

THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

1927 - AUGUST - 1947

ON AUGUST 11, 1927, REPRESENTATIVES OF FIVE SOUTHERN CALIFORNIA TOASTMASTERS CLUBS MET AT SANTA ANA, BY INVITATION OF RALPH SMEDLEY, TO CONSIDER THE ESTABLISHMENT OF A FEDERATION OF THE CLUBS. OUT OF THIS MEETING CAME A RESOLUTION FAVORING A PERMANENT ORGANIZATION.

FROM THIS BEGINNING, THE ORGANIZATION OF TOASTMASTERS DEVELOPED AND EXPANDED. ON AUGUST 11, 1947, REPRESENTATIVES OF THE MORE THAN 520 TOASTMASTERS CLUBS MEET AT MINNEAPOLIS-ST. PAUL, IN THE SIXTEENTH CONVENTION OF TOASTMASTERS INTERNATIONAL. TWENTY YEARS AGO, ABOUT 125 MEN STARTED THE MOVEMENT WHICH NOW CLAIMS NEARLY 14,000 ACTIVE MEMBERS IN CONTINENTAL U. S. A., HAWAII, CANADA AND GREAT BRITAIN.

"THE TOASTMASTERS CLUBS EXIST TO TRAIN MEN IN HONEST, CONSTRUCTIVE THINKING, FRANK, CONCISE SPEAKING, AND ANALYTICAL, HELPFUL, CRITICAL LISTENING. AS SUCH THEY BECOME GUARDIANS OF THE RIGHT OF FREE MEN TO THINK AND SPEAK."

AUGUST, 1947

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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)

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NOTE: NEW LOCATION OF THE HOME OFFICE—In the 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.

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"A Preview of 1947-1948"

By JOSEPH P. RINNERT, President of Toastmasters International



The July issue of "The Toastmaster" reviewed the progress of the past year. This issue forecasts our work ahead. Our coming Convention will report how far we have advanced, and will map out the trail of our ascending climb.

We intend to continue a steady, sound increase in the number of clubs in order to serve every community. This we shall do by keeping our existing clubs strong and active. Strong clubs will carry our work into other states and countries.

In the formulation of new policies to meet changing needs, the Board of Directors will welcome proper representation of all Districts and all clubs. After the revision of the International By-Laws and the District and Club Constitutions and By-Laws our District and Area Governors and club officers will put the new rules into effect.

"The Toastmaster" has demonstrated its value, and will be made more interesting and useful. The educational materials will be standardized and made more readily usable for all members. This will require additional help at the Home Office. Such help will en-

able our capable Smedley and our efficient Blanding to devote more time to individual clubs, and if their wishes come true, to visit the several Districts annually.

Without delay certain specific work must be completed. We need an International Convention Manual, a District Conference Manual and a manual for the guidance of future International committees. The District manual will be rewritten to assure the adoption of District budgets, the installation by each District of a permanent filing system to preserve its records, to insure continuity and to facilitate the prompt submission of annual reports to the Home Office and to its member clubs. Our past history helps mark the path ahead. The recommendations, for example, of the 1946-47 committees should be studied in the light of 1947-48 conditions and wherever possible given effect. Our contests are a source of continuing stimulus and, therefore, as soon as the results of the 1947 contest procedure can be evaluated, the new speech contest rules should be printed and distributed.

Experience has shown that every club which has appointed an Educational Chairman has had better meetings. Members who cooperate with him gain a personal advantage. Such a Chairman, with the help of club members, will furnish programs that not only

follow the traditions which have made our organization great, but will also give each member a technique. That technique will not override the most important qualities of speaking, sincerity and conviction, but will provide a ve-

hicle for those qualities. It will then be easy to learn to think before speaking and to develop a speaking individuality.

We go forward on the trail which leads to better public speaking.

We Know Where We Are Going . . .

By E. M. SUNDQUIST, of the Business Men's Toastmasters Club, No. 100, of Santa Ana, California.

In the July *Toastmaster*, Ernest Wooster asked the question, "Where Are You Going?" He argued that many of our members have a very hazy idea of what they want to accomplish through their training, and that they fall short in accomplishment because of this lack of definite aim. And now comes "Sunny" Sundquist, another veteran Toastmaster, to argue that we do achieve worthy results, whether with or without a clearly defined purpose.

What do you think about it? Do you agree with either argument, or have you some different idea of your own?

It is quite true that many a man joins a Toastmasters Club with little or no understanding of the purposes of the organization, and thus fails of achievement, even in a mediocre degree. That we have members of this type is largely the fault of the club's Membership Committee.

It is the function, yea, the duty, of the Membership Committee to see to it that only those men are permitted to become members who are in tune with the educational purposes of the organization, and who will work whole-heartedly to improve themselves. An alert Membership Committee will never resort to the telephone directory for prospective members, or plead with the members to bring guest-prospects to meetings. (A letter to the Home Office will bring plenty of tested material on how to win and assimilate members.)

The Membership Committee selects men for membership, and the Educational Committee guides them in their training. The man who has not determined his objective easily finds help in setting up his goal, if the committees are working.

Most of the men who affiliate themselves with a Toastmasters Club do understand the purposes and appreciate the training program by which we help them to become better speakers. Many of these men present themselves as candidates for membership with a goal already in sight. In this latter group come the men who have been or are about to be elevated to some office, social, business or otherwise, where speech ability is required. Certainly these Toastmasters know where they are going.

To say that Toastmasters' gen-

erally are satisfied with mediocre results is not quite fair. Some may have to be satisfied with mediocrity because they lack capacity to excel, but we know that no man can remain active in a club without being fired with ambition to do better every time he speaks. If he does not have that spark, he does not continue in the membership for long.

It is exceedingly difficult to give a sound judgment on the speaking ability of any Toastmaster by observing him just once or twice as he performs in the meeting. On one occasion he may appear with a star performer, and so suffer by comparison, while at another time he may be one of a group of less able speakers, and thus receive praise not warranted by his ability. You have to hear him many times and in various kinds of company before you can render a fair judgment on his accomplishment. When you see him in action outside his own club is the time when you can really estimate his quality.

Just what is it, after all, that we are trying to accomplish in our Toastmasters training?

