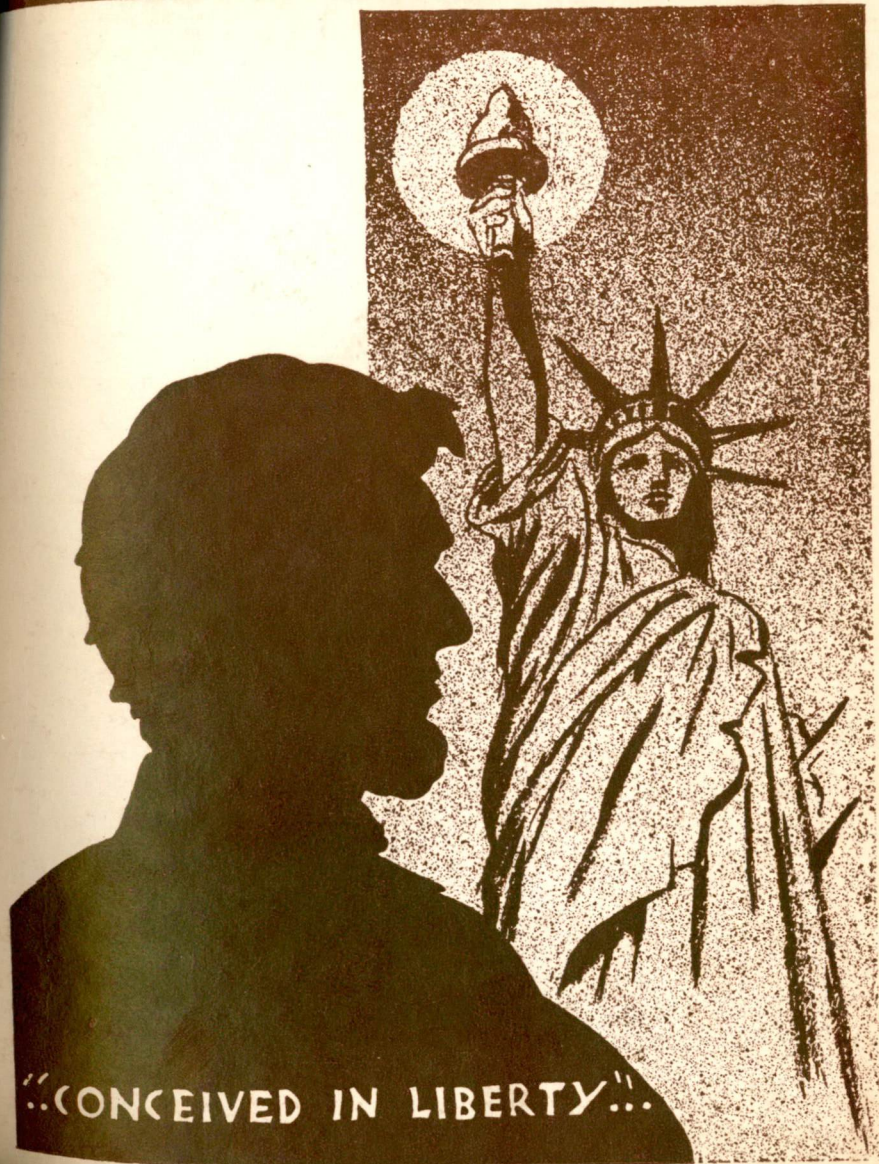


THE TOASTMASTER



“CONCEIVED IN LIBERTY”

FEBRUARY, 1941

VOLUME 7
NUMBER 1

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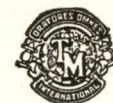
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Santa Ana, California

The Toastmaster

Official Publication of Toastmasters International, Inc.



LINCOLN AS A PUBLIC SPEAKER

IN THE YEARS PRIOR TO THE PRESIDENCY

By DR. HARRY E. PRATT, *Executive Secretary of The Abraham Lincoln Association, Springfield, Illinois*

Foreword by PAUL M. ANGLE

Dr. Harry E. Pratt, Executive Secretary of the Abraham Lincoln Association of Springfield, Illinois, is an authority on the life of Abraham Lincoln. He is the author of LINCOLN, 1840-1846 (Springfield, 1939), and of numerous articles on Lincoln and related historical subjects.

