

THE TOASTMASTER

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How to Organize a Speech.

How to Make Your Words Say What
You Mean.

How to Make a Good Club Better.

How to Publicize Your Club.

How the Districts and Clubs are Working.

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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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Organizing the Speech

The chief trouble with many speeches is that they lack order. A speaker may ramble and get off the track if he is not organized. In a frequently quoted passage, Socrates insists that "Every discourse ought to be a living person, having a body of its own, and head and feet; there should be a middle and a beginning and an end, adapted to one another, and to the whole."

Basic Training, P. 18

THE outline is to a speech as the skeleton is to the body, or as the framework to the house. It is something to build upon, to clothe. It gives shape and stability.

The best speech material can be spoiled by poor planning. A good system of organization is an essential tool for the speaker. But even this important tool will not do much good unless it is used.

There are many methods for organizing and outlining a speech. The important thing is to select a way that suits one, and *then use it*.

The General Plan

Every speech consists of three fundamentals.

First, there is the opening, planned to attract attention, arouse interest, and suggest the theme of the speech.

Second, there is the body, or argument, which carries the thought through from the attrac-

tive opening to the closing appeal.

Third, there is the finish.

Refer to the September issue of THE TOASTMASTER for detailed discussion of the opening and closing of a speech. For the present, we are concerned with building a framework for the body.

For Example

Suppose you are assigned the subject, "The Woman as Citizen." How will you go about making your outline?

First, you will decide your own attitude. Let us say that you are going to discuss the obligations and responsibilities of women as voters and full-fledged citizens, with an attitude of approval for feminine participation in civic affairs. This means that you are going to lead up to an appeal for women to take their places as citizens, or to men to welcome the women into political matters. That

determines your conclusion, and the general trend of your talk.

Get a good starting sentence, such as, "Woman's place is in the home, but . . ." Build up a good opening paragraph.

Now comes the argument.

1. There are places for women outside the home, such as

- (a)
- (b)
- (c)
- (d)

You will list such of these places as you wish to discuss, such as, in community work, in the church, in cooperation with the schools, in club work, and the like.

2. But, one of the most important places for woman is in the discharge of her obligations as a citizen. These obligations include

- (a)
- (b)
- (c)
- (d)

You will list the various duties of citizenship, such as service on the jury, voting, campaigning, leadership in civic affairs, etc.

3. Conclusion: Having justified woman's place outside the home, you are now ready to make your appeal. You may call attention to the influence of women which has been felt in public affairs since she obtained suffrage. Her influence must be still further felt, as a helpful, uplifting, purifying, or other kind of force. The final appeal will be for whatever action is in line with your purpose.

This is a good form of simple outline to use on almost any subject of argumentative nature. If the outline is made clearly and with proper brevity, it can be used as the notes from which to speak, if you need to use notes.

The Community Spirit

I am of the opinion that my life belongs to the whole community, and as long as I live, it is my privilege to do for it whatsoever I can. I want to be thoroughly used up when I die, for the harder I work, the more I live. I rejoice in life for its own sake.

Life is no "brief candle" for me. It is a sort of splendid torch which I have got hold of for a moment, and I want to make it burn as brightly as possible before handing it on to the future generations.

—George Bernard Shaw.

Further Forms Suggested

Refer to your copy of *Basic Training* for several good suggestions on outlining.

On page 11 there are some ideas on the simplest forms of organization. On page 17 you will discover an outline and formula which you can use. The information on speech organization given on pages 29 and 30 should be well studied and used by every Toastmaster. The "stair step" diagram, combined with the "motivated sequence" of Dr. Alan H. Monroe, provides one of the best frameworks yet offered. A speech built on this outline can hardly go wrong as to logic and appeal.

For a very easy method of preparation, look at page 28 of *Basic Training*, under the heading, "A Simple Plan for Speech Preparation."

Choose Your Method

From all these suggestions, or from your own thinking, choose your method of outlining, and then use it.

The lazy speaker's way is to get an idea and then depend on the inspiration of the occasion for presenting it. The effective speaker plans, gathers material, selects, arranges, and outlines. You can classify yourself as a speaker by honestly studying your own methods of speech preparation.

A Speech Answers Questions

TRY planning your next speech by asking and arranging questions about your subject. Make it easy for yourself by selecting some subject with which you are familiar, so that you know what questions to ask.

Start out by asking: "What do I really know about this?" Make notes of your answer.

Then ask: "What is unusual or striking about this subject, or about my knowledge of it?" Again make notes of the answers.

Next, with your notes before you, ask: "What would my audience like to know? What items listed in my notes are of special interest?"

Now you are ready to prepare your plan for the speech.

For Example

Suppose you are to speak on "One Copper Cent."

Start asking a lot of questions. What is it? What will it buy? What is inscribed on it? What is it made of? What gives it value? What does its name mean? How does it differ from the English penny?

Suppose I had only one cent in the world?

Suppose someone tried to pay me a hundred dollars in pennies on an old debt? Suppose I had saved every penny I have ever handled?

See what a lot of odd questions you can ask about the little piece of copper. Keep on asking, and then start arranging.

* * * * *
* In the final analysis, a speech *
* is simply the answers to a ser- *
* ies of questions. If the proper *
* questions are arranged in good *
* order, the answers to the ques- *
* tions constitute the speech. *
* * * * *

What sort of conclusion will you aim to reach?

Will you point to an exhortation to save every cent?

Can you use it as a lesson in cooperation? One cent isn't much, but if you put enough of them together — in cooperative effort — they bring great results.

Don't tell your audience about the questions. Just answer the questions in good order and good English, and there is your speech.

For A Craft Talk

In preparing your craft talk, or your "Breaking the Ice" speech, this question process is a great help. Ask questions about yourself and your work, and the answers will give what you need. Consider what questions someone might ask, and answer them.

Here is an actual case:

A new member in a Toastmasters Club is a tree surgeon. He was worried about how to make his craft talk interesting. A friendly fellow Toastmaster prepared an outline for him to use. This is the way it went:

Remember: A speech is merely the answers to questions. Read the following questions to yourself, and then let the answers be your speech. Do not read the questions to your audience. Don't even let them know that you have

any questions. Just give the answers to the questions.

1. What is a tree surgeon?
2. How does he learn the business? How does he get into it?
3. How necessary is his work, and why?
4. When the tree surgeon is called on a "case" how does he go about it?
 - a. What does he look for?
 - b. How does he plan his work of healing?
 1. How does he determine the trouble?
 2. How does he plan the remedy?
 3. How does he apply the remedy?
5. What results does he get? Does he get paid for his work?

6. What risks does he run?
7. Conclusion: When should a tree surgeon be called in, and where does one find him?

The trouble in this case was that the speaker did not follow instructions. Instead of giving merely the answers, he insisted on explaining about the questions, and so killed the effect of his speech.

If you try the plan, use better judgment. Don't let anyone know about the questions. Give your answers in good order, and see if you do not make one of your best speeches.

The outline is the plan of the speech. It serves the same purpose as the architect's blueprint. It relates all the parts of the speech to each other, providing unity just as the building plan provides unity. It enables the speaker to give the important parts of his speech the force or emphasis they deserve. It helps to plan the introduction and conclusion and to keep them related to the rest of one's speech. Outlining the speech answers the questions of what to talk about and the order in which to say it.

—Sheldon M. Hayden, in "Tips to Toastmasters."

