

# THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

October, 1946

Vol. 12—No. 10



**BURR  
SHAPE**

*“See what I mean about using gestures in your speech?”*



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

### Destination Unknown . . . . .

By BOB HATCH, of the Jewel City Toastmasters Club, of Glendale

This was the "Breaking the Ice" speech of a new Toastmaster. It was prepared with the aid of the "coach" provided by the Educational Committee of Jewel City Toastmasters, a club which systematically coaches every new member on his Basic Training. The speech departs from the usual biographical outline, and concentrates on one highly interesting period of the speaker's life. It is presented—somewhat condensed—as an example of what can be done with this "Ice Breaker" assignment, especially when the new member is given proper coaching.

Atten-n-SHUN! This is it, men! Have your bags packed and be ready to move out at 0800 tomorrow morning. Fall out!

We received this order July 21, 1944. Even though we had been preparing for it and expecting it daily, the crucial hour was a shock. This was a command we were to hear many times in the next year. Every time it would mean we were headed for a "destination unknown."

Next morning, we boarded a ferry and steamed down the Sacramento River, across San Francisco Bay, disembarked at one side of a pier and boarded a troop transport on the other side. The last look at the homeland brought a lump into throats, but the unpleasantness was soon relocated when we hit the rough water beyond the Golden Gate.

Five days later we sailed through some beautiful islands and into a great harbor. This was Honolulu, Pearl of the Pacific and Land of Romance.

Here we stayed for two months, and then once more heard the command to prepare to move. This time, everything was packed in water-tight containers. We were issued gas masks, trench knives, machetes, mosquito bombs and so forth. We knew our destination was a jungle, somewhere. But where? Again, it was "destination unknown."

This time we traveled in convoy with destroyers and carriers as escorts. One day we were ordered to quarters and told that we were to make the initial assault on the Philippines. Each unit was oriented on its own special duty on D-day.

As we approached our objective, we could see gunfire in the distance, where the Navy was softening up the beach head. Little sleep for us that night. Next morning, fourteen hundred ships sailed into Leyte Bay and prepared to disembark their human cargo. There were the majestic battlewagons blasting the shore, the swift de-

stroyers darting here and there, the lumbering LST's opening gaping mouths to belch forth amphibious equipment, and all the while a blanket of planes overhead. This amazing demonstration of power and coordination was awe-inspiring. This was what people were buying bonds for.

At 1000 the firing ceased and our first assault waves hit the beach. The invasion was on! Within a couple of hours the first casualties were returned to the ship. This gave deeper significance to those words, "destination unknown."

Our first night ashore was one which will live in my memory. We dug our foxholes, arranged the guard detail, and crawled in. It rained. It poured. Our temporary shelters were useless. Water rose in our fox holes. Then the lead began to fly. There was nothing we could do but stay on the alert and let the water rise. At dawn, it was a soggy bunch of GI's that emerged from foxholes completely filled with water.

We adjusted ourselves to eating canned and dehydrated foods, sleeping when we could, dry or wet, fighting the insects, and being continually on the move. Then the operation was over, and we began to hear rumors of a tough campaign ahead. But where?

Once more we heard "Prepare for shipment!" This time it was Okinawa, and that magnificent dis-

play we had witnessed in the Philippines was reenacted with greater force. This was a bitter campaign, as you know, but the flea menace was something which escaped publicity. These bugs found their first taste of white meat quite a delicacy, and they chewed faithfully.

Toward the end of July we were again on the way, as usual to a "destination unknown." We boarded an LST and headed out of the harbor into a typhoon, and for the next thirty-six hours, our destination was definitely unknown even to those in command.

On August 7th, we heard over the ship's radio the report of the dropping of the atomic bomb. Surely, we thought, this can't last much longer. How many more "destinations unknown?"

We landed back in the Philippines, on the Island of Mindora, in time to hear the announcement of the Japanese surrender. There were few noisy demonstrations. The occasion seemed almost sacred. We all had a tremendous feeling of relief. It was our first chance to relax completely in body and mind for more than a year.

The next command to "prepare for shipment" was received with a very different feeling. This time we knew our destination. We were going home!

We had received our last orders for a "destination unknown!"

## October — Anniversary Month . . . .

Several years ago, by action of the Convention of Toastmasters International, October was designated "Anniversary Month." The week in which October 22nd falls is recognized as "Founder's Week," in honor of the organization of our Number One Chapter. October 4th is observed as the anniversary of the completion of the formal organization of Toastmasters International, which occurred October 4, 1930, and at which time the permanent officers were elected and working rules adopted.

In recognition of these important dates, we present three "messages," one from our Founder, Ralph C. Smedley, one from our President, Joseph P. Rinnert, and one from our first President, J. Clark Chamberlain.

### "WE ARE EDUCATORS" Says Ralph Smedley

One of the amazing things about the Toastmasters movement, to me, is the way it has developed as an educational agency.



Of course, it started as an educational club, but with no realization that we were blazing the way in a new direction, and that we were to develop what may be counted a new technique in speech training. We simply went ahead to meet the obvious needs of men in what appeared to be the obvious and available ways, and in doing that, we discovered new methods and new values.

In the beginning, I was convinced that the way to learn to make speeches was by making speeches. Then I found that the way to determine the effect of a speech was to ask for the audience reaction. As this practice of "audience reaction" became crys-

tallized in our evaluation method, we discovered the next value, of training in critical listening; and so our three-fold method took shape.

The plan seems remarkably simple, and yet it works. My amazement at our educational achievement is equalled by my gratified surprise at the results we have produced. Men have learned not only how to make speeches in public, but how to plan programs, organize work, and lead projects. Our by-products seem to me to be quite as valuable as our supposedly principal result.

As we come to the twenty-second birthday of the movement, on the twenty-second of October, 1946, I am deeply impressed with the thought that we are standing at the threshold of a new era in our work. We have laid a firm foundation, and have started to build upon it an educational structure which may profoundly affect the future of America.

Our responsibility is defined by our opportunity. The past has prepared us to meet the challenge of the future.

## JUBILANT OCTOBER

By Joseph P. Rinnert, President of Toastmasters International.

The yearly course that brings October affords Toastmasters the opportunity to commemorate the beginnings of our fast growing organization. It is not a time to assume an attitude of either superiority or of humbleness. Rather is it an occasion to review our past accomplishments and to appraise our future opportunities.

