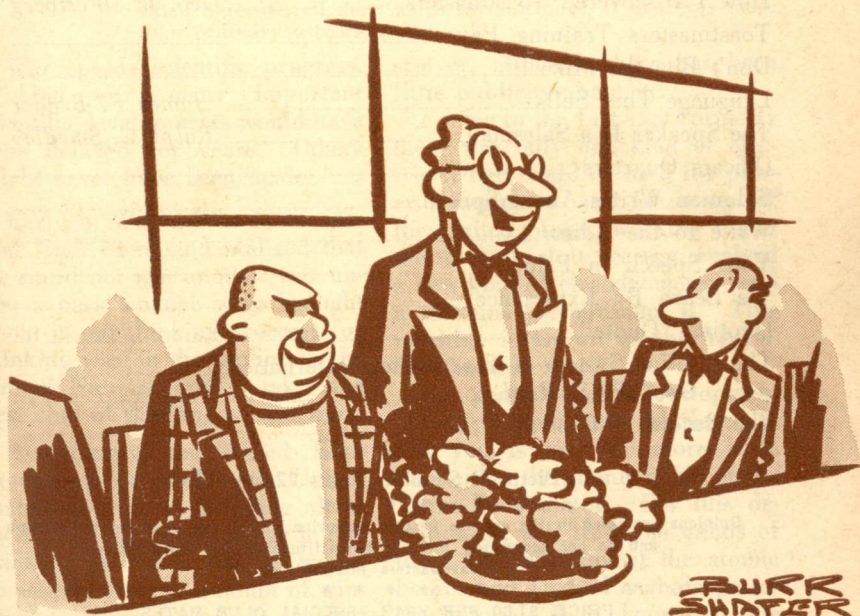


# THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

August, 1946

Vol. 12—No. 8



*“Mr. McNulty, believe it or not, will speak  
on flower arrangement.”*



TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is an organization of more than 380 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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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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# Speech of the Month

## Wartime Progress . . . .

By ROBERT J. PATTERSON, of the Bartlesville, Oklahoma, Toastmasters Club.

This speech is offered as an excellent example of the "dead pan" type of humor. You will observe that Toastmaster Patterson uses many impressive words, which have no understandable meaning, but which simulate the scientific or technical style, and which must have been most impressive to his listeners. You can imagine him delivering this speech with deep gravity and earnestness, with never a hint in his face or his manner that he was hoaxing the audience. The unveiling of the "psychosensometer" must have been a terrific climax to his remarks. This is not an easy way to use humor, and when it is so well done as in this instance, it deserves more than ordinary attention.

War speeds scientific progress. Without war, many important scientific developments would have been delayed for years. Others might never have been made.

Early in World War II the Allied High Command realized that we could not win another war unless a basic change were brought about in our thinking process; for thinking was on the decline in the United Nations, and it takes the best kind of thinking to win wars.

Accordingly, the Allied High Command delegated to the United States the task of bringing about such a revolutionary change in our thinking processes that we would be assured beyond a doubt of winning any future wars. It was but natural that this task should be assigned to the United States, for had not our nation been entrusted with the development of the atomic bomb? And there was a development which was even more important than that atomic de-

stroyer, although there has been little publicity about it.

I refer to the fact that formerly there was only one kind of electricity that could be used for power. Engineers and scientists of the United States, working under the most absolute secrecy, evolved a new kind of electric energy, and a machine for utilizing it. This machine is known as the Turbo-Encabulator.

But, gentlemen, the development of which I am now privileged to tell you is one far more basic than either the atomic bomb or the Turbo-Encabulator. For this development will train the minds of those who will invent the atomic bombs and Turbo-Encabulators of the future. It is known as the Psycho-Sensometer. This is a device for so training the mind that the absolute limit in human thinking processes is attained. The Psycho-Sensometer is used to train the mind from infancy until scientific maturity.

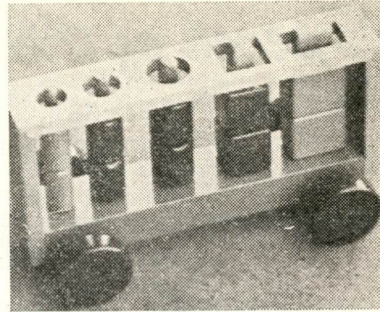
Briefly stated, the Psycho-Sensometer comprises, in combination, an open frame having a generally flat base member and an upper member generally parallel thereto, a plurality of posts rigidly mounted in the base member and extending upward through the upper member, said posts being of varying cross-sections, annular openings formed between the posts and the upper member and of varying geometrical shapes, a plurality of annular sleeves, at least one for each post, said sleeves having inner surfaces corresponding to the outer surfaces of the posts and the outer faces corresponding to the inner faces of the openings in the upper member, whereby said sleeves are adapted to be moved upward and downward along the posts into and out of the frame.

By special permission of the F. B. I. I have here with me a specimen of the Psycho-Sensometer. The Bureau carefully investigated Toastmasters and came to the conclusion that Toastmasters are tight-lipped and close-mouthed, so they said it would be all right for me to reveal this Psycho-Sensometer to you on this occasion.

(At this point the speaker unveiled the mechanism and there, before the startled eyes of his fellow Toastmasters stood revealed this sensational, this world-shaking device.)

Gentlemen, *there is the Psycho-Sensometer!*

When the Psycho-Sensometer, with all its parts in place as you



see it here, is first presented to an individual, he stares at it blankly. Then he takes hold of a post and attempts to move it, but finds that it is fixed. This gives him ego a sense of deep frustration.

He then takes hold of one of the sleeves and tries to move it upward. He finds that it goes. This teaches him the principle of constrained coaxial longitudinal movement. When he reaches the top of the movement, he lets go and it falls back, thereby teaching him the law of gravity-induced reversal. He then finds that it is necessary to hold it up with one hand, and to grasp it from the top with the other hand, and then let go with the first hand, thereby learning the law of cooperative successive actuation.

(The speaker used his hands to demonstrate each of these motions as he described them, holding the breathless attention of the audience by the grace and skill of his actions.)

Using this principle, he then takes all the sleeves out of the frame. He next tries to put them

back, and finds that each sleeve must go only in the position for which it was designed. This is the principle of concentric geometric conformity. In the case of circular blocks, he finds that they can rotate freely; this teaches him the law of free rotatory motion.

When he takes a rectangular sleeve and tries to put it back, he finds that it will go in only one position, thereby discovering the law of uni-positional angularity. Finally, in the case of the square sleeve he finds that it will go in many positions, thereby learning the law of multi-positional orientation.

The Psycho-Sensometer operates primarily on the extra-sensory levels of perception, and secondarily on the motor-tactile responses. When the Psycho-Sensometer is used it brings about a gradual and imperceptible change in the individual so that he becomes completely familiar with all the laws of engineering and science. It brings about so profound a change in him that he is capable of thinking with the deepest thinkers.

