

THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

July, 1947

Vol. 13—No. 7



AT THE "TOP OF THE WORLD"

BIG CHIEF TOASTMASTER SAY:

"Let dust from many trails—Smoke from many trains—Roar of many sky-birds—mark the course of Chiefs and Warriors of Toastmasters Tribes who journey to

BIG POW-WOW AT TOP OF WORLD TO MAKE MUCH TALK"

(See Story of Minnehaha on Page 10)



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

For Better Thinking—Speaking—Chairmanship—Listening

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

Contents

Where Are You Going?.....	<i>Ernest S. Wooster</i>	1
"A Review of 1946-47".....	<i>Joseph P. Rinnert</i>	3
"Talk Often, But Never Long".....		4
What's Going On?.....		5
"Minnehaha, Laughing Water".....	<i>Tres Goetting</i>	10
Sixteenth Annual Convention.....		11
"Front Page Feature".....		12
"Don't Dabble In Dirt".....	<i>Ralph C. Smedley</i>	14
The Clock Strikes.....		16
"Gathering and Organizing".....	<i>Bruce Mygrant</i>	18
Making Pictures.....		19
Are You Missing the Boat?.....	<i>Reuben Levetin</i>	20
A Corner for Critics.....		21
The Postman Rings.....		22
Stories You Can Use.....		23
The Voice of the Speaker, No. VII.....		24

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

* * * *

PRICE, \$1.00 PER YEAR. SPECIAL CLUB RATES.
Published monthly at Santa Ana, California.

* * * *

Copyright 1947 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.

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

Where Are You Going?

By ERNEST S. WOOSTER

Most of the men who enter a Toastmasters Club have a very hazy idea of what they want to accomplish. Most of them want to learn to talk before a group of people without being scared to death.

Having a low standard of achievement, they are satisfied with mediocre results. They stay in the club because they like the company and enjoy the speeches they hear, but they set no goals and so make no great gains.

Few of them analyze themselves, study their needs and their possibilities, determine a goal, and steer for it.

Goals

Just what goal may a man set up for himself in his Toastmasters work?

Does he wish to become an authority on some particular subject, or in some field?

Does he seek to attain versatility, to be able to talk on a variety of subjects, appear before miscellaneous groups?

Would he be an entertainer, specializing in the lighter vein, amusing rather than instructing?

Is he interested in developing his talent for leadership, for organization, for planning?

Or is he just a drifter, making his monthly talk with no great amount of preparation or plan-

ning, merely taking his place on the program about as he might do kitchen work if it were assigned to him?

Really, it is no more difficult to attain eminence in any of these lines than it is to drift; to have a definite port to be reached at the end of a charted course, rather than to sail aimlessly in circles.

Versatility

Suppose his ideal is versatility. Then this Toastmaster will go in for subjects widely diverse in range, covering unrelated fields, calling for varied styles of preparation and delivery. He will pride himself on being unpredictable, always surprising his hearers. He will gather material and ideas from strange sources, and he will blend them into unusual mixtures.

If he wants to entertain, he will plan carefully to this end, collecting many sure-fire jokes and stories, learning how to tell them, how to string them together in some connection, how to apply them. He will cultivate his own sense of humor as he views events or whatever comes to his attention.

An entertainment objective requires constant thought, limitless practice. The mind must always be alert to give the humorous turn to every idea. Not mere puns will suffice, for they can become tire-

some. It takes genuine, intelligent humor to be truly entertaining. In a word, the man who will be a successful entertainer needs not only to have the desire, but also to plan his method and then work hard at it.

Resourcefulness

To become an authority on any subject takes study, resourcefulness and constant application. Ingenuity is necessary, because when a speaker appears repeatedly before the same audience, his skill is challenged. His methods must be varied. He must do more than merely present information. He must present it attractively.

For instance, if he wishes to command respect because of his knowledge of international affairs, his presentation must be varied. Sometimes it may be objective, again given in a prophetic vein, and still again animated with anecdote and illustration. He can't let his speech be settled in a rut.

The book reviewer, the biographical sketcher, the industrial reporter, the economic analyst can be real assets to the club. They give instructive talks, full of valuable information, and gain respect for their knowledge. They become recognized as specialists.

Don't Drift

The drifter, headed for no place, is likely to have uninteresting talks, which his evaluator will politely praise—perhaps “damn

with faint praise”—when he feels like stating frankly that he was bored to death.

Poor preparation, unenthusiastic delivery, uninspiring presence—these are the marks of the “drifting” Toastmaster. He becomes a sort of beachcombing speaker, picking up as speech material whatever is handy at the moment. He is going nowhere, and that is where he gets.

It takes a goal, a purpose, a plan, in Toastmasters as in business or professional life, to get you anywhere worth being.

If you have a goal in mind, maybe you can reach it—maybe not, but you can try. Without the goal, you don't even know which direction to take.

There is a story told of a famous coach who was training the track squad of his university. One day he found a husky freshman busily tossing the weight, with a tall white stake planted at least thirty feet beyond his longest throws.

“Is that your best one?” asked the coach.

“Gosh, no!” the lad replied. “That's the mark I've got to beat.”

You need never be afraid of aiming too high. Bear in mind the words of James Russell Lowell: “Not failure, but low aim is crime.”

“A Review Of 1946-1947”

By JOSEPH RINNERT, President of Toastmasters International.

At Seattle last July our inaugural set forth three main objectives. These embraced membership, administrative improvements, and a specific training program. The record for the year now shows the following results accomplished:



MEMBERSHIP: June 1946, 412 Charters; June 1947, 516 Charters; 15 dormant Clubs became active; Club membership steady; membership turnover decreased; a gain of 119 new and reactivated Clubs of increased stability; and 36 states of the United States now have Toastmasters Clubs.

ADMINISTRATION: Management of Toastmasters International has improved despite the increased work load. In June, for example, the Home Office, in addition to its other work, handled promptly approximately 100,000 pieces of mail. Every District and most Clubs are dispatching business efficiently. Reports of most District Governors are filed promptly. Men of demonstrated ability are being elected to offices. As the policy making unit of the organization, the Board of Directors is functioning effectively. Committeemen have devoted uncounted hours, with energy and

skill, to the study and solution of the organization's problems.

