

THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

October, 1949

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TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 760 active clubs, located in the United States, Canada, England, Scotland, South Africa, and the Hawaiian Islands, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Listening

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

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Twenty-five years ago, Ralph Smedley started the Toastmasters Club on its way. Today, after a quarter-century of experience, he maintains his interest, his enthusiasm and his activity as a leader in the movement he started. The Editors believe that you will welcome the picture of the Founder which appears on the front cover.

HOME OFFICE—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. Published monthly at Santa Ana, California. Copyright 1949 by Toastmasters International. 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.

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THE THING THAT COULDN'T BE DONE

*Somebody said that it couldn't be done,
But he, with a chuckle, replied
That maybe it couldn't but he'd not be one
To say so until he had tried.*

Every new idea has had to run the gantlet of pessimism. "It can't be done!" has been the everlasting cry of timid souls as they faced the apparently impossible.

The steam engine, the railroad train, the automobile, the airplane, the radio—every modern invention has been condemned as hopeless by the cynics and the pessimists.

Typical of this resistance to change is the story of the two men who came down from the hills and had their first view of a railroad train. It stood at the station, with steam up, panting and straining, all ready to go. But there were many cars behind it to be pulled.

The two men looked it over, and then one hill-billy said to the other, "Hank, she'll never start." That was his verdict.

A moment later, the conductor gave the signal. The engine coughed, the bell sounded, and the wheels began to turn. The two inspectors stood watching as it gained momentum. Presently the train sped out of sight around a

curve, and the other hill-billy spoke. "Jake," he said, "she'll never stop."

Years ago, experts and conformists said that men could not learn public speaking without a teacher, and without a classroom environment. Some of them derided, some opposed, and many ignored, the idea of the Toastmasters Club, that skill in speech could be acquired by practice, without a professional teacher, without textbook and formal course of instruction, and in the atmosphere of a social club, with members pleasantly situated around the dinner table.

The idea was all wrong, they said. Men were being deceived, misled, into believing that they could learn to talk by such means. Even worse was the theory of informal, conversational speech in place of the flamboyant oratorical style of the day. It just couldn't be done.

But the Toastmasters, never realizing that they were shattering precedents and blazing a path through uncharted wilds, just went along doing that impossible thing.

"Thank You, Mr. Smedley"

By JOHN W. HAYNES

A frontiersman, his back to the deepening gloom, huddles low as he strikes his flint and steel to start a blaze. A spark flies to the tinder and glows hopefully—then dies. Again and again the man repeats his action, but without success. At last, a spark takes hold and breaks into a tiny flame.

Small sticks are added, and the flame increases. Companions bring fuel, each adding his share to the ever-increasing blaze. In time the roaring fire dispels the chilly darkness from the widening circle, and embraces in its heat all those who gather around it.

Ralph Smedley did not wear a Daniel Boone coon-skin cap, but the persistence he displayed in kindling the Toastmasters flame was of that same pioneer character that conquered the wilderness. He had no idea that the blaze he started would light up the lives of so many who would come to sit and talk and be inspired. Nor did he realize that so many volunteers would help to keep it burning. He could not foresee these things in the beginning when he struck his flint and steel to spark the Toastmasters idea.

The first spark was struck away back when most of us were babbling baby talk, or had not even been heard from. That was in 1904, at Bloomington, Illinois.

It seems to have been inevitable that Ralph should organize a speakers' group. Smedley family history discloses the fact that he was a talker from the start, and that early in life he came to realize the importance of words and their use. His mother remembered that he began trying to talk when he was only ten months old, and that he actually used words understandably by the time he was one year of age.

This phenomenon of a not-yet-walking baby, who could talk, inspired a neighbor to quote the proverb: "If he talks before he walks, his tongue will be his overthrow."

Probably these words, often repeated to the not-reticent Ralph, had a definite effect on the growing boy. He was impressed with the importance of words



Through this means, thousands of men have learned to face an audience without fear, to direct their thinking, to think on their feet, and to organize their thoughts. They have plumbed the depths of their own minds and have found unsuspected treasures hidden there. They have learned how to speak informally, concisely, convincingly, whether they addressed one person, in conversation, or a vast audience in public address. And they have done all this in the pleasant social atmosphere of a club, just by working together and helping each other.

At the same time they have helped to popularize the informal type of speech until it has well-nigh crowded formal oratory off the field. The artificial, highly polished, ornate style of speech which was common on the platform a few decades ago is heard infrequently in the present day. Where there were but few "orators," in a time when speech was supposed to be a natural gift or an art acquired by long training, there are today thousands of men who can talk.

Of course this has not all been accomplished by Toastmasters, but we have had our part in developing and popularizing the new style in public speech, and in helping men to use it.

Better speaking led to the cultivation of better thinking and better listening. Our practice of speech evaluation has had its influence on the development of criticism and analytical listening. The practice of securing frank ex-

pression of the audience reaction for the benefit of the speaker has become one of the fundamentals of Toastmasters training. Its importance as a means of speech improvement has won wide recognition among teachers and students.

One of the most gratifying achievements of all the "impossible" things done by Toastmasters has been the success in keeping the movement free from commercialism. The idea had tremendous possibilities for financial exploitation. It could have been made a veritable gold mine, if that purpose had been considered. But it was not included.

From the very beginning, the Toastmasters Clubs have been characterized by the spirit of helpful cooperation for the good of all, with no financial considerations except such as were involved in proper handling of the business. The dividends in Toastmasters International are paid in human values, in personality, in mental and moral achievement.

From the standpoint of cold, calculating business, it was impossible. From the standpoint of conventional speech instruction of a few decades ago, it was both impossible and undesirable. But it has been done. Through two decades of successful operation, the value of the Toastmasters idea and method has been fully demonstrated.

Don't try to tell a Toastmaster that it cannot be done.

He knows better, for he has done it.

and the seriousness of their use. He liked to pick up new words and to pass them on to others as he used them—a trait which persists to this day.



The warning proverb made him cautious, and although he did not escape some verbal embarrassments, he managed to reach manhood comparatively unscathed. Despite the proverb, he developed a tendency toward exhibitionism, which manifested itself at an early age when he "spoke pieces" at Sunday school and other programs. The conquering of fear of an audience was started even then, to be carried further in later years when he was a member of his college debate team. Being an omnivorous reader, with a natural taste for good literature, he began early to acquire his abundant knowledge of words and facts, building the reservoir from which he draws today for his writings and speeches.

With these interests in speech, it is easy to understand why Ralph started that first speech group for older high school boys back in 1904, at Bloomington, Illinois.



The germ of the Toastmasters idea was planted here, even to the name. Because "Public Speaking Class" or "Debating Club" was lacking in appeal to the vigorous youths, a more inspiring name was sought. Credit goes to George Sutton, with whom Ralph was associated in work, for the name, "Toastmasters Club," which was adopted by the group.

The boys liked the name and the idea of meeting for dinner, which is said to have cost about fifteen cents a plate, because the members prepared and served the food. (Beans and buns cost less in those days.)

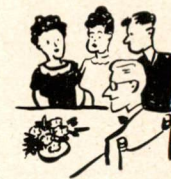
It is worthy of note that the pattern for Toastmasters Clubs was set in this first group. There were the rotation of members as toastmaster, the several short speeches (usually limited to five minutes) and the evaluation, which was given by Smedley or some of the older members.



In 1906, Ralph's work called him to Freeport, Illinois. The club at Bloomington carried on for a short time after he left, and then expired. But in his new community, Ralph struck another spark, proposing to organize a Toastmasters Club similar to the one in Bloomington. Adult citizens, hearing of the idea, demanded it for themselves. Doctors, lawyers, mer-

chants, teachers and salesmen flocked in to join, and this first adult club, organized in 1906, reached a membership of fifty or more men.

Freeport was the scene of a number of "firsts" in Ralph's experience with speech training in a club. One of the most interesting ones was the first "ladies' night" which occurred on May 8th, 1907, starting another Toastmasters tradition.



