

THE TOASTMASTER



MARCH, 1935

TOASTMASTERS INTERNATIONAL

(INCORPORATED)

Vol. 1

No. 9



THE RENDEZVOUS

where Toastmasters meet, eat and TALK
ACTIVE MEMBER CLUBS

ARIZONA

TUCSON No. 1—Tuesday noon, Pioneer Hotel (Parlor "C")

CALIFORNIA

ANAHEIM—Tuesday, 6:30 p.m., Marigold Cafe, 122 East Center

CORONADO—Tuesday, 6:15 p.m., Coronado Country Club

GLENDALE No. 1—Tuesday, 6:15 p.m., Y.M.C.A. Building

GLENDALE, "JEWEL CITY"—Thursday, 6:15 p.m., Kopper Kettle Tea Room

HUNTINGTON PARK No. 1—Wed., 6:30 p.m., Cole's Cafeteria, 6514 Pacific Blvd.

HUNTINGTON PARK "PROGRESSIVE" CLUB, Tuesday, 6 p.m., Cole's Cafeteria, 6514 Pacific Boulevard.

LA JOLLA—Thursday, 6:15 p.m., La Valencia Hotel.

LONG BEACH "GAVEL" CLUB—Monday, 6:15 p.m., 241 Pine Avenue.

LOS ANGELES—Tuesday, 6:15 p.m., Chapman-Park Hotel, 615 South Alexandria.

MONTEBELLO—Wednesday, 6:15 p.m., Montebello Golf Club, Garfield and Beverly.

PASADENA—Tuesday, 6:15 p.m., Y.M.C.A. Building.

POMONA—Monday, 6:00 p.m., Mayfair Hotel, Gary at Third.

REDWOOD CITY—Monday, 6:00 p.m., Cafeteria, Sequoia High School.

SAN DIEGO—Monday, 6:00 p.m., Golden Lion Tavern.

SANTA ANA, "SMEDLEY No. 1"—Wed., 6:15 p.m., La Casa Trabuco, 4th & Main.

SANTA ANA, "EL CAMINO"—Thursday, 6:15 p.m., James Cafe, 216 West 4th.

SANTA BARBARA—Tuesday, 6:30 p.m., El Paseo Resturante.

SANTA MONICA—Wednesday, 6:15 p.m., Silver Room of Tower Cafe.

VENTURA—Tuesday, 6:15 p.m., Pierpont Inn.

WALNUT PARK—Tuesday, 6:30 p.m., Van Matre's Inn, 2563 Clarendon Avenue, Huntington Park.

WHITTIER—2nd and 4th Thursdays, 6:15 p.m., Wm. Penn Hotel.

FLORIDA

ORLANDO—Friday, 6:30 p.m., at The Latch String.

INDIANA

INDIANAPOLIS—Thursday, 6:30 p.m., Y.M.C.A., Illinois and New York Streets.

WASHINGTON

OLYMPIA—Tuesday, 6:00 p.m., Crane's Cafe.

SEATTLE No. 1—Monday, 6:00 p.m., Washington Athletic Club.

SEATTLE No. 2—Tuesday, 6:00 p.m., Pine Tree Tea Room.

TACOMA—Monday, 6:00 p.m., Tacoma Hotel.

The Toastmaster

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THE PRESIDENT'S PAGE

By Olin H. Price



The present growth of the Toastmasters idea is excellent proof of the adage "out of all evil, comes some good." For out of the restricted opportunities of the past five years has come the realization that only those survive who are doubly prepared. And as men realize the power of the properly spoken word, and sense the persuasion of the trained voice, the benefits of Toastmasters become more and more apparent.

Since Toastmasters everywhere are demonstrating their fitness for leadership, and since every community is literally crying for capable leadership, the necessity for more Clubs is being more keenly felt wherever the idea, or seed of the idea has been planted. Perhaps the best example of the appreciation of the Toastmasters idea is that of the Shell Oil Company of California. Their executives have authorized the employes of all sales divisions to take full advantage of our Federation, and by the time this copy of the magazine reaches you, two full-membered clubs will be organized and functioning, one at Westwood Village and one at Long Beach, Calif. Also plans are under way to organize at Burbank, Calif. Toastmaster Kenneth Sturzenger of the Santa Monica Club is the human dynamo responsible for these latest additions to our ranks.

When my term of office began at San Diego last October, it was my expressed desire to double the number of member clubs in the year to follow. This was asking a great deal, in fact it seemed as though we were hitching our wagon to a star. But even we who have been so close to the idea for these several years did not realize just what power lay behind it. And with the unparalleled loyalty of every Toastmaster wherever located, and the untiring effort of International and Club officers, we will reach the goal of Club membership and our organization will occupy its just place among the influences for good in the world.

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He is the eloquent man who can treat subjects of an humble nature with delicacy, lofty things impressively, and moderate things temperately.

—Cicero.

THE PROBLEM OF ATTENTION

Virgil A. Anderson, Stanford University
(Instructor in Public Speaking)

In the last analysis the primary and immediate purpose of all speaking is to gain the attention of the auditor. For what shall fine sentiments, weighty thoughts, or valuable information profit a speaker if his audience sleeps quietly through his discourse? Since Purpose in public speaking is defined in terms of what the speaker is attempting to do to his audience—i.e. convince them, impress them, inform them, etc.—it follows that no Purpose can be accomplished without attention. He cannot convince, impress, or inform them if they do not listen to him.

What is attention and in public speaking is it synonymous with interest? Practically speaking, the two may be considered to be synonymous; theoretically they need not be so. The reason for this is that while rational human beings can pay attention to that in which they have no interest by virtue of their power of will, few audiences have the energy or the desire to supply the necessary degree of concentration. So the responsibility falls directly upon the speaker to make his speech so interesting and attractive that his audience will WANT to listen to him. Otherwise they probably will not pay attention.

The beginning speaker almost invariably either fails to recognize this responsibility or is reluctant to accept it. He demands too much of his audience; he fails to adapt himself and his subject-matter to fit the interests of his audience, depending too much upon his subject as he finds it. He should remember that effort which goes merely to attend to the speech is lost to a consideration of the subject-matter.

This attitude can be more easily explained than uprooted. In the first place, the beginning speaker is too inclined to think about himself rather than about his audience. The problem of getting on his feet and addressing a group looms so large that all his attention and energy is directed to the mechanics of expression. He is trying to remember which point comes next, where to put his hands and how to stand, and how to phrase the ideas which are vaguely forming in his mind. Rather he must learn to think of public speaking not as a process of unloading something which he has on his mind nor of repeating, parrot-like, subject-matter which he has acquired from reading or conversation, but he must think of it as a means of COMMUNICATING ideas, feelings, attitudes to his audience. The ultimate concern of the speaker should be not how to EXPRESS himself, but how best to IMPRESS his audience. Unless they actually get what he is attempting to give them, the speech has failed, no matter how beautiful or impressive the delivery.

A second and probably more important reason why the beginning speaker may fail to command the full attention of his audience is that often he has neglected to study the psychological aspects of attention and the principles which underlie it. The first characteristic of attention which he should bear in mind is that no one can pay attention to something which does not change. Fixation of attention is equivalent to destruction of attention. Crystal gazing is an application of this principle and the result is self-induced hypnosis. The speaker must learn to renew attention constantly by furnishing fresh stimuli. Most important, he should studiously avoid all tendencies toward monotony of any sort. A monotonous voice, unchanging position or facial expression, failure to progress clearly from point to point in the speech all have the effect of lulling the audience into a state of apathy and coma. There should at all times be a clear consciousness of movement and progression in the speech; the audience must feel that the speaker is really getting somewhere and it should be made to look forward with interest and anticipation, even curiosity, to the next move which the speaker will make in the development of his subject.

It will also benefit the speaker to remember that attention is classifiable into two types, called by psychologists primary attention and secondary attention. Primary attention IS involuntary attention, the type that is illustrated whenever someone enters the room or a loud noise is heard and everybody looks around to see what has happened. Secondary attention, on the other hand, is conscious attention arising from the individual's concentration upon a task by virtue of his power of will, not because of its inherent interest or appeal. The business executive dictating letters on a spring afternoon when he would rather be out playing golf illustrates the application of this type of attention. However, any business man will testify that this sort of attention requires far more effort than the average audience can be expected to supply. For this reason the speaker would do well to direct his energies towards capturing and maintaining the primary type of attention.

