

THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

December, 1946

Vol. 12—No. 12



Each map-dot represents one or more Toastmasters Clubs. The men? Surely everyone knows Executive Secretary Ted Blanding (standing) and Founder Ralph Smedley.

(See Article on Page 3)



TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is an organization of more than 380 active clubs, located in the United States, Canada, England and Scotland, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Chairmanship—Listening
(For information, address Toastmasters International, Santa Ana, California)

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NOTE: NEW LOCATION OF THE HOME OFFICE—In the Santa Ana Community Center, 1104 West Eighth Street.

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

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Speech of the Month

Death Holds A Mirror

By JACK CAMPBELL, Pomona No. 12

Once in a while comes a talk which goes from the mere speech class into oratory. Such is Mr. Campbell's, simple in words used, keen in analysis or retrospect, direct in statement. It is an example of what a Toastmaster can achieve when he breaks his usual restrictive habits and attempts something new.

Life had brought Daniel Webster the power of leadership and the responsibility that goes with it. His had been the hand, more than most, which shaped the course of the nation during two decades. In direction, in impetus and in the laws of the land were embalmed the spirit of the New Englander whose ideals became the ideals of the Union.

But now he lay on his death bed. He had been ailing for a long time and finally a small group of his closest friends and relatives had gathered at his bedside. Daniel had passed into a coma and every one knew that the end was only minutes away, but Webster's great mind was as active as ever. As in a dream he saw himself totter down the hall to his bedroom and as he closed the door he faced the full length mirror that hung on the wall.

He saw himself as he really was, old and enfeebled from long illness. His sparse white hair seemed to glow in the low light of his room. This brilliant whiteness of his hair had always pleased him and as he smiled, two figures were

emblazoned upon the mirror just above his head. They read 1782 to 1852. The first, he recognized immediately as the year of his birth but the other figure seemed without significance—then suddenly he realized that these represented his span of life. He had completed his full three score and ten.

Scenes changed with lightning like rapidity as he continued to look into the mirror. He saw himself as a boy of 15, teaching school. He saw himself as a lad of 18, a junior at Dartmouth College, delivering the 4th of July oration before the citizens of Hanover. It had been a flowery speech, as was the custom of the time. Even now he felt humbled as he realized the far reaching effect this little success had had upon his entire life.

Without pause he saw himself as a member of the House of Representatives at the time of the War of 1812, as a member of the Senate and acknowledged to be one of the Elder Statesmen whose opinion was sought and respected. He saw himself rise to his full stature in his famous reply to Mr.

Hayne upon the subject of states' rights. He looked at his figure clad in the dignity of Secretary of State under President Fillmore. Then, as if by magic, he saw his own last written words, engraved in gold and set with pearls—words of wisdom enscribed after years of turmoil—the conclusions of a life time of profound thought:

"Lord, I believe: Help Thou my unbelief."

Philosophical argument, especially that drawn from the vastness of the universe in comparison with the apparent insignificance of this globe, has sometimes shaken my reason for the faith which is in me; but my heart has always assured me that the gospel of Jesus Christ must be a divine reality. The Sermon on the Mount cannot be a merely human production. This belief enters into the very depths of my conscience. The whole history of man

proves it."

Signed, D. Webster.

As he finished reading his own words, the vision again changed and he was looking into the kindly eyes of the Angel of Death. Daniel knew that it was not his earthly hand with which he reached forward so eagerly to grasp the outstretched hand of the Angel. But his happy smile was carried to his earthly body as his friends watched all that was left of the Elder Statesman.

But death did not entomb the Webster spirit along with his earthly remains. The strength, the wisdom, the vigor of thought of the elder statesman did not perish when his weakened body yielded the soul which had elevated it to become a guiding beacon in American destiny.

Webster the man, would be buried on the morrow, but Webster the sturdy symbol of Freedom and what has become known as the American way, would still be a disembodied leader of his country.

DIRECTORS WILL MEET IN CHICAGO

The Mid-Winter Meeting of the Board of Directors of Toastmasters International will be held in Chicago on January 18, 1947. This meeting has been planned to combine regular business matters with plans for the 1947 Convention in Minneapolis-St. Paul, as well as to serve the clubs of District Eight and vicinity.

On January 17 there will be a meeting of the Area Council of the Chicago Area. On the 18th, the Directors meeting will fill the day. District Eight will hold a special session on the 19th.

Extensive arrangements are under way for each Director and Officer to visit selected clubs and districts on the way to and from the Chicago session. Numerous special events are being planned.

All Toastmasters within reach of Chicago will be welcome to attend the open sessions of the Board, as well as those of the Area and District.

We Are Growing

By JOSEPH P. RINNERT, President of Toastmasters International

Growth is the law of life—and every bit of evidence points to the fact that Toastmasters International is a law abiding corporation.

It was but a few years ago that Toastmasters International comprised less than two hundred clubs, having a total membership of only about thirty-five hundred men. Our Founder, Ralph C. Smedley, with the help of one full-time stenographer, of occasional part-time clerical employees and of a few generous Toastmaster volunteers, was waging a gallant fight to keep the educational material flowing, to publish the magazine six times a year and to attend to the rapidly expanding business details of our organization.

Recognizing the situation, the Board of Directors, in July, 1945, created the office of Executive Secretary and assigned to that office the business and expansion activities of the organization, so that the full energies and talents of our inspiring leader could finally be released to our educational work. In August, 1945, Ted Blanding, a former President of Toastmasters International and then just returned to civilian life after nearly three years of overseas service, was appointed Executive Secretary and Ralph C. Smedley was appointed Director of Education. These men work together with complete compatibility and form a hard-driving and effective team.

The work of the Home Office

staff has been divided to meet the future growth of clubs and services. On April 1, 1945, the Home Office in Santa Ana was moved from the First National Bank Building to the Pacific Building with approximately double the office space. In September, 1946, because of growth, it had to be moved again. Our present location in the Santa Ana Community Center building has fifty per cent more office space; and we have options for additional space to allow for further expansion if any is required.

