

THE TOASTMASTER



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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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The Toastmaster

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.



A CHALLENGE TO COMMUNITY LEADERSHIP

ERNEST C. DAVIS, PRESIDENT OF TOASTMASTERS INTERNATIONAL

As we set our sails to ply our course through this year, in a world torn asunder by godless men and ruthless killers, let us be mindful of the truth that men make homes, homes make families, families make communities, and communities design the patterns of posterity.

These communities, together with the National Defense Program, offer all Toastmasters their opportunity to prove the value of their training. It is here that men may rise to great heights, and become leaders. It is here that opportunity to serve abounds.

Toastmasters must accept and meet this challenge. This year commands our attention. It is right now — this year — when communities are praying for assistance and

leadership to guide them through a moral, spiritual and physical crisis that we must work.

Men, I plead with you to think, to act, to be big enough to accept the responsibility of leadership, to be strong enough to see it through.

This is my earnest appeal to our movement. Believe in Toastmasters as I do. Accept our opportunities and see them through to complete realization.

How I would love to stand before every Toastmasters Club in our organization and tell the men of the vast opportunities awaiting every one of us, just around the corner!

Let's make this year the greatest "service to our communities" year we have ever known.



—Photo by Trevor.

THE BOARD OF DIRECTORS OF TOASTMASTERS INTERNATIONAL,
ATTENDING THE SANTA CRUZ CONVENTION

Standing, left to right: A. J. Schrepfer, Director; John Jewett, Director; Lawrence A. Davis, Governor of District Three; O. T. Peterson, Director; Herbert E. Morey, Governor of District One; Malcolm Macurda, Governor of District Five. Seated: L. M. Woodward, Treasurer; R. M. Switzler, Director; Sheldon M. Hayden, Past President; Ernest C. Davis, President; R. C. Smedley, Founder-Secretary; Ted Blanding, Vice-President.

A DECADE OF PROGRESS

SHELDON M. HAYDEN, PAST-PRESIDENT OF TOASTMASTERS INTERNATIONAL

THE Tenth Annual Convention at Santa Cruz was a milestone that marked a decade of progress for Toastmasters International. Our theme, "Business and Community Leadership through Toastmasters Training" represented a broadening of our vision that will bring greater progress in the years to come.

It is always well to take inventory at the close of the year. Let us examine our organization and see

what the Decade of Progress has brought to all Toastmasters.

Our New Central Office

For eight years we have been dependent on the hospitality of others for much of our equipment and space. This year the office at 516 First National Bank Building, Santa Ana, California, was opened. The rooms we have are well equipped with mechanical facilities for improving our service to the clubs.

Our Founder, Ralph Smedley, now serves as our full-time secretary, with one full-time assistant for clerical help. Several of our members have cooperated with Ralph Smedley in setting up the latest in office procedure. Our service to clubs is being expanded. Full facilities are now on hand for Board and committee meetings. This office belongs to every Toastmaster. The welcome sign hangs on the door at all times.

Financial Condition

Your Board of Directors is happy to report that our organization is in excellent financial condition. This is backed by the statement of our auditor, C. E. Hawk of Santa Ana. The Auditing Committee has passed on Treasurer Woodward's books and the Auditor's report, and has reported that all is in excellent shape.

We have refined the accounting set-up and office procedure, so that our books now show more comprehensively the operation of Toastmasters International. With this data as a guide, many improvements in our structure will be made in the future. Credit for our improvement here must go to Treasurer Woodward and A. J. Schrepfer.

District and Area Affairs

Under the capable leadership of Ted Blanding, the District Committee has done much to improve district operation. The revised "Manual for District Officers" is much more complete. Agenda and schedules are now included for the

complete year's program. These were added by Harold Crane, Past Governor of District Number One.

Practically all districts have made progress in organization. There is a need, however, for educating newly elected District Governors in District organization and management. It is the hope that this need will be met with the new Manual and Convention Conference of District Officers.

Our Districts are the basis of our future growth and development. They must operate efficiently in Toastmasters International. Work done here is fundamental.

The Toastmaster and the Editorial Board

The Editorial Board has done outstanding work this year. They have given us a new modernized magazine. The size has been changed, a shift was made from one-column to two-column set-up, the contents have been departmentalized, and the yearly issues increased from four to six. Credit here must go to Jim Barnet, A. J. Schrepfer, Ralph Smedley, Ernest S. Wooster, Cletus J. Owens, and Leonard Woodward, for the many hours of effort given.

At the San Diego Convention the members instructed the Board of Directors to issue THE TOASTMASTER six times a year. The resulting increase in cost made it necessary to establish a subscription fee of 50c per year for members, and \$1.00 per year for non-members. Automatic subscription of members to the organization's publication is customary in other groups. A change in our By-Laws

to this effect was passed at the Santa Cruz Convention.

Our New Emblem

The first official emblem of our organization was a vertical gavel with a C on the handle. The gavel stood for "Toastmasters" and the C for "Club." In 1931 the emblem used up to the time of this convention was adopted. This year the word "Toastmaster" was substituted for "Oratores Onmes" and the large letter T for the original TM. The adoption of this new emblem by the convention gives us an improved insignia with greater meaning for all Toastmasters.

The Educational Bureau

Our decade of progress has brought the establishment of The Educational Bureau. *Tips to Toastmasters* present a guide to effective speaking for all Toastmasters. *Tips to New Toastmasters* are prepared to help the new member.

The library of electrical transcriptions, "The Take-Off and Climb—18 suggestions for Opening a Speech" is being used by over 50 clubs. These four 10-inch, double-faced recordings present 30 minutes of concentrated speech help. Suggested club activities, typing in with the recording, allow a full evening's program.

A development of the Educational Bureau this year was the production of 62 35mm slides showing the work of Toastmasters International. This first set is called "The Decade of Progress" and may be

used for District, Area, or Club meetings.

Many mimeographed educational aids are also available. These include suggestions on "Parliamentary Procedure," "The Modern Symposium or Open Forum," "The Panel Discussion," "Voice Gestures," "Hands Up," and "Program Provender."

Our educational material also includes the two works of our Founder, Ralph Smedley, *The Amateur Chairman* and *Speech Evaluation*. Both should be in the hands of every member.

The Club of the Year

Past-president Gordon R. Howard has done much to improve the quality of our clubs since starting his Club-of-the-Year award. Here is a measuring stick for clubs to judge their status. All clubs should enter the contest, to find their strong and weak points.

Congratulations go to the Angeles Mesa Club of Los Angeles for winning this year's award.

The Inter-Club Speech Contest

In 1937-38 under the administration of Past-president William Dunlap the inter-club speech contest had its inception. This year William Bryce as Chairman brought the contest to new heights. New improved methods of judging and tabulating are available. All clubs should make this a part of their club activities. John McInnis of District Four is to be complimented for being the winner at the Conventions finals,

New Charters

The growth of Toastmasters this year has been satisfactory. Thirty-six new charters have been granted. Our new clubs are strong because of the policy of our Board and Charter Committee in insisting upon high requirements for membership. This policy should be followed at all times for sound growth. Toastmasters International has now granted 206 charters.

Our Foreign Brothers

Our Canadian Clubs are carrying on as usual. Wherever possible they are cooperating in the defense program of their country. They are setting an excellent example for the rest of us in using their training for the good of their country in time of crisis.

Contact has been maintained with our clubs in Scotland and England. War conditions have made it necessary for these clubs to be inactive for the duration.

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Quiz Program for Clubs

Orange Toastmasters, Orange, California, introduced a novelty at a joint picnic of four clubs August 13 when a quiz program brought out the knowledge—and lack of it—of members. Prizes of groceries were given.