How can this be done? In the first place, as stated before, the speaker must avoid all forms of monotony. Instead he must substitute direct appeals to the eyes and the ears and the imagination of his auditors. The voice should rise and fall in pitch and inflection and should vary in force and tempo to suit the thought or feeling that is being communicated. Facial expression should mirror the speaker's attitude and reaction to what he is saying. Position on the platform should change from time to time to coincide with transitions in thought. Gestures should be employed to supplement vocal expression. Humor is a direct appeal to primary attention as are also figures of speech and all forms of concrete illustration such as stories, anecdotes, actual or hypothetical examples, analogies, etc. Lastly, the audience must be made aware that the speech is moving from point to point and that the best is yet to come.

In the final analysis it is largely true that the attention which an audience accords a speaker is directly proportional to the attention which he himself is giving to his subject. After all, the audience is inclined to take its cue from the speaker, and if he appears dull, apathetic, and lacking in enthusiasm, they can hardly be expected to assume a more constructive attitude. The old adage, "what is worth doing is worth doing well," is never more true than when applied to public speaking. Your speech deserves the very best that you have in you, and, while you are speaking, your subject should appear to be the most interesting and most important thing in the world.

TO GROW OLD GRACEFULLY

By Charles J. Schwab

(With the Chevrolet Motor Company, of Portland, Oregon)

When I think of Toastmasters Club and the time and effort most of us spend in the preparation of our speeches, I am inclined to remember two old men in my home town—back in Indiana. Both of them retired at about sixty-five. Through the years, one of them had cultivated the art of public speaking, and after he retired from business, he carried on with his various civic activities. He continued to take an active part in the Chamber of Commerce and time after time he was invited to speak before the Rotary and the Kiwanis Clubs. He was looked upon as a brilliant man—and a regular fellow. His public speaking kept him alert and mentally alive. The other man had no such occupation to keep him busy and happy, and thus to enable him to taper off through his declining years. Time hung heavily on his hands. He had nothing to do but to sit on his front porch, day after day, and think of the many people of about his age who had died—and how few were left. He was completely out of things. In a year, his health broke and he became truly an old, old man. I have often thought what a difference there was between this man and the other one, who was growing old so gracefully. It doesn't happen to be so written in "The Famous Fifteen Points," but nevertheless the Toastmasters Club promotes public speaking as a hobby—and what a hobby! Ride it and you too can grow old gracefully.

The proper means of increasing the love we bear to our native country is to reside some time in a foreign one.

—Shenstone.

DISILLUSIONMENT

Abstract of speech delivered before the Huntington Park Toastmasters Club by Maurice J. Sopp.

We are living in an age of disillusionment—a period when we may look back and realize that in many things we have been deceived.

I wish to discuss particularly the disillusionment that has developed from the realization of the fact that the high ideals for which we supposedly entered the world war were but a smoke screen for the real purpose.

We were told that victory in that war would assure the end of all war, and make the world safe for democracy. Beautiful ideals, but did the peace treaty guarantee these two things? It made no mention of them at all. We all know what has happened to democracy the world over, and that nations are today arming more feverishly than they did in the decade before the war. People no longer say "if we have another war" but "when war comes again."

The smoke screen has cleared away, and we now plainly see why we entered the war. President Wilson, an idealist, and I believe, sincere regarding the ideals for which we entered the war, was betrayed by his advisers. They, knowing of his idealism, allowed him to continue to work for those ideals when as a matter of fact we entered the war as a result of the demands and propaganda of money-mad war-profiteering munitions and supplies manufacturers whose lucrative business was being interfered with by the German U Boat activities. It would be so much easier and profitable to involve Uncle Sam in the war and sell direct to him. Therefore they set about promoting the war. They made much of the violation of our rights on the high seas, and the endangering of American lives. As a matter of fact only fourteen American lives were lost on American ships before we declared war. We avenged this loss of life and further protected American lives by sacrificing the lives of 77,000 more Americans on the battle fields of France. Many of our veterans are still fighting that war and the only victory they will ever know will be in a merciful death.

You say that surely American manufacturers could not be guilty of promoting war for their own country, but munitions manufacturers recognize no national boundaries, so long as they can find or promote a demand for their goods.

The philosophy of the armament manufacturer is to keep the world in a constant state of nerves; to publish periodical war scares, and impress government officials with the vital necessity of maintaining greater armaments than their aggressive neighbors. If the job is well and thoroughly done then they will be able to re-echo the words of Eugene Schneider, head of a great armaments plant in France, who in announcing a dividend to his shareholders said, "The defense of our nation has brought us satisfaction which cannot be ignored."

No, we did not make the world safe for democracy, nor did we end war, but we are a sadder, wiser nation.

"GAVEL SPLINTERS"

By Clarence F. Marshall



Ye editor is dead!!! Long live ye "ed"—and what we mean is, long live the "dead" one as well as the ones who have taken up the herculean task of assembling "The Toastmaster."

Custom decrees that when one dies, friends send the flowers that should have been handed out in life. Being conservative, we follow custom and hereby "set up" a bouquet for our friend Jean Bordeaux. Jean has contributed an outstanding piece of

service to Toastmasters International in nursing along The Toastmaster to its present high standard.

We trust the historian will note and record his splendid service, and that when our children come home from Toastmaster and Toastmistress Clubs, they will tell of celebrations honoring the anniversary of the founding of "The Toastmaster."

And now that "Ye old slave driver" is on the retired list we want to rise and take this crack at him. He probably was forced to retire because of "BLUE pencil writer's cramp" or maybe he ran out of blue pencils. The way that boy used to blue pencil my "brickbats" was something—just was somethin'.

A glance at the calendar reminds us that soon will come the Annual High School Speaking Contest, when the young ones will rise to speak and make us shamefacedly swallow some of the jibes we made about the "younger generation going to the—"

February is a good month for us to study Lincoln's Gettysburg address—and to think a lot about making our speeches more meaningful.

TIE IT IN—THE STORY

Having been accused of "dragging in stories by the tail" in some of my efforts, I'll attempt at this time to suggest how a story may be used in a speech.

The point to keep in mind is that your story or illustration should tie in closely with your speech and make clear a point, add color to the speech, be of value to the sum total of the effort. Usually when a story is far removed in point, you can hear it fall with a loud, resounding thud, while listening for the applause.

Rushing in where angels fear to tread—here goes. The following is part of the speech with the story used to illustrate the point.

"_____ and so we see, gentlemen, that social custom has decreed some things to be perfectly proper at one time and yet detrimental to society at another. The incident of Bill, who showed up at his club one day with a terrible black eye, illustrates my point.

(CONTINUED ON PAGE 10)

TRY YOUR CLUB ON THIS



Here are suggestions gathered from far and near of plans used for variety, or for the sake of maintaining interest and improving methods. If your Club has found some plan that worked, send a brief report of it to THE TOASTMASTER for publication in this column.

1. Have a weekly report on "outside activities" of all your members. Speeches made, clubs visited and other service rendered in the name of Toastmasters should be noted.
2. Be sure to have a publicity man, whose duty it is to see that meetings and programs are duly announced in local papers.
3. In addition to the regular "speech" critics, some Clubs use a "word" critic, who notes every mispronounced or misused word or grammatical error during the meeting. (This critic should carry a dictionary with him.)
4. Allow a "forum" period of two minutes after each speech, in which members may comment, question or discuss the statements made in the speech. This has been found particularly useful in cases of technical or controversial subjects.
5. For the Table Talk, Olympia occasionally calls on each member to relate in one minute his most interesting experience of the past week.
6. A Glendale Club uses a large chart which shows in bold letters the program for twelve weeks ahead, including speakers, critics, topics, etc.
7. All our Clubs use the signal lights for stopping speakers on time. In one club where speakers did not always heed the red warning, the timer waits for thirty seconds past the time limit, then rises and leads the club in applause. This works.



GAVEL SPLINTERS

(CONTINUED)

"How did you get the shiner?" he was asked.

"Kissing the bride after the ceremony," was his reply.

"But, isn't that the usual custom?"

"Sure," said Bill, "but this was three years after."

"Social customs which today are the standard for society will in the not distant future be outlawed, just as things that daughter does with unconcern today, would have ridden Mother out of town on a rail——" etc., etc.

PERSONALITY—A TOASTMASTER'S ATTRIBUTE

A speech delivered by William W. Sanford, of Glendale Toastmasters Club, at presentation of charter to Jewel City Club.