And so, my friends, we see that it is possible for a declining nation to realize its decay, and to lift itself by its bootstraps, and reverse the trend.

## Don't Say That! . . . .

"Toastmaster Brown had one hand in his pocket for a little while. He did not use many gestures. Aside from that I thought it was a pretty good speech."

"All in all, it was a very good speech. I liked it, except where the speaker waved his hands around."

Yes, please don't say that. Such "evaluation" is virtually valueless, except that it reflects the lack of impression which the speaker made on the listener. Any critic or evaluator ought to have too much personal pride to permit himself to make such a stumbling, mumbling criticism.

"I thought his *enunciation* was good, but his *pronunciation* of certain words was poor."

Believe it or not, that was heard in a Toastmasters Club. Note the two words, *enunciation* and *pronunciation*. There isn't an ounce in either one of them. Call it "nun"—not "noun."

### Redundant Speech

And so consequently . . . .

Let us continue on . . . .

The next speaker of the evening . . . .

At this time . . . .

The consensus of opinion seems to be . . . .

I would have liked to have heard the speech.

This is a very unique situation. She is a lonely widow woman.

This is a crisis which we must solve . . . . (but how can we "solve" a crisis?)

## 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."

### Lilly Award

"The Blurb" is the title of the bi-weekly broadcast of Eli Lilly Toastmasters Club No. 11, of Indianapolis. A recent issue lists the standings of the members in relation to the contest for the Eli Lilly Award, in which each member competes in every speech he makes. At the end of six months, the winners will be determined and the awards presented. This special inducement for better speaking stimulates the members to special effort.

### Beating the Slump

Toastmasters of the five Spokane clubs who consider their training too important to discontinue even during the summer months, have for the second season established a sort of composite Toastmasters Club which is unique in the organization. Members of all five clubs join in a series of Monday evening meetings during the vacation period, with lively programs and much benefit to those who attend. Each club furnishes an officer to handle the summer series, making it fully cooperative. Former District Secretary Maurice Prince is credited with originating the idea, which is suggested to clubs in other cities where the hot season is a problem.

It is found by experience that since the men who attend are those most interested in their training, the programs are of exceptionally high grade, and the general atmosphere is most helpful.

### Service to Service Men

Golden West Toastmasters Club of San Francisco has adopted the policy of inviting a group of World War II veterans, not to exceed six in number, to become members of the club for a period of six months, beginning October first; the initiation fee and dues for the six months will be waived in favor of these veterans. This club is also starting the plan of making speech recordings periodically for each of its members, so as to enable the men to observe their improvement.

### This is the Spirit

One Toastmaster who has done valuable service for himself and for the organization, on being asked why he started in our work, replied: "Having had a little experience in public speaking (which I like) the Toastmasters Club looked like an excellent opportunity to gain more experience in a practical manner and at no great expense. I joined to "get"—and I have remained to try to "give".

### Quiz of Two Cities

Portland and Seattle Toastmasters competed in a recent broadcast of the "Quiz of Two Cities" program. Seattle Toastmasters won the contest, and Harvey Warner, past president and present secretary of Seattle Toastmasters "Number One", won the Bulova

watch for the closest guess as to the height of Twin Falls, in Idaho. And so Toastmaster Warner says: "Once more Toastmasters has paid me dividends. Two tubes of tooth paste, seven silver dollars and a 17 jewel wrist watch is good pay for a half hour of my time. Wish I could do that well every night."



At Zanesville, evidence has been presented to prove that the Educational Committee of a Toastmasters Club really does function. This picture shows the first of several educational exhibits planned for the coming six months, to induce more faithful use of materials.

The panel on the left is a display of Toastmasters material. The panel on the right shows supplementary material for use in speech preparation. The center panel, headed "They Use the Manual", is a graphic presentation showing which members do use the Manual, and how far they have progressed in its use.

In the picture you see seated: Martin Zwelling and Robert Layton. President Charlie Bland is standing at extreme left; Harry Wilson sitting on table; and Jim Everhart, with book in hand, is showing Educational Chairman Wilbur some fine points on speech.

The members of Zanesville Toastmasters Club really use the materials. Their audiences see the difference it makes.

## How I Discovered Toastmasters . . . .

By GEORGE W. WESTBERG, President,  
The Executives Toastmasters Club of Des Moines.



One day in April, 1945, my business talk with a customer was interrupted by a telephone call. When I heard my customer informing the caller that his subject would be so and so, and that he would need seven minutes, I pricked up my ears.

As we resumed our conversation, I remarked, "You must have some public speaking club in town." He assured me that they did, and that he was a member, and that the club was part of an international organization. I wanted to know whether there was a chapter of it in my home town, Des Moines, and he pulled out his file of Toastmasters material and looked it up. There was no club listed in Des Moines, but he gave me the address of the Home Office, so that I could write in for information.

I immediately wrote the Home Office, expressing my belief that Des Moines ought to have a club, and stating that I would like to help start it.

If you have an idea that the Home Office isn't on the job, better think again. Here came a letter full of information, and with it a package of materials on how to start a club. The entire picture

of Toastmasters was unfolded to me in such a manner that there was only one thing to do, and I did it.

I began to talk Toastmasters to my associates. I found them eager for the chance to improve themselves, even as I was. Presently half a dozen of us met to lay plans, and then we had a second meeting to choose temporary officers.

Almost before we knew it, we had lined up a group of good men whom we could favor by offering them the privilege of membership, and we had the thirty members signed up and ready to go.

As a result of my discovery, we now have the Executives Toastmasters Club of Des Moines, united in working to improve ourselves. The members are all thinking of their privilege to spread the benefits which they are receiving, and they are united in the purpose to form other clubs.

My discovery of Toastmasters was accidental, but what the work has done and is doing for me is no accident. It is part of the total purpose, in which I share, to make men better and to point them to higher success. Because of what The Toastmasters Club does for me, I am eager to share it with others, and I am confident that we shall before long have enough clubs in our region to make Iowa a large and important factor in the service of the organization.

## Toastmasters Training Pays . . . .

One Mid-Western Toastmasters Club recently made a study of its members as to progress and advancement they have made because of their training in the Club. The results are worthy of consideration by every member, as suggesting what he may hope to achieve.

The study was made on 18 members of the Club, whose length of membership averaged 4.45 years. Twelve of these eighteen reported gains in income during the period of membership. These gains ranged from 25 percent to 250 percent, for the period of membership. For these twelve members reporting, the average increase per year in income was 17 percent.

Of course these gains were not exclusively due to the training in the Toastmasters Club, as other factors entered the picture, but it is certain that this training did not hinder progress, and in many cases the advancement was directly traceable to speech improvement.

Here are a few examples, taken

from the list:

An accountant in an electrical firm became treasurer of the firm. A bookkeeper advanced to branch office manager. A pharmacist stepped into a position as sales representative. An engineer was made secretary-treasurer of his firm. A personnel clerk became personnel manager. A workman in a manufacturing company was made a department superintendent. An insurance underwriter became department manager.