Hardly any two of us can have exactly the same goals in mind, but each one knows what he needs, and each, in his own quiet way, sets out for the El Dorado, this land which promises better speech. We are not trying to become orators—spell-binders—at least most of us are not. We want to learn how to face an audience without fear, how to speak our own

thoughts, and how to convince our listeners.

We look with envy on the poise and self-confidence of the accomplished speaker, and we want to secure for ourselves enough of such ability to meet our individual needs. That is our real goal, and while it may take years for us to gain it, we never lose sight of it.

No, we are not out to become "orators," in the accepted sense of that word. If you need proof, look at the official family of Toastmasters International, or at some of the oldest, most experienced members. Not one of these would qualify as an orator. They are all good speakers, better than average in their ability to express themselves, and every one of them has his eye on the ultimate achievement of his best in speech. Each of them set a goal for himself early in his career as a Toastmaster, and he perseveres in his effort to reach it. The fact a man has been honored by election to a high post of responsibility in our organization council is a sincere compliment to his ability.

It is interesting to observe that a good many Toastmasters either make a living as public speakers, or contribute substantially to their income through speech. Our training program has developed talent previously unsuspected in many individuals, and started them on a new career. Hundreds of our men are utilizing their ability to speak entertainingly as a lucrative side-line. But few, if any, of these men had such a goal in mind

when they started. They began because they wanted to be able to talk well, and then discovered what they could do in speech, and set new and ever higher aims.

The man who joins a Toastmasters Club without having formulated his definite purpose soon finds inspiration and help in setting his goals. If he does not get such help, along with intelligent guidance, it is the fault either of himself or of his club. The materials and methods are at his hand.

Toastmasters International is a young organization, and only in recent years has it been able to finance an educational program adequate to our needs. The Educational Bureau has developed textbooks and courses which have been fully tried out in use, and which are second to none for speech training. These texts have been accepted in many schools and colleges for use with public speaking classes, and yet they are offered to Toastmasters without charge.

TOASTMASTERS IN SOUTH AFRICA

Harry Olden, now of Germiston, South Africa, became acquainted with Toastmasters as a member of the first Toastmasters Club formed in the British Commonwealth, Victoria's No. 38. His work as a marine architect took him to South Africa, now he wants a Toastmasters Club there. In a recent letter to Barrie Goult, Governor of District 21, he reported that there is nothing like the Toastmasters organization in the country, and that it is needed by others as well as himself. He asked for permission to establish a club in Germiston, and he believes that there are opportunities for clubs in Durban and Johannesburg. Both permission and assistance will reach him promptly.

To implement these courses, the Educational Bureau is even now completing work on new features, soon to be announced, providing guidance throughout the next year. In this new plan, definite monthly objectives are presented which, if carefully followed by the clubs, will speed up the educational process to the benefit of all.

Yes, we do know where we are going, both as individual Toastmasters and as an international organization. We may have occasion frequently to "raise our sights," to adopt new and higher goals, to stir ourselves to more vigorous efforts, but our general purpose is clear.

We want to learn to speak and listen with intelligence and conviction and sincerity. When we have learned that, or even a part of it, we shall be in a better position to decide whether we want to be entertainers, instructors, dialecticians or something else. But whatever else we do, we are going to be better speakers.

It's a Good Idea

Under this heading are offered suggestions from the clubs which may help others. Readers are invited to contribute their "good ideas" for the benefit of all.

If you would pass for an able, well-poised speaker, it's a very good idea to avoid certain bad mannerisms, whether you are acting as toastmaster or appearing on the speech program.

For instance, don't repeat the title of your speech. Make sure that the one who is to introduce you understands the title, and knows that he is to announce it. Then plunge into the speech without repeating the title unless it is an essential part of your talk. Perhaps the title is a question, such as "Are you on your toes?" In that case, you may wish to use the question for your opening sentence. All right, change the inflection, the emphasis. Start out with, "Well, *are* you on your toes?" or if the sense requires a different impression, "Are you on *your* toes?" But don't just repeat the title after the toastmaster has named it.

Unless there is some special reason for it, don't address all the dignitaries and others in the audience as you begin. As a general rule, it is sufficient to say, "Mr. Chairman, and ladies and gentlemen." Don't waste time saying, "Mr. Chairman, Mr. President, Mr. District Governor, distinguished guests, fellow Toastmasters and ladies and gentlemen." It takes up too much time, and means

practically nothing. The first form covers everyone, and it takes only three seconds of time. The second one, spoken with proper impressiveness, requires eleven seconds or more, which can be better used. Likewise, try to school yourself to omit the old bromide which consists of emphasizing a point by saying, "And this means you (pointing) and you (pointing) and you (still pointing)." That was good the first time that Billy Sunday used it, fifty years or so ago, but it falls pretty flat now, having been trampled to death by so many.

When presiding do your best to keep from saying "At this time," more than a dozen times in one evening. If you have to indicate the time, you can say "Now," but you really don't have to use any adverb at all. Instead of saying "I would like to introduce," or "At this time," or "The next speaker," or any of those other tiresome, time-killing cliches, just go head and do what you should, without any adverbial modifiers.

In a word, try to observe the amenities, whether you speak or preside, and do your best to vary your speech forms and phrases while keeping within the limits of correct speech. It's always a good idea to appear at your best.

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Looking Backward . . .

By R. C. SMEDLEY

As Toastmasters gather at "The Top of the Nation" for our 16th Annual Convention, my mind turns back through the years to days of our beginning, when no man among us ever ventured to envision such a meeting as this.

It was after a long period of discussion about "federation" of our few clubs that we finally got together on the campus of Whittier College one August afternoon in 1930, to take steps. Half a dozen clubs were represented.

At our meeting that day, J. Clark Chamberlain was made temporary chairman, and the work of organization was started, with committees on constitution and by-laws and other details appointed. Two months later, the permanent organization was completed, with Chamberlain elected

President, a post which he filled so well that he was re-elected the next year, thus becoming the only man ever to succeed himself as President of Toastmasters International.

The very limited scope of our ambitions in that day is indicated by an incident which occurred at the California State Convention of the Y. M. C. A. held in Hollywood in 1931. Toastmasters were given a place on the program for the Convention Banquet. Clark Chamberlain was our speaker, with five minutes in which to tell about our work. Judge William H. Waste, of the Supreme Court of California, was toastmaster for the evening's program, and he had a wonderful time introducing Chamberlain. The idea of a Toastmasters Club struck him as unusually funny, and he made the most of it.