In this "Anniversary" issue of the TOASTMASTER, our Founder, Ralph C. Smedley, and our first President, J. Clark Chamberlain, review our history and our accomplishments. They again remind us of the principles upon which were built our hopes and plans and objectives. These basic principles have survived because they are as sound as they are obvious.

God gave man utterance so that he might communicate his thoughts. The transmission of thoughts is not easy. Skill in such transmission cannot be acquired in a vacuum. There must be a receiver as well as a transmitter. Men must acquire, therefore, not only the skill to talk but the ability to listen with intelligence and wisdom.



These obvious truths require us to limit club membership to thirty; to give training in both extemporaneous and impromptu speaking; to afford practice in analysis and evaluation; to provide means for checking errors in pronunciation, enunciation and grammar; to teach the discipline of time limits; to enlarge acquaintanceship by interclub meetings and contests; to acquire knowledge of parliamentary procedure in order that ideas may be transferred into actions; and above all to emphasize our conviction that thought must precede utterance, and that sincerity is more important than diction and delivery.

These truths, whenever followed, have been effective. Toastmasters International will not depart from the sound practices which have brought to our ten thousand members a rich harvest.

This reaping has not been without labor. We each have had to plow new ground; to sow with patience new ideas; to weed out bad habits; to suffer the heat of sharp criticism; but in return we each have garnered that store which the sound husbandman always earns. We have been paid individually in growth, in poise, in strength. The power of the word is in us. That is the joy of our harvest.

Now, therefore, a toast to Jubilant October! A health to the fun we find in our fellowship! A salute to our founders whose vision will one day make us one hundred thousand strong!

## A Year of Accomplishment . . . .

By J. CLARK CHAMBERLAIN, First President of Toastmasters International.

This, the 16th anniversary of the formal organization of Toastmasters International is celebrated as we find ourselves well launched into a year of tremendous accomplishment. Our recent Seattle Convention demonstrated conclusively that we have won the right to be recognized as one of the soundest and fastest growing clubs in that group which can claim to be International. And none can challenge our right to be known as the world's leading organization devoted to the furtherance of those objectives which we sponsor. But we have not always been strong, except in spirit and in the knowledge that Ralph Smedley's idea, supported by the right kind of organization, had almost unlimited possibilities. There had to be a beginning, and having had the privilege of attending every Convention, since our beginning, with the opportunity of observing the accomplishments of these years, I am reminded that the aims established at our beginning were pretty sound for those earlier days.

In reviewing the message which appeared over my signature in Volume I, No. 1, of the "Gavel," as our magazine was then known, and which is reprinted in this issue as evidence of the enthusiastic outlook of our organizers, I do so with a sense of pride and satisfaction over the manner in which those who are guiding the course of Toastmasters International have accounted for their stewardship.

From "The Gavel" Volume I, Number 1, December 6, 1930

Through five years of active Toastmasters Club membership, it has been my privilege to work with many members imbued with the idea that only through some sort of organization could the Movement become a permanent, growing and entirely worth while undertaking. To be sure, the individual Clubs have been thoroughly worth while, but functioning necessarily as individual units, much of the value that comes from interclub visitation, exchange of ideas and uniformity of program and purpose has been lost. These things will become, under the regime of Toastmasters International, a means also of strengthening each Club from the membership standpoint as well as from that of the Club's standing in its particular community.

The Objectives which I would like to see each Club set up and reach before the close of our first year are as follows:

1. The establishment insofar as practicable, of uniform procedure in individual Clubs, covering Membership Limitation, Dues, Terms of Officers, Programs, etc.
2. The strengthening of all member Clubs to the point of filling each Membership quota.
3. The projection by each member Club of some local plan whereby public speaking may be fostered through outside activities of the Club.
4. The establishment of at least three District Councils in Southern California and one in the Northwest, to promote visitation and exchange of ideas.
5. Sponsoring by each member Club of at least one new Club in some neighboring community where there is a recognized need.



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## Criticism Begins At Home . . . .

By JOHN D. BEAVER,  
Mid-Town Toastmasters Club  
of St. Louis, No. 283

I saw a building being torn down, and stopped to watch. It caught my interest.

Rapid progress was being made in destruction, but so far as I could see, no skill was required to do it. Huge beams which had been accurately fitted and ingeniously supported came crashing to the ground. A whole side wall fell.

I realized that these men, without skill, could wreck in a day or two what had taken skilled workmen a year to build.

Then I turned my thoughts upon myself. I began to ask myself questions.

Do I live constructively or destructively? Do my actions at

home, for instance, make life more or less pleasant for my family and myself?

Do I perform my work constructively, so as to learn and improve, or do I waste my time condemning things I see and people I meet?

Am I a builder or a wrecker? Do I live, think and act constructively?

It seems that all my troubles—all the troubles of the world—are caused by destructive thinking, which fosters destructive acting.

I have determined to approach my various activities with the thought of learning, of improving, of constructing. In this way I progress. Life becomes sweeter. My work is more pleasant—my efforts more productive—my fellow man more important to me.

Participation in our Toastmasters Club has taught me the value of constructive thinking, and is helping me acquire the art.

To build requires knowledge and skill; tearing down is done by common labor.

So I think to myself, as I go my way,

Which of these roles do I try to play?

Am I a builder who works with care,

Measuring life by the rule and the square?

Am I shaping my deeds to a well-laid plan,

Patiently doing the best I can?

Or am I a wrecker who walks the town,

Content with the labor of tearing down?

## 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."



New Albany, Indiana, Toastmasters appeared on the Tri-City Forum, a feature of Radio Station WGRC, of Louisville. They discussed the proposal to lower voting age to 18 years, and their arguments brought an excellent response from the public, in the form of telephone calls and letters. Shown in the picture are President Charles Luther, John Vi, J. B. Harmon, Moderator of the Forum, Frank Zettel and Clarence Amster, Jr.

### Terre Haute

The Sycamore Toastmasters of Terre Haute were heard recently in the Forum of the Air, a feature of Radio Station W B O W, in a discussion of "The City We Live In." Dan Vogel, Lieutenant Governor of the Area, acted as Moderator, and Glen Foltz, Ben Holt-husen, Herman Ermisch, John Ennis and Charles Cady joined in talking over the past, present and future of the "Queen City of the Wabash Valley," as they romantically call their town.