This year, a zone speech contest procedure is being used to select for the final competition the best of the District contest winners. The International By-Laws and the District and Club Constitutions and By-Laws have been completely revised and streamlined.

EDUCATION: Publications of the Educational Bureau are being revised. Plans are already drawn to achieve uniformity in size of publications to make them accessible for ready reference. Month by month “The Toastmaster” has, we believe, shown higher quality. Last year few Clubs had an Educational Chairman; now a majority have such an officer. Nearly all Clubs use at least some of the publications of the Educational Bureau. Officers are encouraging inter-Club exchange of program innovations. Many Clubs regularly study parliamentary procedure. Various types of speech evaluation techniques are set forth in “Personal Interviews”. Educational Chairmen find these methods vitalize speech criticisms.

In short, we have developed an accelerating rate of progress. Our combined efforts are producing results for our 13,000 members, who gladly pay tribute to every active Toastmaster. We have grown; we are still growing; we shall continue to grow.

THE Toastmaster

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



Editor - - - R. C. Smedley
Editorial Board: George W. S. Reed,
Jack Haynes, E. M. Sundquist,
E. S. Wooster, Wm. A. Dunlap.
Address all communications to
The Toastmaster Magazine, Santa Ana, Calif.

"Talk Often, But Never Long" . . .

These words of Lord Chesterfield find an echo in the Toastmasters Clubs, where timing is fundamental. Here are two news items sent in by members who have learned that "time waits for no man."

Cecil Hagen, of Spokane, Lieutenant Governor of Area One, District Nine, reports concerning the 1947 Hatchery and Poultry Exposition to be held in Cleveland, Ohio, in July: "Guess where they got the idea," he writes.

"Green lights, yellow lights, red lights, and even a fire gong will be used to flag down speakers on the program. At the chairman's table will be a series of control buttons. A green light will give the speaker the 'go' sign. Five minutes before his time is up, a

yellow flasher will go on. When his time has expired, a red light will flash. If he continues beyond that point, he is allowed three minutes to wind up his talk. At the end of the three minutes, the gong will drown out the sound of his voice."

Toastmaster Hagen thinks it sounds like Toastmasters propaganda.

And from Holtville, California, Club No. 153, comes a prescription for use in a Toastmasters Club. Sergeant-at-Arms William Thompson reports an expedient to curb offenders at Table Topics time. He writes:

"Holtville Toastmasters revived a quaint naval custom which was used in the days of iron men and wooden ships. In the old Navy, any jack-tar who expectorated on the deck was compelled to carry a 'spitkit' suspended from a cord about his neck, until he had apprehended a new offender.

"We streamlined the honorable spittoon into a cowbell, which proved quite effective. Now, any verbose Toastmaster who exceeds the two-minute limit in table topics is required to wear a cowbell suspended by a neat ribbon around his neck. The bell quells verbosity."

Accurate timing is a fundamental principle with Toastmasters. It comes by careful planning. No man can be counted a successful speaker who has not learned how to fit his words to his time.

What's Going On

News of Toastmasters Clubs, gathered from all quarters. Has your club made a discovery, invented a procedure, performed a notable service? Write in and tell about it. Let us know "What's Going On."



It is an old San Diego custom for the Red Cross to count on Toastmasters for its speakers. This is the third consecutive year that the San Diego Toastmasters Club has assumed this responsibility, supplying not only speakers, but masters of ceremonies and other workers needed for special occasions. The picture shows the group assembled at one of the pre-campaign instruction meetings, where President Harry LaDou served as chairman, while detailed information was given by Mr. Graydon Hollman, chairman of the Red Cross Campaign.

Attractive Announcement

"Downtown Toastmasters Club of San Francisco presents for the first and only appearance in San Francisco 'Industrial Problems', a play in four acts, featuring George Koch, Commentator, and starring H. Rubach, J. Trickett, F. Taylor, and C. Toloski. Added attraction: S. Johnson in 'How to Evaluate a Talk.' Also selected shorts on 'Vacation Plans', sponsored by Tommy Thompson. No seats reserved. Admission, one dinner." (Bulletin of Downtown Toastmasters).

He Talks For Money

Toastmaster J. Hubert Miller, a member of Spokane Tuesday Toastmasters, gave a series of illustrated travel talks on "Alaska, the American Frontier," to help raise money to send four Spokane Boy Scouts to the 1947 World Jamboree in Moisson, France, in August. Miller spent five years in Alaska during the war, where he took innumerable pictures and gathered information, all of which furnished material for his lectures.

HOLLYWOOD DISCOVERS



Mingling familiarly with movie stars and radio performers is Howard E. Hill, member of Beverly Hills Toastmasters Club, and Public Relations Director and Counselor for a dozen different organizations and individuals. In the picture, he is shown "in conference" with beautiful Arlene Dahl, star of the forthcoming Warner Bros. Technicolor production, "My Wild Irish Rose." At luncheon in the Aviation Room of the Hollywood Roosevelt Hotel, Arlene tells Sydney Greenstreet (Meanie of the movies) and Howard Hill about her plans and ambitions to become a great dramatic actress.

Howard is in constant demand as a master of ceremonies and toastmaster, and he takes his problems of speech to Beverly Hills Toastmasters for solution. It is a dull day when he does not have several opportunities to use his Toastmasters training in public gatherings.

He was a star performer at the District One Conference, presenting a preview of a startling scientific discovery which he promises to turn loose in widespread publicity some time this summer.

SHOWMANSHIP

"All the world's a stage, and all the men and women in it merely players." A stage performance runs smoothly when the stage manager has things under control, and when all the preparations have been well made. The toastmaster or master of ceremonies is like the stage manager. He makes the arrangements, and presents the "players" and they put on the show. He does not steal the spotlight. He makes it easy for his performers to do their best. He is the genial host, the one who puts everyone at ease and strikes the keynote for a successful program.

THE TOASTMASTERS CLUB



Even in Hollywood, where all speeches are supposed to be written as scripts, to be committed to the films or sent out over the air, some men are finding it a pleasing novelty to speak their own lines.

There is Walter Tetley, member of Van Nuys Toastmasters Club. He is better known to you radio listeners as "Leroy" in the Great Gildersleeve program, and as "The Grocery Boy" with the Phil Harris show. He was with Fred Allen for several years, acquiring the skill and artistry which led to his present stellar rating. He had a featured spot on the program at the spring conference of District One, winning the favor of all who heard him.