Clark presented the case well. He spoke prophetic words when he said: "We now have eight Toastmasters Clubs operating, and we are going to organize others. I believe that within a few years we shall see a good many clubs—perhaps even twenty or thirty—organized all up and down the Pacific Coast."

That was 16 years ago.

As we who pioneered the movement look back, we can well follow the example of St. Paul, on his way to Rome, when some of the brethren came out to meet him, "Whom, when Paul saw, he thanked God and took courage."

We have come far, but great days are before us.

What's Going On

Chalk Talk

The Eli Lilly Toastmasters Club bulletin, "The Blurb," reports that Topicmaster John Schade is going to require all his two-minute speakers to "talk with chalk." He has set up a series of rules for demonstration talkers that are worth pasting in your hat for future use. They are:

1. *Don't* stand with your back to audience and talk to the board as you write; stand close to the

board and to one side and speak slightly over your shoulder, maintaining eye contact.

2. *Do* have your material well in mind and be sure, when putting figures or other information on the board, that you have the spacing in mind.

3. *Do* emphasize points by underlining figures or other information placed on the board.

Let's add one more: Be sure to write or print legibly whatever goes on the board.



DISTRICT NINE MOVES AHEAD

The "Crusaders" Toastmasters Club, No. 484, of Spokane, was welcomed into the fellowship by District Governor Mert Rosauer. The men shown in the picture, left to right, are Deputy Governor Frank Hagenbarth, President Bob Tobin, Secretary Jim Breene, Governor Rosauer, Sergeant-at-Arms Mike Meagher, and Bill Donovan, Vice-President. This club held its place as the newest club for a very short time. Since its charter was presented, two more chapters have been chartered in Spokane, making a strong finish for Governor Mert Rosauer's year as leader of the District.

Speech Ammunition

What to talk about is no problem for many Toastmasters, if one may judge by the speech topics shown in the many bulletins reaching the editorial desk. Here are some, selected from a number of such bulletins, reflecting a wide variety of interests, and full of suggestions for the man who lacks imagination and enterprise in hunting good subjects.

From "The Roastmasters" of High Ridge Toastmasters Club (No. 382) of Chicago: "Wheat", "Gestures", "Public Relations", "Evidence", "Russia", "Prognosis for College Success".

From "The Blurp," of Eli Lilly Toastmasters Club (No. 311) of Indianapolis: "England?", "Can He Do It?", "Science—a Way of Life".

From Evansville Toastmasters Club (No. 337): "Does a Banker Have a Heart?", "The Federal Reserve Bank System", "Will a Smile Pay Dividends?", "The Story of the Fuller Brush Company", "When Should I Display My Temper?"

The club bulletin which publishes speech titles as well as names of those assigned to speak serves several purposes. It puts the speaker on record as to his subject. It stimulates pleasant anticipations in the members. It gives suggestions to other speakers which may help them in choosing good subjects for their own efforts.

Friends All

Helpful hints from The Gavelier, publication of the Minneapolis Toastmasters Club, urge members to remember, when facing an audience, that they are not talking to an anonymous crowd, but to a series of individuals. It helps, the article declares, to single out an attentive individual as representing the throng to whom the speech is addressed.

Think This Over

A historian and custodian of the Club Scrapbook, who will clip and record all items appearing in newspapers, periodicals and bulletins concerning the organization, has been appointed by the Hi-Cobblers Club No. 428 of Pasadena (California).

Additional Publicity

Cliff Milnor, columnist for the Fort Wayne Journal-Gazette, recently devoted his complete column, Lines and Angles, to a meeting of the Fort Wayne Toastmasters Club No. 159. He told his readers: "Toastmasters International is growing at such a rate that Fort Wayne's newest Toastmasters Club has not yet been assigned its charter number."

Follow The Leader

Quote from the Fourteener, publication of Huntington Park, California, Toastmasters Club, edited by John Marshall: "The pace or tempo set by the Table Topic is often the tempo followed by the rest of the program. The discussion leader has the greatest opportunity to bring forth ingenious and unusual ideas."

In The Imperial Valley

El Centro "Cactus Gavel" Toastmasters Club is promoting a new chapter in the city. Demonstration meetings have been presented and a membership is being enrolled. The Cactus Gavel's representative in the High School Speech Contest of District Five was the winner of the Gordon Chamberlain trophy in the finals.

In this Club, an educational innovation which works well is this: At each meeting, the Educational Committee Chairman displays a board on which are shown several frequently mispronounced words.

Radio Tryouts

Elwood "Judge" Merrill of the San Diego (California) Toastmasters Club offered an unusual twist to his program presentation, when the speakers were introduced as though taking part in a radio broadcast. Editors of the club's Bulletin declared that although the idea was basically good, more work on preparation would have raised it from amateurish execution to a polished plane.

The members are given a chance to learn correct pronunciation. It helps to produce better diction.



READY FOR THE CONVENTION

"Zephyrus" Toastmasters Club No. 490 of St. Paul received its charter at the hands of District Governor Ralph S. Lowe just in time to help welcome the Toastmasters International hosts for the Convention. In the picture, Ralph Lowe is at the left, displaying the charter to C. E. Perkins, of the Santa Fe Railway Co., who is the new club's President. At the right is E. N. Dochterman, of the C. B. & Q. R. R., a member of King Boreas Toastmasters, who presented the gavel.

Amperсандs Anonymous

By MISTER "X"

The ampersand, according to Messrs. Funk & Wagnalls, is that twisted character with the pretzel profile which comes at the end of the alphabet. It is sometimes mistakenly called "and so forth."

Funk and Wagnalls use it to cement their names together in a partnership. In their dictionary they define ampersand as: "The character &; (and, plus Latin *per*, by, plus *se*, itself, plus and.)" That is, "And by itself makes and," which has been corrupted into "ampersand." (and-per-se-and)

The definition doesn't add much to one's knowledge of English or any other language, nor does the word add anything of value to our speech. We are clear on one point, that the ampersand is "and" written as the character "&" instead of being spelled with three letters. It is a symbol. People of superior knowledge in the world's mysteries refer to it, when they must mention it, as "the short and."

However you spell the word, it is a nuisance, a disfiguring superfluity, a fungus growth in the speech of many people.

