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

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The Toastmaster

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WORKING TOGETHER

ERNEST C. DAVIS, PRESIDENT OF TOASTMASTERS INTERNATIONAL

I WALKED over to my window where robins, just outside, were seeking food in the new-fallen snow. At the curb was an automobile fast becoming an object of glistening white. Presently the owner appeared and set the motor purring. But when he set it in gear, the rear wheels simply spun in the snow. They could not get enough traction to let the car move forward.

In quick and friendly community response, one man came to help. Then others came until there were six willing helpers at hand. Their united weight and push added the needed force to start the car on its way. The owner was full of appreciation, confident and smiling as he resumed his community placement.

Our Toastmasters work flashed into my mind. We are working together, too. And yet, while reports come to me with many proofs of local and national leadership, I know there are some of you who have not yet recognized all that we stand for, and who do not quite

realize the importance of our training.

Most of the Toastmasters have responded to the call. They face anxious groups of people, speaking words of confidence, and pleading for united loyalty. They reach the hearts of all who hear them, with a challenge to return to the simple philosophies of life and the eradication of dangerous theories.

The advent of war in the United States brings us nearer to our fellow Toastmasters beyond the International Boundaries. We have joined hands in a program to remove a raging demon from power and to teach a treacherous foe a lesson not soon to be forgotten.

To those who have been slow to respond to the call, we issue the appeal to take up their task.

Your community needs you right now. Projects call for the push of trained men to start and keep them moving. This is your opportunity. Once you start, nothing can stop you.

WE WANT A SLOGAN

ELLSWORTH MINNER, SOUTHWEST TOASTMASTERS CLUB, LOS ANGELES

HISTORY tells us that slogans were first used as a battle cry of the Highland Clans. They were effective. Down through the years slogans have not only been used as a rallying theme, but they have been developed to the point where a slogan now is almost synonymous with a motto, which is an expressive word or sentence outlining a quality, a guiding principle, or a rule of conduct.

The principal points to remember in composing an effective slogan are:

- (1) **Brevity—the shorter the better.**
- (2) **Catchy Effect—this may be obtained through:**
 - (a) Rhyme.
 - (b) Alliteration.
- (3) **Appeal—**
 - (a) To the imagination.
 - (b) To common sense.
 - (c) To the heart.

For example, you remember the slogan of a certain automobile manufacturer, "Ask the man who owns one." It is short, and it has a subtle appeal to the mind. It indicates that the product is so good that the manufacturer is willing to stake his reputation and future sales on what the people who use the product think of it. People remember that slogan. It is a good one. Of course, during the depression a few years ago, someone twisted it around into "Ask the man who owes for one." But even though we joke about it, if people remember and repeat it; it still is a good slogan.

Then there is the example of the spinsters who belonged to the

"Keep 'Em Happy Club," and who adopted the slogan, "Give him a peep at least once a week." That's a pretty good slogan, short, catchy and expressive.

So much for the history of slogans. Now let me tell you how you can use this idea to excellent purpose in your club, just as we did in ours. The writer, taking his turn as Topicmaster, announced to the club one week in advance that each member would be expected to come next week prepared with at least one good slogan for the Toastmasters Club. The reason for the advance notice is that a really good slogan takes time and thought to prepare. You can't just pick a slogan out of the clouds as some of us do with our "trigger" talks.

Of course, some of the boys forgot the assignment, and so they frantically composed slogans between soup and salad, but most of them were ready with two or three phrases. During the week they had thought much about the Toastmasters Club, its principles and its benefits, and they were not only ready, but eager. Bill didn't attempt to hide behind Walt with the hope that the Topicmaster would not see him or call on him. Bill even made little signals with his fingers so that he might get the floor and proudly offer his slogan, with a two-minute explanation on why this was a good slogan for the Toastmasters Club. Presently the Topicmaster was being addressed as "Mr. Sloganmaster." Some

members requested the floor two or three times. Only the limits of time stopped the enthusiastic discussion.

Here are a few examples selected from the evening's offerings:

- "Speech is spectacular"..... (Ted Staley)
- "Prepare—to tell the world"..... (Hebel)
- "When better speeches are made—
Toastmasters will make 'em!"..... (Artz)
- "A Toastmaster is never without a
toast"..... (Fowler)
- "Toastmasters training is talking with
technique"..... (Patten)
- "Ask the man who IS one"..... (King)
- "If you can think—you can
talk"..... (M. Staley)
- "He who speaks well earns well"..... (King)

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HOW WE GROW

GLENN R. SEAVEY, SANTA MARIA TOASTMASTERS CLUB, LIEUTENANT GOVERNOR OF AREA 5, DISTRICT 1

THIS is the way we Toastmasters grow.

A member finds it necessary to change his place of residence. In his new location, as soon as he gets his feet on the ground, he asks for the local Toastmasters Club. Too often there is none. Then he goes to work.

Whether he is a veteran member or a novice in the work, he misses the fine fellowship and the friendly, helpful spirit of the club to which he belonged. He tells his associates about it.

"Why don't you have a Toastmasters Club here?" he asks. "This town could use a few trained leaders."

Usually there are some who have heard of the Toastmasters Club and who are glad to meet a Toastmaster in person. They take an interest, and presently the Home Office at Santa Ana receives a letter which runs:

"Speak once a week and you'll never
be meek"..... (Admiral)

"Free speech forever"..... (Aird)

And so, fellow Toastmaster, if you are tired of hearing about Hitler and his little brown "Aryan" brothers, if you want to try a new idea in table topics which will fill your club with enthusiasm, we heartily recommend that you try this slogan idea. And — who knows? — perhaps you may have the honor of composing a slogan good enough to be chosen and used by Toastmasters International.

"My friends and I would like to start a Toastmasters Club in Blankville. I am a former member of the club in Jonesville. Please send supplies."

The materials to help establish a new club soon reach him, and the campaign of education begins. Meetings are held, speech programs are started, the organization is formed, and presently the application for a charter goes to headquarters.

There you have the simple explanation of the amazing growth of the Toastmasters idea. That is approximately the manner in which most of our clubs have been started. It has been so from the beginning.

Years ago, when the Toastmasters work was still in its infancy, Clark Chamberlain moved from Anaheim to San Diego, carrying with him the idea and the enthusiastic spirit which resulted in establishing one of our oldest and strong-

est chapters. Later on, Toastmaster Leo Schmid of San Diego was transferred to Seattle, and the seed was thus planted in the Great Northwest, which has become one of the strongholds of our work.

Vergil Edwards was an enthusiastic Toastmaster in Minneapolis. The oil business took him to Tulsa, far from any Toastmasters Club, and there he planted a chapter, from which the work has spread to Bartlesville and to Wichita.

A San Francisco Toastmaster, Noah Alper, carried the idea halfway across the continent to St. Louis, and started another center of growth.

Malcolm Macurda, who was the subject of a recent feature article in the TOASTMASTER Magazine, made his first contact with the work in its birthplace, Santa Ana. When the Southern California Telephone Company sent him to El Centro, he couldn't get along without a Toastmasters Club, and so the "Cactus Gavel" chapter and half a dozen others came into being in the Imperial Valley.

That is the story, told over and over again, with different names and locations, but with the same process and the same results. It goes on today, and it will continue so long as men feel the need of speech practice and friendly criticism. The personal interest of our members has been the magic carpet on which our idea has been carried north and south, east and west, across the continent and over the seas.

Here is one fundamental reason for the strong, steady, wholesome growth which we have enjoyed,

with professional promotion unknown and unused. Our organization has grown by its own merit. Every club has been started in response to a local demand. Not one has been imposed on a reluctant community.

In the TOASTMASTER Magazine for September, 1940, Sheldon M. Hayden stated the case well when he said: "We have prided ourselves on the fact that we have no paid organizers, and we can be proud of the fact that we have gone forward without needing any high-pressure salesmen. However, I like to feel that we do have paid organizers, more than 4,000 of them. They are the members of Toastmasters Clubs. All are paid by the benefits they receive by means of self-improvement through speech. All are willing to give service for value received, by building club membership and organizing new clubs."

