

# THE *Toastmaster*

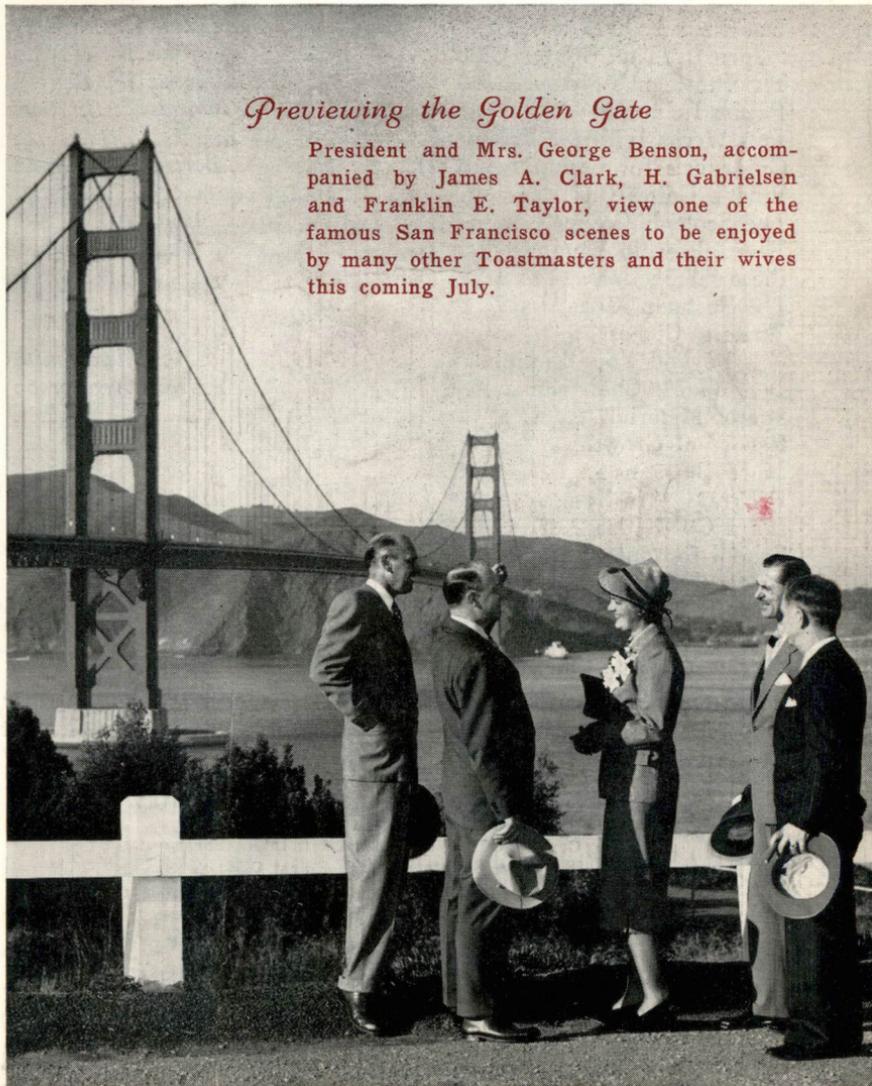
MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

February, 1948

Vol. 14—No. 2

## *Previewing the Golden Gate*

President and Mrs. George Benson, accompanied by James A. Clark, H. Gabrielsen and Franklin E. Taylor, view one of the famous San Francisco scenes to be enjoyed by many other Toastmasters and their wives this coming July.





TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 500 active clubs, located in the United States, Canada, England and Scotland, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Chairmanship—Listening

(For information, address Toastmasters International, Santa Ana, California)

## Contents

Uncollected Dividends.....	Ralph C. Smedley	1
"Open Up That Golden Gate".....	John W. Haynes	2
The President's Message.....	George W. Benson	3
Public Relations—Editorial.....	George W. S. Reed	4
Two Weeks With the President.....		5
Guideposts for Committee Work.....	Bertram H. Mann	9
What's Going On?.....		11
The Scottish Corner.....		14
The California Language.....		15
Pictorial Section.....		16-17
The Postman Rings.....		18
Writers' Contest		
Beyond Your Limit.....	Alex Smith	19
Who Is Chairman.....	Grant Henderson	21
Speech Material.....		23
Record of Growth.....		24
More Bulletins.....		24
Programs Are Easy.....	Ernest S. Wooster	25
It's a Good Idea.....		27
School for Speech Makers.....		28
"Meet the Mike".....		29
Toastmasters in the News.....		30
Words to Watch.....		31
Stories You Can Use.....		32

LOCATION OF HOME OFFICE—In Santa Ana Community Center, 1104 West Eighth Street

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.

PRICE, \$1.50 PER YEAR. SPECIAL CLUB RATES.

Published monthly at Santa Ana, California

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Name Registered, U. S. Patent Office,

Entered as second-class matter, Oct. 25, 1941, at the Post Office, Santa Ana, California: act of March 3, 1879.

Printed by Foundation Press, Santa Ana, California, U. S. A.

## Uncollected Dividends!

By RALPH C. SMEDLEY



In every Toastmasters Club there are bonuses, rewards, extra dividends for every member—many of which are never collected. The wise member cashes in, and the careless one loses out.

This was forcibly brought to attention by a situation which involved two of my friends. One of them had a desirable opening in his business for an able man. The other was in line for advancement. I proposed him for the place. It meant a step upward both in position and in salary.

He did not get the place.

I asked the employer friend why, and he told me. He had carefully investigated the man I proposed, and had turned him down because of certain elements in personality, which he described in detail.

There was no doubt about the man's ability to do the work, but he did not fit the place.

As I listened to the characterization, I could see that the points which had caused the door of opportunity to be closed against him were the very things which had been mentioned by critics in the Toastmasters Club of which this man was a member. The critics had pointed out mannerisms in speech and in approach to people, which interfered with his appeal to the audience. He had shown resentment and a lack of adaptability. He had been hard to get along with.

My friend, the employer, said, "He is an able man. He could do the work all right. But he would wreck my organization. I simply couldn't use him."

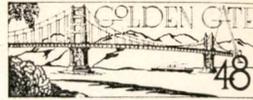
This case, carefully disguised to avoid hurt feelings, is not exceptional. It is typical of a distressing number of instances of self-induced failure, of men who will never reach the top, or even the higher levels, not because they lack skill and knowledge, but because they lack the wisdom to accept suggestions for correcting bad habits, and for enlargement and improvement of personality.

The Toastmaster who hears and heeds every comment by his critics, evaluates them with care, and applies curative treatment where it is needed, makes himself stronger and better in his occupation. He will win advancement because he deserves it. He will increase his usefulness and his income, and his satisfaction in living.

He is the one who will collect his "bonus" from Toastmasters.

## "Open Up That Golden Gate"

By JOHN W. (JACK) HAYNES  
Chairman, 1948 Convention Program Committee



Just one hundred years ago, January 24, 1848 to be exact, James W. Marshall discovered gold in California, an event which aroused the world and set off an unprecedented migration to the little town of San Francisco, and the near-by Mother Lode country.

It is fitting that Toastmasters International has selected San Francisco for its 1948 convention city, during the centennial celebration of California's Golden Epoch. Into this great city, based upon its beautiful bay, our members will flock next July. They will not go as the miners did, in quest of yellow gold, but for a new-found wealth which develops from the knowledge and experiences gained at a Toastmasters Convention.

Every aspect is being considered to prepare a program that will cause Toastmasters and Toastmasters' wives everywhere to exclaim—"Open up that golden gate! California, here we come!"

In the first place, this convention will appeal to all who have longed for a Western vacation. The four convention days will offer pleasure as well as profitable experience. San Francisco is a city of concentrated attractions that can be enjoyed during the convention period.

Free time is being allowed for Toastmasters to spend with their families without sacrificing any of

the profitable convention sessions. This means an opportunity to visit many points for which San Francisco is noted.

But, what about the convention sessions and the Toastmasters events? We haven't forgotten the Hi-Jinks Luncheon for the men, which will open the convention with a rippling explosion. There will be the Speech Contest Finals to which the wives are invited, and the President's Ball, of which the ladies are a necessary part. And there is a soft whisper in the wind about a Bay boat trip for all.

When do we get down to business and learning? We will elect new International officers at the business session. Four neatly scheduled sessions have been planned which will reward all who attend with a real know-how in Toastmasters. Novel and illustrative performances are being slanted toward the end result of more efficient district operation, more successful club operation and yes, even better speakers.