Again Ralph's work caused him to move, this time to Rock Island, in 1909. Later, following the first World War, he removed to San Jose, California. Inevitably, a new Toastmasters Club was started in each city, while the old one languished and died without the leadership of the inspiring Smedley. Each new club showed improvement over its predecessor because of the added knowledge and experience of its organizer.

It was not until 1922, when Ralph removed to Santa Ana, in southern California, that the traveling Toastmaster could settle down to start a blaze and keep it burning. Other interests demanded his attention, and it was 1924 when he finally had the opportunity to introduce the Toastmasters idea to Santa Ana. He did not foresee the consequences the new club would bring to thousands of men in far and near places. He was merely striking another spark.



Wednesday, October 22, 1924, is a vital date in Toastmasters history. On this night the blaze was kindled which has grown to spread its warmth across the world. To this heartening flame men have come to improve themselves and to add their share of fuel for the benefit of others. On this night was started the first Toastmasters Club as we know it.

With the cooperation of J. P. Baumgartner, editor and publisher of the Santa Ana *Register*, and of Thomas Glenn, of the Santa Ana Junior College faculty, the Toastmasters Club was organized. Soon the pattern was set which is followed throughout the organization as we know it today. The club executive committee was set up, membership was limited to thirty, meetings were held each week, and a club bulletin was published. Rotation of speakers and toastmasters, with evaluation by the members, became standard practice.



News of the Santa Ana Toastmasters Club spread, because of Ralph's capable reporting of the activities, and the editor's willingness to print it in the newspaper. The natural result was growth.



J. Clark Chamberlain, a young business man from Anaheim, six miles from Santa Ana, heard about the club and visited it. In January, 1926, he and a number of interested associates organized a Toastmasters Club in Anaheim, the one which now holds Charter Number Two. Of course they were helped in this project by the Santa Ana Toastmasters.

It is interesting to note that Chamberlain and two other members of the Anaheim club (Olin Price and Paul Demaree) later served as President of Toastmasters International. Chamberlain, as the first President, has the distinction of having served two years in this position, during the period of organization.

From this point, new clubs rose like sparks from the burning fire. The third club was formed in Los Angeles, and others started in Fullerton, Pasadena, Santa Barbara and other southern California towns.



It was not long before cooperation among the clubs was felt advisable for mutual advancement. The first step was taken when Ralph addressed invitations to the presidents of the various clubs, asking for representatives to meet in Santa Ana on August 11, 1927. This marked the beginning of work which culminated in the formation of Toastmasters International.

During the next few years, many meetings were held, new clubs were organized, and publicity was given to the project. In 1928, Ralph prepared a mimeographed book giving an account of the Toastmasters Club and its manner of working. With this he included his "Six Lessons in Public Speaking." His foresight in having this book copyrighted in that year, thus protecting our name and plans, can now be appreciated.



After a series of meetings and conferences, federation was finally accomplished at a meeting in Anaheim on October 4, 1930. Clark Chamberlain, who had moved from Anaheim to San Diego in the meantime, and had organized a club in that city, was elected President. The other officers were, Arthur H. Johnson, First Vice-President, George Hedstrom,

Second Vice-President, Robert H. Orr, Secretary, and George Grant, Treasurer.

Since the Number One Club was born in October, 1924, and Toastmasters International was established in October, 1930, we have a double reason for naming October as our Anniversary Month. Two years later, on December 19, 1932, Toastmasters International was incorporated as a non-profit corporation under the laws of the State of California. The then ten clubs joined in giving permanence to the Toastmasters movement.



From this point, the crackling flame of Toastmasters spread with increasing intensity. The first club outside California was started when enthusiastic Leo Schmid removed from San Diego and organized Seattle Toastmasters Club Number One, in September, 1932. Soon afterward, Tacoma felt the pleasant heat, and a club was established there.

The second state to be invaded was Arizona. Saguro Toastmasters Club, Number Sixteen, began work in Tucson. The first club east of the Rockies, known as Pioneer Toastmasters Club of Indianapolis, was organized by means of correspondence in 1934. This club holds Charter Number Seventeen.



Today, with more than 750 charters issued to Toastmasters Clubs throughout the English-speaking world, we are truly Toastmasters International. The growth of our organization probably is unmatched by that of any other non-commercial educational association, whose extension work is done by unpaid volunteer members, serving because of their enthusiasm for the club and its personal benefits.

Toastmasters take pride in the fact that the organization has never employed any paid salesmen or promoters, and that no man has ever been paid in money for his work in extending the movement.

Today, as we gather around the Toastmasters flame nearly 20,000 strong, we know what we have and we like it. Looking back over the years, we are always reminded of that pioneer who first struck his flint and steel to produce a kindling spark. For his perseverance then, and for the advice and help he still gives as we sit together around the Toastmasters fire, we say, "Thank you, Ralph Smedley!"



Convention Keynote Speech

By RALPH C. SMEDLEY

Condensed from speech
delivered at the St. Louis Convention

The Toastmasters Club has developed as a strongly individualistic group, in which the primary objective is the improvement of the individual member, rather than the establishing of a great organization.

Each club exists for the sake of its members, and the general organization for the purpose of helping the local clubs.

The purpose of the first Toastmasters Club was simply stated: "To afford practice and training in the art of public speaking and in presiding over meetings, and to promote good fellowship among the members." That purpose has been broad enough to include all the training methods and machinery which we have built into our work.

But we have learned that the by-products of speech training can be even more important than the training or the speech itself, and our field has been broadened to include many elements calculated to help the man be a better and stronger individual in all his relations in life.

Our mission of individual development and responsibility is needed in these days, when emphasis in society and government appears to be shifting from the individual man to mankind in the mass. The process of regimentation threatens the freedom won through ages of struggle by our forefathers. There is a growing willingness on the part of men to

surrender their responsibilities and liberties in exchange for fancied benefits.

We, as Toastmasters and intelligent citizens, cannot idly stand by while our liberty is curtailed. It is not necessary for us to adopt resolutions, nor to engage in mass movements in behalf of our personal freedom. Our business, our reason for being, is to train our members as individuals, and our best contribution is made as we work for the development of the highest type of citizen.

With twenty-five years of successful experience behind us, and with a future which presents limitless possibilities for growth and service, we may enter upon our second quarter-century with high hopes, tempered with a keen sense of our great responsibility.

Ours is a paradoxical plan, in which every man seeks the best for himself, and yet helps his fellows to get their share at the same time. It is every man for himself, and yet it is every Toastmaster for every other Toastmaster as we work together for individual, personal improvement.

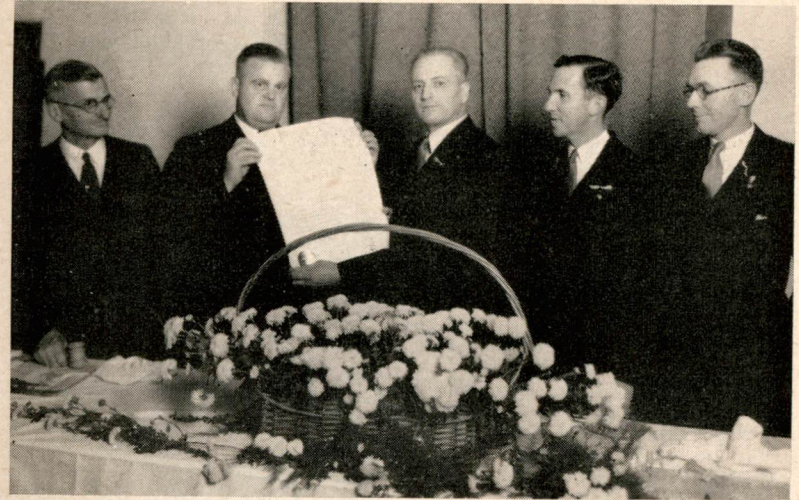
Thus working together, both individually and unitedly, we can help to build a better world through making ourselves better as individuals. There can then be no question in our minds that "good speech is good business," and that better speech will mean better people and better business and a better world for all of us.