When the Victoria "Union" Club Received its Charter

George Wilkinson, president of the new club, (in accepting the charter, stated that this predominantly "labor" group contains several men from outside the labor movement "to keep us on the beam." He added: "We in labor are conscious of our responsibilities and our shortcomings. The Toastmasters Club represents to us a thing which had to be, so that we may be able to express our viewpoints and programs adequately. We believe in the principles of Toastmasters International—tolerance, working together, helping each other, and equal opportunities for all. We are proud to ally ourselves with such an organization."

How a Clergyman Plans His Sermons

OSCAR F. GREEN



Obviously, the first problem in preparing a sermon is to find the text, or the topic. "What to talk about" is the question.

There are some great texts which every clergyman preaches on sooner or later, but these are comparatively few. The other texts are the result of reading the Bible.

As a man reads and studies, certain words, phrases and sentences jump out at him, as his own spirit may be in accord. He may have read some passage a hundred times without being impressed; but the next time, his attention is caught by some expression, or some new interpretation comes into his mind, and—he has a sermon.

Thus it happened with one of our clergymen, the Very Reverend James M. Malloch, of Fresno, who relates how he found a theme. For many years he had been familiar with the Seventy-fourth Psalm, but one day last spring as he was re-reading it, he came upon the sentence, "Thou hast made summer and winter," and he had his theme for a sermon on how to make the best use of vacations.

Topics are suggested by current events, by reading, not only the Bible but all sorts of literature, in-

cluding the newspaper, by remarks heard by chance on the street, by the needs of the congregation, and even by sermons and addresses of other speakers.

I am afraid that I am by nature a controversialist. Constantly I hear others say things to which I take exception. If the remark is some common error, it will more than likely cause me to write in refutation.

When I hear a good sermon or lecture, it usually moves me to work on developing a similar line of thought. This may seem to imply that I steal the other man's thunder, but that is not necessarily so. No two men handle a subject in the same way. As I listen to the other speaker, some new illustration or some different phase of the subject flashes into my mind, or some ideas not touched by the speaker occur to me, and so my line of thinking is started.

A man with a fertile mind cannot make immediate use of all the texts and topics which come to

* * * * *
* Rev. Oscar F. Green is rector *
* of All Saints' Episcopal Church, *
* of Palo Alto, California. He is a *
* charter member of the Palo Alto *
* Toastmasters Club, and has just *
* completed a successful term as *
* President of the Club. What he *
* has to say about preparing a ser- *
* mon is in striking parallel to the *
* experience of every man who *
* prepares speeches. You as a *
* Toastmaster, can learn much *
* from a study of this stimulating *
* article. *
* * * * *

hand, so he jots them down on slips of paper, with perhaps two or three sub-headings or indications of what he has in mind, and then he puts them into a handy receptacle. When the time comes to prepare his weekly sermons, if he does not have something already planned on which to preach, he turns to his "stockpile" of notes and runs through them to see if there is something there that strikes a responsive note in his mind. If not, then he begins the process of reading or thinking, until inspiration comes.

When he has made his selection, he starts in to outline the subject. Some texts present a natural division, as, for instance, Luke 11:52, "And Jesus increased in wisdom and stature, and in favor with God and man." This immediately suggests that a man should develop physically, mentally, socially and spiritually, which is a very good outline for a sermon or a speech.

Other subjects lend themselves to a chronological development, notably those which are biographical or historical. The various doctrines of the Church can be handled in this way, as well as lives of great leaders in all ages.

The important words for any public speaker are: *What, Why, How?*

What is the situation with which we are confronted? What is the reason for this subject at this time? This calls for study, for a determination of the actual facts with which we must deal.

Suppose we wish to consider the Church and young people. How shall we approach this theme?

Perhaps most people take it for granted that young people are much more irreligious today than formerly; but are they? We cannot accept this proposition on hearsay. We must try to obtain some proof of the generalization. This leads to study of facts and illustrations.

Let us concede that it is true. Then why is it true? What conditions have brought it about? Who or what is to blame?

We might think of several reasons — higher education, loss of faith on the part of the parents, rapid and easy transportation, commercialization of entertainment, failure of the Church to adjust itself to new conditions, an outworn theology, a disregard of the doctrine of sin. I am not approving or disapproving of these as reasons, but am merely suggesting points to be considered in dealing with the subject.

The speaker selects the points which he counts important, plans how to state them, builds in with illustrations, and leads his sermon to the definite conclusion, when he must tell the people what to do about it.

Preaching at its best gives a vision of God, and stirs the will to serve and obey Him. The preacher can never be content with a mere analysis of existing conditions. He must give the people some notion of what they ought to do, and must call on them to do it.

The literature on sermon construction is voluminous, as is the case on all forms of public speech. I have read much of this literature and use as much of it as I need.

My method of preparation is not always the same. Different themes and different occasions call for different treatments. If I were to attempt to discuss the matter thoroughly I should have to do as others have done, and write a book.

All I have done here is to give a few suggestions on method. Whatever the method used, the all-important thing is to have a method and use it. Success in ser-

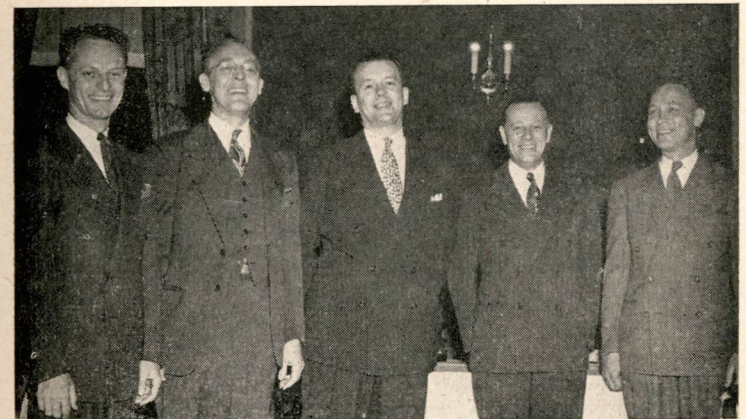
monizing depends on the selection of the right theme, the care exercised in preparing the material, and the earnestness of the preacher, who must speak with the conviction that the welfare of his congregation depends upon acceptance of his message.

And what is true of the preacher is true also of every public speaker who has a message worth delivering.

OUR FOURTH CLUB IN INDIANAPOLIS

The charter for Eli Lilly Chapter was presented by Honorable Ralph F. Gates, Governor of Indiana, and accepted by Harris Johnson, President of the Club.

An event of special interest was the presentation of honorary membership to Mr. Eli Lilly, President of the Eli Lilly Company, whose philosophy of industrial management has made the Club possible.



Shown in the picture, from left to right, are: Sergeant-at-Arms Leander King; Secretary, Charles F. Buck; President, Harris O. Johnson; Vice-President, Auburn Ross; Deputy Governor, John F. Lee.

What Makes A Good Club Good?

J. G. EVERHART, President Zanesville Toastmasters Club

WHAT make our club a "good" club? That is not easy to say, for there are so many elements involved. Here are a few of the reasons which can be offered.

First, the membership is taken from all walks of life (more or less) with representation of various ages and vocations. For instance, our active membership includes eight engineers of different fields.

Second, we adhere strictly to the attendance rule of "three consecutive misses and you are out." No excuses accepted. Recently we have applied this rule to associate as well as active members. We have also limited leaves of absence to only once in a period of twelve months. Our attendance is good. Membership is something to be prized.

Third, our rule is a dinner meeting every week, with no exception other than for national holidays. We meet throughout the summer. Our attendance during the past summer averaged about twenty-five.