One man discovered gold a hundred years ago out San Francisco way. Today, many find rich rewards through Toastmasters. There will be a pot of gold shining at the end of the rainbow out west next July. It will be no illusion. Its contents? Rewarding experience that will make you thankful you said, "Open up that Golden Gate!, California, here I come!"

## The President's Message

By GEORGE W. BENSON

Minnesota is the land of 10,000 lakes, but not one is named with as



long a moniker as a lake said to be in Massachusetts. The name is \*\*Chargog-gagoggmancha-uggagogchaubunagun-gamaug. This appellation came about because of a dispute between two tribes of Indians regarding the fishing privileges on a body of water. The representatives of the two tribes had a powwow and reached the agreement that each tribe would fish only at their own end of the lake. The name of the lake means "You fish at your end, we fish at our end, nobody fish in middle."

It occurs to me that we could use that method in naming the forthcoming Toastmasters Convention in San Francisco in July, although the resulting name would have quite a few vowels and consonants too. The meaning is, "You come to Convention in San Francisco, we go to Convention in San Francisco, we all be in middle of Toastmaster fun." In one word it would be, Comtosanfrancisco-meettoastmastersmakyakyafunfun.

I lack a little Indian blood to be able to get enough syllables into the word, but if every Toastmast-

er starts now to plan a trip to San Francisco in July, it will require a much more polysyllabic word than even an Indian could devise to tell of the many splendid people you will meet, the wonderful sights you will see in this Golden Gate city, the exceptional speeches you will hear and the many educational ideas you will bring back with you to your own Club.

A Convention of Toastmasters offers more than just a trip; it is an inspiration. It offers more than just listening to speeches and ideas: it has fellowship, friendliness and good understanding.

It is the ideal way to combine vacation and education—to learn and grow in the most pleasant surroundings.

If it happens to be your first Toastmasters Convention, what splendid experiences await you! If you have attended before, you know what keeps hundreds of Toastmasters coming back year after year.

Don't wait for Spring to begin planning this Summer's trip. Get a map and start now to arrange to be at the Toastmasters International Convention in San Francisco in July. The Golden Gate in '48.

In other words, Comtosanfrancisco-meettoastmastersmakyakyafunfun!

\*\*You may not find this lake named on any map of Massachusetts, but don't let that discourage you. There could be such a name.

# THE *Toastmaster*

Official Publication of  
Toastmasters International, Inc.  
A non-profit educational corporation



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## Public Relations . . .

In recent years the term "public relations" has come into general use. Various individuals and organizations have announced themselves as "public relations counselors". Various business firms, large and small, have appointed or designated certain executives as directors of public relations . . . What do these men or women do? What is the job of a P. R. counselor or director?

In very simple language, public relations is the business of influencing the public in your favor. P. R. executives have the responsibility of insuring good reputations and popularity for their clients or employers. Some misguided persons still believe that this merely calls for shrewdly-written publicity, for stories that conceal faults rather than reveal good qualities. Nothing can be farther from the truth!

The very first job of a good public relations executive is one of research. The business must be examined to determine its faults and weaknesses, and then those vulnerable points must be eliminated or strengthened *before* a word is written or spoken for public attention.

Please note that word, "spoken"! Public relations are a matter not only of printed words but of spoken ones, too. That is why the ability to *speak well* is an essential for the greatest business success. And that is the reason for Toastmasters Clubs—so that men can learn what speaking "well" means—and then learn how to do it! Many a man who does not carry the title of "Public Relations Counselor" or "Director" is responsible, nevertheless, for the popularity of his firm. And *every* man is responsible for his own "P. R."—so let's all remember these simple P. R. steps:

First: Analyze the product or service.

Second: Eliminate the faults.

Third: Inform the public concerning the virtues, and consistently

*Demonstrate Them!*

## It Is Our Name

No organization can legally use the name "Toastmasters Club" except a regularly chartered chapter. Unauthorized use of the name by any organization constitutes an infringement of the rights of Toastmasters International, and is cause for action for damages.

## Two Weeks With The President . . . .

President George Benson spent a busy two weeks in November, visiting Toastmasters Clubs and District meetings in the Northwest and on the Pacific Coast. His schedule called for a score of talks in twelve different cities, and the reports which came in from those he visited indicated that he made a valuable contribution to the work in every case.

### In District Twenty

The trip started with a Council meeting for District Twenty, at Grand Forks, South Dakota, and a special meeting at breakfast in Moorhead. Governor Ed Coyle, of Winnipeg, had the District meeting in charge, and key men were present from all over the District. A high point was the presidential address on "The Magnetism of

Growth."

### At Helena

District 17, which includes the entire state of Montana, was served in meetings and conferences at Helena. District Governor Bill Chase, of Billings, presented President Benson to an enthusiastic audience, which included Toastmasters from Great Falls, Butte, Billings, and Missoula as well as the members of the Helena Toastmasters Club.

### District Nine

Two busy days were spent in Spokane, where District Governor Harold Sherman, aided by the various Spokane Toastmasters Clubs, had planned a program of service and entertainment which kept President Benson and Mrs. Benson fully occupied.



President George Benson at Grand Forks, for meeting of District 20. In center is Cyrus W. Lyche, Area Governor, who was chairman of the evening session, and at the right is District Governor E. J. Coyle, of Winnipeg, who presided at the afternoon conference.

There was a District Council meeting, and a great dinner gathering in the evening, with visiting Toastmasters present from many of the clubs of the district.

In his speech, President George voiced his hope that there would be 5000 Toastmasters Clubs in the United States one of these days, with 150,000 members, besides the clubs scattered in other lands. He said:

"I am interested in the growth of the Toastmasters movement because I believe that Toastmasters have something to give to our nation. Our organization gives the man an opportunity to know himself better, to learn more about his fellow men, and to understand his own country better. It presents the finest method of speech training ever devised."

Visits to two regular meetings of clubs in Spokane, the Gaveliers and the Tuesday Toastmasters, gave President George a chance to see the men at work. A luncheon for Mrs. Benson followed by a sight-seeing tour, was a feature planned by the ladies.

### Seattle

In this center of Toastmasters development, it was to be expected that a high point in attendance at the various functions would be reached. This expectation was realized when President Benson faced an audience of more than four hundred at the dinner, which featured presentation of a charter to the new "Chamber" Toastmasters Club, No. 540, of Seattle.

### Portland

Roses and Rosarians aided Toastmasters in welcoming the Bensons to this "Rose City" of the Northwest. On three occasions during the visit, they were presented with beautiful roses, and honored in rose ceremonies.

The great dinner meeting on Saturday evening had representatives from every club in District Seven, with the exception of four of the most distant ones.

### In California

The Bay District Toastmasters assembled at San Mateo for a dinner meeting in which the program included installation of officers and presentation of a charter to the new San Carlos-Belmont Toastmasters Club, No. 530, of San Carlos, California.



Elton M. Andrew, of Helena Toastmasters Club, presents President George Benson to the Toastmasters of Montana.



Bonneville Dam drew attention from the visitors at Portland. Here we have Director Donald T. Nelson, Mrs. Benson, Mrs. Nelson, President Benson, and Mr. and Mrs. Chalmer Blair, on a tour of inspection.

Convention plans and prospects were carefully studied and suggestions offered, looking to next July's convocation of Toastmasters in the City of the Golden Gate.

A District meeting at Santa Barbara provided a stopping place on the way to Los Angeles, where a series of events had been arranged.

The Friday Morning Club in Los Angeles was the scene of a three-district reception to the President, with Districts Five, One and Founders collaborating in this unusual event. "Birth of a Toastmasters Club," as depicted by members of the "Glen-Eagle" chapter, furnished President Benson the keynote for his address on "Growth." Presence of six Past Presidents of Toastmasters International, and of a number of present officers and

directors, gave an "International" aspect to the meeting.

There was a meeting of the Executive Committee held at Santa Ana, besides a number of smaller group meetings, committee meetings and conferences.

### District Twenty-Two

One more stop remained for the tired travelers on their way back to Minneapolis. District 22, the new District of Kansas and Western Missouri, claimed attention for a day, which included a radio interview, noon luncheons of Toastmasters with President Benson, and of Toastmistress Clubs with Mrs. Benson as their guest, and a district dinner meeting in the evening. An excellent program was presented by the 8 clubs in the District.

President Benson officially installed the District 22 officers, and presented a District Governor's emblem to Governor Frank Woodburn.