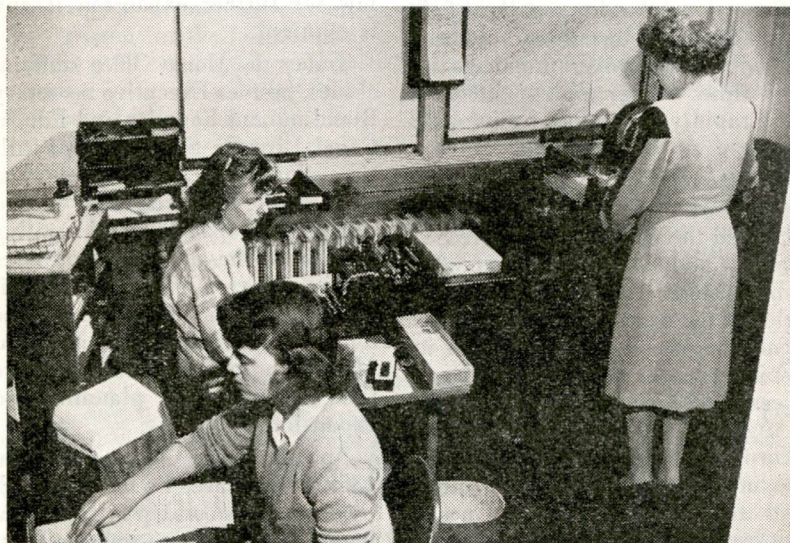
Today the Home Office staff includes, besides Executive Secretary Blanding and Founder and Educational Director Smedley, five full-time employees and several part-time employees who are needed during peak packing and mailing periods. The clerical employees are in charge of Mrs. C. L. Meriwether, who is now assuming the duties of office management so that Mr. Blanding can devote more time to long range planning and expansion activities.

As this article is being written, 435 clubs have been chartered. Our total membership is approaching 11,000. The Toastmaster Magazine, with a current circulation greater than 11,000, is published each month. The Home Office sends out a daily average of more than 1,000 pieces of mail. Each week dozens of inquiries concerning Toastmasters training are re-

ceived. Through the Home Office we are now helping nearly 300 groups to organize as Toastmasters Clubs. The budget adopted at Seattle last July anticipates the charting of 100 new clubs this year. Due in no small part to the excellent work of the District Governors it is possible that the number of new clubs may well be nearer 200 by the time we meet in Minneapolis and St. Paul, August 11-14, 1947. It is not unreasonable to hope that we may reach 550 chartered clubs by that time.

We have every right to be proud of our sound, steady growth. We also have every reason to be proud of the two men whose pictures appear on the front cover of this issue of our magazine. Every Toastmaster will applaud this expression of appreciation for the work of Ralph C. Smedley, Ted Blanding and all of the other members of the Home Office staff. As we grow, we know that they will carry on enthusiastically and will find continuing and greater pleasure in their work.

SERVING YOU—in the Home Office at Santa Ana

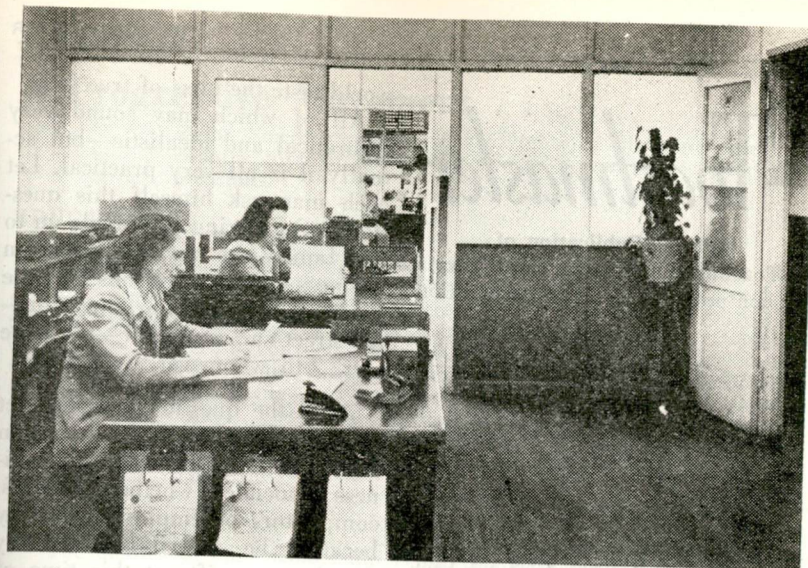


Five large rooms are required to house present activities, preparing and mailing materials for clubs and handling the great volume of correspondence with our 11,000 members.

Above is the mailing and mimeographing department. The girls at the left are addressing the November issue of THE TOASTMASTER MAGAZINE.

On opposite page, at top, is a general view of the business offices, for bookkeeping, filing, general correspondence. Note the files on end of the first desk. Your club officers' list is there, if it has been received on time.

At bottom of opposite page is a part of the stock room and mailing department, where your supplies are assembled and packaged. If your order is not filled promptly, these girls want to know about it.



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Editor - - - R. C. Smedley
 Editorial Board: George W. S. Reed,
 Jack Haynes, E. M. Sundquist,
 E. S. Wooster, Wm. A. Dunlap.
 Address all communications to
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"Joy To The World!"

By GEORGE REED

Always at the Christmas time, caroling voices ring out the decree, "Joy to the World!"

Even to the thoughtless, the words impart some mystical promise. To the thoughtful they serve to emphasize once more the true spirit of Christmas, the selfless, all-encompassing love for *others*, personified so completely in the Christ, whose birth we honor at this season.

Only when men everywhere realize that they themselves can find their greatest happiness in bringing *joy to the world* will such joy exist with us. And the sooner each of us considers it a personal responsibility to bring joy to *all others* whose lives touch our lives in any way, the sooner will the

world taste the bliss of true joy.

All of which may sound very theoretical and idealistic—but actually it is all very practical. Let each man ask himself this question: "Do I bring joy or gloom to my family—to my associates in business—to my friends in the Club—to the elevator operator—the street car conductor—the store clerk—to whomever I meet?"

After the question is asked, let the answer be honest. Let no man say that he brings joy to his business associates, whether partners, competitors or employees, merely because he distributes holiday greetings or gifts at this time of the year, and then follows his selfish ways and practices both before and after Christmas. Let no man say that he brings joy to his family merely because of occasional largess or words of praise.

Let no man claim that he is doing his level best to bring joy to the world unless his *every action* contributes to that end.

Personal, economic, social and political activities all have within them the power of giving joy to the world, or withholding it from a world sadly in need of cheer.

