

THE TOASTMASTER

Vol. 8

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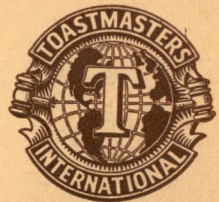


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The Toastmaster

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The President's Page



When the 1942-43 slogan "Toastmasters at Work in Wartime" was selected as the theme of the first full war year, I did not know that it was so soon to possess a special meaning for me. Now that I am in the United States Navy it becomes a direct challenge along lines somewhat different from those I thought of as "civilian" President of Toastmasters International.

Now that I am in uniform and far from home—on the east coast as this is written—I can see more clearly than ever what Toastmasters must do. To us is given, in a measure greater than to most organizations, the duty of keeping alive the fundamentals of democracy.

As an organization, we must

keep alive and active the traditions, purposes and methods of Toastmasters. More, we must enter actively into the civilian service of the nation by aiding in every way that a Toastmaster can in the work far removed from battlefronts and military efforts.

Toastmasters has a destiny in human affairs greater than merely teaching individuals to speak effectively before groups of their fellow-men. As we in our wartime efforts devote our time, thought and energy to those tasks about us, so shall we strengthen the entire organization.

Each club, each area, each district is important and must be kept functioning. As I enter the service of my country in a military organization, I ask that the Clubs of Toastmasters keep faith with me by remembering our slogan: "Toastmasters at Work in Wartime."

It is our challenge. I know that we shall meet it.

—TED BLANDING.



East Meets West

FROM West to East goes the message of Toastmasters. During the month of October, Ralph Smedley, founder of the Toastmasters Club and secretary of Toastmasters International, visited the clubs of the Middle Western states in a series of District Conferences and joint meetings.

Speaking statistically, he visited the clubs at 16 different points, assisted in four District Conferences, five Area Conferences and seven local joint meetings of clubs, made 28 formal speeches to Toastmasters, besides participating fully in the conference sessions, and delivered 14 speeches to audiences outside the clubs. In a trip covering more than six thousand miles, filled to the limit as to dates, and complicated at points by close connections and disrupted railroad schedules, he did not miss a single scheduled engagement.

There were sixty-four clubs included in the list of those expected to attend the various meetings. Only six of these clubs failed to be represented. Fifty-eight different chapters had personal con-

tacts with the Founder and thus came into a better understanding of our work, and pledged themselves anew to the great task of service through speech.

Extracts from Ralph Smedley's report to the Board of Directors are given below, as a matter of general interest to our entire membership.

Report of Ralph Smedley

The opportunity to visit our clubs located at considerable distance from the Home Office was one which I have long coveted, and which proved to be even more of an inspiration than I had dared to hope. It is a pleasure to report that men in the Toastmasters Clubs in all parts of the nation are making worthy use of our plan and are rendering notable service not only to themselves in personal development, but also to their communities and to the nation in the prosecution of the war effort. Stories of service came to me in the course of the trip which had never been reported by the clubs and which indicated a most gratifying response to the calls for help in a great variety of worthy causes.

Without such personal contacts it is impossible for us to gain any idea of the extent and scope of the activities carried on by Toastmasters in their own localities.

Observations

Omitting details as to the meetings and incidents of the trip, I offer a few general observations which may be of help to all our chapters. These observations are based on incidents, questions and reports gathered in various places.

First, let me express my personal gratification on discovering how very practical and workable our simple plan for the clubs has proved to be in actual use. That same process of speech practice, timing and audience reaction which has worked so well in the few places under immediate observation has proved just as useful and adaptable all the way from Amarillo to Greensburg to Chicago to Minneapolis and home again. It produces results with such uniformity as to prove its worth.

Successful Planning

Second, I observe that not one club which follows our plan of organization and work with reasonable faithfulness has any serious difficulty in maintaining its membership and interest and service. Only those clubs which go off at tangents, or which lose sight of the main objective, or which fail to follow the standard plan appear to be having trouble, even in these difficult days.

Help is Available

Third, while a great many questions were raised in the conferences I attended, there was not one new question asked. That is, not a single question was brought up on which we did not have some experience to help give an intelligent answer. Apparently, most of the problems which can arise in a Toastmasters Club have arisen already, and solutions have been discovered which can help others. This leads me to remark that the best thing a club's officers can do, when some difficulty appears, is to write immediately to the Home Office, giving details on the situation and asking for help. This help can be given promptly on the basis of past experience, and many a club can thus be saved hardship and even disaster.

Four Problems

Fourth, I find that most of the clubs have serious problems on four points: membership, program arrangement, speech evaluation and training of new members. While we have abundant material available on each of these points, I am convinced that additional materials must be provided, and that all this information must be made more readily accessible to the clubs. "More education in club practice" is the almost universal demand. To this I replied, "Make more use of the information already sent you, while we try to add to it." How to get our club officers to use the material we have for them is one of the greatest problems of Toastmasters International.

Evaluation

Fifth, I am convinced that our work as "evaluators" is one of our weakest points in general club practice. One of our immediate tasks is to provide more careful instruction in the principles of speech evaluation and to insist that every Toastmaster study to become a competent critic as well as an able speaker. Most of the answers are given in the book "Speech Evaluation" but the men do not dig into this with sufficient energy to gain what they need.

The Magazine

Sixth, I find that THE TOASTMASTER Magazine is read with interest by most of our members, but that they do not generally help the Editorial Board with comments. I urged at every opportunity that the members exercise their right to criticize and evaluate the Magazine so that the Editors may know how to meet the needs of men more intelligently and more fully. My impression is that our members want the Magazine to bring them detailed instruction on the art of speech in all its branches. This impression no doubt will be reflected in the pages of forthcoming issues; if I am mistaken, I hope that the response will be prompt and decisive.

Speechcraft

Seventh, our new educational project, "Speechcraft," appears to have been exactly what was needed. It has been received with enthusiasm at all points and is being widely used. My one word of cau-

tion is that this course must be used as recommended, or it will prove a failure. Some unfortunate experiments have been tried already. If every chapter will use "Speechcraft" in the way and for the purposes indicated, its service will be great.

Patriotic Service

Eighth, I am more than ever impressed with the fact that Toastmasters are doing a great patriotic service. Far beyond anything I had known or even hoped, our men are serving through speech in a multitude of ways. In Akron and at other points I heard a saying in various forms which might well be made our slogan. In effect, it was this: "America needs the Toastmasters Clubs today in the war effort." The truth of this is shown in what we have done already and in what there is yet for us to do, both in winning the war and in saving the peace.

It's a Pleasure

Ninth, it is a pleasure to see the type of men in our membership. These are men of high grade, men with educational advantages, mental equipment and leadership qualities; men such as any organization might be proud to number in its constituency. The high type of men attracted into our clubs is a compliment to our work and at the same time a guarantee of permanence and increasing usefulness.

Our Task

Tenth, our task for the present is to build wisely and firmly, to

encourage our men to give their best in service, and to plan and prepare for the expansion of our organization which must come with the end of the war. In those difficult days of readjustment which will follow the victory of free men, our prescription of "honest thinking, frank speaking and analytical listening" will have no small part in the preservation of the democratic ideals of free America. We must get ready today for great things to be done in the years before us.

Appreciation

It would take a volume to express my personal appreciation to those men who did so much to make my trip successful and delightful. It would mean a review of every engagement and every contact on the trip, for in every place I was met with such evidences of friendship and goodwill that I was quite overwhelmed. While I reminded myself that these evidences came to me as the representative of Toastmasters International, I could not help taking a bit of personal satisfaction in meeting a host of men whom I have known for years by correspondence, and who have now taken shape in my thinking as real personalities.