### Conclusions

Impressions from this unforgettable trip led to the following conclusions:

"There are two outstanding features which everywhere impress one. First is our educational material. Our members like it and use it. Second is the satisfaction from participation in Toastmasters. The men feel that they have gained immeasurably through Toastmasters training and Toastmasters contacts. Experience gained in the clubs and put to work effectively in daily life brings results to the men. They can now



At Topeka, President George Benson presents the District Governor's emblem to Governor Frank Woodburn, of District 22, at a meeting attended by a representative group of Toastmasters and their ladies, most of whom thus had their first personal contact with the official family of Toastmasters.

do things which they feared to attempt before."



They "elevated" President Benson at Spokane. From the top of the new Medical Center Building, welcoming Toastmasters pointed out the glories of their city. Eddie Page, President of "Crusader" Toastmasters Club, directs attention to the spreading vista which is Spokane, while Jack M. Love, Lieut. Gov. of District 9, President George Benson, and Harold W. Sherman, Governor of District 9, join in acclaim to the city's growth.

## Guideposts for Committee Work



By BERTRAM H. MANN, of St. Louis, Member of the Board of Directors of Toastmasters International

Several years ago, I was appointed to the membership committee of a Toastmasters club which had a pressing membership problem. A meeting was called to convene half an hour before the regular club meeting and in the regular meeting room. We began about ten minutes late and the chairman opened by saying, "What are we going to do to get more members?" One member said he planned to bring a friend. Another suggested writing to the personnel directors of companies in our part of town, and another opined that publicity was what we needed. Nobody took notes, no decisions were made, and no specific tasks were assigned.

Club members soon started to come in, joining the group with greetings and general disturbance. The committee members drifted away, conversing with visitors and friends. The chairman reported that Mr. A. would bring a friend, letters were to be written to companies, and we should try to get newspaper publicity. But that was the last heard of or from the committee on membership, notwithstanding membership continued an

acute problem and, from time to time, someone asked what was being done about it. The committee just forgot and was forgotten.

It seems obvious why that committee failed, yet it was not an exception. To get better committee work, Tyro Toastmasters of St. Louis, for several years, has scheduled one talk a year on committee procedure. Here are the salient points stressed, with particular reference to the committee chairman, who is mainly responsible:

1. Know what is expected of the committee. A standing committee, usually, can find a general statement of duties in the club by-laws. A special committee receives its assignment from the club president.

2. Prior to the first meeting, the chairman should plan for fruitful discussions, by asking the members to have ideas ready, by reference to previous club experiences, and by preparing an agenda or check list of matters to be covered.

3. A meeting should be scheduled at a time and place permitting adequate consideration. How many club Executive Committees

meet, as did our "Exhibit A" membership committee, under conditions making thorough consideration utterly impossible! Is it any wonder that such clubs drift?

4. The meeting should be opened by the chairman with a statement of what he expects to accomplish, the matters to be discussed, and their order. A secretary should be appointed to take notes of all ideas presented, and their disposition.

5. The committee then proceeds to orderly presentation of ideas, discussion, and decision. Irrelevant and side remarks and discussion should be avoided. A firm, tactful chairman will keep order. The presentation of the agenda at the beginning helps as men with ideas will know the proper time to present them. Otherwise, one may feel that unless he speaks up, there may not be another chance.

6. Before adjourning, the work of the meeting should be reviewed. Special assignments, if any, should be delegated.

7. It should be made known, clearly, whether the next meeting is at the chairman's call or at a definite day and time.

8. First and interim reports should be made to the club of work planned and done. Knowledge that a committee is working is a morale builder in the club.

9. Special assignments should be followed up by the chairman. If a member is not working, he should be jogged or his task handed to someone else. If additional meetings will help, to take stock,

to change a course, or to make new assignments, they should be called. Naturally, regard must be had for the convenience of the committee members, but meetings are essential and the full committee should attend.

10. A final, written report should be made to the club. It should be neat and complete and should be preserved with the secretary's records for future reference.

Of course, some good work results from committees which proceed much less formally than is outlined above, and results are what matter. Nevertheless, adherence to a logical and orderly procedure assures more effective work and, certainly, will pay dividends.

### Impromptu-Extemporaneous

In Toastmasters practice, *Impromptu* means on the spur of the moment — without preparation. Thus the Table Topics period calls for impromptu discussion or speeches. *Extemporaneous* is applied to the speech for which preparation has been made, and an outline prepared, but for which the exact form of words has not been determined. It is a prepared speech, but differs from the written or memorized speech in that its wording is determined as the speaker proceeds.

If a man is called on to speak extemporaneously, that means that he has prepared. Otherwise, if called on without warning, it is impromptu.

## What's Going On

### Foreign Flashes

Recent visitors at the Home Office were two young men from Amsterdam, convoyed by Toastmaster Jim Barnet, of Los Angeles. John H. Sales and Just Van Ende are connected with aviation, and while in Los Angeles on a business mission, were invited to attend Toastmasters Club meetings. The plan and opportunity interested them and they are taking materials back home with them, hoping to plant Toastmasters in Holland.

Dr. David Hjartarson, of San Diego, expects to visit his old home in Copenhagen, Denmark, in the spring, and he hopes to stir an interest there in Toastmasters training.

### Eli Lilly "Blurb"

This interesting club bulletin (Eli Lilly Toastmasters, of Indianapolis) carries a comment on the club's use of Basic Training.

"We are finding these lessons of great help. Our meetings have shown much improvement since we have made it a practice to use the wealth of information contained in the B. T. Manual."

### March Of Dimes

Athenian Toastmasters of Jacksonville, Illinois, took an important part in the "March of Dimes" campaign, even manning a downtown booth from 9:30 A. M. to 5:30 P. M., plus making speeches.

### Outside Activities

The Midtown Blah-zette, of Midtown Toastmasters Club of St. Louis, proudly records six speeches made by members outside their own club. The bulletin joins in the crusade against that word "ado," which means "fuss, bustle, confusion," and which has no place, as the bulletin points out, in a Toastmasters Club, even in introducing a speaker.

### An Impressive Record

Huntington Park "Progressive" Toastmasters Club offers a list of achievements which should call forth a response from other clubs whose records are capable of matching this one. Here are some of the items of which the "Progressive" Toastmasters are especially proud.

There are 17 Past Presidents active in the club. There are still 6 charter members, although the club is now past 12 years of age. The club held 20 meetings with 100 percent attendance between February 1 and July 1, 1947. There are in the membership three Past District Governors. The club's Treasurer has been in service in that office for 13 years. The average length of membership in this club of 29 members is 6.3 years. The club is almost 100 percent on Basic Training certificates, with 27 of these won. During the 1946-47 Club-of-the-Year competition, the

average attendance was 96.90 percent. The members visited 52 other clubs during the year, with a total of 269 "man visits".

Does any other club wish to match any of these items?

### How Is Your Diction?

The Shell Toastmasters, of Los Angeles, offers this prescription for speech improvement. It is worth trying.

If you can read the following paragraph without mistakes in 15 seconds, your diction is well above average.

"I bought a batch of baking powder and baked a batch of biscuits. I brought a big basket of biscuits back to the bakery and baked a basket of big biscuits. Then I took the big basket of biscuits and the basket of big biscuits and mixed the big baskets with the basket of biscuits that was next to the big basket and put a bunch of biscuits from the baskets into a box. Then I took the box of mixed biscuits and brought the basket of biscuits and the box of mixed biscuits and the biscuit mixer back to the bakery and opened a can of sardines."

After you've mastered the above, try saying it while keeping two marbles in your mouth. Please note that the editor assumes no responsibility for dislocated jaws or other accidents that might happen while tackling the above.

### Training Makes a Difference

This is from the "Microphone," bulletin of Speakers' Forum Toastmasters, of Chicago:

Recently it was the privilege of some of us to visit a group that is endeavoring to organize a Toastmasters Club. It was a revelation! Toastmasters training does make a difference. Those who have not had its benefits are truly handicapped.

### Holiday Item

Evansville No. 1 Toastmasters Club had a special Christmas meeting for the young folks, and there were 23 children present as guests.

### Helping Kiwanis

High Ridge Toastmasters Club of Chicago held a joint meeting with the Rogers Park Kiwanis Club at Christmas time. It was a regular "stated" meeting of both clubs, and the Toastmasters furnished the program, which was not bad advertising for Toastmasters training.

