduled to speak, the galleries were filled.

Even the newspaper men appreciated his eloquence.

But Senator Johnson, in his youth, was afflicted with a serious speech impediment which he overcame by practice.

Demosthenes overcame his speech impediment, according to tradition, by speaking while running up hill with his mouth full of pebbles.

It Takes Practice

Thus you can see that my first point for the man who would achieve success in speaking is *practice*.

Just as a football coach works on the weak points of his team, so we must work on our weak points in speech. You may not have trouble with stuttering or any physical defect, but there are a good many members among us who could greatly improve with some regular practice in the weak spots.

Some of us speak too slowly. Others speak so rapidly that the hearers can't keep up with them. Others are indistinct in enunciation, and some are even sloppy in their grammar and use of words.

There is hardly one of us who does not show the need for improvement in some way—or maybe in several.

The way to improve is to practice, with major attention to the weakness which needs to be corrected.

Look At Yourself!

Talk before a mirror. Talk to that funny face in the glass. Watch the gestures you use, the way you stand, the faces you make. The funny face may frighten you, but once you get used to him, the audience you face in public will not seem half so bad. Speak aloud to the wall, out in the backyard, as you drive along in your car, or even to your long-suffering family. The main thing is to keep on with your practice, always bearing in mind what you are trying to accomplish.

Speaking of practice, here is a man who plays the piano. He practices at home on his piano. He also has neighbors. One day he was having difficulties with a new piece, and having stumbled through it, he remarked, "Well, I guess I'd better run over that again." A neighbor stuck his head out the window next door and yelled, "Throw it out in the street and we'll all run over it." But the pianist didn't give up his practising.

The Twin Helpers

Practice is the first thing in acquiring speech skill.

Preparation is the second.

The two really go hand in hand, side by side, *practice* and *preparation*. You can't make a speech without preparation, but all the preparation in the world will not make a speaker without practice, and lots of it.

The standard methods of preparation—the organization of material and the selection of the words—are well known to us all if we study our textbooks and listen to our critics. It is not that we don't *know*. The trouble is to get us to *use* what we know.

Good speakers are not born that way. Each has to overcome handicaps. Many of the very best have become first raters because they had serious obstacles to overcome. The effort to win past the difficulties made them the better speakers. Faithful, untiring practice gave them the results they sought.

Perhaps you think you are not very good now. Perhaps others agree with you. But don't be discouraged. Let your weaknesses be a challenge to you.

You too can speak, if you are willing to pay the price. The price is time and energy spent in preparation and practice.

What's Going On . . .

News of Toastmasters Clubs, gathered from all quarters. Has your Club made a discovery, invented a procedure, performed a notable service? Write in and tell about it. Let us know "What's Going On."

QUINCY CAN'T QUIT

Once more the Quincy, Illinois, Toastmasters plan for their annual presentation of "Speechcraft" which has become an institution in their club and their community. Each succeeding year confirms these Toastmasters in their belief that "Speechcraft" is the means by which their club can best be built and maintained.

CONSISTENT CRITICISM

The Toastmasters Club of Fullerton, California, not content with putting on a splendid "Speechcraft" course, has adopted a plan for special emphasis in evaluation: 1. Appearance; 2. Vocabulary; 3. Eye Contact; 4. Breathing; 5. Enthusiasm and sincerity; 6. Illustrations; 7. Opening; 8. Conclusion; 9. Effectiveness; 10. Gestures.

THEY FOLLOW BASIC TRAINING

"Each new member makes his first talk on 'My Most Exciting Experience.' His next is a pantomime, and so he goes on until the twelve progressive steps have been completed. Every member either does these things, or has done them in the past."—Steubenville Toastmasters Bulletin.

TIDBITS FROM FRESNO

Quoted from "Tidbits," the newsy bulletin from Fresno, California: "The variety of the program was notable, ranging from Martin's talk on 'How to Handle People' (with emphasis on how to handle women) thru Simas' answer to 'Where Was You?'; Schwarz in his sketch of 'Custer's Last Stand'; Bybee's dissertation on 'Sweet Wine Making' (Gosh, what a lot of trouble for a bottle of headaches!) to Stone's astrologically-based predictions of a progressive, peaceful future. The last mentioned speech elicited remarks such as, 'I don't know what the dickens you were talking about, but boy! How you said it!'"

FROM THE SPEAKEASY

Lifted from the Greensburg Toastmasters Club's bulletin, "The Speakeasy:"

"At a dinner where he was to speak, the humorist, Willie Collier listened patiently while the general and the admiral who preceded him spoke for one hour each. When Collier was finally introduced, he rose wearily and said: 'Now I know what they mean by 'the Army and Navy forever.' Then he sat down.'"

FULL OF INFORMATION

Vigo Toastmasters Club of Terre Haute showed originality in program arrangement for November 8th. It is reproduced as a suggestion to other clubs.

Theme—"The Peck's Bad Boy of the South."

1. "Argentina—an Apology or Condemnation"
2. "Has American Diplomacy Failed in Argentina?"
3. "President Farrel — Patriot, or ????"
4. "Our Reciprocal Trade Program and Argentine Policy."
5. "Revolution in Venezuela—An Explanation."

TO HELP THE YOUNG FOLKS

The Toastmasters Club of Washington, Pa., is getting under way with its annual speech contest for high school students of the vicinity. Last year, a one-year university scholarship was the grand prize for the contest, and it is hoped that the same reward can be offered this year.

