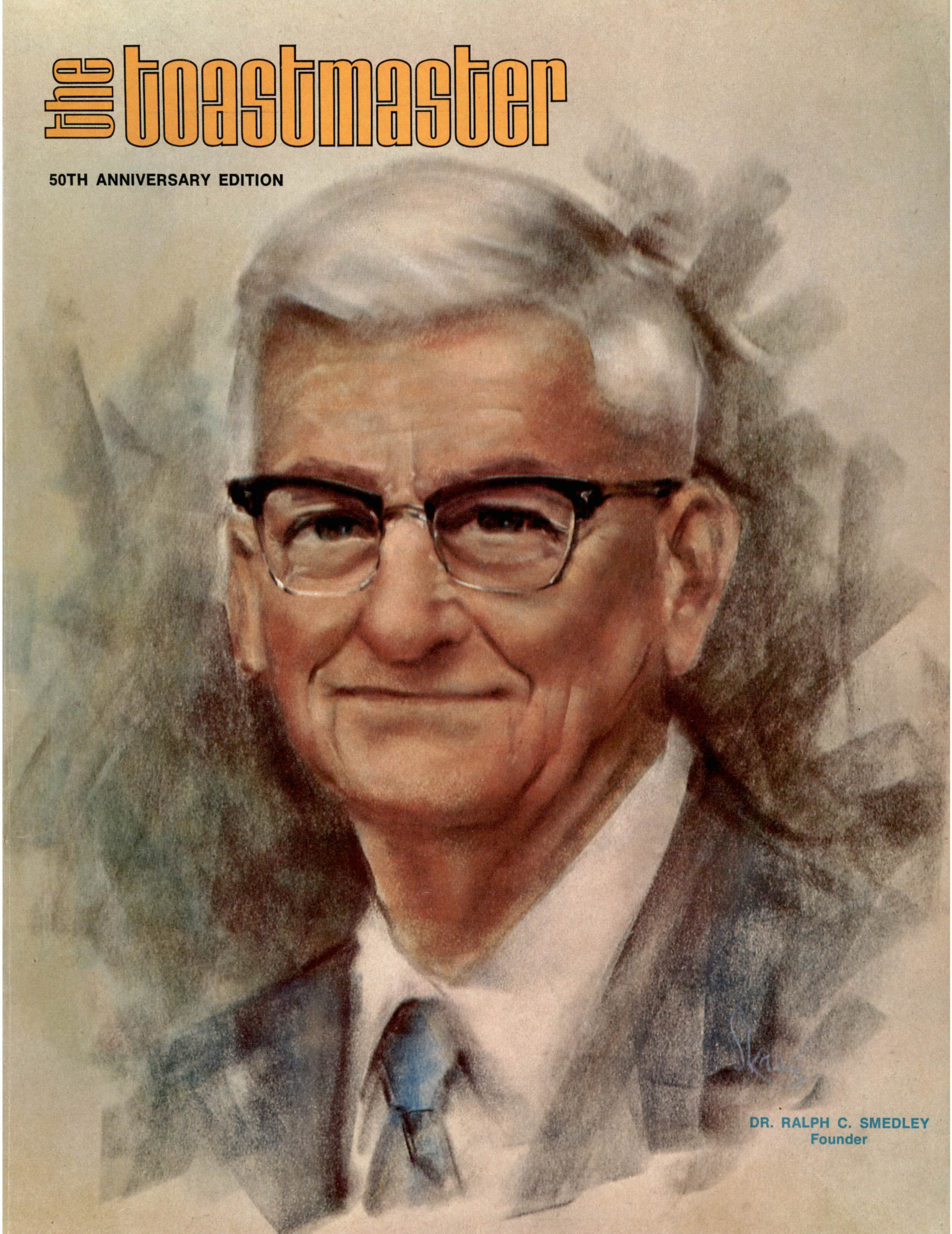


toastmaster

50TH ANNIVERSARY EDITION



DR. RALPH C. SMEDLEY
Founder



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January 1974

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TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, educational organization of Toastmasters clubs throughout the world.

First Toastmasters club established October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932.

A Toastmasters club is an organized group, meeting regularly, which provides its members a professionally-designed program to improve their abilities in communication and to develop their leadership and executive potential. The club meetings are conducted by the members themselves, in an atmosphere of friendliness and self-improvement. Members have the opportunity to deliver prepared speeches and impromptu talks, learn parliamentary procedure, conference and committee leadership and participation techniques, and then to be evaluated in detail by fellow Toastmasters.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from World Headquarters, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92711.

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DR. RALPH C. SMEDLEY, FOUNDER, 1878-1965

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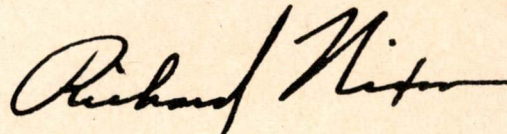
THE WHITE HOUSE
WASHINGTON

November 14, 1973

For half a century Toastmasters International has helped more than one million individuals throughout the world to build self-confidence and develop leadership potential through effective communication.

In the coming years communication will be more basic than ever to international understanding and peace. We will need skilled listeners, provocative thinkers and able speakers to provide the direction necessary to achieve an atmosphere of harmony conducive to the prosperity and well-being of all men.

On this historic occasion in the life of your organization, you have a proud record to reflect upon. But those who know your work will also agree on the vital role you will continue to have in our increasingly complex world. I wish you sustained accomplishment and success.

A handwritten signature in cursive script, reading "Richard Nixon". The signature is written in dark ink and is positioned below the main body of text.

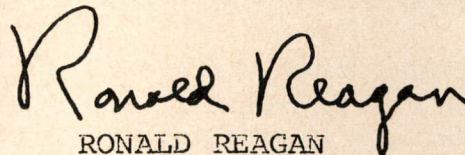
■ FROM THE STATE OF CALIFORNIA

It is a pleasure to extend greetings and good wishes to the many Toastmasters of America and the world as they celebrate their 50th Anniversary.

In today's world, communication somehow has become more difficult despite the technical advances which should facilitate it. The ability to speak effectively, listen carefully and think critically is one of the most valuable talents a person can develop. Toastmasters International is dedicated to providing the opportunity for developing these talents, and in so doing, enables its members to assume leadership roles in every facet of community life.

Best wishes for the continuing success of Toastmasters International.

Sincerely,



RONALD REAGAN
Governor

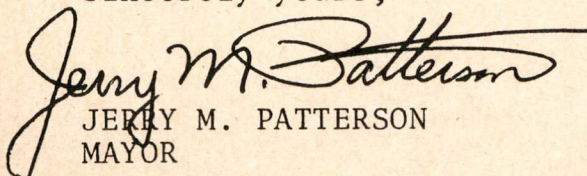
■ FROM SANTA ANA, CALIFORNIA

Congratulations on your Golden 50th Anniversary!

The City of Santa Ana is extremely proud to have your organization with over 60,000 members headquartered in our City, and the fact that your founder, Dr. Ralph Smedley, was a resident of Santa Ana. We are also happy to know that women are now welcomed into Toastmasters International.

On behalf of the entire City Council, we wish you continued success for the future.

Sincerely yours,



JERRY M. PATTERSON
MAYOR

■ FROM ORANGE COUNTY, CALIFORNIA

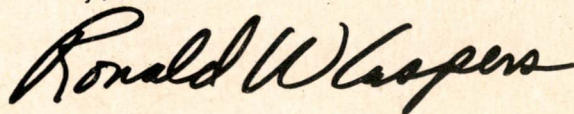
My sincere congratulations to Toastmasters International as you celebrate your Golden Anniversary. Orange County has been fortunate through this past fifty years that Dr. Ralph Smedley elected to establish what has grown to be an international organization within our boundaries. Many of our foremost citizens received their initial training in oral communication and leadership under the doctor's direct supervision.

Through Dr. Smedley's simple philosophy, that man could improve himself by learning to listen, think and speak better, men from every walk of life in dozens of nations across our globe have become better men within their communities and countries.

Because of Toastmasters' training, men have flown above the earth's atmosphere. Others left their Toastmaster clubs to become respected leaders in local, state and national government. Toastmasters have become corporation presidents, admirals and generals, teachers and writers of note, and served on diplomatic teams that brought peace to the earth. That Toastmasters training is effective can be attested to by the number of public speaking instructors that copy Toastmasters' methods for their classroom instruction.

Orange County is proud of the heritage left to it by Dr. Smedley. We take humble pride in knowing that, as man looks to the Statue of Liberty in New York Harbor as a symbol of freedom, so do the eyes of men who yearn for self-improvement focus on World Headquarters, Toastmasters International, Orange County, U. S. A.

Cordially,



Ronald W. Caspers
Chairman of the Board

The Golden Opportunity

International President David A. Corey, DTM

Happy Anniversary!

