

THE *Toastmaster*

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TOASTMASTERS INTERNATIONAL, Incorporated In 1932, is a non-profit educational organization of 600 active clubs, located in the United States, Canada, England, Scotland, and the Hawaiian Islands, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Listening

(For Information, address Toastmasters International, Santa Ana, California)

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We Hold These Truths

By RALPH C. SMEDLEY

A Toastmasters Club is not a propaganda organization.

It does not adopt resolutions, sponsor candidates, nor go out for "causes." It cannot commit its membership to support of any controversial matter, for its members come from all elements of society, and unanimity of opinion is hardly to be expected or desired. Different groups, social, political, religious, racial, occupational are represented in the typical Club. It is a cross-section of its community.

A Toastmasters Club is definitely a training organization. It welcomes men of all sorts of opinions into its membership, and undertakes to train them to think logically and to speak honestly in behalf of whatever cause or procedure they may believe in. The work of a Toastmasters Club is to help each member to be his best self, as a member of society and as a protagonist of the things which seem to him most worth while.

But in the Toastmasters Club, certain principles are held inviolable. Like our forefathers of 1776, "We hold these truths to be self-evident," although our list of "truths" may differ slightly from theirs.

We hold that every man is entitled to freedom of thought, as well as freedom of speech. He must be permitted—even encouraged—to study, learn, think, and reach his own conclusions.

Every man, having thought, is

entitled to *freedom of speech*. But his hearers have the right to demand that he speak intelligently, reasonably, honestly, if he expects them to listen.

Every man, speaking his well-considered thoughts, has a *right to be heard*. His right to be heard is in proportion to the worthiness of his thoughts, and the effectiveness of his speaking.

Every man, having spoken, has a *right to listen to others*. His listening must be with open mind, with analytical attitude, with a purpose to accept what is true and to reject what is untrue.

Every man has a *right to disagree* with what other people say, but he must learn to disagree without being disagreeable—to listen to the opposition calmly and without losing his temper or his balance.

Finally, every man has a *right to share* his thoughts, his ideas and his convictions with everyone who will listen, but he has no right to force his opinions on anyone who will not accept them, nor to compel anyone to act unwillingly under his dictation.

I like the definition of individual freedom given by Dr. George Pinckard, an English scholar of the 18th century.

"Liberty," said Dr. Pinckard, is the right of every human creature, as soon as he breathes the vital air; and no human law can deprive him of that right, which he

derives from the law of nature. True liberty consists in the privilege of enjoying our own rights, not in the destruction of the rights of others."

And Canon Farrar, another great Englishman, said it well in these words:

"Man's liberty ends, and it ought to end, when that liberty becomes the curse of others."

The Toastmasters Club stands for the integrity of the individual, for the sanctity of human character, and for the right of every man

to express himself—always with this eternal and unchangeable rule, that "your rights are inviolable, and so are mine; your individual rights are limited as soon as they cross my rights; every person must recognize that personal rights are restricted by the rights of others."

That is the essence of the American ideal of individual freedom. That is what the Toastmasters Club, in the final analysis, is proud to represent and advocate.

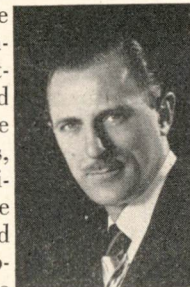


"All Set For The Convention," was the verdict of this group meeting to give the final check up on arrangements. Seated are Executive Secretary Ted Blanding, and Del Delano, of the local Committee. Standing are Jack Haynes, of Los Angeles, Chairman of the Program Committee, Director James Clark, of San Francisco, and District Governor H. Gabrielsen, of District Four. Clark heads the Convention Control Council, with Delano and Gabrielsen as members. Frank Taylor, Chairman of Local Activities Committee, was not present when the picture was taken. Everything is ready for the Convention. "Come and get it!" they say.

The President's Message

By GEORGE W. BENSON

Toastmasters are the same throughout Toastmasterdom! For the past two months, I have lived in California, the very fountainhead of Toastmasters. I find here the same type programs, the same enthusiasm, the same fellowship and the same problems as I have found in Minneapolis, Seattle, Pittsburgh, St. Louis, Spokane and Albuquerque.



The over-all Toastmasters program should be credited with this achievement. That standards are needed for success is evidenced by what has been accomplished through uniform speech material, like type of meeting places, similar length of time for Club programs and the same sincerity in striving for improvement.

Club requirements should be continued and strengthened. We need to urge that Clubs be made strong *before* chartering. During the past year, it has been a rare exception when a Club has been chartered with less than thirty members. For that reason the general picture of this year's Clubs is one of success, achieved because the Clubs possess the strength to have success experiences.

Another need is for regular weekly meetings. It is noted that

where a biweekly Club organizes a new unit, it also starts as an "every-other-week" Club. These Clubs do not receive the full training benefit they deserve. It is recommended that charters be presented only to Clubs meeting weekly.

Clubs that pay their way are better Clubs. Toastmasters dues are amazingly low and Clubs which attempt to make them too cheap end up with financial trouble and lose faith in their value. Every Club should accept into its own treasury for its own use, at least an amount equal to that sent out by the Club for the per-capita tax, magazine subscription and district funds. If a total of \$6.00 per year is sent out of the Club, that Club's minimum annual membership dues should be \$12. Experience is overwhelming proof that Clubs with a sound financial structure do not fail.

To sum it up:

1. Let us have only full membership Clubs.
2. Let us have Clubs meeting weekly.
3. Let us have Clubs with sound financing.

And let us have more and more Toastmasters Clubs. Thousands of them!

EDITOR'S NOTE: President Benson has moved from Minneapolis and his new home is in South Gate, California. He is associated in business with Hooven Letter Company in Los Angeles, California, doing direct Mail Advertising Services.

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The Winners

The members of the Editorial Board thank all the men who have responded to the invitation to enter the competition in writing for THE TOASTMASTER. Many excellent contributions have been received. Some of these have been published, while others are held for future use. All are appreciated.

The success of this competition lays a foundation for future contests of similar nature, but in the meantime it should be borne in mind that articles on educational and inspirational themes are always welcome, and will be published as space permits.

In the "Inspirational" classification, first place went to Edward S. Jensen, of Hollywood Toastmasters Club, No. 58, for his article on "The Power That Blesses."

In the "Educational" section, the winner is Harris Johnstone, of Winnepeg Toastmasters Club, No. 250. His article is entitled "A

Speech With a Purpose."

Neither of these winning articles has yet appeared in print, but both are expected to come in for publication at an early date. Each of the winners will receive a "Hospitality Book" good for the various events at the San Francisco Convention.

Another Contest

Encouraged by the success of the writing competition, the Editors announce a *photographic contest*, of special interest to all who attend the San Francisco Convention.

Pictures will be judged in two classes; (a) Scenic; and (b) Personal. All pictures must have some connection with California and The Toastmasters Convention at San Francisco, July 26-29. In the "Scenic" class the pictures may be of parts of California taken as participants are coming to or going from the Convention City, or while there.

In the "Personal" class, pictures should be dramatic or unusual shots of events of special interest, connected with the Convention.

The photographs must be black and white glossy prints not smaller than 3x5 in. in size. All pictures should be suitable for use in The Toastmaster Magazine. All entries must be received at the Home Office not later than Sept. 1. All pictures submitted will become the property of Toastmasters International and none will be returned. Decision of judges will be final. Credit will be given when possible in publishing.

Two prizes will be awarded, one in each class. The winner may select any one book from the list below:

Public Speaking As Listeners Like It.

The Art of Plain Talk.
Parliamentary Procedure At A Glance.

Handbook for Discussion Leaders.
Principles And Types of Speech.
Robert's Rules of Order.

Mud, Clay and Whitewash

By J. H. DOUGHTY, Victoria, B. C.

Some of the most wretched habitations of 20th century man may be seen near a little roadside village in Mexico. There, amidst sagebrush and desolation, stands a row of depressing, unimaginative peasant huts, built of mud, clay and whitewash.

A few miles beyond, in the beautiful city of Monterrey, Mexico, may be viewed the splendid architectural stylings of modern homes and buildings, made not of mud, clay and whitewash, but of such pleasing and enduring materials as iron and steel, glass, synthetics, bricks, tiles and plastics.