It's an idea that any club can use at any time, not only as entertainment but as a means of bringing information to members. Questions regarding duties of officers, of preparation of speeches, of the organiza-

We are assured, however, that interest is still alive there, and that they will be active again as soon as present conditions are terminated.

The Santa Cruz Convention

"Be a Gavelier—one who takes advantage of all that Toastmasters offers" was the challenge presented by Santa Cruz to attend the convention. Under the local chairmanship of Frank Beardsley and the program chairmanship of Ted Blanding, Toastmasters International had the best convention in its history. It brought to a climax all of the items in our inventory in our Decade of Progress.

Our new President, Ernest Davis, brings new leadership and inspiration as we start on another year of progress for Toastmasters International. Let us ask ourselves the question President Davis asked in his convention speech: "What kind of a Toastmasters Club would mine be if all members were just like me?"

tion of Toastmasters International, and especially of what points to make in interesting prospective members make good material.

Our Convention Photographer

Philip Sterling Trevor, of Highland Park Toastmasters Club, took numerous convention pictures, including himself on the piano in one exposure. We think they are pretty good too! Reprints may be secured from Philip S. Trevor, 5122 York Avenue, Los Angeles.

FOR BETTER LEADERSHIP

THE TENTH ANNUAL CONVENTION OF TOASTMASTERS INTERNATIONAL
SANTA CRUZ, CALIFORNIA, JULY 16 TO 20, 1941

"**B**USINESS and Community Leadership Through Toastmasters Training" was the theme chosen by the program committee for the Tenth Annual Convention. Its appeal was demonstrated by the 400 registrants, and by the unfailing interest and enthusiasm of the convention arrangements. The Program Committee, headed by Ted Blanding, produced an agenda which, for educational and inspirational value, has not been excelled. The committee on local arrangements, with Frank D. Beardsley of Santa Cruz as chairman, did not overlook a single detail in planning for the comfort, convenience and pleasure of their guests.

The real purpose of the convention is best expressed in the definite results obtained.

Resolutions Adopted

Resolutions of appreciation adopted included thanks to the Toastmasters and clubs of Area Four of District Four, to the California Rodeo Association, to the proprietors of the Begonia Gardens, and to the city officials, the Chamber of Commerce, the newspapers and hotels of the city of Santa Cruz.

Five enactments were approved bearing directly on the policy of our work for the coming year. These are:

1. Recommending that each district of Toastmasters International hold a district conference during the early fall, to convey to all the clubs the information and inspiration derived from the Convention, and to make effective plans for the work of the coming season.

2. Urging each Toastmasters Club to assist in conducting citizenship programs as a means of impressing upon new voters the seriousness and importance of the obligations and privileges of citizenship.

3. Advising Toastmasters Clubs situated at points where army, navy or marine forces are stationed to make available the benefits of Toastmasters training to the men in service.

4. Sending fraternal greetings to our brother Toastmasters in lands outside the United States, expressing our sincere sympathy, with the wish that they may very soon be so situated that they may resume their active work as Toastmasters.

5. Renewing our offer of service to the Government of the United States in this time of emergency. This resolution renewed a similar one adopted at the San Diego Convention in 1940; it instructed the Secretary of Toastmasters International to transmit to the President and the Congress of the United States our renewed offer of service.

Changes in By-Laws

Amendments to the By-Laws were presented by the Committee on By-Laws after careful study.

1. This amendment to Article IV, Section 1, changes the fiscal year of Toastmasters International so that it begins on July first.

2. Amending Article XI, Section 1, to provide for the revision of our emblem, so that the word "Toastmasters" takes the place of the Latin phrase, and so that the center is made up of the letter "T." The general appearance of the emblem is not greatly changed.

3. To provide for the circulation of the TOASTMASTER Magazine throughout our membership, and to comply with the postal regulations, Article XI, Section 3 was amended, to provide for the subscription fee of 50c per year concurrent with membership.

4. For the sake of uniformity in wording, the term "per capita tax" is to be used throughout the Constitution and By-Laws when reference is made to the obligation to Toastmasters International, while "dues" is to be used in referring to the obligations of members to their own clubs.

5. In order to enable the Board of Directors, whose members are widely scattered, to carry on efficiently, a new Section 5 was added to Article VIII, authorizing the creation of an Executive Committee to be elected by the Board, this committee to consist of five Directors who are so located that they can meet frequently to confer and advise as to the progress of the work.

Convention Preliminaries

The opening informal reception, held at the Palomar Hotel on Wednesday evening, was marked by its exceptionally large attendance with 183 delegates and visitors present.

On Thursday morning, a car caravan left the Santa Cruz Civic Auditorium with police escort for Salinas. A luncheon at the Santa Lucia Inn, Salinas, arranged by the Salinas Toastmasters Club, was presided over by Dr. Harry Schultz, president of the local chapter. Past President A. L. Wesells introduced Mayor Leach of Salinas, a charter member of the local club, who demonstrated the value of his Toastmasters training for leadership in his enlightening account of the nationally famous Salinas Rodeo which was to be seen in the afternoon.

From the luncheon, the entire company went to the Rodeo grounds for an exhibition of Wild West sports.

The Convention

The formal opening of the Convention was held in the Chinese Room of the Hotel Palomar at eight o'clock on Thursday evening. President Hayden called the meeting to order, and the program took the form of an open meeting of the Board of Directors, thus enabling all present to become acquainted with the workings of this part of the organization. A printed program for the Board meeting was distributed so that all present could follow the work and at the same time see how such a meeting is or-

ganized for effective operation. A sheet on correct parliamentary procedure was distributed at this and other sessions.

Following the roll call and reading of minutes, the reports of District Governors were presented, each speaker being limited to three minutes. This gave a general view of the growth and condition of our work.

Reports from officers and committees, including those of the Treasurer, the Secretary, the Editorial Board, the Inter-Club Speech Contest Committee, the Educational Bureau, the Club of the Year Committee, the Committee on District Affairs, the Convention Committee, the Committee on By-Laws, the Committee on Resolutions, the Committee on Nominations, the Vice-President, and the President were presented in record time.

The application of the new club at Pittsburg, California, for Charter 206 was approved, and the report was received of the completion of organization of the new District Number Nine, of Eastern Washington.

Discussion from the floor under the head of "The Good of the Order" indicated that the members had learned much from observing this exemplary session of the Board.

Friday Morning

Opening at nine o'clock with the salute to the flag, led by George Benson of Minneapolis, and singing led by George Byrne of Santa Cruz, the Convention got under way with the invocation by Toast-

master Albert C. Carter of Santa Cruz. City Attorney Francis Hall, acting in the absence of Mayor E. L. Rich, welcomed the Convention to Santa Cruz, and District Governor "Pete" Peterson spoke the welcome for the Fourth District. Vice-President R. M. Switzler, in behalf of the delegates assembled, responded to these words of welcome.

Past President Olin H. Price delivered the "Key-Note" speech, calling on all Toastmasters to help repel the "vocal" assault on our liberties being made by the enemies of the American way of life.

"Success Through Toastmasters"

Past President Paul H. Demaree presided over a symposium on this theme. The speeches were planned to cover the various phases of life as affected by our work.

The subjects and the speakers were as follows:

"In Business," by Albert Deasy, of the Mission Toastmasters Club of San Francisco. "In Professional Life," by P. M. Phinney, of Huntington Park Progressive Toastmasters. "In Social Life," by George W. Benson of Minneapolis. "In Community Life," by Ernest C. Davis, of Pendleton, Oregon.