Commencing this month, and continuing for the rest of the year, Toastmasters around the world will celebrate the Golden Anniversary of our great organization.

It is appropriate that we begin our year-long celebration in the month named for an ancient deity regarded as presiding over beginnings and endings. For, as we look back over our past accomplishments, we must also look forward to our opportunities.

During this past half-century, over a million people have benefited from our program. It is certain that the communities in which they lived have also profited from these experiences. During this next year, and indeed the next half-century, we will enjoy an opportunity to make an even greater contribution to these communities than ever before.

This is our Golden Opportunity.

FORWARD FROM FIFTY . . . to Club Program Excellence . . . says it all. As we meet our members' needs and the needs of our thousands of guests, we will increase our contribution to that noble cause we call human understanding. That's what life is all about.

But to do it, we've got to get involved.

Therefore, I urge every Toastmaster to join me in seizing this twice-in-a-century opportunity to help ourselves and our neighbors. For, whatever our level of responsibility—district, area, member—we have a rare chance for promotion of community awareness, as well as enjoyment of accomplishment through participation.

During this Golden Anniversary year, you and your Toastmasters club will be encouraged to become an integral part of the community in which you are located. You will be urged to make use of all your physical, human and mental resources in meeting your and your club's objectives and goals. And you will be given wide support in your search for personal and community improvement.

It's something that must be done.

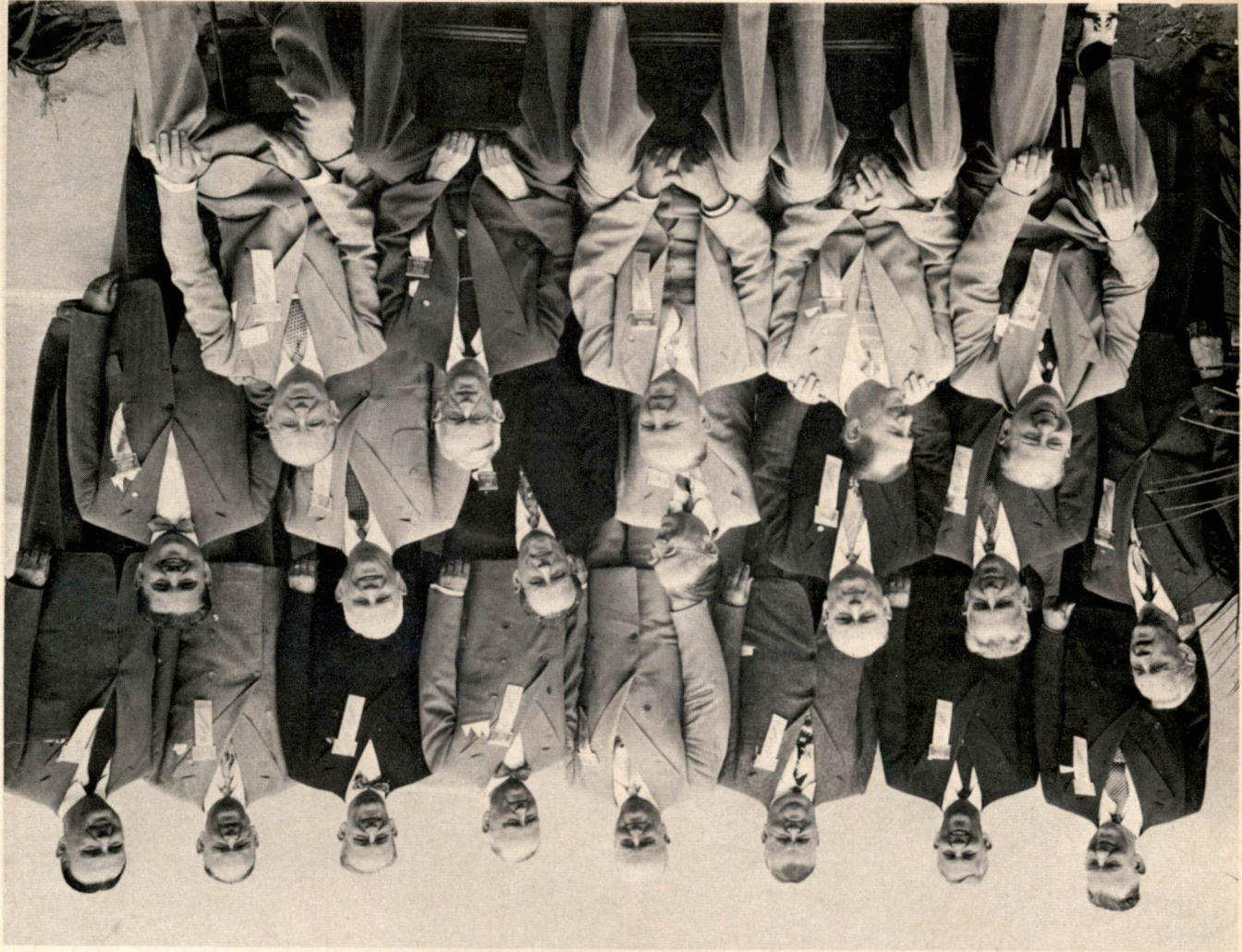
It has been said that Toastmasters are a selfish lot; I don't believe it! Even if we were, there's no way that we could improve ourselves without improving our communities and our fellow man. So, as we expand our efforts this year, there is every good reason to believe our organization, selfish or not, will continue to provide the communicative experiences so necessary to our ever-growing and demanding society.

A Golden Opportunity? You bet it is!

On President David Corey's recent tour through the West, he had occasion to visit many Toastmasters and their clubs. At the right, President Corey and Founder's District Governor John Whittle present a presidential medallion to Thomas F. Morrisey, industrial relations manager of Philco-Ford Aeronutronics in Newport Beach, California. Below, President Corey and Art Olsen, president of Mun-E-Men 2732-2 in Everett, Washington, present a certificate to Everett Mayor Robert Anderson.



President Corey also presented a medallion to Mrs. Donna Kavanagh (above), the president of the International Toastmistress Clubs. Pictured at the left with President Corey, standing in front of a B-1 Bomber at North American Rockwell in Los Angeles, are (L to R) Harry Martin, president of the Narrators Club 1398; District One Governor Howard Chambers, ATM; Sally White, president of Rockwell Club 2008 and Past District One Governor Norb Schmidt, ATM.



A look at an organization
dedicated to
"better listening, thinking and speaking"

THE HISTORY OF TOASTMASTERS



The above photo, taken in 1925 at the Santa Ana YMCA, records an early group of Toastmasters at one of their meetings. Ralph C. Smedley is seated at the far right.

The following article appeared in the December, 1934, issue of The Toastmaster, and celebrates the thirtieth anniversary of the concept of a public speaking club that eventually grew into Toastmasters.

The Beginning

(Left) Every Past President of Toastmasters International since its organization in 1930 attended the 20th Annual Convention in San Diego, August 1951. Pictured beginning top row left to right in order of their service: J. Clark Chamberlain, Paul H. Demaree, Arthur H. Johnson, Olin H. Price, Raymond J. Huff, Jean Bordeaux, Wm. A. Dunlop, Gordon R. Howard, Ralph R. Guthrie, Sheldon M. Hayden, Ernest C. Davis, Ted Blanding, Harry W. Mattison, Robert M. Switzer, Franklin McCrillis, Joseph P. Rinnert, George W. Benson, I. A. McAninch, Lewis C. Turner, George W. S. Reed.

THIRTY years ago in the fall of 1904, Ralph Smedley became educational director of the YMCA at Bloomington, Illinois. A club of older high school boys was organized for training in public speaking, there being no such work offered in the public schools of that day. George S. Sutton, general secretary of the Bloomington YMCA, suggested the name "Toastmasters Club" because the meetings simulated the surroundings of a formal banquet.

Two years later Smedley moved to Freeport, Illinois, as general

secretary of the YMCA there, and at once he proposed a Toastmasters club similar to the one at Bloomington. However, the older men ran away with the idea and the first thing Smedley knew, he had a Toastmasters club of business and professional men who held their regular dinner meetings, celebrated with a big affair on "ladies night," and operated generally in the style which is accepted today as good practice for our clubs. From that day to this the club has been a men's organization.

Instead of a formal constitution

THE HISTORY OF TOASTMASTERS

they used a "memorandum of organization" prepared by Smedley, which filled but one page and which outlined the club's purpose "to facilitate practice in after-dinner speaking and in presiding over meetings, to promote sociability and good fellowship," with weekly meetings, rotation of members as speakers and Toastmasters, and with numerous short speeches, rather than long ones. Officers were named as president, vice-president, secretary, treasurer and sergeant-at-arms, who constituted an executive committee in charge of programs and business of the club.