* * * * *
* The Toastmasters Club of *
* Zanesville, Ohio, is a peculi- *
* arly interesting chapter. It is al- *
* ways hitting upon some novel *
* idea, or tackling some new pro- *
* ject in speech. Its programs are *
* full of the unusual, and its work *
* reflects careful planning and or- *
* iginal thought. We wrote to Pres- *
* ident Everhart for an explana- *
* tion, and his modest reply is of- *
* fered for the encouragement of *
* others. Did you read his article *
* on "The Program Selector" in *
* the September issue? *
* * * * *

Fourth, we emphasize the importance of evaluation. Our critics are prepared, and they know that we expect them to speak frankly. Frank, friendly criticism is the rule.

Fifth, our club has in its membership a number of unusually capable men.

These reasons are not listed in order of importance. Indeed, I do not know just which are the most important, but all of them put together make ours a mighty good club.

To Be Published Soon

"Changing Your Work" is the title of a new book on its way to publication as a means of helping men in the process of reconversion. It is by J. Gustav White, of Whittier College, expert in vocational counseling, and the founder of Los Angeles Toastmasters Club, Number 3. Publication date, by Association Press, is January 15. The book is full of good speech starting material.

A Speech is Like a Dinner

WALTER J. FERRIS, Smedley Chapter Number One, Santa Ana

WHAT sort of dinner did you have at your club?

Was it one that will live in your memory as an event of distinction, both in flavor and in service? Or was it just another meal to be eaten and forgotten, perhaps with the aid of "Tums?"

Suppose it was one of those rare treats such as sometimes surprise and delight us—one on which the chef had lavished loving care, and which was so fine that the waiters handled it with reverence. Let's review it.

It started with a cocktail—a seafood cocktail, beautiful to look at and wonderful to taste. Its exquisite flavor thrilled you with anticipations of pleasures to come as you awaited the next course.

Then came the soup—and such a soup! Every spoonful was a flavorful delight, a treat to the taste. You wanted to scrape the bowl to get the last drop.

And next came the entree, a charcoal broiled filet mignon, with its elusive flavoring of rare herbs which enhanced the delicacy of a fine steak, cooked exactly to your taste. Here was something for a

man to set his teeth on, and to remember in his dreams.

With the steak there were the relishes, the celery and olives, the onions and radishes, each adding its tang of flavor.

Finally came the dessert. This was a bit of ice cream on a thin slice of cake, all covered over with meringue and delicately toasted—a treat not easy to forget.

What a meal! What a memory! It is not simply the pleasant sensation of being well fed, but the consciousness of having been present at a social occasion of grace and beauty. It was food treated by an expert and served by experts.

But what about the speeches which followed the dinner?

Were the speeches worthy of the gastronomic triumph which preceded them? They could have been if they had been expertly prepared and delivered as was done with the food.

Let's lavish the same skill on our speeches as the chef gives to his dinners. In fact, let's think of our speech organization in terms of a dinner menu. There is a practical suggestion for outlining which is easy to follow.

Worked out in the form of a usable outline, the "menu" design for a speech is something like the following. This is offered as a suggestion, not as a finished and unalterable pattern. Try it, and see how it works. You may be able to make definite improvements in it.

* * * * *
* If you like this sort of "gra- *
* phic" plan for speech outlining, *
* write to the Home Office at San- *
* ta Ana for a copy of "A Speech *
* is Like a House," by A. J. *
* Schrepfer. *
* * * * *

The Menu for a Tasty Speech

1. *The Cocktail, or Appetizer.*

The opening of a speech is like the start of a dinner, so well prepared and so ingeniously worded that it will whet the appetites of the hearers for the speech to come. It should bring them forward in their chairs, eager for more, and unwilling to miss a word.

2. *The Soup Course.*

Just as the soup is the transition from the appetizer to the more substantial food, so you will need a transitional paragraph to carry the speech smoothly from the opening into the body of argument. Blend in your opening attention arrester with a broader statement of your thesis, always keeping in prospect the still better things to come.

3. *The Salad.*

Spicy and refreshing, your ideas are dressed up and elaborated, with an illuminating story or illustration. Variety in tone and speed is good. Here is a chance to "change your pace."

4. *The Entree.*

This is the real meat of your speech, as it is of your dinner. It is well done, neither too rare nor scorched—neither half-baked nor overdone. It is the result of mature thinking. It is so skilfully treated that the auditor finds that it suits his taste, without asking just why that is so.

Season it with humor or pathos, and add just the right touch of facts or figures. Make it satisfy, but don't overfeed the people. Leave them capable of taking still more.

5. *The Dessert.*

Now you come to the crucial point in your speech. Just as the dainty, delicious dessert is one of the never-to-be-forgotten features of the feast, so your conclusion must be the appealing, thought-provoking, action-impelling climax which will be remembered with pleasure, and with an impulse to get into action about the matter under discussion.

Just for a change, try building a speech around this concept. If your imagination is alive and working, you can give your audience a taste-treat of something new in the line of public address. Perhaps you can make yourself even a "royal chef" in the art of speech, and create talks which will leave delightful memories as well as definite convictions in the minds of those who listen.

A Home By Proxy

O. T. "PETE" PETERSON

If you were 7,000 miles from home, in a strange land, and had been for months sleeping in a muddy fox-hole—most of the time on the ground, under the stars, provided it was not raining (which it seemed to do most of the time) or in the crotch of a jungle tree, and were "compelled" to spend a two weeks rest leave in a comfortable bed, between clean sheets, do you think you could take it?

If you suddenly came face to face with a big, juicy hamburger, with all the trimmings, including an ice cream cone, a thick milk shake, or a cold bottle of coke, could you stand the shock?

Could you get a kick out of mounting a good riding horse; enjoy surf bathing at one of the finest beaches in the world; or appreciate an invitation to a weekend house party, where home cooking was the order of the day?

These and many other luxuries and comforts were provided for your sons and brothers by the Red Cross Clubs overseas, bringing to them a little bit of America at a time when they needed it most.

* * * * *
* Toastmaster Peterson, of San *
* Jose, California, formerly Govern- *
* or of District Four, and a Director *
* of Toastmasters International, is home after some three years *
* of service with the Red Cross *
* in the Pacific Area. He writes *
* about his experiences and obser- *
* vations in that service. *
* * * * *

As a Club Director of one of

the seven Officers' Clubs in the SWPA, I had the opportunity to contribute my small part in serving our boys who were over there. It was an experience which any man might covet.

During most of the time, our club at Sydney served the officers of the Fifth and Thirteenth Air Corps. After weeks of hardship and privation, including numerous bombing missions over enemy territory, these men came to us to find welcome relief in relaxing, enjoying good food and housing and complete rest, and refitting themselves to return to their activities.

In my work with the Red Cross in the foreign fields of operation I found my Toastmasters experience invaluable. There were staff meetings, conferences, and public relations contacts both with civilians and with the Army, all of which made constant demands on my ability to conduct meetings and address groups. I had many occasions to appreciate my training in the Toastmasters Club.

After closing our club in Sydney, I started on a regular "Cook's Tour" of the Pacific, which took me into New Guinea and the Philippines, finally into Manila, where I had several weeks of duty as procurement officer for the Red Cross. Then it was my happy privilege to return to the United States for re-assignment. The end of the war made possible my recent return to civil life.

Education in Action

CARL W. LEHMANN, Great Falls Toastmasters Club

GATHER from remarks I have heard that some clubs have had difficulty in putting across the program of training provided in the Parliamentary Scripts. Perhaps our experience will help.