Walter is an enthusiastic member of Van Nuys Toastmasters, and at present he is serving as Sergeant-at-Arms. Recently he brought a visitor to the meeting, Philip McCann, who was promptly elected to honorary membership. Philip, whose name is pronounced "Fill-up-McCann" by his intimates, assists Walter in collecting assessments and maintaining discipline in the meetings. You will recognize Philip in the picture by his eyebrows and moustache. Walter is the other figure, shown in a customary situation before the NBC mike.

"It is easy to read something that someone else has written," says Walter, "but it is something else when you have to present your own material. That is when you find Toastmasters training invaluable."



"It's just a rib," said Lloyd Bushnell, speaking at the ladies' night meeting of Tulsa "Progressive" Toastmasters. It really was a rib, or looked like one, on which he had written the notes for his speech, a wise precaution since he was using the story of the origin of Mother Eve as an excuse or explanation for the feminine gender. Bushnell was just one of a dozen members who presented a program which gave the ladies an enjoyable evening, and brought new experiences to the speakers.

Youth Invades the Meeting

"Kid's Night" at Glendale, California, "Jewel City" Toastmasters Club furnished proof that the rising generation will be ready to carry on the cause of speech. The members were hosts to their sons and daughters, and found the presence of the youngsters most stimulating.

The guests promptly caught the spirit of the meeting and took a full part in it, helping with the Table Topic discussion on "School Teachers I Remember — and Why," and then acting as critics

for the adults on the speech program. Their comments were frank, and helpful to the speakers. The "Jewel City" Toastmasters recommend the plan to every Toastmasters Club whose members can provide the children as guests.

High School Contests

From various parts of the nation come reports of successful speech contests promoted by local Toastmasters Clubs for encouragement of better speech in high schools and colleges. Of especial interest is the contest conducted in Tulsa University by Tulsa Toastmasters, in which a large number of students had a part leading up to the final decision, won by Stanley Chesnut.



"Minneapolis" Toastmasters Club, No. 459, came into the fellowship in time to be in training for the convention. This chapter promises to become one of the outstanding clubs in the Twin Cities which has so many "outstanding" clubs that it is hard to decide which stands out most prominently. Watt Welker, right, Director of Toastmasters International, and one of the leaders in pre-convention work, presented the charter to Earl W. Cravens, President of the new chapter, while a large and appreciative audience cheered him on.



DONALD NELSON
Director

PACIFIC NORTHWEST ZONE FIRST TO SELECT SPEECH CONTEST WINNER

The Pacific Northwest Zone had the honor of being first of the five zones to hold its official speech contest. Donald Nelson, member of the Board of Directors of Toastmasters International, and Chairman of the Inter-Club Speech Contest Committee, had charge of the event, and had the pleasure of presenting the first-place award to Edward F. Harris, of Spokane, winner of top honors in this competition which involved six districts of the Northwest. Toastmaster Harris is a member of the Spokane Tuesday Toastmasters, No. 105. He is Assistant Manager of the Spokane Taxpayers' Association, and a graduate of the University of Idaho.



The Winner!
EDW. F. HARRIS

THE GOAL

"The object is not to gain a prize, nor defeat a rival, but to pace one another on the road to excellence." —Sir H. Walford Davies.

"Success is the plateau that one rests upon to take breath and look down from upon the straight and difficult path, but one does not climb upon a plateau." —J. P. Peabody.



THE "ATOM SPLITTERS"

These are the men from Richland, Washington, who went to the District 9 Conference at Spokane and walked away with most of the honors (with the exception of winning the speech contest.) They are District Nine's "Club of the Year" without a question, and it is going to take some pretty good competition to nose them out on "Club of the Year" honors at the Minneapolis Convention.

Shown above are the Richland Toastmasters who attended the Spokane Conference. They are: Vice-President J. A. McSwigan; R. E. Cross; Sergeant-at-Arms K. A. Willox, holding the club's well prepared contest brochure; Tom A. Purton, Lieutenant-Governor, holding the contest trophy presented by Past Governor Howard Ball; and Bill Shanks, runner-up in the speech contest. You may recall Bill's article in the June TOASTMASTER about "The Wide-Angle Lens." For a club only one year old, this atom-smashing bunch from Richland has made a notable record. Watch for their delegatoin at Minneapolis-St. Paul.

"Minnehaha, Laughing Water"

By TRES GOETTING, of Russell Conwell Toastmasters Club, No. 82, of Minneapolis.

Minnehaha—name honored and loved in Minnesota history—provides a constant reminder of Indian lore.

Toastmasters coming to the Twin Cities for the International Convention in August will be engaged in verbally unraveling Sioux and Dakota names.

Minnehaha gets special emphasis. There's beautiful, lacy Minnehaha Falls in Minnehaha Park at the end of Minnehaha Boulevard, near Minnehaha Avenue. There are three churches, one school, one academy and one grill labeled Minnehaha. Twenty-seven business firms use the famous Indian tag, ranging from the Minnehaha Greenhouse to the Minnehaha One-Trip Plumbing Company.

What would we do without Minnehaha? Everybody has used the name except Toastmasters.

After that array of Minnehahas, the logical question is: Who was Minnehaha, anyway?

The disappointing answer is that she wasn't. There was no such individual, no such historic figure, no Indian maiden. She was only the arrow-maker's daughter, created in the imagination of Henry W. Longfellow for his "Song of Hiawatha."

This great American epic pictured Hiawatha, "skilled in all the crafts of hunters," and

"The Arrow Maker's daughter, Minnehaha, Laughing Water—

Handsomest of all the women."

According to early writers, a fifty-foot waterfall located in what is now Minneapolis, was called "Minne-ha-ha", or "Laughing Waters." Actually, the common Sioux word for waterfall is "haha." To join the words "minne" meaning water, and "haha," a waterfall, was the white man's contribution, which came into use among Indians as well as whites.

Today, Minnehaha Falls performs in all its glory for visitors. Minnehaha Creek, outlet of Lake Minnetonka, flows through the southern part of Minneapolis, and plunges over a cliff before joining the Mississippi.

Minnehaha was the inspiration for the forepart of our city's name, which simply adds the Greek "polis" for city. In the Indian tongue, Minnehaha means "sky-tinted water." Minnetonka means "big water."