### High School Speech Contest

San Diego Toastmasters are promoting a speech contest for the high school students of the city, providing a trophy and helping with the project at all points in cooperation with San Diego State College. And Charles Danielson, last year's Educational Chairman of the club, takes his place as the first member to complete his Basic Training.

### From The Northwest

The "Pine Cone", published by Evergreen Toastmasters of Spokane, carries a timely admonition:

Of all the things you wear, your expression is the most important. The next time you catch a glimpse of yourself in a store window or the counter mirror, skip the glance at your hat angle and check up on the expression just below. Then decide if it isn't worth a little time and effort to exchange that look of grim determination for something a little more appealing.

### "What's Good in the Second Race?"

Bluegrass Toastmasters of Louisville have a clever method of listing programs. The speaker is listed as a "jockey," the individual critics as "trainers," and the toastmaster as "Official Track Handicapper." It must take a "fast" program to keep up with that technique.

★ ★ ★  ★ ★ ★

### Anniversaries

A good many Toastmasters Clubs are celebrating their tenth anniversary this season. All clubs numbered from 96 to 131 are entitled to observe this anniversary during 1948, which indicates that 36 new charters were issued during 1938. Quite a contrast with the present year, which will see considerably more than 100 charters granted.



Fuller, Benson, Stines, Aldrich

### In Los Angeles

Three District Governors and their club members joined to greet President Benson at a great meeting in Los Angeles. Governor George F. Stines, of District One, led his District in welcoming the visitors. R. E. Lee Aldrich, Governor of Founders District brought nearly 50 of his District officers and members, while Governor Robert Fuller, of District Five, was accompanied by a group of officers and members, including Past Governor D. S. Saund.

The "birth of a new club" which was depicted by the new "Glen-Eagle" Toastmasters Club is shown in picture on page 16.

In the picture above we have Robert Fuller, George Benson, George Stines, and Lee Aldrich as they appeared on the program for this special occasion.

## Scottish Corner . . . .



Photo by James S. Dunlap

The Waverly Toastmasters Club, No. 463, of Edinburgh, received its charter at the hands of District Governor Arthur L. Cunningham, early in December. Seated are J. A. Tod Brown, Secretary; Dennis E. Noad, Dep. Gov.; and Stanley G. Batt, Lieut. Gov. The charter is being handed over by District Governor Cunningham to President John Tulloch. Next to the President is John H. Holmes, who acted as Toastmaster for the evening, and immediately behind him is John H. McLaughlin, C. A., Treasurer of the Club. The timing device on the table was presented by Venner Time Switches, Ltd., by the hands of Dennis Noad.



## Notes of Progress . . . .

District 18 plans for seven new clubs, hoping to make it ten, the first of which is now being inaugurated in Aberdeen. James Ewart, late District Secretary, has been appointed "District Organizer."

Governor Cunningham had the honor of presenting the charter to the Edinburgh Toastmistress Club, the only Toastmistress Club in the British Isles. Miss Elizabeth Shewan is the President. This club was promoted by Governor Cunningham and Past Governor William Goldie.

Inter-club meetings in Glasgow and Greenock have been highly successful. Area assemblies are scheduled for an early date, taking the place of the District Convention. A Scottish Toastmasters Hand Book is in course of preparation.

The thoughtfulness of various Toastmasters Clubs in America in sending Christmas parcels to the Clubs in Scotland has been greatly appreciated, and appropriate resolutions were placed on record, so that the brotherly gesture may not be forgotten.

George Waugh, of Centennial Toastmasters of Winnipeg, had his early days recalled when he heard that Arthur Cunningham, of 145 Great Junction Street, Leith, was Governor of the District of Scotland, for Leith is George's birthplace. Governor Cunningham wonders if there are other Scottish "exiles" in Toastmasters Clubs in America.

## The California Language . . . .

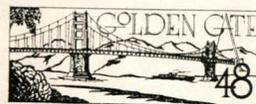
This is the first of a series of brief lessons in language intended to help eastern visitors who attend the Toastmasters International Convention in San Francisco next July.

The American-English language is currently used in California, so that there is no problem of learning a new tongue when you visit the Golden State.

But there are certain peculiarities of pronunciation and usage which need to be kept in mind if visitors wish to avoid the suspicion of being "foreigners," or tenderfeet, as they are often called.

To begin with, the Convention City is *San Francisco*, not "San Fran," and especially—oh, very especially—not "Frisco." Some tourists have an idea that by talking boldly about "Frisco" they create an impression of sophistication, and of being right at home. This is a mistake. No true Californian speaks of "Frisco." Use of that term irritates Californians and advertises the extreme tenderness of the intruder's feet.

Rule 1: Don't call it "Frisco."



The Angelenos are not quite so sensitive about the name of their city, but they have their limits. You may call it "L. A." without giving serious offense, but don't call it "Loss." That is a fighting word.

The name is commonly pronounced "Loss Anjelus," because

of the influence of middle-westerners who constitute a large part of the population. People who appreciate the beauty of the Spanish language favor "Loce Ang-geles," giving the "o" its long sound, and hardening the "g". Either pronunciation will be accepted, so long as you do not stress the "loss."

Certain Spanish locutions are common in California place names. Thus, "J" gets the sound of "H" or "WH", and "LL" is pronounced rather like "Y". The San Joaquin Valley is called "San Hwa KEEN," and the Mojave Desert is "Mo HAHve." La Jolla is "La HOY a."

The "A" is broadened, as in "arm," and "I" usually gets the sound of "E". Long "E" is given the sound of long "A", and "O" is usually long. For example, San Pedro is "San PAY dro," Carillo is "Ca REE yo," and San Jose is "San Ho ZAY."

Next month we shall bring you a list of California names with correct pronunciations, and later on there will be some short lessons in elementary Spanish, so that you may know, when someone greets you in San Francisco with "hasta manana" or "pronto hombre" or "adios amigos," whether he is inviting you to dinner, or giving you a quick brush-off.



"Birth of a Toastmasters Club" was graphically portrayed at the Three-District gathering in Los Angeles, when President George Benson was welcomed. The picture shows the officiating Toastmasters: Kees Vercaide; the new "baby" Toastmasters Club, "Glen-Eagle;" Barney Dean, Vice-Pres. of new Club; David Ligon; Paul Crouch; Dr. Ed Whittenberg; and, reclining, Otto Janssen, Dep. Gov. of the Jewel City Toastmasters, who sponsored the new chapter.



At Portland, Oregon, President and Mrs. Benson were initiated into the "Mystic Order of the Rose", a ceremonial reserved for presidents of international organizations and other dignitaries. (Portland is famed, as you should know, for its wonderful rose gardens and the everblooming roses.) In the picture, Mrs. Joyce Enright, of the Portland Ad Club, has just completed the rites making the Bensons full-fledged supporters of the rose tradition.



Cuyahoga Falls Toastmasters Club promoted a High School Speech Contest. District Governor V. L. Blinn presented the trophy. James Huston, winner, accepted it. With him are shown runners-up Joanne Wesley, Robert Martin and Paula Alexander. All of the students are in 12-B class of the High School.



A HOME OFFICE AFFAIR

When Garden Grove Toastmasters Club received Charter No. 523 at the hands of Dist. Gov. R. E. Lee Aldrich, it marked the completion of a project which started right in the Home Office at Santa Ana. Mrs. Marian Werner keeps the books and guards the bank accounts of Toastmasters International. She lives in Garden Grove, where her husband, Tony Werner, is a California Realtor. Mrs. Werner thought that Tony should have Toastmasters training. He agreed, and so he set out to build a club right in his home town, that busy little city of Garden Grove, only five miles from Santa Ana. So now the club is hard at work, and Tony Werner, quite appropriately, is President. He is the thoughtful person at the right in the picture, receiving the charter from Governor Aldrich. In accepting the charter, he spoke of the convention slogan of "G G in '48", and gave assurance that whether the G G meant Golden Gate or Garden Grove, the members of Club 523 would be there.



Time for installation of officers of El Monte, California, Toastmasters Club No. 352, found the President-Elect, Cliff Goodson absent on an eastern trip. This did not interfere with installation plans. A long-eared substitute, well prepared as a listener, and with thick skin, such as a President needs, was provided to take his place for the ceremony. The Retiring President Dudley McMichael officiated.