CIRCULATING LIBRARY

Klamath Falls, Oregon, Toastmasters Club, with the roster completely filled, has put its Educational Committee to work in a big way. This committee has arranged to provide a portable bookcase and reference library for the members. The cost was defrayed by the reserve funds of the club. A complete line of the publications of Toastmasters International will be kept on hand, together with reference books on speech.

AT COULEE DAM

Spokane Valley Toastmasters are sponsoring a new chapter at Coulee Dam. Eight members recently put on a demonstration program, with the result that a temporary organization was formed and plans were made to complete the membership roster, and ask for a charter. This will be the 31st Club in the Spokane district, Number Nine.

THIS PLEASED THE EDUCATIONAL BUREAU

A line regularly carried on the Borger Toastmasters Club Bulletin says: "Don't forget that any assigned speech may be applied toward the Basic Training schedule completion." This club will soon be calling for certificates of completion on Basic Training.

WHAT GOOD IS AN IDEA?

The bulletin of San Fernando Toastmasters answers the question thus:

"The answer depends on how the idea is used. Ideas not implemented with action are of little value. Ideas shared with others and put to work can be a tremendous force. Toastmasters everywhere should be sharing their ideas and experiences with their neighbors. Let's not be hoarders, but share-croppers."

"TOPS"

The Klamath Falls Toastmasters Club won first place in membership and attendance for the Seventh District for the months of September and October.

NEED IDEAS FOR TALKS?

The "Crumb Sheet," bulletin of Tuesday Toastmasters of Spokane, gives advice on how to pick up subjects:

"Write them down when inspiration overtakes you, and keep them in a folder on your desk. It simplifies preparation and makes for better talks to have good material laid up ahead. Make notes on panel speakers, toastmasters, and others, and observe the criticisms. Then incorporate the best points in your own speeches."

M. C. FOR THE JAMBOREE

At Caldwell, Idaho, the Chairman of the P. T. A. annual "Welfare Jamboree" called upon the Toastmasters to furnish the master of ceremonies. Toastmaster W. C. Peebles took the place in the very best style, before an audience of nearly 2000 people. Mayor S. G. Honstead, another Toastmaster, appeared prominently on the program.

ADVANCE NOTICE

The "Chief" Seattle Toastmasters Club is considering appointment of a grammarian who will study the speakers and point out their most common mistakes each time before they speak. Thus the speaker will have his faults in mind as he begins to speak and can strive to correct them. When the faults are pointed out after the speech, the speaker has several weeks in which to forget before he is put to the test again. It is a good idea.

AN "INTEGRATED" PROGRAM

The problems of organized labor furnished an unusual theme for Danville Toastmasters at a recent meeting. The subjects discussed were: "Labor Unions Past and Present," "Necessity for Labor Organizations," "Publicity for Union Finances," "Pros and Cons of Union for Creative Workers." There is a menu for an evening of vigorous discussion.

GUEST CRITICS

Santa Cruz Toastmasters is experimenting with "guest critics" this season. Talent is secured from the ministry, the legal and teaching professions. Among the critics thus far have been a lawyer, a police judge, county health officer, state senator, a protestant minister and a Catholic priest. Results have been satisfactory. The members are kept on their toes by the fresh critical viewpoint of strangers.

THIS SHOULD ATTRACT

Tulsa Toastmasters will observe a series of special events, including Anniversary Meeting, Old-Timers' Meeting, One Hundred Percent Attendance Meeting, Voice Recording Program, and similar features. Attendance is being stressed in a special campaign, to run until next June, with awards to high-point men in attendance. This club participated actively in a recent municipal bond campaign for \$10,000,000, and is stepping in heavily on the "March of Dimes" campaign.

Unusual . . .

District Thirteen (Western Pennsylvania) reports some oddities in membership. Among the clubs in this District, there are five pairs of brothers among the members, as well as fathers and sons.

Eugene and Edward Howard, of Greensburg, are together in business as in Toastmasters. Their business is insurance, real estate and fuels.

At Jeannette Toastmasters there is also a father and son pair. Father James Duncan is a hardware merchant, bank director and president of the Chamber of Commerce. Son Don is with the Glass City Bank.

The Pittsburgh Toastmasters Club has the Maloney Brothers, "Connie" and "Jerry." Connie is President of his club and secretary of the district. He is a C. P. A. Jerry is Past President and Deputy Governor. He is general manager of Pittsburgh Photo-Engraving Company.

Homer and Glenn Campbell are members of East Liverpool Toastmasters Club. Brother Homer, decorator for an East Liverpool pottery, is sergeant-at-arms. Brother Glenn, manager for the Western and Southern Insurance Company, won the area and district speech contests this year.

Steubenville Toastmasters Club has brothers Howard and Harry Borden. Both are active Toastmasters, and work together as insurance underwriters.

Lieutenant Governor Kaufman wonders if other Toastmasters Clubs have brothers, or fathers and sons in membership. Can any club claim more than one set of brothers or dad and lad? If so, he would like to hear about it. He wants the information for his collection. Drop a postcard to A. F. Kaufman, 515 Grove Street, Greensburg, Pa. He is Lieutenant Governor of Area 1 of District 13.

PASADENA BULLETIN

Many of us who are able to talk forcefully on stimulating subjects betray a lack of thought control by the way we conclude our impromptu talks. The speaker who retains his poise at all times will exhibit good training through the power of his conclusions.