Today, Toastmasters are being shifted about in connection with defense plans. Men are finding new locations and new friends. They are discovering countless places where our sort of work is greatly needed. As it has been in the past, so it will be now. Our members will be missionaries for the Toastmasters idea, and new chapters will spring up in new locations all over the land, so that we may train new companies of men for patriotic service in the time of our nation's need.

Ours has been a slow, steady, secure growth through the years. The growth will continue with the continuing interest and devotion of our members, trained in the Toastmasters Club for service.

BROTHERS IN OPPORTUNITY

WILLIAM GOLDIE, SECRETARY OF THE GLASGOW TOASTMASTERS CLUB

A letter of January 7th brings fraternal greetings from Glasgow, together with suggestions as to the progress of the war which are so timely that the letter is shared with all our members. The Toastmasters Club in Glasgow has been unable to hold meetings for more than a year, on account of blackouts at night, added to the demands made upon the members by the defense work. But, as Secretary Goldie states, "All are looking forward to resuming the joys of Toastmasters with renewed zest when the danger of bombs and blackouts has passed."

ALTHOUGH you in America are now facing the battle-line along with us, I think it is well to think of ourselves as "brothers in opportunity" and not as "brothers in affliction." The fact that four-fifths of the human race is ranged on the side of freedom—particularly your great country and the British Commonwealth, who have between them so many interests in common—should be helpful (although there will be tremendous difficulties) in laying the foundations of a wise and lasting peace. Now is the time when we, as Toastmasters, have an opportunity to inform ourselves so that when war ends we may help to shape an intelligent public opinion.

Harold Butler, in his book entitled "The Lost Peace," writes: "There is certainly a closer and more genuine friendship between the two peoples than at any previous time. There is a streak of common honesty and decency running through both of them. . . ."

"The average American does not realize that the strength of the British instinct for personal independence is as strong as his own, despite all the curious stratifications of English society and the English dislike of articulation. To educated

Americans, the workings of Crown and Parliament are, as a rule, not less mysterious than the relations of President and Congress to educated Englishmen. On these mutual ignorances all sorts of prejudices and misconceptions have been nurtured, which have blurred their understanding and their sympathy for each other. To overcome these invisible barriers is mainly a matter of closer intercourse."

We believe that real peace will be greatly advanced through this closer acquaintance which will help remove misunderstanding.

We have one member of the Glasgow Toastmasters Club serving in the Royal Navy and two in the Army. One of the latter has found his Toastmasters experience very useful on active service. His work is specialized, and there are many occasions when his men tend to become bored through enforced inactivity. He has introduced public speaking on Toastmasters lines, and the men have responded with great zest.

Our other members are engaged in various forms of Civil Defense which entails anything up to 48 hours every four weeks. This is regarded as the official maximum, but some do more. I can let you in

on a secret here—our Deputy Governor, who is a young man of three score years and ten, does fully sixty hours in four weeks. This, of course, is in addition to his normal professional day. Duty may consist of a few hours in the evening, or over night, or it may be a whole night now and then. That is normal routine when things are quiet, for we must always be on the *qui vive*. In the event of enemy activity there may be liability for extra duty. In addition there is

the duty, in the case one is otherwise free, to protect the neighborhood of one's home against incendiary bombs.

But we are on the eve of great events, I think, and 1942 will be full of interest although it will be one requiring a stiff upper lip.

The officers and members of the Glasgow Toastmasters Club send warmest regards to all our fellow Toastmasters in America.

W. Goldie,
Secretary.

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PUBLIC INFORMATION FOR CIVILIAN DEFENSE

THE attack on Pearl Harbor caught the nation napping, so far as plans for civilian defense were concerned. In many parts of the country, the entire machinery had to be set up and put into gear, and such haste was used that many mistakes were made, and changes were necessary.

In localities where Toastmasters Clubs flourish, it did not take long to build up the department of public information. Here was a ready-made mechanism all set to take on the load, and the load has been taken on with great success, and with great benefit to the program.

How It Was Done

Here is the description of the process by which the work was done in one county. The plan may be useful to others where progress has been less rapid. Details may be secured from our Home Office at Santa Ana.

As soon as the County Council of Civilian Defense announced the appointment of its director of publicity and public information, he was visited by representatives of the Toastmasters Clubs who volunteered the services of all Toastmasters in the county. It was made clear at the start that this was no publicity stunt for the Toastmasters organization nor for any of its members. The men, trained by the Toastmasters Clubs, offered their services as individual citizens, and took over the task as representatives of the County Defense Council, with no personal or organizational publicity.

The first step was to study the defense plans of the county. Next came the listing of available speakers. Most of these naturally were present or past members of Toastmasters Clubs, but others were added. Lists were prepared showing the speaker's location, phone

number, and time and places where he would be available to talk.

Next was the preparation of a manual for speakers. This was worked out in several evenings of consultation, and when completed, it was mimeographed so that it might be in the hands of each speaker. Then came the preparation of briefs or outlines of speeches to be used on the various phases of defense work. A central office was advertised, from which speakers might be secured for all occasions. To this office came the calls, which were listed on cards and turned over to the committee in charge for assignments.

Meantime, training institutes were held where the speakers gave sample talks and criticized their own offerings and those of the others. Teams were formed so that conveniently located groups of speakers could go together to put on programs, thus reducing travel.

Certain points were established through experience.

First, matters could be more effectively presented by three or four short speeches than by one long one, so the men were trained for talks of six to ten minutes, and three or more were sent out together to cover assignments. Thus, if one speaker proved not very strong, the others made up for him.

Second, it was agreed that the speakers must be (a) willing to follow instructions, (b) willing to accept suggestions and criticisms, and (c) able to hold themselves within time limits.

Third, speakers were to be introduced as representatives of the

County Defense Council, not as Toastmasters nor by any other personal title. The important thing was the message—the information. The messenger was of minor importance.

This plan can be followed in any locality where there are Toastmasters Clubs at work training men to speak. Every Toastmasters Club should now be working to its capacity to train men, even by intensive methods, so that speakers may be available.

Comparatively few citizens really know what they should do in case of an air attack, or of incendiary fires, or panic, or orders to evacuate, or blackout, or any of the many things which may happen. Many do not realize that they must follow instructions and obey regulations for their own safety and that of others; that some things *must* be done and some *must not* in the event that certain possibilities become a fact. All this information must be imparted.

Civilian morale must be conserved. People must understand their individual responsibility in such matters as hoarding of foods and other materials, repeating idle rumors, purchasing stamps and bonds, cooperating with the authorities, providing for their own safety and participating in all activities for the prosecution of the war to a victorious finish.

In today's emergency the Toastmasters find their opportunity to serve — to demonstrate the value of their training — to prove the quality of their citizenship.

WE WANT YOU TO MEET

Lewis C. Turner, of Akron, Ohio, Governor of the newly organized Tenth District.

(REPORTED BY STUART C. HENTON, PUBLICITY DIRECTOR FOR THE AKRON TOASTMASTERS CLUB)

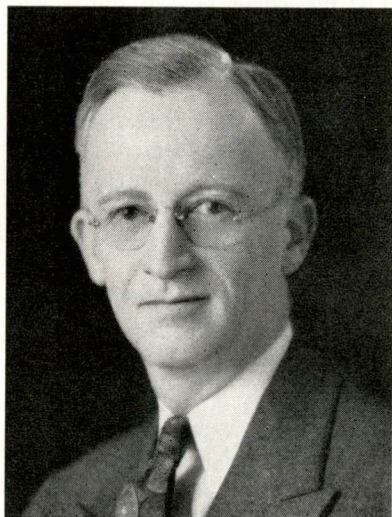


Photo by Baughman Studio

A NATIVE of the Buckeye State who places it second to none, and who uses his speech talents to advertise it, is Lewis C. Turner, pioneer of the Toastmasters Club in Eastern Ohio.

At Hiram College, one of Ohio's forty-nine colleges and universities, famed as the Alma Mater of President Garfield, Turner majored in English and in Speech. He taught for three years after graduation and then served two years in the A.E.F. With that matter settled (as he thought, forever) he went back to teaching, in which line he has served for more than a quarter of a century.

Nineteen years ago, he began teaching evening classes in Public

Speaking for the American Institute of Banking. The Municipal University of Akron heard of it and invited him to teach in its evening session, where he has met his classes every Monday evening for eighteen years. For three seasons he lectured on Chautauqua platforms, where he had a chance to practice what he preaches.