### Golden West

On December 7, the "Quiz of Two Cities" program, which carries a continuous feud between San Francisco and Los Angeles, will involve two Toastmasters Clubs. Golden West, No. 163, will be at bat for the Bay City and Farmers Insurance Club, No. 265, will play for Los Angeles. This program is heard on Stations K H J and K F R C, and is usually a lively affair. When the Toastmasters turn loose it should be a battle royal—of wits.

### "General" Orders

The Bulletin of "General" Toastmasters Club (No. 136) of Los Angeles, carried an inspiring message in its September 3rd issue. Any club could use this same policy with good effect.

If you visit another Club, let us know about it.

If you read about Toastmasters in your newspaper, let us have the clipping.

If you have contacts such as friends associated with newspapers or radio stations, let us have their names.

If you have friends employed by large corporations having employee organizations, let us have their names.

If you miss a member at some regular meeting, look his telephone number up in your roster and give him a call. Let him know he was missed.

If you miss a regular meeting because of personal business or illness, try to attend another Club's meeting during the following week. It keeps your attendance with General No. 136 perfect.

### Pictures Preserve History

Wilson Avenue Toastmasters Club (Chicago) is photographing its members on important occasions, and during their talks. The camera studies are being made by use of still cameras and 8 millimeter movie cameras. These pictures are being built into a historical library for the records.

### Lutherans Get Publicity

The *Lutheran Witness*, official organ of the Evangelical Lutheran Synod of Missouri, recently carried an item about the Omaha Lutheran Toastmasters Club, explaining its methods and commenting on its work. Speaking of the

benefits, the article reads:

"Not only does the individual benefit in his profession from such training, but he carries a wholesome leaven into the business meetings of his congregation, and equips himself as a speaker at various civic affairs."

### Learning

"A man learns 10 percent of what he hears; 30 percent of what he reads; 50 percent of what he sees; 90 percent of what he does."

—Quoted from Bulletin of District Nine.

### Toastmasters Tidbits

Weekly Bulletin of Fresno Toastmasters says: "All Toastmasters, regardless of past triumphs, are due for Basic Training. The course begins on August 19th and the Basic Training speech number assigned to each member will appear beside his name on the schedule. Study your Basic Training book and start preparing your first talk. Evaluators will know what to look for in these speeches."

Note: The Educational Bureau leaders hope that Fresno Toastmasters will be calling for a whole sheaf of certificates of completion before long.

### Southern Accent

Weekly Bulletin of Atlanta Toastmasters carries this timely quotation from a 19th Century American: Ambrose Bierce's favorite toast was: "Here's to Woman! Would that we could fall into her arms without falling into her hands."

### The Roastmaster

High Ridge Toastmasters Club of Chicago carries this item in its bulletin, suggesting a connection with a famous incident:

"Bob Zimmer, program chairman, and a fellow who is quick to seize an opportunity, announces that Cap Ahern will be the only speaker on September 9th, and that that his subject will be "The Degnan Case." The Captain has been the key man in ferreting out the suspect who seems to be the guilty man, and the Captain has become even more famous because of it."

### San Diego

Editor Harry La Dou introduced a novel feature by publishing impressions of some Toastmasters' wives of the convention. Mrs. Ray Faddis and Mrs. Bob Sharp collaborated on this feature. They say: "The wives consider the Seattle Convention a success. It not only gave them the opportunity to enjoy the beauty and hospitality of the great Northwest, but to become better acquainted with one another. See you in Minneapolis next year."

### New Bulletins

Several clubs are starting out with new publications. Among those most recently coming to attention are "The Hollywood Broadcast" published by Hollywood First Presbyterian Toastmasters Club; "The Summitalker" from Akron's "Summit" Toastmasters Club; "The Windjammer" official organ of the Business

Men's Toastmasters Club of Santa Ana; "Burnt Toast", put out by the "Gaveliers" Toastmasters of Spokane; "The Blurb", of Eli Lilly Toastmasters of Indianapolis. Y. M. C. A. Toastmasters of Seattle, and Santa Barbara Toastmasters (Number Five) both come out with printed bulletins. Nice work.

Club editors are reminded to keep the Home Office on the mailing list. The Editorial Committee gives careful attention to every club bulletin, in the search for good ideas and interesting happenings.

### Pasco, Washington

This is the club which broadcasts its weekly programs on KPKW, and has attracted a large audience in Southeast Washington. The bulletin carries this story, which might be useful on occasion:

The voice teacher, coaching one of his young sopranos, was waving his baton wildly. Little Bobbie said to his mother: "Why is the man hitting that girl with his stick?" The mother replied: "He's not hitting her." "Well, then," said Bobbie, "what's she hollering for?"

### Try This on Your Timer

"Canton Clatter," bulletin of Canton, Ohio, Toastmasters Club, carries the story of a dinner given by Mayor John McDonough, of St. Paul, to a group of politicians. He limited each speaker to the length of time he was able to hold a 25 pound cake of ice in his bare hands.

## Vital Titles . . . .

The title is a vital part of the speech.

It is the headline.

It is the invitation to listen.

A snappy, challenging, striking phrasing of the title helps gain audience attention, and prepares for a good hearing of the speech.

Book publishers are well aware of this fact. Observe the sort of book titles in all the best seller lists.

Suppose you were to run across a book with a title like "Poultry Raising in the Northwest." You wouldn't even pick it up unless you were interested in the business. But when you see "The Egg and I" on a book, you reach for it with pleasant anticipations.

If Bennett Cerf had used some such title as "My Recollections of Prominent People I Have Met," his book might have achieved some popularity, but when he labeled it "Try and Stop Me—" he insured a big market.

Russell H. Conwell's lecture on "Acres of Diamonds" was a perpetual favorite, but if he had called it something like "Success Lies Close at Hand," he would have had a hard time getting dates.

Prepare the title of your speech just as carefully as you prepare the opening or the conclusion. Give it life. Make it snap.

Of course your speech must live up to the promise of the title. We listened recently to a speech, the announced title of which was "Our

Screwballistic Future." We expected something funny, entertaining, even extravagant, from the title, but the speaker came through with a conservative, serious treatment in the speech. It was good, but it did not measure up to the title.

And so you must not only make your title lively and attractive, but you must make the speech fit the title.