HERE IS VARIETY

Tulsa Toastmasters No. 148 had a diversified program on November 26. Here is the list as reported by Secretary F. P. Nopper:

"Fear"; "Worms with a Personality"; "The Show Must Go On"; "Miracle Men of Sport" "Unified Command".

New Bank Club Formed . . .

Under this heading an article appeared in the *Journal of Institute of Bankers in Scotland* for October, giving an account of the organization of the "Commercial Bank" Toastmasters Club of Edinburgh. The article reads in part as follows:

A new organization—The Commercial Bank Toastmasters' Club—was formed in Edinburgh at a meeting held in the Cockburn Hotel on Saturday, 15th September. The idea of such clubs, through which members seek to improve themselves in the Art of Public Speaking, had its origin in America. The Commercial Bank Club is the fifth to be established in Great Britain. Membership is limited to thirty, and the minimum is twenty. The Clubs at Glasgow and Greenock, Leeds and Southport, and now the Bank Club in Edinburgh, are pioneers in a

scheme of very great importance. The faculty of extempore utterance is a valuable asset in business life, and we wish the Commercial Bank organization every success in a movement already, perhaps, too long delayed. The man "with the paper" has always been at a distinct disadvantage, and it is well that the younger generation should recognize that the acquirement of extempore speech is an accomplishment which will aid them enormously in every walk of life, despite the humiliations inevitable at the outset.

AND STILL ANOTHER

Word comes from Mr. George F. Oliver, of the Royal Bank of Scotland, that the staff of this bank is interested in forming its own chapter. This will make our second club in Edinburgh and our sixth in Scotland.

The Victory Convention Invites You

There'll be a warm welcome for every Toastmaster in Seattle, July 25 to 28.

Five hundred rooms have been pledged by Seattle hotels, in spite of the fact that this convention comes at the height of the Evergreen Wonderland's tourist season. Advance reservations for rooms may be made even now by writing to Earl Meeks, Registration Chairman, 509 Pike St., Seattle 1, Washington.

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Editor - - - R. C. Smedley
Editorial Committee: George W. S. Reed, W. O. Mendenhall, J. W. Haynes, E. M. Sundquist, E. S. Wooster.

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Your Investment

By FRANKLIN McCRILLIS, Pres.,
Toastmasters International.



If I sell you a coupon for \$1 and you can redeem it for \$100 by carefully reading the instructions printed on it, will you do it? Unless you are naturally contrary, you answer "Yes!"

Yet many Toastmasters, faced with the same odds, are passing up their opportunity.

These men pay dues in a Toastmasters Club, invest time, effort and money attending meetings, and fail to read the educational materials prepared by Toastmasters International to help them.

As I travel visiting clubs and

district meetings, I am thrilled by the quality of our members, and by their enthusiasm and industry. The one thing lacking is a better understanding of our materials.

Questions asked prove that many officers have not studied "The Manual for Toastmasters Clubs", the one book which answers most questions concerning club operation. The district work is not properly conducted unless its officers (including the club Deputy Governors) read the "District Manual."

Some members, having received their copy of "Basic Training", have apparently failed to use it. Others are not familiar with "Speech Evaluation", "The Amateur Chairman," and the many bulletins available for the asking. Our printed material provides a chain of speech helps which, combined with the Toastmasters method of practice (giving to each member genuine audience reaction and friendly personal help) are unbeatable in the development of better public appearance.

The welcome I have received in such widely separated places as Victoria, B. C.; St. Paul, Minn.; Billings, Mont.; and in many other cities in California and the Northwest, and which I know will be given as I visit other clubs, reinforces my faith in Toastmasters as the progressive and hospitable men of their communities.

If all these men will make use of the materials and opportunities afforded in Toastmasters work, they will make their investment pay big dividends.

Reconversion

by RALPH C. SMEDLEY

For four years we worked to win the war, and talked about post-war planning.

All of a sudden the war ended, and there we were, right in the midst of the p-w period, without our plans. We were almost as unprepared for peace as we were for war. Reconversion was dumped in our laps.

Changed conditions have to be faced by every organization, every business—even by every individual. We were geared to war. Now we shift to what we hope may be peace.

With business, there are two big problems—production and sales. The market is ready, begging for goods. If business can produce the goods and make them available, the sale will be made.

With Toastmasters, as with every other organization, the same problems exist. Our market is waiting for us. Men want our training. Our task is to produce and make available what we have.

This means for every Toastmasters Club a period of stock-taking and long range planning.

The club officers must check up on their work, compare their programs and accomplishments with those regarded as standard, discover weaknesses, correct mistakes, and generally take up the slack. Then they must let other men, the potential market, know about it.

We Are Educators

The Toastmasters Club is fundamentally an educational organization. It is under obligations to train men progressively in speech and in leadership. If its program follows the established principles and methods, this is done naturally, in the course of time. If the program is clumsily and carelessly planned and unattractively prepared, you simply can't expect men to "buy" it.

The post-war period is on us. Our time of reconversion is here. The market is ready. Let each club look to its production and sales departments, and the problems of peace will quickly be solved.

The well managed Toastmasters Club faces the challenge and takes stock. Here is a list of things to be done. Check your club against the list. How do you stack up?