Walter S. Gifford, the one-time pay-roll clerk who rose to the presidency of the American Tel. & Tel. Co., stated recently that he considered "personality" to be one of the few really important factors in success. "No one knows exactly what it is," he said, "but there is no question that Personality plays a big part in all achievement."

Personality is recognized as a necessary attribute of the successful salesman, but it is just as essential to Toastmasters. Actually we are all salesmen! Every day of our lives we are selling our ideas, plans, energies, enthusiasms, to all we contact, whether in ordinary conversations as individuals or when on our feet before some group, and our ability to persuade, convince, and impress, depends very largely on our "personality!"

Personality may be said to be the sum total of the effect we have on other people. If we succeed in selling ourselves, if others like us, and our ideas, we may be said to have a good personality.

There are many sound methods of winning the other fellow's liking and cooperation. Able men have made use of them in developing their own personalities, and everyone who chooses may do the same. We can but touch on a few of the more outstanding traits which combine to produce personality.

1. TACT—the intuitive or automatic appreciation of the most suitable thing to do or say. We as Toastmasters, can develop tact by avoiding criticism, sarcasm, or serious condemnation of others, and by taking into consideration the feelings as well as the needs and conditions of those with whom we are dealing.

2. COURTESY. Courtesy is clearly related to Tact. The essence of both is consideration of the other fellow's needs and feelings.

3. ENTHUSIASM. The Toastmaster who thoroughly knows his subject (and sincerely believes in it) always expresses himself with enthusiasm! Without this trait, the speaker can hardly expect the audience to show much interest.

4. HEALTH. Physical, mental, and moral traits ALL depend on HEALTH. The man in poor physical condition cannot maintain mental alertness, or bodily ease or strength. The whole personality suffers when any physical ill is present.

Mental Health is secured by discarding bias and prejudice and basing judgment upon knowledge combined with reason.

Moral Health is the outcome of living in accordance with the Golden Rule. Those of us who are intent upon developing a pleasing personality must always keep in mind that honesty and truthfulness, and a cheerful desire to be of service are a fundamental basis of success—not merely in money, but in happiness and accomplishment as well.

Finally we come to the most important point. We have all noted

something about certain people that attracts and pleases us almost at first glance. We feel kindly toward them for some indefinable reason. Why? Something very simple, something we can all cultivate lies back of the attraction these people possess. It may be the twinkle of an eye or their smile, or the whole expression of their face. But actually, these things combined together convey one single message—they like their fellow human beings, and are genuinely interested in them! What really charms and delights us in these people is the resulting inner warmth which they radiate.

Here, then, is the key to Personality. Feel a genuine interest in those you meet! Our effect on others is but a reflection of our own attitude toward them. Just as the best way to have a friend is to be one, so the best way to success as a Toastmaster, and in Life itself, is to cultivate a sincere and a friendly interest in our brother man.

THE TOASTMASTERS IN COMMUNITY SERVICE

By Arthur G. Porter, Treasurer of International

The fundamental purpose of every Toastmasters Club is to improve the ability of its members to express themselves, not only upon the platform, but in every expression and activity of life—to build MEN, clean, honorable, upright; to improve their worth, to themselves and to their respective communities.

Instruction, education, assistance—is most easily conveyed by EXAMPLE, and through this practice, this example, every Toastmaster, through improving his own ability, his speech, his general attitude toward life and toward God, is unconsciously serving his community in a helpful and unselfish manner. This has been proved to be true in practically every community where a Toastmasters Club is functioning—for Toastmasters are drafted as leaders, being able clearly to express themselves.

Analysis of the activities of the various clubs discloses that the members, while continuing their active membership in the club, have in almost every community been the leaders in Community Chest drives and in similar activities; are the men chosen to represent the worth-while undertakings in the social, religious and political activities of their respective communities; and that back of it all is a spiritual, a moral, uplift that is an unlisted asset of the community enjoying the services of such a club, and that is the foundation stone of every lasting structure.

Hence, a responsibility is placed upon every Toastmaster, for if he is successful he will be admired, he will be looked up to by others without such training, and they will endeavor to emulate his example, to improve their speech, to live better and cleaner and more noble lives.

So a duty and a responsibility attaches to membership in a Toastmasters Club. If we are functioning properly, and in accord with the high standards of our organization, we shall stand the test and not be found wanting.



Pomona Invites Toastmasters

Saturday, April 27, is the date.

Council meeting in the afternoon, for consideration of report on revision of By-Laws and other matters of current interest.

Dinner in the evening, followed by the Fourth High School Public Speaking Contest sponsored by Toastmasters.

“A new record for achievement and attendance is the goal of Pomona chapter of Toastmasters International,” says S. W. Larson, chairman of the publicity committee, “in preparation for the 1935 High School Public Speaking Contest finals on Saturday, April 27. All indications point to a meeting productive of keen competition for the possession of the trophy cup and individual prizes which will be awarded the winners.

“A dinner, to be held in spacious and acoustically favorable surroundings, will precede the contest. Committees are hard at work to make this one of the most worth-while and enjoyable events of the kind ever staged under Toastmasters sponsorship, and it is hoped that every club within traveling distance may be well represented. Toastmaster Paul R. Shenefield is in general charge for the Pomona Club.”

Every one stamps his own value on himself. The price we challenge for ourselves is given us. Man is made great or little by his own will.

—Schiller.

DO YOU LIKE PEOPLE,

A speech delivered by Irving Smith, of Olympia Toastmasters

Do you like people instinctively? It is possible to train oneself to like people instinctively with a little practice. It is a common occurrence to meet a new acquaintance for the first time and say "There is something screwy about that bird; I don't believe I am going to like him," or some such remark. Wouldn't it be just as easy to say, and say honestly, "What is there about this man that I can find to like?" After a while it becomes a kind of game with you. Everyone you meet you will immediately search for the likeable qualities and you will soon discover the likeable qualities far outweigh the opposite traits.

An interesting feature of this game is that it works like a boomerang. It has been stated by psychologists that if you want to have a person like you, you should get him to do something for you. Conversely, if you really want to like a person, do something for him, and after it is done, notice the warmth of your feeling toward him. The other individual senses immediately that you like him. This touches off a spark of conceit that is within us all and he thinks to himself, "This fellow appreciates my good qualities. He is a discerning chap. I am going to like him." So the old boomerang comes whirling back to your feet again. A pleasant relationship is immediately started.

It is an old practice—this business of liking people. A couple of thousand years ago, a young man came out of Nazareth imbued with the idea that it would be ideal if everyone could feel the way he did about this. He went out of his way to help people. The boomerang worked and he himself was so well thought of that men in all walks of life dropped whatever they were doing to follow him. Wherever he went he sold people on the idea of liking their associates. Not only did he urge, "Love thy neighbor," but he went still farther. He said, "Love thine enemies. Do good to them that hate you." Did you every try to do good to those that hate you, and did you notice any difference in the relationship afterward? The result of this movement of liking people, which started so long ago, has had the most far-reaching effect of any movement in the world. It has changed individuals and shaped the destinies of nations. It is the basis for all social work. How far-reaching it will still be, no one knows.

You cannot seriously scrap with an individual you like. Nations are made up of individuals. You meet a Japanese, a German, a Russian. He turns out to be a good egg. Back home are millions more just like him—likeable fellows, when you get to know them, but we don't know them all and never will. Still, why should we be making cannon to blow them to bits and gas to eat out their lungs? The day is coming when we will find that our neighboring nations are made up of likeable individuals and wars will be a thing of the past.

TO THANK OR NOT TO THANK

Louis Hamilton, of Huntington Park, felt that something ought to be done about our insistence on omitting the "thank you" after a speech, so he wrote to Merl L. McGinnis, who teaches public speaking in the Huntington Park High School, and asked for an expert opinion. Here is the reply from Mr. McGinnis:

In answer to the question you raised, I should say that some kind of an expression is necessary to accomplish the proper conclusion of a talk, as well as to add a note of graciousness.

In radio speaking it is almost necessary to say "I thank you" or in some similar way indicate that the talk has come to a conclusion. In platform speaking, however, it is not necessary to say the words "I thank you" to accomplish this purpose. Too often the expression "I thank you" at the end of a talk suggests the conclusion of an exhibition or demonstration in which the interest has been centered on the performance of speaking. Good speaking does not call attention to itself, but emphasizes the significance of ideas. Speaking is not a performance. To say "I thank you" at the end of a talk invites attention to the speaker, his personality and presentation, and away from the world of thought into which he has led the audience.