Dr. Pratt, a native of Cambridge, Illinois, has spent his entire adult life in research and educational work. After graduating from the University of Illinois in 1923, he was engaged in high school teaching until 1928. He then returned to the University of Illinois for graduate work, and was awarded a Ph. D. degree in history two years later. After serving on the faculties of Blackburn College and the Illinois Wesleyan University, he was appointed to his present position in 1936.

BY WAY of getting the hang of the House I made a little speech two or three days ago on a post office question of no general interest. I find speaking here and elsewhere about the same thing. I was about as badly scared, and no more, as I am when I speak in the court." Thus wrote Lincoln to his law partner Bill Herndon, concerning his maiden effort at speaking in the House of Representatives in Washington in 1848.

Lincoln's speech in Congress which is still read with interest is his strong indictment of President Polk for starting the Mexican War. It contains personal invective, not uncommon in Lincoln's speeches of the 1830's. The President is "being swept on and on till, disappointed in his calculation of the ease with which Mexico might be subdued, he now finds himself he knows not where. How like the half-insane mumbling of a fever dream is the whole part of

his late message . . . He is a bewildered, confounded, and miserably perplexed man. God grant he may be able to show there is something about his conscience more painful than his mental perplexity."

In Congress Lincoln developed a friendship with, and an appreciation for Alexander H. Stephens of Georgia, who was later to be the Vice-President of the Confederacy. After listening to a speech by Stephens in the House, Lincoln wrote Herndon, "I just take my pen to say that . . . a little, slim, pale-faced, consumptive man, with a voice like (Stephen T.) Logan's has just concluded the best speech of an hour's length I ever heard. My old withered eyes are full of tears yet."

At the close of his first session in Congress, Lincoln made a dozen speeches for the Whig cause in New England. Two of the speeches were delivered in Boston, one to a large mass meeting in Tremont Temple, where he followed William H. Seward, the principal orator. This trip brought him into close touch with many of the Whig leaders of the day and "introduced him as a speaker to a larger and more varied audience than he had hitherto been able to command." However, Lincoln's speaking ability had been noted in the *New York Tribune* a year earlier, when Horace Greeley commented favorably on his reply to David Dudley Field's strict construction of the constitution, as expressed in the Chicago River and Harbor Convention. Greeley

wrote that the "Hon. Abraham Lincoln, a tall specimen of an Illinoisan . . . was called out, and spoke briefly and happily in reply to Mr. Field."

E. B. Washburne, Congressman from Illinois for twenty years and defender of General Grant after the battle of Shiloh, described Lincoln's appearance at the Harbor Convention in these words: "Tall and angular and awkward, he had on a short waist-coated thin swallow tail coat, a short vest of the same material, thin pantaloons, scarcely coming to his ankles, a straw hat, and a pair of brogans with woolen socks."

A month before his Harbor Convention speech received notice in the New York press, Lincoln was engaged in a series of speeches for the Sangamon Temperance Union in cross road school houses and churches in Sangamon County. In meetings at "South Fork" and "Langston's Settlement," he obtained each time only one signer of the total abstinence pledge, but at "Middle Lick Creek" three converts were made.

In the summer of 1837 Lincoln heard Daniel Webster deliver a two-hour oration at Porter's Grove in Springfield. He was struck with Webster's flamboyant style and adapted it in the peroration of his own addresses. This is easily discerned in the address on "The Perpetuation of Our Political Institutions," delivered by Lincoln in January, 1838, before the Young Men's Lyceum in Springfield.