While on a visit to Portland, Oregon, he was told by a friend about the merits of the Toastmasters Club. Returning to Akron, he met in one of his classes William Tann, who had been a Toastmaster in Tucson. Between them, a Toastmasters Club was started in Akron, with Turner as its first president. He insists that there is more motivation for speaking in Toastmasters than in any class.

His regular work is as Principal of South High School of Akron, where he tries to coordinate the work of two thousand students and sixty-five teachers. In addition, he teaches at the local university, conducts private classes, organizes Toastmasters Clubs, lectures and writes, once in a while going to a show with his wife and four children.

"More time!" says Lew. "That's what we need. There ought to be a law!"

Largely because of his leadership, there are now five Toastmasters Clubs in and around Akron, where there were none only thirty months ago.

THE SPEECH CLINIC

FEAR

M. B. RANKIN, OF THE AKRON TOASTMASTERS CLUB

A good introduction arouses interest. This one does so. If well delivered, it has great possibilities. The same technique should have been followed in selecting the title, which is too commonplace in its wording. The material is interesting because it gets down to specific cases. Facts about well-known people interest us. A good touch of humor is added by use of the story of the Negro. The speech is sound in its psychology, so far as it goes, but it is too limited. Too much time is spent in assuring us that we can face fear, and not enough in telling us how to do it. The speaker missed a good chance to refer to the cure of the fear of the audience felt by every beginner. The conclusion gives a fine climax, affording opportunity for both hand and voice gestures.

As I take up the consideration of my subject, "Fear," I want it understood that I am absolutely fearless! I am not afraid of any person or thing! I do not know the meaning of fear! . . . What was that? I heard you, my friend, and let me tell you, you are right.

I *do* know fear, and so do you, and you, and you. No man lives who knows not the meaning of that word.

However, there are but two fears which are our natural heritage — the fear of falling and the fear of a sudden, loud noise. Hold a baby in your arms and pretend to drop him. The little arms reach out and the tiny fingers clutch at the air. Then note how he starts when a door slams. Inborn fears, these, passed down the long line of our ancestors in whom they were instilled as they climbed over the rocks to their caves in the cliffs, or (dare I say it?) as they swung by their tails in the tree tops. One slip meant death. A snapping stick or sudden roar was the signal for instant flight, lest old sabertooth feast on them.

All the other fears that dog our steps from birth to death are acquired; from Mother, who threatens her brood with the policeman or the doctor; from our associates who share their dreads and terrors with each other; or from personal experience. Fire attracts a child until he has been burned.

No one is free from these acquired fears. Henry III of France was afraid of cats. Samuel Johnson lived in constant dread of becoming insane. Ethel Barrymore will not stand under a chandelier. Helen Hayes is terrified by gypsies. But let us look closer to ourselves. Every fourth person fears the dentist. Every fourth woman is afraid of thunder, and so is every tenth man. Being alone at night frightens one woman in four, one man in thirty. Every tenth woman is afraid of the dark, and so is every fifth man. Why? Not being the fifth man I do not know.

Some of us learn to rise above our fears. For instance, the structural iron worker calmly saunters along a beam high in the air, but

ever and anon there arises before his mind's eye the terror-twisted face of his buddy who slipped, and plunged to death below. That shriek of horror still rings in his ears. He knows and walks with this fear, but he carries on.

Take my word for it, the "nervy" person is just showing off to keep up his courage, for nerve is only fear on a spree. Witness the cornered rat.

Fear has very definite effects on the body. The heart beat increases, the blood pressure rises and the circulation speeds up. The adrenal glands pour extra amounts of adrenalin into the blood stream. Likewise the liver further enriches the blood with the sugar it has stored. These changes occur in times of stress and emotion so that the muscles may be strengthened to meet the emergency with action. For action is what relieves your fear most quickly.

Most of us, however, are not like the old negro hunter who led a presidential party through the southern woods on a possum hunt. Just as the prey was treed, the clamour of the dogs roused a bear drowsing nearby. Rising out of the brush, Bruin stared balefully at the intruders. Tails between legs, the hounds streaked for home. The hunters lost no time in likewise seeking the safety of the cabin from which they had set out. As speed and distance abated their terror, they missed the old negro, but none dared go back to assist him. It was too late, they reasoned.

But when at last they reached the cabin, breathless from their run,

who should be there calmly sitting before the fire but the rheumatic old negro.

"Where did you come from?" they gasped. "We thought the bear got you."

"Lawsy me," said the old man, "when ah's skeert ah scoots. Ah done beat the dogs home."

No, we are not all like him. Most of us repress our instincts. We suffer silently and thereby add to our phobia's power. The Almighty, or Nature — take your choice — has prepared us for the emergency. Move, do something, beat the dogs home if you like, but do something. A flood of energy is released into the muscles which should be used up in action. Action is the cure for fear.

Face the thing you fear, be it the dentist, the traffic cop, your boss, thunder, black cats, or your pet fear, whatever it is, and you will be the stronger for it. Often you will find that the fear is groundless.

The most courageous man is he who knows fear, faces it squarely, and conquers it. Through intelligence and understanding he wins the priceless quality of serenity.

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Good Business Management

F. D. Beardsley and his committeemen, having efficiently managed the Convention at Santa Cruz, were able to refund to the Treasury of Toastmasters International almost all of the amount advanced to help with the Convention expenses. They are to be thanked and congratulated on their good work.

BEFORE I'M EIGHTY

GOMER CASEMAN, OF THE KLAMATH FALLS TOASTMASTERS CLUB

This speech was chosen as the "Speech of the Month" by the Klamath Falls Toastmasters Club. The idea is excellent. We wish that more clubs would follow this plan, and send their "speech of the month" to the Clinic. The speech is clear. It carries the audience along. Reference to a member of the club is good. Local color is always interesting, provided that most or all of those present catch the significance of the remark. The reference to the spoiled brat has possibilities, but the speaker makes no distinction between children and international scoundrels. The conclusion is weak because it does not tie in with the central theme. The first two paragraphs seem to be set apart. The idea needs to be worked in with the rest of the speech.

The title "Before I'm Eighty" is the one used for a contest conducted by the Readers' Digest in December, 1940. The speech is original, but some reference to the source of the idea would have been proper. As speakers, we should give credit where credit is due.

TODAY, I watched an aged man with rheumy eyes and tottering steps grope slowly homeward. A shudder racked me as I realized that one day I, too, would be clinging to the ragged edge of life, deaf, half-blind, and dull of feeling. Yet, forty years from now, when I'm eighty, I hope and expect that the rapid sweep of science will have postponed dotage twenty years, will have made Spartan vigor and clear faculties commonplace, even to this ripe age.

Before I'm eighty, I expect to see, by some magic of television, as I sit at the table, the daily news unfold before me on the wall, accompanied by soothing music. The table will be loaded with succulent and healthful foods, replete with three times the calories and vitamins of today's foods, prepared from gigantic and improved plants and animals grown on great farms conducted with scientific precision. I even expect to own one of these farms myself, for I was born on a farm, reared on a farm, and

dreamed of that farm these twenty-five years since I left it. When plowing time comes, I shall probably call in Doc Stone, our fellow-member who last week so daringly prophesied such an amazing probability, to plow my fields with his airplane.

Before I'm eighty, I hope to spend a score of years in a society which has finally solved the problem of the spoiled brat, the problem which I intend to show is the most sinister evil that gnaws at the vitals of society. The spoiled brat learns early that obstreperous behavior brings comforting solicitude, and with age, he develops this trick to its ultimate possibilities. Whatever the situation, this brazen creature obtains special favor because his colleagues will not hold a solid front against his outlawry, because the parent or official who should block his mad caprices wilts before his pseudo-fury, and passes the problem to Tom, Dick or Harry.

Everywhere, he destroys his fellows' faith in society's rules, rules waived for him on the insipid

excuse of tolerance. Pressure politics is essentially of the same social cancer. A lobbyist or a lobbying union or party applies all the methods and tricks of the spoiled brat to gain desired ends.