We have had such wonderful success in the past three years with our program in connection with *Speechcraft* that we were eager to get off to a good start with the *Parliamentary Procedure*, to the end that it would become a standard, every-year practice in our club.

I introduced the *Parliamentary Scripts* to the club by citing instances of my own and of others in which understanding of procedure was essential. I pointed out the opportunity to gain actual experience by use of the Educational Bureau's materials, and secured a definite expression from the club as to their willingness to carry on with the project. There was practically unanimous consent.

The next step was to present to each member a copy of the "Parliamentary Quiz" sheet. We had re-arranged this so as to allow space under each question to write

in the answer. We gave the men ten minutes in which to record their answers, after which we collected the papers and turned them over to our Parliamentary Procedure Team, who graded them.

We offered a prize for the best paper submitted. The prize consisted in being appointed as aide to the head of the Parliamentary Procedure Team. This team consists of the President and the twelve men who participate in presenting the Script.

When we have completed the course, we shall once more hand out the quiz and see what improvement our men have made.

We rehearsed the first Script, with the result that when we put it on before the club, it went off so well that some of the members failed to realize that it was merely a demonstration. It was good.

Our entire club is enthusiastic about the training. Between our *Parliamentary Scripts* and our *Speech Craft*, our club is headed for a season of high grade educational effort which will reflect itself in better speaking and better chairmanship for every member.

To say what you mean without ever offending people is usually to say what you mean without making them believe that you mean what you say.
—James Hilton, in "So Well Remembered."

"Pleasure may be something you take or something you give, but happiness is always something you share."

How to Organize and Prepare a Speech

HARRY L. BAUER, Santa Monica Club No. 21



The measure of success in public speaking is the extent to which the audience is "moved" in one way or another. If a considerable portion of the audience reacts as the speaker wishes, the effort

is a success no matter how many "rules" are broken. If no particular changes are registered by a large number of those who hear the speech, it is a failure even though the speaker's appearance and platform deportment are perfect.

Altogether too many speeches heard in routine meetings of Toastmasters Clubs result in — nothing. The meeting ends, the members go home and nothing has happened as a result of the speeches. Too frequently a Toastmaster on the rostrum gives the impression that the important thing is that he has been scheduled on the program, that he is entitled to this time, that the presence of the audience is a minor incident.

The Listening Program

The first step in organizing and preparing a really good speech is for the speaker to become audience-minded, to become literally obsessed with a desire to give the listeners their money's worth or to make a sale of something really

worth having. We hear many references to "the speaking program." This is misplaced emphasis. We could substitute the expression, "the listening program." This would call attention to and emphasize the importance of the audience. Any speech that "listens well" is good.

The second step is to select a subject that at least promises to appeal to most of the members of the club, and then assemble material that seems really worth bringing to the attention of others. From here on the construction of the speech is a matter of applying a simple formula, namely, "write it out, revise it, rehearse it."

Outlining the Speech

As an aid to outlining and writing the speech, it is helpful to make a list of the topics that the author hopes to include, and arrange these topics in what seems to be the most effective order. For a short speech, no other preliminary outline is needed.

By all odds the most important thing in speech construction is to write it out in full. Some Toast-

* * * * *
* Harry L. Bauer is Past President of Santa Monica Toastmasters Club (one of the "Club-of-the-Year" winners) and one of the dependable workers in the Toastmasters movement in Southern California. He is head of the biological department of Santa Monica City College, where he has been for 15 years.
* * * * *

masters will belittle the importance of doing this. These are the ones who ramble, exceed the time limits, waste the listener's time and leave the audience confused and disappointed. Most poor speeches are simply the result of poor preparation. Our best speakers do still better when they prepare their talks by first writing them out.

Revising the Speech

The first draft of a speech usually needs much changing and revising before it both fits the time limit and looks like a finished, polished article worthy of a venture before an audience. It is well to do this revising some days after the first draft was made. The authors who give the best account of themselves work for weeks on their speeches before they are satisfied with them.

Rehearsing the Speech

When the Toastmaster feels that his written speech is as good as he can make it, he should rehearse it aloud, and with gusto. Suitable places for this are not always easy to find. Demosthenes used the sea beach and Henry Clay the forest for an audience. Many Toastmasters use their wives. Wherever it is, this oral practice will uncover many unsuspected "bugs" and will give the speaker confidence in himself. Changes in arrangement, diction, and sentence and paragraph construction should be made wherever they promise improvement. Beginners should be warned not to memorize their speeches *varbatim*. They should, however, be encouraged to memorize ideas.

Sure failure awaits the person who does not have his ideas definitely organized before he begins to speak.

Keeping the Speech

The written speech, as finally perfected, should be filed in a looseleaf notebook or other suitable place and kept for future reference. It is a more than interesting experience to reread a speech some years after it was given. In some cases the author can still be proud of it. It is more likely that he will be surprised at its amateurishness, and a proper spirit of humility will be the result.

Some Toastmasters, especially the old-timers, will think that the method of organizing and preparing speeches outlined above is too much trouble and takes too much time. Others may think that such thorough preparation will undermine their efforts to "learn to think and speak on their feet." It should be remembered that it is the table topics, and not the regularly scheduled speeches that are intended to afford practice in impromptu and extemporaneous speaking.

If the old-timers, most of whom have reached a plateau in their own speech improvement, will experiment with the method described, they will probably find that they are not only making more valuable contributions to the meetings, but that they are also climbing to a higher plateau. If there is anyone who would make a better speech, let him remember the formula, "write it out, revise it, rehearse it."

What Do You Really Mean?

RALPH C. SMEDLEY

EVERY word has at least three meanings.

First, there is the meaning in the mind of the one who speaks.

Second, there is the meaning which the word arouses in the mind of the hearer.

Third, there is the meaning inherent in the word, by reason of its derivation or usage.

If all three meanings agree, as they usually do not, it is fortunate. It makes for understanding. It is their mutual disagreement which causes confusion and misunderstanding.

When a speaker uses a certain word, he uses it because it names a certain idea or concept which he has in his own mind. When the word strikes the ear of another person, it brings up some idea or picture which may or may not be the same as that in the speaker's mind.

If the hearer's concept differs from that of the speaker, misunderstanding inevitably results.

Only when both speaker and hearer have the same understanding of the word is accurate communication possible to them. It happens all too often that both parties interpret the word in some way foreign to its true meaning. Then confusion is worse.

A word is merely the name or symbol of a mental concept. It does not necessarily describe the idea or object for which it stands. As is so clearly pointed out by Dr. Hans Oertel, a word does not really become a symbol *until it ceases*

to describe. Dr. Oertel holds that a name or word is not descriptive of the object any more than a wardrobe check is descriptive of the coat or hat for which it calls.

This is why it becomes so important for every user of words to be sure that both he and his hearer have the same ideas in connection with the words they use.

Our word concepts vary according to our disposition, our environment, our experiences, our education.

Consider some very common words. What picture is brought to your mind by such words as *capitalism*, *communism*, *lobby*, *bureau*, *strike*?

If you are a baseball player or a bowler, your idea of a "strike" is very different from that of a trades unionist. If you are a hotel keeper, your thought of "lobby" or of "bureau" is not at all like that of a politician.

What does *red* bring to your mind? To you it may suggest a bright color, but to another it may mean anarchy, or extreme radicalism, or terrorism. More recently, it may symbolize the flag of one of the United Nations.

Mark Twain used to complain that there was only one word in the German language which was at all familiar to him. That word was *damit*, and he said that even that one was spelled wrong. When he used the word which those letters spelled for him, he meant something far different from what was

meant by his German friend who spoke it.