Now I know that none of you here are even remotely interested in building cabins or castles in Mexico, but you are all vitally interested in building speeches right here in Victoria. In building those speeches your materials are words—words of many kinds—and, depending on what words you use, your speech will become either a lowly mud hut or a gleaming castle.

Consider those contrasting abodes in Mexico. How is it that the one man constructed a fine building, while the peasant completed only a rude hut of earth? Essentially it is because the progressive man built not of crude

raw materials such as mud, clay and lime, but of materials which had already undergone lengthy manufacture and which were in themselves highly specialized, finished products. Had he spent an equal time struggling with mud, clay and whitewash he would have netted no better results than did the peasant.

And so it is when you make a speech. You may build well, using the prefabricated and ready-made, or you may labor on ineffectively with mud, clay and whitewash.

What are these prefabricated materials which are available in speech construction? They are word associations and word connotations — pictures and stories that already exist in the minds of your hearers. You need but one word, as a trigger, to release these complete experiences from the mental storehouse of your audience, and important sections of your speech structure automatically swing into place.

For instance, I might say, "The man's home is like a palace," and you immediately know a great deal about his home. "Palace" is more than a word, it is a complete picture already existing in your mind. When Churchill said, "I have nothing to offer but blood, toil, tears and sweat," he imparted more information than another might have done in hours of talking. He used four simple words,

yet four words that were full of connotations and associations.

At a small country church in Northern Ireland, I heard the minister pray in these words before his congregation of farming folk: "As our hands become soiled in our daily labors in the fields, so do our hearts become soiled by our contact with the sins of the world. May this meeting in Thy house help cleanse us, O God!"

The congregation required no long exposition on how even the righteous became tainted by worldly vices and needed the Cleansing Grace, for to every one of them the experience of physical soiling in the pursuit of honest labor was an accepted fact and a vivid picture already in their minds. The analogy on the spiritual plane was entirely logical and understandable.

And so, remember that if your speech is to be a worth-while structure you dare not waste valuable minutes trying to create pictures or build up ideas in tire-some detail when those pictures and ideas are already in being.

Consider well the stock that lies prepared in the warehouse, and then use your talents accordingly, selecting only choice materials and employing them to the greatest advantage. By so doing your dissertations will have the dignity and fullness of an edifice well planned, and will tower above the ordinary speech as does the castle above the whitewashed hut of mud and clay.

NOTE—This speech was presented by Toastmaster Doughty as his assignment on "Word Pictures," Basic Training No. 8. It is published because of its excellent demonstration of the use of descriptive language and because of the good argument it gives for picturesque, meaningful words in speech. For example, read again the last sentence. It paints a word picture in miniature.

What's Going On



Fraternity was the keynote when the Shriners Toastmasters Club No. 590, of St. Paul, received its charter at the hands of E. N. Dochterman, Past Pres. of King Boreas Toastmasters Club, in an impressive ceremony. Presentation of a gavel from the Knights of Columbus emphasized the solidarity of Toastmasters. The Shriners and the K. of C. Toastmasters Clubs meet in the same building on the same evening, in adjacent rooms, and enjoy fine fellowship. This is the first Shriners Toastmasters Club established.

In the picture: Tracy M. Jeffers, Director of T. I., E. N. Dochterman, presenting the charter, Edward F. Sklenar, President of Shriners Toastmasters Club, and Joseph P. Johnson, of the Knights of Columbus Toastmasters Club, presenting the gavel.



The Deputy Governors of Clubs in Area one, District One, got together for breakfast to get acquainted and make plans. They are the outgoing and incoming Deputies, and when they all get to work, things move along.

The Lady Speaks

Vigo Toastmasters Club, of Terre Haute, Indiana, introduced a pleasant novelty at a recent meeting. The Program Committee, noting that May 12 was the birth anniversary of Florence Nightingale, decided to have a speech on this theme. The suggestion naturally followed that a woman be asked to make the speech, still more naturally, the choice was a member of the Toastmistress Club. Toastmistress Martha Swanson paid tribute to Florence Nightingale so effectively that Toastmasters are now thinking of a repeat performance.

Summer Relaxation

Many clubs are using the hot season for outdoor meetings, picnics, family parties and the like. From all quarters come reports of successful events appropriate to the season. Speaking in a strange environment puts the speakers on their mettle. Demonstration of Toastmasters methods before the members of the family helps keep a united front. Instead of a "summer slump" many clubs are finding the summer definitely stimulating.

Widely Distributed

Of the members of the Toastmasters Club of Bay City, Michigan, seven come from surrounding communities. They come from 13 miles to the north, 2 miles to the east, 13 miles to the south, and 19 miles to the west. In spite of this, the percentage of absence during the vacation season is very low. The Bay City men hope eventually to establish clubs in these neighboring communities, but they have encountered one difficulty, in that their members are unwilling to leave the parent club, even to start new chapters. This is rather an unusual situation. Does any other club draw from a greater area, or hold a better attendance record? Can anyone suggest how they should go about organizing some new clubs when they are all so loyal to their own? President R. D. Roberts, who deals in postage stamps (attention, you philatelists) would like to know. His address is 312 Shearer Building, Bay City, Michigan.



In Corvallis, Oregon, Toastmaster Paul Neil, in making his tenth speech (Basic Training) took occasion to present to the club a trophy to be awarded annually to the member who has shown the greatest improvement in his speaking. President E. G. Quisenberry is shown accepting the trophy in behalf of the club.



District 23, youngest district in T. I., held its first speech contest at Clovis, New Mexico. The entire program was broadcast over Radio Station KICA, and met with much favor. In the picture, the winner, G. G. Isenhower (left) accepts congratulations from District Governor George W. McKim.

Toastmasters Are Leaders

Toastmasters in both the West and East of Scotland continue to make their presence felt in Municipal affairs. One Edinburgh Town Councillor, one Port Glasgow Town Councillor and no fewer than six members of the Gourrock Town Council are all enthusiastic Toastmasters. Greenock Club is also represented on the local Town Council by their President, J. Boyd. Head and shoulders above them all stands Toastmaster W. M. Hall, Gourrock, who is 6 feet 5 inches tall. The Provost of Gourrock, the Police Judge, the Senior and the Junior Bailies of Gourrock are all TM's and supporting them are the Town Clerk, the Burgh Surveyor and the Inspector of Police, all Toastmasters too—an exceptional Club, surely, in Municipal affairs.

(Reported by District Governor Arthur Cunningham.)



Yosemite Toastmasters Club, No. 568, of Madera, California, claims an unusual distinction as to time of meeting. Wednesday mornings at 6:45 is the time! And this in spite of daylight saving! Area Governor Cecil O. Gordon, of Fresno presented the charter. In the picture you see Gordon, Ed. Chairman Joe Turner, Dep. Gov. Kenneth Martin, Vice-Pres. Sid Dunham, Pres. Ralph Rich, Sec'y. Joe Sackerson, and Sam McKnight, Sergeant at-Arms.

Worthy Prize

Pennsylvania State Senator John H. Dent, a member of Jeannette Toastmasters Club No. 233, is enthusiastic about the High School Speech Contest sponsored by the club. For the past three years he has been presenting a Senatorial Scholarship valued at \$1200.00 as the award to the winner. Competition is keen among the students.

In The Auditorium

The "Crumb Sheet," bulletin of Spokane Tuesday Toastmasters, reports a new experience in a recent meeting.

"Following the dinner at the usual place, the entire membership motored to North Central High School as guests of our critic, Joe Tewinkle. Each Toastmaster was privileged to speak from the stage in the High School auditorium for 3½ minutes. The presence of a microphone was an added attraction and produced some unusual results.

Is He Professional?

(This is quoted from "The Crumb Sheet," bulletin of Tuesday Toastmasters of Spokane. Those who attended the Minneapolis Convention last year will remember Ed Harris as a runner-up in the Speech Contest.)

If speaking for a fee makes one a professional, then Ed Harris qualified twice last week with high school commencement addresses at Potlatch and Harrison.

Attendance

From a bulletin of Oregon Toastmasters Club No. 424 the following statement on attendance is taken:

Every member should understand the importance of regular attendance. In our club the name of each absent member is placed in the "Coffin Corner" section of the weekly bulletin. If he has two absences in a row, it is noted that his membership is in jeopardy. If the third absence is unexcused, his membership is cancelled.