To make Christmas effective, we must make sure that the true spiritual significance of this season of joy and goodwill pervades all life, at all times of the year, and not merely during one special week of holiday celebration.

Thus shall we truly bring in the reign of "Joy to the World!"

A Progressive Movement

Ralph Smedley reports on highlights of his trip across the country to visit clubs. These are a few of his many impressions.

EDUCATORS

Most impressive impression of the trip is that of an awakening to our opportunities and obligations as an educational agency. Never before have so many clubs been so conscious of our responsibility to offer a progressive, planned, coordinated program of speech training and personal development. Older clubs are hard to convert. They get set in their ways—so deep in ruts that they can't see over the sides. Newer clubs are energetic on education. Basic Training is coming into intelligent use. Progressive and planned evaluation is evolving. The "Program Standards" offered by the Educational Bureau are being widely used.

If we are to qualify as educators, we must follow proper educational methods.

QUALITY

The quality of our membership is improving notably. This is not so much because of new men being brought into membership as it is because of growth and development of members who have been in for several years. Men who, three or four years ago, were uncertain and ill at ease are now well poised, confident, assured and able. It is hard to recognize some of them as being the same persons. Really, they are not the same. Bearing the same old name, they have taken on new dignity, developed new abilities.

No man could look upon these results in enlargement of personality without a new sense of the importance of our training.

SUCCESS THROUGH SPEECH

Everywhere you find the cases of advancement through Toastmasters training.

From salesman to sales manager—From assistant bookkeeper to department head—From clerk to foreman—from emptying waste baskets to filling the same—(And if you don't believe there is a difference in the two relations to the waste basket, take another look.)

"Advancement due to my training in the Toastmasters Club has doubled my salary in the past four years," said one Toastmaster.

"I figure that my training in Toastmasters is responsible for at least sixty dollars a month increase in my pay check," said another.

"I had my eye for a long time on a certain position which seemed out of my reach. Training in the Toastmasters Club, plus some extra educational work I was led to take on, put me in line for that position which I now hold," said still another appreciative member.

A big book could be filled with these testimonials.

SATISFACTION

Can you blame me for being pleased and grateful that our simple plan for training has done so much for so many?

Four weeks of travel, covering 6500 miles, and taking in endless meetings and speeches, is a fairly tough assignment for anyone, but the opportunity to meet and observe our members in their work, and to see the results they are getting, is worth twice the effort.

What's Going On

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

Power of Printed Page

Received at the Home Office—a letter from a man in Syracuse, New York, who writes: "Recently I was given a copy of your Magazine, *The Toastmaster*. I found it interesting and instructive. Enclosed you will find a check for one dollar for a year's subscription. I would be interested in receiving information about your organization, as well as a list of the aids to public speaking mentioned in the Magazine. Until I read this copy I did not know that there was such a helpful publication on practical public speaking, and am delighted to find it so good. Do you have any members in Central New York?" Raymond G. Castle.

The simple courtesy of handing your Magazine or the little folder entitled "Introducing the Toastmasters Club" to a friend or acquaintance may lead to far-reaching results. Can you imagine how many men who are eager for a chance at such training as we get in Toastmasters would welcome information about the organization?

Chicago Works

South Chicago Toastmasters (No. 253) are helping to promote a new chapter in connection with the 111th Street Y. M. C. A. of

Chicago. Twenty-six men are interested. A group of the South Chicago Toastmasters was scheduled for a demonstration meeting in Milwaukee.

Minneapolis Takes Notice

The "Gavelier", published by Minneapolis Toastmasters Club (No. 75) reminds its readers as follows:

"The officers of the 6th District will be chiefly responsible for the success of the Toastmasters International Convention to be held in the Twin Cities next summer. The International has grown to great proportions and it will be no easy task to raise the money and prepare a program which will be interesting and entertaining to the visitors who are coming from all over the United States and from foreign countries. It is up to each Toastmaster to make suggestions and volunteer his services. Our reputation is at stake."

Merit Wins Recognition

The Toastmasters Club of Richland, Washington, reports a "Merit Contest" for its own members, in which each member is given points on various activities and achievements, including his attendance at meetings, new members secured, service on club pro-

grams, outside activities and work with other Toastmasters Clubs. The plan deserves attention from other clubs as a worthy stimulant. You might write (enclosing postage for reply) to Deputy Governor Tom Purton, 511 Barth Avenue, Richland, Wash., asking for details on the plan if your club would like a vitamin pill.

Outside Activities

New chapter at Mason City, Iowa, has started out on ambitious program of appearances before other organizations. They showed their stuff before the Mason City Lions Club and have been invited to serve the Kiwanis and other civic clubs. Local newspapers gave good reports. Toastmasters gained much by the experience. New interest was stirred among outsiders.

Look Out, Washington!

Here comes Charles K. Fletcher, member of San Diego Toastmasters Club, who was elected on November 5th as Congressman from the Southern California District. He is not the first Toastmaster to achieve Congress, but he is the first one reported from the fall election. Congratulations, San Diego!

Honoring Navy Day

El Centro Toastmasters (in the heart of Imperial Valley) observed Navy Day with a radio broadcast. Six members gathered around the mike at Mutual Station KXO and gave out with a typical program, devoted to honoring the Navy. Plans are on the way for

a regular weekly broadcast by the club.

Good Points for Speakers

The *Crumb Sheet*, Tuesday Toastmasters of Spokane Bulletin, reports visit by their Past President, Justin McWilliams, who served as general critic and emphasized these important points of speech:

1. Preparation breeds confidence.
2. Work at selling yourself to an audience.
3. You must like an audience if you expect it to like you.
4. Don't hurry when speaking, but keep driving.
5. The least we can do as listeners is to look at our speakers.

Gestures

"You've heard much talk, pro and con, on the desirability of using gestures while making a speech. Did you ever consider them in relationship to fear and nervousness? An audience doesn't realize how frightened you are until you play with the table ware or pull at your clothing. But if you use your hands in appropriate gestures, you'll get emphasis and relief. Avoid movements which will irritate or distract your listeners. Don't hesitate to use gestures because they are so often criticized by members who lack the imagination and resourcefulness to detect more important faults. Use lively gestures and feel confidence and enthusiasm flowing through you and thus to the audience."

The Analyzer, Jeanette, Pa.

First Fall Roundup

Area 4, District No. 1

"A little nonsense now and then
Is relished by the wisest men."