Possibly I may speak just a word of thanks to the District Governors whose conferences I attended. Weslie Olson, of District

8, Robert McGinnis, of Indiana's recently organized District 11, Lewis Turner, of the Ohio District 10, Dr. Carroll Freeman, first Governor of our newest District, Number Thirteen, in Western Pennsylvania, and Tom Hennessy, Governor of the great Sixth District, each did a masterly bit of program planning and arrangement in connection with his conferences. Our district leadership is of the highest grade, and more leaders are being trained and developed for the future. But even the meetings outside the organized districts were uniformly well planned and admirably handled. In every case I detected the results of training in program planning and the handling of meetings.

The whole trip was a rare privilege, for which I thank the Board of Directors who permitted me to make it, and all those Toastmasters who did so much to make my visits occasions of friendly and inspiring contacts for me. I believe that the results of this trip may be seen in the months to come in more and better service to our clubs from the Home Office, and in greater endeavors on the part of all the clubs visited to make the Toastmasters work increasingly useful to men as individuals and to our nation and to the world at large as a means of helping us to live together in more wholesome and helpful relations.

RALPH C. SMEDLEY.

Looking Ahead

(Steps In Selling Toastmasters)

By Charles Stuart, Santa Monica Toastmasters Club

Attention Step.

Mercantile houses have Business Bureaus that make surveys of economic conditions and available supplies. They advise their subscribers to obtain certain commodities in which there is a threatened shortage.

This is a policy that could be adopted by Toastmasters, because due to the confusion existing in the world today, we are threatened with an undercapacity membership roster.

Need Step.

Our ranks have been depleted on account of several of our members leaving for war service which took them away from Santa Monica. In the last seven months, this club has lost five members due to their engaging either directly or indirectly in war work.

This is just the time when trained speakers are needed to bring messages about matters that are of prime importance on questions of local, civic and federal issues.

Business men, professional men and school teachers have a very definite need for training in public speaking. They may be called, upon very short notice, to talk about matters that concern public welfare. People turn to them for a comprehensive visualization of problems affecting their health, the education of their families and

their sundry everyday requirements.

Let us think this out together. Necessity is the mother of invention and Toastmasters necessity for keeping their quota filled directs itself to devising a method of obtaining new members.

Satisfaction Step.

Activity in organization work is the hallmark of a progressive club. Belief in the principles, the standards and the aims of the club are reflected by your enthusiasm in telling your friends and your associates of the benefits you derive from your membership. You want them to partake of the advantages you have, so that they too may profit thereby.

This enthusiasm has been responsible for the growth of Toastmasters Clubs which have grown from the original club chartered in October 1924 to 235 in 1942.

Today, men from every State in the Union are swarming into California to engage in war industry. Many of them have never heard of Toastmasters or the benefits to be derived from it.

We meet these men daily. Why not turn our conversations into channels that will bring it to our favorite topic — Toastmasters — what it does — how it works! There is no one thing to which Toastmasters success is attribut-

able. Its success is a composite of many things and circumstances. Ask yourself why you decided to join and apply this experience when speaking to a man whom you consider a worthy prospect.

Visualization Step.

An explanation of our activities would interest so many of them that I believe we would not only replenish our ranks, but that we now have a more fertile field than ever to draw on for expansion into new clubs and the forming of still more clubs when these men return to their home states.

Action like this will rebuild the club roster to the status it enjoys in normal times, when a full mem-

(Evaluation of this speech will be found on page 22.)

bership, with a waiting list of men desiring entrance is the usual thing.

Action Step.

The best kind of advertising is the personal approach, and the best headline to stimulate interest is enthusiasm. You take pride in the benefits and achievements of your club, but do not hide your light under a bushel. By preaching, practising and proclaiming the virtues of Toastmasters and using the opportunities we now have, you will lead it on, not only to a national, but an international organization that will be known and respected as the businessman's University of Speech.

IN THE NAVY

Adding to the long list of Toastmasters in the service of the nation are two recent volunteers, both of them long time leaders in the work of the organization.

Ted Blanding, President of Toastmasters International, was inducted into the Navy on October 1st. He received the rating of chief petty officer, and was assigned to the "Seabees," or the construction battalion of the Navy. He went to Camp Bradford, Norfolk, Virginia for his training, and expects soon to be definitely assigned to his post of duty. Meantime, he is conducting his work as President of Toastmasters by "remote control."

Sheldon Hayden, Past President

of Toastmasters International and chairman of the Educational Bureau, went to San Diego on November 6th, to enter his course of training with a "specialist" rating. He will be at the U. S. Navy Training Station at San Diego for some weeks, taking the course which will prepare him for his assignment.

The absence of these two able leaders will be keenly felt in the affairs of Toastmasters International, but their interest and assistance will continue while they are in service, and their contributions to our work will still be made. Every Toastmaster will join in wishing them the very best during their days in uniform.

"When Do We Laugh?"

HAVE you ever been interrupted by that remark when you were about to tell your "masterpiece?" Any speaker who lets the audience know in advance that he is about to tell a "funny story," has built a handicap for himself that only a professional can overcome.

The art of using humor, or funny stories in speeches is either taken for granted or neglected by many speakers. A little study will show that there are definite rules which, if followed, add immeasurably to the effectiveness of use of illustrative humorous material.

Just as a diamond or any other gem loses much of its charm when removed from its setting, so a funny story—told "just to be funny"—has lost much of its value.

Probably few speakers have surpassed Abraham Lincoln in the use of humorous stories to illustrate as well as give life to his speeches. If we study Lincoln's method of introducing a story we will see that he leads us into his story without our being aware that he is doing so. Seldom, if ever, did he say, "That reminds me of the story, etc., etc."

This brings us to Rule No. 1: Never let your audience suspect that you are leading them down that one-way street, at the end of which there is no escape from a good laugh.

If you are giving a speech just for the sake of laughter, there are

many "devices" for getting the desired result. There is the use of the element of surprise, for example; and many others we will not attempt to discuss within the limitations of this article. We are concerned here with funny stories used to "illuminate" our speeches.

A humorous illustration, to be really effective, should tell in fewer words than by any other method—the exact thought in the speaker's mind.

When Lincoln was about to move into the President's mansion, a friend said, "Well, Mr. Lincoln, how does it feel to be moving into the White House?" Lincoln said he felt like the man who was being ridden out of town on a rail. When someone asked the victim how he felt, he said, "If it weren't for the honor of the thing, I don't know's I could stand it."

In these few words we see the humanity, the humility, and the strength of the President. In a breath, he has told us what an "orator" would require pages to tell.

Many Toastmasters fail to realize their potential ability until they are thrown upon their own resources. Morris, inducted into the Army, carried out all of his commander's orders backward—to such a point that the Commanding Officer arranged to transfer Morris into another outfit. He had heard of a commander friend who was taking a contingent overseas,

and after considerable persuasion, Morris went along.

The first report received from the contingent read: "Morris Levine captured 5 Japs single-handed." The second one read: "Morris Levine took machine gun nest single-handed." The third report: "Morris Levine captured 9 Japs single-handed."

Morris' former commander, reading the reports, decided it couldn't be the same Morris Levine he transferred, so he wrote his fellow officer, remarking on the coincidence in names. The answer came: "Yes, it is the same Morris Levine. We had the same trouble with him over here—everything backward. Until I got disgusted, threw his gun at him, with his ammunition and gas mask and told him: 'From here on, you're in business for yourself.'" In a most dramatic way we see what one man did, who was a failure as long as he was "regimented," but a success when left to his own devices.