At the helms of two great nations today, menacing the peace of the world, are a sly sadist and a jut-jawed bluff that got their training in this same, spoiled-brat school. In the Far East, the slant-eyed island people, though not in themselves evil, have fallen under a clique from the same school.

I expect to see more of these gentry in my travels before I'm eighty, travels to dozens of far places of which I have long dreamed. I shall probably go in great air monsters, ten miles up in the stratosphere, at a thousand miles an hour. I want to visit China—ancient, lovable China. On the way I shall spare a glance or two at the once-clamorous islands off the east coast, now a third-rate power, fallen into ruins. Somewhere in Africa, perhaps along the Mediterranean coast, I want to stop long enough to examine a certain monument, which I am sure

can be found. On it will be inscribed a legend something like this: "Here in the winter of 1943, pursued by three warships of the British Fleet, escape impossible, Adolph Hitler committed suicide."

Then I shall go on to Europe. One place in particular I want to see, probably somewhere in the Balkans, the earth's crossroads of trouble: There, or near there, should be a great army camp, the greatest the world has ever seen or dreamed, the one remaining spot upon the earth where one might see a soldier. This diverse army of men from all lands and climes, governed by a world court, tolerating no rival, was dedicated to but one purpose—to make certain that no lawless man or band of men would ever again gather a force to menace the peace of humanity.

I would know then that the world was safe, that my children and their children and all the children of the future were safe from man's worst evil, the black beast that again and again was turned loose upon the earth by some spoiled brat. Then I can die in peace when I'm eighty.

FOR BETTER TRAINING

Now is the time to use the "Recording Library" set of records on "The Take-Off and Climb," or "Eighteen Ways to Start a Speech." *New members* must be trained and *old ones* reminded that the speaker must grip his audience in his first sentences if he is to hold attention. National Defense demands our best. The records will help you to do your best. Learn to streamline your start. The set of records sells for four dollars. Order it today from the Home Office at Santa Ana.

ADVICE TO THE SPEECHLORN

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

Q. Our club has been using written criticisms, handing the critique sheet to the speaker instead of having oral criticism. Is this good practice?

A. A club is to be commended for using written criticism. This gives the speaker a permanent record of his efforts. Oral criticism should not be eliminated, however, for it deprives members of a chance to improve themselves through speaking. It is an art to be able to organize a good criticism, deliver it well and stay within the two minute period allowed individual critics. It is one of the best exercises for thinking on your feet that you could have. If these oral criticisms get dull, then your club needs to study speech evaluation. Send for copies of "Speech Evaluation" and hold table topics on the subject. Every member of our organization has just as much of an obligation to grow into a good critic as he has to develop into a good speaker.

Q. A few members like to engage in horseplay, and they often make a joke of serious business. How can we secure more dignity and serious attention in our club meetings?

A. The real answer to this problem lies in the hands of your presiding officer. Regardless

of how much the members of an audience digress, he is the one who must bring them back. He must do this by being well poised, dignified and tactful at all times. As presiding officers it is either a question of our mastering the audience or the audience mastering us. Demand what you want in a nice way and the members of the audience will see that you get it. To bolster this, a word on the side to an unruly member would not be out of place.

Q. Our president insists on sitting down while conducting club business. Should the president stand while being addressed, or while stating a motion?

A. The size of the group and the nature of the meeting will determine this answer. In small committee meetings it is not necessary to stand. In a large meeting of the club a president should stand in order to control his group. By standing he is in a better position to be seen and heard and to recognize others. A position that is too informal before a large group will soon spread to the audience.

Q. How can we keep our critics within their two minute time limit?

A. Be sure that the time-keeper operates for them as well as the speakers. The trouble usually

is that the individual critics speak from the audience and cannot see the timing light. In this case a bell should be provided. The timer should not be hesitant about ringing this several times on the long-winded critics. Many of our meetings are spoiled because our evaluators have no terminal facilities. The general critic and grammarian should also be kept within their time limits. Why should they be privileged characters?

Q. Who is responsible for the conduct of a successful club program?

A. The club president is in charge of opening the meeting and conducting club business. He then presents the Topic Master who conducts the table topic. Following that the president introduces the Toastmaster who presents his speaking program. The Toastmaster calls on the general critic

to conduct the evaluation. The Toastmaster then returns the gavel to the president who adjourns the meeting. Each man in this way is responsible for his part of the program. This divides up the responsibility and gives each leader a chance to organize his part in the most efficient way possible.

Q. What position should a new member have on the speaking program?

A. He should be the second or third speaker. This is the ideal spot for an inexperienced speaker. He doesn't have to go through the strain of opening the program and he isn't asked to be the climax. If you expect him to control his nervous condition at all, then avoid asking him to talk after your best speakers. Give the new member a chance to adjust to the occasion, speak and then relax and enjoy the rest of the evening.

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actually rank as the "Club-of-the-Year," we will have improved as individuals and in strengthening our club as a whole. We not only want to accomplish to perfection every suggestion for club activities outlined by your Committee, but we intend to go much further by creating and investigating new ideas which we hope may prove valuable to the entire organization."

We cite this as an admirable position for any Toastmasters Club to take. Good will certainly result from the endeavor.

DON'T SAY THAT

(Every one of these incorrect expressions has been heard in a Toastmasters Club meeting.)

"The speaker is to be *censored* for his unwise remarks." Better say *censured*, if you mean that fault is to be found with the speaker.

"I can't hardly hear you." Too many negatives. Omit *hardly*, or else say "I can hardly hear you."

"*Who* did you tell about it?" This is the old story of the objective form of the pronoun following a transitive verb. Say, "*Whom* did you tell?"

"It is up to *you and I* to support the Government." "It is time for *you and I* to buy bonds." A preposition such as *to* or *for* takes the objective case. Make it "you and me."

"I came near being run over by a drunk driver." A common expression and a common experience, but both expression and experience are bad. "I was nearly (or almost) run over" is better form.

"Why don't you *take and* do it?" Better omit *take and*.

"Your language is *very wrong*." Leave out the *very*. If a thing is wrong, it is wrong.

"I would *have liked to have gone*." This involves too many participles. You can say "I would have liked to go" or "I would like to have gone," depending on the time value of your liking.

"Each of these three books *are* recommended for study." The sub-

ject in this case is *each*, which is singular. Don't let *books* mislead you into plural thought. "Each of these books is—."

"And then he *goes on* to say." But if he has something to say, he should say it, and if he has still more to say, he continues. Cut out the *goes on*. Don't even use *continues on*. This usage constitutes the crime known to rhetoricians as pleonasm, or redundancy.

"Mr. Jones and *myself* did all the work." "The work was done by Mr. Jones and *myself*." These are more cases of pleonasm. *Myself* is properly used for emphasis. You could say "I did the work *myself*" or "I, *myself*, did it," but it is better form to say "Mr. Jones and I did it," if that is the case, or "It was done by Mr. Jones and me."

"If I *had of* understood you." Omit *of*. What you really mean is "If I had understood you."

"I would like a *hot cup* of coffee, please." What you really want is a cup of *hot* coffee.

"*Most* everyone in the club has had *their* turn." Here are two common errors in one short sentence. Do not confuse *most* with *almost*, which is the word to use here. And do not use a plural pronoun after a singular antecedent. *Everyone* is singular. The sentence should read "Almost everyone in the club has had his turn."

"I have put away my car *until* the duration of the war." Better say "*for* the duration." *Duration* means the period of continuance, not the end.

Measuring Up

The Y. M. C. A. Toastmasters Club of Akron has filed a claim on the "Club-of-the-Year" honors. President E. C. Shingleton writes: "Our Executive Committee has very thoroughly digested the standards which you have set up for characteristics of a good Toastmasters Club. We have taken a thorough inventory of our club activities and believe that we have every possible qualification to make every other Toastmasters Club keep stepping lively. We realize that if by some chance our club does not

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THE SPEECH CONTEST

The Inter-Club Speech Contest is one of the most important activities in the entire calendar of Toastmasters events. Originated in 1937 by William A. Dunlap (then President of Toastmasters International), it has grown in interest and usefulness each succeeding year.

A major change in the rules this year provides for one extemporaneous speech from each contestant. Formerly, two speeches were given—one prepared and one impromptu. There is a distinct difference between an extemporaneous and an impromptu speech. The impromptu speech is made without notice or time for preparation. The extemporaneous speech is prepared in outline, but not in fixed or memorized word forms. It is delivered in style appropriate to such preparation.