Word meanings are never static. Changing conditions require changing meanings, even for the same word. The dictionary tries to record the best and most acceptable meanings. If we follow the dictionary, we can be reasonably safe. That is why it is important to refer frequently to authority

for word meanings. That is why a dictionary has to be revised at frequent intervals.

If we make sure that both we and our hearers use the same authority on meanings, we can make ourselves understood. Otherwise we may be in the situation of Humpty Dumpty, who said, "My words mean whatever I mean them to mean."

SALLY RAND, GENERAL CRITIC

"I believe the ability to speak in public is one of the most important assets an individual can have," said Sally Rand, world-famous entertainer, when she was a special guest critic for the Victory Toastmasters Club of Seattle at a recent meeting.

"It has been my good fortune to speak before many civic organizations throughout the country, and I find that men everywhere are interested in hearing the views of one who has traveled extensively, as I have," said Miss Rand, adding, "I have gained a lot from this meeting and shall welcome similar opportunities in other cities."



Harold Mitchell, who is seen at Miss Rand's left in the picture, is the new Deputy Governor of Victory Toastmasters. He was President at the time of Miss Rand's visit.

Don't Say That

HERMAN R. STROMER, Lieut. Governor of Area 4, Founder's District

"WE have with us tonight"—
Oh, yes, indeed, we can all see that he is with us. Why not let the fact speak for itself?

"And so, without further ado, let me present—" And all this after you have already made too much "to-do" over the fellow. Do you know the real meaning of "ado?"

According to the dictionary, *ado* means bustle, fuss, confused action. Really, now, you don't reflect much credit on what you have been doing when you say "Without further ado."

"Ladies and gentlemen, I give you—" The wise chairman is always wary of that man in the audience who doesn't like the speaker, and who will mutter, under his breath, "You couldn't give him to me as a present."

"At this time I call upon—" Why, my dear fellow, of course you are doing it at this time, not yesterday, not tomorrow, not an hour ago nor a minute hence. Won't you give us credit for being just a little observant?

The speaker has finished, and you, the Toastmaster or the topic-master, can think of nothing better to say than a mumbled "Thank you, Mr. Smith!" Why thank him, unless he has done something worthy? Is he doing you a favor by talking? Most assuredly not. He is out to improve himself as a speaker, even as you are.

If he said something that de-

serves special recognition, tell him so. Just to hand out a thoughtless, meaningless "Thank you" does no credit to the speaker or the chairman.

"Supposing we had—" Now, there is nothing intrinsically wrong about the use of that word, except that it has been done to death, and that most people say "s'posin'" instead of pronouncing it properly.

"I take pleasure in presenting to you—"

"It gives me great pleasure to present to you—"

Does it, really? Perhaps you have met the man just a few minutes earlier. How can you have come to know him so well in so short a time that presenting him to an audience gives you such extreme pleasure? And besides, if you use the same phrase over and over again during the program, your audience may be justified in suspecting the sincerity of your pleasure.

"And so I turn the meeting over—"

Careful now, my good man! Don't dump that gang of thirty ambitious Toastmasters on their

* * * * *
* A word or phrase may not be *
* actually incorrect, by the rules *
* of grammar, but its use is inad- *
* visable if it is trite, common- *
* place, or lacking in originality. *
* Toastmaster Stromer has made *
* up a list of "taboo" phrases. *
* Make up your own list, and *
* practice avoidance of the pit- *
* falls. *

heads! It might be the end of them and of your club. Don't "turn them over."

When you are speaker, try not to say, "I am very happy to be here."

You know there are always a few cynics in the audience, and their thoughts and whispered comments to their neighbors might run like this: "Of course he's happy to be here. He gets paid for this, doesn't he?" Or, in case you are not getting paid, they may say: "Now why is he so happy to be here? He doesn't know us from Adam's off-ox. What is he trying to put over on us, anyhow?"

And if you just have to tell a funny story at the beginning be sure it has something to do with the substance of your talk. Otherwise, you may be giving two separate performances. You are telling the story, and then, as a second a totally unrelated item, you are speaking on some subject. Which of these two were you asked to do?

Of course it is possible that you are bound and determined to tell the story because you think it very

funny, even though it has nothing to do with your main speech. In that case, at least remember not to say, "This reminds me of the story of the fellow, etc."

You know, and your audience knows, that there is nothing in your speech that could possibly remind you of that silly story.

And to start by saying, "It seems that there were two Irishmen—" does not help the story. Why does it *have* to seem so? Aren't you sure of it?

Dear Fellow Toastmaster, we know that all these expressions we have mentioned are not necessarily wrong usage; that there may be times and places when they are useful and appropriate. The wrongness lies in abuse of them.

The fact is that these sayings have been run into the ground—done to death—stripped of meaning by careless overuse.

They have lost every last vestige of originality or cleverness and by making use of them you automatically classify yourself as the typical "average man."

And who of us wants to be simply the "average man?"

It is important for you to discover your best style and type of speech for two reasons: First, so that you may cultivate and improve it; and second, so that you may plan to gain experience in the other types so as to be ready if and when you need to use them. Every speaker should excel in one style of speech, but be able to do reasonably well in all styles.

—Basic Training, P. 14.

Publicize—and Dramatize

By FRANKLIN McCRILLIS, President of Toastmasters International.



"In this corner, we have Jo-Jo, the dog-face boy!"

The loud words of the barker stop you — you see the sideshow — you know it is there!

What you need in your Toastmasters club is more Showmanship!

No, you don't have to bring a dog-faced boy into the ranks, but you should exercise more Showmanship in your meetings — and more Showmanship in your contacts with your community, your city and your state!

The whole Toastmasters meeting is a show—and it should be a good show. It should be entertaining and interesting. It will be if someone takes the trouble to make it so.

To your community, your city and your state, Toastmasters should sound entertaining — and interesting! The man on the street should know what a Toastmasters club is and how it operates. He will—if you Publicize and Dramatize!

Your meetings should be reported in your local city and community newspapers and over your local radio stations. Your activities in behalf of local projects should be good for publicity space. During the last War Bond drive, the Toast-

masters Clubs in Seattle paraded a Bond Wagon through the streets of downtown Seattle and outlying communities selling War Bonds. Each night, The Seattle Times told where the Bond Wagon would be the next day and specified the Toastmasters Club that would have the project in hand on that day. Thus, for more than a month, the Toastmasters Clubs in Seattle received daily publicity. Additional stories concerning the Bond Wagon were carried in the Star and the Post Intelligencer.

Toastmasters meetings are unusual. The St. Louis Toastmasters recently received a full page spread in the Sunday St. Louis newspaper with pictures of a meeting in progress, showing each of the steps in a normal program.

Many of the clubs throughout the country stage unusual events worthy of news mention in the papers—and they should not let them go by without making an attempt to interest a city editor or a radio commentator. One club recently staged a program in which each of the speakers wore the costume of some famous character, and then gave his speech as that person might have given it if he or she lived today — Cleopatra, King Edward VIII, Disraeli and so on. The proper approach to a city editor might have developed that story into a newspaper release.

Election of officers, anniversary dinners, ladies night programs,

special guest nights are invariably good for newspaper space and radio commentary, particularly if someone from the paper or radio station is invited to attend. Area and district speech contests are good for stories before and after the event. Some papers will run a picture of the contest winner being presented with his cup or certificate.