Toastmasters are not the only ones prone to do things the hard way. When Charlie went to the

coal mines directly from the farm, the other miners had a fine time at his expense for several weeks. Finally, the supply of left-handed hammers and striped ink gave out and Charlie settled down to the regular routine. There was one place in the tunnel where his mule always bumped his head. Charlie was busy with his pick, making the ceiling a little higher—when he was jolted by the foreman's yell. "Quit that! Do you want the whole thing to cave in? Dig out a little in the center, where the mule walks." Charlie had been fooled too often. "You can't fool me any more, Boss. It's the mule's head that hits."

So your audience gets a laugh, and at the same time you show them that sometimes the most obvious way of overcoming a difficulty isn't always the best way.

Share your stories with your fellow readers. Send in your favorite story and tell us how you used it. The Editors would welcome your reactions to a Department in THE TOASTMASTER devoted to "Humor."



NO BOTHER AT ALL

Mr. Brown, on going down stairs at four o'clock in the morning to answer the telephone was greeted with "Sorry to have got you out of bed so early in the morning, old man." "That's all right," said the sleepy Brown, "I had to get up to answer the phone anyway."

Why Buy War Bonds?

By R. M. McMahan, Tulsa Toastmasters Club

THE Government is selling bonds;

And everybody hollers
How licking Nazis and the Japs
Takes many billion dollars.
Now every week Joe Slacker
counts

His sixty-seven fifty;
And reads this dope on sacrifice:
"Buy Bonds by Being Thrifty."
His neighbors and his friends
he'll urge;

With selling points he'll ply 'em
But when it comes right down to
him—

He let's the others buy 'em.

That doesn't imply that any of
you are slackers. I am sure that
everyone of us has bought War
Bonds or Stamps.

And why? Surely not on ac-
count of the begging appeals
heard over the radio, at movies,
in public speeches; or read in
newspaper and magazine editorials,
or inserts in printed advertisements.
Appeals begging us to
lend money to the Government.
Appeals sounding like pleas for
donations for the Community
Chest or the Red Cross. Appeals
intimating that our soldiers and
sailors would not have guns,
tanks, planes or ships — if we
don't buy bonds.

Rubbish! We know better. We
know that for the present at least
the bankers and financiers would
buy all the 3% bonds the Govern-
ment wants to issue. Besides, if we
consider basic fundamentals, we

realize that the Government does-
n't actually have to sell bonds. It
can simply take the goods, if nec-
essary.

Why, then, ought we to buy
bonds? Because it helps us — in-
dividually, personally. Because
buying bonds is a sensible, sound,
safe business transaction. Because,
considering the present money
market and the safety of the in-
vestment, we are paid a high rate
of interest. In fact, we are prac-
tically bribed to do something we
ought to do anyway—that is, to
save.

What the Government needs,
and what it is trying to do, is to
build a stabilized citizenship—a
citizenship with staunch courage,
free from the fear of a depression
and its effects, namely, unemploy-
ment, destitution, breadlines, food
riots, revolutions, dictatorships.

Right now this country has
three major enemies — Germany,
Japan and inflation. Of these, the
one to be most feared, the one
most dangerous to our security is
inflation.

Plans for the defeat of Germany
and Japan are made and are being
executed. We have millions of
men trained and in training for
that kind of warfare. But inflation
is invisible. It can't be shot or
bombed or torpedoed. Its methods
are insidious. Its ways are not
known.

The principal aid rendered the
Government by the purchase of

bonds by its little people (such
as we are) is in the fight against
inflation. Money into bonds less-
ens the demand for scarce goods.

If, after the war, all the people
own bonds and are repaid in in-
stallments—not in one lump sum
—there can be no excessive infla-
tion or deflation. There might be
some unemployment during the

adjustment period; but there
could be no tobogganing of prices,
no breadlines, no food riots.

So, let's appeal to reason—
Let's urge our neighbors and our
friends,

With selling points let's ply 'em.
And when it comes right down
to us—

Let's every one of us buy 'em!



An Impression

R. N. Kindwall, Minneapolis Toastmasters Club

When one has enjoyed the as-
sociation of Toastmasters and par-
ticipated in meetings without in-
terruption for a number of years,
it is a most enjoyable pleasure
at last to meet the Founder.

I have been a continuously en-
thusiastic Toastmaster, deriving
much good from the Club, and
gradually building up a mental
picture of the International or-
ganization through correspondence
and through reports from our
members who have visited Santa
Ana.

As different members of Inter-
national have visited us—Dunlap,
Switzler, Blanding — we have
come to know the character of the
organization, and the motivating
force that has spread clubs
throughout the nation. Each of
these men brought us closer to the

basic Toastmaster idea. One year
ago, when Ted Blanding attended
our conference, his outstanding
personality made a deep impres-
sion and renewed our admiration
for International as the guiding
force behind the finest group of
men in the world.

And now we meet the Founder.
He is indeed all and even more
than we expected. In a mental im-
age of what a Founder of this
great organization should be, he
fits into the picture perfectly.

Learned, kind, witty, gracious,
patient, generous and humble —
such is Ralph Smedley.

To know him brings a deep feel-
ing of satisfaction and pride in
being one of an association of
men, which came into being thru
his founding and development of
an idea.

Table Topics in Toastmasters

IF there is any single phase of Toastmasters that interprets democracy, it is the table topic.

Here it is, that the right to express individual opinions is exercised. It is the "Town Hall" of Toastmasters — the debate, the forum, the panel and the round table rolled into one. It gives the prevailing opinion; it is a cross section of public sentiment.

The table topic may be used in many ways. Primarily, it is a means of giving all members a weekly opportunity to speak briefly, for seldom can a member be permitted more than one minute. In most clubs the table topic is handled during the meal.

Subjects may range from "My Most Embarrassing Moment," through all sorts of personal experiences, to discussion of topics of the day, such as "Should We Start a Second Front in Europe Now?" It may courageously take in the most controversial political subjects. Any subject likely to bring out sharply divergent opinions is stimulating.

In some clubs there is a "Topic-master" for each week, just as there is a "Toastmaster" of the week. His duty is to have one or more subjects ready. Some subjects are exhausted before they make the rounds, leaving little for the last speakers except to reiterate what has been said before. The Topic-master may divide the club into several sections, assign-

ing each a topic. Sometimes it is helpful to allow any member to speak on any of several subjects, regardless of sequence.

Occasionally this is varied by arbitrarily assigning one side of the table to the affirmative, the other to the negative of a debatable subject. There are many variations and the ingenuity of the Topic-master will suggest them.

Or the Topic-master may come with cards on which he has written subjects. He will hand the pack to the first speaker, who will have a minute in which to prepare, then handing the pack to the next in order as he starts to talk. This procedure is followed through, giving each speaker about a minute in which to prepare a talk on a subject which he has not previously seen or heard. This calls for quick organization of thought and some ingenuity. It is a popular method of handling the table topic.

Another successful method is to clip headings from newspaper articles and hand them to members, giving each plenty of time to prepare a talk on the assigned subject.

A variation of this is to hand the subjects down one side of a table, selecting those which are somewhat controversial, then having the member sitting opposite take issue with the one who reads and speaks on the assigned subject. This gives half as many subjects as there are members and

visitors present and keeps the table topic fresh.

In still another variation, anyone not having an assigned subject may take issue with any previously given subject, if he prefers, rather than that of the person opposite whose subject he would take if kept in the usual order.

From time to time stories or anecdotes take the place of methods above suggested; but these are likely to be less valuable, even though more entertaining. However, a part of any speaker's equipment is the ability to tell a story and the practice is quite in line with the general training given a Toastmaster.

Sometimes a chain story will be a refreshing change. In this the first speaker starts a story, carrying it on until he is stopped by the Topic-master. Thereupon the next member continues the story.

This calls for quick thinking and resourcefulness, and it can be used to advantage once in a while.