The extemporaneous being the speech-type generally used by Toastmasters, and best suited to ordinary use, it has been designated the type for this year's speech contests. In the club, area and district contests the speakers will be given two hours for speech preparation. At the convention finals the subjects are to be drawn at noon of the day of the contest.

The "one-speech" arrangement materially shortens the time taken up by contest speech deliveries; and withal is easier on everyone concerned—speakers, judges and audience. The Speech Contest Committee recommends that each club introduce the same method of speech preparation into its programs at once, and that the contests (beginning with those within the clubs) be conducted uniformly according to the new plans.

Several other changes have been made in the rules. Notes are permitted. Suggestions are made for selection of judges. There is a simplified critique form, combining on one sheet the judge's ballot, criticism and rating for all contestants. A new method of tabulating results is given.

The schedule of dates and rules for the 1942 contest has been sent to each Toastmasters club. It should be studied by the officers, and plans completed for carrying on the contests. Clubs located outside the organized districts are urged to conduct the contest within the club membership and, if possible, to have some competition with neighboring clubs. In each organized district, the area and district finals should be carried through as scheduled.

Under the able chairmanship of Harold Crane, Past Governor of District 1, the Speech Contest Committee has done a creditable job of simplifying the rules and improving the contest structure for 1942.

PRACTICAL PATRIOTISM

The editorial urge in the January issue of *THE TOASTMASTER*—that "every Toastmasters Club and every member seek a place in the national (wartime) program"—has been taken to heart.

Toastmasters International has invested approximately 25% of its reserve funds in Defense Savings Bonds, under action taken by the Executive Committee.

The members of one Toastmasters Club bought \$1,000 of Defense Savings Bonds, at a single meeting. There was no impulsion other than patriotism and the eloquence of one of the members. Future "Bond Nights" are expected to repeat this action.

These Toastmasters felt they could do a more convincing job of selling Defense Savings Bonds to others, by setting the example among themselves. They believe in practicing as well as preaching.

Another Toastmasters Club raffles a Defense Savings Bond at each meeting. This means that some fifty bonds will be bought during the year through the Club's bond-a-week program, in addition to those bought by the members individually.

This is not to suggest that the members of every Club buy Defense Savings Bonds in thousand-dollar lots; nor to endorse raffles. But there are ideas here for all Toastmasters. A bond-a-week in every Club would aggregate about \$200,000 for the year throughout the organization.

As good citizens, Toastmasters are buying Defense Savings Bonds. Selling these bonds to members, as a Club project, is a splendid demonstration of practical patriotism.

A BLUEPRINT FOR SPEAKERS

SHELDON M. HAYDEN, CHAIRMAN, EDUCATIONAL BUREAU

OUR PRESIDENT, Ernest Davis, has presented the challenge of community service to us this year. Have you volunteered? Are you using your ability to speak to serve your country?

When you talk are your speeches well organized? Is it easy for the audience to follow you? The suggestions given here will help you plan and organize your talks.

The Outline

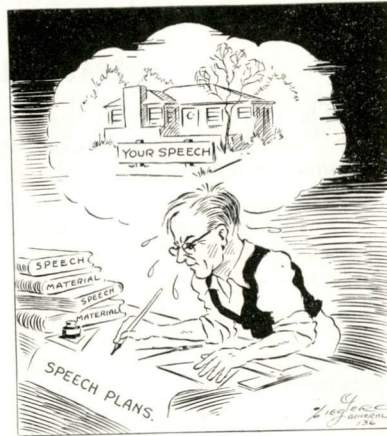
The outline is the plan of the speech. It serves the same purpose as the architect's blueprint. It helps visualize the final structure. It divides the material effectively, puts in the partitions, and indicates doorways and connecting passages. It relates the parts of the speech to each other, providing unity just as is done by the building plan.

The outline enables the speaker to give the important parts of his speech the force or emphasis they deserve. It helps in planning the introduction and conclusion and in keeping them related to the rest of the speech. It makes possible the proper proportioning of the divisions of a speech according to their importance. It serves as a plan of action for the speaker to follow in accomplishing his purpose.

Outlining the speech answers the questions of what to talk about and the order in which to say it.

In the "Art of Rhetoric," Aristotle laid down principles for outlining a talk. He pointed out that a speech must have a beginning,

middle and end. These principles of organization have been used by speakers for twenty-four hundred years. Today we call them introduction, body and conclusion. These may be termed the "standardized parts," for they fit any speech.



Cartoon by H. W. Ziegler, General Toastmasters Club.

The Introduction

The introduction, as the name indicates, should introduce the subject for discussion. To operate efficiently it should serve three purposes. First, it should arouse interest in the subject; second, it should motivate by showing the importance of the subject to the members of the audience; and third, it should introduce the theme or purpose of the talk.

Salesmen call this the "approach." It should be brief, for the

porch must not be larger than the house. Getting off to a good start is one of the fundamentals of a good speech.

The Body

The body of the speech presents the subject to the audience. It brings out the facts as the speaker sees them and emphasizes the specific purpose. The main ideas support the specific purpose and thus form the basis of the body of the speech. They lead the audience toward the desired goal—the specific purpose of the speech.

The main ideas are developed through the use of speech material—facts, reasoning, testimony, stories, examples, illustrations, reiteration and poetry. They make the speech interesting to the audience, for they develop ideas for them.

The Conclusion

To leave a clear, definite and favorable impression with the audience is the purpose of the conclusion of the speech. It clinches the impression made by the argument, so that the desired understanding, action or amusement is obtained. Through a summary or an appeal it shows that the purpose has been accomplished. The speaker must always "come out strong" in the conclusion.

Speeches on national defense or on community service require the most careful preparation and strict outlining, so that essentials shall be stressed and conclusions extremely clear.

Use the following "speech blueprint" in building your talks. You

will find it an insurance policy against the worry and fear which accompany lack of preparation.

Introduction

- I. Recognition of chairman's introductory remarks.
- II. Appreciation of opportunity to present your message.
- III. Introduce purpose of talk.

Body

- I. First main point developed by using as many of the following as are necessary. Get down to cases. Be specific.
 - (a) Facts.
 - (b) Reasoning.
 - (c) Testimony.
 - (d) Illustrations.
 - (e) Analogy.
 - (f) Statistics.
 - (g) Repetition of main idea.
- II. Second main point developed as shown under first main point.
- III. Third main point developed as shown under first main point.

Conclusion

- I. Summary of main points.
- II. Appeal for action.

Cicero's second rule for speaking was to "arrange the order" of what one is to say. It is a good rule to follow, for as James Bryce says, "If your own mind is muddled, much more will the minds of your hearers be confused." As conscientious members of Toastmasters International let's organize our speeches.

* * *

"If your speech is of no importance, toss it over the fence, but if it is worth delivering, give it a delivery to fit its quality."

DEFENSE SPEECH BRIEFS

Here are suggestions drawn from speeches which have been successfully given by Toastmasters. Note careful planning, striking expressions, graphic illustrations.

Men vs. Dollars

Prepared by James Clabby, of
Santa Monica Toastmasters Club

Introduction

- I. Recognition of chairman's remarks.
- II. The American Red Cross needs 50 million dollars *now*.

(a) No other investment can do more to secure America's future than your Red Cross contributions.

(b) Every individual must respond to this call again and again.

(c) This call concerns our own community. "It can happen here." It is a call to courage and sacrifice—not to fear. Balance your position against that of General MacArthur and his gallant men.

Body

- I. Increased support for Red Cross is vital right *now*.

(a) Prompt medical aid at Pearl Harbor saved lives and sent wounded quickly back into active service.

(b) More military and naval units in action on a dozen battle fronts call for more aid through Red Cross.

(c) Our local interests are involved. (State local problems and quota.) (Explain local set-up for relief.)

- II. Red Cross Six-Point Program.

(a) Blood banks for defense forces. You can give your blood as well as your money. (Explain local arrangements for blood donations.)

(b) Recruiting of Nurses and Technicians. 50,000 nurses are needed. Local training classes—explain.

(c) Aid for needy soldiers, sailors and trainees, and their families.