Scenery, water power, railroad transportation and motor highways combine with natural fertility and other natural resources of the soil to make this a center of modern industrial activity, together with civic and educational enterprise.

The Twin cities are called "Top of the Nation." Toastmasters will soon agree that they are "Tops in the Nation," too. Our "Laughing Waters" are no "laughing matter." Come and see for yourself.

Sixteenth Annual Convention!

Date: August 11 through 14

Place: Twin Cities—Minneapolis and St. Paul

Theme:

"Prepare, Perform, Progress, with Toastmasters"

Who May Attend?

Every Toastmaster and his family. Each Toastmasters Club is entitled to two voting delegates, but there is no limit to the number of visitors from a Club.

What Does It Cost?

Hotel rates are shown on reservation blanks sent to every Club. Figure your own.

Convention registration is three dollars per person. Cost of attendance at all the various special functions, luncheons, dinners, shows, parties and tours, is twenty dollars. In the June issue of **The Toastmaster** the cost was erroneously stated as twenty-three dollars. That figure includes the registration fee.

You can buy a book of tickets for all events, or you can secure individual tickets for the ones you wish to select. The cost is the same, per event, whichever way you take it.

And What Will You See and Hear?

Toastmasters in Action, in

Exemplary Club Meeting

Demonstration of Training for Officers and Members

Educational Materials and How to Use Them

The Toastmasters Workshop

The Inter-Club Speech Contest

The Hi-Jinks Fun Frolic

The Board of Directors at Work

The President's Dinner and Ball

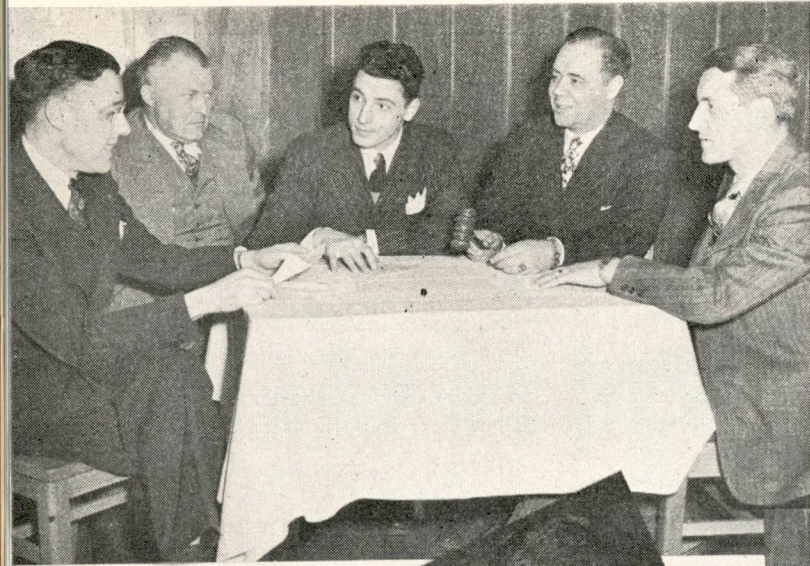
Installation of New Officers of International

Address by Hon. Harold E. Stassen

Speeches by Many Able Speakers

And You Will Meet

the men who lead the Toastmasters Movement, and those who make up the membership—hundreds of able and enthusiastic believers in "More Speeches—Better Speeches—Shorter Speeches!"



FRONT PAGE FEATURE

Greysolon Toastmasters Club of Duluth, Minnesota, rang the bell in the publicity department when the Duluth News-Tribune featured their activities on the front page of the Sunday pictorial section. The pictures were taken at a regular meeting of the club, and were presented with appropriate comment by the paper. We are indebted to the News-Tribune for the pictures reproduced on these pages, and for the accompanying comments.

Left: Officers of the Club in executive session: Past President Clarence Ottinger; Deputy Governor T. H. Little; Secretary George Kalberer; President Clarence Wick; Vice-President Fred Kalberer.

Right: Russell Ronning (seated) explains the timing device to Stuart Johnson (left) and William Forseth. Below: Win Thunstedt demonstrates the "ice cure" for long-winded speakers. The idea is that the speaker may talk as long as he is able to hold the block of ice.



Enacting a club ritual is Walter Luck (left) in presenting the silver trophy to Herbert Turnbull. The cup is competed for at each meeting, and the man who gives the best talk of the evening becomes temporary custodian of the trophy.



Another regular feature of the meeting is transfer of custody of the club "mascot" to the member who "pulls the biggest boner." This time it is Howard Keene who pets the pooch.

"Don't Dabble In Dirt"

By RALPH C. SMEDLEY

When Harry W. Mattison was President of Toastmasters International, he gave us this motto, and even had it printed on cards for us to keep before us as a constant reminder. Apparently it is time to reprint the words, perhaps in larger type than before. The tendency toward the risqué, the off-color, the suggestive story, is always in evidence. The warning to "keep it clean" has to be sounded over and over again.

This article is such a warning. It is an attempt to present fairly and frankly the arguments against indecency.

Wilbur D. Nesbitt was a popular master of ceremonies and after-dinner speaker a generation ago. He had a keen sense of humor and a wonderful fund of good stories, and he was in demand as a banquet attraction. But he was notably careful in his choice of material. In his book, "After-Dinner Speeches and How to Make Them," he explains his attitude in these words:

"Never use an off-color or suggestive story. It may make a hit when told, but the after-effect is bad. We invite people to speak to us because we respect them, and we want them to respect us. We, the audience, consider ourselves a pretty decent, respectable, up-standing lot of folks. When you tell a suggestive story to us, you intimate that you have decided that is our level. It may be—

but we don't want it made a matter of public knowledge."

What Mr. Nesbitt has said here so tactfully is something that every right-minded man has realized many a time. You have had the experience, yourself. You were in a meeting where someone started off with stories which made you ashamed. Your problem was whether to remain and subject yourself to the flow of dirt, or to get up and walk out, at the risk of being counted a prude, or to forget your own ideals and join in laughter at things which were not funny—merely dirty. No speaker has a right to put his hearers into such a situation.

But why do people indulge in questionable humor—"dabble in dirt"?

There are several reasons—scientific, psychological reasons. Let's take a look at a few of them—the least embarrassing ones, if you please.