They Made A Sale

The following letter from a visiting Toastmaster is so helpfully suggestive that it is quoted in full. May it inspire every Toastmaster who reads it to exert himself to welcome visitors to his own club.

May 3rd, 1948, set a "new high" in my regard for TM courtesy. The occasion was an unannounced visit to Minnesota Club No. 166.

They not only meant for an inter-club visitor to pull up a chair and make himself at home; but had the social grace to put the welcome over.

As I recall this pleasant experience, it was the genuine welcome, cordiality during the dinner, recognition by all speakers through salutation and eye contact, an invitation to supply as one of the speakers, an honest evaluation of the speech, a personal greeting from most of the members after the meeting, and finally a ride back to the hotel.



Eli Lilly Toastmasters of Indianapolis are conducting a "Speechcraft" course for men of the firm. Toastmaster John M. Clarke is shown telling his audience that "We learn by doing." H. O. Johnson, Governor of District 11, and J. W. Goble are waiting their turns to instruct.

Measured by their full attendance, high calibre of men, fine type of program, "166" is an outstandingly good club; and through the social grace of courtesy alone, they made a sale to me. Courtesy to visitors is one of the strongest new member magnets.

C. E. Oeschger, Vice-President, Shibboleth Toastmasters Club, of Mason City, Iowa.

What a heart-warming thing courtesy is! Not the courtesy of Raleigh spreading his mantle over a puddle for a queen to walk on, but just everyday neighborly courtesy — the courtesy that is made up of little kindly acts which bring happiness to others, and make you happy, too.—Homer Croy.



Chicagoland Speakers Service

Aeras Two, Four and Nine, of District Eight, all of them located in and around Chicago, are joining in establishing a "Toastmasters Speakers Service" which will give Toastmasters a broader experience and at the same time make available a fresh supply of trained speakers for organizations and meetings of all kinds.

Area Governors Walter Voss, Norman Knautt and Ted Oberndorf are the committee in charge. They have sent questionnaires to all Toastmasters in their areas, asking for volunteers who will accept speech assignments. They are listing speech subjects, times available and other data. This information will be furnished to organizations in need of program material.

The project has value to the individual speaker, as giving him new surroundings and new audiences for presentation of his talks, thus broadening his experience. It serves as excellent publicity for the Toastmasters organization, and at the same time renders valuable service to groups needing able and experienced speakers.

This Toastmaster Is a Salesman

Martin L. Seltzer of the Executive Toastmasters Club of Des Moines delivered a speech on "Successful Selling," which was recognized as of unusual excellence and was published in the American Convention Year Book of the past year. Congratulations to salesman Seltzer.



Lynwood Hobby Show

The Toastmasters Club of Walnut Park-Southgate, California, won two awards in the annual Hobby Show sponsored by the Rotary Club of Lynwood, California. The exhibit attracted much interest from the nearly 4000 people who enjoyed the show.

In the picture, which was secured by Toastmaster Vern Foster, you will see Bob Bromley, Chairman of "Special Events" Committee, Merle Matheson, Club Editor, Carol Dickes, President, Freeman Kirwin, Publicity Chairman, and Vern Foster, Club photographer.

The 700th Meeting

This same club (Walnut Park-Southgate) staged a memorable celebration of their 700th meeting. Their charter is No. 26, which means that they have been operating for a long time. First honors on the program went to Toastmaster Bob Bromley for his book review of—yes, it is true!—"The Amateur Chairman." Special guests were President George Benson and District Governor-Elect Clem Penrose.

The Lady Kids Us

By MRS. ARTHUR SOLBERG, Cavalier, North Dakota

While browsing through one of your manuals, I found the following suggestions for making the all-important "first speech" a howling success. Would you care to hear my reactions to these suggestions?

"The purpose of the first speech is to introduce yourself—to break the ice." They want to know more about you." This paper evidently not prepared by resident of a small town. All above-mentioned information is obtained much less painfully at the "Woman's Study Club."

"They will infer much from your speech, but you can give them interesting details." Not half as interesting or with such juicy details as they can hear right at home from their own "little women."

"Psychological preparation: Much of your success in this speech will be due to your frame of mind." Well, then, he's doomed already. The little woman invariably forgets Monday night is club night and that dad will not be eating at home. And, although already worn out after a big washing, she will, due to her inevitable martyr-complex, prepare the biggest meal of the week. Hubby comes tearing through the doorway, smells the delicious aroma of frying onions, looks at his love, and says, "Did you forget, dear?" (No comment—not verbal, anyway.)

"Preparing speech: Assuming that you will talk about yourself, decide what incident in your life is most interesting and most revealing!" Heaven forbid! "Maybe your first love affair would be of interest." Man, you haven't been around much, have you? And after he has been telling his ball-and-chain for years that she is his first, last, in-between, and very only love! You literally ask a man to take his very life in his hands.

"Rehearsing the speech: After you have run through speech in your mind until it is well fixed in your thoughts, try it out on someone who will listen. It may be someone in your family — or a patient friend." Have you ever heard of a wife who will sit by with mouth shut and listen patiently to her lord and master give with the big talk? It would definitely give him a head start in the wrong direction.

"Delivering the speech: After a time comes the meeting where you are to perform. Be sure you are prepared and relaxed." Relaxed? That's what he said. That's what the man said. Hubby dashes into the house at 6:20 P. M., shaves, washes off the outer layer of dirt on hands, runs corner of paper on which his speech is typed under fingernails, changes clothes, tries unsuccessfully to make peace with better half, tears out the door and makes it by the skin of his teeth at 6:30. As he pulls up his



The Santa Monica, California, Junior Chamber of Commerce won first prize for leadership training at the California State Junior Chamber of Commerce Convention, and later on, received the national award at the national convention of Jr. C. of C. held in Philadelphia. Both these awards resulted from the good work of the Santa Monica J. C. Toastmasters Club No. 121, which has done conspicuous service in training men, and in carrying on community projects. The club had its start two years ago, when Sheldon M. Hayden, Past President of Toastmasters International, helped get it under way. Since that time the helpfulness of the club has been seen in activities far too numerous to be listed. It is a recognized leader in leadership training.

Seen grouped around the automobile are Past Pres. Vincent Simpson, who is now President of the Junior Chamber; G. Earle Coles, Past Pres. of the Toastmasters, and now Vice President of the Junior Chamber; Sheldon M. Hayden; Fred Kranz, Pres. of Toastmasters and Secretary of Junior Chamber; and Joe Walling, retiring President of Junior Chamber. The delegates brought home their honors in the automobile.

The Record of Growth

In the June issue of THE TOASTMASTER, the report showed Charter No. 621 as the latest one granted. Since that time, the number has been raised to 638, leaving only 12 more charters to be issued to bring the number up to 650, our goal for Convention time. The 700th charter should be ready by October, the Anniversary Month.



One hundred Toastmasters from Denver and surrounding cities, plus city and state officials and guests, paid tribute to the work of Denver Toastmasters Club as it received its charter at the hands of Gordon R. Merrick, Deputy Governor of Fort Collins Toastmasters. The charter was accepted by Dr. John C. Rosnick, President of the new club. Greetings were spoken by Mrs. D. Lee Keith, President of Ft. Collins Toastmistress Club; Robert McIlvaine, President of Denver Chamber of Commerce; Charles Grant, Jr., President of Junior C. of C., and Ralph Batschelet, of the Denver Presidents' Round Table.

In the picture are seen, from the left, Mr. and Mrs. Gordon Merrick; Dr. and Mrs. John C. Rosnick; Mrs. D. Lee Keith, Ft. Collins Toastmistress Club; and Roy E. Hay, President Colorado Springs Toastmasters.

trousers to sit down in a dignified manner, he finds, to his dismay, that he has forgotten to change his socks which are a bright green and give him that "new look" when worn with his navy blue suit and red tie.

"Enjoy your dinner." After he has left a house fairly reeking with the odor of filet mignon? Now you ask him to sit down to enjoy cold roast beef sandwiches and apple pie fresh from the bakery yesterday already, — and smorgasbords; it is necessary for his club to cut down on expenses. So even if they can't have nice potatoes and gravy, I'll have you know the sandwiches taste good because of the fine people who are eating them with you.