On to California

Each time Smedley was transferred to another YMCA he started a new club. Usually the club died in a short time after he left. So it went until October 22, 1924, when the Santa Ana (Smedley Chapter No. 1) held its organization meeting presided over by J. P. Baum-

"to facilitate practice in after-dinner speaking and in presiding over meetings, to promote sociability and good fellowship"

gartner, chairman of the YMCA Educational Committee. President W. F. Crites and secretary H. G. Nelson were the first permanent officers elected on November 5, 1924.

Hearing of the Santa Ana club, Clark Chamberlain, then residing in Anaheim, visited a meeting with some friends in the fall of 1925. In January, 1926, Anaheim club organized with Smedley's assistance

and has met continuously since. During 1926, clubs were formed at Fullerton and Ontario, California. The Los Angeles club began in June, 1927, and all these groups attended the first joint meeting on August 11, 1927, at Santa Ana, where the federation idea germinated. The conference passed a resolution reading, "It is the sense of this body that definite consideration be given by individual clubs to the question of a federation and that steps be taken to protect our name and the idea." A list of those present reveals the names of many still active in the work.

Interest Increases

Names of the individual clubs and their activities percolated to the Atlantic coast. An article by J. Gustav White appeared in the magazine *Association Men* in February, 1928, in which a brief history of Toastmasters clubs was given, with an offer to help anyone interested in forming such groups.

So many requests for information were received by Smedley that in self-defense he prepared a *Manual of Instructions* for the organization and conduct of a Toastmasters club. Published in mimeographed form with his "Ten Lessons in Public Speaking" added, the whole was copyrighted in 1928, assuring control of the name and the plan, protecting against its misuse. When Toastmasters International was incorporated, Smed-

ley assigned his original copyright to the corporation which now holds it.

During 1928 clubs formed at Pomona, Orange, and Long Beach, California. These, with the other clubs mentioned, and representatives from Anaheim's Toastmistress Club and Santa Ana Women's Forum met on June 7, 1928, in the latter city.

The State YMCA recognized the importance of the clubs in January, 1929, when it gave them a major part in the program at the State convention in Long Beach, California. Delegates from Ontario Nos. 1 and 2, Santa Ana, Long Beach, Glendale, Orange, Pomona and Anaheim clubs attended the conference led by J. Gustav White. Many problems discussed then continue to animate federation councils.

One result of the Long Beach conference was the Santa Barbara club, begun in March, 1929, continuing successfully since, especially in its work of interesting all high schools of Ventura and Santa Barbara Counties in the annual public speaking contest.

The Federation Forms

The first actual steps to form a federation were taken in 1930 at Whittier. With this beginning Clark Chamberlain urged all known clubs to send representatives to Anaheim and late summer found the federation developed with temporary officers. On October 4, 1930, the first meeting of the federation as such was held and a president, first and second vice-presidents, secretary and treasurer elected. Those were J. Clark Chamberlain, Arthur H. Johnson, C. George Hedstrom, Robert H. Orr, and George M.

Grant, respectively.

Our magazine (then called "*The Gavel*") was born at this meeting with Clarence F. Marshall as editor, Ralph Smedley and J. G. White, associate editors. Mimeographed on two sheets of letter-size paper stapled together at one corner, it was not impressive. The few copies existing are veritable relics. Volume 1 No. 1 carries the date December 6, 1930. (The name was changed to *The Toastmaster* in December, 1932, and the first issue under the new masthead was in April, 1933.)

Owing to the many details to be ironed out, another meeting was held at Santa Barbara, November 1, 1930. At this and the first meeting Roswell Stearns acted as secretary pro temp. The resignation of Robert Orr as secretary was submitted at Santa Barbara. The minutes show that Jean Bordeaux was elected unanimously to fill the position "because he is fitted for the job and is not present." The latter clause still causes those who read it to wonder.

Council Meetings

Toastmasters evidently liked to hold councils in those early days. The federation convened at San Diego in December, 1930, and at Los Angeles on January 24, 1931, eight clubs being well represented at each affair. George Hedstrom and Clarence Marshall presented to the latter council sketches of proposed emblems and designs to be used on letterheads. With minor changes these were accepted and the results appear today on all literature. This same meeting brought a letter from California's State Secretary and from the Register of Copyrights at Washington informing that the name "Toast-

...Jean Bordeaux was elected unanimously to fill the position "because he is fitted for the job and is not present."

masters" was the sole property of Ralph Smedley when used in connection with any group meeting to practice public speaking.

Banquets became noteworthy when Pasadena gave the federation its finest up to that time on April 11, 1931. Attendance prizes were inaugurated with a gigantic tootsie roll candy bar going to the San Diego club which ever since has been a strong competitor for such prizes. Chamberlain reported the National and World Committees of the YMCA through Francis Harmon and Thomas Nelson officially recognized the Toastmasters clubs and promised full support to the federation.

Here, too, was born the idea for our annual high school public speaking contest after its originator Paul Demaree sold it to the council. The booklet known as the *Prospectus* unfolded its pages at this meeting. At the same time the junior Toastmaster clubs for boys under 18 were officially recognized when Long Beach and Santa Barbara senior clubs reported sponsoring them.

The lapel pin was adopted in June, 1931, when the federation met at Long Beach. Samples were submitted by J. A. Meyers Company who continue as our official jewelers, selling pins and buttons at \$1.25 and \$2.50, with rings \$4.50 and up.

Unauthorized clubs began disturbing council meetings at Santa Barbara on August 29, 1931. Groups at Whittier and Beverly Hills were mentioned. Later we learned of the death of Beverly Hills club whose founder left this vicinity and seemingly his offspring couldn't stand the separation.

Marshall, editor of our magazine, resigned at Santa Barbara. Bordeaux was asked to take over the assignment. The federation was informed of its terrific financial loss entailed through the failure of the Bank of the United States at Los Angeles. However, the \$15 has been returned almost in full. Again San Diego won the attendance prize when their president Bill LaMont accepted the silver-mounted gavel. This particular banquet was the only one (so far as this writer knows) where any member club imported a professional master of ceremonies. Harry James, well-known radio artist, acted as Toastmaster and his wise cracks still linger in the memories of the diners.

Officers Elected

Anniversaries come if you keep going and the federation's first came October 24, 1931. The officers elected were J. Clark Chamberlain, Paul H. Demaree, J. A. Hillstrom, H. John Evers, and Jean Bordeaux, being respectively,

THE HISTORY OF TOASTMASTERS



THE Y.M.C.A. IN SANTA ANA

president, first and second vice-presidents, treasurer and secretary. The original Glendale club joined Toastmasters International and their president Max Green was appointed to one of the committees. Later this group withdrew from our union, although they continue holding meetings.

The first meeting of International's executive committee came on December 13, 1931, at the home of President Demaree. A memorable occasion because Arthur Johnson offered his committee's revision of the constitution and by-laws. Here, too, was settled the momentous question of a trophy to be given the school winning our annual high school public speaking contest. The big silver cup selected continues to be a sought for prize.

Fifteen Points

The famous fifteen points, our set of ideals, and the first high school public speaking contest were the highlights of the council at Anaheim on February 27, 1932.

Demaree had been given the responsibility of formulating a statement of ideals and he received added fame as presiding officer and instigator of the contest. Seven entrants from as many schools were present, a total of 19 schools entering the preliminary contests. The cup was won by John McFarland of Santa Ana.

Active and Associate club classifications resulted from the San Diego council of May 28, 1932. For the first time we had to fill a vacancy on the official staff when John Evers resigned as treasurer. Arthur Johnson was appointed, making about forty-eleven jobs he had held in the organization.

Secretaries who attended the Pacific Southwest Summer School at Whittier College in 1932 will remember the demonstration dinner put on by Toastmasters International on August 6th. Held in an open-air amphitheatre, the occasion was a happy one for all participating, and the spectators enjoyed themselves hugely. Those on the

program were shown up by great floodlights and looked somewhat like the victim at a medical clinic with staring eyes gazing down, row on row.

The fifteen points previously submitted by Demaree were adopted unanimously at our second anniversary on October 8, 1932 at Long Beach, California. Election gave us Paul H. Demaree, Arthur H. Johnson, F. Edward Taylor, Frederick H. Eley, and Jean Bordeaux as president, first and second vice-presidents, treasurer and secretary respectively. This was the council at which Harry Finlay advocated the sponsoring of a Toastmasters club in San Quentin penitentiary. Arthur Johnson suggested such a group be called the "speak easies."

Incorporation

Toastmasters International became a legal entity on December 1, 1932, when the executive committee met in the office of attorney Gethin T. Fowler of Los Angeles, and voted to adopt that name and making the magazine's title *The Toastmaster*. The incorporation papers were approved by the Secretary of State December 19, 1932. Official forms for charters and membership cards were adopted in the identical style now used.