PIONEERS

In August, 1927, the first joint meeting of Toastmasters Clubs was held in Santa Ana, at the invitation of Ralph Smedley, who believed that united work by the officers of the five clubs then in existence would be helpful. The men made speeches to each other at this meeting, and discussed problems of membership, program, attendance and the like, and finally decided to form a simple federation for mutual benefit.

In the picture, Smedley is seen at the right, pointing out some items for the benefit of representatives of the clubs. Those whom he is addressing are, reading from right to left: Cyril Hanna, president of Anaheim Toastmasters; Harry Suters, president of Fullerton Toastmasters; Chester Hawk, president of Santa Ana Toastmasters; Tom Butler, president of Los Angeles Toastmasters, and one whose identity has been lost. Probably he was a representative of the club at Ontario. Some old-timer will remember the name, and will then be so kind as to report it to the Editor.



THE SPREADING FLAME

On October 6, 1934, the annual business meeting and convention of Toastmasters International was held at San Diego's beautiful El Cortez Hotel. There were 28 clubs in the organization, and more than half of these were represented in the convention.

This picture, taken at the evening dinner program on this occasion, shows J. Clark Chamberlain, first president of Toastmasters International, at the right. Next to him is Paul Demaree, second president, and next is Olin Price, fourth president, receiving a charter for a new club from Arthur Johnson, the third president. Ralph Smedley is seen at the left. At this time there were clubs established in Arizona, California, Florida, Indiana and Washington.

Early Conventions

During the early days of Toastmasters International, frequent conferences or councils were held to deal with the many problems which arose. Most of the clubs were in Southern California, and attendance was not difficult. The meeting at Santa Monica, on October 12, 1935, marked the beginning of our present practice. At Santa Barbara, where we met on August 15, 1936, the tradition was established, which is carried on in the mid-summer gathering which brings Toastmasters together each year for fellowship and inspiration.



WARTIME LEADERS

It seems a long time since the continuity of annual conventions was interrupted by the war, but it is only a little more than five years since this picture was taken at one of the business sessions held in Los Angeles, when regular conventions were impossible. The two men in uniform are Sheldon Hayden, of the Navy, and Ted Blanding, of the "Sea-Bees," both of them past presidents of Toastmasters International, who were present on leave for this meeting. Others in the picture, reading from left to right, are Ralph Smedley, J. Clark Chamberlain, Olin H. Price, Jean Bordeaux, Gordon R. Howard, Ralph R. Guthrie, and Harry W. Mattison, all of them except Smedley being past presidents.

THIS WAS IN 1942

The last general pre-war convention was held at Santa Cruz in 1941, when Ernest C. Davis was elected president. The following year, war conditions forced cancellation of the convention which had been planned for Seattle, and the substitution of a business meeting in Los Angeles.

(Seattle's turn came at last in 1946, when the first post-war gathering met in that city for a wonderful time.) At the business session held on August first, 1942, in Santa Ana, Ted Blanding was chosen president.

In the picture, retiring President Davis is seen attaching the Presidential Emblem to the lapel of President-Elect Ted Blanding, one of the traditional performances at the convention. It was only two months later that Blanding put on his Navy uniform, and soon after that, Davis was wearing the Red Cross insignia.



THE TOASTMASTER

Firsts In Toastmasters

Milestones Mark The Path of Progress

1. The first meeting of the Number One Toastmasters Club, October 22, 1924, at Santa Ana, California.
2. The starting of the second Toastmasters Club, at Anaheim, California, January 19, 1926.
3. First meeting of representatives of five Toastmasters Clubs, at Santa Ana, California, on August 11, 1927, to plan for the formation of a "Federation of Toastmasters Clubs."
4. First **Manual for Toastmasters Clubs** copyrighted by Ralph Smedley, October 25, 1928.
5. Toastmasters International organized in meeting at Whittier College, in August, 1930.
6. Permanent organization of Toastmasters International effected, and officers elected, at meeting of club representatives held at Anaheim on October 4, 1930.
7. Publication of first Toastmaster magazine, known as **The Gavel**, authorized at Anaheim meeting, October 4, 1930.
8. Toastmasters International incorporated, December 19, 1932.
9. First issue of **The Toastmaster** magazine, April, 1933.
10. First Toastmasters Club outside of California established at Seattle, Washington, January 9, 1933.
11. First Toastmasters Club east of the Rockies established at Indianapolis, Indiana, December 14, 1933.
12. First "half-century" marked with presentation of Charter No. 50 to Angeles Mesa Toastmasters Club, of Los Angeles, February 18, 1936.
13. Charter No. 100 presented to the Century Toastmasters Club, at Santa Ana, January 29, 1938.
14. District organization instituted on July 6, 1935, with organization of District No. 1, of Southern California.
15. First club established in Britain, at Southport, England, October 1, 1935. First club in Canada organized at Victoria, B. C., October 24, 1935.
16. Educational Bureau instituted, to improve the educational methods and materials, by action of Board of Directors, August 20, 1937.
17. Club-of-the-Year Contest started, 1939. First winner, Santa Monica, California, Toastmasters Club No. 21.
18. Inter-Club Speech Contest started, 1938. First winner, Henry Wiens, of Reedley, California.
19. First Convention held outside of California, at Tucson, Arizona, August 5-6, 1938.
20. First complete district organized outside the United States, District 18, of Scotland, recognized at Minneapolis Convention, July, 1946.

PAST PRESIDENTS OF



J. CLARK CHAMBERLAIN
1930-1932



PAUL H. DEMAREE
1932-1933



ARTHUR H. JOHNSON
1933-1934



OLIN H. PRICE
1934-1935



RAYMOND J. HUFF
1935-1936



JEAN BORDEAUX
1936-1937



WILLIAM A. DUNLAP
1937-1938



GORDON R. HOWARD
1938-1939



RALPH R. GUTHRIE
1939-1940

TOASTMASTERS INTERNATIONAL



SHELDON M. HAYDEN
1940-1941



ERNEST C. DAVIS
1941-1942



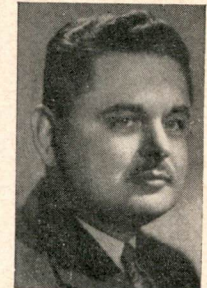
TED BLANDING
1942-1943



HARRY W. MATTISON
1943-1944



ROBERT M. SWITZLER
1944-1945



FRANKLIN McCRILLIS
1945-1946



JOSEPH P. RINNERT
1946-1947



GEORGE W. BENSON
1947-1948



I. A. McANINCH
1948-1949

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 quist, Ernest Wooster, Leonard
 Miller.

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President's Message

By LEWIS C. TURNER

Congratulations to R. C. S. on this twenty-fifth birthday of Toastmasters. Because he did not hide his candle under a bushel, thousands of men have licked Old Man Fear.

Toastmasters is one of the outstanding adult education projects in America. It is as American as the Chautauqua of by-gone days that took its message of inspiration to every hamlet in the country.

Toastmasters training appealed to me from the beginning because it exemplified my definition of education: "Education is teaching people to do in a better way, the desirable things that they are going to do anyway, opening up new fields of activity and making their accomplishment possible." Isn't this exactly what Toastmasters is doing? Each one is going to do

quite a bit of speaking in a lifetime. Why not learn to do it well?

I am quite discouraged when I think how little effort has been made in schools to teach boys and girls to speak more fluently. Ninety-five per cent of our time, up until quite recently, has been devoted to trying to teach formal grammar and the writing arts rather than effective speaking. And all of this in spite of the fact that the average person doesn't write one letter a week, but needs to speak a hundred times a day.