There was a lecturer whom we used to hear with pleasure who had a talk on "Startling Questions." His speech was organized around half a dozen really startling questions, so that he actually startled his audience. The title helped bring the audience, but the lecture held them.

How are you going to decide on the way to word the title?

First, select the theme of the speech, and determine the treatment you will give it. Then you will decide how to start and finish, so as to get the proper motivation. Then, you will go to work on the title. Better try several different ways of saying it, trying to reflect both the material and the spirit of the speech you will give. Pick out the liveliest, most intriguing wording, and make that your title. In the process of arranging the title, you may even get new light on how to present your ideas.

Are you going to talk about a fishing experience during your vacation? Of course you *could* call it, "Going Fishing," or "My Experiences as an Angler," and that

would be an honest statement of what you are to talk about. But if the Toastmaster can announce your subject as "The One That Got Away," or "The Whales I Almost Caught," or "Flies Are Better Than Worms," or some such lively wording, your audience will be ready to sit up and listen.

Let evaluators be requested to pay attention to the wording of titles as part of the criticism. Give the speakers some sort of comparative gradings on originality and aptness of their speech titles. Make all members conscious of the importance of naming their speeches.

The title *is* vital.

## What Do You Call It? . . . .

It is through criticism . . . that the race has managed to come out of the woods and lead a civilized life. The first man who objected to the general nakedness, and advised his fellows to put on clothes, was the first critic.

—Edwin Lawrence Godkin.

Whatever you call it, criticism, or evaluation of speeches is essential in the Toastmasters Club. But what to call it is an ever-present problem.

In some clubs it is "evaluation," with a "master evaluator" in charge. In others it is "criticism," with a "general critic" heading it. All sorts of variations on this terminology have been observed.

Various other words have been suggested, such as "helpful comment," handled by "commentators;" or "analytical listening;" or "appraisals," or "helpful suggestions."

Each term has its values. Each one suggests the purpose of the work. None appears to be entirely satisfactory. Is there a better word for it?

The fact is that "criticism," properly understood, is the term which actually covers the subject, but that word has its disadvantages because of popular associations. Many people do not like

to be "criticized," but will submit to "evaluation," or will listen to "helpful comments." They make the mistake of thinking that criticism means fault-finding, and so they resent it, not realizing that true criticism is a process of judging to determine what is good and what is bad, that the good may be praised and the bad eliminated.

The question: Must we have a term for this process which is universally accepted and used among Toastmasters, or shall we leave it to each club to choose its own wording? If some one word must be selected which all will use, what is that word?

So long as the work is done, and well done, it does not appear to be vitally important that it be labeled, but if someone can offer the name which will express the thought and be simple and direct enough to win general approval, that name may well be adopted as official.



Saint Paul Post 8 American Legion Toastmasters Club helps to establish Toastmasters in a new field, that of serving ex-service men of both World Wars. The Charter presentation was made at a meeting at the University Club, attended by more than 100 members and friends. In the picture, District Governor Tracy Jeffers presents the charter, which is received by Forrest R. Jackson, Commander of Post 8, and Albert W. Eckblom, President of the new club. At the right is E. N. Dochterman, Past President of King Boreas Toastmasters, who sponsored the new chapter.

## Prospective Conventions . . . .

The 1947 Convention will be held in Minneapolis-St. Paul. The exact dates are yet to be determined, but it looks as though early August will be the time. The announcement of dates will be made in the near future. Local conditions, such as weather and other conventions and celebrations, must be considered.

But where shall we go after 1947?

District Governor Franklin Taylor, of San Francisco (District Four) prints on his letterheads the slogan:

*"By the Golden Gate in Forty-Eight."*

Perhaps Winnipeg or Victoria will come out with

*"Cross the line in Forty-Nine"*

And then our friends in the District of Scotland (Number Eighteen) might break out with

*"Let's all be thrifty in Nineteen-Fifty."*

No, the convention will not be located by jingles and slogans, but it undoubtedly will be placed at locations strategically situated so as to serve the largest number of Toastmasters. Any city which can qualify as to location and accommodations is eligible at least to invite the convention.



San Diego (No. 7) held impressive installation ceremonies, when Retiring President B. H. Mandel presented the gavel to his successor, J. M. Hall. Others in the picture are the new officers, Ray Faddis, Program Chairman; Carlton Thompson, Secretary; Allen Hodges, Sergeant-at-Arms; Robert Sharp, Deputy Governor; and Harry LaDou, Vice-President. This club features its "Club-of-the-Year" Committee to keep things at the best.

## Leadership . . . .

By EARL BEAULIEU, Santa Barbara Toastmasters Club Number Five

The following paragraphs, written by Toastmaster Beaulieu, appeared in the September 16th issue of the "Safety Valve," bulletin of Santa Barbara Toastmasters. Coming as it does from a veteran Toastmaster, this is a statement to be pondered by all.

The time has again arrived to say "well done!" to the outgoing leaders of our Club, and to present a challenge to the incoming leaders. It seems appropriate, therefore, to consider the responsibility that rests on the shoulders of the officers who guide the destinies of the Club.

No organization can stand still. It is a case of going forward or falling behind. To attempt to stand still means falling behind. As the Red Queen remarked: "We have to run this fast just to remain where we are." In order to make our Club more valuable to its members, we shall have to run even faster.

The preceding several administrations may be thanked, and warmly thanked, for raising the Club to its present standard. But that is not enough for the future. We need new ideas—a constant flow of new ideas. This presents a challenge and an opportunity to the new leaders.

Perhaps it is not altogether new ideas but a new use of some of the old ideas which have fallen into disuse, for there are but a few things that our Club has not done in the past; and many of them need to be done again. This is particularly true as to varied programs. The late Doctor Kluss used to say that every meeting should have some feature that is different, and that it should be announced in advance. All this takes leadership.

New suggestions from the International should be carefully considered. The standing committees should meet frequently and really work—new things will result. Every member of the Club should be made to feel that his active participation in Club affairs is essential to the success of the Club—it is. The function of leaders is to guide.