(d) Preparation of surgical dress-

ings. Coast-to-coast program of production.

(e) Training for everyone in First Aid, Home Nursing, Water Safety, Nutrition. (Explain local plans.)

(f) Maintenance of relief service, motor corps, hospital service, etc.

III. Universal Appeal.

Look beyond the blood and tears of the present war and see the great life-saving, pain-saving power of the Red Cross when properly supported. In the history of the past century the Red Cross has shown that it possesses the spirit of democracy and of Christianity.

Conclusion

The welfare and medical services of the Red Cross must be expanded to meet the expansion of our armed forces. That is why so large an amount is needed. Circumstances may keep you off the battlefield, but your Red Cross contribution will ease the pain and save the lives of those who do battle in your behalf. You strike a blow for justice and liberty when you give to the Red Cross.

Conservation Keynotes Defense

Suggestions for a speech on civilian morale, from Ray L. Giusti and Franklin McCrillis, of Seattle

"Conservation keynotes defense."

Every citizen knows the importance of saving his dollars by investing them in Defense Bonds and Stamps. Everyone must understand the further importance of saving with every commodity used, day after day, until the war is won.

Publicity has made us aware of the necessity of saving rubber. We drive as little as possible, and treat our tires wisely. We know that certain fuels, especially oil, must be conserved. Threatened government rationing makes us aware that hoarding is unpatriotic. We are told that supplies of pineapple and other imported foods have been cut

down or eliminated. The Government announces that canners will have to set aside large portions of next season's pack for the armed services.

Silk and nylon are restricted so that parachutes and other essential items may be produced. There is hardly a material used in our daily life which escapes the necessary limitations of war time.

At the Area meeting recently held in Seattle it was generally agreed that if goods are to be rationed or their sale eliminated because of war needs, then the good American should begin now to conserve on every item. We know what materials are needed by the Army and the Navy. Hoarding or improper use of such materials is definitely giving aid to the enemy. Consider the case of the woman who protested loudly against the sale of scrap iron to Japan, who has bought two hundred pounds of sugar and stored it in her basement, a supply sufficient to last her for two or three years at least. Then consider your own case.

This is the time for us to use our heads, remembering that *conservation keynotes defense*.

An Investment in Democracy

Suggested brief for a speech on Defense Bonds and Stamps, from Officers of District One

It takes the help of all to win this war. Soldiers, sailors, marines, airmen and workers in industry cannot win without the money to finance the work.

If we are proud of being Americans, we must justify our pride by our participation. Something *everyone* can do is to buy Defense

Bonds and Stamps. Until you have bought, you have not done your part.

Your part seems small, your investment very little. But the part played by one soldier or sailor is small. He is only one man, but when you put thousands of men together, they do the work. It takes all our armed forces on the fighting field, and it takes all of our money forces to back them up.

We are not asked to give money. We are asked to lend it at interest. It is an investment, not a donation.

Money which would otherwise go for what may be called luxury consumer goods must be diverted into loans to our government.

If you should make the praiseworthy mistake of buying too heavily, you can easily and quickly turn in stamps or bonds and get your money back—bonds any time after sixty days from date of purchase, and stamps without time limit.

Note the denominations of bonds—from \$25.00 up to \$1,000. Note the different types, to suit different needs of the purchaser.

Note the denominations of stamps, and ease with which they may be purchased, at stores and markets as well as at banks and postoffices.

Buy on a regular schedule, weekly or monthly, as much as you can afford.

And remember, if the bonds lose their value through the fortunes of war, your money will be worthless also. Defense Bonds may be the price of liberty and peace for all of us.



Clinking empty glasses are, from left, Jack Batcheller, Timberline Toastmasters; Elmo White, Columbia Empire Toastmasters; and George Griffis, Portland Toastmasters, presidents of the three clubs whose members will speak on behalf of the Sunshine Division campaign to raise food, fuel and funds for needy.

From the Portland Oregonian: Much has been said about the Portland Police Bureau Sunshine Division, but many more words will be spoken before the emergency relief organization's campaign for food, fuel and funds ends on Christmas Eve. Three Toastmasters Clubs,

Portland Toastmasters, Timberline Toastmasters and Columbia Empire Toastmasters have volunteered to carry a Sunshine message to as many persons as possible and members of the speaking organizations already have delivered numerous talks on the subject.

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Club Education

Several clubs are carrying in their bulletins lists of words commonly mispronounced, with correct form indicated. This is a practical method of getting the members to

speak carefully. One of the best is "The Blackout Whistle," published by Santa Maria "Seminar" Toastmasters. They title their word specialist the "Orthoepist," which proves that someone consults the dictionary.

WELCOME TO NEW CLUBS

No. 210 Sioux Falls, South Dakota Toastmasters, Minneapolis-sponsored, received its charter on December 13th, at the hands of District Governor George W. Benson. The charter meeting was held in the "Fred B. Smith" Room of the Sioux Falls Y.M.C.A. Representatives of the Minneapolis and St. Paul Toastmasters Clubs were on hand to help, while messages of greeting came from many distant points. Lieutenant Governor Garrett B. Wright, of St. Paul, presented the gavel. The program of five-minute talks, presented by Sioux Falls Toastmasters, reflected creditably on their ability and training. It was thoroughly evaluated by Dr. Lawrence Jones, of the Minneapolis Toastmasters. Mrs. Garrett Wright, vice-president of International Toastmistress Clubs, planted the suggestion for a speech club for the ladies in her clever talk, "A Message to the Ladies." The dinner menu was printed in the Sioux Indian language (with helpful explanatory notes for the pale-faces) and local color was evident throughout the ceremonies.

The Sioux Falls Club is our first chapter in the Dakotas. They owe their start to Gerald Larson, who recently removed from the Minneapolis to the Sioux Falls Y.M.C.A., carrying his enthusiasm for better speech into the new field. Other chapters already are in prospect in the Sioux Falls vicinity. The new club meets on Monday evenings at the Y.M.C.A. Frank Woodburn is president, and Robert H. Lowe is secretary. The club

issues a weekly bulletin under the title "The Two Toner," which is worthy of note.

NO. 211 Amarillo, Texas. Far from any neighbor Toastmasters Club, a group of progressive men of Amarillo went to work some months ago, following a course of instruction in the art of speech given by Professor Donald Clark, of Amarillo College, and with aid from our Home Office, established a chapter which starts off under most favorable auspices. The charter meeting was held on January 21st, at the Hotel Capitol, the presentation being made by Professor Clark. Recorded speeches by Past President Sheldon and Secretary-Founder Ralph Smedley gave a personal touch from headquarters. Patriotic speeches were the offering on the evening's program presented by the Amarillo Toastmasters. The president of the new chapter is Mark Y. Galloway, of the Nunn Electric Company, and the secretary is Henry C. Munn, of the Engineering Department of the Santa Fe Railway. The club meets on Wednesday evenings at the Hotel Capitol.

Charters Granted

A new club in Long Beach, California, receives Charter No. 212. San Gabriel, California, drew "lucky" number 213.

Akron clubs set a new record when two applications came in from that city in quick succession, giving the "Rubber City" Toastmasters Charter No. 214, and the "Akron Progressive" Toastmasters No. 215.



Amarillo Toastmasters received their charter on January 21st, attended by a company of representative citizens. Standing in the rear is President Mark Y. Galloway. At his right is Secretary Henry Munn, and next to the column is Vice-President J. L. Southern.

Effective Speaking for Every Occasion

(Willard Hayes Yeager, published by Prentice-Hall.) This is a textbook for experienced speakers who, having mastered the elementary principles of public speech, are ready to go on to further achievement. The author is in charge of the Department of Public Speaking of George Washington University. He has previously published books on speech from the standpoint of the beginner. The new text is designed to help advanced students. It attempts to combine the essential principles of effective speaking with a study of

a large number of speeches which illustrate the application of those principles to specific occasions. Definite instructions are given for preparation of certain types of speeches most frequently called for. In addition to the instructions, many carefully selected speeches are quoted to demonstrate the principles. Nominating speeches, welcoming speeches, introductions, presentations, farewells, responses and a dozen other types are shown in detail. Exceptionally helpful is his treatment of the speaker's relation to his audience, and his suggestions on how to get the desired audience response.