The note of graciousness and the suggestion of finality may well be indicated visibly rather than audibly, in the manner in which the speaker conducts himself. Speakers will vary, as do their personalities, in the ways in which this is accomplished, but usually a dropping of the eyes or a very slight suggestion of a bow of the head or a dropping back indicates a conclusion, and the amiability with which it is accomplished adds the note of graciousness.

In short, I should say you were both right and wrong, in my opinion; right in the assumption that an expression of graciousness is necessary, wrong in the conviction that it must be verbal. I believe you will find, also, that the weight of authority among students of public speaking favors this point of view. May I add, however, that I think the question is a relatively unimportant one and that Toastmasters, in general, pay too much attention to form at a sacrifice of substance.

EDITOR'S NOTE: Please underscore the last sentence of the letter above. Mr. McGinnis is quite right when he objects to the sacrifice of substance to form. Put some more blood and iron into your speech and you won't worry about how to end it. When you have made a genuine appeal you will not be tempted to mumble "thank you" at the close. Remember, that a man who has something to say and who is intensely in earnest about it, can make a good speech even though he does not know the first rule of oratory, while a polished speaker with nothing to say is a first class bore. Speak as though you meant it, and your critics may forget whether you put your hands in your pockets or brushed your hair out of your eyes.

Hasten slowly, and without losing heart put your work twenty times upon the anvil.

LET'S ORGANIZE

Sheldon M. Hayden, Instructor of Public Speaking, Santa Monica Junior College

The success of Toastmasters International was largely due to the fact that it was organized with a definite purpose in mind—that of developing better speakers. The success of each club is likewise determined by the effectiveness of the organization to achieve this purpose for its members. To carry this a step further, the success of any speech delivered in a club is determined to a large extent by the manner in which it is organized.

Outlining is the best method for a speaker to use to place his thoughts in order. Many beginning speakers object to this because of the time involved, but experience has proved that it is the only method by which a speaker can effectively organize his material. It will prevent a critic from telling a speaker he does not know what he is driving at or that he rambles all over the subject without getting any place.

The outline is the plan of the speech. It serves the same purpose as the architect's blueprint. It divides the available material effectively, puts in partitions, and indicates doorways and connecting passages. It relates all the parts of the speech to each other, providing unity just as the building plan provides unity. It enables the speaker to give the important parts of his speech the force or emphasis they deserve. It helps to plan the introduction and conclusion and to keep them related to the rest of one's 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.

Now that the importance of outlining has been discussed, a few practical suggestions for effective procedure will help the interested speaker to organize his thought for speaking. It must be assumed here that the speaker has chosen his subject and gathered sufficient information for his talk. After this has been done, his first step is to determine the type of speech he wishes to make. Is it to be an informative speech where the speaker seeks an exact understanding of his ideas; a persuasive speech where the speaker wishes to influence the thought or conduct of the audience; or a speech of entertainment where the purpose is to amuse? These general purposes should be kept in mind, for they will help the speaker to organize his subject.

Some speakers seem to be saying to their audience, "I don't know where I am going, but I am on my way." To prevent this the next step is to choose a specific purpose. This may be defined as a one sentence statement of the precise thing which the speaker wishes to have his audience believe, act upon, be amused with, or understand. The importance of a properly chosen specific purpose can readily be seen when one considers the important part it plays in outlining. It serves as a guide for the selection of main ideas

and materials and the rejection of those that do not serve one's purpose. It enables the speaker to limit his subject so that he can give it adequate support in the allotted time. An example of a specific purpose for each type of speech is given below:

1. (Inform) To make clear what the duties of a city manager are.
2. (Persuade) To persuade this audience that Japan's policy in the Far East should be condemned.
3. (Entertain) To amuse the hearers by a discussion of the obligations and duties of the mayor of our city.

The traditional divisions of a speech into the introduction, body, and conclusion are about as satisfactory as any. The remainder of this article will be devoted to these and their relationship to effective organization.

The introduction, as the name indicates, should introduce the subject. It tells the members of the audience what the business of the speech is and makes them feel at home. It indicates the purpose and aim of a speech.

The body of the speech presents the subject to the audience. It presents the facts as the speaker sees them and emphasizes the specific purpose in view. The basis of the body of a talk is the main ideas which support the specific purpose. These vary from two to four in number and, as long as they fully develop the subject, the fewer the better, since an audience can more easily remember the fewer number.

Subordinate ideas may be used to support main ideas if the subject demands it and the time allotted permits one to do so. In wording the main ideas and the subordinate ideas one should consider them in the light of one's audience and its probable reaction. This is necessary, for the acceptance of the specific purpose depends upon the favorable response of the audience to the main ideas.

The main ideas of one's speech are developed through the use of speech details—illustrations, examples, statistics, testimony, and reiteration. They make a speech interesting to an audience, for they develop ideas for them.

The conclusion is used to further the ends of the speech itself by leaving a clear, definite, and favorable impression with the audience. It clinches the impression made by the speech so that the desired understanding, action, or amusement is obtained.

To bring together all of the suggestions given thus far, the following example is listed to show that outlining is practical and, if followed, will improve speaking.

SUBJECT: Hobbies

GENERAL PURPOSE: To persuade.

SPECIFIC PURPOSE: To convince the members of the audience that they should get a hobby and develop it.

INTRODUCTION

- I. Story of a Methodist minister who liked astronomy.
- II. A story of a surgeon who did oil painting.

BODY

- I. A hobby diversifies interest.
 - (a) It keeps a person from becoming self-centered.
 - (b) It keeps a person from becoming single-tracked.
- II. A hobby keeps one out of a rut.
 - (a) It makes one see other sides of a many-sided world.
 - (b) It broadens the mind.
- III. A hobby keeps a person from becoming a machine.
 - (a) It saves the nerves of the business man.
 - (b) It keeps the business man from taking his boredom out on his wife.

CONCLUSION

1. One should find a hobby and develop it intensely. 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." To prevent this as conscientious members of Toastmaster's International let's organize.



SAN DIEGO REVISES

Membership of the San Diego Toastmasters is being reclassified into Active, or Regular, and Associate Members. Men on the waiting list will be inducted as Associate Members, writes Ray Watts, and these Associates will be permitted to participate in all parts of the program except the formal speeches. In case a regular speaker is absent, an Associate may be assigned to the place. Regular members will be elected from the Associate list. The purpose is to provide a probationary period for new members, provide a larger audience for speakers, and cause members to guard their places with greater jealousy. Instead of the 26 to 30 now in attendance, the new plan is expected to raise the attendance to 40 or thereabouts.

It sounds like a good idea and we shall look with interest for further reports on the experiment.

The Toastmaster

EDITORIAL BOARD

Ralph C. Smedley

Ernest H. Layton

Arthur G. Porter

FOREWORD The Toastmaster comes to you this month from the hands of a new Editorial Board. The task grew too heavy for Jean Bordeaux, who has edited the magazine for the past several years. Clarence Marshall, of Pasadena, is credited with having started the Toastmasters magazine career with the "Gavel," which he issued in mimeographed form for some time. Jean Bordeaux then took it over with the change of name, and now he hands it back to the Board of Directors of the International. The cooperation of all Toastmasters is requested for the continued usefulness of the magazine. LET ALL Club Secretaries or Correspondents see to it that their listing in the "Rendezvous" on the inside of the front cover is correct, and that important news of their respective clubs is on hand in time for use.

Three features are offered in this issue which will be continued if they meet with favor. First, there are contributed articles by men who speak with authority on different phases of public speech. Second, there are short statements by men who have found the Toastmasters Club idea helpful and are willing to tell why. Third, there are condensed abstracts of several speeches that have been delivered before various clubs in recent weeks.

The editors request assistance with these features. If there are men in your club who can and will contribute to either of these departments, please see that their contributions are forwarded. If there are other features which you would like to see emphasized, let the editors know of your ideas.

For the present issue, the response has been so generous that it has been impossible to use all the material offered, so that some of it must wait for another number of the magazine. The editors express appreciation for the help they have received.