Nine clubs in the San Fernando Valley and adjoining communities achieved a new high in Toastmasters activities when 165 members in western garb gathered for the First Fall Roundup and Bull Throwing Contest of Area 4, District 1, on Nov. 7. It was enthusiastically decided that the event should be made an annual one.

From opening trumpet call to final pistol shot, the meeting, conducted by Lt. Gov. Jack Haynes, was filled with surprise and action.

Never lagging, it accomplished its purpose of "food, fun and fellowship".

As soon as the cowboys sat down for "chow" things happened. The Lockheed, Silverlake and Eagle Rock outfits vied in extemporaneous renditions of western songs. Arriving late, the San Fernando contingent announced its entrance with a half dozen revolver blasts.

First announcement stated that any "dudes" present should remove their neckties. District Governor Herb Hill was reluctant.



Intent onlookers during the contest were officers of Toastmasters International: Herb Hill, Governor, District 1; George Stines, Deputy Governor, District 1, (behind Hill); President Joe Rinnert; Chairman Jack Haynes, Lt. Governor Area 4; George Reed, Director; and Clem Penrose, Lt. Governor Area 1. Reed and Penrose acted as judges.



Prize-winning skit by the Silver Lake Club presented Ad Larson as interrogator, Ed Strickland as interpreter and Al Palo as the interrogated. Area 4 now knows all there is to know about Chinese Toastmasters.

Area Secretary Warren Burtis executed a hasty operation on Herb's tie with a sharp meat cleaver. No ties were seen thereafter.

After spirited introductions of the clubs by their deputy governors the "distinguished" guests at the head table were presented. Three who attempted speeches immediately reached their conclusions with the aid of the chairman and sheriff.

Considerable interest was aroused by the intrusion of a "young woman" from Jewel City with a baby in her arms. Uneasiness for some ended in laughs for all. Politics raised its ugly head when an old man, looking like Rip Van Winkle, wandered in and announc-

ed his name: Mr. Pog. "Everything has been backwards for years", he said. "POG spelled backwards is G. O. P. I'm back in the saddle again."

A culprit from each of the clubs was tried by Judge Bill Hicks of Glendale No. 1, assisted by Sheriff Charlie Hutchins of Eagle Rock. Easterners should be warned not to become entangled in "The Law west of the Arroyo Seco".

The Bull Throwing Contest, in which each club participated, was won by the Silver Lake Club represented by Ed Strickland, Al Palo and Ad Larson. This skit, which humorously disclosed the workings of Toastmasters in China, established a high mark for



Cowboy Bill Gervais of Lockheed receives the "special award" from President Joe Rinnert. Roundup display in background was painted by Toastmaster Allen Tench of Jewel City.

future contests. A skit or individual speaker was entered in the contest by Eagle Rock, Glendale No. 1, Jewel City, North Hollywood, San Fernando, Van Nuys, Verdugo Hills and Lockheed, which received a special award. Past District Governor Briggs Howarth refereed.

During "time out" for judging, all joined in spirited singing led by Mac Ohman with piano accom-

paniment by Joe Belanger of Verdugo Hills. Climax of the evening was the presentation of awards by President Joe Rinnert, Toastmasters International.

Not wishing to introduce some serious business that had been requested, Chairman Haynes decided there was only one honorable course to follow. He "ended it all" by raising a pistol to his brow and firing one well-placed shot.

It's a Good Idea

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

Good Program Planning

The "Plus Two" Toastmasters Club of Fort Worth sets a good example of how to build programs around Basic Training. At a recent meeting, their program was like this:

1. E. L. Guerant, 10 minutes to explain operation of a Panel Discussion. Assigned as educational feature.
2. H. A. Helstrom, (No. 2 B. T.) "I'm Scared!" (A discussion of problems of organized labor.)
3. Geo. Schnugg, (No. 7 B. T.) "Political Trends of the Future." (This was the exercise in reading from a manuscript.)
4. R. C. Thomas, (No. 3 B. T.) "Export for National Defense."
5. B. J. Lynn, (No. 2 B. T.) "Influence of the Veteran."
6. Stanton Brown, (No. 9 B. T.) "Future of the Personality."
7. J. W. Larson, (No. 6 B. T.) "Scientific Possibilities."

Note the wide variety in speech subjects. And yet, the entire program was built around the various Basic Training assignments. The general theme of the evening was "Looking to the Future."

This club has an excellent tim-

ing device, simple and inexpensive, but easy to operate.

The timer is provided with a handful of ordinary house numbers. When the speaker starts his speech, the timer sets up number 6 against a small block in plain view of the speaker. At the end of one minute, number 5 is substituted, and so on until No. 1 is reached. The speaker is supposed to come quickly to a conclusion. If he does not stop when number 1 is laid down, he gets a sharp reminder from a tap of the gavel.

To Help New Members

At New Orleans, there is a short period preceding the regular meeting to which all new members and others interested are invited. There is a lecture, usually of 20 minutes, on some phase of speech fundamentals. It helps the new members and is good training for those who give the talks.

Alternating with Education

Several clubs in District 13 (Pennsylvania) have the bad habit of meeting every two weeks instead of weekly, but some of these are developing the plan of introducing an "educational session" in the week between meetings. At that session, educational talks are given, speech fundamentals are studied, and members give their Basic Training speeches. There is value

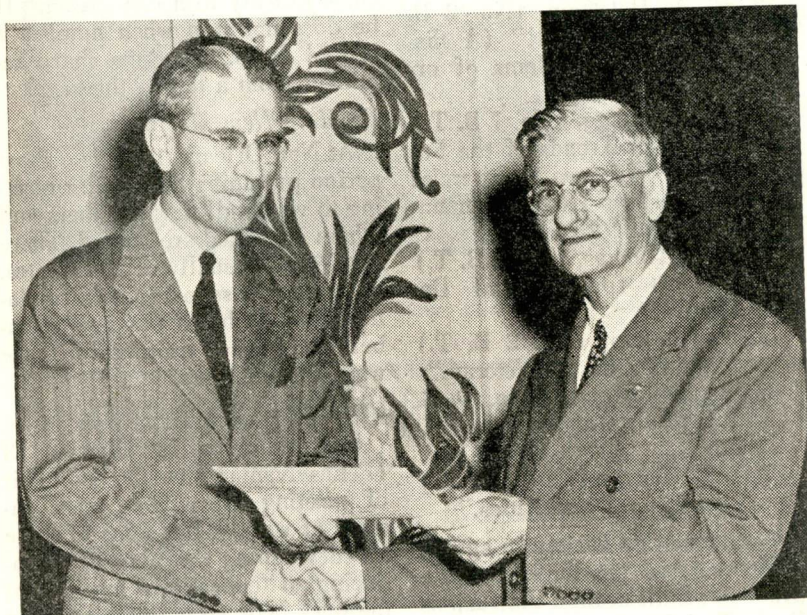
in devoting the entire evening to serious work on educational matters, and the program is left wide open at the other sessions. Probably the men will come to realize that a weekly meeting is the better plan, and thus added benefits will be gained.