Its place in language is to connect words or phrases or clauses which have some relation. Too often, it is used to initiate sentences which would be better off without it. Many speakers employ it to link together a dozen unrelated assertions, like box-cars from different railroads, which

have no connection except by reason of a common destination.

"And-uh, we went up to the man and-uh asked him and-uh he told us . . ." And-uh and and-uh it goes on endlessly.

The chronic ampersander makes two syllables grow where but one should flourish; where Noah Webster, like Nature, intended only one.

Maybe the dictionary shows "plus" in the definition because "and" plus "uh" equals "and-uh", that silly but ubiquitous bi-syllable which befouls every utterance of the confirmed ampersander.

The continued use in unlimited quantities is dangerous — even fatal to good speech. It is habit-forming, as evidenced by the habitual user's practice of suffixing this superfluous "uh" not only to "and", but to many other words, constituting a lexicographical monstrosity, and definitely impeding speech.

The "and" addict is as hard to cure as the morphine fiend, and the "and-uh" grunter is even worse. Special and very sympathetic treatment is required to effect a cure.

In its worst form, the ailment is technically known as "ampersanditis." To remove this fungus from speech may require a major operation, such as can be safely administered in any Toastmasters Club.

Cousin in oratorical iniquity to

the ampersand as used in two syllables, is the unattached "ah"—in some linguistic circles pronounced "uh".

It is a free lance sinner, journeying easily from point to point in any sentence, nestling in between adjectives, nouns, verbs or adverbs in a wholly carefree and democratic manner and with a barroom abandon as to the evil it may do by its contaminating presence.

The "ah" and "uh" user is akin to the confirmed ampersander; is in fact, further along the road to incoherence. The only successful treatment is total abstinence, such

as is prescribed for ampersanders generally.

To the mere tippler, not to the old toper; to the occasional sump-ler, not to the hardened habitue; to the social dabbler, not to the confirmed subject ready for "Amperсандs Anonymous;" to all unsuspecting, inexperienced triflers with this pitfall of oratory, the following fervent admonition is offered:

If speech you'd use which wins respect,
And nimbly leaps at your command,
Avoid, when clauses you erect,
Extravagance with the ampersand.

Which Gate?

By GRANT HENDERSON, of Smedley Chapter Number One

There are many "gates" which we can use in our daily lives, or in our speech. For instance, when we assemble with our fellows, we congregate. See how many of these "gates" you can identify without peeping at the answers, printed upside down for your convenience.

1. This one haughtily takes more than his due.
2. This is an extremely wasteful gate.
3. This gate sets out to defeat and enslave.
4. This one starts things and urges them on.
5. This one refreshes growing things.
6. This one is curious—examines the facts.
7. This one is patiently questioning.
8. This gate cuts off from others—isolates.
9. This one softens—reduces severity.
10. This one takes care of posterity.
11. This one detracts—depreciates.
12. This one publishes.

These Gates—

- | | | | |
|-----|--------------|----|-------------|
| 12. | Pronunigate. | 6. | Investigate |
| 11. | Derogate | 5. | Irrigate |
| 10. | Propagate | 4. | Insigate |
| 9. | Mitigate | 3. | Subjigate |
| 8. | Segregate | 2. | Proffigate |
| 7. | Interrogate | 1. | Arrogate |



NEARING THE END

After almost a year of strenuous endeavor to attend to every detail for the entertainment of the 16th Annual Convention of Toastmasters International, the Minneapolis members of the Convention Committee conferred with the management of the Radisson Hotel to make sure that nothing has been overlooked, and that all is in readiness for a perfectly handled assembly August 11 to 14.

Seated are Mine Host M. N. Hoyt, Sales Manager for the Radisson Hotel; George W. Benson, Vice-President of Toastmasters International and General Chairman of the Convention Committee; and W. W. Welker, Director of Toastmasters International and General Arrangements Chairman.

Standing are Ikel C. Benson, Convention Treasurer; Harry W. Mattison, Past President of Toastmasters International; and G. L. Conrad, District Governor Elect and Chairman of the Publicity Committee. "Check?" says Benson, and the chorus responds in unison, "Check and double check! We are ready, Mr. Chairman!"



THERE WILL BE PRIZES FOR THE LADIES

While the men are hard at work in their convention sessions, the ladies will be stepping out under the guidance of local committees who have made elaborate preparations for entertainments. Luncheons, style shows and sight-seeing tours have been planned, and in addition there will be committees to help plan special shopping tours and other matters of feminine interest. Door prizes will be featured at the ladies' luncheons, many gifts having been received from the host clubs for this purpose. That these prizes are of substantial quality is demonstrated in the picture to the right.



Mrs. Victor Barquist, whose husband is President of King Boreas Toastmasters, is seen receiving a \$25 War Bond from George Maier, Treasurer of King Boreas Club, and Mrs. Garrett Wright, whose husband is a Past President of First St. Paul Toastmasters Club is accepting from Lloyd Anderson, Past President of King Boreas Club, a certificate for \$100 in goods from his jewelry store. These are just two of the many door prizes to be awarded during the ladies' events.

Other members of the Committee on Ladies' Activities who do not appear in the photograph to the left are Mrs. Ralph Lowe, Mrs. Ikel Benson, Mrs. Alfred Adam and Mrs. Tracy Jeffers.



SIGN HERE, PLEASE

Here at the Convention Headquarters in the Radisson Hotel, Past President Harry W. Mattison registers for the Convention, the first of what should be a long list of Toastmasters from all parts. Harry is being pleasantly heckled by Watt Welker who wanted to be first on the list, but finally compromised for second place. Checking up on Harry's check for the registration fee and special events are Ikel Benson, Treasurer, and George Conrad, Publicity Chairman. Seated, and assisting with the filling out of the forms are Vice-President George Benson, and Miss Adams, from the Chamber of Commerce.

This task of registration for so large a number of delegates and visitors will be capably handled by a committee of well trained, hospitably inclined men and women, who will see to it that no unnecessary delays or inconveniences are experienced as the hosts of Toastmasters arrive.



Right Speaking

By R. C. SMEDLEY

If you would have a simple rule
A cultured man to tell,
Take notice: Does he always speak
His native language well?