Chairman Demaree summarized the discussion, pointing out that while Toastmasters is not a "service club" in the accepted sense of the term, it is fundamentally devoted to service through the improvement of its members in their various relationships.

"How to Get the Most Out of Your Club"

This discussion was conducted by Past President William A. Dunlap, and covered the six basic features in successful club operation. It included: "Program Planning," by Malcolm Macurda, Cactus Gavel Club, El Centro. "Handling the Meeting," by Harold T. Crane, Santa Monica Toastmasters Club. "Speech Preparation and Delivery," by Joseph P. Rinnert, Los Angeles Downtown Toastmasters Club. "Speech Evaluation," by Glenn R. Seavey, Santa Maria "Seminar" Toastmasters Club. "The Toastmaster Magazine," by James Barnet, Jewel City Toastmasters of Glendale. "The Educational Bureau," by Lawrence A. Davis, Ocotillo Toastmasters of Phoenix.

This program presented the materials and methods by which any Toastmasters Club may get the fullest value from its work. With the summary by Chairman Dunlap, the morning session came to its close.

"Toastmasters Keep Pace With Progress"

For the Friday afternoon session, Past President J. Clark Chamberlain presented a series of talks on modern methods and devices for improved work.

William Bryce discussed the handling of speech contests and the methods of selecting contest speakers, urging first, more careful selection of contestants to represent the

clubs, and second, the training of men through speech evaluation to serve competently as judges.

"Mastering the Mike" was presented by District Governor George H. Knowles, of Minneapolis, who drew upon his extensive experience in radio work for helpful suggestions for speakers both as to radio and as to addressing large audiences by means of loud-speaking apparatus.

The use of motion pictures as a means of speech evaluating and criticism was demonstrated by Arthur Eddy, of South Gate Toastmasters Club, by means of a picture made of his own club in operation. He offered assistance to any club desiring to put its members on record through this medium.

The Mirrophone, a new recording device developed by the Telephone Company, was explained and demonstrated by Donald Tiddy, of the Santa Cruz Toastmasters Club, who pointed out the importance of cultivating better speaking voices.

An amusing innovation was the humorous talk on "Complete Club Control" by M. A. Taylor, of the Southwest Toastmasters Club, of Los Angeles, who presented a mechanism cleverly designed to take care of any situation which might arise during a Toastmasters club program.

Hugh Gunnison, of the Pasadena Toastmasters Club, described "The Speech Clinic" conducted by his club to help a speaker improve through the cooperation of a committee of critics who give special attention to his needs.

The Speech Contest

The convention assembled for the Contest Dinner at the Civic auditorium. New clubs chartered during the past year were welcomed and given due recognition. President Hayden then introduced William Bryce, chairman of the Inter-Club Speech Contest Committee, who conducted the finals of the Contest. The contestants and their subjects were: District One, O. Wilbur Fix, "Let's Have Music"; District Two, Charles Tyson, "The Spirit of the Redwoods"; District Seven, Robert Nixon, "And, the Pursuit of Happiness"; District Four, John McInnis, "Who's to Blame?"; District Six, Orem Robbins, "It's the Set of the Sail"; District Three, Kenneth Anderson, "Not Men, but A Man."

For the impromptu speeches, the subjects selected by lot were as follows: John McInnis, "Patriotism"; Orem Robbins, "Traditions"; Robert Nixon, "Every Day Is Wonderful"; Charles Tyson, "Conscientious Objectors"; O. Wilbur Fix, "Modern Diets"; Kenneth Anderson, "The Line of Least Resistance."

The results had been tabulated and placed in the hands of the chairman within seven minutes after the conclusion of the speeches. The coveted Dunlap Trophy was presented by William A. Dunlap to John McInnis, of the San Francisco Downtown Toastmasters Club. In addition to the trophy, the winner was given a handsome cup, and each contestant received a small replica of this, bearing the in-

scription, "Contestant, Santa Cruz, 1941." The famous Garner Gavel was also presented by "Pete" Peterson, who reminded the recipient that this gavel had seen service in Senate of the United States.

Saturday Morning— The Business Session

A breakfast meeting of district officers, conducted by Director Ted Blanding, attracted a large number of members for instruction in handling district and area affairs.

The Convention session opened at 9:30 with President Hayden in the chair. The salute to the flag was led by W. J. Hamrick, of Westwood Village Toastmasters, and George Byrne directed community singing.

The report of the Credentials Committee was read by Dr. P. A. Foster, showing a total registration of 358 delegates and visitors.

Ralph R. Guthrie reported for the Nominating Committee, offering the following recommendations: For President, Ernest C. Davis; for Vice-President, Ted Blanding; for Treasurer, Leonard M. Woodward; for Directors for Two Year Term, O. T. Peterson, A. J. Schrepfer, John Jewett; for Directors for One Year Term, W. S. Randall, William LaMonte.

Chairman Guthrie explained that Mr. LaMonte would have to be replaced, as he found it impossible to serve on account of business obligations.

Chalmer Blair, of Portland, spoke supporting the nomination of Ernest Davis.

James Barry, of Albuquerque, nominated Robert M. Switzler for President. Paul Mekeal moved and Paul McHorney seconded, that nominations be closed and the vote taken. This was voted, resulting in the election of Ernest C. Davis, of Pendleton, Oregon, as President.

Malcolm Macurda spoke for the nomination of Ted Blanding for Vice-President.

Dr. Gordon Howard spoke for Leonard Woodward for Treasurer. In each case the election was by acclamation.

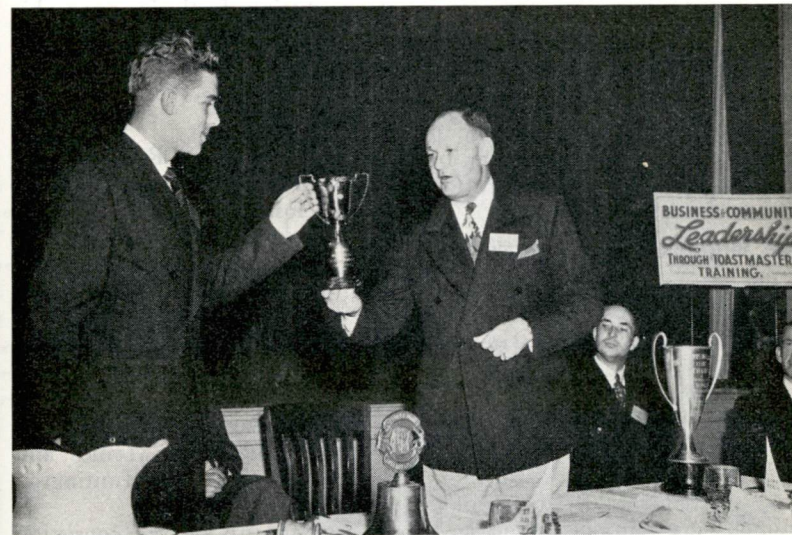
Further nominating speeches were made by Earl Lawton, of Santa Cruz, for O. T. Peterson; Paul Mekeal, of Los Angeles, for A. J. Schrepfer; Frank McCrillis,

of Seattle, for John Jewett, and these three men were elected Directors for the term of two years.

Lawrence A. Davis, of Phoenix, nominated W. S. Randall, and J. Clark Chamberlain, of San Diego, nominated R. M. Switzler, and the two men were elected Directors for the term of one year.

Following the election, Olin H. Price presented the five amendments to the Constitution and By-Laws, which were adopted.