During January, February, and March, 1933, the bylaws were prepared for submission to the council March 25, 1933, at Pasadena when the body endorsed all actions of its executive committee. Since the new bylaws created offices of assistant treasurer and secretary, Harry Finlay and Elmer Smith were elected to these places.

Isama Masuda brought glory to himself and Garden Grove high

school by winning the second annual high school public speaking contest at Pasadena, California, over which Demaree again presided, aided by Clark Chamberlain, Ralph Smedley and J. G. White. Those attending will not forget the enormous cardboard globe prepared by Marshall showing the spread of Toastmasters clubs in the year 1950. The artist had an eye to magnification!

The printed prospectus, bylaws, and articles of incorporation submitted by Fred Eley on May 16, 1933, at the executive committee meeting in Glendale brought him high praise and these were at once adopted as standard. The size and format of the magazine remain unchanged.

Standardization

Convening on July 1, 1933, the council found Coronado club a real host and here came the first actual work of standardizing club procedure with the appointment of a committee to investigate the feasibility of publishing Ralph Smedley's book, *The Amateur Chairman*. Many copies have been sold to Toastmasters and interested persons even as far away as Australia. Anaheim won the attendance prize, Smedley chapter's Dr. J. C. Ruley the first prize for a serious talk, and Pasadena's Arthur Johnson first prize for a humorous speech.

Printed constitution, bylaws, *Prospectus*, and *The Amateur Chairman*, all uniform in size and style, were exhibited by Fred Eley to the council meeting at Glendale, October 7, 1933. Eley was given a big hand for his excellent work on publications which the council accepted unanimously. Nominations of A. H. Johnson, Leo Schmid, El-

mer Smith, F. H. Eley, Leo Hanson, Jean Bordeaux and Harry Finlay were submitted for the offices of president, first and second vice-presidents, treasurer, assistant treasurer, secretary and assistant secretary and the secretary's unanimous ballot elected all. First amendment to our bylaws came when the junior past president was made a member of the executive committee.

At the interclub speaking contest Ray Watts captured first prize for his talk on San Diego, with Santa Barbara club winning the



attendance prize. The entire evening was spoiled for Marshall when he happened to glance up and saw, suspended high on the wall above the toastmaster of the evening, a flamboyant banner advertising the Los Angeles Toastmasters club. To

this day the perpetrator of this stunt remains unknown, although many a finger has been pointed at Fred Brown, well-known cutter-upper from Glendale.

Clarence Johnson of Glendale won first prize at our third annual high school speaking contest when almost 300 people came to the banquet. At the fourteenth council held in the afternoon at Elks Clubhouse, Chamberlain's rules for adjudging the attendance were adopted. Even now Clark has to refer to these before making decisions. Here, too, Progressive club of Huntington Park received its charter with Doctor Howard making a good talk.

San Diego

Only two months ago, October 6, 1934, at San Diego, came our fourth anniversary. A resolution upholding the clean speech so uniform in all our clubs was adopted unanimously when presented by R. M. Switzler of the host club. Again election of officers went through without a hitch, the nominees Olin H. Price, R. J. Huff, E. H. Layton, A. G. Porter, B. M. Tylicki, Jean Bordeaux and Ray Watts being elected by unanimous ballot to president, first and second vice-presidents, treasurer, assistant treasurer, secretary and assistant secretary. Toastmaster of the evening Bill Lamonte presented speakers from 15 clubs and Quakertown chapter of Whittier, California, went wild at the verdict giving their Ralph Peck first place. With Santa Barbara's president waiting to receive the attendance prize, the judges discovered Montebello was winner. Smedley presented a charter to La Jolla club and Clark Chamberlain read telegrams from Victoria, Canada, and Seattle, Washington.

THE HISTORY OF TOASTMASTERS

And so the Toastmasters Club has lived through thirty years, growing slowly but serving faithfully. In so far as the actual time of its origin is concerned it antedates ALL the service clubs, but the wave of popularity which has led to its spread has been late in developing.

Ideals Preserved

The ideals of its founder have been preserved faithfully. It never has been commercialized, never has become expensive, and never has it

departed from the simple program of personal development through expression in speech. No individual ever has received financial profits from our federation. No salaried officers have been employed, nor has there ever been any smooth-tongued highly-paid promotion artist sent out to start clubs. The entire movement has been built up on the basis of voluntary service and mutual helpfulness.

The expense of maintaining the

service of Toastmasters International, the central organization, has been met by means of the per capita tax of one dollar per year per member, plus the charter fee of ten dollars paid by each club entering the federation. Thus it has been possible to maintain the standard of small cost, and no man ever has been excluded from its benefit because of financial reasons. Most of the local clubs operate with merely nominal membership dues with the principal expense to mem-



J. Clark Chamberlain, the first International President of Toastmasters, was one of the key figures in channeling the Toastmasters movement into an international organization. Mr. Chamberlain is still a Toastmaster and has been active in club and district affairs for 50 years. He resides in San Diego and is a leader in the business, civic and educational life of that community. He is Secretary-Manager of the Bureau of Home Appliances of San Diego County.

On Incorporation

The following message appeared in the December 6, 1930, *Gavel*, in a section entitled "The President's Corner." Written by J. Clark Chamberlain, the first International President, it discusses advantages of the organizing of Toastmasters.

The organization of Toastmasters' International of October 4, 1930, brought the realization that several years of patient effort in behalf of an organization of Toastmasters clubs had finally borne fruit.

Through five years of active Toastmasters club membership, it has been my privilege to work, from time to time, with many members imbued with the idea that only through some sort of

organization could the movement become a permanent growing and entirely worthwhile undertaking. To be sure, the individual clubs have been thoroughly worthwhile, but functioning necessarily as individual units, much of the value that comes from inter-club visitation, exchange of ideas and uniformity of program and purpose has been lost.

These things will become, under the regime of Toastmasters International, a means also of strengthening each club from the membership standpoint as well as from that of the club's standing in its particular community. The history of all service clubs clearly proves this point.

Perhaps, however, one of the

bers being the cost of the weekly dinner.

Today there are 28 clubs belonging to Toastmasters International, enrolling a total of 800 members, operating in the United States and Canada. Five clubs have applications for charters pending, and inquiries as to how clubs may form have come from practically every civilized country on the globe. So long as we follow the famous 15 points, the growth of clubs and the federation is assured. ■

most important advantages of the International will be its influence in organizing clubs in communities where the need strongly exists. During these early days, with your Council and International Officers steadfastly striving to create and maintain policies which will be permanently helpful, the thought of organizing more clubs has not been set aside, but rather has been overshadowed by the thought that first we must put our own houses in order; first we must build up and strengthen the clubs now in existence, that they may be able in a legitimate and logical manner to soon sponsor and encourage clubs in neighboring cities.

The possibilities in this direction are of course unlimited and present an opportunity for us to give others the advantages that have been ours through participation in Toastmasters Club activities. This unquestionably is a marvelous ideal to work to . . . ■

To The Present

We now continue the History of Toastmasters, as compiled by the staff of The Toastmaster.

The San Diego Convention of 1934 played an important part in the structural beginning of what is now Toastmasters International.

Perhaps its greatest achievement, the convention established the "idea" of districts. The increasing number of clubs had made it necessary to find a better means of supervision and the district idea seemed to fit in with that thinking.

District One was created to include all the clubs located in California and Arizona, with Kenneth E. Sturzenger chosen as the first district governor. At the same time, word came from the Northwest that ten clubs had met at Tacoma, Washington, in hopes of forming another district, to include the existing clubs in Washington and Oregon. Ben W. Tidball, of the Department of Public Welfare at Olympia, became the first governor and the stage was set. These two districts included almost all of the 40 clubs that were in existence at that time and now gave Toastmasters the supervision it needed.

Legal Problems

Like any other new organization, Toastmasters was not without its legal troubles. Unauthorized clubs had been found using the Toastmasters name illegally. Some clubs, after finding out why the name could not be used, dropped it. Others were not so easily persuaded.

A Glendale group challenged the right to control the name. Suit was filed in the Los Angeles Superior Court, enjoining them against further infringement. When the members of that club found out that the suit was directed to them individually, as well as to the group, they surrendered. Without

(continued on page 18)

YOUR INVITATION TO VISIT

WORLD HEADQUARTERS THIS YEAR...





THE HISTORY OF TOASTMASTERS

going to trial, they entered into a stipulation recognizing the rights of the corporation name, "Toastmasters Club," and directly faded out.

Table Topics

A Toastmasters club in Santa Ana was perhaps the front-runner in getting a new feature added to the meeting agenda. They, and a club in San Diego, had asked for more opportunities to discuss current topics at their Toastmasters meetings. This new feature, they felt, might help club and meeting participation by getting all members to their feet at every meeting.

The custom spread, and Table Topics was born. It was later given official recognition, with the chairman known as the "Topicmaster," and a period of impromptu speaking was established.