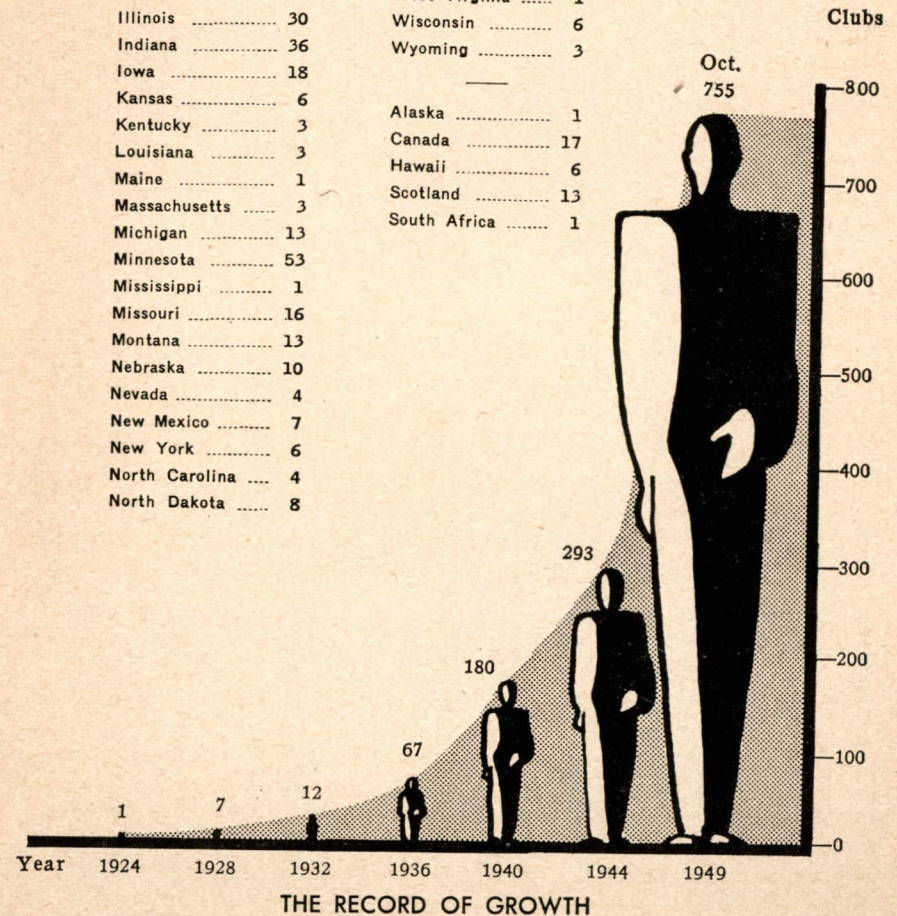
If you have only a limited amount of time to devote to self-improvement, it would seem that training in effective speaking, such as Toastmasters gives, offers the best chance to get ahead.

Are you carrying the message of Toastmasters to men who can use it? In 1938, while attending a convention in Portland, Oregon, I called upon the man who had been my superior officer in World War I. On the wall of his office was a membership in Rotary. I asked him if he enjoyed the contacts there. He said that he did but that he also got a great deal of satisfaction from a small organization called Toastmasters. He then reached into his desk and drew out a copy of *The Toastmaster* magazine and told me to take it with me. I brought it back to Ohio and with the help of a friend who had been a member in Tulsa, organized a club here. There are now more than thirty clubs in the state.

Let's make this twenty-fifth year a year of progress in Toastmasters by telling the world about it.

Club Count By States and Countries

Alabama	5	Ohio	33
Arizona	9	Oklahoma	14
California	177	Oregon	42
Colorado	5	Pennsylvania	15
Connecticut	1	South Dakota	7
Delaware	2	Texas	13
Dist. of Columbia..	1	Utah	2
Florida	4	Virginia	3
Georgia	6	Washington	68
Idaho	18	West Virginia	1
Illinois	30	Wisconsin	6
Indiana	36	Wyoming	3
Iowa	18		
Kansas	6	Alaska	1
Kentucky	3	Canada	17
Louisiana	3	Hawaii	6
Maine	1	Scotland	13
Massachusetts	3	South Africa	1
Michigan	13		
Minnesota	53		
Mississippi	1		
Missouri	16		
Montana	13		
Nebraska	10		
Nevada	4		
New Mexico	7		
New York	6		
North Carolina	4		
North Dakota	8		



Meet The Officers



PRESIDENT

Lewis C. Turner comes to the presidency of Toastmasters International with a clear understanding of the task before him. For ten years he has been actively identified with the work, having introduced Toastmasters into Ohio, at Akron, in 1939. He has done notable work as a member of the Board of Directors and in other capacities. Being an educator by profession, he appreciates the tremendous possibilities of our work, and he is undertaking his work of leadership with the hope that he may make a worthy contribution during his year of service.

VICE-PRESIDENT

Robert L. Grube has come up through the ranks to his position as Vice-President. For 15 years he has been a working Toastmaster. As secretary in 1936-37, and later as a member of the Board, he laid the foundation for usefulness. For four years he has been the efficient Treasurer. He is in business in Seattle, but his interest in Toastmasters is world-wide.

SECRETARY

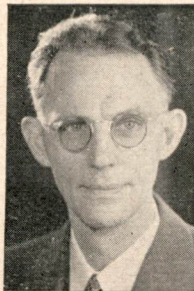
George W. S. Reed continues as Secretary for a second year. He has been a member of the Downtown Toastmasters Club of Los Angeles for years, and has served on the Board of Directors, the Editorial Committee and the Educational Committee with excellent results. As a business man and a publicist, he is in a position to understand the meaning of Toastmasters training for men.

TREASURER

Tracy M. Jeffers is not a novice in the work of Toastmasters International. He was Governor of District Six in the days of expansion, and he was a member of the Board in the year that the convention was held in Minneapolis-St. Paul. He is in business in St. Paul, and will make his contribution in service as Treasurer.

PAST-PRESIDENT

I. A. McAninch now takes his place among the Past Presidents, continuing for another year as a member of the Board. He has had a good year as President, and will continue his interest in the work, firm in his belief that "good speech is good business." He is located in Los Angeles, where he is connected with the General Petroleum Company.



Robert L. Grube



George W. S. Reed



Tracy M. Jeffers



I. A. McAninch

Meet The Directors



Charles H. Griffith



Glenn E. Johnson



H. O. Johnson



Everett K. Kindig

NEW MEMBERS OF BOARD

Charles H. Griffith, member of Tacoma Toastmasters Club No. 13, has had good experience in District Two. He operates a sanitarium in Tacoma.

Glenn E. Johnson is an insurance man (Travelers Insurance Co.) of Moorhead, Minn. He has served as District Governor and other posts.

H. O. Johnson is an executive with Eli Lilly Drug Company in Indianapolis. Past District Governor and member of various committees.

Everett K. Kindig, of Burlingame, California, is a supervisor on the General Sales Division of Hills Bros. Coffee Co.. Experienced as District Governor and committee man.

THESE CARRY OVER FOR ANOTHER YEAR

Ralph S. Lowe was Governor of District Six and last year was elected Director. The Northwestern Bell Telephone Company, with which he is connected, has recently transferred him to Omaha, Nebraska, from his former location in St. Paul.

Carleton Sias is an attorney and civic leader in Waterloo, Iowa. All who attended the St. Louis Convention will remember him as toastmaster of the Hi-Jinks Luncheon.

J. Merton Rosauer is in business for himself in Spokane. He is past Governor of District Nine, and an enthusiastic worker for Toastmasters.

Carl Hasenkamp is an accountant, connected with the U. S. Dept. of Agriculture in Portland, Oregon. Past Governor of District Seven.



Ralph S. Lowe



Carleton Sias



J. Merton Rosauer



Carl Hasenkamp

We Learn By Doing

The law of nature is: Do the thing and you shall have the power — but they who do not the things have not the power.—R. W. Emerson.

The Toastmasters Club began with an idea and a purpose.

The purpose was to help men learn how to express themselves. The idea was that they could learn this by practice, in the pleasant atmosphere of a social club. Since much of their speaking would be of the "after-dinner" type, it seemed desirable that they learn to speak at the dinner table, and so Toastmasters met for dinner.

There was strong appeal in the pedagogical principle of learning by doing. Directed practice was the rule from the beginning, with this innovation, that the members themselves did the "directing." Each member had the opportunities to try his ability as a speaker, and then to listen to the impressions of his fellows. They told him how they thought he could do better, and at his next chance, he tried to follow their suggestions.

It was a slow process, but an effective one. The men learned by doing, and then repeating.