Visible Record

The Zanesville Toastmasters (what? again?) have two wall charts which attract much attention. One shows the complete

membership roster, with symbols after each name to indicate the participation in outside activities. Each speech made outside the club is recorded by a star. The other chart shows the progress being made by the member with his Basic Training. As he completes each assignment in B. T. a number is placed after his name to show how far he has come. Both plans result in added enthusiasm, and both are recommended for other clubs.

FIRST IN OKLAHOMA



Raymond Boyer, past president of Oklahoma City Toastmasters Club, received his Certificate of Merit for completing his Basic Training, the award being made personally by Ralph Smedley on the occasion of his visit to the Oklahoma Club on October 23rd. This is the first Basic Training certificate claimed in Oklahoma thus far.

Profiting From Evaluation

By LEW RICHARDSON of "General" Toastmasters Club, of Seattle.

Deriving profit from evaluation of one's efforts pre-supposes four things:

1. That the evaluator has really had something tangible to evaluate!
2. That the evaluation has been an honest reaction.
3. That the speaker takes it to heart and seriously tries to improve himself.
4. That members willingly accept opportunities to evaluate.

It has always seemed to me that the first consideration is the most important of the four; that we, as speakers, must have a well-prepared talk with its component parts fitted together as they should be fitted; that we have had a beginning, a good argument, proofs and an ending all in carefully outlined form so that the transition can be easily followed *before* we should ask anybody to evaluate. What the speaker looked like, how he stood, how he was dressed — all these clearly are only incidental to the main topics of "What did he say?" and "How did he say it?"

Like all of us here, probably, I have seen evaluators tear their hair because their speakers neglected that all-important component—preparation! So, let's carry the ball right now to the only man who *can* make evaluation profitable—the speaker. It is only the well-prepared speech that can be evaluated with any degree of intelligence and direction.

Following a well-handled meeting the thought has often occurred to me, "Just who benefited most from that excellent evaluation—was it the prepared speakers, the club, the club officers or the audience. There is never an honest evaluation made that does not prove of great benefit to all these. And I know that the audience always benefits.

It has become a standard practice in my club, as in most others, to bring in an occasional outside critic, either an older member of Toastmasters or some man outside the organization, such as a high-school debate coach. I think this is one of our liveliest features. Not long ago we had as our critic a gentleman who will be remembered by all of us who were present as giving us the clearest picture of what he saw of anyone who has ever visited us. He didn't waste time telling our speakers that he enjoyed their efforts, because they weren't good speeches; he didn't compliment the management because he didn't think the meeting had been handled too well; he gave us, in general, the kind of hail columbia we had earned through our own presentation—yet he ended every criticism on a note of encouragement. He knew we could do better and, believe me, we have. We have profited as a body and as individuals from this man's crystal-clear summation of our shortcomings and sometime we

are going to invite him back to enjoy the knowledge that we did profit from his evaluation.

Probably every club and every individual in every club can point to almost exactly some such circumstance. I remember once we had what we thought was a really excellent meeting with good speeches, a well-conducted table topic and all the rest, only to have our outside critic destroy our smugness with one word, "MONOTONE!" One speaker had talked on an American Day observance and what American Day should mean to us. The critic dryly remarked, "You should have given that speech yesterday at Woodland Park before 2000 people and I—well, I should have been standing right behind you, with a can of turpentine!" You should see the long-handled oil can we have now, labelled "Turpentine."

Ever since that meeting our educational program has featured voice gestures, you may be sure. In fact, the most interested auditor of every evaluation should be the club educational chairman. He should relate his efforts to the shortcomings discussed by the weekly evaluators. He should keep the evaluators' notes for future reference and in the building up of a dossier on the members of his club. Then, at the end of the year, he could present a record of accomplishment to each member and he could see in black and white just what he could point to with pride or regard with chagrin. Perhaps our educational program is

already working on this problem. Anyway, it would give the educational chairman something to do—everybody knows the job is a sine-cure.

Seriously, the fact that the spoken word is so soon forgotten by the recipient is a handicap to improvement.

At least one other benefit from evaluation has its roots in honesty—honesty and sincerity on the part of the critic. A reaction can be honestly stated without being too blunt or inept, but once in a while it clears off the air to have that honest reaction just blurted out. We get the feeling, "Well, there it is. How do we like it?" And the truth is, we don't like it and if we get mad enough about it, we're likely to work overtime to overcome the failure.

We all suffer in our evaluations, sometimes, from being too polite; we hate to appear uncomplimentary; we're likely to say "fine work" without meaning it at all. This is just waste of everybody's time. The speaker may feel better but it won't make him to talk better. Critics hold up a succession of mirrors in which the speaker sees himself as he looked at that time and to that critic and if we don't like what we see who should do something about it?

Every member of the Club should willingly, even eagerly, accept the assignment of general critic. Critical evaluation of the efforts of others is the best means of improving yourself when it is your turn to be evaluated.

(Continued on Bottom of Next Page)

What Is "Speechcraft"?

Speechcraft is a short, comprehensive course on the fundamentals of speech, arranged for presentation by the members of the club.

It consists of eight programs, with three subdivisions in each program, a total of 24 subjects covered. It takes half an hour each time, leaving the rest of the program period for the regular type of short speeches and evaluations, reduced in number. The plan calls for three ten-minute speeches to be given at each session, so that the "lecturers" get their speech practice just the same as if they were on an ordinary program.

The course is an outline, with references to Basic Training and other texts on speech for helpful material. It covers the essentials of speech in a brief form, and any man who goes through the course, either as instructor or as auditor, learns much from it.