CLUBS AT WORK

Attendance

It is to be expected that not all Toastmasters Clubs can maintain high attendance records when so many members are busy with national defense and war activities. Smaller attendance must be regarded as an incident of wartime, and it should cause no feeling of discouragement nor defeat. But in so far as possible, attendance should be kept up as a matter both of privilege and of duty. Every man should welcome the opportunity to come into the congenial fellowship of his club for an hour or two each week. He should further welcome the chance to get training for better work as a citizen. In some instances, it has been found helpful to change the club meeting from evening to a noon hour, so that men in essential activities may have evenings free. In other cases, strengthening of the program has stimulated membership. Let every club do its best, recognizing that these are not normal times, and not grieve because the impossible is not attained.

Athenian Activities

The Athenian Toastmasters Club of Jacksonville, Illinois, on January 13th, presented its regular program at a meeting of the Farm Bureau unit at Hebron Church, some miles out in the country. The speeches dealt mostly with problems of agriculture with which those Cornbelt Toastmasters are very familiar. On January 20, the Springfield Toastmasters came over for a joint meeting, with both clubs

providing parts of the program. Each program of the Athenians during January was devoted to timely patriotic subjects, in preparation for calls to speak before other audiences.

Radio Broadcast

At Quincy, Illinois a clever radio program was presented, carrying out in detail the activities and atmosphere of a regular station. The plan is worthy of imitation. Here it is:

Special radio broadcast over Station QTC, owned and operated by Quincy Toastmasters Club and broadcast from their studios in the Gold Room, Newcomb Hotel.

Studio Personnel: Henry Heimann, Station Manager; Martin Melton, Weather Forecaster; J. T. Boyes, Studio Technician; Paul Kettenring, Unsound Effects.

7:00 P.M.—Sponsored by Kenneth Western, President, Western Kennel Corporation.

7:19 P.M.—Time signals and weather forecast, courtesy of Clockwatcher Co., Inc.

7:21 P.M.—Sponsored by Forrest Otcheck, President, Otcheck Fire Fighters, Inc.

W. R. Hokamp, Announcer.

R. Clare Heald, Master of Ceremonies.

O. W. Randolph, Renowned News Analyst, "As I See the Outcome of the War"—3 min.

Rome Boekenhoff, Ace Commentator, "How Can We Stop Japan?"—4 min. Emil Ribick, Peddler of Repartee, "War Clouds Have Silver Linings"—4 min.

H. C. Herleman, War Dept. Representative, "18 to 64, and That Means You"—3 min.

L. A. Van Dorn, Sec'y of Agriculture, "Corn Belt Prospects for 1942"—4 min. Weslie W. Olson, Guest Speaker—3 min.

Troublesome Table Topics

The new chapter at Sioux Falls, whose number is 210, breaks out with a lively weekly bulletin, called "Two Tener." From a recent issue we lift this paragraph on Table Topics, from the viewpoint of a new member:

"Those table topics catch you with your guard down every time. The topic usually is a particularly mean one for you. Every time your name is called, your mouth is full of food. When the topic is announced, you suddenly feel that you need a friend. About the only consoling thought is that you are quite certain that the other fellow does not know how jittery you are. These are some of the reasons why the table topics are good for what ails you."

Planned Programs

Columbia Empire Toastmasters of Portland have a Program Committee working in earnest. Their plans for January suggest ideas for other clubs. The first meeting dealt with the theme, "Prospects for the New Year." Next came a panel discussion on "Super Dreadnaught vs Super Bomber." The third meeting assigned four "theme-typed" talks, one to be humorous, one emotional, one thought provoking, and one satirical. For the fourth meeting, the four speakers were assigned to read a play involving four characters. No wonder that club has a fine attendance.

Community Work

Under the splendid leadership of Past President Sheldon Hayden, the Santa Monica Toastmasters Club is outdoing itself in assisting the State Bar Association to provide qualified speakers for talks on the Navy and other defense subjects.

Good Promotion

W. H. Scheer, of the "Tyro" Toastmasters of St. Louis, is also a member of the American Society of Tool Engineers. Recently, in sending out a communication to local chapters of that Society, he enclosed a bulletin describing his experience in the Toastmasters Club, advising all Tool Engineers to take advantage of it. As a result, no doubt inquiries will be received which may lead to the establishment of new clubs through this fine demonstration of interest by Toastmaster Scheer.

The Van Leuven Score Again

According to custom, the name of E. Roy Van Leuven, of Spokane, Governor of our District Nine, appears in the list of leaders in business for the New York Life Insurance Company, which occupies his attention when he is not busy promoting Toastmasters work. Two of his sons, K. L. Van Leuven of Spokane and V. V. Van Leuven of Denver, share honors with him. In the Ninth District, with the help of able Lieutenants, Governor Van Leuven reports club promotion being done at Newport, Washington, and at Wallace and Orofino, Idaho, where charters will be needed soon.

President to Lieutenant

President Jim Moran, of Sibley Toastmasters Club of Minneapolis, is now Lieutenant James P. Moran, of the United States Army, assigned to Camp Haan, at Riverside, California. To fill the position, the club elected Arne Waisnen president and Lloyd Oman vice-president.



Seated: Harry Nichols, President; Jack Reeve, Charter Member and Past President. Standing: Five Past Presidents—Howard Markle, Don Riggs, Leonard Woodward, Alvin Appel, Ellsworth Minner.

Six years ago, five men met to start what they hoped might some day be the "Club-of-the-Year." Seventy-five people assembled on December 22nd to celebrate the sixth birthday of Los Angeles

"Southwest" Toastmasters, charter Number 44. The presence of many old-timers, the splendid program of speeches, and the delightful entertainment features made it a notable occasion.

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District Ten is Organized

Toastmasters of Akron and vicinity met on December 21 and formally instituted plans for the organization of District Ten. They elected as their first District Governor Lewis C. Turner, with Glenn Martin as District Secretary and W. H. Cox as Lieutenant

Governor. One of their first actions was to pledge each club to sponsor one new chapter during the year. Inter-club activities are to be promoted. A special district gathering for fellowship and inspiration was held on January 31, with nearly 200 present for a great program.

Another Timing Device

Dr. J. R. Jarvis, president of Van Wert Toastmasters, has made a clever timing device for his club at a cost of less than four dollars, using an ordinary alarm clock. By making certain changes in the gears, and attaching electrical appliances, he produced a timer which automatically times and turns on the warning lights. Any mechanically inclined Toastmaster may write to Dr. J. R. Jarvis, Van Wert, Ohio, for particulars.

Building for Better Work

Lawrence M. Jones, secretary of Minneapolis Toastmasters Club, writes: "Our club is trying to build up a strong reserve of associate members. We believe this to be advisable, especially during the trying situation which now confronts the nation. Members of the Toastmasters Clubs have a precious opportunity to serve the nation. Trained, level-headed, patriotic speakers should play an effective part in the bolstering of national morale."

The Northwest is Busy

District Governor Ray L. Giusti, of District Two, reports great activity among the clubs in defense work. Frank McCrillis has been named chairman of the speakers' unit for the district. John Jewett is assistant chairman in charge of Treasury work, and Beale McCullough is assistant in charge of Civilian Defense. Plans for the convention set for next July are temporarily held up by disturbed conditions, but it is expected that

work on this matter may soon be resumed.

Faithful Service

A distinguished record is that of J. M. Jewell, perennial secretary of the Toastmasters Club of Columbus, Indiana. When that club, our second chapter in Indiana, was established in 1935, Jewell was elected secretary, and he has served continuously in that position ever since, with the exception of one term of six months when the club elected him president. A graduate of Northwestern University, unmarried, addicted to golf and swimming in addition to Toastmasters work, and occupied by his position as advertising manager for the Reeves Pulley Company, Secretary Jewell has done great service for his club. He expects shortly to be inducted into service with the Naval Reserve, which will compel his Toastmasters Club to put someone in his place as secretary "for the duration."

Greensburg Goes to Work

A new chapter at Jeannette, Pennsylvania, is about to become a reality through the sponsorship of the Greensburg Toastmasters. Located between Greensburg and Pittsburgh, the new club will start with the best prospects for success. Washington, Pennsylvania, also is working on club organization.