Obviously, no one could hope to become an able speaker by reading a book or listening to lectures about speechmaking. Skill could be acquired by practice, and in no other way. Practice would be futile unless there were some provision for judging, evaluating, appraising the effectiveness of the effort.

Thus there was developed the program of training which has been found useful by thousands of men, as members of Toastmasters Clubs.

The plan of working every method to discover its worth has been used throughout the history of the organization. Every plan which has been adopted has been put through a process of testing before it has been finally accepted. When any plan has been found to be outmoded, no longer useful, it has been discarded to make place for something better.

Always ready to profit by experience, always seeking better methods, the leaders of the educational work of the organization have kept the plans flexible and subject to constant revision and improvement. They have been ready to try any plan which promised results, and to revise any plan which could be improved and made more productive.

The original idea of learning by experience and practice has been applied to the entire working of the organization, as well as to the training of the individual members. The Toastmasters movement has reached its present place of eminence in the field of speech education because of this willingness to experiment—to "prove all things, and hold fast to that which is good."

★ More Important Than Speech Itself Are

The By-Products of Speech Training

The immediate purpose of a speech training is to prepare a man to face an audience and speak his thoughts without fear.

That is only one of the benefits of the training. It is his introduction to new phases of life and achievement, for it is the by-products which really pay dividends on the time and work invested.

The first result of speech training is *self-discovery*.

The man finds that he has in his own mind information which is of interest to others. This discovery leads him into studies which help to develop a consciousness of abilities of which he may have been completely ignorant. He taps new resources as he shares his thoughts with other people. He begins to understand the meaning of the words: "Having ideas in your mind and not putting them into circulation is like having money in your pocket and not investing it. The potential value is there, but neither money nor ideas will buy anything until you turn them loose in trade."

The second by-product is *self-revelation*.

As one speaks, he reveals himself to those who listen. They discover that he has ideas, ambitions, talents which are valuable. While he remained silent, they may have counted him a nit-wit,

a dullard, a drudge. As he reveals himself through his good speech, they discover that he is intelligent, resourceful, inventive, discerning, creative in his thinking. He shows himself in a new light.

This readily leads to the third by-product, which is *self-advancement*.

His employer, or his customers or business associates find that he has capacities for leadership, or for service, and they choose him for promotion or advancement in whatever may be his line of work.

Most of our speech is selling, whether it be goods, ideas, services or personality; and most of our selling is done by words, either spoken or written. The most important selling of all we do is the "selling" of ourselves to our associates, and the most influential medium for this selling is our talking.

What we say and the way we say it must inevitably affect our standing with those about us. This appears to be a conclusive argument for better speech for every person, whether that speech be from platform or in the ordinary contacts of life.

It is not difficult to see that the three "by-products" listed — *self-discovery*, *self-revelation*, *self-advancement* — are rewards whose value is beyond our power to calculate, but these are not all.

Along with these three by-products come two others of inestimable value. One is *self-control*. The speaker has to learn to command himself, to direct his thinking, to steady his nerves, to quiet his quaking knees. He must compel himself to do the thing he fears. He learns to control himself, for he who would direct or control others must first become master of himself.

The other is *personality development*—the enlargement of life.

We grow through self-expression. Our characters are integrated as we put ourselves into our work. Speech is the most convenient and universally available means of self-expression; therefore speech is a means for growth and development. It teaches us to get along with other people, one of the most important lessons of life. The earnest student of speech learns to adapt himself to his situation. He can avoid or prevent friction. He

broadens the horizons of his life through study and speech. "If you would learn anything for yourself," said Horace Mann, "teach it to another," and the speaker is a teacher in that sense.

All these things tend to one end which is attractive to every normal man—*leadership*. Through developing skill in speech, men learn to know themselves, to control and direct their abilities, and to do more and better service for themselves and others. They are prepared to lead when leaders are needed, for the man who can talk is a natural leader.

If ability to make a speech were all that one gained through speech training, it would be eminently worth while, but when all these other benefits are added, as part of a career of life-long learning, the values are so great and attractive that no right-minded man should think of neglecting his opportunity to gain and grow in a Toastmasters Club.

BLAIR T. ALDERMAN

All Toastmasters who knew Blair T. Alderman, of Eugene, Oregon—Governor of District Seven—will be deeply shocked to learn of his passing. He died as a result of an automobile accident at Eldora, Iowa, following his participation in the St. Louis Convention. The time, energy and enthusiasm he devoted to Toastmasters will live on, not only in his district but in the entire organization. Because of Blair Alderman's careful planning, Leonard Lindas—former Senior Lieutenant Governor, who now becomes Governor—will be able to build District Seven to new heights of achievement.

Building America

It is the established policy of Toastmasters International and of the individual clubs not to commit the organization to endorsement or sponsorship of any movement, however commendable. But we do encourage the members to study for themselves all worthy efforts for better citizenship and to prepare speeches which may be worthy of hearing beyond the club limits.

Several matters are now before the public which furnish excellent program material. America needs clear thinking and frank speaking today, as always. Toastmasters can help, as good citizens.

United Nations Week

This year the Secretariat of the United Nations is again asking individuals and organizations throughout the world to observe United Nations Week, October 17-24. This observance should include a study of the purposes, accomplishments and prospects for success in this great world attempt to establish peace.

Every Toastmasters Club should devote at least one program during October to the work of the United Nations Organizations. Speeches should be developed which will be useful before many audiences.

Information and suggestions may be secured from the World Alliance for International Friendship, 170 East 64th Street, New York 21. Your local public library has an abundance of material which will help.

Win An Award

Freedoms Foundation, Inc., Valley Forge, Pa., presents an annual competition in many classes for contributions calculated to promote better understanding of the American Way of Life. It is too late to get into it this year, as contest materials must be sent in by October 1st, but you can start work on the 1950 contest, which includes speeches, sermons, magazine articles, editorials, cartoons and other classes. For detailed information and entry blanks, write to Freedoms Foundations at Valley Forge, and perhaps you may be the winner of valuable prizes next year. Your club might find it profitable to make a special project of this contest.

The Hoover Report

The much talked about report of the Hoover Commission on reorganization of our Government furnishes a world of information and inspiration for speakers. However we may regard the findings of the Commission, every citizen should study it and profit by it.

Your Toastmasters Club can make good use of this report as program material. Write to Citizens Committee for the Hoover Report, 1421 Chestnut Street, Philadelphia 2, Pa., for suggestions and materials for study. Let it be by formal debate, panel discussion, or theme program of speeches, but make sure that your members know what the Hoover Commission Report is all about.



William A. Dunlap presents trophy to Henry Wiens, at Tucson, 1938.

The Speech Contest

The Inter-Club Speech Contest was instituted by William A. Dunlap during his year as President of Toastmasters International. He presented the perpetual trophy which carries his name. The first contest was held at the convention in Tucson in 1938. There were four speakers, representing the four districts then organized. The winner was Henry Wiens, of Reedley, California.

Winners in the succeeding years are listed below. There was an interval during the war when the contests could not be held, but with the exception of 1944 and 1945, the project has been continuous. At present, because of the great number of districts, the field of contestants is reduced by means of elimination contests in "zones."

The Contest Winners:

- 1938—Henry Wiens, Reedley, Calif.
- 1939—William Roberts, Huntington Park, California.
- 1940—David MacFarlane, Santa Monica, California.
- 1941—John McInnis, Club No. 65, Downtown, San Francisco, California.
- 1942—Cavett Robert, Ocotillo Club, No. 68, Phoenix, Arizona.
- 1943—Lloyd Prante, Alhambra, Calif.
- 1946—Thor Myhre, Gavelier, No. 238, Spokane, Washington.

Club-of-the-Year Competition

This stimulating contest was established in 1939, by Dr. Gordon R. Howard, President. Each year Dr. Howard has provided the plaque for the winning club, and each year the interest has grown keener as more clubs have tried for the honors.