1. Every officer knows his duties and does them - - - -
2. The Club's Educational Committee is functioning, working in harmony with the Program Committee - - - -
3. Programs are planned for three months ahead, including variety in speech experience and training in fundamentals for every member - - - -
4. A systematic plan is followed for selecting desirable men for membership and bringing them into the club - - - -
5. The "Speechcraft" course is being studied for presentation by the Club - - - -

The Sign of Civilization . . .

by ROBERT M. SWITZLER, San Diego Toastmasters Club



The emblem of the Red Cross, described by one as the "plus sign of civilization," is the organization's greatest asset. Submerge the emblem and the organization falls. We recognize it as one of our most precious possessions, for, in all its simplicity it stands for the alleviation of human suffering.

In the United States the emblem is recognized by every man, woman and child. The interpretation of its meaning to the individual depends upon his contact with the organization.

To the war veteran and the enlisted men, the emblem means aid with claims work and assistance with family problems.

To the blind person it means the army of volunteers trained to transcribe books and other reading into Braille for his benefit.

To the athlete the emblem means training in life saving.

To the industrialist it means First Aid.

To school people it means Junior Red Cross with its rudiments of social education.

To the Public Health it means home hygiene instructions. To every individual of the United States it means solving the prob-

lems of hundreds of thousands of families visited each year by disaster.

No catastrophe is too vast, no cataclysm too sudden to put human need beyond the reach of the Red Cross. First to arrive and last to leave, its service is complete.

Someone has said of the Red Cross that it has gathered together and crystallized all of the milk of human kindness past generations could afford.

In the coming campaign, in view of the above, let us not balance pennies when the destinies of mankind are at stake.

No matter where we stand or whom we serve the Red Cross is the most far reaching voluntary organization in the world. Nothing to compare with it has been discovered in modern history. To be a part of it is a badge of honor and a life-long decoration.

The past service of Toastmasters and their future value to Red Cross is well described in a letter to Toastmasters International by Basil O'Connor, head of the Red Cross in Washington, as follows:

"I assure you that your leadership in the past has been an important factor in obtaining wide acceptance for the Red Cross."

Every Toastmasters Club will offer its services in the coming Red Cross campaign, and help to support the "trade mark of civilization."

It's A Good Idea . . .

Under this heading are offered suggestions from the Clubs which will help others. Readers are invited to contribute their "good ideas" for the benefit of all.

For Smooth Performance

Frank B. Johnson, President of Wintergarden Toastmasters of Brawley, California, tells how he guards against embarrassment in conduct of the Club meetings.

In our club we have eliminated most of the confusion in meetings through the use of a printed Order of Procedure for each of the three members who preside in the various parts of the program: the President, the Toastmaster and the Chief Critic.

Since the Toastmaster and the Chief Critic preside only occasionally, their respective duties may be hazy to them. It is a help to them to have an outline to follow. The Vice-President is occasionally called to the chair to take the place of the President, and he needs a schedule. Even a President has been known to become confused and miss the order of business.

We have three "Orders of Procedure" in our club. Each is so

arranged that the items on one form dovetail into the items on the other two. They serve as a cue to the officers, and prevent both confusion and oversight.

It often happened, before we started using these forms, that one of the officers of the evening would fail to call for some item, or would bring something up in the wrong place. Sometimes they were perplexed to remember whether the Toastmaster or the Chief Critic should call for the report of the timer, or of the "and-uh" critic.

Since we have introduced the use of the schedules, the usual "huddles" during the meeting, and the passing of notes up and down the tables have ceased, and the officers receive compliments for their smooth performance.

To show how it works, here is our schedule which is placed in the hands of the Toastmaster of the evening, by the Sergeant-at-Arms:

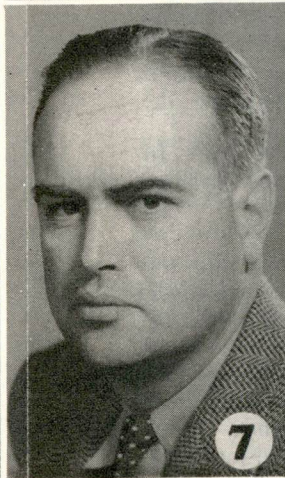
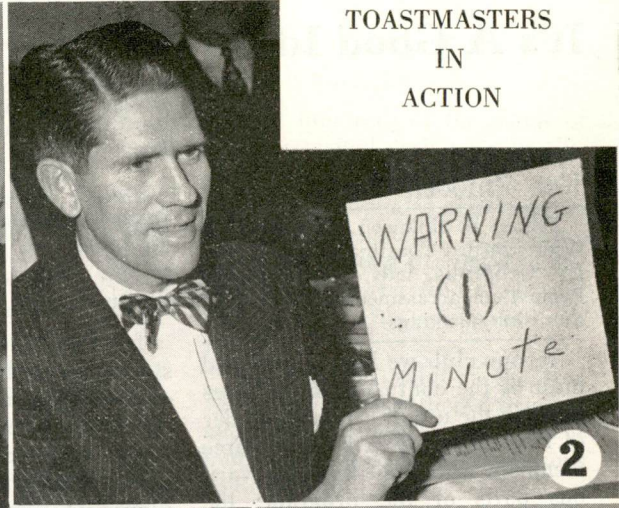
ORDER OF PROCEDURE—TOASTMASTER

1. Receives gavel from President.
2. Introducing speakers on his program, treating each briefly and gracefully.
3. Introduces Chief Critic.
4. Receives control of meeting back from Chief Critic.
5. Speaks any needed words of appreciation for critics or speakers.
6. Returns gavel to the President.
7. The Toastmaster reports the meeting to the local newspaper.