Yes, dramatize your meetings—dramatize your activities—and let the world know about them! It might help if you can bring some-

one in the newspaper or radio field or the advertising business into your club to help—if that is impossible, appoint a publicity chairman and put him to work at once! Do things that are unusual and see that they are publicized!

Everything we can do to help spread the word of Toastmasters will eventually bring into the organization more men, who will be helped by gaining in public speaking ability, chairmanship ability and better citizenship!

TWENTY-ONE CANDLES

Smedley Chapter Number One, of Santa Ana, observed its 21st birthday on October 24th with a three-story birthday cake, which was cut by Founder Ralph Smedley, and enjoyed by the club members and their visitors, representing a number of Toastmasters Clubs in the Area.



Left to right are seen Ernest Wooster, Secretary of Santa Ana Toastmasters Club, Ted Blanding, Executive Secretary of Toastmasters International, Frank Latham, President of Smedley Chapter Number One, Ralph Smedley, and Walter J. Ferris, charter member of the Number One Club. The total length of membership in the Toastmasters Club for these five men is 75 years.

Seattle Makes Elaborate Plans

July 25 to 28, 1946

District Two of Toastmasters International is uniting forces in preparation for the first post-war Convention of Toastmasters International—the Victory Convention to be held in Seattle next July. Past District Governor Nick Jorgensen has been named Convention Chairman.

This means that every Toastmaster can begin now to plan his next year's vacation to coincide with the convention dates. Arrangements are being made in the heart of the Evergreen Wonderland of the Pacific Northwest for the greatest convention in the history of our movement.



The first item for your own post-war planning is this great convention in Seattle, July 25 to 28. Enjoy a vacation on beautiful Puget Sound, with majestic Mt. Rainier towering in the background. Attend the stimulating convention sessions, meet your friends, old and new, listen to inspiring speeches, renew your energies, and build for your own future.



The Districts At Work

"The District is the Workshop of Toastmasters International."—TED BLANDING.

(This space belong to the districts. Tell the rest of the world what goes on in your region.)

FOUNDER'S DISTRICT—In the Heart of the Orange Empire, of Southern California.

JOHN H. PRATT, Governor.

In each of the four Areas there has been held a joint meeting of the clubs, to launch the season's work. At each of these the Lieutenant Governor was presented with a special emblem to be worn during his term of office.

A special "Club-of-the-Year" contest is being instituted in the District, with a point system worked out by Lieutenant Governor Herman Stromer.

Speechcraft will be introduced by several additional clubs this year. Fullerton Toastmasters, having used the course with success, are helping promote its further use throughout the district.

A new chapter is in prospect at El Monte.

A very successful Area joint

meeting was held in Santa Ana in observance of the 21st birthday of the Smedley Chapter Number One, of Santa Ana. A feature was the panel discussion of officers and their duties, instituted by Don Snyder, Lieutenant Governor of Area One. This plan of bringing out the duties is recommended to all district officers.

A very special district meeting, with the ladies present, is scheduled for January 25, when International President Frank McCrillis is to be the principal speaker.

This District feels very keenly the loss of Graham Albright, our immediate Past District Governor, whose death removed from leadership in Toastmasters one of our outstanding figures.

care of you and give you the time of your lives.

We can't promise that you will see Indians and warpaint on the downtown streets (see article in *Satevepost*) but you will see enough other interesting things without that. And the sessions of the Convention would be worth the trip, even if you did not get to see

Mount Rainier, or the floating concrete bridge, or Puget Sound, or any other marvels of the Evergreen Playground of the Pacific Northwest.

Meantime, between meetings of Convention Committees, we have held district and area meetings, carried on our usual services to our communities, and chartered four new clubs.

These new clubs include two at Tacoma, The Tacome "Evergreen"

Toastmasters and the Tacoma "Carnegie" Toastmasters, the "C. P.A." Toastmasters of Seattle, and the "Victoria Union" Toastmasters of Victoria, B. C.

We shall multiply this number of new ones several times during the year.

Keep your eye on District Two, for the Convention is not a project for Seattle alone. We are all in on it, to make it the greatest ever.

DISTRICT SIX—Minnesota and Surrounding States

TRACY M. JEFFERS, Governor.

This is a district of tremendous distances. From Des Moines, Iowa to Grand Forks, North Dakota, or from Beaver Dam, Wisconsin to Sioux Falls, South Dakota is a long way. With the increase in number of clubs, study is being given to some division of the district so as to make it more workable and more accessible to district officers.

Three new chapters have been chartered already this year.

The Executives Toastmasters Club of Des Moines received its charter on October 22, the 21st birthday of the movement. This club has resulted from much hard work done by George Westberg, whose determination to have a Toastmasters Club where he could attend it has borne fruit.

The Kaposia Toastmasters Club of South St. Paul had a distinctive charter meeting. Commander Stassen was elected to honorary membership, and as honored guests there were present the Governor

of Minnesota, Hon. Edward J. Thye and Mrs. Thye.

East Grand Forks, Minnesota, is the third new club established, while numerous others are in prospect. Dr. George Swendiman, of Grand Forks, has been doing some excellent promotional work in North Dakota, which will result in several new chapters in that state.

The District Governor is a much travelled man as he tries to get into all the areas. He claims to have about the best group of Lieutenant Governors that could be found. Their work in encouraging inter-club meetings and conferences is most commendable.

Here is an extract from "The Radiator," of Owatonna Toastmasters:

An African proverb reads:—"Don't make your preparations on the day of your journey." In speech-making, don't trust to "the inspiration of the moment" when you don't have to. It may turn out to be perspiration instead of inspiration.

DISTRICT TWO—Western Washington and British Columbia.

BURTON B. PIERCE, JR., Governor.

This District is devoting primary attention to preparations for the great Convention next July, when Toastmasters from all over are expected. Will you be there?

Shall we prepare for 1,000? for 1,500? for 2,000?

The city is ours for the Convention dates. All we ask is that you give us warning. We'll try to take

DISTRICT SEVEN—Western Oregon

DONALD T. NELSON, Governor.

This District, in its present form dates from last May, when the old District Seven was divided for the sake of efficiency. With its territory reduced, a more intensive work has been possible.

A new club at Vancouver, Washington, appears to be almost ready to ask for its charter.

Area Council meetings have been held, and the District Governor has visited all the clubs in his territory.

Of the ten clubs in District Sev-

en, six report thirty or more members. Only four are short of full rosters, and these are to be helped to full up as speedily as possible. With a total membership of 264, the average is high, and it will be higher.

Klamath Falls Club offered the *Speechcraft* course to its community in September, which moved its membership up from a low place to second place in the entire District as to the number enrolled.

DISTRICT EIGHT—Illinois and Missouri.

W. V. METZGER, District Governor.

The goal for the year is thirteen new clubs in this District.

First of these is a new club being established in St. Louis, planning to hold its meetings at noon instead of evening.

At Granite City, Illinois, where a club was in process of being formed when the war began, steps are being taken to revive the interest and carry on with the project.

Robert Piper, formerly secre-

tary of the Alton Toastmasters Club, is now in Chicago, where he is organizing a chapter in connection with the Rogers Park Y.M.C.A. At the Hyde Park Y.M.C.A., also in Chicago, a new club is in prospect.

The "Lincoln-Douglas" Chapter of Springfield, is being revived after its interval of wartime suspension.

The District Convention will be held in Chicago early in 1946.

DISTRICT NINE—Eastern Washington and Northern Idaho.

JOHN A. MacDONALD, Governor.

This District, being another of the large areas, has its financial problems up for consideration. The effort is being made to provide sufficient funds so that conferences may be properly attended and so that District officers may carry on travel required for visitation.