The winners through the years have been:

- 1940—Santa Monica, No. 21.
- 1941—Angeles Mesa, No. 15, Los Angeles.
- 1942—Minneapolis, No. 75.
- 1943—Huntington Park, No. 14.
- 1944—"Totem," No. 41, Seattle.
- 1945—San Diego, No. 7.
- 1946—Huntington Park, No. 14.
- 1947—"Progressive," No. 18, of Huntington Park.
- 1948—Oregon, No. 424, of Portland.
- 1949—Oregon, No. 424, of Portland.



Dr. Gordon Howard presented the first Club-of-the-Year award to Santa Monica Toastmasters Club No. 21, at the San Diego Convention, 1940. Stanley Zundell, President, received the plaque for the club.

- 1947—Douglas Sherwin, Mason City, Iowa.
- 1948—Robert Dellwo, Spokane, Wash.
- 1949—Dalton McAllister, Club No. 159, Fort Wayne, Indiana.

It's a Good Idea

The Anniversary

It is a very good idea to make use of the 25th anniversary of the Toastmasters Club to inform both the members and the general public about the organization and its objectives and methods.

Probably less than half of the members of any Toastmasters Club have more than a very hazy idea about how the movement started, and how it functions today, outside the limits of their own community. A brief study of the origin and nature of Toastmasters will be helpful to every member. An explanation of the purposes and methods will be of interest to people in general, and if well presented will reflect helpfully on the club itself.

While October is a very busy month in regular Toastmasters activities, time should be made available for appropriate observance of this "silver" anniversary, which can be worked into the regular programs without great difficulty.

"Purposeful Speech," the point of emphasis for October, can be interpreted in connection with our purposeful organization, whose underlying motives are seen not only in the formal statement of purpose, but also in the history and development of the movement.

October should be made the occasion for special programs, both in the club and on the outside. One of the best methods for ob-

servicing the anniversary is to stage an "old-timers'" night, or a special event in honor of the charter members.

The first quarter-century of Toastmasters training is important. There will never be another 25th anniversary for us.

★

Impromptu Dialogues

Boston Toastmasters, reported by Robert Hannan, have found it a good idea to arrange impromptu dialogues for the table topics. Imagine the motorcycle officer and a driver he has halted for some traffic transgression. What would they say? Or assume an irate citizen bawling out the weather man for predicting sunshine on the picnic day. You could have a father call on his little son's school teacher to find why Johnny is not learning to read. Or a disgruntled customer could bring back the stale eggs to the merchant who sold them. The variety of situations is almost infinite, and there is a grand chance for experience for the members in such interviews. The talks will be impromptu, but the situations must be carefully planned.

★

The Best Way

Best of all ways to celebrate the anniversary is to greet it in your club with a full roster of 30 members. And the best way to get members is to demonstrate that you have just what they need.

This Is What You Own In Toastmasters International

Every Toastmasters Club is a member of the Toastmasters International corporation. Every club member should be proud of his Home Office. He cannot help being proud of it when he knows what it is and what it does.

We invite all members to visit us at headquarters, to see the operation which now serves nearly 800 clubs. If such a visit is not practical, this brief description may help to stimulate some pride of ownership toward that part of the operation which belongs to your own club.

Your visit to the Home Office, whether actual or imaginary, will reveal the following facts, and many others:

1. The Home Office is a depository for club history. Every club, when chartered, furnishes vital statistics; and from the time of chartering—even from the first preliminary correspondence—a complete record of correspondence and information is kept in your own club's files, forming a permanent history of the achievements, hardships and progress of the club to which reference can be made.

2. The Home Office maintains the Educational Bureau to serve the club, the district, and the entire movement through a progressive program of administration and education. This Bureau's responsibility is to carry on a periodical survey of the clubs and their mem-

bers, in order to give them the very best in speech and leadership training. With the number of Toastmasters Clubs now in service, your Educational Bureau is operating what is probably the largest speech laboratory in the world today. It recognizes the fact that if the program is to continue to be a vital influence, the division of research and creation of materials must be alert.

3. The Home Office operates a production division, which has been developed because of the number and variety of needs of the clubs and their members, and because of the flexibility required in our program.

Old-timers of the Toastmasters Clubs must receive inspiration as they watch the improvement in the quality and quantity of materials now available. Although the fundamentals so carefully laid down by the pioneers in Toastmasters are always preserved, constant change for improvement is made. In recent years attention has been given to improving, through editing and designing, the appearance and readability of the various publications, books, bulletins, magazine, etc., as well as to the creation of new materials.

Practically all the materials are prepared in the Home Office, and most of them are printed there. Our mailing is an important element, for on the average, more than 2,000 pieces of mail, of all

classes are handled every day of the month.

Every Toastmaster has the right to be proud of the fact that two important forces in American life—the colleges and the industrial organizations—are purchasing Toastmasters materials to further their own progressive programs of education.

4. The Home Office staff considers its work important only as it serves the member within the club. Although there is departmentalization, strict adherence to coordinating the basic purpose is maintained in service to the member, the club officer, the district, and the International.

The staff includes Ralph Smedley, as Educational Director, Ted Blanding, Executive Secretary, and

Wilbur Smith, Administrative Associate, together with seven other workers who help to care for the details of administration and production.

One of the greatest satisfactions which any staff of workers can enjoy is the expression of appreciation which comes from the members who recognize the improvements and the progress being made in our program. The members who visit the Home Office are in the best position to realize the sincerity and the faithfulness of those who serve them.

In order to make sure that good speech is making business good, your Home Office will continue to try to give every member the very best in training for leadership through speech.

New Honors For Toastmasters

Ted Blanding, Executive Secretary
Toastmasters International:

Hearty Congratulations! Judges select your direct mail campaign as best of Educational-General Industry for 1949. First public announcement and certificates awarded at D. M. A. A., thirty-second annual conference on September 21, Congress Hotel, Chicago. Your campaign will be exhibited. We look forward to seeing you at conference.

Signed: Dale Y. Ecton, President,
Direct Mail Advertising Association, Inc.

Note:—The above telegram, received at the Home Office on September 14, indicates a new recognition for Toastmasters materials and methods. The Direct Mail Advertising Association makes annual awards of honors for materials used in direct mail contacts. An exhibit of the materials used in the regular work of Toastmasters International was submitted this year, with the result that we placed first. Since this association includes the great industrial and advertising firms of America, the publicity for Toastmasters, as well as the recognition given to the quality of our work, should be of value to the organization. The specific title of the competition is "The Best in Industry."

Organization of Toastmasters

The work of Toastmasters begins in the local club, with the individual member. To meet his needs and give him the training he seeks is the primary responsibility of the entire organization.

Cooperative action contributes to this end. That is why, more than 20 years ago, the several local clubs began to get together to help each other. Out of their cooperation came the establishment of Toastmasters International, with all its many activities.

Because closer attention was required by the local units in the growing movement, districts were formed.

Each district had a presiding officer, a leader, known as the District Governor.

But the District became too large for one man to handle, and so the Area was instituted. Five or six clubs constitute an Area, presided over by an Area Governor. Four or five or more Areas constitute a District.

The District Governor has a Lieutenant Governor to help him. In addition, there are the District Secretary, District Treasurer and District Educational Chairman,

each charged with important duties.

The district officers, together with the club representatives, the Deputy Governors, make up the District Council.

For so large an organization, Toastmasters International is remarkably democratic in its working. While the general work of supervision and guidance is centered in the Home Office, the various responsibilities are widely distributed among the leaders.

Every officer in the Toastmasters movement, from the local club officers to the officers of Toastmasters International, has duties to perform, and the progress of the work depends on his performance; but each officer is at the same time gaining valuable experience in planning, leading, speaking and doing executive tasks, so that office in Toastmasters is both a training and a responsibility.

Simplicity and efficiency of organization are the keynote of the movement. Improvement for the individual member in the local club is the obligation which determines every policy, in this great, constructive fellowship.

SPOKANE IN 1950

The 1950 Convention of Toastmasters International will be held in Spokane, in the latter part of August, according to action of the Board of Directors, just made public.

TOASTMASTERS INTERNATIONAL, INC.