THERE IS NO QUICK, EASY METHOD You can't learn to be a speaker in half a dozen easy lessons, even if you pay twenty-five dollars for them. Neither can you become a speaker by reading a book or by listening to a lecture. Speaking in public is an art acquired under instruction by constant and long-continued practice. Much time and money have been wasted by enthusiastic students who have been carried away

by the eloquence of some high-powered salesman, or who have yielded to the seductive promise of some advertisement, and who have spent their good money and time trying to learn by the "quick and easy" method, only to meet with disappointment and disillusionment, perhaps leading to the hopeless conclusion that they have no ability as speakers.

The Toastmasters Club offers the opportunity for long-continued practice, together with friendly criticism, whereby men can really develop their ability and learn to command attention whenever they speak their mind. And the Toastmasters Club has never been commercialized nor permitted to become expensive.

When tempted to spend your money for a short term course in public speaking or for a set of books of "inspired eloquence," it is a good plan to cultivate your sales resistance and save both money and disappointment. You can't become a speaker except by the old-fashioned method of work and practice.

NEW STYLES Congressman John S. McGroarty, writing in the **IN SPEECH** Los Angeles Times, recently offered an observation that should be of interest to all Toastmasters. He said: "There is a new type of oratory extant now under the Capitol's Dome. It is as different from the oratory of Clay and Webster as day is from night. Even the southern orators have adopted the new style. The old oratory was sonorous, alliterative, flowery and majestic. Men listened to it in rapt wonder as though caught in a spell.

"The new oratory is snappy, almost snarling. It ignores rounded periods, soaring heights, and even grammar. When it refers to a colleague it calls him by his first name. It leans to slogans and wisecracks.

"We can't say that we like it. But maybe it is because we are old-fashioned and not up with the times."

Members of Toastmasters Clubs are often impressed with the change in speech style since we have learned that a public speech may be treated as "amplified conversation." To have something to say, to say it clearly and vigorously, and to stop promptly when through—these are the essentials of a successful modern speech. It is not necessary for us to engage in spread-eagle flights, in spell-binding, flag-waving efforts. In fact, if Clay or Webster or Calhoun should come back and try to talk to us today it is doubtful if we should take them very seriously. Their grandiloquent style would amuse rather than convince us.

THE CLUB HELPS The Toastmasters Club can be a valuable **THE COMMUNITY** asset to a community. An example of the useful purpose it can fill is found in the records of the San Diego Toastmasters Club. Less than five years of age, this club is well known as a supporter of worthwhile com-

munity campaigns. For two seasons it sponsored the promotion and support of the Midsummer Night Symphonies Under the Stars. Each year finds many members of the club in the ranks of the Community Chest and Red Cross speakers bureaus. During the recent National Recovery Administration drive this club placed speakers on the stages of fourteen San Diego theatres each Saturday and Sunday night for five successive weeks.

The San Diego Junior Chamber of Commerce speakers roster looks like the membership list of the Toastmasters Club. These members are now engaged in an intensive speaking program on behalf of the California Pacific International Exposition, to be held this year in San Diego. The San Diego Toastmasters Club is the official speakers bureau for the Better Housing Committee of the city. It is common knowledge in the luncheon clubs of the city that by far the best platform performances are given by officers and speakers who are or have been members of the Toastmasters Club. Discounting all other values the Toastmasters Club serves its community magnificently by assisting the "er and ar" boys of the gavel wielding class. Certainly the tired business man will acknowledge this as real service to his community.

• •

WE REGRET the lack of news from Indianapolis and Tucson. These are the only clubs in International which failed to get their reports in for this issue. Their distance from the center of activity is a hindrance to their participation in fraternal features of our organization, but we want them to feel themselves as essential a part as any other. In both cases it is the hope of the Officers of International that these distant clubs may soon sprout more clubs, so that they may eventually, if not sooner, find new districts centering about them.

• •

We're here so short a time before
We go to unknown ends —
We may not meet in other worlds,
Let's hurry and be friends.

—Anon.

FOURTH ANNUAL HIGH SCHOOL PUBLIC SPEAKING CONTEST

Paul Demaree, Contest Chairman

According to the rules of Toastmasters International, no contestant may participate in the finals unless the sponsoring club is in "good standing" which means with dues fully paid up to International. Prompt attention on the part of club treasurers will avert last minute embarrassment.



On April 27th at Pomona, California, the assembled Toastmasters and their friends will hear the finals of our Fourth Annual High School Public Speaking Contest. This activity is now well established as a major activity of Toastmasters International and is proving its worth both as a service activity and as a means of learning the art of judging speeches. The increased interest manifest in clubs and schools indicates the best set of speeches we have had so far. The competition is going to be keen and close and the judging, the most difficult task we have undertaken.

The rapid growth of the contest is indicated by a few figures. This year there are 19 clubs sponsoring the contest in 54 high schools with a total enrollment of approximately 80,000 students. This is an increase of nearly 100 per cent over last year.

The finals this year will differ from those of last year in that the rules require the contestants to use a speech entirely different from any used in previous contests sponsored by our organization. It is hoped that this innovation will get the contestants away from the memorized oration and put them on their toes for real competition. The critique sheets are meeting with popular approval from the clubs as they try them out in their meetings. This should improve the task of evaluating the speeches this year.

Clubs in the contest are arranging their eliminations during the latter part of March. The district semi-finals will be held early in April. The groupings of clubs for these events are as follows:

District 1—Anaheim, Long Beach, Montebello, Santa Ana Smedley, Santa Ana El Camino.

District 2—Glendale, Jewel City, Pasadena, Pomona and Santa Monica.

District 3—Coronado, La Jolla and San Diego.

District 4—Santa Barbara and Ventura.

District 5—Seattle No. 1, Seattle No. 2, Seattle No. 3.

Each district will send their first and second place winners to the finals at Pomona. Each club is entitled to two judges for this contest, and will, of course, select the two most efficient men in the club for this work. The rest of us can sit back and listen and enjoy picking the winners! We are going to hear some real speeches.

THE LOCAL CLUBS AND THE INTERNATIONAL

By Frederick H. Eley



The names "Toastmaster" and "Toastmasters Club" are becoming so well known, that the recognition given us has imposed a responsibility upon all of our clubs to maintain the standards set up as the foundation for our organization. Primarily of course the chief inducement for joining a Toastmasters club is that of improving oneself in the ability to speak fluently before public gatherings and to make a talk which is concise and interesting to the audience. When however one

has lost most of the nervousness which is usually associated with early efforts, he becomes interested in finding some field of expression for his acquired ability, and it is in this field that "Toastmasters Clubs" are beginning to be recognized for their greatest worth. After all, it is not what we may obtain for ourselves that counts most in life; but rather what we may be able to do for others because of our particular ability. The value of definite work in the speaking programs of community service activities has already resulted in some of our clubs being recognized as organizations of paramount importance in their communities.

The worthwhile results which we attain through membership in our own club, soon reflect themselves in our desire to help others acquire similar ability. We find this true when a member of one of our club moves to another locality where no club is established, as we then frequently find that within a very short time, due to his active interest, a new club is organized in such new location. In order that these new clubs may be organized and maintained for the best interests of all it is essential that they be under the directing influence of some governing federation; membership in our International being the logical means of obtaining these results.

As members of the recognized governing body, we also receive other definite benefits, especially that of visitation between clubs and the personal friendships resulting from such visits; also the privilege of club participation in sponsoring the Public Speaking Contest between students of High Schools in the districts where our clubs are located. Each member also receives a copy of each issue of the "Toastmaster," which keeps the various clubs in touch with each other, but which also gives a fund of information as to how to obtain best results in public speaking as well as suggestions and ideas toward improved methods of club procedure.

It is therefore absolutely essential that all individual clubs maintain an active connection with the "International" and participate in its various activities; for no matter how successful an individual club may be in its own community, it is only as it becomes an

(CONTINUED ON PAGE 24)

THE PURPOSE OF TOASTMASTERS

Excerpts from a speech by Del Frederic at the Charter Night Meeting of Orlando, Florida, Toastmasters, February 8th.



The purposes of Toastmasters are chiefly four-fold: (1) The building of its membership to a point of efficient leadership through the art of public speaking wherever they may wish to serve. (2) To promote public speaking outside of the local organization, through the fostering of high school speaking contests, and inter-city and inter-district exchange of speakers. (3) To promote co-operation within its membership, the local community and different sections or district of the state. (4) To make the name of Toastmasters one of outstanding distinction wherever they may function.

Only through the unique program of this organization can it safely aim at such high purposes and assure its membership and the public in general a high degree of achievement.