Speechcraft has been used in many Toastmasters Clubs with success. Experience proves that the course educates the older members who give the instruction; furnishes a "refresher" to all the

older members; and gives needed instruction to new men, who may be recruited for the special training.

Speechcraft usually results in filling the membership roster, and establishing a list of "associate" members. In some cases it discovers a need for a new club to be formed.

For example, one club spent forty dollars on the course, for advertising and for the necessary materials. Twenty-one men signed up for the course at six dollars each. Net revenue to the club was \$85.00 placed in the treasury, plus a total membership of 39 men. And every participant received definite benefits.

Every Toastmasters Club should offer the Speechcraft course to its community at some time during the present season. The Speechcraft Manual is furnished (while the present edition lasts) at 75 cents a copy. To put on the course successfully, a club should buy two or three Manuals, and a supply of "Instruction Sheets" and "Students' Notes", which are available at nominal cost. Write the Home Office for complete details.

We are all of us being evaluated every day of our lives and if you're high enough on the ladder you'll have Westbrook Pegler or David Lawrence breathing down the back of your neck, and at no cost to you. But in our organization it costs you—it costs a con-

scious effort and a determined one. That honest, out-spoken, friendly evaluation of yourself and your efforts is "that something" Toastmasters has to offer that no other organization even attempts. And, to make it profitable, it's up to you!

A Quiz On Speech Terms

Define each of the following words, commonly used in talking about speech.

Do your best, and then turn this page upside down for the correct answers. Check yourself as to your understanding and accuracy. It may add a word or two to your vocabulary.

- | | | | |
|---------------|---------------|--------------------|--------------------|
| 1. Soliloquy | 7. Allocution | 13. Impromptu | 19. Dialect |
| 2. Colloquy | 8. Lecture | 14. Extemporaneous | 20. Dialectician |
| 3. Monologue | 9. Sermon | 15. Confabulation | 21. Peroration |
| 4. Dialogue | 10. Satire | 16. Tirade | 22. Vernacular |
| 5. Harangue | 11. Diatribe | 17. Brogue | 23. Grandiloquence |
| 6. Prelection | 12. Homily | 18. Forensic | 24. Elocution |

For definitions of Speech Terms, stand on your head.

1. A speech to oneself.
2. A talk to others.
3. A speech by one person.
4. A conversation between two persons, especially in drama.
5. A noisy, ranting speech.
6. A public lecture, especially at a university.
7. A formal or authoritative address, as by the Pope or a Bishop.
8. A formal address on a learned subject.
9. A formal address from the pulpit.
10. A speech in mockery or ridicule.
11. An abusive speech; a violent denunciation.
12. A moral dissertation or sermon, usually long and tedious.
13. A speech made without preparation.
14. A speech, the thought of which has been prepared in advance; the exact language left to the moment.
15. Gossip, or familiar talk; scheming conversation.
16. A long, violent speech of denunciation; a harange.
17. The Irish way of speaking English. (Also used as name for a type of rough shoe formerly used in Ireland and the Scotch Highlands.)
18. Pertaining to courts or debate; suitable to argument; rhetorical.
19. A local form of language.
20. A logician, or one skilled in debate.
21. The formal conclusion or summing up of a speech.
22. The language of the common people.
23. Pompous, bombastic style of speech.
24. Style of oral expression; formal use of voice and gesture.

Visible Expression

In the special course of improved speech evaluation provided by The Educational Bureau, "Five Times and Repeat", the second form gives emphasis to "Visible Expression", to the "As I saw you", for the speaker. To help both speakers and critics, the following articles are presented, covering this important element of effective speaking.

Talk With Your Hands

By WARREN O. MENDENHALL, Member of the Educational Bureau.

A scarecrow, flapping its arms in the wind, has no meaning nor use except to frighten the buzzards and the crows.

Useless flapping, even when politely called gestures, has no place in a good speech.

Meaningful gestures do add much to force and clarity in speaking. Bodily movements, particularly movements of the arms, hands and fingers, have four principal functions in connection with communication. These are:

1. To point the way, or direct.
2. To show how—to illustrate.
3. To add emphasis.
4. To welcome or repel—to call together or disperse.

In Toastmasters practice we might add another clinical function—that of using gestures to help the new speaker lose his nervousness, or at least have a place to put his hands. However, this is definitely a crutch, and should not become a permanent part of the technique of the experienced speaker.

The four functions listed above have a concrete and practical application in good speaking if, by use of gestures, the talk is clarified

(Continued on next page, column 1)

"Action Is Eloquence"

By SHELDON M. HAYDEN, Chairman of 1947 TMI Convention Program Committee.

Good subject matter alone will not result in a good speech.

Words are but part of what you say. Voice and body action must be added to convey the meaning. Mind, voice and action must be coordinated to produce good public speaking.

"Action is eloquence," said Shakespeare. Physical action is understood by an audience. A man *can* speak without body action, but his effectiveness will be limited. A man may jump into the water and keep himself afloat by using a dog paddle, but he won't progress as fast as the one who knows how to use his hands and feet.

The question is, how effectively do you want to swim—or to speak?

All speech authorities today agree that properly motivated body action is essential because of its effect on the speaker and his audience.

Properly motivated action is important to you, as a speaker, because of its effects on you and on your audience.

Among the effects on the speaker, we may list the following:

(Continued on next page, column 2)

(Continued From Column 1)

and made more meaningful and convincing.

A speaker may wish to designate a direction to be followed or a course to pursue. He may wish to indicate upward progress. Emphasis is gained by natural and appropriate gestures at the right points.

Intricate or complex explanations can be made clear only by use of illustrations, and these illustrations frequently are best given by use of the hands.

The successful Toastmaster learns to make every movement significant and useful in its contribution to the speech.

The third function, that of emphasis, is easily overdone. The old time orator, the soap-box spell-binder, the political rabble-rouser, may make much use of table pounding and wildly waving arms. The best speakers do not make frequent use of such gymnastics. Gestures of emphasis have their important place, if properly timed, if apparently casual and natural, and if spontaneous rather than obviously forced.

The emotional aspects of speaking are involved in the fourth function mentioned. The open arm of welcome, the fronted palm of rejection, the two-handed, widely inclusive gesture of acceptance—all these carry emotional weight. The minister or evangelist may use them often, but the average Toastmaster seldom needs them.