(Hand this card back to the Sergeant-at-Arms).

Note: Copies of the three forms may be secured by writing to the Home Office, and asking for "Orders of Procedure."

TOASTMASTERS
IN
ACTION



Turn to
page 23
for
Explanation
of the
Pictures

Officers' Quarters . . .

With the first issue of *T-M-Ideas* this department came into being. It is continued as a feature of the new *Toastmaster Magazine*. Our original purpose has not changed. We shall continue to bring you practical suggestions and ideas on club affairs.

These ideas are not mere theory. They are based on actual use in clubs. Adapt them to suit your needs, but *use them*.

Secretary—

At the request of the Home Office, we address the Club Secretary first.

Much of the material which goes to the Club is directed to the Secretary, and it is his task to hand it to the officer or member who should receive it. Some secretaries fail to do this and materials lose their usefulness.

A good Club Secretary keeps close contact with the Home Office. He reports on time, sends in word of changes in membership and officers immediately, and keeps the Home Office informed.

The improvement of the individual member is our purpose, and you, Mr. Secretary, can help us be helpful to all.

President—

Mr. President, please put forth a little special effort to make the new member feel at home. The best plan is to give him something to do. Nothing gives one the feeling that he belongs quite so well as a job.

Go out of your way to find him

something special to do. Have him act as timer, manipulate the timing lights, make an announcement, or, best of all, make him a special greeter, thus helping him get acquainted with the members. There are many small duties you can assign to him, but *give him something to do*.

You needn't confine yourself to new members in such assignments. The older ones also like to be singled out sometimes for something special.

Vice-President—

The V-P is in charge of membership. With his committee he is expected to keep the roster always filled. It is not uncommon for a club to have a waiting list. Prospects for membership are unlimited.

Membership "drives" are not necessary in a Toastmasters Club. Constant attention to recruiting desirable men, bringing guests, and always spreading the word about Toastmasters will do the work.

Read the articles on page 16 entitled "T-M" Conscious for some stimulating suggestions.

Timing—

Do you have trouble with the terminal facilities of your critics? One club solved the problem by calling the critics to the head table where they could see the timing light. The timer gave them the red light 30 seconds before the two-minute limit, and they took the hint.

Basic Training Is Basic . . .

by WARREN T. SHEPPERD, Deputy Governor,
Coeur d'Alene Toastmasters Club

In the Coeur d'Alene Toastmasters Club one speaker at each meeting discusses one of the Basic Training assignments. It stimulates interest of all members.

We believe that the Basic Training feature on our regular programs means a great deal to every member of the Coeur d'Alene Club, those with experience as well as the beginners.

Our club programs are set up on the "slide rule" system which assures each member his due experience in the various offices and positions of leadership. At each meeting, one speaker is allotted ten minutes, and he is the one appointed to explain or lecture on the material included in one of the Basic Training studies. These studies are taken up in regular order, and the entire book is covered in the course of time.

The Basic Training speaker is the one called on first, and on a number of occasions the Table

Topic Chairman has used the feature presented as the topic for general discussion. Thus, at our last meeting, the feature covered was "Word Pictures," Number Eight in Basic Training. This was taken up with great benefit for the table discussion.

Each speaker is encouraged to make thorough preparation on the subject assigned to him. He gets the benefit of the study. The other members get a better understanding of the feature through hearing it presented by a well prepared speaker than by merely reading it in a book.

Our Program Committee intends to keep up the "lectures" on the Basic Training subjects, with frequent reviews. Our members show the effects of the training in their improvement.

ARTEMUS WARD

Artemus Ward was once scheduled to lecture on "American Wit and Humor" but the chairman spoke at such length on the subject while making the introduction that when Ward rose to speak, he said: "The chairman has said all that needs to be said on "American Wit and Humor," so instead of taking that subject, I shall lecture on 'Indian Meal' ". And he did.

CAUTIOUS!

One day a vacationist at a remote New England farm was walking toward the village. He met a farmer mowing grass. "How long will it take me to get to town?" asked the visitor.

The scythe stopped, a level glance came up. "How fast are you going to walk?"

—Lorraine Sinton,
Best Insurance News.

"T-M" Conscious . . .

by KIMBALL FLETCHER, Vice-Pres., General Toastmasters Club, of Los Angeles.

"Is that a discharge button?"

"No, that's the emblem of Toastmasters International."

"Well, what's that?"

This conversation is not fictional. It is a typical conversation, or rather a portion of a conversation, taken from my daily experience since I acquired my Toastmasters lapel button.

For an organization which has existed for fifteen years in its present, organized form, and whose roots reach back over a score of years, we certainly are not so well known as we like to believe we are.

This year, under the presidency of Frank McCrillis, we are driving toward the greatest expansion of Toastmasters in our history, both in the number of clubs and in individual members. Spades being spades, let's get down to facts and realize that we are engaged in a promotional program — no two ways about it. O. K. Then let's promote. What's first?

"T-M Consciousness!" Our potential members—the public—should have Toastmasters thrown at them so often and in so many ways that they become inquisitive. Once the public is inquisitive, we're set. Then new clubs will be formed. But how should we go about this?

Each individual Toastmaster can do much to this end,—much with little effort—simply the ef-

fort of wearing the identifying lapel button.

In my employment with Uncle Sam I have occasion to do a good bit of traveling around in Southern California. Now this part of California is where our headquarters is located, and it is the area in which some of our greatest expansion has taken place in the years past. But this is also the area in which I have had the questions shot at me. Too few of our potential members know about us. Why?