Herbert E. Morey, Chairman of the Committee on Resolutions, proposed eleven resolutions, expressing our thanks to those who worked preparing for and entertaining the convention, and embodying matters of policy.



—Photo by Trevor.

John McInnis, of the San Francisco "Downtown" Toastmasters Club, was adjudged winner of the Inter-Club Speech Contest, and received the Dunlap Trophy at the hands of William A. Dunlap.

We Are Invited

Then came the forensic display which usually accompanies the invitations for the convention. James Barry promised us the welcoming interest of the whole state of New Mexico if we would hold our 1943 convention in Albuquerque. O. T. Peterson read the invitation in the absence of Mr. Barry. William Hobba spoke for the 1943 gathering to be held in Long Beach, with the cooperation of the clubs in the area assured. George Benson explained why we should meet in Minneapolis in 1942, or if not then, in a later year. Frank McCrillis produced proofs and evidence in considerable amount to support his call for the 1942 convention to be held in Seattle. The matter was referred to the Board of Directors for action.

The members went at once from the business session to the "Hi-Jinx" luncheon at the Palomar Hotel, where George B. White, of San Francisco, and O. T. Peterson, of San Jose, cooperated in presenting a program of fun.

"The Successful Club in Operation"

The afternoon session was dedicated to success in club operation. Past President Gordon R. Howard presided.

A. J. Schrepfer discussed "The Five Star Program," drawing a striking parallel between the club in operation and a successful business establishment. By means of a luminous diagram, he emphasized the five points of purpose, leadership, program, membership, and finance.

Ted Blanding, Director in charge of District and Area Affairs, gave a brief talk on the operation of the District. He then called to the platform a panel to assist him in demonstrating a typical Area Council meeting: Glenn Seavey, Ernest Wooster, R. J. Wichmann, Herbert E. Morey, Harold T. Crane, George W. Benson, Earl Coffin, and Albert Ballard participated. The group went through the process of discussing club and area problems, as a part of the machinery for successful club operation.

President Sheldon M. Hayden delivered his address on "A Decade of Progress," reviewing the work of Toastmasters from its beginning to the present. By use of the stereopticon, he illustrated the entire story, setting forth in a graphic manner our history. The slides and script will be available for use in districts and areas.

A Fitting Finish

The Trocadero Room of the Casa Del Ray Hotel was the scene of the closing session of the convention, the President's Dinner.

Dr. Gordon R. Howard, chairman of the committee on Club of the Year, presented the award for this year to the "Angeles Mesa" Toastmasters Club of Los Angeles, announcing honorable mention for San Pedro, Eagle Rock, Southwest of Los Angeles, Santa Monica, and Progressive Club of Huntington Park.

Convention awards, consisting of redwood plaques, were given by Frank Beardsley for the host clubs to representatives from Greens-

burg, Pa., Portland, Oregon, Minneapolis, Seattle Number 3, Tucson Sahuaro, San Diego, and Santa Monica. The prize for the delegate who traveled the greatest number of miles to attend the convention went to Wilfred S. McKeon, of Greensburg, and that for the best representation from the greatest distance was given to the Gopher Toastmasters of Minneapolis. The Sixth District, by reason of its large number of delegates, was permitted to retain the gavel award for another year.

The new officers were installed by Ralph C. Smedley, founder of the Toastmasters Club. Sheldon

Hayden gave to the new President, Ernest Davis, the President's Emblem, together with a large brief case, containing material and information needed by the President in conducting his work. In turn, President Davis presented to Past President Hayden the Past President's Emblem.

President Davis adjourned the meeting with the challenge, "Go back to your own community and be a better part of that community. Make service to the community the great objective in your club work for the year. Then you will have a better Toastmasters Club, and you will be better Toastmasters."

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"Complete Club Control" was humorously demonstrated by M. A. Taylor, of the "Southwest" Toastmasters Club of Los Angeles, by means of an elaborate mechanism designed to cover every contingency which can arise in a club meeting.



—L. A. Times Photo—Jack Haines, Art.

POINTED PARAGRAPHS

From the speeches presented before the Convention, the following extracts are presented.

HANDLING A TOASTMASTERS MEETING

HAROLD T. CRANE, PAST GOVERNOR OF DISTRICT ONE

TOASTMASTERS are peculiar, so far as ordinary club meetings go. We do not go outside to hire, beg or borrow the talent which makes up our programs. Almost every other organization depends upon outside talent, which does give variety, at least. Under such circumstances the conduct of the meeting is of secondary importance.

But the conduct of every Toastmasters meeting is important. Each meeting must be handled so that regardless of the merit of the talks, it will be interesting. The meeting should be conducted with dignity. It is disastrous to become too informal. The President must speak

MASTERING THE MIKE

GEORGE H. KNOWLES, PAST GOVERNOR OF DISTRICT SIX

FROM the age of Sanskrit to the present day, the art of public speaking has been recognized as the most effective method of influencing mass opinion. Through the medium of the microphone, that effectiveness has been multiplied a thousandfold. If the pen is mightier than the sword, the microphone is more powerful than the fleets of the seven seas.

As a result of our training in Toastmasters work we enjoy definite advantages over the man who cannot share our opportunities. It provides a background for radio work. We are already schooled in the fundamentals of speech. These fundamentals, with modifications,

and act his part, with authority and decision.

He is responsible for the entire meeting. Like the driver of a car he has to watch everything. If a visitor or a stranger comes in and no one welcomes him, the President must see that it is done. He must see that visitors are introduced and made welcome. He must plan for visiting officers of the Area, the District, or the International to be welcomed and seated at or near the head table. When he introduces such visitors, he must get the names and titles right. He must act the part of a perfect host.

The President is the responsible man. The welfare of the club depends on his handling.

serve as our sign posts in preparing radio manuscript.

Make use of the advantage of the impression of intimacy which radio achieves over all other forms of presenting the spoken message. Enter the home at a conversational level. Use the technique which arouses human curiosity. Be brief, but not abrupt. Be sincere, but not too sweet. Be humble.

When you are offered an opportunity to appear on a radio program, accept it. If you are to write the manuscript, so much the better. It is not many steps from a Toastmaster to a "Master of the Mike," and you will find the journey a pleasant one.

SUCCESS THROUGH TOASTMASTERS—IN PROFESSIONAL WORK

P. M. PHINNEY, HUNTINGTON PARK PROGRESSIVE CLUB

THERE are five native characteristics which every man must have in order to be attracted to Toastmasters. He must be alert, ambitious, magnanimous, dependable and congenial. These are the prerequisites for admission to membership.

Now, what does the professional man bring to Toastmasters? First, a thorough training in his profession. Second, the same ability which enabled him, as a student, to win his degree, will help him to use our methods. Third, because all colleges require some training in public speaking, he will bring at least a theoretical foundation for his experience in Toastmasters. Fourth, he should have a good vocabulary and a fair command of the language. Fifth, his high standing as a professional man makes him a de-

sirable addition to our membership. Finally, what does the professional man get out of our work? There is first of all the broadening of his highly specialized education. Then he must learn good sportsmanship. He will be surprised at his increased ability to think logically, organize constructively and in every way make his public contacts more effective. He will find himself trained for leadership, whether in his professional circles or in his wider relationships. He will develop poise and personality. Without poise, a man is lost when he meets others, and poise is one of the choice endowments of a faithful Toastmaster.

The professional man, ready for success because of his previous education, can more readily achieve that coveted goal through the training that Toastmasters gives him.