The use of humor in his speeches

was more common with Lincoln in his early years. Newspaper reporters often mentioned his stories, but few took the trouble to copy them down. One example, of which we have only a fragment, was Lincoln's reply to a comment on his suggestion in the Illinois Legislature that the size of the House be kept down below 100 members, even if it had to be 99. This brought a comment by a fellow member that old women seemed to be partial to the number nine. In reply Lincoln said it would be remembered that a few years since, the Sangamon delegation were dubbed by way of eminence the 'Long Nine' and by way of further distinction he had been called the 'longest' of the nine. "Now I desire to say . . . that if any woman, old or young, ever thought there was any peculiar charm in this distinguished specimen of number 9, I have as yet been so unfortunate as not to have discovered it."

As a lawyer on the Eighth Circuit from 1839 to 1860, Lincoln studied human nature and his success as a jury pleader was due far more to his knowledge of practical psychology than to a technical knowledge of the law. His address to a jury carried understanding of the points at issue in the case being tried. "The simplicity of statement that was necessary in order to convince the juries of the early Illinois days is no less convincing to the most critical readers of Lincoln's speeches two generations after his voice has ceased to be heard."

In the spring of 1858 Lincoln went on the lecture platform and delivered on a half dozen or more occasions his lecture entitled "Discoveries and Inventions." He liked the subject so well that he reworked the lecture, and on his advent to the presidency, left the manuscript of both versions with a cousin in Springfield for safe keeping. He delivered the lecture twice in Springfield, and once in Jacksonville, Beardstown, Pontiac and Bloomington. In Bloomington he was advertised to repeat the lecture in Phoenix Hall for the benefit of the Ladies Library Association. The evening of April 8, 1859, was clear and warm, and the price was only twenty-five cents, but only forty people came. Lincoln refused to waste his efforts on so small a house and the lecture was called off. A year later one of his hearers at Pontiac wrote to his sweetheart as follows: "He is a 'Big Gun' in the political world but I think the people generally were disappointed in his lecture as it was on no particular subject and not well connected. He was—I thought—decidedly inferior to many a lecturer I have heard."

It was the campaign of 1858, with its seven debates with Douglas and half a hundred other speeches, that made Lincoln's name known to the country. His plainness and simplicity of speech and argument won him followers among both listeners and readers. Many Republican newspapers followed in the lead of the *Chicago Tribune* in printing his speeches in full. He

never talked over the heads of his listeners. His were the arguments against slavery which found lodgment in the minds and hearts of the people. His speech at Peoria, Oct. 16, 1854; his speech at Springfield, June 16, 1858; his debates with Douglas, and his Cooper Institute Address, Feb. 27, 1860, were the masterpieces of the anti-slavery literature preceding the Civil War.

Listeners to the debates with Douglas, who were not too deeply imbued with party spirit, concluded that Douglas seemed to cultivate applause while Lincoln gave his attention to the making of convincing arguments. While Douglas' hearers were taking in his oratory they were losing the thread of his argument, while Lincoln's hearers were not bothered by oratorical flourishes. Lincoln's appearance on and off the platform in contrast to Douglas, aroused in his listeners a certain sympathy. A hitherto unpublished comment on this contrast as noted

"Mr. Lincoln was careless as to his manner and awkward in his speech, but possessed a very strong, clear, vigorous mind. He always attracted and rivetted the attention of the House when he spoke. His manner of speech as well as of thought was original. He had no model. He was a man of strong convictions, and what Carlyle would have called an *earnest* man. He abounded in anecdote. He illustrated everything he was talking about by anecdote, always exceedingly apt and pointed; and socially he kept his company in a roar of laughter."

—Alexander H. Stephens, of Georgia.

at the third debate, held at Jonesboro, illustrates the contrast. "Poor Lincoln, solitary and alone, looked desolate indeed, but behaved himself like a modest, courteous gentleman, and got along as well as so ugly a man could do. Douglas and his beautiful wife were all the center of attention . . . When poor Lincoln came down stairs in the hotel to dinner, like a lean, hungry dog, nobody said a word, but when Douglas came down with his beautiful wife, all crowded to the dining room door."

Lincoln described his own method of public speaking when, in his eulogy of Henry Clay he said that "Mr. Clay's eloquence did not consist, as many fine specimens of eloquence do, of tropes and figures, of antithesis and elegant arrangement of words and sentences, but rather of that deeply earnest and impassioned tone and manner which can proceed only from great sincerity, and a thorough conviction in the speaker of the justice and importance of his cause."