A Question of Finances

Before the Santa Barbara Convention of 1936 was held, the Budget Committee reported that TI's prospective income stood at \$2,225, while expenses were "conservatively" estimated at \$3,135. Toastmasters International, a non-profit organization that did not employ any salaried officers at that time, was operating at a loss.

Advertising was tried in the June, 1936, issue of *The Toastmaster*. The magazine carried the ads but the circulation was not big enough to appeal to advertisers on an issue-to-issue basis. The idea of ads was abandoned.

Despite the minor financial crisis, nearly 200 delegates flocked to Santa Barbara on August 24, 1936, for the annual convention, setting a new mark in attendance. With this incentive and obvious interest, the bylaws were amended to fix the annual dues at \$2 per year, instead of the former \$1, thus meeting the financial emergency.

District Reorganization

As interest in Toastmasters skyrocketed, so did the membership. But with this intense interest came problems. Districts were now too big for one man to handle, thus defeating the original purpose of them.

At the September, 1936, meeting of the Board of Directors, a plan was presented by District One Governor W. J. Hamrick for the improvement of the district organization by means of territorial divisions. Hamrick proposed that each district be no larger than one state and each district be divided into areas. These areas would be under the super-

vision of an officer to be known as the Lieutenant Governor.

The Hollywood Roosevelt Hotel was the site of the sixth convention in 1937, and saw the recommendation and adoption of a plan to hold annual educational conferences in each district. William A. Dunlap was elected president, Ralph Smedley, secretary, and the mailing address was changed from Los Angeles to Santa Ana with the chartering of the one-hundredth club.

The Movement Grows

The Toastmasters movement began to develop momentum. More districts began to develop and by December, 1938, the directory listed 138 clubs in 16 states, plus Hawaii, Canada, England and Scotland. Tucson, Arizona, was the site of the first convention held outside of California. Although attendance at the '38 convention was reduced (because of the location) enthusiasm was still at an all-time high.

During the Tucson Convention, plans were adopted to lengthen subsequent conventions and the first inter-club speech contest finals were held. The speech subjects were selected by lot at noon and the contest began at two o'clock, with first place going to Henry Wiens of Reedley, California.

Attendance at the conventions again began to rise to new heights when they were held in San Jose and San Diego. Even though the war in Europe was in full force, the 1940 Convention hosted 542 people at the speech contest, with nearly 500 registered delegates and visitors in San Diego.

By 1941, with some 200 clubs meeting, duties had increased to the extent that Dr. Smedley resigned his YMCA post to become the first full-time employee of Toastmasters International. Dr. Smedley set up operations on the 5th floor of the First National Building in Santa Ana, California. It was a modest office, and included a typewriter, telephone, a filing cabinet and a hand-operated, second-hand addressing machine. A young woman was hired as a helper to Dr. Smedley, doing some typing and taking shorthand.

The War Years

When the United States became involved in World War II, many young Toastmasters were called into service. Although growth was slow in this period, great progress was made in the development of educational materials. The Basic Training Manual was introduced in 1942. Speechcraft, a streamlined



DR. SMEDLEY DISCUSSES BUILDING PLANS FOR WHQ.

course in public speaking, was offered to men in the community with leadership by experienced members of Toastmasters. In 1945, Ted Blanding, a former international president, returned from the Navy and joined the staff as Executive Secretary. Blanding replaced Dr. Smedley, who felt he could do more for Toastmasters International by concentrating his efforts on educational processes and materials.

Membership increased rapidly after the war. It jumped from just over 300 clubs in 1945 to almost 700 in 1949. Men who had been introduced to Toastmasters in the service had started civilian clubs following their discharge. Business and industry became aware of the value of Toastmasters programs for training employees and encouraged the formation of clubs.

By 1946, Toastmasters International had outgrown its office space and moved to larger quarters in the Santa Ana Community Center. In the same year, *The Toastmaster* began its monthly publication, after starting out as a quarterly and then, in 1940, going to six magazines a year.

Expansion Continues

Toastmasters continued to grow at a lightning-fast rate. In 1948, the first TI Articles of Incorporation and Bylaws were published. The year 1950

brought the first "Certificate of Completion" for the new advanced course, "Beyond Basic Training," and was awarded to District 5 Governor Howard Dudley. The first Regional Conference was held in Des Moines, Iowa, in June of '51. Gavel Clubs were established in 1958 for groups who desired Toastmasters training but were not qualified for regular membership under the organization's bylaws. Maurice Forley succeeded Ted Blanding as executive director.

World Headquarters

The professional staff of TI grew, and with it the plans for a Toastmasters World Headquarters Building, dedicated on October 27, 1962, only a few miles from the spot where the original group gathered in 1924.

Toastmasters around the world were saddened on September 11, 1965, when Dr. Ralph C. Smedley, the founder of Toastmasters, died. Smedley had seen his fondest hopes and dreams turn into reality with the establishment and subsequent success of Toastmasters International. He had led a worldwide movement on the art of public speaking and, although his part as an active member was finished, his memory and ideas would live on.

The decade of the last half of the '60's and the early '70's has brought new programs and new concepts to help the organization keep pace with the rapid social and economic development of the world. After some five years of planning and groundwork, a new Communication and Leadership program, the basic ingredient of the Toastmasters educational program, was introduced in the late '60's (see "The Evolution of Toastmasters Education"). It was supplemented by several other innovative membership and club programs. The third executive director to serve the organization, Robert T. Buck Engle, was named during this period.

A Sign of the Times

Last year, at the Houston Convention, a membership option was voted on and approved by the delegates, giving each Toastmasters club the option to open its membership to women as well as men. The overwhelming vote of the delegates of 4,264 in favor and 527 against was a clear sign that Toastmasters would indeed keep up with the times.

The Toastmaster underwent a major facelift in August of '73. The general format and size of the magazine were changed in an effort to bring to its

THE HISTORY OF TOASTMASTERS

readers more informative and educational material, much of it written by their fellow Toastmasters. The larger size offers 30% more space than did the smaller one, resulting in more articles per magazine.

Back to the Roots!

Toastmasters International will celebrate its 50th Anniversary throughout this year, with the highlight being the International Convention at the Disneyland Hotel in Anaheim, California, a few miles from the YMCA building in which Dr. Ralph

C. Smedley and two dozen men gathered to form the first Toastmasters club in October of 1924.

Today, with more than 3,000 clubs in the United States and over 40 other countries, Toastmasters has developed into more than Dr. Smedley could have possibly imagined. But the real success of Toastmasters should not be measured in numbers, but in the lives of the people who have benefited from the communication training and have passed the idea of "better listening, thinking and speaking" on to others around the world. ■

HISTORY AT A GLANCE

October 22, 1924—The first meeting of the Number One Toastmasters Club at Santa Ana, California.

January 19, 1926—The starting of the second Toastmasters Club at Anaheim, California.

August 11, 1927—First meeting of representatives of five Toastmasters Clubs at Santa Ana, California to plan for the formation of a "Federation of Toastmasters Clubs."

October 25, 1928—First *Manual For Toastmasters Clubs* copyrighted by Ralph Smedley.

July 26, 1930—Toastmasters International organized in meeting at Whittier College, Whittier, California.

October 4, 1930—Permanent organization of Toastmasters International effected, and officers elected, at meeting of club representatives held at Los Angeles.

October 4, 1930—Publication of first Toastmasters magazine, known as *The Gavel*, authorized at Los Angeles meeting.

December 19, 1932 — Toastmasters International incorporated.

April, 1933—First issue of *The Toastmaster* magazine.

January 9, 1933—First Toastmasters Club outside of California established at Seattle, Washington.

July 6, 1935 — District organization instituted with organization of District No. 1 of Southern California.

January 29, 1938—Charter No. 100 presented to the Century Toastmasters Club at Santa Ana.

1938—Inter-Club Speech Contest started. First winner, Henry Wiens of Reedley, California.

July, 1946—First complete district organized outside the United States: District 18 of Scotland, recognized at Minneapolis Convention.

1948—Published first TI Articles of Incorporation and Bylaws.

June, 1951—First Regional Conference was held in Des Moines, Iowa.

October 27, 1962—Dedication of World Headquarters of Toastmasters International Building, Santa Ana, California.

August, 1969—*Communication and Leadership Manual* introduced at the International Convention in Cleveland, Ohio.

August, 1973—Membership option approved by delegates at the Houston Convention, giving each club the option to open its membership to women as well as men.

THE EVOLUTION OF TOASTMASTERS EDUCATION

The 50 years of the progressive and sometimes dramatic history of the organization known today as Toastmasters International would be incomplete without a look at the evolution of educational materials and processes, from the personalized verbal guidance by Dr. Smedley of a small group in 1924 to today's complete package of programs that are known as Toastmasters Communication and Leadership.