Charter No. 552 was presented to the new Club at West Frankfort, Illinois, by B. H. Mann, of St. Louis, Member of the Board of Directors of T. I. Special interest attaches to the Secretary of the Club, Dan Humphrey (indicated by arrow), the story of whose speech experience was put on the air and heard by many. You will find the story on page 28 of this Magazine. In the picture you will see Dr. Clark Yost, Vice-Pres., Joe Brodigan, Sgt.-at-Arms, Dan Humphrey, George Lockard, Chm. of Educational Com., R. V. Lewis, President, B. H. Mann, B. M. Peck, Treasurer, and Wm. J. Beukema, of St. Louis, Area Governor.

*Copy to Santa Ana*

*Send me member cards to Santa Ana*

*TM. Meeting Friday*

*Theme of Famous Men of Feb.*

## The Postman Rings . . . .

**Editor:** This is to let you know we use and appreciate the educational material you send us. Thank you very much for this service. Keep it up.

*J. Byron Guernsey, Sec'y.,  
Black Hawk T.M.,  
Waterloo, Iowa.*

**Editor:** We believe it is the duty of each club to share any unusual criticism with all the other clubs through the monthly publication — *The Toastmaster*.

*Allen M. Phillips,  
The Dalles, Oregon.*

**Editor:** Our programs are working very nicely according to the International plans and seem to be quite a bit more interesting. A lot less worry on my part about programs, too.

*Eugene R. Mizer, President,  
Zanesville, Ohio, T.M. Club.*

**Editor:** Toastmasters had a great part in my coming to the State of Illinois and in my promotion to General Agent for half of the state for my company, Aid Association for Lutherans. The training has also made my new work easier, for I must now make at least two talks a week. I think that I would have turned down the promotion had it not been for my training in Toastmasters.

*Theo. L. Precht, Springfield, Ill.  
Formerly of Seymour, Indiana,  
Toastmasters Club.*

**Editor:** The Magazine is keeping step with the organization, both are growing bigger and better. People in other countries are asking "What can America offer besides dollars?" in competition with totalitarian nations. If Toastmasters clubs are good for the U. S., shouldn't they be good in other countries?

*J. O. Popa-Iovu, Wenatchee, Wash.*

**Editor:** To me, Toastmasters means more than a mere get-together good time. Toastmasters has always been unique for punctuality and timing, and for high ideals, plus its fine fellowship.

*Clyde A. Smith, Los Angeles.  
(Formerly member of State  
Legislature of Wyoming.)*

**Editor:** Most of our old members have started Basic Training (for the first time in our club's history) and we require all new members to follow it. We also follow the Progressive Training schedules which provide almost effortless means to varied and interesting programs.

*Stanley Bannister, President,  
Colfax, Washington.*

**Editor:** Mrs. Benson reads my *Toastmaster Magazine* before I even get to see it, and she enjoys it as much as I do.

*I. Benson,  
Gov. Area 1, Dist. 6.*

## Toastmaster Magazine Writing Contest

★ ★ ★ ★ ★

### Beyond Your Limit

By ALEX SMITH, of Centennial Toastmasters Club No. 313, Winnipeg, Manitoba.

(Inspirational)

**P**ROGRESS is what we are after in Toastmasters. We don't always get it.

Many of us go regularly to the club meeting. We take our turns on the program. We are mildly in earnest about some of our talks. We spend a little time preparing them. We attempt a few gestures. Sometimes we even give a little thought to an interest-arousing title. But, take it all in all, *we lack something*. We seem to be devoid of such force and persuasiveness as some of the better speakers show.

We seem to be on a level—on a plateau. We have attained a certain proficiency, and a certain speaking personality, but beyond that we cannot go.

What is it which holds us back? What is it that causes one man to forge ahead while others stand still?

We must go to the psychologists for the answer. Woodsworth, in his "Psychology" says: "We never learn anything, be it piloting an airplane, playing a violin, golf, French or public speaking, by means of gradual improvement. We advance by sudden jerks and starts. We advance rapidly dur-

ing the first few weeks. Then we remain stationary, or even lose some of the proficiency we have gained."

Psychologists call these periods of stagnation "plateaus" in the curve of learning. When we get onto one of these plateaus, we may strive hard for a long time, and yet be unable to get off and onto the upward ascent again. We become discouraged. We have reached what appears to be our peak. Psychologists call this peak our "psychological limit."

It used to be thought that nothing could be done about this peak of learning ability. Modern psychologists have an answer. They have found something which will push students, athletes, learners of all kinds — typists, telegraphers and public speakers—beyond their apparent limits. That something is *improved methods of training*.

Have we any "improved methods of training" in Toastmasters? Indeed we have. It is called "Progressive Training."

And why will "Progressive Training" help you progress more rapidly, where other methods fail? Because it is *concentrated*.

In your ordinary performance of speech assignments, you are merely diversifying your forces. In "Basic Training," you get a thorough drilling in fundamentals of speech—earnestness, organization, gestures, and the like.

With the addition of "Progressive Training," you are exposed to the *concentrated, special efforts* of the individual critics, the general evaluator, the educational committee, and the whole club, to push you up from that plateau to the higher realms of progress.

For example, here is how it works.

You went to your club the last week in November. Early in the program, up jumped one of the club's educational boys. He gave an entertaining talk on the "point of emphasis," as he called it, in the "Progressive Training" schedule for December. What he said added up to this: Every talk in December was to be humorous, exciting, entertaining in some way. Entertainment was the point.

You listened, but you let it go, because you had already planned your December speech. You were on Basic Training Number Nine: "Working With Words." You had it all lined up. You planned to call it "Misplaced Words and Phraseology Through the Ages."

On the appointed evening you delivered the talk. You thought you had done pretty well, but the reaction was different from what you expected. Your individual critic said: "It was a good talk, Joe, but no fun." The General Evaluator said: "Pretty well organized, Joe, but not entertaining." The Basic Training chap marked down on your sheet: "Good example of working with words, but no humor in it."

And as you went home, you could see your fellow members pointing you out and saying to each other: "Poor old Joe, he's got Toastmasters B. O. He's the bloke that spoke in December without a joke."

By the time you got home, you had begun to think: "Maybe there is something to this entertainment business. I'll give it a whirl."

You looked over your material and decided to try it again. This time you would show them. You would lighten it up. So you thumbed over "Esquire" and the "New Yorker"—but no, there was nothing appropriate. Finally you hit upon just the thing—Dodd's Almanac, 1913 vintage, stored away in the basement. There, on page seven, was just the thing—a bunch of schoolboy boners. You selected some of these to sprinkle through the talk.

At a later meeting in December you had a chance to speak again, and you used the same talk, but this time, with the topic "Misplaced Phraseology" you brightened it up with the boner: "Milton was a blind poet who wrote 'Paradise Lost.' When his wife died, he wrote 'Paradise Regained.'"

Some guy in the back of the room gave out a loud guffaw. That started it. The fellows began to enjoy the talk. From then on, you sailed along, from boner to boner, illustrating every point with something amusing. You took up the misuse of words, and mentioned the schoolboy who wrote, "The only article of clothing worn by

Ghandi in India is called the sirloin." They laughed again, and then you wound up with the boy who wrote, "The laws of the United States allow a man but one wife. This is called monotony."

Well, sir, what a different reaction!

The individual critic remarked: "Marvelous vocabulary, Joe!" The General Evaluator came through with: "Excellent! Well put! A cultured rendition of the history of words!" And the Basic Training critic wrote: "A fine piece of educational material!" And after the club adjourned, the fellows took to handshaking, backslapping, and general congratulations on the good speech. And they kept it up around the corner and into the coffeeshop until the first thing you knew you had paid for the coffee.

When you reached home, you experienced a surge of satisfaction, and for the first time you felt that sense of achievement which is the reward of the speaker. You stood up straighter and said: "Today I have improved. Today I have made progress."

And it was true. Never before had you concentrated on making a humorous talk, or any other sort of talk. The concentrated attention which you had fixed upon the "point of emphasis" had forced you off the plateau of sameness on to the next notch of better talking.

As a result, the educational facts were easier to grasp. The men enjoyed that talk, and remembered it, as they had not enjoyed any other effort of yours.

Just think how much more you could progress if your club forced you to attend to all the other little fine details of polished speaking! Consider the effects of concentrating on one item at a time, and conquering it.

That is the way to get off your plateau, and go beyond your "psychological limit." That is what you get in your club, if your club studies and applies "Progressive Training."

## Who Is Chairman?

By GRANT HENDERSON, of Smedley Chapter Number One, Santa Ana, California.