DON'T LET IT HAPPEN TO YOU

E. WILLIAM PATTEN, *Southwest Toastmasters Number 44*

A TOASTMASTER friend of mine, a competent speaker, recently was asked to speak on a program before an audience of approximately 800 people. The program chairman inquired about my friend's microphone experience. He had none. The result — a substitute speaker appeared in his place.

Don't place yourself in that embarrassing situation.

A public address system is a medium developed by science, whereby sounds may be heard easily and distinctly over a greater area than can be reached by the unaided human voice. The magnitude of this area is governed by the design and power of the amplification unit. The average public address system microphone has an effective pick-up radius of six to ten inches. Therefore, when you as a speaker have occasion to use a microphone, stand approximately eight inches away. Have your feet about a foot apart, and above all, be at ease.

When you approach the "mike" do so with confidence, knowing that it will help you deliver your message. Adjust the height of the stand so that the top of the "mike" is just below the line of your lips. It is most desirable that the audience may see your lips move as you speak. Talk over



the top, not directly into it, because your breath may produce a puffing sound.

After you have adjusted the stand to the proper height, do not touch it again. Knocking, bumping or moving the stand causes disagreeable noises to be heard by the audience. These noises are disconcerting and destroy the effect and attention you desire when speaking.

Eye contact with the audience, which we have found to be so necessary for a successful address, can be maintained by imagining that your head is held by a string to the center of the microphone. When you look toward the people sitting on your right, shift your weight to your left foot and this imaginary string will keep your head to the correct eight inches from the instrument. To look to your left, shift your weight to the right foot and the make-believe string keeps you on the correct radius. You must have your feet apart to make possible the proper shifting of your weight.

How many of you have ever used a desk telephone? Haven't you been in a room with your family watching you make a call to a relative or a dear friend? And haven't you looked about the room, here to your daughter, there to your son, and at the same time kept up an uninterrupted conversation with the party on the other end of the line? The mouth-

piece was always in the same relative position to your mouth as you looked around. That mouth piece was a microphone and you kept it in front of you as if you had been fastened to it by a string. If you had turned your head from side to side away from the telephone, your audience on the other end of the line would not have been able to hear you. Likewise, as you maintain audience eye contact, remember to speak directly toward and over the top of the "mike."

A microphone transforms sound waves into electrical impulses which flow through the amplifier and then are changed back to sound waves at the loudspeaker. When you raise your voice, these electrical impulses are heavier and cause a greater strain on the tubes of the amplifier. If you should suddenly shout into a microphone after speaking along in a natural tone of voice, these impulses would cause such a sudden additional charge of electricity that the delicate wires in the tubes would overheat and burn up trying to carry the load. A light globe made for 110 volts in your home will burn out if put into a 220 volt circuit. The effect of this sudden increase of electrical impulses is called "blasting."

Emphasis can be placed on points in your speech by raising the volume of your voice and step-

ping back from the "mike" slightly with one foot to prevent blasting. If the program was being broadcast over a radio station and you suddenly shouted into the microphone without drawing away from it, you could put the station off the air. The master tube would be broken. Comparatively few sopranos are heard on the air. Blasting is harder to control in a soprano voice. Little side-lights, or the effect of confiding to each person separately can be made by leaning closer and lowering the volume of your voice.

If you have no microphone available for practice, make yourself a dummy "mike" on a broomstick to use before your mirror at home, or even bring it to a Toastmasters meeting.

Here are a few rules for speaking over a microphone:

1. Determine from the technician the pick-up of the equipment and assume the proper position.
2. Speak, don't shout, over the top and not directly into the microphone.
3. Never hang onto the "mike" stand while talking.

You have no fear when using the telephone; have no fear when using the microphone. Observe these suggestions and yours will be a successful speech. Remember the case of my friend and don't let it happen to you.

"Let us have faith that right makes might; and in that faith let us to the end dare to do our duty as we understand it."