The Communication and Leadership Program, referred to in the preceding history as the "basic ingredient," is the mainstay of a variety of general and specialized publications for the member and club that have been developed systematically to take into consideration new concepts and techniques in the field of communication.

The geographic sprawl of the clubs and members, and the sheer numbers involved, were perhaps the deciding factors in Dr. Smedley's writing the *Basic Training Manual* in the early 1940's. No longer was it practical for the magazine and the "word of mouth" technique to carry all the information necessary to assure every member a top-notch experience in his Toastmasters Club.

That manual, constantly under revision and updating, remained as the "Bible" for Toastmasters for 30 years. Even then, with the advent of the Communication and Leadership Program by Dr. Robert T. Oliver, the basic Toastmasters concepts upon which the organization has been built were retained. The two new manuals, which replaced the *Basic Training Manual*, the *Advanced Speaker* and *Leadership Through Speech*, simply brought the education program for the member up-to-date with the most current information in the field.

Then followed the Speechcraft Program, Youth Leadership, and publications on a variety of communicative techniques, including parliamentary procedure and chairmanship. Evaluation, one of the unique features of the Toastmasters experience, was constantly researched and strengthened with broadened principles and techniques.

The last decade has brought about further development of club and member material, with programs in planning and conducting meetings (*Members, Meetings and Meals*), the use of audio-visual assistance in verbal communication (*Audio-Visual Handbook*), and the art of listening as a vital part of the communication process (*Listening to Learn*). The Educational Advisory Committee was established in 1965.

In the process of expanding and up-dating the total educational program, the need was realized for a long-range planning program that would continue to provide for additions or renovations as well as strong club programming and management procedures that would enhance the total Toastmasters effort.

In 1972, the Board of Directors embarked upon the first real long-range planning effort to provide the organization a five-year forecast of its potential needs and goals.

The "Forward From Fifty" theme for the Golden Anniversary Year was not accidental. It naturally evolved from a new emphasis on keeping abreast with communication and leadership needs and potentials in a changing society. It might be translated as an effort to have TI communicate within itself and within the community the thrust of the next 50 years. ■

TOASTMASTERS —

Its Meaning and Values

This is probably the most comprehensive description of the concept of the Toastmasters Club and the philosophy of its founder, Dr. Ralph C. Smedley. Made on his eightieth birthday (February 22, 1957), it appeared in the February, 1958, issue of The Toastmaster.

My conception of the Toastmasters Club, and of the training which it affords, while based on certain fundamental principles of education, is quite largely the result of experiences and observations through the past fifty years, when those principles have been put into practical use.

Our work is based primarily on the principles of learning by doing and improving through practice and evaluation — principles in which I strongly believe. Back of these, there is Herbert Spencer's definition of education. He held that education is a process of drawing out and putting into use the talents and abilities which are present in the person to be educated, rather than of pouring into his mind information from the exterior.

Added to these basic concepts is my conviction that the power to communicate is one of man's greatest endowments. I believe that all civilized life grows out of that ability, and the uses made of it. I believe that the improvement of man's ability to communicate his ideas is a means of improving life in all its phases, and that the progress of civilization depends on this improvement.

It was the very evident need for practical help in the art of communication which led me to organize the Toastmasters club in the first place. Men in my community needed this aid, and they were glad to accept it when it was offered in an attractive and practical manner. The beginning was to meet a local need. There was no vision of future growth into a great organization.

My belief in the principles of learning by doing and improving through criticism led to the use of methods

which have served through all the years in the work of the Toastmasters clubs.

The Toastmasters club, as I see it, is a voluntary association of men who desire to gain facility in the art of communication.

These men can be encouraged to develop and use their own initiative and originality for their own improvement. It has been my privilege to share with all of them the results of my own experiences, and to try to stimulate them in using their resources.

It has been my conviction that formal courses should not be offered in the Toastmasters club, but I have been compelled to prepare certain materials which our members classify as "courses," in order to give guidance which was apparently needed. It appears to me to be desirable that the members should work out their problems, and then exchange their experiences, helping each other by pointing out better ways, as well as warning against ways which have not been found successful.

This is the course which we have followed as we have grown, and as men have asked for definite guidance. It has been my purpose to offer suggestions, leaving the application of these suggestions to the men, who will carry on in the manner best suited to their needs.

In the course of years, as we gained experience, it was seen that our processes had values far beyond the mere training of men to face audiences and speak their ideas. Communication was seen to have its effects in almost every phase of life. Improvement was needed not only in public speaking, but in all use of words, whether spoken or written. Training in speech

had definite values in many lines of improvement. Some of these may be listed thus:

- It leads to the discovery of hidden abilities, bringing these latent talents into use, and thus enriching the man's life.
- It broadens the man's conception of how to live with people.
- It helps in the integration of personality.
- It brings out for use the leadership traits and abilities, and thus helps to prepare the man to be a leader.
- It opens the way to more creative and constructive living for the man who takes full advantage of the opportunities offered.

Thus our work has led us into fields of service far beyond the obvious task of training men for public speaking. Our responsibilities have been increased as we realized our task of opening the larger fields to those who come into membership.

Not every man follows through to gain the additional benefits. Not every club operates so as to give its members the most effective service. We fall short of the ideal of perfection, but we know that the individual member or the individual club has been helped, in proportion as the vision of possible accomplishment has been made clear, provided that the strong purpose has been present, either in the member or the club.

Men who have developed ability in leadership through working and serving as officers in their own clubs have gone on to wider fields of service in area and district affairs, and those who have exerted themselves to serve well have gained much in these enlarged fields of experience. Some few have gone on to the directorship of Toastmasters International, in which they have made personal gains in proportion to their willingness to learn. All have been helped to meet opportunities for leadership in their business or professional affairs, and in work for other organizations.

In common with many other agencies designed to help men, the Toastmasters club is limited by the purpose of its members and by the sincerity of their desire for self-improvement. I know of no method whereby we can overcome the reluctance of men to think and plan and work to a purpose.

It may be said that most of our members come into a club to achieve some definite purpose. That purpose may be to learn to speak in public, to overcome fear, to gain skill in conducting a meeting, or to be a contest winner; or it may be any one of many purposes. It is our obligation to help them to adopt the best purpose, and then to work to accomplish.

When this immediate purpose has been achieved, the man is likely to drop out, unless the leadership of the club has been so good that he has been awakened to a realization of the further possibilities for him. No doubt this is the simple explanation for much of the turn-over in membership.

It appears to me that the obligation of the leaders

of the movement, both those in the Board of Directors and those in the Home Office, is to offer supervision, explanation, suggestions, advice and inspiration wherever needed or desired, and to cooperate with local leaders so that our purposes may be fulfilled, in the helping of every member of every club to gain what he needs.

Training for this task is indispensable, and such training must proceed from those who are experienced to those lacking experience. Such help should be given in a cooperative spirit and manner, not so much by prescribed rules as by helpful suggestion.

To my way of thinking, the Toastmasters club is a very simple and practical use of the principles of education, applied to the helping of men in the effort to improve their capacity for living and wise enjoyment of life.

Simplicity has always been a characteristic of the club operation; and it should characterize all the work of the organization, from the higher executives through regions and districts and areas, always with the clear purpose of helping the local club to help its individual members.

Personal contacts between those who are prepared to lead and those who need help in leadership are essential. Much information must be transmitted through the printed page, but the most effective method of transmission is through training sessions in which qualified leaders present information and conduct discussion.

If we should ever lose this sense of fellowship, of personal relationships, we might easily become just another high-grade correspondence school. The personal touch, in all levels of our work, is one of its distinguishing features. We are working together.

I still hold to my opinion that we should not prescribe "courses," but should make the principles and ideals clear to all, permitting the men to deal with their own problems and to use their own resources so far as possible. It is our task to set up goals and standards and processes, which we can recommend to our clubs for use.

Fundamentally, I believe that the ability to communicate is a God-given talent, which ought to be used by all for the good of all. It is our privilege to help bring this talent into greater usefulness, so that it may be applied to the building of a better world, through the building of a better society made up of individuals who must act in groups. I believe that in bringing improvement in the way of "better thinking, better listening, better speaking" to individuals, we are contributing to the improvement of the society which is made up of these individuals.

I like the way that Orison S. Marden phrased his conception of speech training, when he wrote: "The ability to talk well is to a man what cutting and polishing are to the rough diamond. The grinding does not add anything to the diamond. It merely reveals its wealth."

Scheduled Anniversary Events

For 50 years, Toastmasters has helped people around the world develop their listening, thinking and speaking skills through the use of educational programs.

This 50th Anniversary Year provides an excellent opportunity for Toastmasters clubs, areas and districts to focus public attention on the Toastmasters organization. Programs have been set up to enhance the image of the organization externally as well as internally and to persuade guests to become members and members to remain in their clubs.

The Toastmaster would like to spotlight a few of these programs that will take place during the 50th Anniversary Year, so you can mark them down on your calendar as things that should *not* be missed.