## *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.

It's a very good idea to use some originality on Table Topics. For instance, at a recent joint meeting of Hollywood Presbyterian Toastmasters and Los Angeles English Lutheran Toastmasters, Harry Miner, of the Lutheran Club, was Topicmaster. He had prepared a number of large cards, each 8 by 11 inches, and on each card he had printed in large letters three topics. He called each T T speaker in turn, and exhibited one of the cards to each. The speaker instantly selected the topic he would use, and went to work on it. The topics on the cards were such as these:

1. Housing.
2. Travel.
3. Tools.
1. Art.
2. Shaving.
3. Snackbars.
1. Gardening.
2. Fishing.
3. The American Dollar.

The plan produced surprisingly good results. Quick thinking brought clever speeches. You might try it. Print, with crayon, three totally different and unrelated topics on each card, large enough to be read across the room, and then spring the cards on the topic speakers without warning.

Be sure to have an accurate and impartial timing device, such as the English Lutheran Toastmasters use.

### *Keep In Touch*

It's an excellent idea for the Club at all times to maintain close contact with the Home Office. If that is done, you don't have things like this happening:

Half a dozen letters to the President of one Club had gone unanswered. Finally, the Home Office sent a letter to the Secretary asking what had become of the official. The Secretary replied, "John Funnyface has not been president of this club for some time. He is no longer a member." Then he added the name of the present President. If the Home Office secretaries were psychic, they would have known this without being told, and so could have saved all their bother. Lacking telepathic equipment, they appreciate having official changes reported as they occur.

### *Share Your Ideas*

In the August TOASTMASTER, we published a picture of Zanesville's educational exhibit, which has attracted attention in various quarters, and has led to interesting correspondence with the Zanesville Club. If you missed it, look

up your August TOASTMASTER and see if there isn't an inspiration for you on page 5.

### *Do We Need a Slogan?*

For years we have gone without a formal motto or slogan. In the early days we tried to characterize our work with the words: "More speeches—Better Speeches—Shorter Speeches." A few years ago it was suggested that we make it: "Honest Thinking—Frank Speaking—Critical Listening."

Now comes Sheldon Stone, of Fresno Toastmasters, with the suggestion of "Help Others to Help Themselves" as epitomizing our ideals and purposes. What do you think? Can you characterize the spirit and work of Toastmasters in ten or twelve words? We could use a good slogan.

### *Plan Your Work*

Not only is it a good idea, but it is a necessity, for a Toastmasters Club's work to be planned far ahead, and with system.

New officers take over in October. The new President should have brought his Executive Committee together at least once before taking office. Now that he is in, he should arrange for a monthly meeting of the Executive Committee, to study the affairs of the club, its programs, its membership, its attendance, and all its interests.

The Educational Committee is more important than ever. Make sure that it is working intelligently. This Committee and the Program Committee, working togeth-

er, hold the destiny of the club in their hands.

Officers and members alike should be sure to get acquainted with *all the helps* offered by the Educational Bureau. Many delegates at the Seattle Convention were amazed at the number of things they had not known about. Since returning to their clubs they have been writing in for supplies.

No matter how much good material is available, it does you no good unless you use it.

It's a good idea—an excellent idea—to be sure that you know and use all there is for you.

### *Club-of-the-Year*

Now is the time to get ready to win the competition. Club-of-the-Year information is ready, and is being sent to every club. Those clubs which will win honors next summer are already working on plans for improvement and achievement. Dr. Gordon Howard, chairman of the special committee, says, "It takes ten or twelve months of hard work for any club to qualify. The sooner you start, the better your chances."

### *For the Word Critic*

It is a most excellent idea to have this man understand his function clearly, and to provide a good dictionary for his use. It is not his task to take speeches apart. His business is to call attention to incorrect pronunciations and glaring misuse of words. He needs to forget his personal prejudices, and to evaluate wisely, and above all, not to waste time on unimportant details.

## The Old Toastmaster—What to Do With Him?

By RALPH C. SMEDLEY

Men were present at the Seattle Convention who have been members of Toastmasters Clubs for ten, fifteen, even twenty years. Some of them claimed, with understandable pride, that they have never missed a Convention of Toastmasters International.

Just what has held these men?

Ask one of these old-timers.

"I stay with the club," he will say, "because it keeps my mind young, and gives me fellowship such as I can find nowhere else. It stimulates me to realize that I can still improve.

"I have to keep up my speech practice, or I lose what skill I have gained. If I miss the club for a few weeks, my speeches show the lack of practice, and I have to work hard to catch up again. I am not ambitious to be a great speaker, but I do want to be able to speak my mind and hold my own in argument. The club gives me a chance to speak and to listen; to learn and to grow. I stay with the club because I need it and enjoy it."

Over against these old-timers we have to place a large number of men who, after a year or two, have dropped out. Is this turnover evidence of weakness in our work, or is it inevitable? Is it bad, or negligible?

### *Why Men Leave*

These questions can be answer-

ed with the evasive "It all depends."

In some cases it results from the character of the man. In others, it reflects weakness in the club's program. In a great majority of cases it springs from a wrong conception of what speech training is.

Some men view speech as something which can be learned in fifteen or twenty lessons, and salted down as a permanent possession. But the man who gets the right idea readily understands that his training is not a matter of months or years. He stays in the club.

### *Consider the Individual*

Look at the man himself. If he is oversensitive to criticism, and can't overcome his reluctance to have the mirror of truth held up to him, he will find an excuse for quitting. Perhaps he is mentally lazy, and finds the labor of speech preparation and serious study too much for him. He may have too good an opinion of himself, and so decide that he doesn't need training. He can talk all right as he is. (There are men like that.) He may even gain promotion in his business, because of his development in speech ability, and find his attention so occupied that he can't spare the time to attend the club.

There are many reasons why members drop out, which have

nothing to do with the club's worth.

### *Consider the Club*

But in all too many cases, the fault lies within the club. There are some clubs which I have visited of which I would not like to be a member. Mere attendance at a poorly run club, with carelessly planned programs and with no attention to progress, would be too heavy a burden. Such a club, substandard and slovenly, has no permanent attraction for the ambitious man.

The club which is wide awake, and up to grade, does not neglect its old members any more than it does the new ones. Its responsibility is recognized.

### *Training is Progressive*

A good club provides progressive speech training for older, more experienced members. It gives them opportunity for longer, more formal and more advanced speeches. It gives them criticism adapted to their experience.

Can you imagine anything sillier than for a member of five or ten years standing to be given the same sort of elementary, kindergarten evaluation which serves for the beginner? The experienced man needs and should receive criticism appropriate to his experience and his ability to take it.