"You rise, face toastmaster and say, 'Mr. Toastmaster,' and then, facing audience, you add, 'and gentlemen,' or 'and fellow Toastmasters.'" Very foresighted. Here you have a choice. If toastmaster is not a gentleman, select number one — otherwise number two. "Pause for a few seconds to let things settle down." Lost case. It takes hours for those sandwiches to really settle down. "And then plunge in with opening sentence."

"Select one or two men at far end of room and talk rather directly to them. Tell them the story and make them like it." Impossible again. Invariably, the two men who sit at far end of room enjoy only those stories which can't be told in a public place. "Don't worry about your hands. If they get in your way, put them behind you." Good, now you're beginning to catch on. The corner

of the sheet on which your speech is typed really doesn't take the place of a nail file. "Think only of what you have to say, and of your audience, and fire away." It's lucky you didn't direct that last instruction to the audience. In most cases they would be glad to take you at your word.

"One member will have been appointed to evaluate your speech. Listen to him carefully. Don't talk back to him." Last instruction entirely unnecessary to married men. This basic training is learned in field of matrimony.

"Get all the good you can from the criticism, and above all things, don't try to establish an alibi." (Say "hello" to your wife from me.)

NOTE: Mrs. Solberg's husband is a charter member of the Cavalier Toastmaster's Club, No. 489, and is at present the President, so that she has had ample opportunity to observe the workings of the organization. She says that she "just happened to be glancing through Basic Training, found the suggestions for making the first speech a success, and felt a strong urge to sit down immediately and write my reactions." This lively article is the result of her impulse.

The Commanding Interest

You cannot speak half-heartedly without interest, without spirit, or enthusiasm—and speak well.

When your subject commands you, important things happen. When the subject strikes fire with you, catches up your real interest and enthusiasm, and fully pervades your mind and feelings, then you become alive to the subject and the subject becomes alive to you. You drop the halting, forced attitude toward it. It loosens your tongue and your reactions.—J. W. Armstrong, *Public Speaking for Everyone*.

Community Service



Some Toastmasters Club, fired with ambition and the spirit of service, will proudly receive this handsome trophy at the 1949 Convention, one year hence.

The trophy is presented by Past President of Toastmasters International Franklin McCrillis, himself an enthusiastic believer in Community Service. It will be awarded, to be held for one year, to the Toastmasters Club which makes the highest record for service to its community in the coming year.

Standing 25 inches high, beautifully proportioned and engraved, with space for the name of the winner to be added, this is a prize which any organization may work for with a will.

Spread the Influence

A new and interesting feature is being introduced by Crescent Bay Toastmasters, of Santa Monica, California. It could well be used by many clubs.

A speaker is being selected at intervals to deliver one or two talks on a subject of special interest to men in various business and professional groups, and on the occasions when such talks are on the program, non-members will be invited to attend. This gives a new and valuable experience to the man chosen to speak, and gives a needed incentive to bring in non-members to observe the club's workings, and to discover for themselves the value of membership.



This is a Testimonial

Ray Vawter, of Wenell Toastmasters Club No. 435, of Minneapolis, reports on a notice which has been placed on the bulletin board of the Northwestern National Life Insurance Company, for the information of their more than 500 employees. This notice states that the Company will pay the initiation fee and the regular members' dues in any Toastmasters Club in Minneapolis for any man employed by Northwestern National who desires to join such club. This could be construed as a mark of confidence in the Toastmasters training, as exemplified by our numerous clubs in the Twin-Cities.

A Paradise For Photographers

By E. M. SUNDQUIST



Snap! Crackle! Pop!

Nope, that is not a reference to a well-known breakfast food, but is the sound of shutters and flash bulbs which will be heard at the International Convention in San Francisco next month. Everyone is bringing his camera with him this trip, for California is a utopia for shutterbugs. Everywhere you look you will find pictures to take back home with you, maybe of the gorgeous scenery everywhere in evidence, or of the people you will wish to remember. The picture will be there, waiting to be snapped.

Here are a few suggestions to those who will be clicking shutters, based on experience through the years, and on many—yes, many—sad experiences which even now make my face red. I refer, of course, to experiences involving the use of my camera equipment, nothing else.

First, let us consider the matter of equipment. If you use a box camera or any fixed focus camera, you have little to worry about, except to exercise the use of care in your choice of film. The sun shines just a little brighter in California (not Chamber of Commerce propaganda), so the use of too fast a film may produce over-exposed negatives. Film with a Weston rating of 50 will meet your requirements quite well.

If your camera has a focus mount, stop down the shutter and increase the exposure time to improve detail in your pictures. The use of a yellow filter is helpful most of the time, especially if you are near the ocean. Don't forget to open your shutter a little to compensate for the light held back by the filter. And above all, don't forget to remove it from your camera if you change from black-and-white film to color. We have a friend who made this error and took color pictures that were confusing to the most sober minds.

Don't fail to take a roll or two of color while you are in California. Color film should be avoided except on bright days and when the object to be photographed is bathed in sunlight. A standard exposure is f:8 at 1-50 of a second. We are on Daylight Saving Time, which means you can take color pictures later in the afternoon without having them look like Dante's Inferno. (All red,

that is.) The red colors predominate late in the day, but by the use of a light blue filter you can compensate for them, and secure pictures with correct color balance. Your camera dealer will help you in the choice of filters for this purpose.

For those of you who will drive to the convention we want to point out a few special points of interest to the camera fan. If you travel Highway 40, Reno, Nevada, will provide you with much picture material. South of Reno a few miles is Virginia City, one of the best known mining towns in the west. \$700,000,000 in gold and silver have been taken from the Comstock Lode which leads under the city. Many of the old buildings are still standing.

Lake Tahoe can be easily reached from Highway 40. It is well worth a visit. Near by is Donner Lake, at the lower end of which is a monument marking the spot where many of the Donner Party perished during the winter of 1846-47. Near Auburn you cross State Highway 49, so numbered because it traverses the gold diggings made famous by the 49'ers.

From San Francisco an interesting trip is south through the California Redwood State Park, where you will find a great grove of big trees to photograph, a herd of deer that will eat out of your hand, and nip your fingers if you are not careful, and other scenic attractions. This highway takes you to Santa Cruz and on to Monterey, California's first capital. Monterey is the home port of a

sardine fishing fleet which you can make the subject of a salon print. The 17-mile drive to the south skirts the ocean whose rocky coastline at this point has long been the mecca of photographers. If you intend to visit Southern California you may follow the coast almost the entire distance.

The coast road will bring you to Carmel, famous for its artist residents. Nearby is Mission San Carlos Borromeo founded by Father Junipero Serra in 1770, and where he died in 1784. He is buried in the adobe chapel next to the church. In Point Lobos Reserve State Park you will find many of the wind twisted Monterey cypresses, which grow only in this vicinity.

East of the town of San Simeon is the west coast home of William Randolph Hearst, known as "Hearst's Castle." The road leaves the ocean at Morro Bay for a short distance, returning to it at Pismo Beach, the longest and widest beach on the coast. Here you may dine on the giant Pismo clams, that is, if you like clams. We don't.

An easy one day trip in Southern California takes you to Santa Catalina Island with its glass bottom boats, bird farm, and scenic drives. Also while in the south you must visit the Home Office of Toastmasters International, an hour from Los Angeles. The drive will take you through beautiful orange groves and attractive cities.

As you travel, remember the photographic contest announced on Page 4. Your shot by the way might win a prize.

I Like Toastmasters

By JOHN M. LAMPARTER, Indianapolis Toastmasters Club

In the two years that I have been associated with our Club, I have had the opportunity of meeting more Toastmasters than most of our members because of my attendance at several district gatherings, and the International Convention at Minneapolis last year.

I have often wondered why the men I met at these gatherings made such a favorable impression on me. Why are Toastmasters invariably such likeable, admirable individuals?

Many of them hold religious, political, economic or social views which are contrary to my own. Some of them disapprove of my habit of smoking and my satisfaction in taking a drink—if I want one. Many are educated beyond my depth, and some of them—to me—are just a bit naive in their very positive conclusions.

But I like them all and I am attracted to them as a needle is drawn to a magnet.

I have not met an enthusiastic Toastmaster who did not command my admiration, respect and affection. Of some I have had initial doubts. These doubts have always been dispelled, and upon better acquaintance, I find what I have always found in a Toastmaster—a truly likeable, admirable fellow—a man I am proud to call a friend.