Any club not using the table topic is missing much of the value and the fun possible through this expedient. It is of definite value to the new member, who is given this additional opportunity to learn to speak and also to practice, without making a formal talk. It keeps other members in practice and makes them alert to the problems of the day.

Any of the problems people discuss, any of the acts which are under debate in Congress or likely to come up for legislation, any municipal, county or state problem, any of the Federal regulations made necessary by the war or imposed for any other reason—these and a score of others which will occur to anyone giving the matter a little thought, are topics which can be successfully used by the Topic-master.

FOR YOUR CONVENIENCE

The departmentalization of the contents of THE TOASTMASTER can be of great value to every reader. Throughout the coming year the Editors will endeavor to maintain a uniformity of areas of interest in each issue of the Magazine, beginning with "The President's Page" on page 1 and on through the "Calendar of Club Events" on page 32.

A recent poll of readers seems to warrant increased space for "News from the Clubs." With the help of our resident correspondents in the various Districts, we hope to make this department of still more usefulness. If your club is not represented in this issue, and your group has had activities of "news value," talk to your Deputy Governor about getting the material into the Magazine.

All the work of the Educational Bureau will be found in one section, making it easier to find valuable, instructive material as well as the evaluation of the speeches in each issue. If you have suitable material for evaluation, or speech problems, or contributions for this department, the Educational Bureau will be glad to hear from you.

A new department—"District Activities"—under the guidance of Director Harold Crane, will deal with the problems of District organization and management. This should be especially helpful to club Presidents and Deputy Governors, as well as to all District officers.



WHEN DISTRICT SIX CONFERRED

Left to Right: Thomas W. Hennessy, District Governor; Ralph C. Smedley; Harry W. Mattison, Vice-President, Toastmasters International; Mrs. George W. Benson; George W. Benson, Special Representative, Toastmasters International; Mrs. William E. Brandow.

With 275 men and women present for the conference dinner, District Six held a most successful convention at St. Paul on October 23 and 24, with all but two of the clubs in the district represented. Presence of Founder-Secretary Ralph C. Smedley added to the interest. Delegations from Waterloo, Sioux Falls, Duluth and Eau Claire, and intermediate points, made the long trip and found it worth while.



RECOGNITION

Gordon Gale, past president and now the deputy governor of Progressive Toastmasters Club, Charter 18, of Huntington Park, California, was honored on October 25th, by being presented with the Order of the Purple Heart. During World War I, Toastmaster Gale served in the 43rd Company, 5th Marines. In the Battle of Belleau Wood, he performed meritorious service and was wounded in action June 14, 1918. The presentation was made under the auspices of the Order of the Purple Heart and the Disabled American Veterans.

LET'S IMPROVE

Every speech contains something worthy of criticism as well as commendation. There is always something a speaker did exceptionally well, and, something on which he could improve. Don't tell him "Jim, you gave a fine talk as always." If the speaker put across the PURPOSE of his talk, tell him so. The same if he didn't. But, POINT OUT WHY. If his speech was well-balanced, point out WHY. Point out WHY his opening was good, or poor. The same of his close. — Waterloo Toastmasters Bulletin.

No Caps and Gowns

Paul H. Demaree, Anaheim Toastmasters Club

TOASTMASTERS "never graduate."

There are many of us who have maintained active memberships for ten years, and even longer. We cannot imagine a time when we will not be members of Toastmasters clubs. If we move to new communities where no clubs exist, we soon begin to organize new ones. Toastmasters has become a vital part of our lives and we feel a deep need for its continuing benefits.

Unfortunately, there are many men who fail to gain this concept of Toastmasters membership. This is probably due to the fact that they see the club only in the aspect of a public speaking class.

It is true that you can find no better way of developing your ability to stand up and talk to your fellows, than in Toastmasters. As an active member, you are really learning by doing; and you are soon aware of a marked improvement in yourself. You profit by the suggestions and criticism of your fellow members.

After a year or so you may feel that you have gained all you need. The result is that other things begin to crowd in on your time and you find yourself telling the fellows that you "just don't have time" to attend Toastmasters any more. You haven't been handed a diploma; but you feel that you have been graduated.

Toastmasters is more than a public speaking class. Toastmasters membership opens opportunities and places responsibilities for service in your community. You are identified with men who are being called upon to give oral expression to their thoughts. You are one of the men to whom others are looking for leadership. You have all the opportunities and responsibilities of influencing society, for the benefit of all. You have the power of speech.

These responsibilities and opportunities never end. They are ever present. In these war days, Toastmasters are constantly in demand. There is much we can do for the ultimate victory. In the days of peace that are to follow, we will have even greater powers to lead men in their thinking. It will be the members of Toastmasters clubs—not the "graduates"—who will be in the thick of this service.

You and I need this association—not only that we may continue to get directions in how to speak effectively, but also that we may be directed to the proper listeners. Your Toastmasters club is the one organization that can continue to give you these directions. You can never outrun a direction. No matter how far you may travel—the direction is still the same. Toastmasters never graduate.

The Editorial Board

P. M. Phinney, Chairman

Tom Bennington

Frank Donavan

Frank W. Ellis

Ralph C. Smedley

Ernest S. Wooster

FOUNDER'S DAY

THE observance of "Founder's Day" takes on added significance with each succeeding year. It is remarkable that one man had the inspiration and forethought to conceive the idea of the Toastmasters Club eighteen years ago, in a day when men were more concerned about money making than about ideals; a day when people were indifferent to many of the finer things of life.

This year will be written as a "Red Letter Year" in many of the clubs in the East, for it was in this year that scores of clubs, for the first time, were privileged to meet and hear our Founder. Hundreds of Toastmasters were thrilled by speeches and conversations, as well as by the personality of Ralph Smedley. On this eighteenth anniversary, letters and telegrams from all over the United States bore testimony to the growing appreciation by Toastmasters of what this man and this idea have meant to them. It must be a source of great satisfaction to Ralph Smedley to realize how many lives he has helped to broaden; how many men have for the first time been brought to the realization that there are greater things in store for them.

Present and potential leaders in many communities are Toastmaster-trained men. In many a city the Toastmasters carry the responsibility for community betterment. No one can ever know with exactness the millions of dollars worth of war bonds sold as a result of our service through speech, or the thousands of speeches delivered in behalf of the U. S. O., the Community Chest, the Red Cross and other organizations by our members; but everyone of us knows that in the same measure in which we assume the responsibilities for which we have been trained, as Toastmasters, in that measure will we insure for our country and for its citizens the right to live as a free people in a free land.

Founder Smedley, we salute you! May you continue to help and inspire us long after all the states in our great Union have been dotted with Toastmasters Clubs as thickly as is your own great State of California.

CHRISTMAS, 1942

IF we look at a world, torn by its most cruel and dreadful war, it might seem that the peaceful Man of Galilee lived all in vain. A ruthless and brutal enemy is trying to destroy His ideals of peace and brotherhood. The savagery and lust of this foe defies our imagination. He is the personification of all that is sinister and evil. But he is our enemy. If the world was all like him he would have no antagonist. The fact that there are millions of men dying to defeat him, tells us how well the Nazarene did his work two thousand years ago. As long as our nation and its allies are fighting for freedom, truth and justice, we will be invincible. The way may be long and hard because of our weakness, but the justice of our cause insures our victory. There will always be a Christmas ! ! !

OUR PATRIOTIC DUTY

Maintenance of a Toastmasters Club can no longer be left to the personal convenience and tastes of individual members. We are definitely needed in the war effort. To carry on at the highest possible efficiency is a duty. It is a responsibility not to be lightly set aside. It is our patriotic privilege. Some of our clubs have lost heavily from their membership in the draft, war industries and civilian defense work, but there are multitudes of men still available for training in speech and leadership—men who need it and can use it. No Toastmasters Club can fail to meet the challenge of the present emergency. The nation needs the Toastmasters Clubs today in the fight for freedom.