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THE SOCIAL VALUES OF SPEECH

GEORGE W. BENSON OF MINNEAPOLIS TOASTMASTERS

GYMNICS say that those who engage in social conversation are either the bores or the bored, and which you choose to be is a mere matter of selection. Ideal conversation is an exchange of thought, not an eloquent display of wit or oratory as is often felt before we are initiated into the mysteries of the art of conversation.

The Toastmasters Club is developing its members by building up their performance in speech situa-

tions of all kinds, social as well as business and professional. Thus, Toastmasters are growing in power to be worth listening to, and in beauty of expression. Those who apply the helps from the Toastmaster literature are growing in grace so that when they talk, like the maiden in the fairy story, from their lips fall the gold of increased business and professional capacity, along with promotion and the flowers of high social prestige.



—Photo by H. A. Kay.

The Editorial Board

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ROOM FOR IMPROVEMENT

The Annual William Dunlap Speech Contest, always the high spot of the Toastmasters International Convention, was no exception this year. Months of work on the part of the Contest Committee, as well as the contestants, were greatly in evidence. New rules in the matter of judging greatly simplified and facilitated the decisions of the judges. So rapidly were the results tabulated that the audience was relieved of any boring suspense, which has been unavoidable in the past.

Contest Chairman William Bryce will long be remembered for his masterful conduct of a meeting which, by its very nature, was charged with nervous suspense both on the part of speakers and audience. He kept a tight rein on the proceedings, earning grateful praise from the contestants and the high admiration of the audience.

There probably never has been a perfect method of judging a speech contest — one that satisfies everyone involved — judges, audience and speakers. In this instance each speaker had qualities in his speech that made the task a difficult one for the judges. Differences of opinion among the listeners indicate that we have yet to find the most satisfactory solu-

tion to the problem of making judging technique compatible with audience reaction in Toastmasters contests.

Continued research on the part of the Contest Committee, which has already done good work in simplifying these contests, is absolutely essential to the improved success of this annual convention feature. As the Toastmasters grow the spotlight of public attention will be more and more focussed on the choice of contest winners. Only by continued striving to perfect our method of choosing winners can we earn public approbation, which is essential to our success. The Committee appointed to handle this work has no easy task, but has proved by its past work that a solution is nearer.

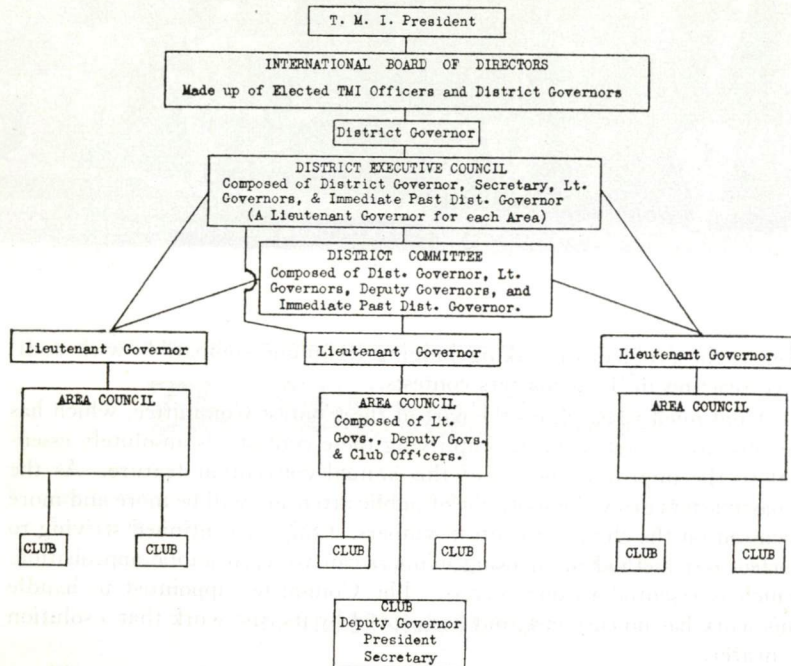
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"THE VICE PRESIDENT REQUESTS"

From the office of the Vice President of the United States comes a letter acknowledging receipt of a copy of our resolution adopted at Santa Cruz, offering our aid in the National Defense Program. "The Vice President is very well pleased with your communication. It is apparent that the members of the Toastmasters International can be very helpful during this emergency." Then follows the request that we communicate with Mayor La Guardia, of New York, and with Coordinator Paul V. McNutt, so that they may know of our readiness to serve. As developments show us the way in which to assist, Toastmasters will be found ready.

THE DISTRICT AT WORK

DISTRICT ORGANIZATION



With the exception of about twenty clubs, located at widely separated points, Toastmasters Clubs generally are parts of organized districts. The district and area organizations have been developed to make the individual clubs more efficient and of greater service to their members. The plan outlined in this chart has been tried out in actual operation, *and it works*. Every member should understand it and cooperate in it.

The Deputy Governor

The connection between club and area and district is provided in the club's Deputy Governor, preferably

a Past President, elected by the club, to act as a direct representative of his club in all area and district affairs. He works in close touch with the Lieutenant Governor of the Area and with the District Governor. He is the vital link between his club and Toastmasters International. He is a member of the club's Executive Committee, of the Area Council and of the District Committee.

The Lieutenant Governor

This officer is appointed by the District Governor, whose personal representative he is in the Area. He conducts the meetings of the Area Council for education and

training of officers and to plan inter-club activities. He supervises the speech contests in his territory and seeks to promote close fellowship between the clubs.

The District Governor

Elected by the clubs of the district, the Governor is the direct representative of Toastmasters International, and the leader and supervisor of the work of the various clubs. His enthusiasm and understanding of the work, transmitted to the chapters in his territory, can be the means of general advancement. He is an executive and an organizer.

The District Manual

Each District Governor has received copies of the District Manual which he is to hand to his Lieutenants so that all may be informed. These Manuals are available for Deputy Governors of Clubs who may wish to understand the whole plan. A copy may be obtained by writing to our Home Office in Santa Ana, California.

Immediate Duties

One of the first obligations of the district and area officers is that of training the club officers for work. Most of our clubs elect new officers in September, who take office the first of October. Every newly elected officer may look to the Lieutenant Governor of his Area for training in the duties of his office. During the later part of September and the early part of October, there should be an Area Council meeting in every Area for the instruction of club officers and the laying out of plans for the season.

The District Governor maintains contact with the Lieutenants to make sure that each one of them understands his duties, and the Lieutenant keeps in close relationship with the club officers for the same purpose. If any Deputy Governor fails to hear from his Lieutenant, he is urged to ask for help. The success of the plan depends on the effective working of every part. When it works, it brings results.

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Educational Bulletins

Copies of the mimeographed bulletins distributed at the convention to help the delegates follow the proceedings more closely are available for use by the clubs. These bulletins are:

1. How to Conduct a Panel Discussion.
2. How to Conduct a Forum or Open Discussion.
3. "Seeing Is Believing," or how to use Motion Pictures in Criticism.

4. Correct Parliamentary Procedure.

These can be used by any club seeking program variety.

Evaluation in the Islands

From Hawaii Chapter Number One, of Hilo, comes this suggestion on criticism. The Toastmaster prepared a list of "topic sentences" from our book on "Speech Evaluation," which were distributed for impromptu discussion by the members. Secretary Paul Baldwin reports both "fun and profit" for the members.

THE FIGHT FOR FREEDOM

From the "keynote" speech given at the Convention by Past President Olin H. Price.

FREEDOM is no longer a gift. No longer are we in America to inherit the blessings of what we call American Liberty, for if we are to maintain it, we must fight for it.

Our fathers founded the right for free government on a new continent. They struggled through weary years of combat. They strove through the years to build this new society, and never during that weary time was the question of personal liberty questioned. Our fathers believed that the economic, judicial and financial strength of our land had to be built around the freedom of the individual.