BALANCE SHEET

June 30, 1949

ASSETS

Current Assets		
Petty Cash Fund		\$ 325.00
Bank Account—Checking		17,911.37
Bank Account—Canadian	\$1,967.11	
Less: Held in Trust	204.44	1,762.67
<hr/>		
Building and Loan Savings Account		5,000.00
U. S. Bonds		3,000.00
Service Deposits and Advances		1,076.16
Convention—Bank Account	799.43	
—Contingency	800.00	1,599.43
<hr/>		
Total Current Assets		\$30,674.63
Fixed Assets		
Furniture and Equipment		\$16,573.06
Less: Reserve for Depreciation		4,970.39
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District Trust Funds		
Bank Account		\$ 9,284.09
U. S. Bonds		2,500.00
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Total		\$11,784.09
Liabilities—District Trust Accounts	\$9,642.27	
Reserve for New Districts	2,141.82	11,784.09
<hr/>		
Total Assets		\$42,277.30

LIABILITIES

Past Presidents Reserve	\$ 119.35	
Deposits on Sales	185.69	\$ 305.04
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Members Interests		41,972.26
Total Liabilities		\$42,277.30

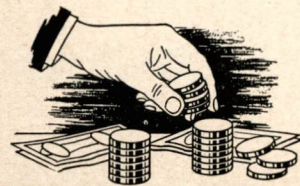
We hereby certify that in our opinion, the above Balance Sheet correctly reflects the financial position of the Corporation on June 30, 1949.

Ellis C. Diehl, C. P. A. July 22, 1949

★ ★ ★ ★ ★

WHERE THE MONEY GOES

\$6.00 Paid By Each Member Annually



25% directly to Districts.
6% indirectly to Districts.
25% for THE TOASTMASTER magazine.
8% for Convention and for Speech Contests.
36% for Research, Administration, Operations; for Production and Distribution of Toastmasters Materials to members; plus Travel Expenses for officers and Maintenance of the Home Office.

WHAT THEY SAY

It would be of interest to you that I was recognized for transfer to this department because of my efforts in our Toastmasters Club.
-- Member Personnel Department of Automobile Manufacturer

Being a member of Toastmasters International has been a big help to me in my work. Every minute I have invested has paid excellent dividends.
-- Owner of Chemical Company

I have found and proved that the inspiration and the practice afforded at our Toastmasters Club is priceless; it frees a man from inhibitions; it gains recognition for him; and last but not less important, it gains for him definite increases in the amount of do-re-mi on his pay check.
-- Divisional Assistant Manager of National Advertising Concern

Then began one of the finest experiences of my life, new friends, exceptional fellowship, I had the feeling I had been made a member of an outstanding, friendly, helpful family. A new phase of education - of life itself, began to unfold. I have never been associated with any group or organization where I have derived so much genuine satisfaction, pleasure, help and encouragement as I have in my Toastmasters Club.
-- Doctor

and Treasurer received your letter to the effect that I had completed *Basic Training* he called me into his office. For over half an hour we discussed Toastmasters. He asked one question which he answered himself: "Do you believe the training has done you any good?" and then said, "Now that is a foolish question because I can see how it has helped you, your talk is much more deliberate and your words flow."
-- Employee of large Manufacturing Concern

I have belonged to many organizations in my life and many of them have been entirely worth while; but never have I found a group of men so enthusiastically pursuing a constructive course of self-betterment and, at the same time, so intent on helping their fellow members and in sharing themselves to the end that all might be served as in Toastmasters International.
-- Writer

All sales organizations should have Toastmasters training.
-- Insurance Salesman

I have found in my dealings with civic committees and town meetings that a person who cannot sense the feel of a group and speak accordingly is liable to waste a lot of hot air regardless of his talents as a speaker. Such sense comes only from working with groups. It cannot be learned while speaking to groups nor while reading from a textbook on public speaking. Toastmasters gives that experience to those who participate in running the club.
-- Community Planner

I am very enthusiastic about our Toastmasters Club. It fills a need and a desire I have had unfulfilled throughout my 52 years of life. Being pretty seasoned through having lived so long I think I can properly appraise the merit of Toastmasters.
-- Prominent Businessman

Experience is not what happens to a man. It is what a man does with what happens to him.

—ALDOUS HUXLEY

The International Touch



A joint meeting of Edinburgh Toastmasters and Toastmistresses Clubs was held when Harry Olden, from Johannesburg, South Africa, visited the city in July. Included in the picture are District Governor A. B. Young, Miss J. Scobie, President Edinburgh Toastmistress Club, Harry Olden, and Past Governor Arthur L. Cunningham.

The Visiting Toastmaster

Harry Olden, formerly of Victoria, B. C., and more recently of Johannesburg, where he worked to organize a new Toastmasters Club of which he was elected president, was a welcome and honored guest at the joint meeting of Edinburgh clubs. He had the privilege of addressing the meeting, bringing greetings both from South Africa and from British Columbia, and creating a truly international situation. When he reached Victoria, in the course of his journey, he was once more the center of interesting welcoming events.

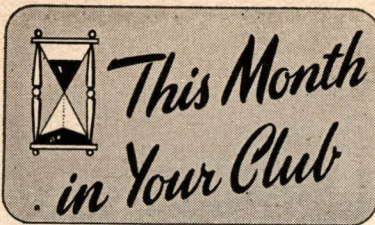
Retired

William Goldie, organizer of our first Scottish Club, Glasgow No. 86, and first Governor of District 18, now lives in retirement at 42 Divert Road, Gourrock.

New District Governor



Scottish District No. 18 presents as its new Governor Alexander B. Young, better known as "Sandy." He is a founder member of the Edinburgh Club, in which he has done good service in various offices. He plays golf and badminton, is a Freemason, and a Junior Chamber of Commerce worker. He is Past President of the Gilbert and Sullivan Society of Edinburgh, and is active in church and other organizations. He is ambitious to increase the 15 clubs now at work in the district to at least 20 chapters during his term, and he cherishes the hope that an all-Scotland conference of Toastmasters Clubs may become possible in 1950.



Education and Administration

October is one of the great opportunity months in Toastmasters.

It brings the anniversary of our movement, this year being the 25th. This sets the standard for programs for the month.

It brings the installation of newly elected officers, who must take over their duties and direct the activities of the club.

It brings one of the most important elements of speechmaking as the *Point of Emphasis*. This is *Purposeful Speaking*.

It brings a recommended series of lectures by the members on how to prepare and deliver a purposeful speech — how to hit the nail on the head.

It brings the contests, both for speakers and for evaluators, into full swing. No club can afford to overlook either of these stimulating competitions. Detailed suggestions have been given in the monthly *Progressive Training* bulletins sent to club officers.

It brings the question of whether and when the club should offer the course in *Speechcraft* this season. By all means do it, unless there are valid reasons against it. Now is the time to start planning.

It brings rare opportunities for introducing variety into the pro-

grams. The fall elections in many regions offer subjects for discussion. Parliamentary practice should be given time. Speech recordings should be made of every member, in so far as possible.

It will be a great month in the Toastmasters Clubs—if they use their opportunity.

Recapitulation

Install the new officers.

Put the committees to work.

Send in the October 1st report.

Report the names of new officers. Let's say that again.

Report the names of new officers as soon as they are elected.

Celebrate the 25th birthday of the Toastmasters movement so that your own members, as well as the general public will know what it is all about.

For a Better Year

The vacation season is ended.

Schools and colleges are hard at work. The business world is getting down to the task of building better business and bigger balances.

And Toastmasters are ready for the best year in their history. Your club should be in the field for better work, better training, better speeches for all the members.

We start the season with the best and most comprehensive materials we have ever offered. One vital task for your club this month is to make sure that the officers and members know and understand the several lines of training and the materials available.

The goal for the year is: **Every Club with a full roster of members, and a systematic educational program.**

Let October see your club stepping up to a higher grade and a stronger endeavor.

Recommended Reading . . .