Too few of our members exert themselves to advertise our organization and its benefits.

I do not mean to imply that they are not good members, but I do make a distinction between the member who passively avails himself of the privilege of membership, and the one who actively engages in the duties of membership in an organization which unselfishly seeks to better our fellow men, who waits not to be asked about Toastmasters, but who tells without the asking.

Let's all get together on a program to make the general public realize the character and the existence of Toastmasters. Here are a few things we can do:

1. Wear a lapel button.
2. Let's get some Toastmasters decals and put them on our windshields.

3. Let's put up some highway signs, showing the emblem.

4. Let each member look around him in his daily work, wherever he goes, to ascertain the need for our training, and then talk to people about it; get them going; stir them up.

Recently I was in one of the larger cities of Southern California—one in which we do not have a club—where I was invited as a guest at a service club luncheon. The principal speaker, a naval officer, had a fine speech on Navy Day, but he read it. More than that, the men at the back of the room could not hear him.

What a wonderful talk he would have made if he had had Toastmasters training!

After the meeting I spoke to several members of the service club about the Toastmasters Club, and during the day I told various business and professional men about it in the course of business interviews.

The result—interest was developed which promises the start of a new club.

I phoned to the Home Office at Santa Ana for materials, which came post haste to my temporary location, and the cultivation was on.

All it takes is some well placed publicity, some interest-arousing suggestions. Men want our service. We must make it available by making ourselves known.

It's easy selling—Sell some yourself

Jam Helps . . .

by JACK HAYNES, Deputy Governor, Glendale "Jewel City" Toastmasters Club.

"Build at the beginning instead of patching at the end" was the policy adopted by the Educational Committee of our club about a year ago.

We were growing and found we had many new members who frankly admitted they knew nothing about speech writing or speech giving, but wanted to learn. Criticism after a speech had been helpful but it was not enough. It left too much to criticize. So, we started building speakers from the

bottom up and speeches from the beginning. The increase in the rate of progress made by these new men was more than gratifying, it was often amazing.

This is what we did. One or two members of the Educational Committee met with a similar number of speakers for lunch soon after the men had been given speech assignments. In all cases the speakers needed help in *planning* their speeches.

After the selection of a subject, which was always one familiar to the new speaker, he was shown how to construct his speech. We did not write his speech for him but gave him the functions of the various parts of a speech so that he could develop his ideas. Working with a good basic formula, he was given ideas for an arresting opening and how to interest the audience in what he had to say. Then, how to state the point of his talk, how to "tell them what he was going to talk about." Next, enlargement of the subject with argument or description supported by illustrations. Finally, the conclusion, which restates the point and gives the audience something to do or think about.

This plan was not recommended as the only way to build a speech, but as a good one. It gave something to which thoughts could be tied. If the meat was in it, the result would be a satisfactory and complete dish. After receiving help a time or two, a speaker would meet with an Educational member, having planned his speech in advance. Many times he would require only a few suggestions to clarify his talk, to rearrange or add an idea. The resulting speeches were never stereotyped because each man

developed his own ideas and delivered them with his particular technique.

With this help, delivery was made easier for the speaker. He came to the club knowing that he had constructed a speech. He could give more thought to how to say it and not have to worry about what to say. It reduced the suggestions from the critics, which in many cases were principally on delivery. (Incidentally, criticism in our club is constructive, intended to show how to improve).

After speakers learned how to construct speeches, new helps were given them. These included suggestions for different types of talks; how to be more forceful or animated, or vice versa. This was done in conjunction with material from International which is available in abundance.

Although Jewel City's policy of "Build from the beginning instead of patching at the end" came about because of new members, it is not confined to them. Even members of the Educational Committee have met with other members to get help on speeches. So, while it is good for the new, it is just as good for the old. No Toastmaster is so well toasted that a little "jam session" won't help him.

It is a strange thing, this democracy. Sometimes it seems to me almost like a householder who says, "No, I shall never lock my front door. That would infringe upon the rights of entry of my fellow man."

—Anthony Boucher.

What Did He Mean?

Carelessness in sentence structure or in the use of words can distort a speaker's meaning into something quite foreign to his intention.

Social case worker, well educated, but remiss in his use of words, was making a report on his work. Said he: "This man illustrates the thing we have been trying to do so badly."

Speaking of another case, he said: "We have many cases like this. In fact, this case is classical." (No doubt he meant that it was typical.)

In a Toastmasters Club, a committee chairman was reporting. "This group has met and went to town in a big way." Yes, that is what the man said. Ask your grammar to parse that sentence.

A merchant had been to New York trying to buy goods. The local paper, reporting his trip, stated: "Lack of merchandise is the lowest it has ever been, even during the war years, Mr. Jones reported."

And another Toastmaster, surely not a well trained one, was responsible for this one: "I have listened to an awful lot of speeches, and I want to say that these kind will not do for you and I."

Let's eliminate that "awful lot", among other errors. If he wishes to say that he had listened to a lot of awful speeches, that is all right with us, but "awful lot," when used in place of a great many, or even just a lot, is "awfully" bad practice.



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Congress Is So Strange

"Congress is so strange," commented Boris Marshalow, a Russian actor, after a visit to the spectators' gallery of the House of representatives. "A man gets up to speak and says nothing. Nobody listens—and then everybody disagrees."