Foreign Service

Lyal Underwood, a member of Santa Monica Toastmasters, and on the staff of the Douglas Company, has been transferred to Africa.

Colfax Comes Through

The Toastmasters of Colfax, Washington, presented an unusual program in January, when their meeting was opened to the general public, and held in the High School Gymnasium, in connection with the Parent Teachers Defense Rally Day observance. Band music and entertainment provided variety. The speech program was filled with information on defense work. The chairman and his six speakers, all members of the Toastmasters Club, are also leaders in defense work. Note the list and their assignments:

Pres. F. E. Haupt, Air Raid Wardens Chief.

E. C. Huntley, Chairman County Defense Council.

Joe Short, City Defense Council Coordinator.

Leonard Burgunder, Auxiliary Fire Chief.

Anton Harms, Secretary, U.S.D.A. Defense Board.

Ralph Owen, County Disaster Chairman of the Red Cross.

Robert Benson, County Coordinator.

This club also found time in January to sponsor and encourage the High School debate on the subject, Resolved, That every able-bodied male citizen should have one year of military service before attaining the age of twenty-one.

First Aid for Wichita

Gerald Byrd, a member of the Wichita Toastmasters Club, has been appointed head of first aid instruction in that city for the Red Cross. Several hundred persons have already registered for the work, and Toastmaster Byrd hopes to have seven or eight thousand people in the course in the next few months.

Gonzales Contributes

Anthony W. Amaya, president of our club at Gonzales, California, enlisted in the Army Air Corps as a flying cadet, and Lester Weigel was made president in his place. The Gonzales club is one of our smaller chapters, in one of the smallest towns on our list, but it is alive and active, with its members signed up to speak at every opportunity for defense projects.

Danville Does It

Almost before the echoes of the bombs dropped at Pearl Harbor had ceased reverberating, the Toastmasters of Uncle Joe Cannon Chapter, at Danville, had set about drafting a resolution volunteering their services. The club sent its offer of help to the Mayor and City Council, and the members were promptly set to work, first in speeches at the theaters calling for support for the Red Cross campaign, and then in other assignments. On Christmas Eve, Toastmasters joined with Kiwanians in singing carols at the U. S. Veterans' Hospital, second largest mental institution of the sort in the nation. Just before Christmas, the club completed its annual project of clothing a deserving boy who is entering high school. Deputy Governor Leland Inman was chairman of the committee handling the project which was financed in part from the club treasury and in part by special contributions from the members. A special attendance effort resulted in an average of 81 percent for two months, a high record for the club. Secretary Bob Wright is a good news reporter.



Left to right: Postmaster George Nevin handing over to Wayne Ricker, President of Progressive Toastmasters Club of Huntington Park, \$1,000.00 in Defense Bonds. Others in the picture are International Director A. J. Schrepfer, and Lieut. Governor P. M. Phinney. At their first meeting of 1942, the members of the Progressive Club individually subscribed to one thousand dollars worth of Defense Bonds as a patriotic privilege. (Refer to Editorial on page 17.)

Looking Ahead

During the coming months, there will be increasing need for trained speakers. Some of our members will be going into military service. Others will find their time too full to allow their continuance in membership. That means that we must recruit and train new members with great energy right now, to be ready for the calls which will come. We must maintain our regular programs at the highest possible level

of interest and efficiency. We must cooperate with local and national agencies in publicity. We must use our ability as speakers to the limit for the general good.

Strong clubs will grow in strength. Weaker ones will need to make special efforts to build and grow. All will need to stand together.

These days bring us a challenge. It is no time for hesitation or discouragement. The nation needs us, and we must meet the need.

Appreciation

Extracts from a letter received at the Home Office from an enthusiastic member:

"Perhaps I owe more to the Toastmasters movement than any other of its members. I feel that I am a concrete example of what the club can do. When I first visited the . . . Club and was asked to make a speech, all I could do was to apologize for my shortcomings. I felt inferior because of my dialect . . . my different sentence structure . . . inability to think on my feet. Then the members came back at me with 'Dialect? Make it an asset to you. Different sentence structure? Let it make you individual. Think on your feet? Come along and we'll help you do that.' I came. According to my friendly critics, I am improving. I am gaining confidence, and my inferiority—well, maybe the boys are sorry, but I have none left. But such are the Toastmasters, always eager to give the next fellow a boost and a chance to improve."

"Defense Minded"

That is the way President Glenn Tobias describes the "General" Toastmasters Club of Los Angeles. This club, instead of providing the usual tip for the waitress who serves them, has adopted the plan of purchasing Defense Stamps which are used in place of tips in cash.

San Diego in Action

San Diego Toastmasters, located in the midst of army and navy camps and airplane factories, needed speakers to inform the public. The Civilian Defense Council commandeered Clark Chamberlain to head the work.

Fifty speakers were lined up within twenty-four hours, and put under intensive training for their work. Every San Diego Toastmaster has registered for defense work as needed. (This is true of every club which has reported on its activities.)

Stockton Cooperates

Most recent addition to our list of clubs publishing bulletins is Stockton, and most exceptional is the bulletin issued there. It is a cooperative effort of the Stockton Toastmasters Club, the San Joaquin Toastmasters Club and the Stockton Toastmistress Club. It carries news and announcements for all three clubs, giving a new sense of fellowship and understanding, and at the same time economizing on paper and postage.

A Distinguished Order

Van Wert Toastmasters Club, completing its first year of work, has instituted the order of "The Gaveliers" as a means of honoring its members who have distinguished themselves. The plaque on which to enroll names of those thus honored was presented by R. D. Greenwald and Judge John Albright. The first name inscribed is that of Robert Tuttle, who, as first president of the club, made a notable contribution to its work. Hereafter, at the end of each half-year period, the club will elect one member as a "Gavelier," adding his name on the plaque in token of his meritorious service.

TOASTMASTERS CLUBS IN WAR TIME

Recently a questionnaire was sent to all Toastmasters Clubs to ascertain what effects the war is having on their work. Replies received up to February 6 came from 13 states, giving a fair cross section of the clubs, and reflecting their conditions and problems.

That the war has had its effect is shown by the fact that a majority of the clubs report some decrease in attendance, due to demands on their members for special service. On the other hand, with but few exceptions the clubs report that programs have been helpfully affected through a new interest in the discussion of vital subjects. Better speeches, livelier delivery and a general stimulation of interest appear to be the rule in about four-fifths of the clubs. A few report "no effects as yet." One strangely reports that "Members stay away when defense talks are scheduled." This must be a misunderstanding on the part of someone.

Here are a few comments:

"We have fought the war up one side and down the other."

"Great improvement in interest, enthusiasm and attendance."

"Better table topics. More thoughtful comment."

"Stimulating speech material. More opportunity for community activity."

"Men have less time for preparation, but speeches are better."

"Call for speakers makes Toastmasters realize the value of their training."

"No lack of subject material now."

"Better speeches—better attention."

"Men otherwise quiet find inspiration to break loose with more enthusiasm."

Finer fellowship in our meetings as men relax from business cares."

"Many panel discussions and forums on current topics."

It is evident that longer working hours and added responsibilities must be expected to interfere with attendance, but many clubs are building membership by showing how the training helps defense workers. A new interest has been found in purposeful speaking. Men practice before the club the speeches they are to make outside.

In Service

That Toastmasters are throwing themselves into the Defense Program is evident from the reports. With only one exception, the clubs reporting are alive to their opportunities and obligations, most of them being already engaged in speech projects of many kinds. Red Cross, Defense Bonds, March of Dimes, Christmas Seals, U. S. O., and many local causes have been helped, while the Office of Civilian Defense has called freely on our members for help in public information. All clubs appear to be ready for service, and most of them are hard at it.

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THE PURPOSES OF TOASTMASTERS

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

To improve its members in oral expression of thought.

To develop their ability to appear effectively before audiences.

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

To develop the habit of "critical listening."

To provide instruction and experience in chairmanship and parliamentary procedure.

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

THE BENEFITS OF TOASTMASTERS

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

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

Ability to appear effectively in speech before any audience.

Ability to listen critically and properly evaluate speeches of others.

Development of latent capacities for leadership and service.

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