That is the way the story runs. Men developed ability in speech and leadership and promptly stepped up into positions of higher responsibility and greater opportunity. When they learned to talk, to meet people, to organize themselves and to "sell" their own personality, recognition was not slow in coming.

These men are part of a great multitude whose earning power has been increased, and whose joy in living and in serving has been enlarged through the training they gained in a Toastmasters Club.

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### LEADERSHIP—WHAT IS IT?

Leadership is self-control plus the ability to influence people to think as you think, feel as you feel, and act as you would have them act. An old copybook maxim teaches us that we cannot hope to lead and supervise other people until we have learned to lead and govern ourselves.

—Dick Carlson

Leadership is a thing by itself. It calls for more than ability. It has a technique of its own. In other words, it can be acquired to a large extent. It can be learned, as any other art is learned. And it is the art that stands highest of all.

Herbert H. Casson

# THE Toastmaster

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## Don't Bite The Mike

You can't always dodge the microphone.

In these broadcasting days you may run into an amplifier even in a small auditorium, when you will have to decide for yourself whether to use it or trust to your own unaided voice.

In the large auditorium, you may be grateful for the help, but only if you use the mike decently. If you feel confident that you can be heard without mechanical aid, by all means speak that way. The natural voice without the intermediary enlarging device is better in almost every case, and the contact with the audience is far better when unimpeded.

But if you must use the loud-speaking arrangement, try to do it well. Avoid those abuses which instantly label you as an amateur.

Don't bite the mike.  
Don't spit in the mike.  
Don't try to swallow the mike.  
Don't lean on the mike standard for support. Don't drape yourself against it, a la Frank Sinatra.

In a word, talk naturally, forgetting that the mike is there, except in so far as you must remember to stay within range.

The modern amplifying device has a microphone which picks up the voice within a range of 12 to 18 inches, so you need not glue your mouth to the mike. Always keep the mouthpiece below the level of your chin, and talk over it, or past it, not directly into it. Keep your face a foot away from the receiver.

Don't look at the mike, nor give any appearance of knowing that it is there. And for the sake of good manners, good speech, and goodness' sake, don't grab the standard and hold on to it.

Before you do any broadcasting, try to get a chance to try the machine. Find out how your voice carries, and where you should stand to get best results. Then, when your time comes, keep yourself where you belong, and forget the mike.

An amplifying aid is valuable, even essential, in a large room. It should not be used in a small auditorium, where the natural voice can be heard without it.

Treat the mike decently and with discretion and it will serve you well. Abuse it, and it will ruin your speech more surely than a squalling baby or a passing police siren.

## Language That Sells . . . .

By JAMES F. BENDER, Director,  
National Institute for Human Relations, New York

Quoted by permission from Dr. Bender's book on "Do's and Don'ts of the Sales Interview." As you read it, substitute the word "speaker" for "salesman" and you will understand how these ideas apply to your speeches.

Every so often a vulgarism hits the street, and little Johnny, Sally, and even grandma start using it. There may be some excuse for the youngsters and grandma, but there certainly is no excuse for salesmen to use vulgarisms as a steady diet. They brand a man as ill-bred, ill-mannered, and rather childish.

Still, salesmen approach buyers and say, "Long time no see." And buyers very often feel like crawling under the desk, out of sight, so they won't have to see the long-time-no-see men.

This is but one of a long list of vulgarisms, infantilisms, hackneyed expressions and dish-water words which are continuously inflicted upon long-suffering customers. An occasional customer may not resent them, because he has not had educational advantages, but even those people who can't use good language appreciate appropriate usage in others. *It is always safe to say it right.*

Salesmen should make a practice of using, day in and day out,

good, clear American colloquial speech, keeping slang and vulgarity to a minimum. You see, the difficulty with using too much slang is that it becomes habitual only too readily, and then it is difficult to control. Moreover, slang is often short-lived, so that many buyers don't know what certain expressions mean. You run the risk of being misinterpreted when you use slang indiscriminately.

When the salesman becomes careless about his vocabulary and idiom garden, the weeds soon overrun it, crowding out a good sales crop. So kill the rank growth in order that the good plants may bear better. Quiz yourself periodically. Study good usage.

Note: Dr. Bender's two booklets on "Do's and Don'ts", quoted above, and on "Salesmen's Mispronunciations" are both well worthy of study by Toastmasters. They sell at fifty cents each and may be ordered from Toastmasters International. Two others are soon to be published, on "Salesmen's Errors in Grammar" and "Courtesy Hints for Salesmen." Both are good reading for the public speaker.

## OPPORTUNITY

An immigrant was just stepping off the boat to the dock when he saw a half dollar lying at his feet, and started to pick it up. Then he straightened up again. "No!" he exclaimed. "This is the land of opportunity. I'll wait till I find them lying thicker."

## The Speaker Is A Salesman . . . .

By RALPH C. SMEDLEY

Every speaker is a salesman, and every salesman is a speaker.

The salesman, dealing with prospective customers, uses the arts of speech to present his wares and persuade the purchaser.

The speaker uses the arts of salesmanship when he tries to persuade an audience to accept his ideas, or to absorb the information he has to give, or to vote the way he wants them to vote. He may be trying to sell goods, services, personality, ideas, information or entertainment. Whatever his stock in trade, his speech is his "sales talk," and the reaction of the audience is the test of his success as a salesman.

The salesman talks to an audience of one or two, while the speaker may address a hundred or a thousand, but the speech to the audience of one thousand is in reality only the same speech which might have been delivered to one person, but amplified and reinforced so that the larger group may hear.

The argument which will sell one person is the argument which will sell a thousand people.

The speech arrangement which is good for making sales is good for the speaker before the large audience.

The crowd is made up of individuals, and the skilled speaker simply amplifies the conversational tone and manner, and talks to a thousand as he would talk to one.

Look at the selling process, as it is taught by many experts in salesmanship. Compare this process with the standard methods of outlining a speech.

First, says the salesmanship teacher, you must produce conviction in the mind of the listener. "Sustained interest ripens into conviction," says one authority. So the speaker has to arouse interest and hold it, by using information and argument, reinforced with illustrations, evidence, comparisons, all boiled down to the essentials. Ideas sell goods, but too many long-drawn-out words kill interest.

Second, when you have convinced the customer, you must create in him a desire to possess what you have to offer. Remember the fundamental motives which lead one to buy. These have been listed as: Profit, Pleasure, Ambition, Caution, Fear, Love, Pride or Vanity, Utility. These motives are used by the good salesman to stimulate desire. An insurance salesman may sell his prospect by scaring him, or appealing to his vanity or his sense of caution, or perhaps just by plain, common-sense reasoning. You may bring a man into a Toastmasters Club by appealing to his ambition, or his desire to gain profit, or his pride, or almost any of the other motives.