Once the local club is functioning it notifies the local Chamber of Commerce, the local service clubs, and other civic bodies that the club is ready to furnish on short notice an efficient speaker or leader for any kind of meeting and without any obligation for such service. Club members are thus assured of taking active interest in civic activities. The voluntary recalls and expressions of appreciation from these assignments are evidence of their efficacy and service.

The weekly programs vary, but include generally, a brief business session, introductions, table chats, and a Toastmaster and regular speakers appointed in advance. Each speaker is constructively criticized, while a general critic covers the meeting.

Let me say this in a special aside to the ladies present: Mayors of cities and governors of states are proud indeed to be counted among those present, so by all means insist upon getting a Toastmaster in your home.

(CONTINUED FROM PAGE 23)

integral part of a governing body that proper community recognition will be attained. The rapidly increasing number of our authorized clubs demonstrates conclusively that our organization is becoming an invaluable asset in community life, in addition to the personal advantages which it confers on the individual members, but it is only as our clubs actively support our "International" that these results can be satisfactorily sustained.


WHAT THEY THINK OF IT

What do our members really think of the Toastmasters idea? What good has their membership done them? Why do they continue to attend and work in it?

We have asked a number of members to give a frank statement of their estimate of the Club and its working, and we have pleasure in presenting their reactions.

First, we present a letter from the Director of the Department of Agriculture of the State of California, a past president of Smedley Chapter No. 1, of Santa Ana.

ANSON A. BROCK



After a few months' training in Mr. Smedley's regular public speaking class, I joined the Toastmasters Club; and this I feel was more or less a continuation of the work we had been doing in the public speaking class.

I think through the actual practice of making talks and the suggestions and criticisms offered by the members of the Club, one learns how best to arrange facts so as to present them to advantage. If information can be given in an interesting way, your listeners will gain a great deal more from your talk and you will have acquainted them with the things you are trying to do.

The real advantage of the Club, however, is that it gives one training through actual practice, and the Club members are frank in telling you of your mistakes and in encouraging you whenever possible.

Finally, you reach the point where you believe the facts you have to present are as interesting and as important as those of other professions; and the practice you have received in the Club helps to take away the fear of standing before an audience and delivering a speech.

Next comes an educator. We hear the testimony of the Associate Principal of the Sequoia Union High School, a member of the Redwood City Toastmasters Club.

DONALD L. BOGIE

There are two means that man has of expressing his ideas. One is to write what he wishes to express and the other is to speak his piece. The latter means is no doubt used for approximately 80 percent of all expression. Therefore man should prepare himself more thoroughly in oral expression and more especially in the art of public speaking.

The Toastmasters' Club affords me an excellent opportunity to prepare and practice the art of public speaking. Through this means I am learning to arrange my thinking and talking in a logical and

concise manner. I am also learning to think clearly while standing before a group, without the intense feeling of self consciousness which I have so often had. Other members of the club are most patient and forbearing during the speeches, and through their fine, constructive criticism do I see myself as others see me.

Another value of the Toastmasters' Club is the fellowship which the meetings afford. Friendly competition in forums and debates soon binds the membership into one brotherly group. I consider the friendships made in the club one of its finest assets.

What more could I ask for than an opportunity to improve myself among friends? More power to the Toastmasters' Club.

From a professional speaker, author and lecturer, program chairman of the Glendale Toastmasters,

GUY SELWIN ALLISON

Though I have been in a position where I have had to do a lot of public speaking during the past ten years, I am glad to acknowledge that I have received more inspiration and helpfulness from Toastmasters than from any organization of which I have ever been a member. So many of our service and other organizations permit the few stars, so to speak, to show off their wares of talk, whereas the timid and incapable speakers are shoved off into the corner. But Toastmasters gives every fellow an equal chance, and it has been a source of real pleasure, in our own club, to see the great improvement on the part of many of the members. Toastmasters offers a fine institution for the development of a wide-awake citizenship.

Next we call to the witness stand a physician, whose ability to put into words the helpful knowledge he possesses should add tremendously to his usefulness. He is a member of the Santa Monica Toastmasters. Listen to

DR. RICHARD J. MORRISON

I am glad to add my testimony to the great benefit received from our Toastmasters' Club. Although I have been doing public speaking for 30 years, yet I had never received the benefit of sincere, direct, honest, constructive criticism. The result is that I have been unconsciously perpetrating certain awkward mannerisms and errors on people who have been too polite to tell me the truth.

Speaking at Toastmasters has been an inspiration and education for it has caused me study to perform the most difficult task a speaker can accomplish, namely to EPITOMIZE. This is a great art and requires severe application.

Toastmasters has proved for me to be the spring board from which I have jumped to important public efforts. It has brought satisfaction to myself and pleasure to my gracious listeners.

That the legal profession as well as the medical may profit by Toastmasters is indicated by this voice from San Diego, as we listen to

ATTORNEY R. M. SWITZLER

Bacon said in substance, "Reading makes the full man, writing the exact man, and speaking the ready man." The last thought is embodied in the primary purpose and result of the Toastmasters Club. Like the other two, it may be attained only by diligent effort. As long as the human element is paramount in oral communication, the development of proper speech is necessary. Actual practice is the key note. Reading and study of books on public speaking are an aid, but without practice they are valueless. In my few years as a constant attendant at Toastmasters' meetings, I have been able to keep whetted-up and in working order what ability to speak I attained as a result of numerous war campaigns on liberty loan drives, which I wouldn't otherwise have attained, and in the language of Bacon I have been kept "ready" at all times, and hope to continue.

This is a varied list. Here we have a lawyer, a doctor, a school man, a lecturer, and a state department head, all speaking favorably about the Toastmasters idea. With such an array, which could be multiplied many times over, we need not hesitate to recommend the plan to our friends.

But here is another witness, a man in the oil business, whose daily occupation is selling. We present remarks from the president of the Santa Monica Club,

KENNETH STURZINGER

Two years ago this spring I was invited as a guest to visit the Smedley Chapter of Toastmasters in Santa Ana. Their spirit of friendliness toward each other and their jovial exchanges of banter were to be envied. I wanted to become a member, and after a few weeks was accepted and made my craft talk. Never having been on my feet before, all Toastmasters will know how shaky and how down right scared I was.

I am employed by a major oil company. My employers ask that we study either extension courses or night school work to improve ourselves as we go along.

Toastmasters fills every requirement and more. Not only do we learn to stand up there and put the old punch behind what we have to tell the world, but one night each week we sit back in the audience and listen to five or six men tell us how to do everything from raising ladybugs to running the government. These men come before our club prepared to give us a six minute talk on a subject usually of their own choosing. They must know that of which they speak! Why? Because they must know their subject matter in order to put their speech over. Where could a young man in business find a better rounded out educational program?

As this goes to press we are organizing Toastmasters Clubs, for our staff employees, in Westwood Village, Long Beach and Burbank.



News of the Clubs

From far and near come reports of progress and successful work among the clubs. Only a very few have failed to send in news for this issue of THE TOASTMASTER. We present boiled-down news for the information and inspiration of all.

ANAHEIM—Election in January put William G. Claussen into the presidency, Joe C. Elliott into the vice-presidential chair, and Walter F. Taylor into the secretarial position. E. E. Smith finished a six-months term as president, the completion of which was greeted with applause and appreciation by the club—for what he had done, not because he was through. Our ninth birthday party was a great success. Visiting Toastmasters, past members of our club, with ladies and other friends, brought us a crowd of 170 people. Some ladies heard their husbands criticized for the first time—outside their own homes. Paul Demaree, head of our local high school speaking contest as well as chairman for International, announces that the local finals will be held March 26. Five of our schools are competing again. We expect to bring the trophy back to Orange County again.



GLENDALE, CLUB NO. 1.—Major George C. Little, President; John W. Norviel, Secretary. Our city, once known as the "fastest growing city," now claims the unique distinction of having four regular public speaking clubs. These include our club, the new Toastmasters Club recently chartered, under the name of the "Jewel City Toastmasters Club," another Toastmasters Club organized some years ago, which has not affiliated with International, and a "Table Talkers" club composed of both men and women. Our Club has among its members a lecturer and historian of note—Guy Allison, who has lectured in many parts of the country. He is serving as chairman of our program committee, and has prepared a large chart showing program details for twelve weeks ahead. This, together with our continuous competition in preparation for the annual cup contest, has helped promote better preparation of speeches.