The Price of Success

A man has to be a contortionist to succeed in these days. He has to keep his back to the wall and his ear to the ground. Then he must put his shoulder to the wheel and his nose to the grindstone, keep a level head, and have both feet on the ground.

Is Yours The Club of the Year?

asks DR. GORDON R. HOWARD, originator of the Club-of-the-Year Contest, and chairman of the committee on awards.

Since the inception of the "Club-of-the-Year" contest, six years ago, interest in the competition has been growing each year. The winning clubs for the past six years never fail to boast of their accomplishment, and more clubs each year are trying for honors.

It becomes increasingly difficult to win the high rating as more clubs enter, and higher standards are reached, but success is within the reach of any Toastmasters Club, if it will put in the necessary work. When I say "any club" I mean to include the newer ones as well as the older. In fact, the newer club may have an advantage, since it may have a better chance, in a new field, to pick up extra points by organizing new clubs. And each club sponsored improves the chances for winning.

Information on how the scoring is done should help you in planning your activities.

The membership and attendance factor rates from 35 to 40 points, with emphasis upon attendance. It is important to have a full roster. Twenty-six members may be very good, but the maximum of thirty is better, and the ratio of attendance is likely to be better also.

Club activities rate about 35 to 40 points, with most emphasis on visitations and exchanges of speakers. Clubs in small or isolated communities can pick up extra

points by publicity, social events and community service. The social events listed should be a "must" for every club. Any other special days observed in your club should be mentioned for credit.

Since club cooperation with Toastmasters International this year is of great importance, twenty-five to thirty points will be allocated to this part of the scoring.

To date, no club has won the highest award unless it has sponsored at least one new club. At least two of the winners sponsored not less than five clubs each, during the contest period.

The first club organized by a contesting club has a five point value, and additional points are given for each additional club established.

When I tell you that less than one point separated the three high-point clubs last year, you will realize that competition is keen, and that the only way to win is by hard and remitting work.

Ingenuity in presentation of your report material is helpful, and it is encouraged, but this is not essential for the scoring of points. The winner earns the award by work done and reported.

Which club will win the award to be presented at the 1946 convention? I haven't the slightest idea, but I can tell you now that the winner will be a grand Toastmasters Club.

It's Your Show, Mister . . .

by ERNEST S. WOOSTER.

Being toastmaster for the program of the evening does not consist merely of taking over four or six speakers, introducing them briefly—or at length—and letting it go at that.

Make *yourself* a Master of Ceremonies.

Plan your show from beginning to end.

Consult even with the Table Topics man, to make sure that he is ready. It's none of your responsibility, but it will help *your* show if he does a good job.

Your speakers are your actors. Do they know their parts? Are you sure they'll be on hand? Will *they* do a good job?

You can even confer with the Critic, who is not under your direction, but whose part of the show ties in with yours.

Find out in advance what he intends to do, whom he will use as individual critics, and what plan of criticism he plans.

* * * *

You are toastmaster for a program only twice a year, if your club has a full membership.

That gives you six months to prepare.

Of course you will not know so far in advance just who your speakers are to be, but you can plan the program far ahead, regardless of the performers.

The producer may not know to whom the parts are to be given, but he nevertheless knows the sort

of show he expects to offer. You should know the same, and make your plans.

For instance, maybe you'll want to go "showman" and have the speakers on your program costumed. You can do something original and entertaining in this line, *if you plan it*.

Perhaps it's a panel discussion, town meeting, or public forum. You can have the details—even the subject—in mind long before you have the list of speakers.

Maybe you want to make it a demonstration program—each speaker demonstrating some special style or type of speech; or a biographical one, or an imitation radio broadcast.

Whatever it is, get your properties, your timing, and all your other details worked out. Get into the spirit by considering yourself a master of ceremonies or show producer who is going to put on a paid performance.

* * * *

Clubs which will work out a toastmaster competition—a competition between programs as well as between speakers on the individual programs—can raise the standard of work.

It's your show, Mister Toastmaster. Be a showman. Give your audience more than they expect. Give them the sort of show you'd like to see and enjoy yourself.

What A Toastmaster . . . *He Would Have Been!*

Corax was a Greek who lived in Sicily in the latter part of the fifth century, B. C. He interests us because he was one of the earliest teachers of the art of speech, and because he set up a plan for speech construction which is hard to beat, even today.

Experience in Sicily demonstrates that oratory flourishes only in free states, and under a government which is reasonably popular, so as to allow the people to speak their minds.

Here in Sicily, under the reign of a succession of tyrants, lands had been confiscated and given to favorites. Eventually the tyrants were disposed of, and conditions of popular government were put into effect, at least in so far as possible in those days. Then the original owners of landed property, or their heirs, came forward to claim their rights.

Up to this time all such arguing of cases seems to have been in the hands of the original parties, without the intervention of an advocate or pleader. Each citizen was his own lawyer.

Just as today we have differences of ability in speech, so those Greeks found that some could talk and others were tongue-tied. The talkative citizen might secure his rights while his diffident neighbor got nothing.

It was this inequality in speech, and a general lack of forensic skill in Syracuse that led a man named Corax to set up as an in-

structor, thus organizing one of the earliest schools for speech instruction.

While Corax gave some legal information, his first purpose was to render the ordinary citizen capable of arguing his own cause in court. For a proper consideration, he undertook to assist claimants in orderly and convincing presentation of their cases, arranging the details of procedure, and rehearsing his pupils in their speeches.