Are Toastmasters different from other segments of our population? Yes, in some respects they are.

I believe that men become Toastmasters because:

1. They admit inadequacy.
2. They aspire to self-improvement.
3. They desire to help others.

Any man with these impulses could be nothing but an outstanding individual.

Confucius said, "What is most needed for learning is a humble mind."

In the Book of Proverbs we read, "Happy is the man that findeth wisdom, and the man that getteth understanding."

A great Roman wrote, "For a man to help another is to be a god."

A man who goes his way through life admitting inadequacy, seeking self-improvement and helping others, may, or may not be a Toastmaster, but he is beyond question one of Nature's noblemen.

Toastmasters are like that; to know them is to love them.

Oscar Said It

Oscar Wilde, after witnessing a first performance of a play which was a complete failure, was greeted by his friends.

"How did your play go tonight, Oscar?" said one.

"Oh," was the playwright's response, "the play was a great success, but the audience was a failure."

Howdy! Mr. Governor!

Founder's District



DR. JAMES F. BEAN is a charter member of South Pasadena Toastmasters Club No. 356. He has served the club in various official capacities, and was an Area Governor last year. He takes up his responsibilities as Governor of Founder's District, in which the Home Office of Toastmasters International is located, with the realization that this district must be a leader and an example to the entire organization, in the quality of its work.

District 1

CLEMENT B. PENROSE is a native of Walla Walla, Washington. Whitman College gave him an A. B. degree in 1922. He started work for Equitable Life Assurance Society in 1924 and is still with the same company. He joined Inter-City Toastmasters Club in 1944, served as Secretary, Vice-President and President. Has been Area Governor and Lt. Governor, and is now Governor of Southern California District One. He feels that the great need of his district is a strong Educational Committee, and he hopes to carry on to this end, building on the good foundations already laid.



District 2



CHARLES H. GRIFFITH, of Tacoma, Washington, who was presented last month as the "Flying Toastmaster," is the new Governor. He has been a Toastmaster since 1942, and has filled most of the offices in the club and the district. Last year he was Lt. Governor. He operates a sanitarium in Tacoma, and is likely to be found flying all over District Two in coming months.

District 3

PAUL H. JONES, long-time member of Saguaro Toastmasters Club No. 16, of Tucson, takes over as Governor of the Arizona District. He has an insurance agency in Tucson, and his deep interest in training for leadership fits him for a year of progress and extension of the growing work.



District 4



EVERETT K. KINDIG takes over as Governor of the Northern California and Nevada District. He is a native of Kansas, and a graduate of Kansas State College, of Manhattan. Since graduation, in 1926, he has been with Hills Bros., Inc., coffee roasters and distributors. He was transferred to San Francisco in 1942, where he is with the General Sales Division. He is a member of Burlingame Toastmasters Club, where he has filled various offices. Last year he was District Secretary, and he hopes to build more and better clubs in the district during his term as Governor.

District 5

HARRY LA DOU started in South Dakota, and then went west. He received a special degree in speech at University of Willamette, at Salem. Joined the Salem, Oregon Toastmasters Club in 1940; transferred to San Diego two years later, and joined No. 7. He has been in the restaurant business for many years and still finds it fascinating. He feels strongly about use of educational materials and methods, and intends to stress education in his district.



District 6



JULE WABER is a native of Minnesota. Except for three years spent in Great Falls, Montana, he has never wandered. He used to work for Dun & Bradstreet, but for 20 years he has been with the Farmers Union organization. At present he is manager of the Amber Milling Division of F. U. Grain Terminal Assn. He is a charter member, Past President and Past Deputy Governor of Capital City Toastmasters Club No. 321; Past Governor of Area Five, and immediate Past Lt. Governor of District Six. All he plans to do as Governor of Six is to keep this, as he says, "the best and liveliest district of T. I., by encouraging inter-club activity, promoting the educational program, and building every club to full strength."

District 7

IRVING L. SAUCERMAN (called "Irv" for short) began in Nebraska and was transplanted into Oregon with a brief interlude in Montana. University of Oregon trained him in languages, business law and accounting. The First World War found him in the 65th Artillery Regiment. He has worked for the Santa Fe Railway and the Southern Pacific, and has been building contractor in his own right. For the past 13 years he has been an inspector of locomotives for the Interstate Commerce Commission in Washington, Idaho. He is a charter member of the First Montana Toastmasters Club and was first Lt. Governor in Montana when it was part of District Nine. He is a member of Portland Toastmasters Club, No. 31, and has served in various district offices. As Governor of District Seven he plans to build on the foundations laid by his predecessors in expansion and improvement of the clubs in his district.



District 8



WILLIAM J. BEUKEMA is a native of Michigan, which state was largely responsible for his early education. He moved to St. Louis 20 years ago, and he is employed by the City in the Department of Public Utilities. He joined the Tyro Toastmasters, No. 194, early in 1944 and has served in most of the offices in the club, as well as in district work. In his plans for District Eight are included the promotion of strong inter-club relationships; the development of better evaluation; the expansion of the work in the district by increasing the number of clubs; and the better use of educational material and methods.

District 9

JACK M. LOVE is president and general manager of a successful plastic distributing business in Spokane. He began life in this area and started in Toastmasters as a member of one of the junior clubs. Upon reaching the age of 21, he became a member of the Tuesday Toastmasters Club of Spokane and has served faithfully in that membership. His training in Toastmasters made possible an appointment in the informational and educational branch of the U. S. Army, in which he served for four years. Last year he was Lt. Governor of District Nine, and this year he becomes the Governor. He hopes to strengthen the district by solidifying the work of area and district offices. In addition, he is planning a campaign to bring every club to the maximum membership.



District 10



V. L. BLINN (better known as "Cy") served last year as Governor of District Ten and was persuaded to continue for another year, even though this required setting aside of a By-Laws provision. He is a member of the Summit Toastmasters Club, No. 190, of Akron, which he attends as regularly as his district duties will permit. He conducts a general insurance agency in Akron and is fortunate in being able to leave Mrs. Blinn in charge of the office while he carries on the district activities. The past year's success gives promise of still greater growth and usefulness during the year to come.

District 11

REGINALD W. DRYER, who is head of the firm of Walden, Inc., in Evansville, Indiana, will serve as Governor of our Hoosier district for the next year. He began life in Cleveland, Ohio, and came to Evansville 19 years ago. His hobby is photography, which includes an interest in many phases of art. As a side issue he takes care of his suburban home and grounds, giving vent to his artistic talents by painting what he calls "miles of fence surrounding his home." He says it takes 15 gallons of white paint each time. Starting three years ago as a quiet person with nothing to say, he is now a ready and fluent speaker. He has been a leader in area and district affairs, and in addition to his Toastmasters membership, he is a member of almost every other club in the city.



District 12



J. WESLEY EBERHARD, like many a loyal Californian, was born in Iowa and came to California by way of South Dakota, where he spent some years teaching in high school. He first joined Toastmasters in Anaheim, California, in 1933. Later he became a member of Ventura Toastmasters, where he has served in various offices. He teaches chemistry at the Oxnard Union High School. As District Governor, he intends to make a strenuous effort to build the membership and increase the number of clubs in his territory.

District 13

DAVID SMITH was born in Montclair, New Jersey, but moved west a dozen years ago, at least as far as Pittsburgh. He is a partner in the Scott Motor Co., of Washington, Pa., and as a member of Washington Toastmasters Club he claims to be "a walking, talking testimonial to the value of Toastmasters training." He took time out during the war for service in the U. S. Army. It is his considered opinion that there is no more fertile soil in which to plant the seed of Toastmasters than the great state of Pennsylvania, and he is already planning to bring the benefits of our training to a great many more men of the Keystone State.



District 14



R. S. PENDLETON, who will lead the District of the Southeast, is a member of Alexander H. Stephens Toastmasters Club, No. 298, of Atlanta. He is a native of Virginia and a graduate of Virginia Military Institute. He served in the U. S. Marine Corps from 1917 until 1946. He is now connected with Emory University, in charge of Veterans' Housing as a department of the University's business office. Opportunities for development and expansion of Toastmasters work in the district are almost unlimited, and it may appropriately be said that "the Marine has landed, and things are well in hand."