When he learns to speak in your Club, he finds that he must use in his speeches some of the same

techniques you used in selling him on joining. And you, if you are wise, build your speeches on the same plan.

Third, having convinced the customer and aroused his desire to possess, you proceed to close the sale. "Desire sustained ripens into a resolution to buy."

The salesman is taught to secure the order by calling for a decision on a definite, positive suggestion. He knows exactly what he is after, and he asks for it. He may show the prospect that men of mental ability act on evidence. Or he may stress the immediate and urgent need. Or he may show that the man who fails to buy is robbing himself of something which his best interests demand.

The good salesman never forgets his "So What!" Neither does the successful speaker.

If you, as a speaker, hesitate to address an audience for fear you can't make good, remind yourself that you can talk to two or three individuals without embarrassment, and that the larger crowd is merely more individuals. If you can make a sale to one person, you can make it to many.

If your ordinary conversational style is not good enough to use in public speech, if your language is faulty, your enunciation indistinct, your voice unpleasant, your grammar open to criticism, and your manner of expression muddied and lacking in clarity, take it as a signal that you must improve your style of speech so as to make it good enough to use in public.

It is inevitable that the man who makes a serious effort to learn to speak well in public discovers great improvement in his conversation, which improves as he improves his ability to impress an audience.

And so, if you are a salesman, use the arts of speech. Remember that the better speaker you make yourself, the better salesman you will be.

And if you are working to be a good speaker, remember to borrow the methods of the salesman, who convinces, arouses desire, and then gets the name on the dotted line.

Speech training makes better salesmen, and skill in selling makes better speakers, for the two arts are parallel—even interlocking.

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### MENTAL ORGANIZATION

Napoleon described his mind as a chest of drawers wherein different matters were kept in individual places. "When I want to consider a certain matter," he said, "I open a certain drawer. When I turn to another matter, I close that compartment and open another. When I desire to sleep, I close them all."

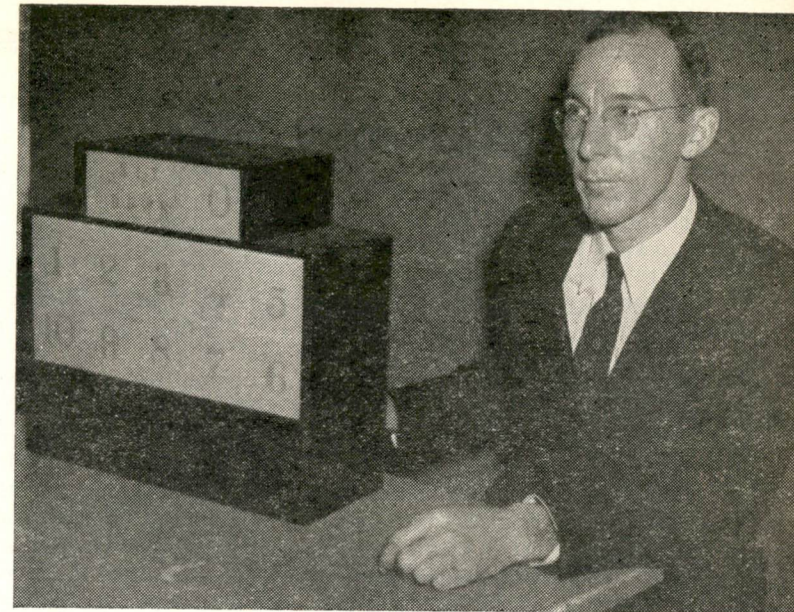
Such mental organization is rare, but everyone can, if he is willing to make the effort, keep the garden of his mind free from a large accumulation of weeds; that is, of useless things and of things out of place.

—Dr. Frank Crane.



**MIDWAY TOASTMASTERS CLUB IS CHARTERED**

Tracy M. Jeffers, District Governor, presented Charter No. 383, at the charter dinner held at St. Paul's Commodore Hotel on May 2. The charter was received by Franz Anderson, secretary of the new chapter. King Boreas Toastmasters Club of St. Paul was the sponsoring club, and this chapter, as well as the other Toastmasters clubs of the Twin Cities, was represented in the crowd which attended the ceremonies.



**SPEAKER, TAKE WARNING!**

Photo by Breault

The timer used by the Wm. H. Barrett Toastmasters Club of Augusta, Georgia, is a manually operated, luminous device with individual light back of each number and sign. By turning a selector on the rear, the operator can light up any number desired, and thus indicate to the speaker the amount of time remaining. In addition to visible signal, an automatic short ring is given when the selector is turned from "1" minute position to the "0". A continuous ringing and an illuminated "Sit Down" result when the selector is moved to the "Sit Down" position.

In timing a 5-minute speech, the timekeeper sets the selector on "5", and turns on the switch when the speaker begins. The number "5" lights up. At the end of one minute, the selector is turned to "4", and so on until the end is reached. Thus the speaker knows at all times just how much more time he has. The timer was designed and made for the club by Toastmaster Walter Smith.



At the center, above, is shown the timing device used by Des Moines Executives Toastmasters Club, with Toastmaster Martin L. Seltzer at the controls. This simple type of timer serves the purpose very well, but lacks the refinements of the Augusta mechanism.



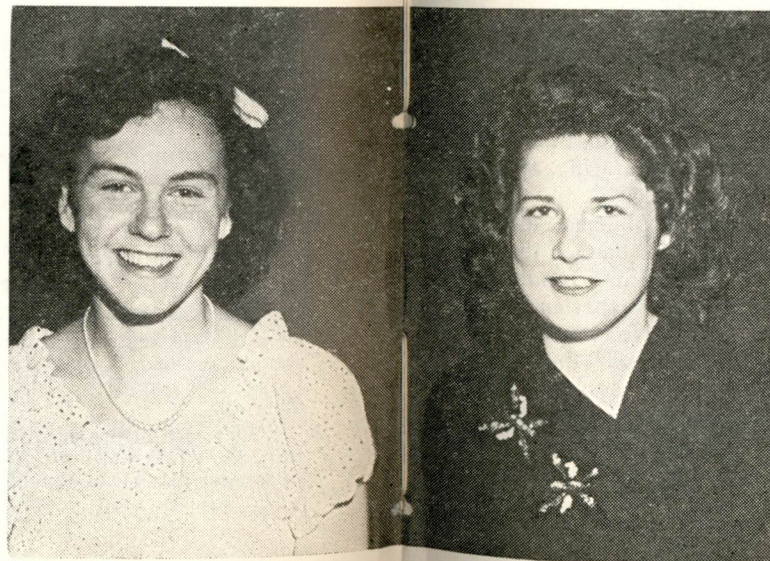
**TOASTMASTERS FAVORITES**



Darlene Fuller, eighteen-year-old contralto, and Elsie Burson, her accompanist, so completely won the hearts of the audience at the District One Convention in Los Angeles on June 15th that Founders District Governor John Pratt revised his own program for the following week in order to star these youthful musicians. Darlene recently won the city-wide Youth Voice Contest and was awarded the Jeanette McDonald \$500 music scholarship. She is now attending Los Angeles City College while Elsie Burson is a Senior at Eagle Rock High School.