A good club uses experienced members for the coaching and training of new members. It gives them a chance to use their experi-

ence in connection with the Speechcraft Course, and the educational talks. It helps them locate outside speech appointments where they gain practice before strange and larger groups. It uses the old members.

### *Losses Can Be Minimized*

Even the best Toastmasters Club, with the Educational Committee functioning at high efficiency, will lose some members, but these losses will be negligible compared to the losses in a club where the requirements of planned, progressive, coordinated training are overlooked.

If your club has suffered losses and a discouraging turnover in membership, or if attendance becomes a problem, do not too hastily scold the members. Turn the searchlight on the club's leadership, on their plans for training the members, on their educational aspirations, and on the ordinary programs at the regular meetings. The chances are that you will find right here the reason for the club's troubles, with the indicated solution of the problem.

The Toastmasters Club which has the right sort of program does not lose its members. The club whose membership is shrinking has something the matter with it.

What shall we do with the old Toastmasters?

Love them; appreciate them; train them; put them to work. They are one of your greatest assets.

## Words To Watch . . . .

Enunciation, accent and phonetic values are important in good speech. Most of the mistakes in these lines result from carelessness.

The following words have been noted as constant offenders. Do any of them bother you?

Inherent is not properly called "in-HAIR-ent." The second "e" gets the long sound. Call it "in-HEER-ent."

Watch for confusion in "era" and "area." The latter word has three syllables, "a-re-a", and the accent should not go on the second syllable. Some dictionaries give as second choice the pronunciation "air-e-a," but this is not advisable, because of the way it gets mixed up with "E-ra," an entirely different word.

### *The Very Idea!*

There is "idea," always catching someone. Pronounce it "i-DE-a," and don't put an "i" at the end. Maybe you have called it "I-dy," or you may be one of the "i-dears."

"Research" and "resource" are two more tricky ones. The "s" in each word is *not* pronounced like "z", and the accent in each case is on the last syllable. Don't say "RE-zources" if you want to pass for a good user of English. (The dictionaries give first syllable accent as allowable, but why choose the poorer one when you can have the correct usage at the same price?) Add "resound" to your list of pitfalls.

### *Protect Your Prestige*

"Prestige" is a French word, and the correct pronunciation is "pres-TEEZH" but common usage has forced an American pronunciation as "PRES-tij," which is frequently heard. Here again, we might as well choose to use the preferred form as the less desirable one.

We listened recently to a very good speaker who kept talking about something being "physickly" or "chemickly" impossible. He also used "partickly" and "mattemickly". Critical listeners were not partickly tickled with his "tickly" speech. Nor was anyone made happy when he insisted on "posi-TIVE-ly."

### *Mixed Words*

Be careful about confusing "excerpt" with "usurp." They are totally different in meaning, but often interchanged in speech.

Another pair is "appraised" and "apprised." Reach for the dictionary if you are not certain of their meanings.

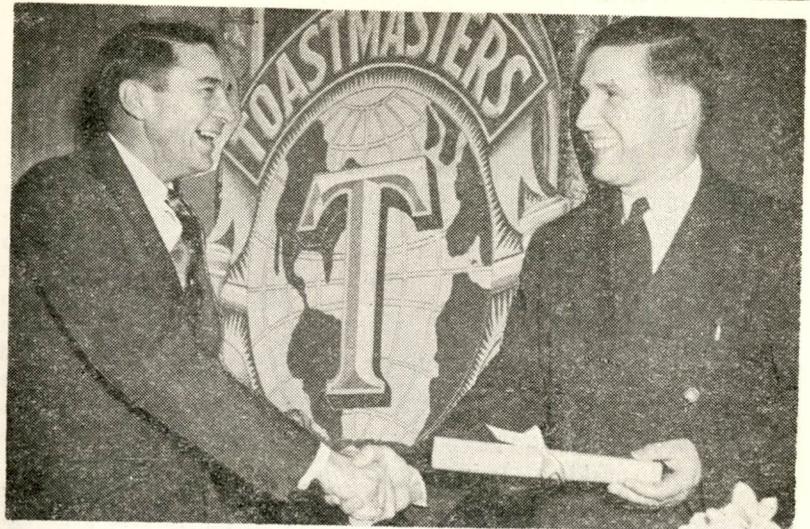
### *Persistent Pairs*

"Last but not least."

"Each and every one."

Your speech will be improved if you will make it a point never to use either of those pairs more than once a week.

Better check up on yourself on these and similar troublesome words. These are small matters, but correct speech is made up of small details.



The Ball-Band Toastmasters Club, composed entirely of employees of the Ball-Band Plant in Mishawaka, Indiana, received its charter at an exceptionally well planned meeting in the La Salle Hotel, South Bend. Harry Wheeler (left) Governor of District Eleven, presented the charter, which was accepted in behalf of the Club by President E. W. Mumma.



Members of the New Orleans Toastmasters Club were "snapped" while attending a recent weekly meeting in the St. Charles Hotel. Seated are: Joseph Gumbel, Vice-President; S. A. Grace, President, and Rudolph Garfunkel, Deputy Governor. Standing in the rear are James Soniat, John Boyd, Kaa Blue, Abe Jacobson, John Daly, Herbert Hiller, Dave Garretson, Lynne Covert, Al Cowan, Alonzo Ensenat and Ray Gordon. Toastmaster Charlie Sherwood, who took the photograph, was not fast enough on his feet to snap the shutter and also get into the picture.

## Don't Grunt . . . .

The Toastmasters Clubs in the past have eliminated millions of grunts and meaningless sounds. We have stood firmly against the "ah-s-s" and the "and-uhs" and all the other silly sounds that people make when they don't know what else to say.

Lately we appear to have grown careless about this bad habit. It is time to bear down on it once more.

The "grunt" habit is a habit—nothing more. It is a bad habit. It reflects carelessness in both thinking and speaking. It is evidence of faulty preparation and lack of forethought. In a Toastmasters Club it should be recognized as constituting almost an insult to the intelligence of the members.

Let's set ourselves to the elimination of grunts from our clubs.

Various devices have been used for this purpose. Perhaps the most definitely successful one is the small red light, operated independently of the timing light, which flashes on every time anyone in the club meeting emits an unnecessary "ah."