Gestures may be likened to the workman's tools—useful when

(Continued From Column 2)

1. Action is necessary to free yourself for normal expression.

2. Free action releases your powers of expression.

3. Action stimulates your thinking processes.

5. Action reduces stage fright.

As it affects the audience, note these important items:

1. Action helps hold attention.

2. Action indicates attitude.

3. Action on the part of the speaker helps the audience to "feel" with the speaker.

4. Action keeps audience awake.

A good speaker talks with his whole body. He uses plenty of gestures. He does not worry about perfection at first, but tries to cultivate action until it becomes habitual. He uses action to build enthusiasm.

To develop good posture and gestures, and a generally satisfactory "stage presence" a speaker needs the help of his own mirror, and a frank, friendly, observant critic. To these, add unlimited practice, and your "visible expression" will be good.

needed but never to be dragged into a job just for show.

The scarecrow's limbs dance aimlessly in the breeze. The windmill, equally dramatic, accomplishes something as it whirls. The Toastmaster need not take the windmill for his example. Certainly he will not imitate the scarecrow. He will use gestures when gestures are needed, and he will make them contribute power to his speech.

Intelligent Listening

By RALPH C. SMEDLEY

Are you listening? You look as though you might be, but the experienced speaker knows that members of his audience are likely to take advantage of the position of reverent attention to make up a bit of sleep while the speaker drones on.

Intelligent listening is just as important a part of the training as eloquent speaking. Your clubs are under obligation to help their members to become analytical, discriminating, intelligent listeners. This is the reason why the Toastmasters Club has instruction upon speech evaluation or criticism by the members rather than by a professional coach or critic. We realize that the only way to become an intelligent listener is through practice. By this means the member acquires the habit of critical listening, an art which is to be gained only by practice. Even the most inefficient critic can be helpful.

Not long ago in a Toastmasters meeting, I listened to a speaker who delivered a delightfully entertaining talk, frankly intended to be amusing and without any effort to convert or convince his audience. In my opinion it was admirably done, but when the individual critic was called upon for comment, he took the speaker to task for having failed to make his purpose clear and for having built his material illogically and with-

out proper attention to the rules of argument. This criticism revealed two important facts: first, the critic had not listened intelligently, he had missed the whole point of the speech. Second, the speaker had failed to make his purpose so clear that every one would grasp it. It is the obligation of the speaker to present his material so clearly and so simply that it may penetrate even the dimmest wit in the audience; and, the fact that this critic had failed to grasp the point revealed the speaker's failure in that particular. Both the speaker and the critic need more training.

How shall we go about learning the art of intelligent listening? First, by cultivating an open mind as you listen. Let it be without prejudice and with a readiness to learn from the speaker if he has any instruction to give. Do not accept his opinions blindly and swallow them whole just because they happen to agree with your particular prejudice. Listen to the speaker's voice to see if it carries the ring of sincerity and of authoritative knowledge. Watch the logic of his reasoning to be sure that he has built honestly on a foundation of truth, and then check his conclusion to see if it is fairly drawn.

Christopher Morley said it:—"There is only one rule for being a good talker: *Learn to listen!*"

Officers' Quarters

MR. PRESIDENT:

Have you received your "President's Kit" containing detailed information on the conduct of your club? And have you distributed this information to the various officers who need it?

Are you using your "President's Reminder" card which was contained in the "kit"? You need this to help you time the meeting and keep it on the schedule.

MR. VICE-PRESIDENT

Has the President handed you the bulletin on vice-presidential duties? Have you studied it? Do you have a copy of the special folder on "Membership"? Are you giving your best attention to problems of membership and attendance? These are your obligation.

MR. SECRETARY:

Have you at hand your bulletin giving information on how to be a good Secretary? Do you have a supply on hand (at least 8 or 10) of the "Greetings to New Members" packets, and of the regular application cards? Do you have ready for use two or three copies of "It's No Secret"? Do you promptly report every new member as he is elected?

MR. SERGEANT-AT-ARMS:

Has the President handed you the bulletin carrying instruction for your work? Do you have at hand a supply of "Introducing Toastmasters" so that you can hand one to each visitor? Are you on the watch for opportunities to improve the social atmosphere of the club? Are you planning social events for the present season? Are you a good "host" or "greeter"?

MR. DEPUTY GOVERNOR:

Do you fully understand your duties? If the President has not handed you a bulletin on this subject, ask him where it is. Have you visited any nearby clubs this season? Have you planned for exchange of speakers with other Toastmasters Clubs in the neighborhood? Are you awake to the affairs of your Area and District? Does the District Governor depend on you? Are you helping the President instruct and train the other club officers?

MR. EDUCATIONAL CHAIRMAN:

Have you the "Educational Folder" of samples of available materials? Have you studied the "Program Standards" bulletin? Are you using the new series of critique forms? ("Five times and repeat")

Are your new members receiving proper coaching service? Do they make full use of Basic Training? Are the club programs planned for progress, variety and continuity? Is your club truly educating its members?

TO ALL OFFICERS

If you have not received these materials, ask your Secretary to report your names to the Home Office. If you have received the materials and are not giving the club the full benefit, then it's time to wake up and get to work. If you need more help or materials or information, write to the Home Office in Santa Ana.

Unusual!

A Toastmasters Club in a church?

It sounds odd, and yet there is nothing unusual about it, for we now have at least four chapters established in churches, and functioning successfully as part of the church program for men. It is a good use to make of the Toastmasters method, helping to train and develop men for leadership in Sunday School, young peoples' work, boards of trustees and other church activities. It furnishes a line of interest for busy men, and helps to enlist some who have not previously been church-minded. Some Sunday School teachers have even introduced the short speech and panel discussion method into their classwork

American Legion Clubs

Then there are Toastmasters Clubs organized in connection with Posts of the American Legion. Three such chapters are functioning now with others in prospect. They perform an admirable service in helping the men to learn how to face the public in behalf of their own projects, as well as in community projects and patriotic causes. Many returning veterans of the recent war are gaining valuable training and aid in re-orienting themselves.

And Other Groups

Several Toastmasters Clubs have been established in connection with local Engineers' Clubs, the first having been organized in Minneapolis several years ago,

while a number of "C. P. A." Toastmasters Clubs flourish.

A New Development

And now comes the Santa Monica Toastmasters Club, No. 21, that perpetual contender for Club-of-the-Year honors, with a most unusual idea.