First, I mention immaturity of intellect. Much unclean humor used by men who have reached years of maturity is indicative of mental under-development, such as is shown by the small boy who writes naughty words on back fences. Use of the off-color joke is an evidence of an adolescent mind, a retarded mental growth, whatever the actual age of the perpetrator. In a word, it is childish.

Second, the habit is a characteristic of the exhibitionist. He wants to attract attention, perhaps applause. Conscious that his own thoughts are not of sufficient importance or interest to gain distinction, he resorts to dirt as a means to show off.

Third, it is evidence of limited mental capacity. It reflects lack of mental balance, such as should characterize the adult mind. It springs from deficiency of knowledge and culture, and from absence of good taste. The man who resorts to unclean humor advertises his own intellectual shortage.

But my strongest personal objection to the unclean in speech is based on the way it affects my dealings with men. There is a natural tendency in the human mind to remember stories and illustrations of a striking nature. A pointed story stays with you when the speech in which it was contained has faded from memory. And this is especially true of the off-color stories. They stick, like mud which dries on your clothing and leaves a permanent stain.

To my regret, I find that there are a good many people whom I remember through the years, not by the fine qualities which they must have possessed, or the good things they must have said, but by some vile story or saying which stays in my mind in spite of me. I don't like to remember people that way.

There are so many memories of that sort, memories of men whom I have really liked and admired,

but whose place in my thought is marred by spots of dirt which cover up good things I would like to recall. For my part, I would hate to have anyone remember me by anything of that sort.

There is another argument against the use of the risqué, in the effect it has on the speaker. He finds himself in a situation where even he can realize that uncleanliness is out of place, so he has to revise his speech before he can use it. Or he may have lost his sense of fitness, so that he goes ahead with something quite unacceptable, having become so accustomed to dirt that he does not realize what he is doing.

The world is so well stocked with keen, clean fun that there is no excuse for playing in the mud to get a laugh. You can write it down as an axiom that someone may be offended by an off-color joke, but that no person is likely to take offense at a clean one.

I am proud of the fact that smut is so rarely introduced into a Toastmasters Club meeting. Now and then some misguided speaker gets off the reservation, but he is certain to be called to time by some of the wiser ones. Thus we manage to keep fairly clean in a smutty world.

Use humor to illuminate your speech. Let your talks scintillate with wit. Make your stories appropriate, pointed, well spoken. Let them be windows to make the light shine on your argument. *But keep it clean.*

"Don't Dabble in Dirt!"

The Clock Strikes

The following communication has been received by the Editors, from a Toastmaster who claims to have suffered long and in silence at the hands of time-unconscious chairmen. For obvious reasons, it is published without the name of the writer. Since similar complaints have been received from various quarters, it appears that the time has come to put on the pressure for more accurate timing of programs. The quaint suggestion that timing scores be published on all district and area meetings should serve to put presiding officers on guard.

Comes now the revolution!

I am ready to lead the revolutionists. On with the revolt!

For years I have been repeatedly trapped into attending meetings which ran over time. I say "trapped" because there was always the promise that we would be through in good time—a promise generally violated.

You have to expect this sort of thing in ordinary meetings, but even Toastmasters meetings, especially in the Area and the District, have been no exceptions to my experience that the meeting which is set to begin at seven hardly ever starts on time, and runs much, very much, after ten o'clock.

We can't do much about this with other organizations, but we can deal with it in gatherings of Toastmasters. There's a way that it can be corrected, so that Toastmasters and guests may be sent home on time, and more peace and happiness generated.

I propose that we print in *The Toastmaster* the name of the chairman responsible; the stated time of starting the meeting, and the time it actually got under way; the scheduled closing time, and the

hour at which the audience really was released. Let this be done for District and Zone meetings, and even for those in the Area.

The tabulation can be condensed like this:

Chairman—Jeremy Jones.

Starting Schedule—7:00

Actual Start—7:20.

Closing Schedule—10:00.

Actual Close—11:14.

No comment will be needed.

Given this sort of advance notice, with promise of subsequent publicity, wise Governors and Lieutenant Governors will establish standards for other organizations to emulate. The over-time chairman will be known for his sins, and the public will take warning.

Timing is fundamental in Toastmasters work. Our meetings should be models of promptness. Appropriate publicity can help purge us of procrastination, and can win us a record and a reputation for punctuality at both ends of every program.

If something like this is done, I'll agree to keep on coming to meetings. Otherwise, I shall lead a revolution to promote home-staying on speech contest nights.

Habits Of Talk

Speech is not instinctive. It must be learned, and it consists of a multitude of habits. Some may be good and others bad. Habits are formed through repetition until you perform the act without being conscious of it. If we had been exposed only to good speech habits we would not need to be concerned about correcting them now. These wise words from Fresno Toastmasters Bulletin may be reinforced with the reminder that good habits can be formed as easily as bad ones, and the good ones need not be broken off.



OFFICER USES SPEECH

Toastmaster and Police Officer Leslie Kittinger, Evandin Club, Evansville, Indiana, uses his speech training. He addresses service clubs, P.-T. A's and other organizations in his own and neighboring cities. Topics are juvenile delinquency, crime problems, overcoming physical handicaps. Having lost a leg early in life, he is competent to speak on the last-named topic from personal experience; his police training qualifies him for the others. Toastmaster experience gives him courage and ability to make talks. He is a charter member of his club, heads education and publicity committees.

Pointers From A Guest

Rev. Maurice A. Meagher, a guest of the Tuesday Toastmasters of Spokane, Washington, speaking to members of the club advised: "Finish every word you use. By doing so you put power into your talk, and if you put power into your talk you command your audience. Learn to finish your words; it helps lick vocal laziness. If you do not finish the words your listeners must do it for you, and it places them under a strain."



Setting another mark in Cincinnati, also in District 10, President Justin Meyer (left) received the charter for the Cincinnati Toastmasters Club, No. 472, which was presented by District Governor Leonard E. Price. This club has been in process of organization since last November. Its membership includes men of strong leadership qualities, whose influence will be felt in civic affairs as they get the "know how" from their training in the club.

Significant of progress in Cincinnati is the recent granting of a charter to the "Queen City" Toastmasters Club, No. 510, making the third chapter in that Ohio metropolis.



District One added another to its long list of new clubs when District Governor Herbert Hill presented charter No. 464 to the new chapter at Compton, California. Situated in the outskirts of Los Angeles, Compton men felt the need for training so keenly that they no sooner received their charter than they set about establishing a second club to take care of the numerous applicants.