The Toastmasters Club is dedicated to the cause of better speech. Every member is supposed to be on the alert to improve his forms of expression. He, of all persons, should "always speak his language well."

But what is the standard by which you are to judge his speech? How will you determine whether he is speaking well or ill? Is it that he agrees with you in his pronunciation or choice of words? But are you sure that you are right?

The trouble is that people do not speak alike, even though they use the same language, and they do not agree as to which is right or wrong.

Millions of people use the so-called English language. They can read it with a fair degree of understanding, except where different meanings are given to the same word in different localities, but when they speak it, their differences are notable. English as spoken in Great Britain or in Australia shows many variations from the same language in the United States. Even in the U. S. A. the accents and pronunciations are unlike in different regions.

The dialect of Yorkshire may sound like a foreign tongue to the Scotsman, and the Scotch burr is slightly anomalous in London. In America, a careful observer

can identify a speaker's point of origin by his Yankee drawl, his Southern accent, or his Texas twang. The problem is, which one is speaking his native language well.

Considerable confusion has resulted from differences in usage in England and in America. Even a casual study reveals that the same word is used in the two lands for quite different meanings, and that when meanings may be identical, pronunciations differ.

The Englishman drives his motor to the garage for petrol. The Yankee drives his car or his automobile or his jalopy to the service station for gasoline, or "gas". Both achieve approximately the same result, but in the process, the Englishman pronounces "garage" just as it is spelled, to rhyme with carriage, while his American cousin tries to compromise with the French form and calls it "ga-razh" with the accent on the last syllable.

In England, your backyard is a garden; your baby-carriage is a pram; a billboard is a hoarding; a pie is a tart; a saloon is a public house; squash is vegetable marrow; a thumb-tack is a drawing-pin; an elevator is a lift. When you go to England, or even to Canada, you need a glossary or wordbook; and when our English friends come to our country, they face a similar problem. We can make allowances for each other in word meanings, but how can we manage when we

pronounce the words differently?

In the U. S. A. we have a schedule for our programs, and we call it "skedule," which, as anyone can see, is the way it should be pronounced. But our Toastmaster friends in Great Britain and in Canada call it "shedule". If you were acting as word critic for one of our clubs in Edinburgh, or in Winnipeg, supposing you are a Yankee visitor, would you correct them on that word? Or would they challenge your pronunciation? Rather a delicate point, isn't it?

A New Englander in a western Toastmasters Club was reproved for saying "ky-ow", or "ka-ow," because all his associates, secure in their own speech habits, called it "cow." What is the "outlander" to do? Must he violate his own traditions in order to conform to local custom, or shall he stand up for his individual rights?

Dr. A. H. Sayce, writing three-quarters of a century ago, stated: "Language does not consist of letters, but of sounds." This is where our trouble begins.

Sounds made in speech differ in different localities because of physical or climatic peculiarities, or tradition or habit, or racial background. Some authorities have gone so far as to claim that no two persons pronounce exactly alike. Thus it becomes an exceedingly difficult problem to determine just what is the "correct" usage, and what standards to adopt.

Dictionary makers used to follow the usage found to prevail

among people of the supposedly highest culture. In England, the Oxford accent was usually counted standard, and in the United States, the Harvard influence was powerful for a long time.

More recently, at least in America, the practice has been to seek the prevailing practice throughout the land among people of higher educational achievement. From time to time, the dictionary has had to recognize changes when these changes, even to what were etymologically incorrect forms, reflected prevalent usage. A good example is "isolate." This word has fluctuated from initial long "i" to the short sound, and back again. Another is "economic" whose initial "e" has changed several times in the past century from long to short and vice versa. The war brought "ration" into common use, and common usage has swung quite definitely from the incorrect short "a" to the correct long "a", so that it is generally spoken today to rhyme with "nation" instead of with "passion". The dictionary properly reflects prevailing popular practice.

All this is suggested to give emphasis to the fact that the "word critic" in a Toastmasters Club has need for infinite discretion and tact and good judgment if he is to render service. Before he condemns a word usage as wrong, he must consider whether he has factual grounds for his fault-finding, or whether he calls it wrong just because it

disagrees with his own practice. In addition, he needs to bear in mind that dogmatism is out of place in such matters, and that his prejudices should be modified to fit the circumstances.

The English habit of condensing or telescoping words is one stumbling block. I have more than once been reproved for giving four syllables to "dictionary" and to "interesting," and six to "extraordinary," my critic insisting that I should say "diction'ry" or "int'resting," or "extr'ordin'ry," and that "progr'm" is better than "program." If I were to offer rebuttal to this criticism, it would be to say that I am speaking "American" English instead of "British" English. I can't say that either is absolutely right. It all depends on where and to whom I am speaking.

There is a town in Illinois called "San Jose," and my Illinois friends pronounce it as it is spelled. If I were to ask a railroad ticket agent in Springfield for a ticket to "San Ho-say" he would think I was putting on airs. Maybe he wouldn't know what I meant. But when someone from Illinois speaks of the metropolis of the Santa Clara Valley in California as "San Jose" he is instantly identified as a tenderfoot. So when I am in Illinois I call it "San Jose" and in California I mention "San Ho-say."

If I were in England or Canada for a considerable length of time, I think I should adopt the local pronunciations, so as to fit into

the picture. If there for a short time, I should continue to speak "United States" without apology. I must extend the same courtesy to the visitor, whose pronunciation reveals his origin as being British, or Southern, or New England or otherwise.

I agree with J. P. McEvoy, who wrote in a magazine article some years ago: "When in doubt about the pronunciation of a word, I learned long ago not to go to a dictionary, but to go to the people, because eventually the dictionary will get around to pronouncing it the way people do." But I do not discard the dictionary, for it does reflect the accepted practice among the "best" people, of whom I wish to be one.

When an error in pronunciation or meaning of a word is heard in a Toastmasters Club, it should be corrected tactfully, provided it is an error not attributable to national or regional habits of usage. Far more important is the correction of errors in grammar, for which there are certain standards, well known to the educated person. While the "word critic" or "grammarian" frequently assumes the double role, his best service is in connection with his grammatical duties.

Let's encourage every Toastmaster to "speak his native language well," but as a starter, let's be sure that we agree upon the standards of speech which we can approve.

Howdy, Mr. Governor!