RESIDENT CORRESPONDENTS

In order to facilitate the gathering of club news in various parts of the country a "Resident Correspondent" has been selected in each district. These men will be glad to receive items of interest from your club and forward the news to the International office. Speeches and articles dealing with club problems or educational material should be sent directly to the editors.

Earl Meeks, 1411 Fourth Avenue, Seattle, Wash.....	District 2
Robert Fuller, La Mesa, California	District 5
R. N. Kindwall, 300 Baker Bldg., Minneapolis, Minn.....	District 6
Arnold Windell, 1117 E. 36th Ave., Spokane, Wash.....	District 9
Stuart Henton, 47 N. Main St., Akron, Ohio.....	District 10
Edward Hecker, 5729 Oak Ave., Indianapolis, Ind.....	District 11
John Herman, R. D. No. 4, Greensburg, Penn.....	District 13

How 'M I Doing?

A. J. Schrepfer, Progressive Toastmasters Club, Huntington Park, Calif.

HOW 'm I doing?" is the unspoken question in the mind of every Toastmaster, finishing a speech before his club. The question is addressed mentally to the entire audience; and the answer is given to the speaker, for the audience, by the critic.

Why do we have criticism in the first place? Criticism (or evaluation) is a vital part of Toastmasters training. We have no professional critics or paid coaches. Instead, we ask our own members—whether old-timers or novices—to tell us in their own individual way, just how they think we are doing and what we can do to improve the next time.

Criticism has a most definite place in the scheme of things Toastmasters. For the *speaker*, criticism tells him how he looked, sounded and "went over" with the audience; what was good (and why), and what could be improved (and how). For the *audience*, criticism acts as a summary, or review of the speeches. Each member can check his own reactions against those of the critic and profit by the critic's comments. For the *critic*, his assignment is training and experience of a value exceeding that of a speaking assignment. As we go along, we shall see why.

What do we criticize or evaluate? In a simple statement—we criticize that which meets the eye, the

ear, the brain and the heart. Sounds pathological; but a little thought brings out the simplicity of it:

The *eye* takes in the visual aspects of public speech—approach, position, gestures, facial expression and personal appearance.

The *ear* picks up the oral elements of speech—voice, inflection, pace, volume; words, pronunciation and enunciation; enthusiasm and sincerity.

The *brain* weighs appeal to reason, organization, logic, originality and knowledge of subject.

The *heart* responds to the sentimental appeal, the plea for charity, for community service, patriotism.

Notice how these criticism-factors make so much more sense when they are sorted out in terms of personal experience. Criticism need not be something complicated and difficult. When we understand why it is done, what to do and how to do it, the usefulness of criticism multiplies itself many fold.

Criticism is "taking the measure" of the speech and speaker. To measure anything accurately, we need a ruler or yardstick. In Toastmasters we have such a speech-yardstick, in the form of critique sheets. There are four types available. The critic can use whichever he prefers. All Toastmasters clubs should have a supply on hand.

Critique sheets are more than a yardstick. They are a guide, both for the critic and the speaker. After serving the critic, they are given to the speaker, who can take them along and profit by a permanent record of the criticism. "*Tips to Toastmasters*" Bulletin No. 6 titled "Criticism At Its Best" says "A written criticism should always be given." A re-reading of that Bulletin will be helpful to all of us.

Along similar lines, Toastmasters International publishes "*Speech Evaluation*," by our Founder Ralph C. Smedley. This is one of the finest publications on the subject, written expressly for Toastmasters use. The price is 25 cents.

The *Toastmaster Magazine* regularly carries material on speech evaluation. The April, 1942 issue contained a splendid article, "Outline for Evaluation," by Sheldon M. Hayden, Chairman of the Educational Bureau. Toastmasters need not hunt for instructive material on criticism. It's only a matter of using what is already available.

Acting as critic calls for versatility. It involves doing the work and adopting the attitude of:

An *inspector* — Examining the speaker's "product" for excellence of workmanship and material.

An *appraiser*—Determining the value, or worth, of the speaker's effort.

An *efficiency engineer* — Ascertaining how the material and effort used could have been made more productive, or if other ma-

terial would have better served the purpose intended.

An *educator* — Training the speaker in the ways of future improved performance.

A *diplomat*—Pointing out forcefully and courageously a speaker's shortcomings, in public; yet being tactful and without giving offense.

A *salesman*—Selling the speaker on the idea of agreeing with and following out the critic's suggestions.

A *reporter*—Taking the "newsworthy" in the speaker's effort, boiling down to essentials the critic's comments, and then demonstrating A B C newsgathering and reporting. (Accurate, Brief, Clear.)

After that, what are the qualities needed to do an effective job of speech criticism? By its very nature, criticism is mental effort, except for some incidental writing. It calls for mental alertness. It's no assignment for the mentally lazy. A good job of criticism calls for 100 percent concentration. The critic does his best only when he pays exclusive attention to what he is supposed to do.

The critic should possess analytical judgment, and be able to pass back to the speaker *specific* comments and suggestions. Telling a man he "did a nice job," is no help. The critic should analyze, be definite in pointing out *why* and in what way something was good; or why and in what way something could have been improved. Even if a flawless speech

were given, passages could be taken from it and cited as good examples for other speakers.

The critic must be more than mentally alert—he must be quick on the trigger. Here's why: The speaker spends *hours* putting his speech together and getting his ideas lined up. The critic has to take that speech apart, rebuild it mentally and improve on it—in a matter of *minutes!* In fact, he does it while the speech is being delivered. Doing this, and doing it well, is training of the highest type in mental discipline and development.

The critic has the most important assignment on the Toastmasters program. He hasn't the speaker's opportunity for preparation. He takes his job in stride. He goes to work and "produces," right now. And his handiwork is shown to the audience with the same revealing exhibition as that of the speakers. Which is as it should be. The critic gets the same attention from the audience during his discussion, as did the speakers. He owes it to the group to have something just as worth-

while to say. If he hasn't, he's wasting the time of everyone — and everybody knows it!

The critic has a serious responsibility to the speaker. A man can practice his speech at home, see himself in a mirror or have movies made; he can have his voice recorded and hear himself. He can even get comments from the "rooting section" at home. But there is one thing he wants, above all — the audience-reaction under the conditions where the speech is given in public. Only the critic can give him that.

Effective criticism calls for competence, plus knowing the why, the what and the how of evaluation. When acting as critic, every Toastmaster gets the direct benefit of this training and experience. Each Toastmasters meeting provides opportunities for every man's doing his own private criticism, and then checking himself against the acting critic.

Every time we act as critic, let's be prepared to give each speaker a really helpful answer when he looks across the table and, without saying it, asks: "How 'm I doing?"



Santa Monica Toastmaster Wins \$700.00 Award

R. H. Holmes, a member of the Santa Monica Club was the recipient on October 5th of a \$700.00 award offered by the James F. Lincoln Foundation. Holmes won the first prize in the arc welding processes designed to save millions of dollars and man hours in the construction of industrial machines. The Santa Monica Evening Outlook of October 5th gave him some fine publicity. Congratulations, Toastmaster Holmes!

The Educational Bureau

Sheldon M. Hayden, Chairman

WHAT IS YOUR PROBLEM?

What are your speech or club problems? Would you like advice on them? The Educational Bureau has established this department to be of help to you and your club. Send your requests to the Educational Bureau, Toastmasters International, 516 First National Bank Building, Santa Ana, California.