(Educational)

**D**ID you ever sit through a meeting of an organization where a varied program was being conducted? Did you wonder, now and then, just who had charge of the proceedings? Perhaps you asked the question: Who is chairman?

Webster defines chairman thus: "The occupant of a chair of office or authority; specifically the presiding officer of a committee, meeting, or any organized body."

To understand that definition, one must have a clear concept of the meaning of the word *preside*. Webster says: "To occupy the place of authority, as of president; to direct or regulate proceedings as a chief officer."

In brief, "chairman" means: One who presides.

Every worth-while organized body has, as one of its fundament-

al principles, some very definite purpose. That purpose may consist of several objectives to be attained. The Toastmasters organization is unique in that one of its main objectives is: "to gain instruction and experience in chairmanship". Provisions are made whereby every active member of a Toastmasters Club can realize that objective.

It is clearly understood that the chief officer of every Toastmasters Club is the President. The office of President is vested with authority sufficient to enable the occupant to act as supreme commander. Thus the President becomes the chairman of highest rank. That last statement implies that there may be another chairman, or possibly more than one other. This is the case in every regular meeting of a Toastmasters Club where the proceedings are properly conducted. Several members have the opportunity to gain experience in presiding.

The Manual for Toastmasters Clubs contains a list of details for a typical program, one of which concerns the Table Topic: "The President calls for the evening's 'Table Topic', which is handled by the Topicmaster, previously appointed to the task". The specific task assigned to the Topicmaster is to *handle* the Table Topic. To do that he presides over that part of the program. He is actually the chairman of the meeting from the time the President introduces him until he has completed his task.

Another detail relates to the Toastmaster: "The President introduces the Toastmaster of the evening and yields control of the meeting to him". Thus, by direction of the President, the Toastmaster becomes the chairman, having full control during the time allotted for the speaking program.

One of the duties of the Toastmaster is to introduce the member to whom has been assigned the specific task of evaluation. With this introduction the Toastmaster yields control to the Evaluator who thus becomes the chairman to preside till his task is done. All the while he is answerable to the chairman of next superior rank, the Toastmaster; who, in turn, is answerable to the chairman of highest rank, the President.

The task that may be assigned to any chairman of lower rank must be one that is very specific in nature and not related in any way to parliamentary procedure. To the Chief Officer of the Club, the chairman of highest rank, has been assigned the task of presiding over every part of the program that has not been definitely assigned to some chairman of lower rank. Only the President (or some other person *duly authorized* to act in stead) may occupy the Chair during deliberative proceedings.

Who is chairman of a meeting of a Toastmasters Club? That depends upon what part of the evening's program is being conducted. The Chairman may be the President, the Topicmaster, the Toastmaster, or the Evaluator—only

one at a time; and each when presiding over that part of the program definitely assigned to him.

Regardless of the title by which the chairman is known, it behooves him to heed the sage advice given in *The Amateur Chairman*, and govern himself accordingly when occupying the Chair: "Remember, the chairman is the pilot, and it is his work to steer the ship. The passengers carry on the social converse. It is for you, as Chairman, to keep your hand on the wheel, your eye on the compass, and your tongue at rest. Let the others do the talking while you guide the course of conversation".

### "Carrying coals to Newcastle"

Newcastle was the greatest coal market in the world in its day. The idea of unnecessary gifts or supererogatory favors has found expression among many peoples in similar words. For example, the following:

"To carry leaves to the forest; or, to carry water to the river."—French.

"To carry pepper to Hindostan."—Persian.

"To carry water to the sea."—German.

"To carry oil to the City of Olives."—Hebrew.

"To add a farthing to the millions of Croesus."—Greek.

A slightly different turn is given in the classic "to pile Ossa on Pelion," in allusion to the attempt of the Titans to scale Olympus, or even reach heaven, by placing Mount Ossa on top of Mount Pelion.

## Speech Material . . .

Where to find subjects and material is a problem with some Toastmasters.

Where to look for it depends on what sort of interests the speaker has; what his work, his hobbies, his surroundings, and his audience may lead to.

One field in which every speaker may expect opportunities is in speaking to young folks, or to civic groups who need inspiration and instruction in practical application of ideals or living. For such material, one excellent source is found in a little handbook published by Paul's Workshop, 917 South Third Street, Louisville, Kentucky, under the title "Speaking to Youth." It costs 25 cents, and may be ordered from the publisher.

This book is distinctive in that it has been prepared as a guide for speakers who were called upon to address high school groups. Suggestions and outlines are provided which can be of great aid to any speaker seeking to treat such subjects as practical education, good health, conduct of a business, handling of one's own finances, good citizenship and its responsibilities, developing a home, and various similar themes.

The table of contents of the book carries a score of good ideas for Table Topic discussions. It is a good book for any Toastmasters Club Educational Committee to have at hand.

## More Bulletins . . . .

New bulletins from the clubs, received at the Home Office, include the following:

The Pioneer—Club No. 17.....	Indianapolis, Indiana
Hot Toast—Wenell.....	Minneapolis, Minnesota
Servel—Servel.....	Evansville, Indiana
The Pine Cone—Evergreen.....	Spokane, Washington
Waterloo—Waterloo.....	Waterloo, Iowa
Mt. Helix—Mt. Helix.....	San Diego, California
Bulletin—Quincy.....	Quincy, Illinois
The Pilot Light—Irvington.....	Indianapolis, Indiana
The Evandin Ad-Lib—Evandin.....	Evansville, Indiana
Toastmasters—Greensboro.....	Greensboro, North Carolina
Sanguaro Spines—Sanguaro.....	Tucson, Arizona
Toastmaster—Burbank.....	Burbank, California
109 Vocal Chords—Eagle Rock.....	Eagle Rock, California
The Score Board—Loyola Del Rey.....	Playa Del Rey, California
Toastmasters Topics—Triangle TM Club.....	Los Angeles, California
Toastmaster—Cincinnati.....	Cincinnati, Ohio
Ye Toastmaster Crier—Verdugo Hills.....	Glendale, California
Cosmo Blats—Cosmopolitan.....	Minneapolis, Minnesota



## The Record Of Growth "700 by 70"

No.	Name	Town	District
556	Glen Eagle—Glendale, California.....		1
557	Wayne—Wayne, Nebraska.....		19
558	San Bruno—San Bruno, California.....		4
559	Salina—Salina, Kansas.....		22
560	Viking—Northfield, Minnesota.....		6
561	Coshocton—Coshocton, Ohio.....		10
562	Lynchburg—Lynchburg, Virginia.....		U
563	Borah—Boise, Idaho.....		15
564	Olmsted County—Rochester, Minnesota.....		6
565	San Joaquin Power—Fresno, California.....		4
566	Eugene—Eugene, Oregon.....		7
567	Springfield—Springfield, Oregon.....		7
568	Madera—Madera, California.....		4

## Programs Are Easy . . . .

By ERNEST S. WOOSTER

Programs are easy to build if you go about it right.

Even so, the task of making up the program for the month in your Club presents certain problems. Some of these are:

① To arrange things so that the speaker who was on the program for the last meeting of the preceding month does not appear on the first program of the next month, thus giving him assignments in two successive weeks. If he happened to come on as toastmaster or general evaluator, he might get three places "hand-running."

② To group speakers so that the old hands are not placed on the same program with the novices, to the disadvantage of the latter.

③ To make certain of spacing of assignments, so that a member who is on the first program of one month does not get pushed over to the last program of the following month, giving him eight weeks between his appearances.

④ To make sure that every member gets his place on the programs, with the positions of Toastmaster, Topicmaster and General Evaluator systematically rotated.

It takes vigilant care and study to achieve all these points in making up programs. A systematic method is essential. Here is one method by which it can be made comparatively easy, and by which

errors and omissions can be reduced to a minimum.

### This Is How

Assign a number to each member. It simplifies matters if the names are numbered in alphabetical order, but this is not imperative.

For convenience and better visibility, indent the even numbers two or three spaces, so that your list looks like this:

1. Abel Adams
2. Ben Baker
3. Chas. Cowan
4. Dan Drew
5. Ed Elson
6. Ed Elliott\*\*

Make your complete roster up in that form. Then begin with No. 1, or whatever number comes up first, and take your Toastmasters for the first quarter of the year from among the odd numbers.

Next, take the Topicmasters from among the even numbers in the same manner. Then take the General Evaluators from the second half of the odd numbers.