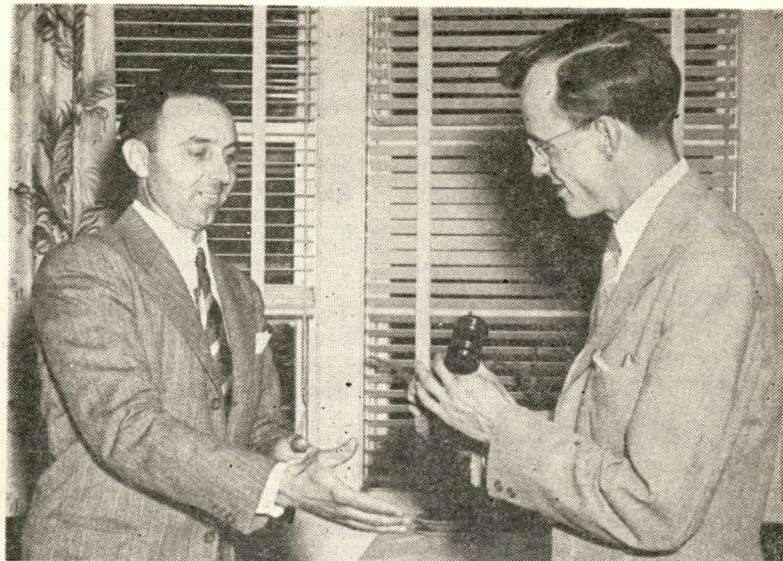
Set the signal light in the middle of the table, or in whatever place it will be most conspicuous and hard to overlook. Assign one man to operate it. He should be a careful observer, fair and impartial and dependable. Instruct him to flash the red light for each grunt. Give him an assistant who will keep the score. Each flash of the signal should be charged against the guilty man, and the score of grunts should be announced at the close of the program.

Don't limit the reminder to the speakers on the formal program. Let every man get the benefit, every time he grunts, from the start to the finish of the meeting. It will clear the atmosphere in a very short time.

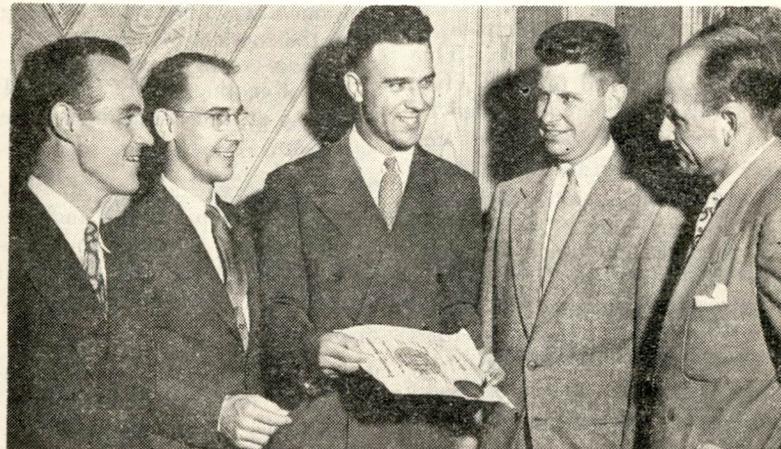
In the absence of the red flash, good results can be secured if the other members will groan in concert every time a grunt is heard. When a speaker says "ah-h," the congregation will respond with a chorus of "ah-h-s." It takes only a few treatments to cure the most hardened offender.

### WE HAVE MOVED

The Home Office of Toastmasters International has been moved from its location in the Pacific Building, Santa Ana, to new and more adequate rooms in the building formerly used as headquarters for the Army Air Forces Western Flying Training Command, located in the 1100 block on West Eighth Street, Santa Ana. This building has been released to the City by the Army, for use as a Community Center. In it are to be housed various service groups, such as Red Cross, Boy Scouts, Girl Scouts, etc., and space has been secured for our own headquarters, sufficient to provide for improved service to our members. During the moving period, there has been some delay in filling orders and handling correspondence, for which your indulgence is requested. The growth of our business requires four times the space which was sufficient five years ago.



The new Toastmasters Club of Richland, Washington, took advantage of the Seattle Convention to secure the presence of Ralph Smedley to present their charter on his way back to California from the Convention. The town of Richland, together with its Toastmasters Club, merits an article in this Magazine as a place of unusual interest. The club makes an auspicious start, with full roster and keen interest. In the picture, William Kirschner, President of Pasco Toastmasters, presents a gavel to Max Walton, President of the Richland Club.



Dayton Toastmasters are shown in the act of receiving their charter. In the picture, you will see Sergeant-at-Arms Albert Mallott; Herbert Stevens, Secretary; President James Wagner; Don Laird, of the Y. M. C. A., who presented the charter, and Vice-President Kelleher. The charter was to have been presented by District Governor Ed. Alexander, but he was unable to attend, and so Don Laird officiated in his place.

## For Better Education . . . .

The Educational Committee of a Toastmasters Club is created for definite purposes. It has clear responsibilities. Its work is essential to the welfare and advancement of the members.

Here is what the Educational Committee should be doing now: First, The Committee should be made up of three (not more than five) members who have had experience in the club and are willing to work. Second, The name of the Chairman should be placed on file at the Home Office. Material and information are there for him. As soon as he is appointed, he should mail a card or letter to the Home Office, giving his name and address and stating any special problems.

Third, The Educational Bureau provides a folder of samples of all the materials available. This folder is furnished to every club. It should be kept and guarded by the Educational Chairman, and passed on by him to his successor when appointed. The samples in the folder should be kept intact, and used for reference in selecting and ordering materials. Fourth, The Educational Committee should hold frequent meetings at the start of the fall season, to plan systematic and progressive training for the club members.

Here are the objectives:—

1. To help each new member make complete use of his Basic

Training. This means that a "coach" or "coaching committee" is appointed to work with each new member as he enters the club.

2. To help the older members to get advanced training in speech.
3. To encourage every member to complete his Basic Training Course and secure the certificate of completion.
4. To arrange with the Program Committee for frequent talks in the regular speech program on various phases of speech making.
5. To provide for systematic, balanced and progressive evaluation.
6. To introduce and use the Parliamentary Scripts for training in the conduct of meetings.
7. To offer the SPEECHCRAFT course at some time during the season.
8. To encourage and assist older members in preparing and presenting to outside audiences speeches on subjects on which they have authoritative information.
9. To make sure that every member of the club makes intelligent use of the various materials provided by the Educational Bureau.