The September District Meeting was the best attended of any such occasion in the District.

Organization of the new Montana District, which is about to be completed, will relieve much of the difficulty caused by long distances, and will make possible closer attention to the clubs remaining in District Nine.

Several new chapters are getting under way.

The District slogan for all the clubs is: "Every Club sponsors a New Club This Year."

DISTRICT ELEVEN—Indiana

HARRY WHEELER, Governor.

This is one of the busiest districts.

As a starter, charters were presented to the new clubs at Terre Haute and Evansville, both of them flourishing chapters, full of the enthusiasm which will put them ahead.

Great plans for combined Area and District Council Meeting.

Lots of interesting men in the clubs of this District. They will be reported in future issues of the Magazine. Many of them have made rapid advancement in business, and they do not hesitate to

attribute this in large measure to their Toastmasters training. It would be interesting to get the men in the Pioneer Toastmasters Club of Indianapolis (one of the earliest chapters) to state their positions and incomes when they joined the club and compare their present situations. Some amazing results have come from the work in Toastmasters.

There will be some new clubs forming before long.

This District will be well represented at the Seattle Convention.

Note: More District News will appear in the next issue. District officers are requested to send in the news.

VIGO, OF TERRE HAUTE

Vigo Toastmasters Club of Terre Haute, No. 332, receives its charter.



—Photo by Martin

Reading from the left: Dr. D. V. Moore, Indiana State Teachers College Speech Department; Wm. Rector, Treasurer; Rev. O. H. Austin, Toastmaster of the evening; Geo. Sims, Jr., Sgt.-at-Arms; President Dan Vogel; Bill Smith, Secretary; Harry Wheeler, District Governor; Tad Tofsted of the Terre Haute YMCA; Homer Gulitz, Vice-President; Kenneth Christiansen, ISTC, Chairman Educational Committee and V. L. Tatlock, Extension Division, ISTC.

News of the Clubs

Coeur D' Alene "Town Meeting"

Toastmasters of Coeur d' Alene went to town with a special "town meeting" at which the subject, "The Worker and the Employer Seek Common Ground," was thoroughly aired. Members were selected to represent various viewpoints. There was the manager of a small business; the one-track minded laborer; the business management which resents all organized labor; a broad-minded labor leader who has been successful in reconciling some differences. A member was designated to fill each of these positions and to uphold the appropriate stand in the discussion. The question as stated was: "What can be done toward harmonizing the seemingly conflicting rights and claims of labor and management? On the solution of this problem depends our security."

They Never Miss

King Boreas Toastmasters, of St. Paul, claim a high record for consecutive meetings. This club has never missed a meeting date since the first organization meeting on August 26, 1941, and on October 9th, its 215th consecutive meeting was held. The meetings proceeded as usual on both V-E and V-J days. There is a possibility of a break this year, as Christmas and New Year's Day fall on Tuesday, the club's regular time, but the men plan to figure out some way to beat the calendar. Is

there any other Toastmasters Club which can challenge this notable record of a notable club?

Testimonial

When the Capitol City Toastmasters, of St. Paul, received their charter, special appreciation was shown to Edward N. Dochterman, of the King Boreas Chapter, whose efforts were the means of starting the Capitol City group. As a mark of recognition, President Thomas Pearse, of the Capitol City Club, presented to Dochterman a beautifully designed plaque on which is inscribed the names of the charter members, with words of thanks. Fred Lengfeld, President of King Boreas Club, presented a permanent guest book.

Repertory Theater's 324 seats have been taken over by Toastmasters for November 14. If we sell them all, District Two nets \$143.60, which is needed for convention expenses. Our meeting will adjourn early that evening to permit us to enjoy both the meeting and the play.—The Chief, Seattle Toastmasters Club.

The Ventura, California, Toastmasters Club gets excellent publicity through the efforts of L. H. Clark, one of the members. Each week he contributes a column to the Ventura County *News* in which he gives a complete report of the week's meeting. The people of Ventura are definitely Toastmasters conscious.

VICTORIA STEPS FORWARD



Photo by Gar Lunney.

Left to right are seen John D. B. Scott, President of the first Victoria Toastmasters Club, Charter 38; Lieutenant Governor Will Palin, of Tacoma; George Wilkinson, President of the new Victoria Union Toastmasters Club; Lieutenant Governor Barrington Goult of Victoria; Frank McCrillis, and District Secretary Jack Harms, of Seattle.

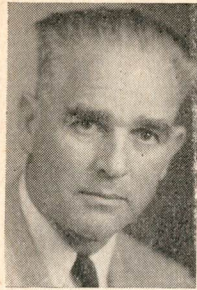
Several "firsts" were celebrated when Victoria Union Toastmasters Club received its charter from Franklin McCrillis, President of Toastmasters International.

By reason of this new club, Victoria becomes the first city in Western Canada to have two Toastmasters Clubs. It is the first in the Toastmasters movement, composed principally of leaders of organized labor.

The delegation from Seattle and Tacoma which attended the chartering traveled by boat, a five-hour voyage. In addition to President McCrillis, there were present Jack Harms, of Seattle, Secretary of District Two, and Will Palin, of Tacoma, Lieutenant Governor of Area Three.

Mayor Percy George of Victoria welcomed the new club. Barrington Goult, Lieutenant Governor for Toastmasters of British Columbia, introduced the officers of the new club.

Meet Your Directors



Ashleigh K. Chamberlain became a member of the Toastmasters Club at Anaheim, California in 1929. Later, moved to San Diego and joined the club there in 1934.

He is a Past President of San Diego Toastmasters, Past Governor of District Five, and an all-round enthusiast in matters connected with the organization. That might be expected of him since he is a brother of J. Clark Chamberlain, first President of Toastmasters International. He is co-partner and sales Manager of the Refrigeration Equipment Company, of San Diego, and he has not missed a Toastmasters Convention or other major gathering of the organization since his first, the Convention at Tucson in 1938.



Carroll W. Freeman started as a charter member of the Greensburg, Pa., Toastmasters club. He served as its president, and helped in the formation of Pennsylvania District Number Thirteen, of which he was the first Governor.

He studied at Ohio Wesleyan University, Delaware, Ohio, and at Bucknell University, Lewisburg, Pa., before taking up his special study of chiropody at Temple University at Philadelphia. He has been in practice as a chiropodist for twenty-two years, and was recently made a member of the American Society of Chiropodical Roentgenologists. A cherished ambition of his is to see Western Pennsylvania spotted with Toastmasters Clubs in every available spot.



H. O. Buoen, being located in Tulsa, Oklahoma, might be expected to be in the petroleum industry, but he admits twenty-one years of service in Public Utilities. He began life as a "Gopher," and then started south, by way of Iowa, winding up eleven years ago in Tulsa, where he is Personnel Manager for the Oklahoma Natural Gas Company. He is a working member of Tulsa Toastmasters Club.

Before the war he rated himself fairly high as a golfer, but when gasoline shortage interfered, he turned his attention to roses. His rose garden now involves some 120 bushes, comprising about 60 varieties, and his divot-digging exercises produce true beauty. He is

Meet Your Directors

Past President of Natural Gas Accountants Association of Oklahoma, and has been active, like a true Toastmaster, in all the civic and war activities in recent years. He finds time to give good service in the Boston Avenue Methodist Church of Tulsa.