Q. Should we merge clubs when membership is depleted by those leaving for the service and war work?

A. The first thing to do is to put on a concerted drive for new members. There is an urgent need for speech training today, and many men are realizing this as never before. The Vice-president of your club is chairman of the Membership Committee. Put this committee to work and get behind its suggestions to keep your roster full. Many of our clubs have proved it can be done. Write to our home office for the new "Speechcraft" plan. This has built up the membership of many of our clubs as well as furnishing an outstanding educational program. Never merge except as a last resort and only then after consulting your district officers.

Q. Is local newspaper publicity of any particular value to a Toastmasters Club?

A. The answer to this is a definite YES. It is one medium through which you tell your community about your club. An active club will have many items of news

value such as accounts of club programs, district activities, and community work. Such publicity will help you get new members and help build the reputation of your club to its rightful place in your city. The secretary should see that all items are promptly sent to the newspaper. Occasionally a representative of the press should be brought in as a guest so that his paper gets acquainted with the purposes of our movement.

Q. What is a good Toastmaster?

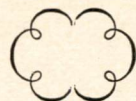
A. A good Toastmaster is one who is interested in self-improvement through public speaking so that he may be better able to serve himself and his country. He takes advantage of every opportunity to improve his ability and does all he can to encourage and help his fellow Toastmaster. This means he not only works to improve as a speaker but also as a critic. A good Toastmaster will use his talents in every possible way to help win the war. His vision of the organization of Toastmasters International extends beyond his

own club to the extent that he is willing to take part in district and international activities.

Q. How can attendance at area meetings improve a club?

A. Toastmasters International is now so large that it must depend on its district organization to keep in touch with its clubs. At these area meetings the Lieutenant Governor instructs the Deputy Governor, President, Secretary and other club officers in their duties. He leads a discussion on

club problems and all present benefit by an exchange of ideas. In this way your club receives many new suggestions for successful club operation and management. This is the medium through which your club keeps informed on district and international programs. The council meetings serve as a clearing house for suggestions and assistance for those clubs which may need help. It is particularly important that each club in the area be represented by several officers.



EVALUATION OF "LOOKING AHEAD"

(This speech will be found on page 6.)

In his book, "Principles and Types of Speech," Alan H. Monroe advocates the use of the motivated sequence in organizing speech material. His formula is excellent and Toastmaster Stuart has given us an outstanding example of a speech organized around the five steps in this formula. Each part will be analyzed separately here so that others can secure a clear idea of how the motivated sequence actually works. *Attention Step.* Here the speaker draws attention to his subject and makes the audience feel "I want to listen." This is accomplished by drawing an example from the field of business and then applying it to his subject. *Need Step.* In this step the speaker must make the audience feel that something needs to be done. Mr. Stuart does this by giving the reasons for members leaving and the need for filling the roster again. Notice how he includes his audience by saying, "Let's think this out together." *Satisfaction Step.* In developing this phase of the speech, the speaker presents his solution and makes the audience feel it is the thing to do to satisfy the need. *Visualization Step.* The development of this phase should make the audience see themselves enjoying the action the speaker wishes them to take. The development in this speech is a little weak because it does not make direct reference to this visualization. It is too much club and not enough personal in its organization. *Action Step.* To accomplish the purpose of this step the audience must be made to feel "I will do this." Here Toastmaster Stuart makes a definite appeal for this action. It is brief but good. Use this formula the next time you wish an audience to feel, believe, or do something.

The Speech of Introduction

By Sheldon M. Hayden

I. Function: The function of the speech of introduction is to bring the speaker and audience together in a proper spirit of acquaintanceship, sympathy, understanding, and attention. In other words, you must create a desire to hear the speaker. Your duty is to introduce, not to make a speech. You must sell the speaker to your audience. This implies two things: (a) You must arouse curiosity about the speaker or his subject; and (b) You must make the audience either like him or respect him—or both.

II. Content:

1. Be brief.
2. Make a speech of introduction only.
3. Be sure that you know the speaker's name; know exactly how to pronounce it; know the speaker's subject; the occasion and the type of audience which the speaker is to address.
4. Tell about the speaker. Who is he? What is his position in business, or in government? What experiences has he had that qualify him to speak on the subject? Emphasize the importance of his subject unless the audience realizes the importance.
5. Speak of the timeliness of the occasion and the importance or appropriateness of the subject.
6. Use humor, if it suits the occasion.

III. General Suggestions:

1. Never discuss the speaker's subject.
2. Don't talk about yourself.

3. Avoid stereotyped phrases.
4. Be polite to your speaker. Put him at ease and don't embarrass him with undue praise or undeserved eulogy.
5. Do not waste the time of the audience or risk losing its sympathy and attention by making a long, tiresome introduction.
6. Never apologize for a poor attendance.
7. Refrain from giving chronological history of a speaker if he is already well-known to the audience.
8. A few words of appreciation to the speaker should be given at the close of his speech. Under no circumstances should the chairman summarize the speaker's remarks.

IV. Organization: When the subject is important, secure attention by plunging directly into the:

1. Need Step: a statement of the importance of the subject to the audience.
2. Satisfaction Step: a sharply abbreviated statement of the speaker's special qualification to talk on his subject.
3. Action Step: the presentation of the speaker.

Usually, the better known and respected the speaker is, the more abbreviated should be your introduction; the more completely unknown he is, the more you will need to arouse interest in his subject and build up his prestige. But always remember the four primary virtues of the introductory speech: tact, brevity, sincerity, and enthusiasm.

News from the Clubs



Borger, Texas

This club recently was asked to provide speakers for a war bond campaign. The assignment was accepted to furnish speakers for every location and every hour scheduled. The club was stirred with a new sense of its usefulness in the community and much favorable publicity was received. Secretary Edwards Thomas writes: "Instead of going into a slump due to wartime conditions our club is gathering momentum all the time. We are having no difficulty in keeping our roster filled."

"Speechcraft" the Best Yet

From clubs in all parts of the nation come enthusiastic comments on the new course, "Speechcraft," which has just been made available for the clubs. Many of them, after carefully examining the material, have called it "the best thing we have done," or "a

great step in advance," or "just what our club has been needing."

In some cases the course is being used as a "refresher" for the members, and a starter for new men. In other cities the work is opened to men of the community as a general public service, and many are gaining help from it. As a means of attracting, educating and holding new members, while definitely helping the older ones, it seems to meet a definite need.

Clubs which have not already taken advantage of the "Speechcraft" material are advised to write at once for copies, and to put the plan into use as quickly as possible.

Hilo, T. H.

Operating under difficulties, the two Toastmasters clubs of Hilo are meeting jointly and carrying on their usual high grade of programs. They have ordered ample supplies of "Speechcraft" material and will give the benefit of this training to as many men of Hilo as possible.

From Seattle

District Governor Frank McCrillis takes time out from his busy life to write: "I believe that Toastmasters embodies those principles we in America hold dear; that so long as this country lasts, Toastmasters will last with it; and that when this horrible war has

been brought to an end, Toastmasters must hold its greatest convention—a Victory Convention—dedicated to the principle that if we of the democratic nations are strong enough to win these wars, then we must be strong enough, in the future, to stop such wars before they begin."

"When the war is done, we'll see you in July, at Seattle's Victory Convention."

Ontario Orators

The Toastmasters of Ontario, California are constantly in demand as speakers for other organizations. During September, Secretary J. W. Johnson was the speaker for the Lions Club, and Ernest Payne, who spends his summers as a ranger naturalist at Yosemite, addressed the Business and Professional Women's Club on the natural beauties of the Yosemite National Park.