—A. Lincoln.

A NEW TOASTMASTER SPEAKS

WALDO G. FECHNER, *St. Louis Toastmasters Club*

IN MOST analyses of the causes behind the recent collapse of France, direct statement or implication points to a "softness" into which France had regressed. From worker to tycoon, from poilu to commander-in-chief, from gendarme to premier, their crime was not ignorance, not even lack of plan—it was lack of coordinated effort!

We, too, have become soft, rationalizing our *not* acting, for we are so smart that we believe we can by divination foresee results or conclusions without actually producing them. But the important thing is not the results but the *skill in doing*. Openminded experiencing or learning is the challenging feature of life. "You learn by doing" is a sound principle.

As a new member, I believe the Toastmasters organization here reaches its primary worth to its members, and to this country, in re-acquainting us with the habit of learning by doing, or going into action. This has far-reaching consequences, especially in developing qualities of which Walter Lippmann finds a dearth in America today — willingness to accept responsibility, aggressiveness, confidence in our national greatness, and personal experience with the fundamental worth of endeavor.

A few of my favorable impressions of the Toastmasters movement are these:

That Toastmasters are 20th Century Minute Men. Richmond Jackson, in his speech "The Sixth Column," states, "She (America) must counteract at every turn the seditious influences working from within." These influences are the very antithesis of the ideals of Toastmasters, which are insight into our problems, participation in democratic institutions, tolerance, and faith in ourselves and in our future.

That Toastmasters International teaches the importance of the individual and his right to be a thinking, planning, acting person in contrast to the totalitarian warranty of mere slavery of the spirit through "security" and submergence. There is a world of difference between purposeful living and Hitler's "liberation of the masses of the faithful from the burden of free will;" between individual responsibility and "the nothingness and insignificance of the individual human being."

That the Toastmasters Club is a laboratory for promoting the growth of its members in personality, in leadership, in effective speech. It emphasizes true perspective, giving us the habit of rightly shifting our attention from ourselves to others. It makes its members put into frequent practice Emerson's admonition, "He has not learned the lesson of life who does not each day surmount a fear."

"IF I COULD HAVE----"

A. E. GALE, *Corona Toastmasters Club*

THE regrettable circumstance that there were no Toastmasters clubs forty years ago precludes the possibility of my having been a member then, as it likewise clears me of blame for having neglected a non-existent opportunity. And if there had been at that time an organization devoted to the cultivation of speaking ability, its methods and objectives would surely not have remotely resembled those of modern Toastmasters.

Forensic figures such as Chauncey Depew and the silver-tongued Commoner would have been contemporary models. The fervid oratory of Revolutionary times would have served as pattern. The ideal would have been the classic. Speeches — then "orations" — were rhetorical, often at the expense of thought.

Audiences of that day had time, inclination and patience to listen to elaborate assemblages of words, provided only that there were in them sufficient "eloquence" and emotional appeal. It was not then realized that brevity and clarity of expression might be made an avenue to personal development and personal triumph. Nobody was aware that a mechanized world was about to demand conciseness as the prime essential of effective human utterance. It was not foreseen that every business and professional person having public contacts would have to advance

by the words of his mouth, or that his success would depend largely upon the impressions created by his conversation as demonstrated in public.

Public speaking was regarded then as an accomplishment attainable only by those fortunate individuals who, like poets and musicians, are born with peculiar abilities. It was not considered, as now, a means of developing poise, personality and power, those qualities being themselves unrecognized as basic requisites for self-respect and attainment. It was not then commonly understood that lucidity of thought can be promoted by practice in terse statement. Nobody had arisen, as has recently Mrs. Hansen, past president of the International Toastmistress Clubs, to assert: "Speech and leadership cannot be separated."

So to my wish that I had been a Toastmaster in my young manhood must be appended the additional wish that there had been Toastmasters of the present-day model to instruct and criticize — and insist that I "take it" — and to encourage me to go forward by methods and in ways that might have made realities of dreams and aspirations remembered now as merely the "long, long thoughts" of a youth growing dim in the backward distance.