Founder's District



R. E. LEE ALDRICH was born and reared in the small city of Dysart, Iowa, not far from Waterloo and Cedar Rapids. While in high school, he started learning the printer's trade, later stepping up to newspaper publishing. From Iowa to Los Angeles County, California in 1928, where he has been at the publishing business without intermission. He is owner and editor of the La Verne Leader, from which office he will direct Founder's District the coming year.

Toastmasters work is his hobby and principal interest, aside from his newspaper responsibility. He has been a member for years, serving in various capacities.

District 1

GEORGE F. (Doc) STINES is the Professional Representative in the Los Angeles Area for Wyeth, Incorporated. Born in Ohio, graduated from Philadelphia College of Pharmacy & Science, served in World War I as bacteriologist in France; completed work at University of Pennsylvania with Doctor's Degree in Chemistry. He operated his own pharmacy for 20 years, and then took up his work with the great drug firm of Wyeth. Member of Eagle Rock Toastmasters since 1939, he has served his club and district in many positions. He is ambitious to build District One in a strong educational program.



District 2



ROBERT W. CRAWFORD was born and reared in Portland, Oregon, but moved to Seattle eleven years ago. Began Toastmasters career as a charter member and first president of Seattle Y. M. C. A. Toastmasters Club, and has served in many offices in club and district. An accountant by profession, he is comptroller of Interstate Freight Lines, Inc. He holds that "Toastmasters is unique among clubs in the opportunity it offers for enlarged speaking experiences. We believe, in District Two, that there are no little men in Toastmasters."

District 3

CURTIS H. KEENE was born in Franklin County, Mississippi. He attended High School and Junior College at Wesson, Miss., and went directly into the Army for World War I. He came back and went to work. Studied textile chemistry, and opened his own dry-cleaning business. Has been in Toastmasters for five years, in Yuma, the "Sunshine City," and thoroughly believes in the work. He hopes to stimulate activity in District Three, and plans for five new clubs in Arizona during his term of office. With his enthusiasm, we are sure he will succeed in reaching this goal.



District 4



"GABE" GABRIELSEN is a member of San Mateo, Calif., Toastmasters Club, in which he has run the gamut of offices. He graduated from Hitchcock Military Academy, at San Rafael, in 1922, and spent a year in Europe on research work for California dried fruit industry. He has studied newswriting, advertising and merchandising at University of California, and has been 16 years with Borden's Dairy Delivery Co., of San Francisco, as advertising manager. He has ambitious plans for Toastmasters in District 4, including the 1948 convention of Toastmasters International.

District 5—Robert H. Fuller

ANTONIN VARVAROSKY was born in Czecho-Slovakia, but when 12 years of age, came to U. S. A. Attended school in Chicago and in Iowa, and at age 14 was put to work in a factory at 14 cents an hour. Five years after landing in America he was a soldier in the 21st U. S. Infantry, stationed in San Diego. One day, before a crowd of 300 soldiers, he was told to recite the Army General Order, and his knees shook and his voice trembled. Almost to a day, 30 years later, he stood before 200 Toastmasters, in El Centro, Calif., and addressed them as their District Governor Elect. (The former Anthony Varvarosky, whose legal name, taken from his foster father, is now known as Robert H. Fuller.) He has been in the dairy business for 18 years. Now located in La Mesa, Calif., he is Past President of Mt. Helix Toastmasters Club, and is this year President of San Diego Service Club's Council.



District 6



GEORGE L. CONRAD started life in Pennsylvania. After High School and College he joined the Marines and served at Chateau Thierry and Belleau Woods, in the 6th Regiment of the 2nd Division. After the war, changed from a proposed career as a preacher to food sales. Has been more than 20 years with General Foods, and is now District Manager of their sales in the Minneapolis District. Started with Toastmasters in Akron, Ohio, later transferring to Minneapolis Executives Toastmasters, of which he was a charter member and first president. He is ambitious to double the number of Toastmasters Clubs in District Six! Ambitious is the word. But those Gophers can do.

District 7

R. G. CRAKES, of Eugene, Oregon, is the new Governor. He came to Oregon via South Dakota and Iowa (Morningside College, Sioux City) and has been active in Toastmasters work for the past seven years. He has served the usual course of club and district offices, and comes to the governorship with five "ambitions." (1) To extend Toastmasters training to as many men as possible; (2) To develop better program planning; (3) To promote better evaluation; (4) To interest every club in the "Club of the District" competition; (5) To encourage exchange of club programs.



District 8



NORMAN C. HIGGS is a lawyer, associated with the Legal Department of the Lumberman's Mutual Casualty Co., in Chicago. He coached athletics and taught history for a few years in high school after he graduated from college, and then went in for law at the University of Wisconsin, with the result that he now combines insurance and law practice. As a Toastmaster, he has been for five years a member of Wilson Avenue Toastmasters, of Chicago. The club made full use of his ability as an officer, and gave him the groundwork on which he will build a year of good work as District Governor.

District 9

HAROLD W. SHERMAN is another product of Iowa, but at an early age he removed to Minnesota, where he spent many years, first in getting an education and then in business as buyer, salesman, broker, packer and distributor of fruits and vegetables. The Idaho potatoes lured him to that state in the early nineteen-thirties, and held him until 1941, when Spokane called him. He is with Pet Milk Sales Corporation as Area Supervisor. His duties include, in addition to selling, and training and supervising salesmen, the task of lecturing to Nursing Classes in the Nursing Schools of the Northwest. He is a member of Pioneer Toastmasters Club of Spokane, has been a District Nine Speech Contest winner, and has a well-planned program for District advancement this year.



District 10



V. L. BLINN is a member of Summit Toastmasters Club No. 190, of Akron, where he has served the usual list of club offices. He has heaped as publicity chairman for District 10, and as a Lieutenant Governor, so that he knows what is what. He claims exposure to the usual academic instruction without special results, but is proud of his "Masters Degree from the University of Experience." He conducts an insurance agency in Akron, and has an idea that District Ten should be the real "Big Ten" of the Middle West. He is strong for leadership and leadership training.