When you start on the programs for the second quarter, take the Toastmasters from the first half of the even numbers, Topicmasters from the second half of the odd numbers, and General Evaluators

\*\*Purpose of the indentation is to make it possible to use a ruler to cover the extended figures, leaving only the even ones visible. Thus they are easier to pick out. By moving the ruler over, the extended (odd-numbered) ones are made prominent. It helps to prevent mistakes.

from the second half of the even numbers.

For the third quarter, you can take Toastmasters from the second half of the odd numbers, Topicmasters from the second half of the even numbers, and General Evaluators from the first half of the odd numbers.

It is not so complicated as it sounds. If you will make up your list of members as suggested, and then start making the assignments, you will find the plan quite simple.

Now let's assign the speakers.

Put odd-numbered speakers on the first and third (odd-numbered) meetings, with even-numbered speakers on the second and fourth (even-numbered) meetings.

If there are members who are compelled to be absent habitually on certain dates, such as the first or third meeting of the month, give them even numbers, and they will automatically be cared for. Likewise, change numbers for those who must miss the second or fourth meeting.

With this system in operation, no speaker will ever follow himself if the plan is carefully followed, nor will anyone be omitted.

Four times a year there is a month which provides for a fifth meeting. These extras give opportunity for special programs, such as contests, ladies' nights, debates, forums, speech training and such events. They are off the odd-even schedule, and should be used for

special purposes.

New members coming into the club can be assigned numbers vacated by members who drop out. Before the system becomes static, it should be changed, re-shuffled, so that half of the odd-numbers are exchanged for half of the even ones.

No system is perfect, but the one presented here offers as much flexibility as can be provided, plus the advantage of a simple and systematic method of giving equal opportunity to every member. The important thing is to have a system, and use it.

But the assignment of members to their duties is only half of the task—the half which belongs to the Program Committee.

Next comes the Educational Committee of the Club, planning the types of program, the methods for evaluation, the kind of table topics to be used. It is the business of this committee to make sure that the club is given exposure to many different speech situations, and that every program is planned in detail for this purpose.

The Program Committee and the Educational Committee work together in close cooperation, taking a long range view of the work so as to provide unity, coordination and progress along with variety. With these two committees functioning effectively, the club's program of progressive education is made a certainty.

## *It's a Good Idea*

### **Topicmaster Is Timed**

Lengthy introductions are to be avoided by the Topicmaster. Time is of the essence in his brief period of presiding.

He introduces the topic in as few words as possible, making sure it is understood. Then he introduces the speakers individually, if he chooses, limiting his introductions to very little more than the mention of the name. Frequently, the Topicmaster simply designates the man who is to start the discussion, and states that the rest will follow in turn.

At the conclusion of the period of discussion, the Topicmaster may take one or two minutes for comment, summary, or whatever needs to be said.

For the man in charge to be verbose, time-consuming, sets a bad example for the speakers.

As a rule, the table topic speakers are not given individual evaluation, either by the General Evaluator or by the individual evaluators. It would take entirely too much time. The evaluation of the discussion is limited to comment on the choice of the topic, and the general effect of the discussion, whether good or unsatisfactory.

In any case where the table topic period is allowed to drag or to consume too much time, mem-

bers are bored and the discussion feature falls into disfavor.

### **Table Topics Variety**

President Ervin Pietz, of Boston Toastmasters Club, reports on an unusual Table Topics session. The men on one side of the table acted as representatives of the people from various congressional districts, and each one addressed questions and comments to the Representative in Congress, as enacted by the man across the table from him. Controversial subjects were brought up, and the "voice of the people" was given a chance to be heard by the "representatives." It produced some ingenious and original talks.

### **The Speech Clinic**

"General" Toastmasters Club of Los Angeles is fortunate in having as chairman of the Educational Committee Herbert Morey, former Governor of District one, and himself an educator. This committee presents an educational period at each meeting of the club. The men rotate in the presentation, each on his special line. One specializes in language usage, one in speech organization, one in speech presentation and one in evaluation.

A second feature is a "speech clinic" which meets every Wednesday evening at Morey's home, for the benefit of new members and those desiring special help.

## School For Speech Makers . . . .

Picture on Page 17

Many Toastmasters were thrilled one day early in December when they heard the radio giving out a story of how Dan Humphrey learned to talk. Dan is Secretary of the new Toastmasters Club at West Frankfort, Illinois, and he is also connected with the *Daily American*, of that city.

The story was prepared by Miss Laura Etz, United Press Bureau Manager at Herrin, Illinois, and it went out by wire to radio stations all over the country. Because of the interest of the material involved, we present the complete text of the broadcast.

There are about 16 thousand men in the United States who have learned, the hard way, to look a crowd straight in the eye and make a speech.

That's more than most of their friends can say.

They stand before a roomful of white shirt-fronts and never bat an eye. The formula is simple. They got together and kidded each other into the knack of speech-making.

Years ago, Dan Humphrey, a member of the Toastmasters Club at West Frankfort, Illinois, was called on to say a few words at a football banquet. Now Dan, being a sports writer, was used to shooting off words about football as fast as they could come out of his typewriter.

On that occasion, he got up—and that's the last thing he can recall until he sat down. Eye-witness observers told him about it later. He just stood up—gazed at that sea of faces—and stood paralyzed!

He didn't utter a syllable. Then, after a few moments of death-like silence, he sat down again.

Dan felt humiliated. He was mad at himself. His friends told him they knew how he felt, and in-

vited him to join their Toastmasters Club.

What the men did, as they put it, was to get up and make fools of themselves every week, trying to make speeches. But it was all in the family. After the talks, they spoke out with frank criticism of each other, telling how they could have done better—telling one to keep his hands still—ordering another to stop swinging on the back of his chair.

Others threw in more suggestions. "Breathe from the bottom of your stomach. Stand up straight." They were repeating things they had learned in the eighth grade, and had not bothered to remember.

Dan says: "They gave me a working over, all right. I thought I would faint the first time I got up. They ordered me to talk about newspapers."

He stammered through it. His face got red. Well, you know how he felt. It's a common disease that hits everyone who has ever tried to say anything before a group of people. Luckily, he says, they asked him to discuss a topic he knew something about. Afterward, he took his share of outspoken criticism.

"They didn't spare the horses," he says. "They told me just what they thought of me as a speaker, and believe me, it was awful. But it helped."

Dan makes no claim to being an ideal after-dinner speaker. "I don't know enough jokes," he says, "but I can talk without shaking like a leaf, and keep on till they make me stop."

The idea for Toastmasters Clubs started with Ralph Smedley, who lives in Santa Ana, California. It met an immediate need, and now they have more than 550 chapters

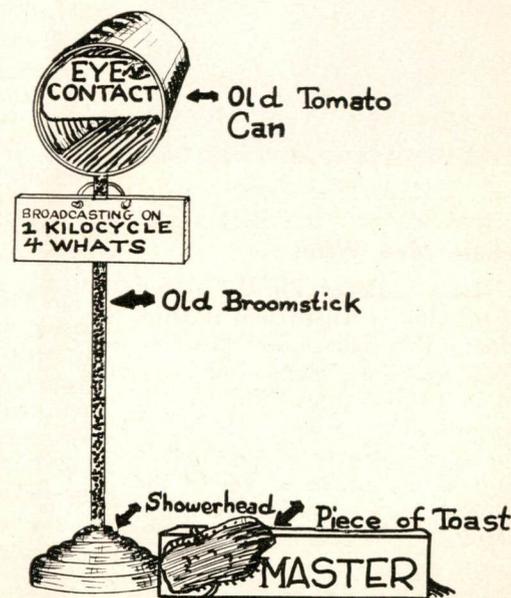
all over the country in in some other lands. They have sixteen thousand members, and they are mostly like Dan, who thinks that he is the solid proof of the greatness of the organization.

"Look at me," he invites. "I was the sorriest member they ever initiated. But it's like a miracle. I even feel better as I walk down the street and stop to talk to people."

Dan is almost ready to make it a positive guarantee that you can do the same thing, because, he says, "If they can do it for me, it's fool proof for anybody."

## "Meet the Mike"

This was the clever idea used by George S. Moffatt when he served as Toastmaster at a recent meeting of the Los Angeles "Downtown" Toastmasters Club. He had made up a simulated microphone, using the homely materials indicated in the drawing, and he asked each speaker to "broadcast" his speech. Notice the warning "Eye Contact" posted inside the "mike" as a reminder to the speakers. Some of the speakers were so intrigued by it that they could not get their eyes away from it to look at their audience. Others heeded the warning and looked their hearers in the eye. Toastmaster Moffatt insists that his terrific investment in the construction of the microphone was worth while, in view of the victory over "mike fright" gained by at least part of his speakers.