Definite problems and difficul-

ties should be referred to the Educational Bureau for help. A letter addressed to The Educational Bureau of Toastmasters International, Santa Ana, California, giving specific questions, will receive careful attention and reply.

If every Chairman of a Club

Educational Committee will take time right now to check himself and his committee and his club on the points listed above, and then get to work, the Toastmasters season of 1946-47 will be the most productive in educational activity in our entire history.

## A New Deal In Evaluation . . . .

To promote better methods of speech evaluation in the Toastmasters Clubs, the Educational Bureau has developed plans for systematic and comprehensive criticism for the three months, October, November, December. Every Club is invited to make use of these methods and materials, to secure better balanced and more helpful evaluation of speeches.

*First*, it is proposed that five types of evaluation be used alternately, one type each evening, for five weeks, and then repeated again for the next five weeks. By this time it is expected that the evaluators will have gained so much experience and inspiration that they will wish to devise their own methods for the remaining meetings in the three months.

Forms and supplies for this work will be sent to every club, *on request*, without charge. These supplies will be sent *only on request*, for it is foolish to waste them where they will not be used.

The Educational Committee of the Club will write to Educational

Bureau, Toastmasters International, Santa Ana, California, asking for the "*Special 1946 Program of Evaluation*," and the Committee will then assume responsibility for making full use of the program in its own Club.

*Second*, Each Club is urged to undertake a systematic study of the progress made by its members. To this end, the Educational Bureau offers a special Evaluation Chart to be used in evaluating each member, not on one speech, but on his general grade of achievement as a speaker. This check-up should be made in October. In February, a second survey will be promoted, to give every member an idea of the rate and direction of his progress.

Forms and detailed instructions for this survey are available *on request* to any Toastmasters Club which will use them. Write to the Educational Bureau for the "*Special Evaluation Chart*," stating the number of members in your club.

## Convention Impressions . . .

From general correspondence, bulletins, newspapers and personal conversations come many reactions to the Seattle Convention. A few of these are presented here as reflecting the impression made upon those who attended.

### From the San Gabriel Sun

(This is quoted from an article by the Editor of the Sun, Toastmaster R. E. Lee Aldrich, whose vacation trip included attendance at the convention.)

"From Bellingham we drove back to Seattle to attend the Convention of Toastmasters International. The Convention itself was one of the most wonderful newspaper meetings the writer has ever attended, because of the fact that so much of the instruction and demonstration in proper public speaking applies also to newspaper writing."

(Editor's Note: It may be added that Toastmasters education applies to many other lines as well as newspaper work. Teachers, lawyers, bankers, farmers, mechanics and men of all kinds of work find that the training exactly fits their needs.)

### From Albany, Oregon

(Albert M. Epperly, member of Albany Toastmasters Club, sends a detailed analysis of the convention as he observed it, being an experienced convention attender, but having for the first time encountered a great gathering of Toastmasters. We quote from his letter:)

"Have attended many conventions, but never one like that one in Seattle—Hits a high note in achievement and reflects high character of men who attended—Inspirational lesson—Mature men with open minds, ready to be instructed, temper friendly and jovial, complete absence of boisterous hilarity and usually attendant rounds of imbibing—High grade men with definite purpose, coming long distances, convened for work, earnestly, studiously, quietly. There is no substitute for the personal contacts afforded by such a convention and the only regret is that more Toastmasters could not be there."

### More Education

(From one club, whose name is withheld to prevent embarrassment, comes a letter which opens thus:)

"Since attending the Convention, we have come to realize that our Educational Committee has not been doing its proper work. As a result, a new chairman has been appointed. Please send him the information which will enable him to do his duty."

### From Pasadena

(From the Weekly Bulletin of Pasadena Toastmasters, quoting their delegates:)

"About the Convention: Inspirational, educational, helpful in every way to Toastmasters."—J. Edmund Mayer.

"The way the educational program was put on was the best entertainment we had at the Convention."—George Ellis.

"The thrill of being entertained by a group of talented people. To see them all reach new heights in endeavor, both as hosts and as entertainers, gives me pleasant memories of my most enjoyable vacation."—Earl Brawley.

### From a Speech Contestant

(Wilbur M. Smith, of Zanesville, Ohio, whose speech on "Let's Talk About Speech" ranked high in the contest, writes:)

"It was a wonderful convention—a perfect one. Of the numerous conventions I have attended, this one surpassed them all. I hope an issue of The Toastmaster is devoted to the convention, for all Toastmasters should be made cognizant of International's greatest."

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District 14, Fred N. Slygh, 354 Nelson St., SW, Atlanta 2, Ga.  
District 15, Kenneth Robb, Baker, Oregon  
District 16, Gregg E. Dahlen, P. O. Box 1889, Tulsa, Okla.  
District 17, Albert Smith, c/o Great Falls Prod. Co., Great Falls, Mont.  
District 18, William Goldie, 122 Union St., Glasgow, C-2, Scotland  
District 19, Carlton P. Sias, Sr., 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.

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## *The Speaker Must Be Accurate*



The extemporaneous speaker must pronounce correctly at all times, and complete his sentences; for as in private, so will he pronounce in public. . . . The standard of pronunciation should be somewhat elastic. Although a speaker should not indulge himself in pronunciations that have not the support of some generally accepted modern authority, he should endeavor to speak so that his hearers will not be diverted from the reception of the idea to the pronunciation of the word. . . .

When the common pronunciation is plainly wrong, it would be advisable, in all cases where the emotions are to be stirred, to avoid the use of that word; but if used, it should be correctly pronounced, since the educated public speaker should regard himself as a conservator of the vernacular. . . . As there are more than a thousand words on the pronunciation of which high authorities differ, a speaker should not blindly follow any, but leisurely compare and decide.

—Dr. James M. Buckley, in “Extemporaneous Oratory.”

Within certain limits, usage has absolute authority in language. . . . For as the only use of language, outside of Talleyrandic diplomacy, is to express, and not to conceal our ideas, and as language which does not conform to the general usage of those to whom it is addressed cannot convey to them the full meaning of the speaker or of the writer, such language fails to fulfill the first, if not the only, condition of its being.

—Richard Grant White, in “Words and Their Uses.”

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