Princeton Proves It

Princeton, Minnesota, sounds a note of cheer in a day when some Toastmasters Clubs are reporting membership difficulties due to war conditions. The Princeton Toastmasters Club (Charter No. 189) was started a little less than three years ago, with fifteen members, and it has operated with almost exactly that same number on its roster until quite recently, when they decided to fill up to capacity. President Henry Milbrath and Secretary Morris Johnson went to work and with help

from the other members brought their list up to thirty-one men. For a city of 1800 population, this appears to set a record. The club is thoroughly representative in its members' interests. It includes two attorneys, four doctors, four teachers, two ministers, two insurance men, two druggists, a railroad man, the postmaster and his assistant, an automobile salesman, two retired citizens, undertaker, an apiarist, and several men in mercantile lines. Secretary Johnson writes, "Our club has done so much good for the town that it has earned a permanent place in our civic life."

Minneapolis, "The Winner"

Minneapolis Toastmasters club, adjudged the "Club-of-the-Year" modestly accepts the honor. In a recent issue of the club's bulletin, "The Gavelier," their success was explained as follows:

"The winning of the title "Club-of-the-Year" has not been due to the effort of any one member. It has resulted from the coordinated drive of the club as a whole. Individuals have done great things, but the over-all work of the group made possible many achievements. Ergo: The Award."

Jacksonville, Illinois

The Athenian Toastmasters Club, finding its roster depleted by the war demands, promptly added fifteen new members, who are to be given the benefit of "Speechcraft" training as their introduction to the work.

Waterloo, Iowa

At a recent meeting, this club held a mass induction of seven new members, conducted in most impressive style. This induction ceremony has been found so effective that the club was requested to prepare copies of it for other chapters. Recognizing the importance of proper induction of the new member, Lieutenant Governor Leroy E. Hieber, who may be addressed at the Mid-Continent Petroleum Corporation, Waterloo, Iowa, will send a copy to any club officer who desires to get the benefit. Naturally, postage should be enclosed when you write for this helpful material.

#

Toastmasters in the Panhandle

The Toastmasters Club, (Charter No. 211) of Amarillo, Texas, is doing an amazing amount of work for the community. Currently the club is mapping a campaign of civic club, theatre, and radio speeches in behalf of the Crippled Children's Show from which the Crippled Children's Council gets funds for its highly important work in the Panhandle. President Henry Munn of the Amarillo Toastmasters Club and the members of the organization are to be congratulated for their fine community work.

#

Englewood, Illinois

The Englewood Toastmasters Club, located in the Jackson Park section of Chicago, has provided speakers for more than 400 occasions in the past few months, covering all sorts of local and na-

tional causes, from war bond sales to U. S. O. and Red Cross. The members of this club have been much in demand as speakers at neighborhood flag dedication ceremonies.

#

Danville, Illinois

The "Uncle Joe Cannon" Toastmasters have rendered valuable service to clubs and organizations of all sorts by providing programs on short notice. They have a standing offer to all organizations in their vicinity to furnish an acceptable program on twenty-four hours' notice. In order to make good, they ask their members to keep their speech notes alive and ready for use.

#

Springfield, Illinois

Word comes from Herman Kreitner, former secretary of the Springfield Toastmasters Club, and now serving in Australia, of an interesting meeting with another Toastmaster in service. While Kreitner was on guard duty, he stopped a soldier and in the course of conversation, they discovered their mutual interest in speech training.

#

From North Carolina

W. L. Gholson, who went last year from Marshalltown to Mobile and introduced our work there has now removed to Wilmington, North Carolina, where he proposes to plant another club. For a man to be the pioneer in two states so far as the Toastmasters Club is concerned is a distinction worthy of special mention.

Welcome to New Clubs

Weiser, Idaho

Charter No. 236 was granted to this chapter some months ago, but the charter presentation was deferred until September 28, when Past President Ernest Davis launched the new club on its way, with assistance from the Toastmasters Clubs of Baker, Caldwell and Boise. Seventy-four men and women attended the charter meeting, held at the Hotel Washington. High praise was given the club's work by the Mayor of Weiser, who pledged his cordial support to it in all of its endeavors. The Weiser American published the following editorial comment:

"There is something uplifting about learning to speak in public. The Weiser Toastmasters Club has reached the goal toward which they have been working for two years. But a greater accomplishment has been the development of the personal qualities in the members by their activities in this club. Weiser appreciates the purpose of the Toastmasters. Its formation here has been a major advancement in this community."

A note of sadness was cast over the club when word was received, shortly after the close of the meeting, of the accidental death of Charles Webber, the original promoter of the chapter, and its first president. He had formerly been a member of the Baker Toastmasters Club and when he moved to Weiser some time ago, one of his

first efforts was toward the establishment of a chapter in his new surroundings. He will be sadly missed both in the club and in the community.

#

Spokane Thursday Club

Making our third chapter in Spokane, the "Thursday" Toastmasters Club, after several months of careful foundation work, has made application and will receive Charter Number 238 in the near future. Its meetings are held on Thursdays at six p.m., at the Y. M. C. A. Robert G. Fulton, 708 E. 27th Street, is secretary.

#

Prospective Chapters

Miles City, Montana, is being helped in organization work by Lieutenant Governor I. L. Saucerman, of Great Falls.

Waynesburg, Pennsylvania is about to have a new club, sponsored by the very live chapter of Toastmasters at Washington, Pa.

Texarkana, Texas, far removed from any other chapter, has a club well under way, and is preparing to ask for a charter in the near future. The men instrumental in organizing this club came to Texarkana from Akron. Most of them are employed in the Lone Star Defense Corporation.

Shelbyville, Indiana has a group of representative men who are deeply interested in securing the benefits of the Toastmasters Club for their city.

Supplies for Toastmasters Clubs

1. THE AMATEUR CHAIRMAN — By Ralph C. Smedley, Founder of Toastmasters. A 40 page, pocket-size booklet, for ready reference. First aid to the unprepared president. Price...\$.50 a copy; \$5.00 doz.
2. SPEECH EVALUATION — A manual for all critics and speech evaluators. Price.....\$.25 each; \$2.40 doz.
3. CRITIQUE SHEETS — Four forms are available, designed to help all critics in their work of speech evaluation. Price.....\$.25 per 100 sheets
4. TIPS TO TOASTMASTERS — Complete, comprising 19 bulletins in an expanding binder. Most useful to every speaker. Price.....\$.75 for complete set.
5. THE MANUAL—Essential equipment for every officer. It includes brief explanation of duties, standard methods, and directions as to general operation of club. Price\$.25 each
6. SECRETARY - TREASURER'S RECORD — Limp leather cover, with printed forms for complete financial and attendance records and membership roster. Especially designed for Toastmasters. The cover and filler complete.....\$1.00 Extra fillers.....\$.40 each
7. CONSTITUTION AND BY-LAWS —Standard Constitution and By-Laws for local clubs, combined with Constitution and By-Laws of Toastmasters International. Price.....\$.10 copy; \$1.00 doz.
8. LETTERHEADS AND ENVELOPES — Same grade of paper as used by T. I. with same general set-up, without list of officers, but with local club name and address imprinted, together with the words: "Office Of The....." Samples and prices on request.
9. THE MAN BEHIND THE RULES — An account of the life and work of Henry Martyn Robert, author of "Robert's Rules." Mimeographed. Price.....\$.25 each
10. THE RECORDING LIBRARY — Recorded speech instruction. Comes in sets of four double-faced records. Write for detailed information. Price.....\$4.00 a set
11. THE TOASTMASTER MAGAZINE — Subscription price \$1.00 per year. To members of Toastmasters Clubs\$.50 a year
12. TREASURER'S RECEIPT PAD — 250 receipts with duplicates, punched for 3 rings. Price....\$.50
13. SPEECHCRAFT complete\$1.00

FREE OF CHARGE

The following supplies are furnished to club in reasonable quantities, free of charge:

Application for Membership in local clubs—a printed card 4x6½ inches.