When we entered the first World War we opened ourselves to the "isms" of Europe. You know the subtle way in which propaganda has been passed around in this country. The attack on us has been vocal. It has come by word of mouth.

Just as the assault is vocal, so is our first line of defense vocal. The

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For Better Evaluation

Glenn R. Seavey, of Santa Maria Toastmasters, mentions an unusual method of evaluation used by his club, in which the critic precedes the speaker. The form is something like this: "From past experience," says the critic, "we expect Mr. in his speech, which we are about to hear, to" listing the faults and good points of the speaker as demonstrated in previous

Toastmasters Clubs are the ones to lay the foundation, the basis on which to establish the line of American defense.

Our organization is made up of men who are intelligent, and eager to serve their fellow men. In our work we train them to develop personality and we give them the opportunity for leadership. We accept men from all walks of life, men of high type, men who are strong, men who think, men who speak frankly and judge tolerantly.

We have pledged our support to the nation in defense of the right to free speech, but that is not enough. We must use our opportunity to carry on the work of oral defense, because that is the first line of our protection.

We are prepared to meet the vocal assaults of our enemies. This is our challenge. I call on you to accept it, and to carry on the eternal glory of freedom in Christian America.

attempts. Having these items brought before him so vividly just before he takes the floor, the speaker is likely to correct faults which he may have forgotten. As an example, one man who had failed to manifest any enthusiasm or to use gestures in previous speeches broke loose and pounded the table after his "pre-speech" critic had announced that the speech would probably be given in a monotone, without gestures or vocal variety.

SPEECH PREPARATION AND DELIVERY

BY JOSEPH P. RINNERT

MR. TOASTMASTER, Fellow Toastmasters:

I welcome this opportunity to discuss with you the subject "Speech Preparation and Delivery," because I sincerely believe that in our Toastmasters clubs the criticisms on speech preparation and delivery are frequently misdirected. We place entirely too much emphasis on elocutionary rules. Ninety per cent of our criticisms and suggestions are devoted to the mechanics of delivery.

We Toastmasters are fond of telling each other that the battle is half won if we can find a startling introduction and a powerful conclusion, since those are the only parts of a speech the audience will remember anyway. I do not quarrel with that general rule, but it is not the fundamental rule of proper speech preparation. That rule is: never make a speech unless you have a message to deliver—a message which you sincerely believe. *Follow that rule.* You will then give a speech that will instruct, arouse or entertain your audience.

Your adherence to the principle that you will speak only when you have something worthwhile to say does not mean that you must never accept an *assignment* to speak on a subject with which you are not familiar. It does mean that you must never *speak* on a subject respecting which you are not informed.

Your first duty, upon accepting an invitation to speak, is to acquire

an absolute mastery of your subject—not merely before you start to speak, but before you start to formulate the speech.

But mastery of the subject is not enough. You must believe in the message you want to deliver. Your heart, as well as your head, must be filled with it. Two thousand years ago Marc Antony convinced and aroused an indifferent crowd of Roman citizens because he was absolutely convinced that a great wrong had been done.

Daniel Webster was a brilliant speaker, but he knew also the value of emotion. Webster's greatest speech was his argument in the Dartmouth College case. There the very life of an institution he loved was being threatened. His heart was in the fight and he prepared and delivered an argument which ranks among the world's greatest orations.

For more than two years before he wrote and delivered the Gettysburg address, President Lincoln had lived the facts that men had died and were dying, "that that nation might live" and that he and his listeners must "highly resolve that these dead shall not have died in vain" and that "this nation, under God, shall have a new birth of freedom."

Having acquired a mastery of your subject and having satisfied yourself of your belief and your sincerity, are you ready to make your speech? No! Your next task

is to determine how much time has been allotted and how many points you can cover adequately in that time. If you have time for only two points, limit yourself to two points. If you have time for three or four points, select the three or four which are the strongest.

After you have selected the main thoughts which comprise your message, you are ready to draft the outline of the speech. No sub-point belongs in the outline which does not relate to the specific purpose of the speech. Filling in the outline will present no real problem. Words are easier to find than thoughts, and the words must transmit, not conceal or be a substitute for, thoughts. Do not use five words if one will do as well. Do not use a four-syllable word if a two-syllable word will convey the same meaning. Remember, also, that in selecting your words you must have in mind the nature of your audience—its size, average age, whether it is a mixed group, its probable intelligence and education, the economic status, religious and social views and the vocations and avocations of the members.

After you have outlined your speech and have filled in the words, you are ready for the third phase of your job, that of practicing delivery. A good trial lawyer, in preparing an argument to the jury or to the court, spends days in preparation for every hour in the courtroom. A great actor spends months rehearsing the lines he will take minutes to deliver. Your own self-esteem will compel you to rehearse

your speech dozens of times. If you can persuade anyone to listen to you, practice it before him. If no one will listen, deliver it to your own reflection in the mirror. Practice and practice until you know exactly how it will sound and know also that you have eliminated every mannerism which might detract from your single task of putting your message across.

Finally, when the curtain goes up for your speech, you must concentrate upon your audience and your message. If you will put your heart into it the words will come, and so will the voice variations, the pauses, the flashing eyes, the gestures, the contact which you must have with the minds in front of you. Then your manner will be natural and not superficial or insincere. If you will let yourself go as you stand to speak, it will follow as the night follows the day that you and not the audience will be the master of the situation.

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For the Ladies

Entertainment for the ladies who attended the Convention was handled in the most approved manner by Frank Gray, Chairman of the special committee, who was assisted by Mrs. Gray and four other Santa Cruz ladies in planning delightful events. The luncheon at Brookdale Lodge, the excursion through the Big Trees, and the visit to the Begonia Gardens were experiences never to be forgotten. Best of all, there was time reserved for visiting and resting. Men and women joined in thanks for the good times.

ORGANIZING FOR BETTER WORK

EVIDENCING the keen interest in organization work was the attendance at Vice-President Ted Blanding's breakfast for District Governors on Saturday morning at 7:45, when 45 delegates, deputies, lieutenant governors and past and present district governors were present.

Harold Crane, retiring Governor of District One, outlined the procedure successfully followed in that district. Charts and outlines were distributed to those present illustrating the system.

President-Elect Ernest Davis strongly recommended that all districts use this program, so successfully demonstrated in the First District. Past President Ralph R. Guthrie reported that Arizona clubs have begun to profit directly from the explanation of the plan given by Blanding and Hayden in a recent visit to that state. George Knowles, retiring Governor of District Six, explained that the scattered clubs in his district had made it impractical as yet to establish areas, but that steps are being taken. He spoke of the high standing of the Toastmasters work in the Gopher State.