Quoted from *The Art of Thinking*, by Ernest Dimnet:

If you wish to use books as an adjuvant to thought, they must be books that will not merely amuse or put your mind to sleep, but, on the contrary, will keep it wide awake and alert

The principle which has never failed to confer superiority on a man's thinking activity is the well worn precept: **Do not read good books** — life is too short for that — **read only the best**

Nobody can twit you with an affectation of indifference to the present time if you leave out books which you find are forgotten three months after their publication. Draw up a list of the American writers whose works published several years ago are still on the shelves. Those are the ones it would be unforgivable to desert, even for far superior reading.

That is what Abbe Dimnet thought about it, and he was an intelligent man. You have a right to disagree with him, especially as to his final sentence.

Take a look at the judgment of another supposed expert. W. Somerset Maugham some time ago announced his selections as the ten greatest novels of the world. Now it is a delicate task for any person to attempt to select the "ten best" of anything, whether it be best dressed men, best loved songs, or best pointed cartoons. The selection merely indicates the personal preference of the selector. Prob-

ably many of us will not agree with Mr. Maugham, but we should at least know his favorites.

He names four English novels — *David Copperfield*, *Pride and Prejudice*, *Tom Jones* and *Wuthering Heights*. Have you read all of these?

He included three by Frenchmen — *Old Man Goriot*, *The Red and the Black* and *Madame Bovary*. Two are by Russians — *The Brothers Karamazov* and *War and Peace*.

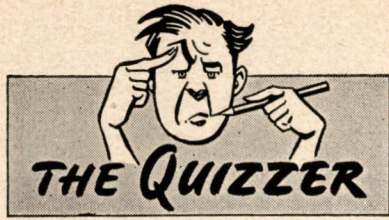
Only one American novel is included. That is Herman Melville's *Moby Dick*. Just why that one appealed to Mr. Maugham is not clear. Still, that is the list, and we can be quite safe in "recommending" that you investigate any of these books with which you are not familiar.

What and Why

You may find interesting material for speech and illustrative purposes in *A Book About a Thousand Things*, by George W. Stimpson, published by Harpers in 1946. It is in the City Library. It contains a vast amount of more or less useful information.

Using Your Time

Now is a good time to read or re-read Arnold Bennett's *How to Live on Twenty-four Hours a Day*. His practical philosophy should be helpful in planning what to do and when to find time to do it. Certainly his English style will be good for you if you observe and appreciate it.



Can You Define Them?

Here are six words, each ending in *nym*, and each with a meaning indicated by its prefix. How many of them can you define?

1. Homonym
2. Antonym
3. Synonym
4. Pseudonym
5. Paronym
6. Patronym

The final **onym** is from the Greek word **onoma** or **onyma**, meaning a name. Homonym is from Greek **homos**, the same, plus **onyma**, a name; and it is applied to words having the same pronunciation, but differing in meaning, origin, and usually in spelling. For instance, **pale** and **pail** are homonyms, as are **bare** and **bear**, or **pare**, **pear** and **pair**.

Antonym uses the prefix **anti**, meaning opposite, or against; and an antonym is a word meaning the opposite of another word. That is, **black** and **white** are antonyms, as are **good** and **bad**, **long** and **short**.

Synonym is the opposite, or antonym, of antonym. The prefix **syn** means with, or in agreement, so that a synonym is a word exactly agreeing with another word. Synonyms are words which express what is essentially the same idea, but which may differ in some shade of meaning, or in connotations.

A pseudonym is a spurious name, for **pseudo** means false or sham. In common usage, a pseudonym is a pen name, a fictitious name assumed by an author. For example, **George Eliot** was the pseudonym of **Mary Ann Evans**.

In paronym we have the prefix **para**, beside, which gives the word the meaning of having a common

origin. That is, two words which are derived from the same root are paronyms.

A patronym or patronymic is a name which comes from the father. In strict usage, it is a name formed by the addition of a prefix or suffix indicating sonship, or other relation to the name of one's paternal ancestor. Thus, **Johnson** is literally the son of **John**.

Operation Orthography

Some of the words in the following list are misspelled. Can you detect the errors?

Place a plus mark (+) in front of each word which you think is correctly spelled, and a minus mark (-) in front of each one which you think is wrong. After marking your list, check it with the list below.

- | | |
|----------------|------------------|
| 1. Welfare | 16. Greivous |
| 2. Untill | 17. Reccomend |
| 3. Independant | 18. Successful |
| 4. Conscience | 19. Abscence |
| 5. Devine | 20. Supercede |
| 6. Embarrass | 21. Desparate |
| 7. Procede | 22. Sacreligions |
| 8. Necessary | 23. Batallion |
| 9. Artical | 24. Relieve |
| 10. Aligator | 25. Seperate |
| 11. Paralell | 26. Parenthesis |
| 12. Dissapoint | 27. Apostrophy |
| 13. Seize | 28. Seive |
| 14. Wierd | 29. Attendant |
| 15. Professor | 30. Similiar |

- | | |
|------------------|----------------|
| 16. Greivous | 2. Unthl |
| 17. Reccomend | 3. Independent |
| 18. Successful | 4. Divine |
| 19. Abscence | 5. Proceed |
| 20. Supercede | 6. Article |
| 21. Desparate | 7. Paralell |
| 22. Sacreligions | 8. Aligator |
| 23. Batallion | 9. Wierd |
| 24. Relieve | 10. Paralell |
| 25. Seperate | 11. Dissapoint |
| 26. Parenthesis | 12. Seive |
| 27. Apostrophy | 13. Seize |
| 28. Seive | 14. Wierd |
| 29. Attendant | 15. Professor |
| 30. Similiar | 16. Greivous |

(-) before the following words in the list: You should have placed the minus mark

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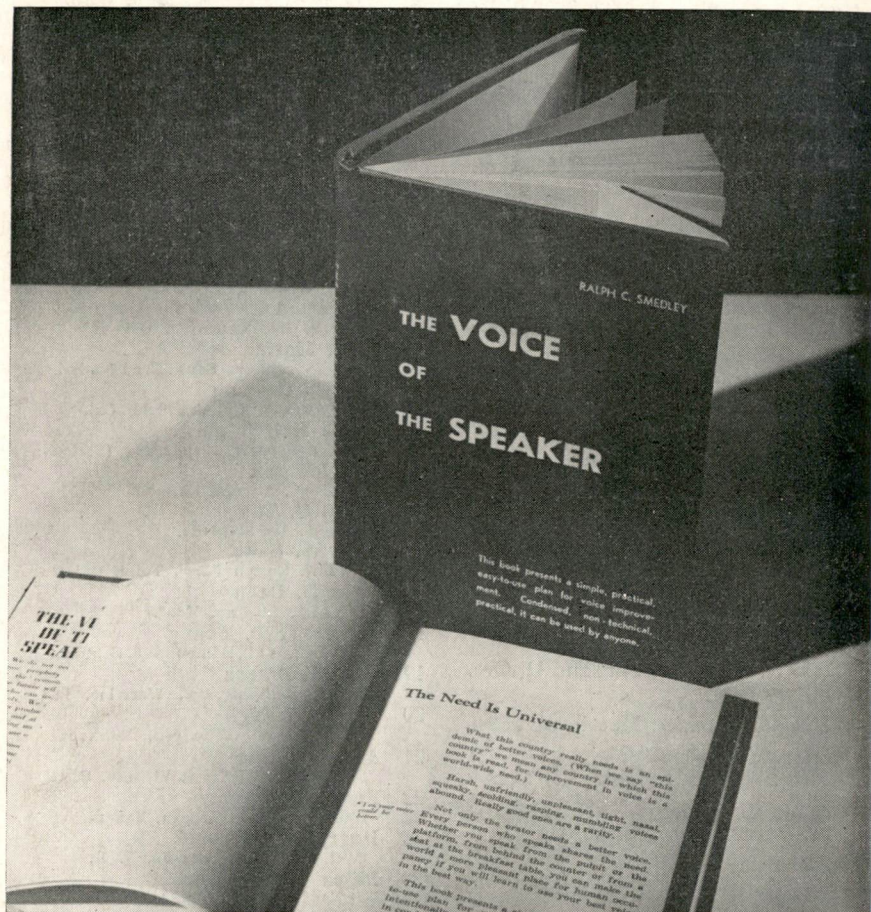
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