## Toastmasters In The News . . . .



DR. HARRY L. BAUER

### These Men Write

Harry L. Bauer, Ph. D., is head of the biology department at Santa Monica City College, in California. He is a longtime member of Santa Monica Toastmasters Club No. 21, and an able speaker. He is "in the news" because of the publication of an article of his in the January issue of the Ladies' Home Journal. The article, entitled "A Letter to Joan from an Interested Father", is a sane and thoughtful treatment of the problems of youth, from the standpoint of a father, who is also a teacher, and

### Toastmasters Enshrined

Toastmasters of San Bernardino, California, were much in evidence when the Shrine Club of that city installed its new officers. Fred B. Mack, the new president, is a former member of the San Bernardino Toastmasters Club, and Dwight E. Rauch, installed as secretary-treasurer of the Shriners, is also vice-president of San Bernardino Toastmasters. In addition, he is president of the Santa Fe Masonic Club, whose November meeting attracted some 500 persons over whom he presided in true Toastmasters style.

in daily contact with young people.

For any person to land in the columns of the Ladies' Home Journal is an event worthy of note, and we are proud of Toastmaster Bauer and his achievement.

Another Santa Monica Toastmaster who breaks into print is Dr. Milt Clauser, whose article on "Trends in Aircraft Power Plants" appeared in the November issue of the *Aeronautical Engineering Review*.

★ ★

Congratulations to both of these Toastmasters, and to their Club.



## Words to Watch! . . . .

### "THANK YOU"

"Must the Toastmaster thank each speaker at the conclusion of the speech?" writes a troubled chairman, thus raising the whole question of courtesy on the platform.

"Thank you" is a beautiful and meaningful expression. It should never be used thoughtlessly or meaninglessly. For the chairman to mumble a hasty "thank you Mr. Jones" as he reaches for his program to see who comes next is far more discourteous than silence. It means nothing at all, except that the chairman is performing what he supposes is his duty.

If a speaker renders notable service, so that he reserves special commendation, let him have it. The chairman may say: "That is an unusually clear and helpful statement of the question, Mr. Jones, and every man here is indebted to you for it." Some such statement, if honestly meant and sincerely spoken, means something to the speaker and to the audience.

As a general rule, when presenting a program of several short speeches, the chairman will do well to reserve his thanks until the close, and then speak well chosen words of appreciation to all who have participated.

A good rule is: "Never say 'thank you' unless you mean it."

### "GREAT AND MARVELOUS"

According to the Psalmist, such are the works of the Creator. But it very rarely happens that any performance in a Toastmasters Club meeting deserves such adjectives.

"That was a marvelous speech," says some enthusiastic Toastmaster. "It was a wonderful talk," says another. Neither one means it, of course. He is merely trying to be complimentary. What he means is that it was a pretty good speech, take it by and large, or that he rather liked it. Not more than once or twice in a lifetime will you hear a speech which deserves to be called "wonderful" or "marvelous" or "stupendous" or even "colossal."

Don't waste such big words on small matters.

### "FURTHER ADO"

"And now, without further ado, I present Mr. Whoosit, who will address you."

What is the meaning of this "ado" without which we introduce people? The dictionary makes it mean "turmoil, turbulence, stir, disturbance, row, bother, trouble, commotion, uproar, racket, rumpus or razzle-dazzle." Which one of these is the "without which" of your introduction?

Make the expression contraband, taboo, unlicensed, in your club. Without further ado, let's eliminate "further ado" from all our meetings and speeches. In a word,

Let's try to get rid of the Toastmaster who  
Says "I now interdooce without further ado."

And while we are on the subject, let's

Beware of the chairman, the poor witless wight,  
Who starts out each time, "We have with us tonight."

And, personally,

You have my unqualified share of the fellow  
Who can't start a sentence without saying, "Well-uh."

## Stories You Can Use . . . .

I often pause and wonder  
At fate's peculiar ways;  
For nearly all our famous men  
Were born on holidays.

### GREAT MEN ARE MODEST

When George Washington entered the House of Burgesses at the close of the French War, a vote of thanks was passed for his valuable services in the field. The young soldier hesitated in making a reply, when Speaker Robinson came to his aid by saying, "Sit down, sir; your modesty is equal to your valor, and that surpasses the power of any language I possess."

### "BROTHER JONATHAN"

"We must consult Brother Jonathan" was a frequent observation of Washington, by which he expressed his confidence in the judgment of his secretary and aide-de-camp, Col. Jonathan Trumbull of Connecticut, later a member of congress, senator, and governor. This is the origin of the nickname, "Brother Jonathan," applied to Americans, which used to be popular as a companion expression to "John Bull."

### WASHINGTON'S JOKE

The great "First American" seldom indulged in a joke, but when he did, it was a hit. He was present in Congress one day during a debate on the organization of a Federal Army. A member offered a resolution limiting the Army to 3,000 men. Washington suggested an amendment providing that no enemy should ever invade the country with more than 2,000 soldiers. The resolution was withdrawn.

### THE RIGHT SIDE

A clergyman remarked to President Lincoln: "I hope the Lord is on our side." The President replied: "I am not concerned about that, for I know the Lord is always on the side of the right. But it is my constant anxiety and prayer that I and this nation should be on the Lord's side."

### LINCOLN AND DOUGLAS

When Lincoln and Douglas were rival candidates for the Senate, they traveled over the State of Illinois in a series of debates.

At Bloomington, a great crowd assembled for the debate. Mr. Douglas opened, and spoke with great force and conviction, and many words. During the speech, Mr. Lincoln sat huddled on a hard chair, a very picture of despair, and his friends pitied him, thinking he could never meet the arguments of Douglas.

When his turn came, Lincoln arose gradually, stretching himself out to his full height, and his opening words changed the situation. He said: "When I was a boy, I lived on the Sangamon River. At that time an old steamboat plied on the river, the boiler of which was so small that when they blew the whistle, there wasn't enough steam to turn the paddle wheel. When the paddle wheel went around, they couldn't blow the whistle. My friend Douglas reminds me of that old steamboat, for it is evident from what he told us today that when he talks, he can't think, and when he thinks he can't talk."

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356

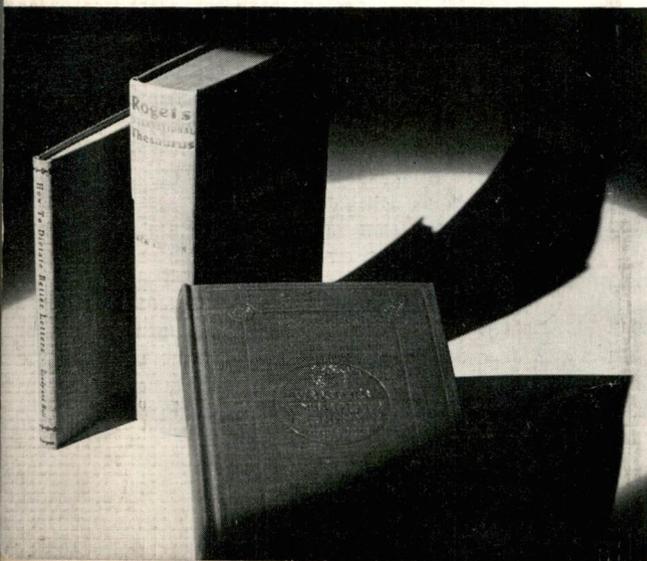
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## *Why Doesn't Elmer Doakes Do Something for Himself?*

Elmer wanted to become a good speaker—so he joined a Toastmasters Club . . . Okay so far . . . But ever since his induction Elmer has expected his fellow members to do all the work in improving HIS speaking ability. Elmer says, "Practice makes perfect," and "It's the criticism that counts"—and so he has never even looked at any of the educational material offered to Toastmasters. "Me—study?" says Elmer. "I've got other things to do!" . . . Well, Elmer, speaking will never be one of those "other things!"

*There are many other "Elmers" who could improve themselves  
by a bit of constructive reading and study.*

Here is a list of some of the books available at Toastmasters Headquarters, which will help any man who studies them . . .



**Public Speaking as Listeners  
Like It**

**The Art of Plain Talk**

**Parliamentary Procedure at  
a Glance**

**Handbook For Discussion  
Leaders**

**Principles and Types of  
Speech**

**Robert's Rules of Order**

**Roget's Thesaurus**