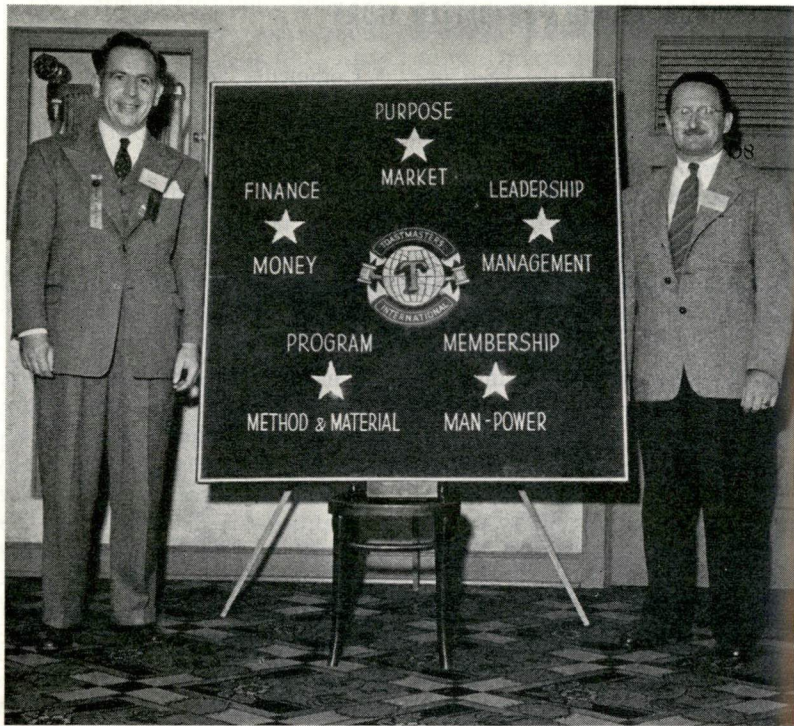
Glenn Seavey, of Santa Maria, outlined plans by which it is hoped that a new district may be created in the northern portion of District One, area status being retained pending the outcome of the experiment.

Comments and questions were offered by Herbert Morey, newly elected Governor of District One, George B. White, of San Francisco, Chalmer Blair, of Portland, Oregon, newly elected Governor of District Seven, Malcolm Macurda, Governor of District Five, O. T. Peterson, retiring Governor of District Four, and others.

Chairman Blanding, who served as Governor of District One before being elected to the Board of Directors, and who has been actively concerned for years with district work, urged that definite use be made of the District Manual. He recommended that when a Lieutenant Governor visits a club, a meeting of the Executive Committee be called following the close of the program, so that the officers and interested members may discuss with the visiting official matters of importance to the club.

Sunday Breakfast

A second breakfast meeting for district officers was held Sunday morning, when plans were discussed in detail for the strengthening of district organization. Chairman Ted Blanding, warmly seconded by President Ernest Davis, urged that every district officer take steps to create the most efficient machinery for administration and education in the local clubs, through district and area meetings for study and conference.



—Photo by Trevor.

THE FIVE STAR PROGRAM

A. J. SCHREFFER, PROGRESSIVE TOASTMASTERS CLUB OF HUNTINGTON PARK
(Speech at Santa Cruz Convention, Toastmasters International, July 19, 1941)

SINCE the first session our Convention program has been filled with the business of Toastmasters. Our theme strikes the note of "Business Leadership Through Toastmasters Training." What's more fitting, at this closing session, than our looking at *Toastmasters* — as a business?

Toastmasters is a business, and we're all in it. It's our business. We're owners and employees; some of us are executives. Since many of

the delegates are officers (of Clubs, Areas and Districts), we'll think and talk from the viewpoint of men who are in charge of a business.

Let's consider what would happen in organizing and carrying on a business with a force of 24 men. That's about the average size of our Toastmasters Clubs. Not a small outfit. First, we'd do a lot of planning. We'd put in our time, effort and money only after we had a definite idea of what we wanted

to accomplish. And our success would depend upon how well we mastered the M's.

The M's are a business formula by which we'd determine what we were to do—and why and how. The M's would be our guide, our yardstick for measuring effectiveness.

In Business

Market

Is the first M. Sounds backward? Not at all! It's just common sense to find out beforehand whether somebody may be willing to buy our product after it's made available. An *idea* may be a "honey" to its originator; but it's a *business transaction* only when somebody else thinks so too, and having bought and paid, finds it worth the price. People buy, not the product for itself; but the utility or benefit they get from it.

Before we started, we'd make a survey to see who could use our product. How much of it? How often? At what price? Next, where these customers-to-be were located? If none now, could we develop them? As businessmen we'd acquire a factory, install machinery, hire men and start operating only after we were reasonably sure there was going to be an outlet for production. Market — the "last step" — is actually the starting point, the end that justifies the beginning.

Management

Is the second M. A business doesn't run itself. It takes capable direction, to get anywhere. There must be some individual who heads

the enterprise; but he doesn't do everything himself. He gets able subordinates; gives them responsibilities and holds them accountable for results. The head man's primary job is to get the best possible accomplishment out of his co-workers. As John D. Rockefeller, Sr., said: "Good management consists in showing *average* people how to do the work of *superior* people."

Business hires the ablest talent for management. No incompetent is placed at the top. We'd look for experience; a man of good judgment, vision, enthusiasm, perseverance, courage in the face of disappointment as well as success.

If the first two M's (Market and Management) are right, the other M's can be provided by good management. If management is weak, the strength of the others won't overcome the handicap. We'd want our business to be well-managed.

Management is coordination of the efforts of others. Its first and last concern is "profitable results." It has to know how to deal with people. Which brings us to the third M.

Man-Power

The backbone of any successful business is a loyal, able and contented staff. That's what we'd want ours to be. Before hiring, we'd decide what type of manpower we needed; and we'd find out if each applicant had proper qualifications. We'd want to know more about a man than his willingness to be one of us.

Every man hired would have a definite assignment, a specific job

to do. He'd be instructed exactly as to how it was to be done. If he were a learner, there'd be a training program, to fit him into our way of doing things quickly and congenially. And we'd expect him to "produce — or else," because business has no room for idlers.

Turnover is costly. We'd try to keep the old-timers wherever possible; yet there'd be young men coming along, to be ready for promotion. Old or new, our manpower would be high calibre.

Method-Material

For best results, management uses the best operating methods and finest obtainable material. These aren't found by luck or accident. They have to be developed by investigation, study and research. Besides checking and testing as we went along, when our product was ready we'd analyze it again to find its good or weak points.

Even though our business were small, we'd find high quality standards important. We'd try to meet them rigidly. There'd be no let-down, if our business were to succeed over the long term.

Money

Coming last doesn't mean that money is least important or easiest to get. It can be provided, if the four preceding M's are right. It probably won't be, if they aren't. Besides having Market, Management, Man-power, and Method-Material under control, to make our business succeed we'd need Money.

"Shoestring financing" sustains no business for long. We'd plan

our financial setup with great care. We'd make up a budget; try to foresee our costs, the income we could expect, how we'd meet our obligations; and how much would be left over for future reserves and emergencies. A good credit standing is one thing we'd always want to maintain.

All of these factors apply to a business of our size. The M's are common-sense principles that have been time-tested. The business that heeds and masters them has a good start toward success. The business that slights them, has two strikes on it.

In Toastmasters

Now let's see how this business of Toastmasters stacks up against the M's. We have a formula of our own — Purpose, Leadership, Membership, Program and Finance. President Sheldon Hayden calls it "The Five Star Program." It was detailed in the February, 1941, issue of THE TOASTMASTER. We're going to take the "Five Star" essentials and match them against the M's, to see how Toastmasters measures up to business standards of effectiveness.

Purpose

Toastmasters has not one, but several purposes. They're printed on the back cover of each issue of THE TOASTMASTER. We seek to build personality, develop leadership, and create general usefulness through practice and development of ability in speech. With such worthwhile purpose, our Founder Ralph Smedley knew there'd be a *market*.

He was right! We, here, and the thousands of other Toastmasters are that market; and there's a potential market many times that already existing. We all have a stake in that market. Our job is to broaden it. Here's how:

Assuming our own Clubs are full-strength, most Clubs could (without straining) sponsor another Toastmasters Club during the coming year. Even small communities could support a second Club. In larger cities there's room for several Clubs. Minneapolis has set a fine example. The market is ready. Are we?