The line-up in the picture includes Joseph P. Rinnert, President of T. I.; William Thompson, Social Committee Chairman of the new club; President Edward F. Shaheen, holding the charter; Floyd Flerner, President of Compton Chamber of Commerce; District Governor Herb Hill; and George Quinn, Secretary of Compton Chamber of Commerce.

“Gathering And Organizing”

By BRUCE MYGRANT, of Irvington Toastmasters No. 199 of Indianapolis

Years of making speeches will never make a *good* speaker unless we learn how to gather and organize speech material.

Likewise, constant repetition by critics of such meaningless phrases as: “I liked his speech very much;” “He had a good opening and a good close;” “He had good eye contact;” “He didn’t look at me;” “He put his hands in his pockets;” “He put his hands on the table;” will never help a member to learn to gather and organize.

Be assured that if and when we learn to accumulate and to arrange speech material, we will gain poise through confidence.

And when we, as critics, are able to tell the man *why* his opening was good—or bad, *why* he did or did not make his sale, then we are entitled to polish off his gestures and other mannerisms.

There are twelve lessons in the Basic Training Manual.

Every speech delivered by a Toastmaster should be prepared according to the formula of one of these lessons. You don’t gain perfection through one speech. Keep on reviewing and improving.

Each time we are assigned to evaluate a fellow-member’s talk, we render a dis-service if we fail to devote time to study of the manual, “Speech Evaluation” in preparing for that task.

Making Pictures

When you have pictures made of your club and its activities, it is a good idea to make them worth while.

Fully half of the pictures sent to the editors for possible use in The Toastmaster are left out perforce, because they are not capable of being reproduced for printing.

Several very common faults should be remedied, and can be corrected by a little care.

Lack of contrast in lighting is one of the worst troubles. Fuzzy lines and lack of detail, due to poor focus, is another.

Clear, contrasty black and white, with clean lines in detail, are essential for satisfactory reproduction. A dim, gray or otherwise indistinct background kills many a good picture.

Poor composition is another problem. People stand too far apart, or the important figures are obscured by others who should not have been included, or the poses are not pleasing. You would be surprised at the number of pictures received in which the backs of empty chairs are the most prominent item in the foreground, or in which some person is caught with an unflattering grimace on his face, or a forkful of food just entering his mouth. Uncouth objects in the foreground, perhaps under the table, have to be blacked out before printing.

Some pictures include too many

figures. The result is that no person rates more than a pin-point when reduced by the engraver.

Rare indeed are the pictures which show originality in posing, and still more uncommon is the action picture. The conventional grouping of two or three or a dozen men in a row is all right, but constant repetition makes it uninteresting. When something distinctive in pose and composition—something with a bit of local color—is received, it does rejoice the heart of the “art editor” and it gets preferred rating.

Your picture, like your article or item, must have news value—be something out of the ordinary. Originality, action, local color and good photography are the combination which will land your picture in print. Watch the grouping, the expression, the posing, the lighting, the background, and urge the cameraman to get a sharp focus. Then be sure the picture is printed with a glossy finish.

The purpose of a picture in a publication is not just to fill up space. It is to focus attention, to light up a story, to emphasize an important fact, to record a historic happening. Faces and names have meaning when connected with notable events.

Give attention to essential details when you have the picture made, and then the picture will make its own place in print.

Are You Missing The Boat?— Or Did You Start On Basic Training?

By REUBEN LEVETIN, of Mission Toastmasters Club, No. 128, San Francisco.

If you bought a beautiful new 1947 automobile, then drove it into your garage and never used it; or if you purchased a ticket for a first-class trip on a fine ocean liner and then, instead of taking the long-planned trip, just chucked the ticket in your dresser drawer and forgot it—if you did such a silly thing as that, someone might get the idea that you were a little queer, slightly “nuts”; at least that there must be some loose wires in your main circuit

If you have not started on your Basic Training in the Toastmasters Club, but have laid aside the book and muffed your opportunity, you could very easily fall into that same category of boat-missers.

The Basic Training course contains the formula for gaining skill in speech, self-confidence, tolerance, ability to think quickly and clearly and to listen intelligently, plus a host of other advantages—the complete list of which you alone can itemize.

Each member joins his Toastmasters Club for reasons best known to himself, and each needs the tonic which will help him reach his goal. To my mind, telling about Basic Training is much like the old-fashioned selling of a patent medicine.

“Step right up, folks, and buy a bottle of B. T. Extract. It will

cure your ills, build you up, make a man of you!”

Of course I don't believe that there is one remedy for all your ailments, nor would I insult your intelligence by suggesting that you or I can become top man in our walks of life simply by taking and completing Basic Training; but I do know that this course provides a variety of helps to meet individual needs, and that consistent use of its formulas may prove to be just the aid you need to self-improvement — an improvement which is limited only by the effort you will put forth.

Don't miss the boat by laying aside your fundamental textbook. The benefits you desire and are entitled to are as simple as the old law of supply and demand. They are wrapped up in your Basic Training book.

Toastmasters International has the *supply*. Go now, to your club's Educational Chairman, and *demand* as your right that you be put in line to satisfy your needs, through a thorough course in Basic Training.

And if you have done your Training once, go back and repeat it, and it will mean more than ever to you.

Note: Toastmaster Levetin has the honor of holding the first Basic Training Certificate issued. It bears the date, April 10, 1946.

A Corner For Critics

Shotgun or Rifle

The miscellaneous sort of evaluation, in which one man attempts in two or three minutes to give a complete review and criticism of a six- or seven-minute speech, is something like a shotgun. The specific kind, in which attention is devoted to two or three definitely selected items, may be compared to a rifle in the hands of an expert marksman.

The shotgun scatters, so that a stray shot may hit something, but the rifle concentrates, and brings down the big game.

It is impossible to give a complete criticism of even a short speech in two or three minutes, and it is impossible for a speaker to take in a complete appraisal all in one dose. But he can get a definite idea if criticism is limited to certain points, and effort is concentrated. In “Speech Evaluation”, pages 23 to 29, you will find detailed suggestions on what to evaluate in specific points. Help a man to correct one fault at a time. Don't try to reform him all at once.

Comparisons Are Not Odious

Comparative evaluation is one of the most helpful varieties.