District 15

MERWIN E. HELMBOLT is a special agent for the Northwestern Mutual Life Insurance Company of Milwaukee, his territory including Twin Falls, Idaho and surrounding regions. He is a native of Idaho, a member of Twin Falls Toastmasters Club No. 149 for five years. He has gone through the various club and district offices leading up to the governorship. His purpose is to promote closer relationship of the clubs, better educational plans, and establishment of new clubs.



District 16



W. B. NORMAN of the National Bank of Tulsa collects stamps and coins. Except for thirteen months in the Army, he has been an active member of Tulsa Toastmasters Club for more than six years, working his way through various offices. The Minneapolis Convention last year was his first contact with the larger aspects of our movement. Writing of the convention, he said, "I was overwhelmed by its direct simplicity and high inspirational value." He is a native of Arkansas and has lived in Tulsa since 1926. The Oklahoma School of Accounting and Tulsa University have contributed to his education. He sees many opportunities for enlarging the work in District Sixteen, and he intends to carry on the good work.

District 17

ELDRED W. WILLIAMS becomes the new Governor of this recently organized district. He was born and reared in Philadelphia and remained there long enough to complete his college training. He came to Montana in 1913 to be associated with the Montana Power Co., with which he is still connected. He is a Past Master of the Blue Lodge and of York Rite Masonry, and is also a Shriner. He was the organizer of the Butte Toastmasters Club and has filled various offices in the club and the district. With great spaces and many cities still untouched by Toastmasters training, his principal objective as District Governor is to organize many new clubs, a project for which he is well prepared by experience.



District 18

Scotland

Information not received at time of publication.

District 19



GEORGE W. WESTBERG came from Chicago, where he spent his early years getting an education and his business training. Twenty years ago he moved to Iowa, where he established a successful safety and sanitation business, of which he is the owner. He was instrumental in organizing the Executive Toastmasters Club of Des Moines and assisted in establishing the Des Moines Toastmasters Club and the J. C. Toastmasters Club, as well as several clubs in the state. Objectives for the coming year in District Nineteen are numerous, but the keynotes are expressed in the two words "co-operation" and "enthusiasm." The goal as to expansion is at least 12 additional clubs, and Governor Westberg is optimistic about the prospects.

District 20

PETER SETERDAHL of the First National Bank of Breckenridge, Minnesota, takes up the task of Governor in this international district, which includes Northern Minnesota and North Dakota, together with Manitoba. He was born in North Dakota and attended the University of North Dakota before engaging on his career as a banker. He is a charter member and Past President of the Bois de Sioux Toastmasters Club, No. 376, and has filled various district offices. The Toastmasters of this district are proud of its international quality and find inspiration in the fellowship of their northern neighbors. He states, "Our opportunity for organizing new clubs in this district appears to be unlimited."



District 21

British Columbia

Information not received at time of publication.

District 22



HAROLD J. SHUCHMAN is district manager for the Kroger Co., with stores in Missouri, Kansas, Arkansas and Oklahoma. He has been connected with this company for nearly 30 years. Starting life in Illinois, he removed to Missouri in time to be a charter member of the Joplin Toastmasters Club. As Governor of District Twenty-two, he has two definite goals: the first is, to see that each club in the district shall maintain a maximum membership; and the second, to establish at least five new clubs during the year.

District 23

GEORGE McKIM, having worked vigorously in establishing this new district, has been elected for the coming year. He has been a Toastmaster for eight years, serving in all the offices of the club and working actively in the building of several new chapters. He attended Wayne State Teachers' College of Wayne, Nebraska, but credits the Toastmasters Club with having given him the broader education and training. He served a cruise in the U. S. Navy. Having started life on a ranch in Nebraska, he removed to Albuquerque, where he is in the real estate and insurance business. The growth of Toastmasters Clubs in New Mexico during the past year justifies his confidence in the great things to be expected during the months before him.



All District Governors and other district officers will meet at San Francisco on Monday, July 26, for a day of instruction and discussion on district affairs.

The Workshop session will be held Monday morning. This is open to all other members at the Convention and will be conducted by Educational Director Ralph C. Smedley and Wilbur M. Smith. This session will feature practical demonstration of educational materials and open discussions by those in attendance.

The Annual High Jinks luncheon, that famous fun get-together will be presented on this, the very first day.

Registration will be at 8:30 A. M., with sessions starting at 9:30. There will be a full day for everyone who is on hand for the opening of the Convention.

The Club Workshop

Weasel Words

Theodore Roosevelt, himself a very positive speaker, is credited with having originated this expressive designation for words which weaken the force of speech. Just as a weasel is supposed to suck the blood from its victim, so Mr. Roosevelt insisted that timid phrases like "It seems to me," or "In my humble opinion," sucked the life and force from the words of the speaker.

Use of such phrases is largely a matter of habit. Almost every person has some favorites which he uses unconsciously, to the annoyance of those who hear him.

There is the able Toastmaster who has picked up the habit of starting almost every paragraph with "You know . . ."

There is another whose pet phrase is "And now!" delivered in ringing tones as he starts a sentence. The first few times, you sit up and listen. You say to yourself, "Now he is coming to the meat of his discussion. When a fellow shouts 'And now!' he must be ready to make the sale."

But after he has fooled you a few times, you settle back for a nap.

It pays to watch other speakers for those devitalizing words, and then to watch yourself to see if you are using some of the same.

Here are a few favorites. You have heard them. Perhaps you have used them. If so, *don't!*

"I don't know whether you realize . . ."

"I think you may know . . ."

"Do you know that . . ."

"I would like to leave this point with you . . ."

"There is one more thing I want to add . . ."

"There are two or three more things you ought to know . . ."

"I would like to share this important fact with you . . ."

Variety In Criticism

"Horizontal" criticism is a variation which should be brought into use several times during the year. It gives the advantage of presenting several opinions about each speech, plus the opportunity for comparison, showing why one treatment is better than another.

A variation of "horizontal" criticism has been developed by some of the clubs. In this, one evaluator deals with the presentation of the speeches. He covers important items on delivery, both visible and audible, of all the speeches, indicating points which he especially liked, and those which did not appeal to him.

The second evaluator discusses the matter presented, as to its interest and value. He discusses choice of themes, wording of titles, and general worthiness of material presented.

The third evaluator considers organization of material. He studies the speech outlines for logic, suspense, climax and general coverage.

This type of evaluation gives

opportunity for speaker cooperation. Thus, the evaluator who deals with organization may ask each speaker in advance for an outline of his speech as he has planned it. Then the evaluator watches to see how well the speaker follows his plan.

The evaluator of material may ask the speaker, in advance, why he chose this subject, and what he expects to accomplish, whether by way of inspiration, entertainment, or information.

This plan is strongly recommended for occasional use, *provided*, the evaluators will work seriously at it and make their performance worthy of the plan.

Saying Grace

Toastmaster L. W. VanAuken, pastor of the State Street Christian Church, of El Centro, California, is the only minister member of Laconian Toastmasters Club, and so he is usually called upon to say grace at the opening of the meetings of his Club. He believes that all Toastmasters should be given an opportunity to benefit by such experience, and so he has undertaken to help them.

He holds that it is a good plan for every man to give thanks, not only in a public meeting or at church, but whenever he takes food.

Says Toastmaster VanAuken: "If we will all get into the regular habit of saying grace before meals at our own tables, we will be ready when called upon in public, and we know that a good Toastmaster is always ready."

To help members of his own

Club, he has prepared a sheet carrying several acceptable forms for "asking the blessing," or "saying grace," which have been distributed to his fellow members. Because there is a similar need in many clubs, we take pleasure in presenting these forms for use by any who care to use them, and we thank Toastmaster VanAuken for making them available. He says that some of these are of his own composition, while others are selected. He strongly recommends that any man who uses one of these forms should keep in mind the fact that it is a prayer, and should be characterized by sincerity and reverence.

1. Heavenly Father, we thank Thee for Thy bountiful blessing of life, and especially for the food that is spread before us. Bless it to our use, in the name of Jesus, we ask it. Amen.

2. Dear Lord, for today and all its blessings we thank Thee. We thank Thee for the fellowship of this Club, and especially do we thank Thee for the food of which we are about to partake. Bless it to its intended use, in the name of Jesus. Amen.