- **Project Spot**, a special program held annually to obtain free public service time on radio and TV to promote the Toastmasters program, will be conducted at the district level this month, with coordination and the necessary materials provided by World Headquarters. Coordinators are appointed by the district in all communities where radio and television stations are selected for the project.
- **April Invitation Month**, an annual program designated as a special period for membership development, can be given even greater emphasis this year by incorporating the "Forward From Fifty" theme into programs for the month, invitations, public announcements and news releases. *The Toastmaster* will feature special

"how to" promotion ideas and information to assist you prior to and during the event. The clubs should pay special attention to the standard of excellence in the educational program so that attending guests will be impressed and will want to join. It is also an ideal time to make special contacts for guests during the month and to invite business associates and friends to see the Toastmasters program in action.

- **The June Regionals** will serve as the planning ground for the 50th Anniversary festivities at the August Convention, while nominating the candidates for the Board of Directors.
- **The 43rd Annual Convention** will highlight the 50th Anniversary Year and will be held on August 14-17, at the Disneyland Hotel in Anaheim, California. *The Toastmaster* will carry further details about speakers and programs on the convention agenda in subsequent issues of the magazine.
- **October** marks the founding month in the Anniversary Year of Toastmasters. Your club will want to make the most of this special month by presenting some sort of special program, commemorating the founding of Toastmasters by Dr. Ralph C. Smedley in 1924.

Plans are also being developed for an "open house" to be held at World Headquarters in Santa Ana, California, later this year. *The Toastmaster* will keep you informed of this and other events that will highlight this very special year... the 50th Anniversary of Toastmasters.

COME TO

Disneyland

and the Disneyland Hotel for the
1974 Toastmasters International Convention
August 14-17

Highlights Include:

★ EDUCATION

- A workshop and discussion of Your Club Resources for membership, publicity, programming, community activity.
- A "what's in it for your club" feature on the Area Council in Action.
- A discussion session on the C & L Program and how it relates to evaluation.
- An audience-participation event on today's leadership principles and techniques.

★ INVOLVEMENT

- A colorful convention opening with Parade of Flags.
- Meet your TI president, officers and directors.
- Attend the "Roaring 20s" Fun Night.

★ INTERNATIONAL SPEECH CONTEST

- Be a part of the excitement as the Toastmasters finalists compete for the international title.

★ TOUR SOUTHERN CALIFORNIA

- You will be at Disneyland, the world's most famous attraction.
- A few minutes away from Knott's Berry Farm, Japanese Village, Movieland Wax Museum, Lion Country Safari.
- You can drive to any part of Los Angeles in less than an hour. See Hollywood, Marineland, Magic Mountain, Busch Gardens, Universal Studios, NBC and CBS studios, the Queen Mary, and much more. Come early and stay late!

Don't miss the 50th Anniversary Convention at Disneyland!



WHY?

Although the following article was taken from the June, 1939, issue of The Toastmaster, it answers some basic questions that may still be of use to Toastmasters clubs.

WHY does a Toastmasters Club lose its members?

1. Because the Membership Committee is not working right. Each member accepted into the club should be considered as to his ability to learn and to profit by criticism, his willingness to work, and his latent possibilities for development. Members should be selected, and then "sold" on Toastmasters.

2. Because the new member is not properly inducted into the club. Every man, having been voted into membership, should be given a dignified, helpful induction. An experienced member should be appointed his guardian to welcome him in a short speech of explanation and to see that he is given the instruction needed to qualify him for membership.

3. Because the new member is not adequately instructed in the art of giving and receiving criticism. Unwise comment on a man's first speech may be fatal. He must be gradually accustomed to our practice of frank and constructive criticism, and this requires thought.

4. Because the club's meetings are not well conducted. A new member expects much of Toastmasters. He has a right to expect to find a meeting better conducted than the meetings of most clubs, to find carefully prepared programs under competent direction by the officers. If his expectations are not fulfilled, he may very reasonably drop out in disappointment.

If a Toastmasters Club operates with careful attention to such details as these it will hold its membership. If members lose interest and drop out, it is the signal for the club's officers to make a study of their procedure and find what is the matter. In about four cases out of five, a member drops out because the club does not live up to its promises.

WHY does a Toastmasters Club not get "service" from Toastmasters International?

1. In general, because it does not ask for the service, or accept it when given. The officers and directors do their best to give help to the clubs. So do the district governors and area lieutenants. Every officer is at the service of the clubs. Material goes out frequently whether it is asked for or not. The Educational Bureau insists on helping.

But the help is not effective unless it is received and used. Take your own club, for example. How is a communication from T.M.I. treated? Observations in the course of visits to many clubs indicate that the usual practice is for the secretary to announce, "Well, here's a letter about something from T.M.I. Do you want me to read it?" The president says, "Well, fellows, do you want to hear the letter? What are those guys wanting now?" Then the secretary mumbles through the letter, which may announce some important gathering, some new plan, some project devised to help the club, or which may ask some questions as to opinion or practice. Quite rarely is the letter intelligently discussed, and frequently it does not even get the courtesy of a reply. President Gordon Howard recently sent a personal letter to the secretary of each club, asking for suggestions, criticisms, comments and information for the good of the order. Less than sixty per cent of the club secretaries replied to his letter.

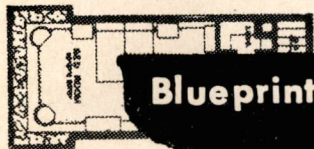
2. The situation is entirely different when the matter is intelligently handled. The communication from the officers of the district or of the International should be considered by the president and the secretary. If it contains matter which should come before the club, this should be presented by one of the officers in a systematic and understanding manner. If action is required, this should be taken after careful discussion. Dealing with the communication can be made as much a matter of training for the members as any other function, and it should be done right. In any case, whether handled by the

Executive Committee or by action of the club, every communication requiring a reply should be answered promptly, just as a matter of courtesy. The officers of Toastmasters International have no other reason for being officers except their desire to assist in the work of the clubs. They receive no pay nor other compensation except in the satisfaction which comes through the work. Every one of them is anxious to help others to profit by the values of Toastmasters. All their resources are available to all the clubs.

The only reason why a club does not get help from Toastmasters International is that the club does not ask for assistance, or does not accept it when offered.

EXAMINE your own club by these tests:

1. Are the meetings well planned and well timed?
2. Are speakers notified by the toastmaster of the evening in ample time so that there will be no misunderstandings or failures to appear?
3. Are the committees organized and at work?
4. Are new members properly inducted and educated?
5. Are needed supplies kept on hand at all times—critique sheets “Tips,” extra magazines, “Constructive Criticism,” etc.?
6. Are the members instructed in the art of criticism and encouraged to try new methods?
7. Are programs planned so as to give the members practice in different types of speech?
8. Do officers and members take full advantage of the many opportunities for training and experience in leadership? ■



Blueprint for a Speech

This “speech planning” article was first printed in the January, 1951, Toastmaster, and is an example of the articles used in that time period to supplement the Basic Train-

ing Manual. *Although the Communication and Leadership Program is thought to be more advantageous than its predecessor, the tips included in this article are still valid to Toastmasters today.*

A speech must be planned.

Then it must be built according to plan.

The plan depends on the purpose. The purpose depends on the occasion, audience, speaker.

Purpose

It should be possible to classify any speech in one of the several general categories. These include:

1. To explain
2. To entertain
3. To inspire
4. To instruct
5. To persuade
6. To stir to action

The speech is intended to accomplish something definite. That something fixes the *specific purpose*. Both the title of the speech and its general construction will be determined by the specific purpose.

Attractiveness

Every speech must be made attractive. It must be given a lift with something light and pleasing, either in the opening or at some points in the body of the talk. Solid facts and substantial arguments can be dressed up with illustrations, descriptions and lively words.

Entertainment is a universal characteristic of effective speech. The informative lecture does not impart much information unless it is made attractive in presentation, by the introduction of some elements of entertainment.

The speech of persuasion does not persuade so effectively if it is all serious persuasion. Sugar-coat the pill with a bit of entertainment. Even the speech of inspiration does more to stimulate the hearer if it stirs his imagination, or gives him something to smile at.

Whatever type of speech you are making, plan to make it entertaining without detracting from the main point and purpose.

The Entertaining Speech

The “after-dinner” speech is generally expected to be entertaining, if not humorous. It can be both. At the same time, it should carry something more than entertainment. Serious truth can be presented in amusing fashion, and when so presented it is

much more likely to be remembered.

For example, here is the outline of a speech entitled "Personalities," which was used by Edward F. Meredith, of the Evandin Toastmasters Club of Evansville, Indiana. Consider it as entertainment with inspirational implications. Note the excellent organization.

Title: "Personalities"

Purpose: To entertain.