District 11

HARRIS O. JOHNSON, better known as "Ozzy", moved to Indianapolis four years ago from Milwaukee. He attended the University of Wisconsin School of Business Administration, and is a Pharmacy graduate from Marquette University. He has been associated with Eli Lilly and Company for 15 years, and at present is a department head in the production division. He was a member of Pioneer Toastmasters No. 17, but left that group to organize Eli Lilly Toastmasters No. 311, which he served as first president. His chief objective for the year is to weld the 20 Toastmasters Clubs of District 11 into a still stronger organization for community service and general leadership.



District 12



LESTER McCRAE comes from Staten Island, New York. He left home at seventeen years of age to ship on a square-rigged training ship, but "jumped" the ship a year later in Gibraltar and banged around Spain, South America, West Indies and other foreign parts. Settled down to civil engineering, and worked at a variety of things in New York, until he took a chance and moved to California. Worked at many things, such as radio, insurance, surveying and construction, and went with ATC, South Pacific Wing. He says, "When the smoke cleared away, I went into the tire business, and to my surprise, haven't folded up yet." Being at home in the air, he plans to use his plane in visiting the clubs of his district, and he wonders if there are any other flying District Governors. He is a member of the Toastmasters Club of San Luis Obispo, California.

District 13

PAUL J. ALTMAN is an insurance man of Greensburg, Pa. Like District Ten's Governor, he goes in for fire protection. After completing his training in business college, he was with the Gulf Oil Corporation for some years, and then he went in for life insurance, which led into general insurance, his present occupation. He has been a member of Greensburg Toastmasters Club for five years and finds its training useful. He believes that Western Pennsylvania needs many more Toastmasters Clubs, and he proposes to see what can be done about it.



District 14



JOE DELANY is sales manager for the Delta Air Conditioning and Heating Company, in Atlanta, Georgia. He is a native of Georgia, born right in Atlanta, and educated at Georgia Tech. He is registered as a Professional Engineer, and while he does not admit any great excesses in heat or cold in the Peachtree State, he does what he can to keep the temperature under control.

He is a Past President of Atlanta Toastmasters, No. 266, a Mason, a Lion, and general handy man for the community. He is President of the North Fulton Branch of the Y. M. C. A. and a member of the Board of Directors of the Metropolitan Y of Atlanta. He plans for the coming year to plant a Toastmasters Club in every prominent city of his state.

District 15

H. F. GARRETT is the new District Governor, and he is located in Boise, where he serves as Executive Director of the State Employment Security Agency. He was born in Idaho and has made his home in Boise for most of his life. He has been a member of Boise Toastmasters since 1943, holding all the various offices in that club. He plans for expansion of the work in his District, his first project being a new chapter in his home town. This will be followed by a survey of other possible locations, and the establishment of additional clubs wherever one can be located.



District 16



GLENN C. SNOOK, this year's District Governor, is furnished by Oklahoma City. He is a member of Okla. City Toastmasters Club 301. Glenn was born in Topeka, Kansas, and was exposed to educational influences at Washburn College. He went to work on the Santa Fe Railway at Topeka in 1936, and in 1940 he started in the Public Relations department. The Navy took him for more than three years, and then he came back to Topeka, where he started with Toastmasters as a charter member of Topeka Club No. 361. Following a transfer to Oklahoma City, he became a member of Oklahoma City Toastmasters, and now he is District Governor. To increase the number of clubs, to stimulate inter-club activities, and to promote leadership and leadership training are some of his hopes for the coming year.

District 17

W. H. CHASE was the founder and first president of Billings, Montana, Toastmasters Club. He has helped in organizing Billings Boothill Toastmasters Club and the Club at Columbus, Montana. He is advertising manager of the Billings Gazette. He has been in the newspaper business since 1929, serving in succession with newspapers in Yankton, S. D., Huron, S. D., Fremont, Nebraska, before coming to the Billings Gazette. He sees room for a dozen more Toastmasters Clubs in District 17, and it is his intention to promote just as many of these as he is able to do.



District 18

ARTHUR CUNNINGHAM has been elected Governor for our District in Scotland. His picture will appear later. He is connected with the Commercial Bank of Scotland, Ltd., in Edinburgh. He is a Past President of the Edinburgh Toastmasters Club, and he was instrumental in establishing the Business and Professional Men's Toastmasters Club in Edinburgh. Governor Cunningham succeeds William Goldie, pioneer Toastmaster in Scotland, who served as District Governor during the days of the organization of this District. Both men see tempting opportunities for growth of our work in the District and in other parts of Britain.

District 19

GALE B. BRAITHWAITE is a lawyer in Sioux Falls, South Dakota. He took his legal training at the University of Minnesota, and has been prominent in the profession for more than 25 years. He has been President of the County Bar Association, District Governor for the Lions Clubs of South Dakota, and a member of the Judicial Commission of the Presbyterian Church. He came into "Two-Ten" Toastmasters Club of Sioux Falls in 1941, and has gone through the various offices and experiences, including a year as Lieutenant Governor of his Area. District 19 is only a year old, and the problem will be to continue the expansion work so ably carried on under the leadership of Governor "Cap" Sias.





District 20

E. J. COYLE is a Commission Broker, located in Winnipeg. He is a charter member of "Centennial" Toastmasters Club, which he served as its first President. He looks forward to more clubs and better clubs in the District. He hopes to promote wider participation in community affairs, making trained leaders available for the common good. He is especially concerned about improving the general tone of the work through closer attention to such matters as parliamentary procedure, use of language, and management of club work. This District is another recently organized one, and its history is yet to be made.

District 21

ED M. WHYTE appears to be a sort of community servant in Victoria, B. C. At least, the list of organizations with which he has official connection is a long one. He has been in office in the B. C. Agricultural Association for the last 38 years, in one office or another, without a break. He is Organizing Secretary of the Liberal Party of Canada in Victoria. He is an Honorary Life Member of the Alberni Horticultural Society and the British Columbia Softball Association. He is President (for the 9th year) of the B. C. Agricultural Association. Born in Scotland, he came to Victoria in 1884, so is almost a native. His interest in Toastmasters is indicated by his attendance record—missed only two meetings of his club in four years.