HUNTINGTON PARK, NO. 1 CLUB—Robert Grube, President and Don Morrison, Secretary, report steady interest, high grade programs, an active missionary spirit which is showing results in extension of the movement, and an International President who travels widely in the interests of Toastmasters International. Their Wednesday evening meetings are always worthy of a visit, and they urge near-by club members to form the habit of friendly visitation.

GLENDALE, "JEWEL CITY" CLUB—George S. Chessum, President; Emil S. Carlson, Secretary. This is, to date, the youngest T. M. Club. In less than two months we have completed our membership list of 30 members. The Charter Night at Chevy Chase Country Club was a great occasion. The club plans to let its wives and sweethearts into the secrets of Toastmastership on March 14, when they will hold their first Ladies' Night for the benefit of their "private critics," the wives. Visiting Toastmasters will be welcome, both for the fellowship and acquaintance and for the suggestions they may give us for bettering our work.

(It was the youngest club when the above was written, but so fast does the movement grow that the "baby" place has been taken from the "Jewel City" club already. — Editor)



LA JOLLA—Recent elections set up the following leadership: Captain T. H. Messer, President, and Donald Speer, Secretary. Besides these two officers, the club has a full list of committee men and officers, including Historian, Reporter, Publicity Committee, House Committee and Membership Chairman in addition to vice-president and sergeants-at-arms and others. It looks like a strong military administration under the command of Captain Messer, whose "Company, 'tenshun!" gets results when others fail. This club has a simple but most impressive ritual for the induction of new members, and each new member is given a certificate of membership, duly signed and sealed. There are 26 members, and always room for visitors. With all roads leading to San Diego for the great exposition this summer we invite Toastmasters from all parts to plan their trips so as to include a Thursday evening with La Jolla Toastmasters Club.



LONG BEACH, CALIFORNIA, GAVEL CLUB — William Hobba, Secretary, writes: Resolved, that 1935 shall be the banner year for this club. As a start, we have added six new members. Dr. Tylicki, assistant treasurer of T.M.I., has had a long period of retirement on account of illness, but we are glad to report that he is back at work again, and we expect soon to have him in our meetings once more. We plan more club visitation this year, and hope to have the pleasure of welcoming many visiting members.



LOS ANGELES—Tom Butler reports ten new members added during the present year, and a full list at present. On March 26, this club will be guests of the Los Angeles Toastmistress' Club, furnishing three speakers and a critic. The ladies will furnish everything else, presiding officer, mistress of ceremonies, chorister, chaplain, three speakers and the table decorations. Similar joint meetings are held each month. In April the ladies will be the guests of the Toastmasters. A continuous speaking contest is carried on, the best speech being selected at each meeting, with a contest of winners at the end of three months. A silver cup is awarded winner for each three-month period.

HUNTINGTON PARK, PROGRESSIVE CLUB—Secretary P. F. McKeal writes that election of officers and delegates will take place early in March, too late for us to give the results. During the past six months vast individual improvement has been made, and social contacts established which will pay the greatest dividends. Members visited Anaheim, and on February 19 helped to welcome the new Walnut Park Club with its charter presentation and official recognition. Lacking a poet laureate, the following gem is sent in for comparison:

“Progressive moves forward with head held high;
The laurels we win make other clubs sigh.
Toastmasters International, we strongly boast,
Will cover the world, so we give this toast.”

SAN DIEGO—Our “America’s Exposition of 1935” is progressing splendidly. There is a great hole in the hillside where Henry Ford’s symphony bowl is being built. There will be a group of visitors conservatively estimated at 5,000,000 in our city during the half year. Among these will be many Toastmasters and their friends.

Although we have not made definite plans, there is an agitation under way right now to provide Toastmaster contacts for visiting Toastmasters. We hope also to be able to present something in the way of an Exposition feature that will present Toastmastering to the visiting guests. The San Diego club always takes advantage of an opportunity to work for San Diego, and through it we are becoming known as a going concern.

We were agreeably surprised on February 11th when Armour McDougall, of Seattle No. 2 Toastmasters Club, dropped in to pay us a visit.

Our Annual High School Speaking Contest, under the chairmanship of Captain T. H. Messer, U.S.A., (ret.), of the La Jolla Club, the finals of which we hope to hold in the beautiful La Jolla Country Club dining room, is progressing nicely.

POMONA—Dr. Gil J. Roberts is the new president, Turner Garr the vice-president, and Lee Winterton the secretary-treasurer. The club is planning heavily for the high school public speaking contest April 27th. Five high schools in this district are holding elimination contests about the middle of March. The new officers were installed at a ladies’ night meeting, February 4, when Past President John A. Evans turned the gavel over to Dr. Roberts. A ten dollar prize was presented to the member who showed the greatest improvement during the past six months. Herbert Mead, of Claremont, took the ten, while Howard Wright placed second and Lee Winterton, third. Dr. Benjamin Scott, of Pomona College, served as critic for the occasion.

And—don’t forget—we’ll be looking for you on April 27th.

MONTEBELLO—Here the best speaker each evening has the pleasure of seeing his name written on a scroll which is permanently displayed. Dr. Dan Woods is President and Dr. Harry Hansen is Secretary, but Jack Evans, the club’s enterprising reporter, hangs no title on his name. However, all the members agree in hanging the latchstring outside the door on Wednesday evenings when they meet. Visiting Toastmasters may recognize the place by the latch string.

PASADENA—With H. S. Saunders as President and E. W. Wiegel as Secretary, Pasadena Toastmasters meet at the Y.M.C.A. on Tuesdays at 6:15 p.m. They have no novelties to report, but continue to function as a conservative, normally constituted club, to the great profit of their members. So long as they have Clarence Marshall and his joke book they are assured of no meeting without its smile.

REDWOOD CITY, CALIFORNIA—B. E. Myers, President, and Herman J. Phillips, Secretary, serve the club. We received our charter on January 7, Fred Hansen, regional Secretary for the National Council of the Y.M.C.A., doing the honors in presenting the charter. Roy Hohberger was toastmaster for the evening, and by common consent the “falderals” were omitted. Our club has been a very business-like organization from the start. We take our speaking practice seriously. Time limits as to start and finish are strictly observed. Written criticisms for the benefit of the speakers are our rule. We have just completed our local constitution. Men on the waiting list are permitted to attend. We hope to interest San Mateo in forming a club. We get excellent publicity through local papers.

SANTA MONICA, CALIFORNIA—A number of important conventions are scheduled for our city this year, The Rotarians, 3,000 strong, will be here in May. Other groups will come, attracted by the beauty of our beaches and our mountains, and by next October we shall be in splendid training for the annual meeting of Toastmasters International. October 5 is the date which should be noted in every Toastmaster’s calendar. Our committees are already at work. We hope that a good many clubs will sign up one hundred percent for this big event. If this does not turn out to be the largest and best meeting our organization has ever held it will be a disappointment to us. At our January “Ladies’ Night” we permitted three of the ladies to speak. Not a bad idea. Sheldon Hayden brought six young men from the Junior College, where he teaches public speaking, to present our program on December 19. Members of the club then criticized the speakers. On December 11, several of our members put on a program for the Kiwanis Club. It made a hit.

SANTA ANA—The old Number One Chapter which proudly bears the title of "Smedley Chapter, No. 1," thereby advertising to the world that it is the first and original Toastmasters Club, has carried on a weekly contest for several years, with a "run-off" at the end of each six months period. The winner for the six months has the honor of having his name engraved on a trophy cup, but he leaves the cup with the club. It makes an interesting souvenir of past achievement. Debates on controverted questions, opportunities for questions and discussions following a speech, and an attendance contest which stimulated interest have been noted in recent months. A proposal to debate the "Townsend Old Age Pension" question was set aside after the danger to the opposition had been studied.

SANTA BARBARA, CALIFORNIA—Greydon Howell, President, and Duncan P. Jackson, Secretary, are the leaders in this club. Elmer Smith, chairman of our high school public speaking contest, reports excellent interest and good progress. If we do not bring the cup to Santa Barbara County this year it will be because there are some superfine speakers in other localities. We are using a slightly different method in criticism. The critic is one who spoke the week before, and he gives his criticism immediately after the speech has been made. Santa Barbara, in common with other cities along the Coast Highway, is a good place for traveling Toastmasters to break their trip. We shall welcome you any Tuesday evening.