3. We come to Thee, our Heavenly Father, with thankful hearts, for Thy wonderful goodness to the children of men, and especially do we thank Thee for such fellowship as we have in Toastmasters. And now we ask Thee to accept our thanks for the food we are about to receive. Bless it, we pray, in the name of Jesus Christ, our Lord. Amen.

4. Give us grateful hearts, our Father, for these expressions of

Thy mercy. Make us mindful of the needs of others, and guide us by Thy Spirit as we seek to know and do Thy will, through Jesus Christ. Amen.

5. We thank Thee, Heavenly Father, for life, for friends, and for food. Sanctify them to our good and Thy service, for Jesus' sake. Amen.

6. Our Heavenly Father, from loving hearts we thank Thee for these and all Thy mercies. Bless our fellowship, and help us all to live as becomes followers of Christ. Forgive our sins and save us, in Jesus' name. Amen.

7. Our Father in Heaven, with gratitude we acknowledge Thee as the giver of every good and perfect gift. We thank Thee for all Thy mercies, in the name of Jesus. Amen.

New Officer Training

Area Five of Southern California District One went in for training of new officers this spring. Realizing the importance of such training, and of giving it while the new officers are still "new," Area Governor Newman Dorr, Area Secretary D. B. Keele, and Educational Chairman Herbert E. Morey instituted an effective plan. By urgent invitations they secured attendance of ninety percent of the newly elected officers of the Area. These men were seated as to office, all Presidents at one table, all Secretaries at another, and so on through the official list.

An experienced leader was appointed for each table group, and a thirty-minute period of discussion and instruction was well used.

Following that, each group reported briefly on its work and its findings, and time was allowed for questions and discussion.

The meeting was held in March, prior to the time for installation of the new officers, and it is safe to say that every such new officer who attended was in a better position to take his office when the time came in April.

Be A "Somebody"

(The following paragraph is from "Toastie Notes," bulletin of the Toastmasters Club of Merced, California:)

The first step in becoming important is to feel important yourself. This suggestion is not meant to convey that you should be conceited or falsely set up, but to have a feeling that you are somebody. Our greatest men and women usually are modest and unassuming, but they know their importance because they know their responsibility.

Responsibility makes important people, and people important, as well. Talk can't make you feel like somebody, but acts, deeds and definite things achieved can. And people will take note of you. We are a somebody the moment we do something that is noteworthy and useful. We are a nobody until we do!

CORRECTION

A broken type face caused an error in the June issue of *The Toastmaster* where, on page 15, the time of convention registration was set at 3:30 a.m. It should have read 8:30 a.m. Registration officially begins at 8:30, and anyone choosing the earlier hour does so at his own risk.

Novel Table Topic

Toastmasters of Merced, California, enjoyed an unusual Table Topic, and their bulletin, "Toastie Notes," reports it thus:

The parents of a bright little boy were having him "show off" to a visitor. "I suppose he has learned his letters?" said the visitor. "Oh, yes." "What is the first letter of the alphabet, Bobby?" the visitor inquired. "A," replied Bobby. "Very good; and what comes after A?" "All the rest of them," was Bobby's reply!

And that is the way the meeting began last night, with Ed Kendall presiding as Table Topics Chairman. Ed's procedure was rather unusual—and exceedingly interesting. He confessed that he was scheduled to deliver a talk before a group of eighth grade students. His talk was to be based on definitions of the alphabet, each definition to contain some moral for the guidance of those young lives before whom he was to appear. He asked each Toastmaster to rise in turn and give some adequate definition in fifteen to twenty words, one using A, another B, etc. The Toastmasters present rose to the occasion, and while, by furnishing Ed with splendid data for his coming talk, we were subjected to the role of pulling his chestnuts out of the fire, nevertheless the whole affair was so well handled we cannot refrain from making comment.

Convention Reminders

Remember: Don't say "Frisco." The name is "San Francisco."

Bring along something warm to wear in the evening. You may run



This is the happy group who brought back news of another District Club-of-the-Year victory for Wilson Avenue Toastmasters Club of Chicago. This is the second successive triumph for Wilson. Twice more, and the trophy becomes their to keep. The group includes John Walker, Treasurer, Norman Higgs, Past President, holding the trophy, Russell Puzey, President, helping to hold the prize, Stanley Wahlstrom, with the certificate, and Emmit Holmes, who helped bring back honors from the District 11 Convention.

into an ocean breeze or a touch of fog which will make a top coat desirable.

Make your hotel reservation without delay, now. Excellent accommodations are available at present, but no promises can be made for those who delay.

Plan to visit the Home Office at Santa Ana on your return trip. Beginning Saturday, July 31, there will be four days of "open house" at the Santa Ana headquarters. For several days prior to the Convention, there will be only a skeleton crew on duty at the Home Office, as the staff will be in San Francisco preparing for the grand opening on July 26. Time your Santa Ana visit to follow the Convention, if possible.

The Club Workshop

Unique?

In the June issue of THE TOASTMASTER (page 29) we called attention to the common misuse of "unique" as a word capable of comparison. This has brought in questions and protests. Attention has been drawn to the fact that the dictionaries list "peculiar, odd, unusual, queer" as meanings of the word. The objectors, however, have overlooked the fact that the best dictionaries list such meanings as dialectal, loose, or colloquial.

Unique is a word of very distinct meaning—one of a kind—and so it is not properly subject to comparison, as "more unique," or "rather unique," or "very unique." Either it is unique or it is not.

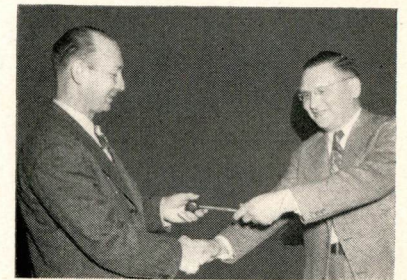
Unfortunately, words have a habit of going through a process of degradation, or deterioration, which is known among philologists as "degeneration," in which its original force and distinctive meaning are lost through misuse. Such words as *absolute* and *universal* and *perfect* may be cited as illustrations.

If anything is perfect, it is perfect, for perfection is absolute. But not infrequently we hear something mentioned as being "more perfect," clearly impossible, and yet accepted, through the degenerative process, as meaning simply

better, or more acceptable.

It is unfortunate that people are so willing to follow wrong examples, for it is in that way that errors are spread, wrong pronunciations made popular, and meanings weakened. No doubt it will come to pass in the course of time that *unique* will be completely contaminated and weakened, and our language will be impoverished thereby, but it is fitting that those who stand for correct speech should resist this tendency by every proper means. In so far as possible, let us set the good example by giving *unique* its right use.

If we mean to say that something is "odd, unusual, queer," let's say so, without dragging in *unique* for a use which does not in any way suit it.



At Albert Lea, Minnesota, Lieut. Gov. Jules Waber installed new officers. He is seen handing the gavel to new President, Dr. W. E. Behring. Because of his activities as Lieutenant Governor, Waber has been elected Governor of District Six, which may lead him to many gavel and charter presentations.

Questions Answered

Q. Although I have been a Toastmaster for several years, and believe that I have made progress, I still dread every speaking engagement. What can I do to build up confidence so that speaking may become enjoyable?

George Boase, South Chicago, Ill.

A. This is not an uncommon experience, although it is a condition which can be readily changed by the application of simple psychological principles. First, refer to **Basic Training**, page 7, "Psychological Preparation," and to page 9, "The Purpose." To enjoy making a speech, you must have a subject which interests you—one which you like to talk about. Then you must cultivate an attitude of pleasant expectancy as you look forward to the occasion. Don't keep reminding yourself, "I have to make a speech, and how I dread it! I am sure I shall make a failure of it." Rather, tell yourself something like this: "I have a fine subject. I know more about it than anyone in my audience. I have some ideas and information to share which will be good for them. I know just what I want to say, and I am going to have a good time saying it."

Don't think of being scared or embarrassed. Picture yourself in the act of making a fine speech, holding attention and winning applause. Being afraid is all in your mind. Change your mind. Constant suggestions to yourself of confidence, success and enjoyment will chase away the negative feelings of doubt and fear. Just put your mind on having a good time when you speak.

One drastic, but effective method is to take a subject which compels you to step out of character, even to act the fool. Once you have learned to let go, to forget yourself, you are well on the way.