"*Facts*" concerning Toastmasters.

Various mimeographed bulletins on program material, gestures, parliamentary procedure, etc. Ask for samples.

ALWAYS ADDRESS
TOASTMASTERS INTERNATIONAL
SANTA ANA, CALIFORNIA



WHAT was I going to tell you first? Oh yes, beats all how things slip away from folks these days, don't it? This page is just for you and me. Tell me how you like it. Send me a funny story or something and I'll surprise you by putting it in. Try and see.

Gophers.

You never know what's going to happen here. Something like watching a prairie dog go into his hole—you can't tell what hole you'll see him come on up out of at (Ended that one with a preposition, didn't I? But shucks, that's nothing to trouble us with.) I heard a feller tell one the other day that he said was some kind of or record.

Sick.

Seems as though a little girl was sick upstairs and didn't like the book that her mother had brought up. She gave us this gem. "Mother, why did you bring that book that I didn't want to be read to out of up, for?" You know after I heard that one I got kinder interested in

"Let's See, Now"

prepositions. I always did favor 'em to end sentences with.

Contest

The first one who can top the little girl's record, I'll send a dollar to. This is really for professionals because you can see what kind of competition you're up against.

Stories

You know what? I hear lots of stories that I'd like to tell you fellers but the editor don't think you guys would stand for it. I told him I could use two pages. I'll crowd one in. Seems as though a lion got loose and the whole gang went for a drink before they started after him. Pat was the only one who didn't take whiskey. One feller says "Pat, why are yer drinking gingerale?" "No whiskey for me at a time like this," says Pat, "It gives ye too much courage."

Filing Saws

As I just read this over it sounds kinda different from the editor's stuff. Somehow it sounds genuine, though; has kind of an earthy tang, sort of primitive. Kinda reminds me of how I used to enjoy hearing the men at my father's boat shop file saws. It always sounded so good when they stopped.

I'll be seein' ya.

Gus.

District Activities

Harold T. Crane

District Program for November

Area Council meetings should have been held during October, and the new officers of the clubs should be firmly in the saddle and ready to go.

The feature event for November is the Fall District Council meeting. Deputy Governors and other District officers gather together for a big meeting, to stir up enthusiasm for the year's work. Club members should make it a point to attend this meeting.

A prominent place on the program should be a discussion of the *opportunity* that is now before every Toastmasters Club to develop the *leadership* that is so much in demand today.

These are times of great opportunities as well as problems. We need to put extra energy and enthusiasm into our Toastmasters work now.

The Manual for District Officers

The Committee on District Affairs has completed the work of revising and bringing this Manual up to date. This is the District officer's "Bible." It gives him the complete outline of the District organization, duties of the officers, outlines for the activities of the year and agendas for the various meetings.

The District organization is becoming stronger each year. The new Manual will be of great help along that line. It should be care-

fully studied by every District Governor, Lieutenant Governor and Deputy Governor.

The average Toastmaster may be pretty "foggy" when it comes to Districts and Areas—who the officers are, and what they are officially called. It would be a good idea for the Deputy Governor of each club to devote a talk to the District organization, on how it functions and why — using the new Manual as his guide.

The District Council

This is our old friend "The District Committee," under a new name. This group is rather large, being made up of all District officers and club Deputy Governors. Therefore, it was thought that "Council" was a more fitting term, corresponding to the one already in use for the Area ("Area Council"). So, now the District is governed through these three bodies: The District Executive Committee, The District Council, The Area Council.

Organization

Every club in Toastmasters International owes something to the "organization," for without it there would be few clubs. Many men are every day giving generously of their time, effort and money to the organization because they believe in Toastmasters International. We are perfecting our organization into an efficient, smooth-working, streamlined machine.

Don't Say That

Lewis C. Turner, Akron Toastmasters Club

Don't say "I can't." People will like you better and help you more if you say "I'll try."

The expression, "I would like for you to do that," seems quite common. The correct form is, "I should like to have you do that."

Don't use "amass" for "accumulate" or "anticipate" for "expect," they are not synonymous.

Watch the following common words; they do not have two pronunciations—inCOMparable, inCOGNito, muNICIPal, irREParable, INdustry.

Don't make mistakes on these short but tricky words; alias, era, finis, anti, duty, tune.

Don't apologize in beginning a speech or feel that you MUST tell a funny story especially if you are naturally as funny as a cemetery yourself.

Don't orate. You will find very few orators in the audience to appreciate your efforts.

If you can substitute the word "obtained" or "secured" for the word "got" it is usually proper to use it. "I must go home now," is much better than "I got to go home now."

Don't say "He is bound to make good." How can he make good when he is tied to something?

In introducing a speaker, pass up that old chestnut "Our speaker for the evening needs no introduction." If he doesn't need one why did they ask you to make one?

Don't confuse "produce" (raw material) and "product" (result of manufacture.) Watch the use of "person" and "party;" "person" refers to an individual and "party" to a group.

Be careful of such expressions as "We had friends for dinner last evening." Cannibalism is unlawful. We should also watch the use of "raise" for "rear." We rear persons but raise things or animals.

Don't say "Jewnoofhim?" or "Warejugo?" Lip laziness is unexcusable and unnecessary.

Words have meaning. Mr. Brown illustrates it in this one. Mrs. Brown: "When I am down in the dumps, I get myself a new hat." Mr. Brown: "I have often wondered where you got them."

The Toastmasters Calendar

WHAT TO DO—IN NOVEMBER

November is the month for District Councils. The newly elected club officers should now be well established in their offices. Committees and the speaking schedule should be decided upon for the coming term. A live District Council can do much to weld the groups into a unit and so increase the efficiency of each individual club.

The local Community Chest and Red Cross will be glad to use the services of your speakers. Many cities depend upon the talents of Toastmasters for the success of their campaigns. Don't miss this opportunity to serve your community.

The semi-annual Directory of Toastmasters Clubs will be published in the next issue of THE TOASTMASTER. Each club secretary should be sure that the Home Office at Santa Ana has the complete and correct listing of the club's new members and officers and the day of the week, time and place of the club's meetings.

"Old Timer's Night" is a splendid occasion for bringing all the "old gang" back for a night—one which should be outstanding from the standpoint of good fellowship. Each year many men are brought back into "active service" through this one meeting.

WHAT TO DO—IN DECEMBER

This is not too early to be thinking about the annual speaking contest. It is much better to pick your speaker for the contest because of a consistent record of many fine speeches, than to hurry through something at the last minute. A speaker chosen because of one brilliant performance often proves to be a "flash in the pan."

The week of Christmas and New Year offers a grand opportunity for joint meetings. There is something about the holiday season that contributes toward a good turn-out and an enthusiastic meeting. This joint holiday meeting with a neighboring club has come to be a tradition in many sections where the clubs are not too widely separated.

A schedule of interclub activities can be arranged in most areas, with exchanges of speakers, critics and Toastmasters. If possible, send one or two men with your speaker so he will feel more "at home" in the new surroundings. It helps him to know he has a "rooting section."

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THE PURPOSES OF TOASTMASTERS

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

To improve its members in oral expression of thought.

To develop their ability to appear effectively before audiences.

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

To develop the habit of "Critical listening."

To provide instruction and experience in chairmanship and parliamentary procedure.

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

THE BENEFITS OF TOASTMASTERS

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

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

Ability to appear effectively in speech before any audience.

Ability to listen critically and properly evaluate speeches of others.

Development of latent capacities for leadership and service.

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