Governor Briggs Howorth, Governor of District One, proudly claims that his "discovery" of this musical combination for Toastmasters deserves some outstanding notice.

Photo by Otto Rothschild





## Officers' Quarters

The Toastmasters picnic is essential. It should be recognized as a vital part of the year's work, not to be slighted nor skipped. On the contrary, it should be carefully planned and expertly managed.

One very important phase of public activity is developed in the picnic atmosphere. No better opportunity can be found for the practice of being a gracious host, serving with a welcoming committee, or acting as a "mixer." The activities at a picnic are usually so unusual or so diversified that several people are needed to carry them along. Two or three can act as hosts to welcome the picnickers and show them what to do. Guests and wives are likely to be present, who need introduction and a show of friendly interest. The whole occasion lends itself to practical training in the social graces which go to make up polite society.

Another opportunity afforded by the picnic is that of "stump speaking." Perhaps much of the romance of such oratory has gone into the forgotten past along with Fourth of July celebrations and political rallies. But club picnics and open air meetings are still popular, and good speakers for such events are in demand.

The summer picnic of the Toastmasters Club is a good place to try the technique. Out of doors, it takes real resonance and depth of tone to let everyone hear—even

those at the last table. In speaking in the open air one often achieves the relaxed jaw and deeper voice which no amount of coaxing in the club meeting has ever brought out. It may take two or three picnics to give every member his chance at this experience, but it is worth the effort.

Finally, speaking at an outdoor meeting is a real test of a speaker's ability to hold the attention of his audience. In the regular meeting room, the four walls have little of interest to distract attention from the speaker. Members may listen from sheer lack of anything else more interesting to do.

This is not the case at the picnic. New scenery, contemplation of the heavens, activities of neighboring groups who may be playing baseball or other games—even the antics of the ever-present ants and beetles may conspire to divide attention and tax the ingenuity of the speaker. No half-hearted effort will do in such conditions. Something dynamic, sparkling, appealing is demanded.

When a picnic is planned, the Program Committee is handed the responsibility of providing fundamentally important experiences for the members. No finer opportunity will present itself during the year.

Don't miss your chance to hold at least one or two outdoor meetings before the end of the summer season.

## Solomon Writes About Speech . . . .

The wise man who wrote the Old Testament Book of Proverbs was a believer in the importance of correction, instruction and reproof. He had heard much talking—sensible, tactful talking, and sharp, bitter, unwise speech, and he drew logical conclusions from his observations.

Let us glance through the pages of Proverbs and select some of the passages which deal with speech, its control, its uses and its dangers. Every speaker and every critic can gain from the wisdom of Solomon.

Each passage quoted is identified with its location as to chapter and verse. The arrangement of the text follows that used in the American Revised Version, as does the wording in most cases.

First, consider some of the sage's sayings about speech in general.

### Good Words

A word fitly spoken  
Is like apples of gold in pictures of silver. (25:11)  
A man hath joy in the answer of his mouth,  
And a word in season, how good it is. (15:23)

\* \* \* \*

Next, consider what is said about the value of instruction.

### The Spirit of the Learner

Take fast hold of instruction;  
let her not go;  
Keep her, for she is thy life  
(4:13)

A scoffer seeketh wisdom and findeth it not;  
But knowledge is easy unto him that hath understanding.  
(14:6)

\* \* \* \*

But restraint is indispensable in speech. The controlled tongue is a necessity.

### Speech Control

A soft answer turneth away wrath;  
But a grievous word stirreth up anger.  
The tongue of the wise uttereth knowledge aright;  
But the mouth of fools poureth out folly. (15:1 and 2)  
He that hath knowledge shareth his words;  
And a man of understanding is of an excellent spirit. (17:27)

\* \* \* \*

Solomon believed in the value of open discussion.

### Talking Things Over

Hear counsel and receive instruction,  
That thou mayest be wise in thy latter end. (19:20)  
Where there is no counsel, purposes are disappointed;  
But in the multitude of counselors they are established.  
(15:22)

\* \* \* \*

For the critic there is much good advice. Some of it must not be taken too literally, or we may find the art of criticism languishing. Rather, let's make wise use of the wise man's warnings so as

to avoid trouble and disappointment.

### *Counsel for Critics*

He that rebuketh a man shall afterward find more favor than he that flattereth with the tongue. (28:23)

Reprove not a scoffer, lest he hate thee;

Reprove a wise man, and he will love thee.

Give instruction to a wise man, and he will be yet wiser;

Teach a righteous man, and he will increase in learning.

(9:8 and 9)

Hear, for I will speak excellent things;

And the opening of my lips shall be right things. (8:6)

\* \* \* \*

That last text might well be emblazoned on the escutcheon of every Toastmasters Club as a reminder for the critics. The speaker also might study it with profit. "Excellent things" should come from the lips of every speaker, whenever he speaks.

### *Can You Take It?*

As a preparation for listening to your evaluator, study these lines. Observe how the wise man classifies the man who cannot take correction. According to Solomon, the conduct of a man under criticism is a test of his intelligence, whether he be a fool, or reasonably wise.

He that refuseth correction despiseth his own soul;

But he that hearkeneth to re-

proof getteth understanding. (15:32)

A reproof entereth more into a wise man

Than a hundred stripes into a fool. (17:10)

He is in the way of life that heedeth correction;

But he that forsaketh reproof erreth. (10:17)

The way of a fool is right in his own eyes;

But he that is wise hearkeneth to counsel. (12:15)

Seest thou a man wise in his own conceit?

There is more hope of a fool than of him. (26:12)

\* \* \* \*

And now, to clinch the whole argument, here are two of Solomon's prescriptions, one dealing with praise and the giving of compliments, and the other presenting his personal definition of true greatness.

While praise is pleasant, it is dangerous unless we know how to take it. Write this injunction in your memory, and make it your daily practice:

Let another praise thee, and not thine own mouth;

A stranger, and not thine own lips. (27:2)

And as a guide to greatness, remember the importance which the wise man gives to self control:

He that is slow to anger is better than the mighty;

And he that ruleth his own spirit than he that taketh a

city. (16:32)

## Write To The Editor . . . .

The Editor likes to hear from his readers. Their letters are welcome, whether they bring bouquets or bombs.

Your comments are the only means the Editor has of knowing whether the Magazine pleases you and meets your need. If you write with approval, asking for "more of this," he knows that he has hit it right for you. If you write in protest, he understands what you don't like or need. In either case, your letter helps.

It is very important for the Editorial Board of *The Toastmaster* to know the minds of the readers, for it is the problems and questions and lines of interest of the readers which dictate the course to be followed by the Board. And the only way the Editorial Board can find out is for the readers to make it known.