It is all very well to tell a speaker that “Your opening could have been better,” or “I found your conclusion indefinite.” But it is infinitely better if you can point him to an example which he can compare with his own unsatisfactory effort.

In “Speech Evaluation,” page 16, you will find a paragraph headed *Horizontal Criticism*. This tells how to arrange your evaluation program so as to give the speakers the benefit of comparison on specific points. Thus, one evaluator discusses all the speech openings, or titles, or conclusions, comparing them with each other and showing how one made a stronger impression on him than another.

One evaluator may discuss the posture and gestures of all the speakers, comparing the different styles and mannerisms, and indicating good and bad points.

Instead of using an individual critic for each speaker, who tries in two minutes to cover the entire speech, use the “horizontal” method to give a speaker a standard for judging himself by the efforts of others. Let him learn why his carefully prepared speech was not so effective as the one given by another man of no greater ability.

However “odious” comparisons may be by the proverb, they are distinctly helpful to the speaker when wisely made. Let “comparative” or “horizontal” evaluation be a regular feature of your program of criticism.

“You can't have a good Toastmasters Club without good evaluation. Conversely, if evaluation is good, constructive, helpful, you will have a good Club.”

The Postman Rings

I have just read the May issue of *The Toastmaster*. Please send me an extra copy for a doctor friend of mine. The articles by Patterson and Hollingsworth are most interesting and should convince any doctor that he needs the Toastmasters Club.
—Frank Pelfrey, Akron, Ohio

Evandin Toastmasters thank you for recognition in April *Toastmaster Magazine*, but the boys from Boonville, Indiana, feel slighted because you didn't mention them. They are the first club Evandin organized. Our Evandin club is not yet one year old, and has already sponsored three other chapters: Boonville and Princeton, Indiana, and Evansville No. 4 Club. The Evansville Club sponsored "Serval" Toastmasters Club. Rather proud of our record.
—Reg Dryer, Evansville, Indiana

We have just finished use of "Five Times and Repeat" program of evaluation. Reaction of members has been most favorable. In addition, we divided "Speech Evaluation" into six groups and are assigning questions in each group to a different speaker for a series of six meetings. Good results.
—W. L. Coppage, Omaha, Nebraska

The Toastmaster should call attention to article in April Reader's Digest, beginning on page 42: "Man with a Big Idea." A good plug for Toastmasters training on page 44, second column.

—W. L. Smith, Terre Haute, Indiana

I enjoyed article "Must You Tell a Story." (*Toastmaster*, April issue.) "Stories You Can Use," on page 23, gave me an idea. Let's set aside a page for stories illustrating certain points. Invite all Toastmasters to contribute. We can take these stories and catalogue them for our own use. I have some stories which illustrate definite points, which I am willing to contribute, if others will do likewise.
—E. S. Jensen, Hollywood, California

The captain of a ship has his charts and instruments to aid in navigation. We consider the information sent us by the Home Office as our guide over dangerous waters. It insures smooth sailing, and arrival at our designation of better speech practice—when properly put into use.
—Henry Hirvo, San Francisco, California

In our second year as Toastmasters, we are hitting our stride. Having had our initial experience in speech, we are making every effort to practice what we have learned. Our Outside Committee is contacting local organizations and offering our services as speakers for their programs.
—Milton H. Mater, Corvallis, Oregon

Why not offer Christmas Club subscriptions to *The Toastmaster Magazine*? In this way members could give subscriptions to the Magazine as gifts to friends, and to the non-members who could be interested. It's just an idea for more widely advertising the most important club organization in the country today.
—John J. Alles, Los Angeles, California

The article in the June *Toastmaster*, by Charles Cover, is something which could well be reprinted for general distribution as giving a most excellent reason for the existence of Toastmasters Clubs. Will you reprint it, or give us permission to reproduce it, for use in our district?

—Carleton Sias, Governor, District 19.

Stories You Can Use

CONSISTENCY

One Monday morning, a small boy came to the parsonage, bringing a tray of beautiful strawberries for the minister.

"Thank you, my boy, for these delicious berries," said the minister, "but I hope they were not picked on the Sabbath day."

"No sir," the boy replied, "they were picked this morning, but they were growing all day Sunday."

FOR THE CRITIC

A tourist in the famous Uffizi Gallery of Florence said to the curator: "Are these your great masterpieces? I don't see much in them myself."

The curator replied: "Sir, these paintings are not on trial before visitors; it is the visitors who are on trial."

—Edmond M. Kerlin, "Telescope Messenger"

WHO SAID IT?

When Fitz-Greene Halleck wrote, in his poem "Marco Bozzaris," the line "Strike for your altars and your fires," he was translating a phrase of Cicero, "Pro aris et focis," in the oration for Roscius.

Sir Edward Coke, eminent English jurist, born in 1552, is responsible for several familiar phrases. In his "Third Institute" Coke says: "For a man's house is his castle." In another case he reiterated: "The house of every one is to him his castle and fortress, as well for his defense against injury and violence as for his repose." In another case which he handled, he stated: "They (corporations) cannot trespass, nor be outlawed, nor excommunicate; for they have no souls."

Charles de Calonne, a French courtier of the 18th century, generally forgotten today, was an early user of a sentiment which has been attributed to many notables in recent years. When Marie Antoinette asked for a very large sum of money, with the air of a queen to whom nothing could be denied, this amiable minister of finance replied: "Madame, if it is but difficult, it is done; if it is impossible, it shall be done."

TIME SIGNALS

The Visiting Minister: "Are people quite subject to colds in this region? It seems to me that many of them had coughs during my sermon."

The Hometowneer: "Coughs, Sir? Them ain't coughs. Them's time signals."

A THREAT

Pat was driving along the street when his old horse fell down, and made no effort to get up.

"Git up from there, ye lazy critter," said Pat. "Git up, I tell ye, or I'll drive the wagon right over ye!"

The Voice of the Speaker

No. VII—Pitch

We assume that you are now a "deep breather," having faithfully followed exercises in the preceding articles. Your voice is supported from the diaphragm, and the habit is formed, so that you need not give conscious attention to it.

You have learned to relax the muscles involved in voice production. You have developed a sense of resonance. Your friends can observe improvement in your speech.