Had I, when young, been subjected to constructive criticism revealing me to myself, such as

Toastmasters clubs now provide, it may be that, having learned wherein my personality, manner and speech offended and how they could be made to please, I might have eliminated handicaps which have hampered me throughout life.

Maybe, if I had received treatment such as is meted out in our clubs today, my feet might have been set in paths leading away from the necessity of spending my working years in an employment I hated. Perhaps — just perhaps — it might have been that the self-confidence inspired by learning to speak to and preside over critical groups in such manner as to win their approval and respect would have removed what seemed the necessity of working long years under the direction of men, many of whom seemed to me intellectually inferior and morally despicable.

No inferiority complex can survive Toastmasters experience.

While learning that others may be superior to you in some respects, and accepting that fact without bitterness, you become aware that you yourself possess certain superiorities which other men are willing to acknowledge and appreciate. In such a realization lie strength, confidence and inspiration sufficient to alter the course of any life lacking a clear objective, and to fortify one having a definite goal.

Maybe, if I had learned forty years ago this simple lesson now made clear to me by my brief experience in Toastmasters, I would not have thought I had to choose between being a "yes man" and obscurity in a subordinate position. I might have discovered then, as I have lately — too late — that I can, within the limits of my native capacity, associate with and be friendly with worthwhile men, to my profit in happiness and usefulness.

Standing alone in its field, Toastmasters offers its members something unique. From participation in club activities one learns the "audience reaction" to his personal appearance, his peculiarities of diction and pronunciation, and his thought — if any. This sure knowledge of what you say, and of how you say it is nowhere else obtainable.

Cherishing regrets avails nothing. Recounting them is pointless except by way of warning. One way of restricting the inevitable accumulation of them is to become an earnest and diligent active member of Toastmasters International, thereby gaining self-confidence along with a constantly increasing appreciation of others, and of your own and their surprising capacities for development — even if so unlucky as to have been born forty years too soon.

"Showmanship is finding out what people like — doing more of it; finding out what people don't like — doing less of it."

—Quoted from *"Showmanship in Business"* by Goode & Kaufman.

FIVE STAR CLUB PROGRAM

By SHELDON M. HAYDEN

This article contains the material used by President Hayden in talks he has given before new clubs. His message brings a challenge to every Toastmasters Club.

A CHARTER night banquet and program is always an historic event for any club. I would rather attend a charter night than any other Toastmasters meeting, for to me it represents the spread of one of the greatest purposes a man can have — the purpose of self-improvement through speech so that he may become a more useful citizen in this great democracy of ours.

I also like to be present when a new charter is presented because the evening represents the recognition of work done by old and new Toastmasters in the formation of a club. My congratulations go to those who were instrumental in the organization of this club. Our organization depends on men like you for progress and growth. Your club has met the standards of our organization and as your President I take great pleasure in welcoming you into the Brotherhood of Toastmasters International.

The acceptance of a charter, however, does not always guarantee a good club. The task is more difficult than this, so for my message to you tonight I suggest that you keep in mind what I like to call my "Five Star Program for Clubs." It is a standard by which you can always judge the

effectiveness of your organization. The five points are purpose, leadership, program, membership and finance. Let's consider each phase separately and list a few items that should be kept in mind.

No organization lasts long unless it has a worthwhile purpose. The fundamental purposes of the Toastmasters Club are to build personality, develop leadership and create general usefulness through practice and development of ability in speech. Further analysis of our purposes and benefits may always be found on the back of our magazine *The Toastmaster*. Read them whenever you receive your copy. Keep them constantly in mind. Review them for new members. Purposes should determine all a club does. A successful speech has a well defined purpose. It guides all that the speaker does in gathering and organizing material and delivering his speech. Every club and every speech are alike in this respect.

Purposes are ineffective unless put into practice through effective leadership. All our outstanding clubs have outstanding leaders. The duties of your officers are clearly defined in your club constitution. If every man does his job well, as I know your officers will, you will have an outstanding

club. Additional aids for the President and Secretary are mailed from our central office. Our most important help is our "Manual of Organization and Management." Every man who aspires to leadership in Toastmasters International should read this manual. Copies of this publication were included in your kit sent from Toastmasters International. We print this material for your help. This bulletin should always be on hand for your officers.