It is not the purpose to invite compliments, although favorable comments are welcome, if sincerely and thoughtfully given. A complimentary remark serves a good purpose, as reflecting the interest of the reader. But an unfavorable comment answers the same purpose, especially if given in a friendly and helpful spirit.

If you think that editors as a class are not responsive to letters from "constant reader," just observe the space given in many popular publications to these communications. Note the special emphasis given to comments upon articles published and sentiments expressed, and observe that kicks

are given as much attention as compliments.

The Editor of *The Toastmaster* wants to know whether the material being published is what the readers desire. Do you, for instance, like more technical material on speech making, and on such related subjects as debate, voice training, selling, letter writing, grammar, and the like? Would you prefer more material of a general nature, discussing topics of current interest, as they affect speech? Do you care for articles on the history of oratory, lives and work of great speakers, and occasional extracts from speeches, as examples of how or how not to do it?

You may say that you don't know anything about publishing a magazine, and therefore are not qualified to express an opinion. Quite the contrary, you are the person for whom the magazine is published, and if it does not hit the spot with you, a statement for the reasons for failure is essential. Remember the bromide about how you don't need to be able to lay an egg in order to know whether an egg is good or bad.

If you are willing to make an effort to help the editors, take up the last half dozen issues of *The Toastmaster*, and look through them to find what articles and features have been of any practical value or personal interest to you. Then write a letter to the Editor giving your comments and suggestions. He needs your help.

## Your Speech In Print . . . .

There is a definite similarity between public speaking and writing for publication. Both types of composition require care—much more care than they usually receive.

Material dashed off in a hurry is hardly ever ready for publication without working over. Many articles and speeches submitted for use in this Magazine would reflect unfavorably upon their authors if published just as they are received.

The spoken word is not so clearly nor completely remembered, but when it is printed, it takes on permanence. It can be examined at leisure, criticized and studied, and errors are much more obvious.

Even those articles submitted for the "Speech of the Month" frequently need much revision and working over before they are fit to print. Take away the personality of the speaker and the inspiration of the occasion, and the speech which may have sounded like true eloquence to the listening audience may fall flat as the page on which it is printed.

If you care to send in your work for publication, it will help you and the Editors if you will study the following suggestions and apply them to your offerings, whether to the Toastmaster Magazine or to any other periodical.

1. Outline your speech or article. Determine what its exact purpose is. Decide on what you want to accomplish, and build the outline to the

accomplishment of this purpose.

2. Write it in full, following the general outline. Then lay it aside for a few days.

3. After a sufficient lapse of time to dim your memory slightly, take it up and read it over as though someone else had written it. Criticize the wording, the grammar and the thought. Try to see how much can be omitted without losing anything essential.

4. Rewrite it in full, applying all the suggestions you have given yourself for improvement.

5. Hand it to someone else with the request that it be read and criticized. Ask him whether the point is clear and the argument convincing. Ask him to check any wrong words or constructions.

6. Get it back, study the comments made by the reader, add your own, and then rewrite it once more.

No article is ready for publication until it has been written at least three times. Five writings are better. This process of criticism and revision is as good for the speaker or writer as it is for the article.

Having put the material into what you consider the best possible shape, give attention to making it physically attractive and legible. Typewrite it on standard size sheets (8½ by 11 inches) using only one side of the paper. Leave generous margins and plenty of space at the top of the page. The Editors have to have room to note corrections. *Always double-space your copy.*

Be sure that your name and address are clearly shown on the title page. Number the pages. Don't crowd the material.

An article well arranged so that it is easy to read gets far more careful consideration than one which has to be deciphered by hard labor. An article marred with misspelled words and errors in grammar has to be extra good to have any chance.

Organize your material as carefully as though it were a speech—even more so, because it will have a larger and more critical audience.

Strive to attain brevity. Count your words. Eliminate vain repetitions. Say what you have to say clearly, directly, simply. Revise, improve, and revise again.

Rarely does it happen that an article is at the best at the first writing. If it is worth writing and publishing, it is worth careful study and revision.

## We Learn By Experience . . . .

For many years the policy of Toastmasters International has been to advise against the plan of employing a professional critic to do the speech evaluating in the club. Experience has repeatedly demonstrated the unfortunate consequences of this course, but from time to time, some club insists on making the mistake all over again, usually with sad results.

A letter comes from a club which was high in membership and activity a year ago, but which has shrunk in recent months to an alarming extent, since a professional critic was hired to do the

One reason—the principal reason—why articles printed in The Toastmaster Magazine often do not appear quite familiar to the writers is that the Editors are compelled, for the sake of literary form and accuracy, to make extensive changes and corrections. The Magazine has certain standards to be upheld, and the Editors would count it an unfriendly act to print your mistakes just as you wrote them. It is always better if the original writer will take time to make the corrections himself, but someone has to do it.

Consider the above suggestions when you are preparing an important speech and you will find that care in speech preparation is as useful as when you are writing with the hope that your article may go into print.

work for the members which they should have been doing for themselves. This letter urges that the Toastmasters Magazine shall once more carry the warning against permanent use of a paid critic, a subject which has received much attention on these pages in the past.

This letter runs, in part: "In order that we may make effective use of the excellent material on criticism furnished by the Educational Bureau, it is going to be necessary for us to find some way to dispense with the services of our professional critic who has been with

us for a year. He is personally a fine man, with a keen analytical mind which misses nothing. However, so long as he is on the job, it is almost impossible for us to formulate any constructive system of criticism and keep it in effect. Our members are losing the benefits of doing the criticism themselves.

"I am convinced that it is not a good idea to keep a professional critic too long, and that by doing so the club misses a great deal of the training it should be getting for its members, and to make it worse—they are paying out good money to miss it."

Thus another club learns a costly lesson on evaluation. If the club had been willing to profit by the experience of others, it could have saved itself all this.

Unquestionably, a professional speech critic, given abundant time in the program, can do a more thorough and detailed piece of criticism than can the ordinary member, limited to two or three minutes. But the professional approaches from the professional and technical side, not from the view of the ordinary citizen who listens and is convinced or unconvinced.

Inevitably, the members come to point their speeches at the critic, so as to get a "good grade" from "teacher," instead of trying to win or entertain or convince the entire audience. The speeches tend to become standardized on the lines approved by the professional, at the sacrifice of individuality.

Worst of all, the members lose the chance for training in critical listening, and for that precious two minutes of extra speech practice which belongs to them as critics.

Bring in an outside critic occasionally, to be sure. Get the benefit of his views and of his suggestions. But don't take him as a final authority. Don't agree that all you need to do to be a good speaker is to win his approval. Don't hire him for a season. Don't let the same professional critic appear more than once or twice in a season. Let your own members do the evaluating at least four-fifths of the time.

Use the outlines and programs on criticism provided by the Educational Bureau, follow the instructions on procedure, and get the best results for all your members.