Their proposal is to organize a Toastmasters Club made up of men from service clubs who will be accepted for training for better club work. Their plan contemplates the assignment of five members to each of six local service clubs, with three definite purposes in mind.

First, there would be the normal benefits to the individual member, the self-improvement enjoyed by every Toastmaster.

Second, there would be opportunity for improved coordination and cooperation of the service clubs in their community work, with better understanding and appreciation, each of the other.

Third, there is the very definite objective of preparing men to serve as officers in their respective clubs, by training in leadership.

This plan, novel and daring as it sounds, certainly has vast possibilities in it, and the experiment will be watched with great interest by all Toastmasters. It might be that Santa Monica Toastmasters, who are aided by Los Caballeros Toastmasters in initiating the project, will develop a new idea which can be used in many cities and communities.

Wives' Eye View

Pasadena Toastmasters entertained their wives, according to custom, at their recent installation of officers. One result of the meeting was a letter written by Mrs. Milton Van Brasch, whose husband was retiring as president of the club. This letter, published in the club bulletin, is so full of interest for all Toastmasters—and their wives—that it is reprinted here. Be sure that your own lady reads it.

Though we thought the gentlemen protested too much that they *worked* as Toastmasters, let us reassure you.

We know you work, darling, the results are obvious. We know that not only your promotions but your satisfactions in your job lie in your ability to put your very best into the job; that it is no use having good ideas unless you can explain them clearly and see them put to use; that a tied tongue eventually dulls the brain behind it.

We're solidly in favor of your work at Toastmasters and we think you are pretty smart to know when you are ready for help and have the initiative to go find it. And we know you're doing it for us, too.

About this ten o'clock curfew, we don't care if you stay out until eleven, bachelor's jokes to the contrary. There's nothing left to do at ten o'clock but go to bed, so what difference does it make. Besides, we know you enjoy it, and so would we if we were doing it. So have a cup of coffee and a piece of pie and some friendly conversation, and come home, well content, to tell us what was said that was funny or that you disagreed with or Maurice Melvin's latest joke.

And then, there's our side of it: no wife and mother ever has enough time to herself. It's pretty nice, occasionally, when you've put the last child to bed at eight o'clock and straightened up the house and had a look at the newspaper, to know that you've two solid hours of your own, in which you can take your hair down and put it back up again without having to answer any voices, big or small, wanting a drink of water or the pliers or fresh towels or another bar of soap, ad infinitum. So do have another cup of coffee, please do.

Perhaps we'd merely enjoy the luxury of reading in bed without those protesting rumbles from under the next pillow. And if you have some Saturday meetings in the next month, we don't mind particularly, just so we know in advance. Don't let us make a tentative date with the neighbors to play cards, or get ourselves in the mood to go dancing, and then say at dinner, "Oh, sorry, I've a committee meeting on tonight."

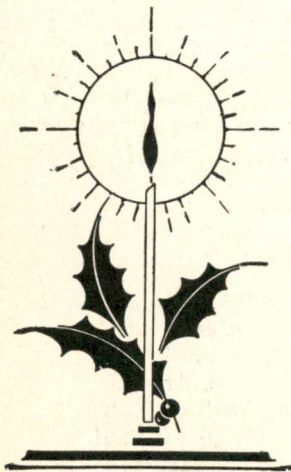
We don't mind going to a show with a girl friend or another Toastmaster's wife, or the older children, instead of with you, if we count on it, but an early show with the kids, and home by ten-thirty, is sort of an anti-climax when we've thought we'd go window shopping along Hollywood Boulevard with you after seeing the latest release at Grauman's. So, give us some warning, and we'll give you our blessings. All clear, now, Bill?

OFFICERS AND DIRECTORS OF TOASTMASTERS INTERNATIONAL

Joseph P. Rinnert, President, 444 Roosevelt Bldg., Los Angeles 14, Calif.
 George W. Benson, Vice-President, 300 Baker Bldg., Minneapolis 2, Minn.
 I. A. McAninch, Secretary, 563 North Kenmore Ave., Los Angeles 4, Calif.
 Robert L. Grube, Treasurer, 7329 East Marginal Way, Seattle 8, Wash.
 Franklin McCrillis, Past President, P. O. Box 2076, Seattle 11, Wash.
 Ralph C. Smedley, Founder & Hon. Pres., P. O. Box 714, Santa Ana, Calif.
 Ted Blanding, Executive Secretary, P. O. Box 714, Santa Ana, Calif.
 Edward W. Alexander, Director, R. D. 2, Cuyahoga Falls, Ohio
 H. O. Buen, Director, P. O. Box 871, Tulsa 2, Oklahoma
 Ashleigh K. Chamberlain, Director, 1515 Fourth Ave., San Diego 1, Calif.
 James A. Clark, Director, 500 Russ Bldg., San Francisco 4, Calif.
 Tracy M. Jeffers, 1293 Grand Ave., Saint Paul 5, Minn.
 Donald T. Nelson, Director, P. O. Box 711, Portland 7, Oregon
 George Reed, Director, 5229 Lockhaven Ave., Los Angeles 41, Calif.
 W. W. Welker, Director, 4901 Elliott Ave., Minneapolis, Minn.

DISTRICT GOVERNORS

Founder's District, Herman Stromer, 1343 Lincoln Blvd., Santa Monica, Calif.
 District 1, Herbert Hill, 1849 West 71st St., Los Angeles 44, Calif.
 District 2, John D. Harms, 2214 E. McGraw St., Seattle 2, Wash.
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 District 19, Carleton Sias, 1000 Waterloo Bldg., Waterloo, Iowa
 District 20, Glenn Johnson, 1116 6th Ave., S., Moorhead, Minn.
 District 21, Barrie H. Goult, 1345 Minto St., Victoria, B. C.



Holiday Greetings to Toastmasters

When we at the Santa Ana headquarters of Toastmasters International extend holiday greetings to every member of every Club, we know that we are also speaking FOR every member to every other — and so we say,

Merry Christmas and
a Happy New Year

Ideal Christmas Gifts for Toastmasters

The gift that is warmly welcomed by any Toastmaster is some item of Club Jewelry, such as a membership button. By return mail in answer to your request, we will send a complete catalog—but don't delay.

OFFICIAL TOASTMASTERS JEWELER

J. A. Meyers & Co., 1031 W. 7th St.
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