Now let's locate the "pitch" of your voice. Perhaps it is too high. Possibly—but not probably—it may be too low. Maybe it is about right. Here is how to find out.

Start talking in your ordinary tone. Speak monotonously, without inflection. You can repeat the alphabet, or count slowly: "One, two, three, four," and so forth. Get your normal, natural pitch and stay on it.

Now have someone at the piano locate the pitch of your voice. He may have to fumble over several keys, but don't let that disturb you. Keep your voice on pitch, and let him find it.

If your voice is of tenor quality, your speaking tone may be as high as "G" or "A" below Middle "C". If it is higher than that, you must lower it. Even if it is no higher than "G" you will do well to consider lowering it a step or two.

If your voice is heavier, you may locate your normal tone on "E" or "D" or even on "C" a whole octave below Middle "C". The lower pitch is definitely advantageous to the speaker, giving him a sense of dignity and authority which is lost if he pipes away in a thin, too-high tone. But if the pitch is too low, so as to cause a grumbling, bumbling effect, it should be raised a step or two. It is possible either to raise or lower the pitch by giving attention to the matter.

The best range for the speaker is between "D" and "G". Voice gestures, modulations, inflections, will carry above and below those limits, but for general use, these are good.

Whatever the pitch of your voice, it is of primary importance that you speak with resonance and clearness, and that you introduce sufficient variety to keep from becoming monotonous.

Voice variety comes in rate and force as well as in pitch. Study to use all three.

Decide what, if anything, you need to do about the pitch of your voice. If it needs raising or lowering, watch yourself every time you say a word. After a reasonable period of conscientious attention, the habit will become fixed.

Correct speech habits, like all good habits, need occasional attention, for bad mannerisms and usages will creep in. Thus it is important to give yourself occasional check-up and evaluation exercises. Make a voice recording at least once in three months, and criticize your performance by it.

OFFICERS AND DIRECTORS OF TOASTMASTERS INTERNATIONAL

Joseph P. Rinnert, President, 444 Roosevelt Bldg., Los Angeles 14, Calif.
George W. Benson, Vice-President, 300 Baker Bldg., Minneapolis 2, Minn.
I. A. McAninch, Secretary, 563 North Kenmore Ave., Los Angeles 4, Calif.
Robert L. Grube, Treasurer, 7329 East Marginal Way, Seattle 8, Wash.
Franklin McCrillis, Past President, P. O. Box 2076, Seattle 11, Wash.
Ralph C. Smedley, Founder & Hon. Pres., P. O. Box 714, Santa Ana, Calif.
Ted Blanding, Executive Secretary, P. O. Box 714, Santa Ana, Calif.
Edward W. Alexander, Director, R. D. 2, Cuyahoga Falls, Ohio
H. O. Buoen, Director, P. O. Box-871, Tulsa 2, Oklahoma
Ashleigh K. Chamberlain, Director, 1515 Fourth Ave., San Diego 1, Calif.
James A. Clark, Director, 500 Russ Bldg., San Francisco 4, Calif.
Tracy M. Jeffers, 1293 Grand Ave., Saint Paul 5, Minn.
Donald T. Nelson, Director, P. O. Box 711, Portland 7, Oregon
George Reed, Director, 5229 Lockhaven Ave., Los Angeles 41, Calif.
W. W. Welker, Director, 4901 Elliott Ave., Minneapolis, Minn.

DISTRICT GOVERNORS

Founder's District, Herman R. Stromer, Pasadena Junior College, East Campus, Language Dept., Pasadena, California
District 1, Herbert Hill, 1849 West 71st St., Los Angeles 44, Calif.
District 2, John D. Harms, 2214 E. McGraw St., Seattle 2, Wash.
District 3, John Baumgartner, P. O. Box 1311, Tucson, Arizona
District 4, Franklin Taylor, P. O. Box 985, San Francisco, Calif.
District 5, Dr. D. S. Saund, P. O. Box 284, Westmoreland, Calif.
District 6, Ralph S. Lowe, 1841 Rome Ave., St. Paul 5, Minn.
District 7, Carl Hasenkamp, 2135 N. Blandena St., Portland, Ore.
District 8, Bertram H. Mann, Jr., 3611 Grandel Square, St. Louis 3, Mo.
District 9, J. M. Rosauer, P. O. Box 191, Spokane 2, Wash.
District 10, Leonard E. Price, 1756 25th St., Cuyahoga Falls, Ohio
District 11, D. J. Hendrickson, 39 N. Webster Ave., Indianapolis 1, Ind.
District 12, A. Stanley Clem, 727 State St., Santa Barbara, Calif.
District 13, Kenneth Jones, P. O. Box 7, Amity, Pa.
District 14, Fred N. Slygh, 354 Nelson St., SW, Atlanta 2, Ga.
District 15, Kenneth Robb, 2830 2nd St., Baker, Ore.
District 16, Gregg E. Dahlen, P. O. Box 1889, Tulsa, Okla.
District 17, Albert Smith, 2208 1st Ave., N. Great Falls, Mont.
District 18, William Goldie, 122 Union St., Glasgow, C-2, Scotland
District 19, Carleton Sias, 1000 Waterloo Bldg., Waterloo, Iowa
District 20, Glenn Johnson, 1116 6th Ave., S., Moorhead, Minn.
District 21, Barrie H. Goult, 1345 Minto St., Victoria, B. C.

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

356



The Gopher State Welcomes Toastmasters

AUGUST 11-14

**4 PLEASURE-PACKED DAYS
MINNEAPOLIS-ST. PAUL**

RECREATIONAL HIGHLIGHTS

Social Breakfasts with new groups of friends—Daily
“Seeing the Sights” Tour Tuesday Afternoon
Inter-Club Speech Finals, Tuesday Evening
Dinner, Pop Concert and Ice Show, Wednesday Evening
President’s Dinner and Ball, Thursday Evening
Luncheons, Daily; For Ladies, For Toastmasters, For All
The Hi-Jinks Luncheon Tuesday Noon—
All Fun—No Headaches
The “Founder’s Luncheon” Thursday Noon—
Honoring Founder Ralph Smedley
Special Luncheon Events to be Announced

FILL YOUR VACATION WITH RECREATION AND INSPIRATION

Last call for Hotel Reservations. Write today to
Toastmasters Reservation Headquarters, Gateway Tourist Bureau,
Minneapolis 1, Minnesota