RECORD OF GROWTH

No.	Name	Town	District
501	Ensign John R. Monaghan TM Club,—	Spokane, Washington	9
502	Boston—Boston,	Massachusetts	U
503	Capital—Jefferson City,	Missouri	8
504	Osceola—Osceola,	Iowa	19
505	Houston—Houston,	Texas	U
506	Buffalo Pioneer—Buffalo,	New York	U
507	Evansville 4-Most—Evansville,	Indiana	11
508	Olney—Olney,	Texas	U
509	Marquette—Sioux Falls,	S. D.	19
510	Queen City—Cincinnati,	Ohio	10
511	Newark—Newark,	Ohio	10
512	Birmingham—Birmingham,	Alabama	14
513	Jr. Chamber of Commerce—Pasadena,	California	F
514	Mercury—Seattle,	Washington	2
515	Cosmopolitan—Minneapolis,	Minnesota	6
516	Muskogee—Muskogee,	Oklahoma	16
517	Nipper—Indianapolis,	Indiana	11
518	Esquire—Compton,	California	1
519	Fort Gibson—Princeton,	Indiana	11
520	Servel No. 1—Evansville,	Indiana	11
521	Anthony Wayne—Fort Wayne,	Indiana	11
522	The Dalles—The Dalles,	Oregon	7

Stories You Can Use

Difficult English

The Frenchman, puzzled by the devious ways of the English language, remarked: "When I first discovered that if I was quick, I was fast; if I was tied I was fast; if I spent too freely I was fast; not to eat was to fast; I was discouraged. But when I came across the sentence, 'The first one won one dollar as a prize', I just gave up trying."

The Optimist

The vacationist was patiently watching his line, and waiting for a bite. A small boy approached and said, "How many fish have you caught, Mister?"

"Not one yet," replied the fisherman.

"Gee," said the boy, "you ain't doing so bad. I know a fellow that fished here for two weeks, and he didn't get any more fish than you got in half an hour."

Just a Difference

The city kinfolk were spending their vacation with the country folks on the farm. Neither the mother, the father nor little sister Margaret had been in the country before. Little Margaret was poking around in the grass one day when she shrieked, "Oh, mummy, here's a pretty little green snake!"

"Well, be careful dear," admonished the fond city mother, "it might be just as dangerous as a ripe one!"

Synonyms

The minister's son came home from school with a question.

"Daddy," he said, "my teacher says that 'collect' and 'congregate' mean the same thing. Do they?"

"Perhaps they do," said the minister, rather sadly, "but you can tell your teacher, with my compliments, that there is a vast difference between a good congregation and a good collection."

Try This on the Collector

A colored youth, with the income tax form all filled out, approached the "PAY" window and laid down a quarter.

"What's that for?" asked the clerk, who had read the total amount of the tax.

"Why, that's for my income tax. They done told me I could pay a quarter at a time."

Characteristic Wit

In one of his lectures, John Watson (Ian Maclaren) used this illustration:

What I mean by wit is this: Two men were riding together one day through Paris. One was exceedingly bright and clever, while the other was correspondingly dull. As is usually the case, the latter monopolized the conversation. The talk of the dullard had become almost unbearable, when his companion saw a man on the street far ahead yawning. "Look," he cried, "we are overheard."

That story divides the sheep from the goats. I was telling it once to a Scotch lady, who remarked: "How could they have been overheard at that distance?" "Madam," I replied, "that never occurred to me before."

Voice of the Speaker

No. VIII—Your Other Voice

The chances are ten to one that the voice you are using is not your "best" voice. It is time to help you find that other voice and bring it into use. You may have buried it under bad habits so that it will be hard to locate, but you can't afford to leave it unused, if you want to be a good speaker.

"Find" Your Voice

Sit in a comfortable chair. Lean back and relax. Extend your legs before you. Put your hands above your head and yawn. Make it a big, deep, relaxed yawn. Do it again. Inhale deeply, under your belt, and then yawn, completely.

Finish the yawn with a prolonged "ho-ho-ho-hum-m-m." With all the muscles of face and jaw and throat relaxed, and with all tensions removed, keep on yawning and "ho-ho-hum-m-m-ing."

Observe how much more resonance and depth you get in that "ho-hum" finish of the yawn. Place your fingers on the bridge of your nose, and on your forehead, and see how the vibrations can be felt as you hum.

You have now found the way to develop resonance of tone, and you have also discovered a "new" voice quality which you may not have been using. Take advantage of both.

Use Your Best Voice

Yawn again, and when you have started the "ho-hum" finish, go right ahead talking on that deep, resonant tone. Recall the exercises suggested in the previous lesson. Say "How now, brown cow?" and "The road to Rome is rugged, rough and round." Say "Mr. Chairman, ladies and gentlemen," in that same resonant tone, and use a few sentences of your next speech, but whenever you feel the slightest tension in your muscles, or observe that your voice is losing its depth and resonance, stop for another yawn, and then start again.

Start trying to use this "new" voice in all your talk. Spend time each day with the yawning exercises until you can relax without yawning.

Review the exercises given in the last four lessons preceding this one and add today's achievements to all you had previously learned.

Practice

If you lack a place to do your vocal exercises, and are bashful about acting silly before friends or family, try these while driving your car, when you are alone. Chances are that the old jalopy will make noise enough to cover your efforts. Or when you push the lawn mower across the grass, its clicking will help obscure your vocalizations. If you live in the country or the suburbs, you can pretend that you are calling the cattle, or the dog. Or you can play with the baby. He will be amused by your making faces and strange sounds.

Find a time and a place for it, and turn loose with noise, and no restraint except to make sure you follow the proper technique in your moose-calling.

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 District 17, W. H. Chase, The Billings Gazette, Billings, Montana.
 District 18, Arthur Cunningham, 145 Great Junction St., Leith, Edinburgh, Scotland.
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 District 21, E. M. Whyte, 345 Vancouver St., Victoria, British Columbia.

Dr. James F. Bean
1013 Milan Ave.
So. Pasadena, Calif.

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The Purposes of Toastmasters:

The fundamental purposes of the Toastmasters Club are to build personality, develop leadership and create larger usefulness through practice and development of ability in speech. To this end, the Club seeks:

- To aid its members to master the difficult art of public speaking;
- To teach them to appear effectively before an audience.
- To train them to preside efficiently at meetings of all kinds;
- To help them to form the habit of "critical listening."

The Benefits of Toastmasters:

Benefits of Toastmasters training include:

- The building of a strong personality;
- The development of abilities for leadership, both personally and in community affairs;
- The discovery and training of latent powers;
- Personal advancement through constructive, purposeful study, and the stimulation of mental processes.