Leadership

Leadership is management. Are our Club officers capable? The ablest talent available? Do they work resultfully and in harmony? Is the Club President chosen for his ability — or to be honored?

As in business, leadership makes or breaks a Club. Sheldon Hayden says: "All outstanding Clubs have outstanding leaders." Continuity of good leadership is the thing we need, always. Let no man be elected to office (in Club, Area or District) unless he will do as well as the man before him. Preferably, he should do better. Make it clear to him that anything less than "better" won't be acceptable.

Membership

Good leadership needs to be backed up with good membership. Loyalty to the Club, willingness to do the job assigned, satisfaction in doing it, and pride in belonging — these are the marks of the good Toastmasters member. There'll be

some laggards, of course; but in Toastmasters, as in business, there's no room for idlers. The Club, as the sum total of its members, has no added strength when weak members are carried along and coddled. The Club's success depends upon each man's "producing — or else."

Before accepting an applicant, check up on him. Keep him on the waiting list, even though there may be a vacancy. If he's the right man he'll be the more anxious to join because membership isn't easy to get. If he gives up, the Club is ahead in the long run. Turnover is costly, it's unproductive. Tightening up on applicants is one way of cutting down on turnover.

Program

Program, to us, means method and material. Are we using the best method of carrying out Club objectives? Taking fullest advantage of the educational and training material provided by Toastmasters International?

Too, "program" is our product. Are our Club programs interesting? Varied? Worthy of the Club and the organization? Are our own members "sold," and do prospective members find our product appeals?

Do we analyze our product impartially and constructively? Make real effort to maintain high performance standards? Most of all — do our members understand the usefulness to them of Toastmasters training? Are they getting the idea of our Convention theme: "Business and Community Leadership

Pinon Nuts and Cider

Watsonville apple cider, pride of the Pajaro Valley, pinon nuts from Albuquerque, provided by delegate James Barry, and salt water taffy from Long Beach, distributed by lightly clad "bathing beauties," were welcome refreshment. Advertising material from cities inviting our convention to meet with them was enough to create a paper shortage.

Free, Too!

Oranges from Santa Ana, birthplace of the Toastmasters movement, were in evidence throughout the convention, provided by the Santa Ana Chamber of Commerce. At the Rodeo, boxes of oranges were presented in behalf of Santa Ana to President Sheldon Hayden, and to Ernest Davis, of the Pendleton Rodeo, presentations being made by the "outdoor" girls from Orange County, with photographers on hand to catch the incident.

For Better English

Many thousands of words were spoken during the Convention, and the percentage of error was very low. It was noticeable that most of the mistakes in grammar and in diction resulted from carelessness and haste, rather than from ignorance of correct forms. This emphasizes the importance of cultivating habits of correct speech at all times, even in the most ordinary conversation. Our use of language, as demonstrated in the speeches and discussions, is far above the average, but still is susceptible to improvement.

Courageous?

Three honeymoon couples were in attendance. Minneapolis provided two of them, Lieutenant and Mrs. Orem Robbins, and Mr. and Mrs. William Brandow, all of the "Gopher" Club. Hoyt Curtis, Deputy Governor of the Arcadia Toastmasters, was the other Toastmaster who had the privilege of introducing his bride. Orem Robbins, Minnesota's representative in the Inter-Club Speech Contest, is now stationed at Fort MacArthur, where he is Lieutenant in the Coast Artillery.

One-Man Delegation

The Chamber of Commerce of Greensburg, Pennsylvania, should subsidize Wilfred McKeon, who represented the Greensburg Toastmasters, and who was prominently seen and heard in all sessions of the Convention.

We'll Be There

Frank McCrillis, able exponent of the "evergreen playground of the Great Northwest," is a newspaper man, connected with the Seattle Times. He and Mrs. McCrillis introduced "Henrietta," the totem pole, to reinforce the invitation for the next convention.

Picturesque People

Ted Blanding and Pete Peterson were properly dressed for the Rodeo in Hollywood's best conception of Wild West styles. Neither one offered to mount a horse, or even a steer.



—Photo by Trevor.

Left to right: Paul F. Michels, Deputy Governor; Dr. Gordon R. Howard, Chairman of the Club-of-the-Year Committee; Edward Sumner, President; Dr. P. A. Foster, Dr. Clifford Burwell.

CLUB-OF-THE-YEAR

Club-of-the-Year Award to Angeles Mesa, No. 50, of Los Angeles. Honorable Mention to: Huntington Park Progressive Club No. 18, Santa Monica Club No. 21, Southwest Toastmasters of Los Angeles No. 44, Eagle Rock Club No. 109, San Pedro Club No. 111.

The Club-of-the-Year contest for the new year starts September 1st. Every Club is urged to secure the entry blanks and to make an effort to qualify, for the purpose of the contest is to help build better Clubs. Write for particulars to Dr. Gordon R. Howard, 3906 Gage Avenue, Bell, California.

The value of the Club-of-the-Year contest to entrants is not in the winning, but in the effort. The contest is based on such points as attendance, collection of dues, keeping the membership up, service rendered in promoting of civic affairs, number of visitors, exchange of speakers, visits made to other clubs, social activities of the club, publicity received, and similar points. Different values are given to the different points. The club which enters seriously into the contest will win—perhaps not the cup given by former president Dr. Gordon R. Howard, but in the improvement made in the club and the greater value members get out of it.

THE CLUB AT WORK

PLANS for the fall work are now being made by every efficient Toastmasters Club. During August, the Executive Committee of each club meets to lay out plans for at least two months ahead.

The roster of members must be checked, the committees lined up for renewed activity, and programs planned to give balance to the club procedure.

A carefully planned program is vital to the welfare of a Toastmasters Club.

Special Events

Old-Timers' Meeting should be featured late in September by all older clubs. Bring in former members who have dropped out. Give them a place in the program. Bring them up to date on progress.

Founders' Week. The week beginning October 20 should be observed by every club, to give the members and the public better understanding of the origin and purposes of our organization. Special helps may be secured from our Home Office for planning this program.

September Meetings. Plan for at least one program of assigned topics, and one in which special attention is given to the educational service of the Toastmasters Club. Carefully instruct and induct all new members.

For October. In addition to the special observance of Founders' Week, plan a panel discussion for one evening. Write to the Home

Office for instructions on how to conduct a panel.

Devote an evening to football and other outdoor sports.

Give place to appeals and discussions on how we may serve the nation in the present emergency.

Use the first of the scripts on Parliamentary Procedure provided by the Educational Bureau. Write the Home Office for copies.

A Good Program Plan

Study this well-planned program which was recently used by the "Sunshine" Toastmasters Club of Yuma, Arizona:

Presiding Officer — Vice President
Wilton Woods.

Topic Master — Frank Cooper.

Subjects:

1. Why I Am Proud to Be An American.
2. Should Conscriptees Be Retained Longer Than One Year?

Toastmaster — Ralph Brandt.

Speakers:

George Wilson — Is America Partially to Blame for the War?

Marvin Smith — Country Revivals and Salesmanship.

Leonard Jones — Our Relations With Latin America.

Doyle Peterson — National Defense.

Frank Cooper — Extemporaneous. Resolved: That a fish is, or is not, color blind.

General Critic — Gordon Manly.

Ind. Critics — Paul Lipscomp, Joe Lewis, Wayne Miles, Felix Milstead.

Time Keeper — George Tank.

Grammarians — Robert Frith.

Ah Recorder — Frank Hobart.

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TOASTMASTERS INTERNATIONAL Santa Ana, California

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.