Introduction: Each person is an individualist but the study of individuals reveals certain types. There appear to be three general categories, which can be grouped according to their attitudes. These are:

- a. The "Wills"—they accomplish everything
- b. The "Won'ts"—they oppose everything
- c. The "Can'ts"—they fail in everything

Body: Breaking down the general categories, we observe several special types. Listing only a few of these, we have:

- a. The forgetful or laggard type
- b. The big shot
- c. The mumbler — the uncertain type
- d. The critical — the faultfinder
- e. The leader — the executive type — the doer.

There are many other kinds, such as the braggart, the scatterbrain, the good fellow, the suave politician, the subdued, milk-toast character, the four-flusher and various others, which can be treated as time permits.

Mention of these several selected types, with a few descriptive words for each, affords a rare chance to introduce incidents and illustrations, many of which may be amusing. Word pictures and descriptive phrases suggest themselves naturally.

Conclusion: Each of us falls into some classification. Many of us do not realize how we appear to others. We need self-examination and friendly criticism to help us understand how people classify us. If you find that your own personality is not good, and that it hinders your success, change it. The change is within your power to make. You can choose your own classification. It all depends on you.

A Short-Short

Here is the text of a three-minute talk, prepared by Frank Learned, using the formula shown under the second assignment in *Basic Training* — "Be in Earnest."

The Formula: a. Something is wrong
b. What is wrong
c. Who can correct it
d. Let's act

The Title: "Are We Really That Simple?"

Are you afraid your best friend won't tell you?

Does it suddenly dawn upon you why you are avoided at parties? Do you understand why your children have an inferiority complex? Are you old enough to spell "natures" backwards? Do you have a discerning pet who demands his food enriched with vitamins A, B, C and D, and prepared by a Ph. D.?

Can it be possible that this type of advertising is profitable?

If the answer is in the affirmative, then Barnum's assertion that there is a fool born every minute is a gross understatement, and most of the people do want to be fooled most of the time.

This I cannot accept, but what are we going to do about it?

Shall we continue to acquiesce, or shall we challenge the implication that we are too moronic and lazy to do other than to support the products so ineptly and offensively presented to us, right in our own homes? Would you welcome a salesman into your living room who tried to sell you through fear or misrepresentation?

Of course you wouldn't! Then why allow this subtle suasion to enter your home over the air waves?

We can and should discourage them by withholding patronage of the products, and by telling the retailer why we do. We can register protests with the radio stations.

Yes! Yes! I know "there ought to be a law"... You, Mr. and Mrs. American, can be that law — the effective law of diminishing returns to those who offend against good taste and honest merchandising.

Let's hit where it hurts — in the pocketbooks.

In Conclusion

So there you have it.

There are many ways to organize a speech.

Different speakers use different methods. Different types of speech call for appropriate schemes for arrangement.

There is no single standard, universally applicable form of organization; but it is essential to good speech that some definite plan be followed.

But while there are many ways of organizing, every speech falls naturally into three parts, according to modern practice. Every speech outline, therefore, is divisible into three sections.

These three basic parts are (a) the opening; (b) the body; (c) the conclusion. Never forget these, whatever kind of speech you make.

Every speech worth making deserves to be planned. ■



IDEAS FOR THE 50th ANNIVERSARY

This month marks the beginning of the Toastmasters 50th Anniversary Year. New programs have already started to better acquaint people around the world with the ideas and concepts behind Toastmasters.

Over the next few months, *The Toastmaster* will publish ideas developed by your fellow Toastmasters at the Houston Convention, for use in clubs and in their surrounding communities during the 50th Anniversary.

We plan to include ideas for clubs to use in their meetings to remind all about the 50th Anniversary of Toastmasters and to make each member better aware of the total Toastmasters program and the history of the organization. Ideas will be developed that will make use of community happenings throughout 1974, which a Toastmasters club could participate in or assist with, that might bring the club and the entire Toastmasters program to the attention of the community.

The ideas will be incorporated into our "How To" section and, although our idea list from Houston already contains many suggestions, we will be happy to hear how your club plans to stimulate interest in this very special year.

What we are looking for are novel ideas for the magazine. From time to time, we will refer to the ideas suggested in the 50th Anniversary Publicity

Kit, but we will try to highlight ideas sent in by our readers that are fresh and imaginative.

A Toastmaster from the Houston Convention suggested the idea of having an old-timers' night, using the theme of the 50th Anniversary, to replace a regularly planned club meeting or as a special gathering.

For this, he offers a possible suggestion on how to structure the meeting, using the title "Backward Beauty," or calling it a "Roaring 20's Party."

The meeting would be conducted like other Toastmasters meetings, using issues and topics that were current events of the day. This rehashing of the twenties might add a "you were there" flavor to the meeting. Appropriate costumes could be worn by the members and their guests and would be sure to add to the genuine feeling of nostalgia.

Beyond adding interest to your club meeting and perhaps affording it some publicity from the local media, you could also prepare yourself for the "Roaring 20's Fun Night" that will be held during the August Convention, at the Disneyland Hotel in Anaheim, California.

Ideas such as this can serve to bring your club closer together on this, the 50th Anniversary of Toastmasters, and can prove to be a vital step in getting the idea of "Forward From Fifty" out into your community.

TOASTMASTERS

PRESIDENTS and CONVENTIONS

| YEAR | PRESIDENT | CONVENTION |
|---------|----------------------|------------------|
| 1930-32 | J. Clark Chamberlain | Anaheim |
| 1932-33 | Paul H. Demaree | Long Beach |
| 1933-34 | Arthur H. Johnson* | Glendale |
| 1934-35 | Olin H. Price* | San Diego |
| 1935-36 | Raymond J. Huff* | Santa Monica |
| 1936-37 | Jean Bordeaux* | Santa Barbara |
| 1937-38 | William A. Dunlap | Hollywood |
| 1938-39 | Gordon R. Howard* | Tucson |
| 1939-40 | Ralph R. Guthrie* | San Jose |
| 1940-41 | Sheldon M. Hayden | San Diego |
| 1941-42 | Ernest C. Davis* | Santa Cruz |
| 1942-43 | Ted Blanding* | Santa Ana |
| 1943-44 | Harry W. Mattison | Los Angeles |
| 1944-45 | Robert M. Switzler | Los Angeles |
| 1945-46 | Franklin McCrillis | Los Angeles |
| 1946-47 | Joseph P. Rinnert | Seattle |
| 1947-48 | George W. Benson | Minneapolis |
| 1948-49 | I. A. McAninch | St. Louis |
| 1949-50 | Lewis C. Turner | San Francisco |
| 1950-51 | George W. S. Reed* | Spokane |
| 1951-52 | Carleton Sias* | San Diego |
| 1952-53 | Nick Jorgensen | Chicago |
| 1953-54 | Russell V. Puzey | Denver |
| 1954-55 | Charles H. Griffith* | Washington, D.C. |
| 1955-56 | John W. Haynes | Los Angeles |
| 1956-57 | T. Vincent McIntire | Detroit |
| 1957-58 | Paul W. Haeberlin | Dallas |
| 1958-59 | Aubrey B. Hamilton* | Pittsburgh |
| 1959-60 | Emil H. Nelson* | San Francisco |
| 1960-61 | George J. Mucey | Atlanta |
| 1961-62 | Herman E. Hoche* | Seattle |
| 1962-63 | Frank I. Spangler | Minneapolis |
| 1963-64 | Alex P. Smekta | St. Louis |
| 1964-65 | Paris S. Jackson | Denver |
| 1965-66 | Charles C. Mohr | New York |
| 1966-67 | John B. Miller | San Diego |
| 1967-68 | Lothar Salin | Toronto |
| 1968-69 | Earl M. Potter | Miami Beach |
| 1969-70 | Ralph E. Howland | Cleveland |
| 1970-71 | Arthur M. Diamond | Portland |
| 1971-72 | Russell G. Herron | Calgary |
| 1972-73 | Donald W. Paape | Chicago |
| 1973-74 | David A. Corey | Houston |

*Deceased

TOASTMASTERS

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Ethiopia
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Saudi Arabia
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South Africa
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your 1973-74 district governors

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2. George C. Tostevin, 12555 - 37th Ave., N.E., Seattle, Wash. 98125
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69. Geoff Phillips, P.O. Box 970, Brisbane, 4001, Qld., Australia
70. David C. Murfet, 19 Freeland Cres., Launceston, Tasmania 7250
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- One complete Communication and Leadership manual
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Adapt items in the kit to fit the available space of your display exhibit. Wherever appropriate, add your district or club banner.

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Add a touch of excellence to your home or office and keep a lifetime remembrance of the Toastmasters 50th Anniversary. Order one or more of these Anniversary Momentos, available in a limited quantity for this special year. Show your club president, area governor, or district officers your appreciation for their service by presenting one of these keepsakes to them during the 50th Anniversary Year.

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