Q. As I remember it, *Basic Training* was not available when I was inducted into Minneapolis Toastmasters Club in 1942. I would like to get a certificate. What must I do to get one? Since I appear on the program as a speaker only about six times a year, how long will it take?

W. W. Welker, Minneapolis.

A. Start right away. Confer with your Educational Committee as to how many **Basic Training** assignments they are willing to credit you with, at the start. No doubt you have done what is required in the first five talks until the ice is thoroughly broken, fear is overcome, you can be in earnest, you have mastered simple construction and have learned to use gestures, both hand and voice. Make your first speech include all these elements, as any good speech should. After this, the Committee will no doubt be willing for you to go on with Number Six, so that you can complete the course and get your certificate within a year.

The **Basic Training** course is not intended as an ironclad set of rules, but as a guide for the speaker, ambitious to improve himself. The main thing is for the student to absorb and use all the help it contains. He ought to review and repeat frequently so as to develop skill and retain it. The more experience he gains, the better use he can make of the elementary principles.

Q. To settle an argument, please tell us whether Ralph Smedley is an active member of a Toastmasters Club, or a "member-at-large" of all the clubs?

R. C., Seattle.

A. Ralph is an active member of the original Toastmasters Club, "Smedley Chapter Number One," of

Santa Ana. He pays his dues, buys his dinners, takes his place on the program when assigned, and is evaluated by his fellow members without discrimination. He is regular in attendance at his club, missing only when official duties call him away. He counts regular attendance and participation at his own club an essential, indispensable means for his continuing to be an acceptable speaker.

Q. Please suggest some practical method for giving our members practice in parliamentary procedure during the Table Topics period.

Lyle B. Clark, Moorhead, Minn.

A. The series known as "Streamlined Parliamentary Practice" is especially designed for this purpose. These scripts furnish the outline to be followed, and indicate the points of procedure to be covered, each speaker using his own words. They are timed to fit the Table Topics allotment, and to bring all of the members into activity.

The series of complete "Parliamentary Scripts" will provide more thorough training, more formally given. In this series, each participant holds a script, from which he reads as his turn comes, in the nature of a little play.

Both of these plans for securing training are recommended for use by every club. Samples are sent on request. Complete sets are furnished at nominal cost.

Q. Is there any serious objection to having several members of a Toastmasters Club who are of the same profession or business?

R. B. Campbell, Mitchell, S. D.

A. Not at all, unless the membership becomes too heavily loaded in one direction. The recommendation that the membership be diversi-

fied is based on several reasons. Diversity helps add interest to programs, as the men have diversified interests to talk about. It guards against attendance slumps such as may result from seasonal factors in occupation. It helps to spread Toastmasters training to wider areas of influence. But there are some clubs operating successfully even with a membership made up largely or altogether of men of similar business interests. The fact is that the Toastmasters plan can be used effectively in almost any group of men who make serious use of it.

Q. Is publicity an essential part of the successful operation of a Toastmasters Club?

L. Kittinger, Evansville, Ind.

A. Publicity is desirable when deserved. It helps to acquaint the people of the community with the work of the club, and may encourage more men to ask for membership. But publicity merely for the sake of publicity is not worth while. The newspaper editor wants something with a headline value. The club wants something more than a routine report of activity. We have an excellent treatment of publicity for Toastmasters in two separate bulletins, which you may have for the asking. One is "Newsworthy" and the other is "Profitable Publicity." Ask for them if you do not have them.

Q. Are non-Toastmasters permitted to subscribe to THE TOASTMASTER Magazine?

A. R. J.

A. Yes, subscriptions are available to all, at the regular price, \$1.50 a year. The **Toastmaster** appeals to all who are interested in better speech, and it is especially useful as a birthday or Christmas gift.

"Stop Press" Bulletins

Pasadena Toastmasters, who have carried on their weekly broadcasts on Radio Station KXLA for more than two years, joined with Pasadena Lodge of Elks and the South Pasadena Toastmasters Club in presenting a special pageant on Flag Day, "Salute to Old Glory." The carefully written and rehearsed script portrayed the story of the American Flag and its significance. The men were surprised when a request was received for television of the performance, but they went ahead with it and presented their work in visible form as well as audible. According to Toastmaster William R. Richards, who reports the performance, "Television brings out defects in gestures and delivery in general, and calls for attention to minor details such as are overlooked in ordinary radio programs."

The Pasadena Toastmasters promise to work over their script, and make it available to other Toastmasters Clubs which may wish to use it.

THE NORTHWEST IS VISITED

Founder Ralph Smedley made a hasty trip to Portland to attend the Zone Five Speech Contest, held June 5th. In spite of the flood conditions which prevailed, the contest was held, with more than 400 people present. Men were present from as far away as Montana, Boise and British Columbia, some of them traveling under great difficulties because of washed out bridges and highways, and disrupted rail and air schedules. Much credit is due to Portland Toastmasters, many of whom were on volunteer duty as guards. Presentation of charters to four new clubs, all sponsored by Oregon Toastmasters Club No. 424 of Portland, was a feature.

Following this event, Smedley was at Seattle on the 7th for a great gathering of Toastmasters in a joint meeting, featuring charter presentation to the new Ballard Toastmasters Club. On the 8th, he was at Victoria, where District Governor Ed Whyte had scheduled him to address the Kiwanis Club at noon, and a joint meeting of Victoria Toastmasters Club at night.

Pictures of various significant events in connection with this trip, not available in time for this issue, will be published later.

MARINES WILL SPEAK

At the El Toro Marine Base, said to be the largest Marine Base on the Pacific Coast, 40 officers met at a preliminary conference to plan organization of a speech club under Toastmaster guidance.

"HOLIDAY" IN SAN FRANCISCO

The July issue of *Holiday*, the pictorial magazine, carries a feature article on San Francisco which should be read by all Toastmasters, before they start for the Convention. There are 32 pages and 107 illustrations, mostly in color, devoted to the many aspects of the City by the Golden Gate. This timely treatment of the Convention City will add new interest for the many who expect to see its attractions for themselves, before and after the Convention, which meets July 26 to 29.

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District 18, Arthur Cunningham, 145 Great Junction St., Leith, Edinburgh, Scotland.
District 19, Gale B. Braithwaite, 202 First Nat'l Bank Bldg., Sioux Falls, South Dakota.
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District 22, Frank F. Woodburn, 424 Topeka Avenue, Topeka, Kansas.
District 23, G. W. McKim, 209 South Third St., Albuquerque, New Mexico.

Sheldon M. Hayden
1536 Eleventh St.
Santa Monica, Calif.

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THE GOLDEN GATE IN 48

SAN FRANCISCO



SEAL ROCKS

MUIR REDWOODS

TELEGRAPH HILL



THE CITY THAT KNOWS HOW

JUNE 10, 1948



ORIENTAL GARDENS



NOTED CABLE CAR

HI YA PARDNER ---
WANNA DIG FOR GOLD THIS SUMMER?
THAT'S GONNA BE SWELL DIGGIN'S IN SAN FRANCISCO
BY THE "GOLDEN GATE" FROM JULY 26TH TO 29TH



MISSION DOLORES

LOTS OF GOLD FOR ALL TOASTMASTERS AND THEIR GALS.
YOU'LL STRIKE PAY DIRT IN ALL THESE ---



FERRY BLDG.

CONVENTION MEETIN'S
BOAT RIDIN PARTY ON THE BAY
TALK-FEST CONTEST
FUN & FROLIC (HI-JINK) NOON DAY MEAL
SESSIONS ON TALK L'ARNIN'
PRESIDENT'S DINNER & JIGGIN'
SIGHTS TO STIR THE BLOOD OF ALL PROSPECTORS.

ALL THIS AN MUCH MORE FOR YA, PARD, IF YOU ACCEPT
THIS INVITE FROM THE GUYS AND GALS IN DISTRICT FOUR.
WE'LL SHOW YA A GRAND TIME.
SO BUCKLE ON YOUR SHOOTIN' IRON AND HEAD FOR THE
GOLDEN GATE. COME BY TRAIN-OR BALLON-OR PONY EXPRESS
BUT COME !

BE HERE IN SAN FRANCISCO JULY 26 FOR FOUR GLORIOUS
DAYS. YOU'LL STRIKE IT RICH !

SPECIAL GREETIN'S

YOUR PROSPECTOR PARDS
DISTRICT FOUR



CHINA TOWN