He instructed them in the art of speaking so as to appeal to the sense of justice which is, or should be, predominant in the judge. He taught them not only to present the facts, but to use the emotional appeals which would win favorable decision.

In his teaching he developed a plan for speech construction which may be counted as the beginning of the standard practice of today's best speakers. He laid down five rules, or points of arrangement, for his client to follow. These are under the heads of Proem, Narration, Argument, Subsidiary Remarks, and the Peroration.

It would be difficult to find a better division. We give different names to the various parts, but we still use the same principles. This early development bears testimony to the truth that the science of speaking is based upon common laws of human nature, which do not change from one generation to another.

Thus we see that public speech, in its beginning, was definitely practical. It was not "art for art's sake," but art for the sake of rightful possession of lands and homes, and the speaker had for a spur the hope of winning a case which meant for him the difference between poverty and financial security.

How did Corax learn to be a teacher?

There is no specific answer to that question. He had the works of some earlier orators as a guide, but he must have been an inventor, a trail-blazer, an investigator of new fields. His work grew out of an intimate necessity. He did

not know that he was originating a new method of dealing with an art which would become of universal value.

The quaint style of Corax would be a novelty in a Toastmasters Club today, but he would recognize, in our better efforts, the effects of the work he did twenty-four centuries ago in teaching how to arrange material for presentation.

And what a Toastmaster he would make, with his originality and his genius for seizing upon the opportunity of the moment! Any Toastmasters Club could welcome him—learn from him—and even teach him a few things.

THIS IS THE STORY

Pictures are shown on pages 12 and 13. Here is the explanation of what they are about. Numbers 1, 2, 3 and 6 present the members of Louisville Toastmasters Club in action. Number One shows Allen Willis explaining the Public Relations Policy of General Motors.

Number Two is Jack Andrews, Charter Secretary of the Club, holding up the warning sign for the speaker.

Number Three covers part of the crowd at a regular meeting. Franklin R. MacPherson is telling the members about the biggest fire insurance claim his company ever had to pay.

Number Six brings Republican Alderman Stanley Beckhart, in a declaration that he is no politician. Interested listener is J. M. Hennessy, Democratic campaign leader.

Number Four is Dr. Gordon Howard, head of the committee on Club-of-the-Year Award. See story on page 20.

Number Five presents the Charter meeting of the Executives Toastmasters Club of Des Moines, Iowa. From left to right, the men are: Gordon Spry, of Waterloo, Director of Toastmasters International; E. W. Latham, President Albert Lea Toastmasters; Tracy M. Jeffers, Governor of District Six; George W. Westberg, President of the new club; Martin Seltzer, Chairman of Educational Committee; Judge Paul Webber, Albert Lea Toastmasters; Harry C. Bachman, President of Business Men's Toastmasters Club, Omaha.

Number Seven is Barrie H. E. Goult, of Victoria, B. C., Lieutenant Governor of Area Six of District Two.

Number Eight, the "Men of Vision" Toastmasters Club, of Los Angeles, sponsored by Alhambra Toastmasters for men who have lost their sight, received its charter on December 8, at the hands of J. P. Rinnert, Vice-President of Toastmasters International. A gavel was presented by M. X. Dahlstrom, of the Alhambra Club.

Left to right are M. X. Dahlstrom, of Alhambra; Bob Anderson, President of the "Men of Vision" Toastmasters; Al Stolliker, Deputy Governor of the Alhambra Club; Jack Felt-house, Secretary of "Men of Vision."

In Conference . . .

A New Phase of the Magazine

With this issue we begin a new era in the history of your magazine, THE TOASTMASTER.

This is Number One of Volume Twelve. With it, we go on a monthly magazine publication basis. Hereafter, your magazine, THE TOASTMASTER will be issued monthly in regular magazine form.

This Magazine has had a checkered career. At first, it was published occasionally, whenever there was enough money to pay for it, and enough material to fill it. Eventually it became a quarterly publication, issued in March, June, September and December. In 1940, it was placed on a schedule of six times a year, published in alternating months, beginning with January.

In January, 1943, "T-M-Ideas" made its first appearance, being published by the Educational Bureau as an additional service to the clubs. Very soon this was made a regular feature, published in months alternating with the magazine form, and throughout 1944 and 1945, THE TOASTMASTER has gone monthly to members, one month in magazine form and the other in "T-M-Ideas" edition.

And now comes the monthly magazine publication. The attempt is made to combine the most valuable features of the two previous forms, and to present the material in a more attractive and easily read shape. We hope you like it.

Speech of the Month

A new feature is introduced which will be made a regular department if the readers desire. This is the "Speech of the Month."

Each month the editors will select the one best speech submitted, and offer it under this heading. At the end of the year, the "Speech of the Year" will be selected from these twelve, and a special award will be given. A modest prize will be given each month to the man whose speech is published.

The basis on which selection is made is: Timeliness, Originality, Readability, Effectiveness.

A speech may sound wonderful when aided by the personality of the speaker, but when reduced to cold print, it may be dull and tasteless. That is why "readability" is emphasized as a point in judging.

Send along your good speeches. You may hit the jackpot.

Help With Your Comments

That we may know how best to serve you, we ask that you send in your comments and your contributions. Tell us what you like or don't like in the Magazine. Tell us what you want more of or less of. Brickbats and bouquets are welcome. Address your communications to THE TOASTMASTER MAGAZINE, SANTA ANA, CALIFORNIA.

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