Gordon A. Spry started as a "Hawkeye" and has never changed his loyalty. After finishing such matters as high school and business college, he took up banking. For six years he stayed with his home

town bank at Mechanicsville, and then he favored the Banking Department of the State of Iowa with his services for half a dozen years. Having found out all he wanted to know about financial matters, he settled down in Waterloo in the concrete products business. Here in Waterloo, he heard about the Toastmasters Club and wisely decided to get in. He has held most of the offices in that club, from the Presidency down, and he has done good work as Lieutenant Governor of the Area.

He is a true community worker, tied in with Y.M.C.A., Red Cross, Chamber of Commerce and all such things, and he finds time to be active in the Kiwanis Club.

Like all our Directors, he is enthusiastic about the future of Toastmasters, and he is especially ambitious to see Iowa fully organized. He looks forward to the establishing of two or three more clubs, which will make it possible to begin plans for a new District of Iowa.



W. W. (Watt) Welker was born in Ohio and graduated from Akron's South High School before Lewis Turner became its principal. He attended Akron University, Kenyon College and Heidelberg Col-

lege—the latter being at Tiffin, Ohio. He picked up nine letters at college for three years of football, basketball and baseball.

He is District Manager of the Lamp Division of Westinghouse Electric Corporation, and is a member of all sorts of Electrical, Hardware and Illuminating Societies, in addition to being a red hot Toastmaster, Past Secretary and Past President of Minneapolis Toastmasters Club—one of the "Club-of-the-Year" winners—and immediate Past Governor of District Six. As Governor, he set a record for new clubs established.

He plays a good golf game, and goes hunting or fishing whenever he finds an opportunity.

What Makes a Successful President

H. E. GOTHOLD, Past President of San Pedro Toastmasters Club.

MUCH has been said and written concerning the duties of the President, but little is recorded on what constitutes a successful prexy, although any man so elevated who gets through his term and can congratulate himself that nothing has gone much wrong has every right to claim a degree of success.

Obviously, a President must have enjoyed some popularity in his club, or he would not have been elected. As to the basis for that popularity, we usually find:

- a. A likeable personality
- b. A friendly disposition
- c. An aura of confidence
- d. A sense of humor.

Popularity, however, is only the beginning of a successful administration. The background of the individual enters.

Can he exercise tact and diplomacy, particularly when representing the membership? Does he have the qualities of a manager, with a flair for detail? Does his reputation for integrity include care in keeping his word?

If the answers to these questions are in the affirmative, then you may count this President as qualified to win success.

Generally speaking, as goes the President, so goes the club. He sets the pace. If he should relax too far the dignity of his office, it follows that the interest and the decorum of his club will suffer.

In performing his duties, the President often has to make decisions

of importance — decisions comparable to those made by the average man in business. Sound judgment is needed, of course, but the one thing above all others is to conserve the best interests of the club in all points.

The President must be an inspiration to his fellow officers, and to the newer members. He must especially impress guests with the quality and character of the club.

A successful President is always on the alert for new ideas. He has courage to champion such ideas as will benefit the club. He is courteously receptive to suggestions, even though they may be unreasonable or impractical. He never loses sight of his obligations, not only to his club but also to the International organization, and he is always prepared to follow the guidance of experience which has fathered so many successful clubs.

Among the basic requirements for a successful executive officer in the club which, if properly handled, will lead to full understanding of presidential duties. As preparation for election to the Presidency, he should, if possible, have had experience as Secretary of his club, and as chairman of the Educational Committee. This experience will show him how to eliminate useless details, emphasize the important things, and plan all his work wisely and well.

Most of the business of a Club is outlined in the meetings of the Executive Committee. All matters of club policy are discussed by this Committee, and its report to the club is a means of saving much valuable time in the general club meeting.

The Executive Committee is the President's best gauge of accomplishment. It should be called in session at least once a month, apart from the regular meeting place. Help can be secured by occasionally inviting one of the "elder statesmen" such as a Past President, as a consultant.

In most of the clubs the President is chairman of the Program Committee. He is ex-officio a member of all committees. While he does not attempt to dominate nor interfere too much with committee

work, he does keep in touch, making sure that each committee is working, and maintaining a full understanding of what is being done.

Finally, the President keeps his tools-in trade constantly at hand. These include:

First, the gavel. He keeps it ready for action. He uses it when necessary, and always respects the authority it symbolizes.

Second, The Manual for Toastmasters Clubs. It is his guide book.

Third, The Amateur Chairman. This shows him how to proceed and how to avoid embarrassing mistakes. He consults it faithfully.

The successful President sets an example for others to follow. His best assets include sincerity, dependability and unflinching pride in his own Club. Add untiring effort, and his success is assured.

A good President is one who has the ability to delegate responsibility to others, and then let the others get full credit for their accomplishments. —Dr. Don Waters, Santa Ana Toastmasters Club.



"Omygosh! I'm next and that's my joke!"

Change Your Pace

MONOTONY in speech is a sure attention killer.

The monotony may be in voice, in material, or in style of delivery. The way to overcome it is by what is called a "change of pace."

This may mean varying the rate at which you speak. If your natural speech is slow or fast, school yourself to change that rate at appropriate points in the course of your talk.

It may be that your tone is monotonous. In that case you must raise or lower the pitch to suit your words, or increase the force from soft to loud, and then soft again.

If your thinking is monotonous, study to find new and different ways to say things. Seek different words and phrases of picturesque quality.

In a word, put variety into your speech—*change your pace*.

Musical Analogy

Consider the way in which color is added to music. Here we have the *accelerando* and the *ritardando*; the *diminuendo* and the *crescendo*; the *pianissimo* and the *fortissimo*. It takes all of these to make music interesting.

Try listening to a selection which is played in exact time, with no change in rate or force. You will quickly lose your appetite for it. The music becomes stale, flat and boring. It lacks life and spice.

Apply the same principle to

speech and you can see why some speeches likewise are so boring.

Sousa Shows the Way

Consider some familiar musical selection—such as Sousa's "Stars and Stripes Forever." Note the variations in this composition as it is played by a good band or orchestra.

It starts quietly, announcing a theme in the first few bars. The time is strictly march tempo.

Following the introductory phrases, the music swings into a little more vigorous tone. The musicians begin to warm up, and by the time they come to the third section, they are ready to break loose. The trumpets and trombones take a turn, along with the drums, and your pulses stir.

Then we come to that interlude, the transitional bars, where the cornets and clarinets dare the drums and trombones to do their worst, and the lead is passed back and forth between them until they all get together for the smashing finale, with everything wide open, full speed ahead, to the grand climax.

With the last squeak of the piccolo, the expiring grunt of the tuba, and the final crash of cymbals and drums, you are all set for a big cheer for the flag "that waves forever." You know that it is the finish, and you know what the music means.

That is a good scheme for putting variety into your speech.

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THE ORATOR IS NOT BEAUTIFUL

Elbert Hubbard

I have sometimes thought that comeliness of feature and fine physical proportions were a handicap to an orator. If a man is handsome, it is quite enough—let him act as chairman and limit his words to stating the pleasure he has in introducing the speaker. No man in a full-dress suit can sway a thousand people to mingled mirth and tears, play upon their emotions and make them remember the things they have forgotten, drive conviction home, and change the ideals of a lifetime in an hour. The man in spotless attire, with necktie mathematically adjusted, is an usher. If too much attention to dress is in evidence, we at once conclude that the attire is first in importance and the message secondary.

The orator is a man we hate, fear or love, and are curious to see. His raiment is incidental; the usher's clothes are vital. The attire of the usher may reveal the man—but not so the speaker. If our first impressions are disappointing, so much the better, provided the man is a man.

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