#### YOUR VOCABULARY

When we say that someone has a good vocabulary we mean that he or she is familiar with a large number of words, and uses them appropriately and accurately. Your vocabulary is the stock of words on which you can draw in expressing yourself. Most of us do not use nearly as many words in speaking or writing as we recognize or understand when we hear or see them.

—Richard D. Mallery

## Quoting "Quote" . . . .

"Quote," the Weekly Digest, carries a rich store of stories, incidents and illustrations taken from current periodicals, books and speeches. Here are some which apply to us.

### CONCENTRATION

Ollie James, once Senator from Kentucky, said that he owed his success in politics to the close study he made of his old Dominicker rooster. "He could outshuffle any rooster in the Blue Grass Country. He could fly higher and cut deeper than any fighting cock I ever see. Only he couldn't keep his mind on his business. Right in the middle of a fight," said Senator James, sadly, "he'd stop to crow."

—Nation's Business

### IMAGINATION

It was put to me delicately by a hairdresser in our town. "Oh, Modom, do not say that your hair is gray," she said. "Call it moon-beam colored."

Rebecca West, in Harpers

### CONFIDENCE

If you are not afraid to face the music, you may get to lead the band some day.

—Construction Digest

### LABOR AND ITS REWARD

Before the war the average unskilled American worker in six months could earn enough money to buy an automobile. A skilled worker had to labor 2½ years in England, 5½ years in France or Germany, and 15 years in Russia, to buy an automobile. There is more mechanical refrigeration, on the average, in an American city of 30,000 than in all of England, France, Moscow and Berlin put together.

—Representative W. S. Hill, of Colorado

### ORATORY

Oratory, emitted from the lungs, with cathedral chimes and Waterbury movement, was never more interesting than it is right now. I urge you to hear as much of it as you can—and remember as little as possible.

—Representative Homer A. Ramey, of Ohio

### ISOLATIONISM

It is said that an Englishman lived in Paris for twenty years without learning a word of French. He "wasn't going to encourage them in speaking their silly language."

—Ruth Taylor, of the Stelzle Foundation

### HOMELY PHILOSOPHY

Old Uncle Rastus settled himself in his chair and addressed his wife: "Yes, suh, dat boss done cut wages half in two again. Some of de boys is kickin' mighty powerful 'bout it. But I ain't goin' to kick none. Way I figgers it—half of sumpin' is better'n all of nuffin."

## The Ignition System of Toastmasters International . . . .

By GEORGE W. S. REED, of the Downtown Toastmasters Club of Los Angeles

Because all of us are familiar with the essential nature of the ignition system in an automobile, this furnishes a fitting metaphor when we consider the functions of the "International" organization of the Toastmasters Clubs. We know that a dead battery, defective wiring, or fouled contact plates will turn the most powerful machine into a collection of ineffective parts.

Let us consider the Home Office of Toastmasters International in Santa Ana as the "battery" of our system, the correspondence which passes between the Home Office and the clubs and members as the "wiring," and the individual clubs as the final "contact" points which do or do not turn the electrical energy into useful action. Just as it happens that every man, at some time in his life, vows that he will learn "everything there is to know" about his automobile—but very few do—so it is that very few individual Toastmasters ever take time to learn the full story of our organization in its wider aspects. In each instance, the lack of information often results in loss to the individual. Hence this article.

The Toastmasters International "battery" or power plant is found in the Home Office, where the staff includes Executive Secretary Ted Blanding, (a Past President of

Toastmasters International) Ralph Smedley, Editor and Director of Education (Founder of the organization) and an office force of three girls working full time and two others on part time. To this small staff is to be added the valuable service of many loyal Toastmasters who serve individually and on committees in giving direction to the work.

From their many years of experience in Toastmasters, these component parts of the "battery" develop the "energy" to keep our machine moving at high speed.

Now, what about the "wiring?" The daily mailings from the Home Office to the 415 Toastmasters Clubs and the approximately 10,000 members average about 800 pieces! These include educational materials to individual members, information to new clubs, membership materials to the hundreds of men enrolled each month as new members, and constant correspondence with officers and committeemen, both of the clubs and of the International organization.

Nor can we overlook the monthly mailing of *The Toastmaster Magazine*. With the staff previously listed, the preparation and distribution of the Magazine and of the educational material is a heavy task. Much of the material is

mimeographed in the Home Office, and all of it passes through the limited space available there for handling.

It is to the credit of the staff that no bottle neck exists here, and that current matters receive current attention. So far as is humanly possible, letters are answered and orders are filled within twenty-four hours from the time they are received.

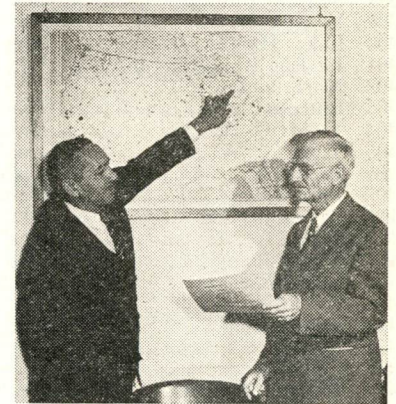
We owe thanks to our Uncle Sam for service which we have learned to take for granted, that day in and day out performance of the postoffice department. Our mailings have added substantially to the load carried in the Santa Ana Post Office.

Yes, we may say that our "wiring system," like our "battery," is in excellent order.

But what about the contact points? After the experts in the Home Office develop the right answers to the problems which trouble Toastmasters and Toastmasters Clubs; after those answers are put into the mail—do they reach the points where they are needed, or are they short-circuited—blocked by reason of inaccurate club records, by officer's lack of attention to reasonable requests, or by failure of members to attach due importance to mail from Toastmasters International? Any one of these faults can render ineffective the "ignition system."

Any good mechanic will tell you that a periodic check of our machine's ignition system is good in-

surance. The same is true of Toastmasters. Even though you may be satisfied that it is working all right, a little inspection will be good for you. Let's check up on all three—the battery, the wiring system, and the contact points—most especially the ignition points, for if they are dull and rusty, all the current in the world can't get through to produce results.



In the Home Office at Santa Ana, Smedley and Blanding follow the growth of the organization by means of maps showing the club locations. In the picture, Blanding points out the club at La Crosse, Wisconsin, No. 412, which was the newest one at the moment. These two workers have some suggestions to pep up the general working of our "power plant," as Toastmaster Reed dubs it in his article. Here are some items:

1. In writing to the Home Office, address Toastmasters International, Santa Ana, California, which is a sufficient address.
2. Always show the writer's name and address and club name and number ON YOUR LETTER, not merely on the envelope. Your care on this will save hours in the Office.
3. Use the NUMBER as well as the NAME of your club. It helps.
4. Respond promptly to suggestions and inquiries.
5. Always report promptly in case of errors in the Home Office.

## The Record of Growth

The following clubs have been chartered since publication of the list of new clubs in the May issue of THE TOASTMASTER.