SANTA ANA—El Camino Chapter has honored itself by electing Frederick H. Eley, Past Treasurer of International, as its president for the next three months. Don O. Rice, of the Standard Oil Company, has made a fine record for efficiency and speed and power during his term. This club is noted for the preponderance of telephone employees and oil men in its membership. Its members have been active in outside service, making numerous speeches in causes for the public good. George Lawrence of the Telephone Company, having been transferred to San Pedro, and W. L. Jolivet, of Montgomery Ward and Company, to Riverside, it is reasonable to anticipate that two new clubs will shortly come into being.

WALNUT PARK—This club was officially welcomed into International on February 19. It meets on Tuesday evenings at 6:30, at Van Matre's Inn, 2563 Clarendon Avenue, Huntington Park. C. T. Nichols is president and Roy Grubb, secretary. The membership on charter night was 21, with good prospects for filling the roster to the limit. Toastmasters who like to visit around may do a real service by calling on this club to get acquainted and offer helpful suggestions.

WEST LOS ANGELES—"Shell Toastmasters No. 1" was instituted at West Los Angeles, right on the doorstep of the University of California at Los Angeles, through the interest of a number of employees of the Shell Oil Company, who were stirred up by the efforts of Kenneth Sturzenger, of Santa Monica. E. E. Morrison, local manager for the Shell Oil Company, is the president, and David Zaun, Secretary. The presentation of their charter gives them the place of "baby" club for the present. While instigated by Shell Company employees, the club is open to general membership, in true Toastmasterly fashion. (Charter not yet issued.)

ORLANDO, FLORIDA—Major Paul Crank, President, and Frank A. French, Secretary. Charter Night launched our club in fine style. Ours is a most interesting eating place, set in the midst of a remarkable sunken garden, thoroughly in keeping with the semi-tropic atmosphere. The ladies helped us with the program. Mrs. Paul Crank gave us a speech which was an example of how it should be done, and Mrs. Del Frederic gave an enjoyable reading. The charter was presented by Judge John Tilden, whose experience in public speech made him a warm advocate of the values of the Toastmaster idea. He finds in it the only method of continuing speech practice after leaving school, and he wonders "why has it not been done before?" Orlando is proud of being the first T. M. Club in Florida. It must not be the only one. We are also proud of our president, Major Paul Crank, a Chaplain during the World War, and a speaker of ability.

OLYMPIA, WASHINGTON—Ben Tidball, President, and Dr. Frank A. Fulton, Secretary. Being a new club, we have not developed any startling ideas as to improved technique. We try to vary the length of time allotted to speakers so that the five minute speech will not become our standard length. We have used the plan of permitting the speakers to criticize themselves instead of having the usual appointed critics, and we occasionally skip the current topics in table talk and ask each member to report in one minute the most interesting thing that has happened to him during the past week. We have a full membership of 28, with 14 names on the waiting list.

VENTURA, CALIFORNIA—Dr. Ernest Stone, President; E. S. Drury, Secretary. Ours is a new club, but we are on the way. Our meeting is a convenient stopping place for Toastmasters traveling the Coast Highway. You may be certain of a warm welcome and an interesting meeting any Tuesday evening.

SEATTLE, WASHINGTON, NO. 1—Raymond Huff, first vice-president of Toastmasters International, has brought us interesting sidelights on his stay in Southern California and his visits to various clubs. Apparently he is our "ambassador without portfolio." He visited the new Portland Club recently and gave them words of counsel.

We are in the midst of discussion as to the high school speaking contest on which there has been much debate. It should be started in the Northwest. We are arranging with a local radio station to give our members practice in talking to the "mike," an important part of modern training in public speech.

We face, as do other clubs, the problems of holding steady attendance and maintaining interest by constant novelties and changes in routine. We welcome an opportunity to exchange experiences. Louis LaBow is president.



SEATTLE, WASHINGTON, NO. 2—Perry O. Donaldson, President, and Dr. G. S. Fuller, Secretary. Meeting place is changed. Visiting Toastmasters please note.

First anniversary of the Club was observed December 12, bringing our first annual Ladies' Night, and presentation of our charter. It was a brilliant occasion as planned by Dr. W. J. Bouchier and his committee, with pleasing musical numbers, scintillating five minute talks, current topics, toasts to the ladies, and everything to make it successful.

Our club holds its roster filled. The new meeting room has a fireplace that attracts members to arrive early, especially in such "unusual" weather as we had in January. Our club has a "Roastmaster" who looks speculatively toward Tacoma. He thinks they took in too much territory with their claim to be the only N. W. club to hold meetings all summer. We never missed, either.

We recommend Albert Edward Wiggam's "The Marks of a Clear Mind" for your reading. Chapter 5 is headed "You Are Wrong If You Believe That You Know How to Win an Argument."



TACOMA, WASHINGTON—We sent a delegation to help Olympia T. M. accept their charter in December. We feel a fatherly interest in this club and are glad to send wishes for success. Past President Cy Lundvick presented the jeweled T. M. pin to retiring president Erling Johnson in recognition of his commendable work as president. We are proud of our four past presidents. They are all among our most active members. Dr. Cy Lundvick is sojourning in Southern California, doing some post-graduate work. By invoking a by-law on non-attendance we recently dropped a few members who had been missing, and made room for four new members: R. E. Meader, J. C. Wheeler, Dr. H. V. Hoover and C. F. Hufford, all of whom are welcome recruits.

CONDENSED STATEMENT

From

Arthur G. Porter, International Treasurer
At close of Business on February 28, 1935

RECEIPTS:

Received from former Treasurer, Fred Eley, Oct. 6, 1934	\$360.02
Moneys collected from Charter Fees, Dues and sale of Magazine	296.84
Total Receipts	\$656.86

DISBURSEMENTS:

Total expense of operation and of publishing Magazine	\$516.76
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RESOURCES:

Due from Clubs	6.25
Cash on hand February 28, 1935	133.85
Balancing Receipts above shown	\$656.86

All bills of every nature submitted to the Treasurer have been paid; semi-annual dues will again be payable on April 1st, 1935, which will amply care for anticipated expenses of operation for the ensuing six months, and we consider the finances of the organization in healthy condition at this time.

Respectfully submitted,
ARTHUR G. PORTER,
International Treasurer.



TOASTMASTERS INTERNATIONAL

731 Richfield Building
Los Angeles, California

Publishers of

THE PROSPECTUS, a Manual of Information and Instruction for organizers and officers of Toastmasters Club. Price 50 cts.

THE AMATEUR CHAIRMAN, by R. C. Smedley, a "first aid kit" for the inexperienced presiding officer. Price 50 cents. Send orders to Jean Bordeaux, Secretary of Toastmasters International, 731 Richfield Building, Los Angeles, California.

THE FAMOUS FIFTEEN POINTS

**Toastmasters International, Inc., is Organized and Promoted
for the Following Reasons:**

1. **TO PROMOTE** the growth and establishment of Toastmasters Clubs throughout the world.
2. **TO SPONSOR** the publication of THE TOASTMASTER, official organ of our Federation, and disseminator of the latest and best ideas on toastmastering.
3. **TO PROVIDE** literature and other assistance to make possible the establishment of Toastmasters Clubs.
4. **TO PROTECT** the name Toastmasters Club in order to confine its use to clubs conforming to the standards and regulations established by the majority group through Toastmasters International.
5. **TO STANDARDIZE** and maintain as nearly uniform as practical the procedure and ideals of Toastmasters Clubs.
6. **TO UPHOLD** before all the latest and best principles of public speaking and related conduct and procedure.
7. **TO ACT** as a medium of exchange tending toward the improvement of Toastmastering.
8. **TO ASSIST** individual clubs in solving and overcoming problems and difficulties which may arise in the organization and functioning of such clubs.
9. **TO PROMOTE** friendship among Toastmasters Clubs and Toastmasters.
10. **TO SPONSOR** friendly competition in public speaking among the member clubs of Toastmasters International.
11. **TO SPONSOR** contests in public speaking among organizations outside the Toastmasters Clubs, such as the High School Public Speaking Contest.
12. **TO PROMOTE** the technique of tactfully giving and gracefully taking criticism and profiting thereby.
13. **TO MAKE** the name Toastmaster a mark of distinction and of recognized ability in public speaking.
14. **TO ESTABLISH** the place of the Toastmasters Club in the life and work of the community.
15. **TO PROMOTE** a friendly, mutually helpful liaison between Toastmasters International and the Young Men's Christian Association.