No.	Name	City and State	District
393	Bell	Bell, California	1
394	South Bend Y. M. C. A.	South Bend, Indiana	11
395	Corvallis	Corvallis, Oregon	7
396	Thunderbird	Victoria, B. C.	2
397	Olympic	Seattle, Washington	2
398	San Dieguito	Del Mar-Encinitas, California	5
399	Vancouver	Vancouver, B. C.	2
400	Lake Harriet	Minneapolis, Minnesota	6
401	1st English Lutheran	Los Angeles, California	1
402	Northland	Thief River Falls, Minnesota	6
403	Lincoln	Lincoln, Nebraska	U
404	Y. M. C. A.	Grand Rapids, Michigan	U
406	Y. M. C. A.	Dayton, Ohio	10
406	Richland	Richland, Washington	9
407	Bainbridge	Bainbridge, Washington	2
408	Akron JayCee	Akron, Ohio	10
409	Shell	Los Angeles, California	1
410	New Albany	New Albany, Indiana	11
411	La Crosse	La Crosse, Wisconsin	U
412	Executives	Los Angeles, California	1
413	Big Springs	Big Springs, Texas	U
414	Sycamore	Terre Haute, Indiana	11
415	Clovis	Clovis, New Mexico	U
416	Monday Noon	Seattle, Washington	2

The following suspended charters have been reactivated since publication of the list in the May issue:

36	Burbank	Burbank, California	1
57	Berkeley	Berkeley, California	4
66	North Shore	San Diego, California	5
249	Marshfield	Coos Bay, Oregon	7

The score by Districts of new clubs chartered and old clubs reactivated during the fiscal year ending June 30, is as follows:


Founder's District	3	District Ten	4
District One	11	District Eleven	7
District Two	15	District Twelve	0
District Three	0	District Thirteen	0
District Four	6	District Fourteen	1
District Five	3	District Fifteen	0
District Six	17	District Sixteen	0
District Seven	5	District Seventeen	3
District Eight	6	District Eighteen	4
District Nine	7	Unassigned to Districts	13

## OFFICERS AND DIRECTORS OF TOASTMASTERS INTERNATIONAL

Franklin McCrillis, President, P. O. Box 2076, Seattle, Washington.  
 Joseph P. Rinnert, Vice President, 444 Roosevelt Bldg., Los Angeles, Calif.  
 Earl Coffin, Secretary-Director, 5102 Marburn Ave., Los Angeles 43, Calif.  
 Robert L. Grube, Treasurer, 3848 W. Vernon Ave., Los Angeles 43, Calif.  
 Robert M. Switzler, Past President, Trust and Savings Bldg., San Diego, Cal.  
 H. O. Buoen, Director, P. O. Box 871, Tulsa 2, Oklahoma.  
 Ashleigh K. Chamberlain, Director, 1515 Fourth Ave., San Diego 1, Calif.  
 Carroll W. Freeman, Director, Finance Bldg., Greensburg, Pa.  
 Gordon A. Spry, Director, 2207 East 4th Street, Waterloo, Iowa.  
 W. W. Welker, Director, 4901 Elliott Ave., Minneapolis, Minn.  
 Ted Blanding, Executive Secretary, Pacific Bldg., Santa Ana, Calif.  
 Ralph C. Smedley, Founder and Honorary President, Santa Ana, Calif.

## DISTRICT GOVERNORS

Founder's District, John H. Pratt, 429 West Terrace, Altadena, Calif.  
 District One, E. Briggs Howorth 3906 Verdugo View Dr., Los Angeles 41, Calif.  
 District Two, Burton B. Pierce, Jr., 4314 Eastern Ave., Seattle 3, Wash.  
 District Three, Boyd D. Lyons, 223 Yavapai Drive, Prescott, Arizona.  
 District Four, James A. Clark, 500 Russ Bldg., San Francisco 4, Calif.  
 District Five, Hilding Weisgerber, 828 D Avenue, Coronado, Calif.  
 District Six, Tracy M. Jeffers, 1293 Grand Ave., St. Paul 5, Minnesota.  
 District Seven, Donald T. Nelson, P. O. Box 711, Portland 7, Oregon.  
 District Eight, W. V. Metzger, 412 Commercial Bldg., Alton, Illinois.  
 District Nine, John A. McDonald, P. O. Box 191, Spokane 2, Washington.  
 District Ten, E. W. Alexander, RFD No. 2, Cuyahoga Falls, Ohio.  
 District Eleven, Harry Wheeler, 251 No. Delaware St., Indianapolis 4, Ind.  
 District Twelve, Oscar Lucksinger, RFD 1, Box 246, San Luis Obispo, Calif.  
 District Thirteen, John J. Ward, 341 Melwood St., Pittsburgh, Pa.  
 District Fourteen, W. B. Farnsworth, P. O. Box 1719, Atlanta 1, Georgia.  
 District Fifteen, Earl Olson, Idaho Power Company, Boise, Idaho.  
 District Sixteen, R. M. McMahan, P. O. Box 2590, Tulsa, Oklahoma.  
 District Seventeen, Acting Governor, Albert E. Smith 2208 1st Ave. North  
 Great Falls, Mont.



## *The Famous Fourteen Points*

**Toastmasters International is Organized and Promoted for the  
Following Reasons:**

1. **TO PROMOTE** the growth and establishment of Toastmasters Clubs throughout the world.
2. **TO SPONSOR** the publication of **THE TOASTMASTER**, official organ of our Federation, and disseminator of the latest and best ideas on Public Speaking.
3. **TO PROVIDE** literature and other assistance to make possible the establishment of Toastmasters Clubs.
4. **TO PROTECT** the name Toastmasters Club in order to confine its use to clubs conforming to the standards and regulations established by the majority group through Toastmasters International.
5. **TO STANDARDIZE** and maintain as nearly uniform as practical the procedure and ideals of Toastmasters Clubs.
6. **TO UPHOLD** before all the latest and best principles of public speaking and related conduct and procedure.
7. **TO ACT** as a medium of exchange tending toward the improvement of Toastmasters.
8. **TO ASSIST** individual clubs in solving and overcoming problems and difficulties which may arise in the organization and functioning of such clubs.
9. **TO PROMOTE** friendship among Toastmasters Clubs and Toastmasters.
10. **TO SPONSOR** friendly competition in public speaking among the member clubs of Toastmasters International.
11. **TO SPONSOR** contests in public speaking among organizations outside the Toastmasters Clubs, such as the High School Public Speaking Contest.
12. **TO PROMOTE** the technique of tactfully giving and gracefully taking criticism and profiting thereby.
13. **TO MAKE** the name Toastmasters a mark of distinction and of recognized ability in public speaking.
14. **TO ESTABLISH** the place of the Toastmasters Club in the life and work of the community.

Note: This statement of purpose was adopted in the early days of the organization, and was featured on the Magazine cover for years .