A program to carry out club objectives is essential in any organization. This is clearly defined in Toastmasters, for most of our work is centered around table topics, prepared speeches and criticism. Every member of a club has an obligation to be prepared on the day assigned to him to speak. It is a vital part of your training to meet other speaking engagements. The least you can do is to exchange with another member if it is impossible for you to be present.

Once in a while you will want to vary your meetings by having a debate, panel discussion, radio night, voice recording or hecklers' session. Ideas for a varied program can always be secured by reading *The Toastmaster* or our "Manual of Organization and Management," by visiting other clubs, by attending our conventions and district and area meetings, and by using your own originality.

Program variety can also be secured by sending for a set of the new educational records called

"The Take-Off And Climb, or 18 Suggestions For Opening A Speech." This dramatized material gives you 18 different ways to start a talk. Printed outlines are furnished so that you have a permanent record of these types for your files. To order a set of these transcriptions, write to your Educational Bureau, 600 Michigan Avenue, Santa Monica, California.

Members of a Toastmasters club have an obligation to the program by becoming good critics or evaluators. Read the pamphlet on *Speech Evaluation* that has been provided for you. By criticizing well you not only help your fellow Toastmaster but you also add to your own speaking personality. By developing the ability to analyze a speech you discover principles of effective speaking you can use yourself. Never do away with the individual or general critic.

The "Tips To Toastmasters" and the "Tips To New Toastmasters" will also be of assistance to you. Read this material. Refer to it whenever you need help on your speech problems.

Be sure that the name and address of every new member is promptly sent to our central office so we can provide him with these guides to effective speaking.

Maintain your programs at a high standard. It is the best thing you can do to establish a good club.

If your club has not reached its full quota of thirty members, work to achieve this soon and then get a waiting list. Several of our outstanding clubs have had wait-

ing lists for over five years. It builds attendance, for the regular members know that someone is waiting to take their place if they do not attend. The new member feels that the organization is really important when he has to wait for his active membership. Somebody introduced the idea of Toastmasters to you, and the only way your club can progress is for you to do the same for someone else. Bring a guest at least once a month. Ideas for the securing and educating of new members will be found in the September issue of *The Toastmaster*. A full roster indicates a healthy club.

Membership in a Toastmasters Club is not expensive but every club must be established on a good financial foundation to succeed. Follow the suggestions given to you by our secretary and founder, Ralph Smedley, and you will soon

Wide Open Letter To Sergeants-At-Arms

Dear Mr. Sergeant-at-Arms:

In our Toastmasters movement, stations of honor are rare. Sergeant-at-Arms is not a station of honor *per se*.

Your undertaking has a dual nature. It is at once a duty and an opportunity. You were selected for your position on the Executive Committee by your fellow members because, first, they thought you would do well by the whole club, at its meeting, in its business affairs, in handling members and guests; and, second, they desired to learn what sort of

build a reserve. Many of our clubs have from \$50 to \$100 in the treasury at all times. This enables the club to send delegates to conventions and take care of other expenses that always arise.

Plan now to create a reserve to send at least one delegate to our Santa Cruz convention this year. Keep your club on a firm financial basis by having dues and meals payable in advance.

Thus by presenting this "Five Star Program" of purpose, leadership, program, membership and finance, I hope that I have given this new club and any other Toastmasters a measuring stick for participating in our great organization. In presenting this charter to you and your club, by virtue of the power vested in me by the board of Directors of Toastmasters International, I know we have the start of another "five star" club.

official timber you would prove to be.

Your selection was a challenge to you. How are you meeting that challenge?

It was Elbert Hubbard who said "initiative is doing the right thing without being told. Next to doing the right thing without being told, is to do it when told but once." Hubbard may not have had in mind the Sergeant-at-Arms specifically, but the alert Sergeant-at-Arms truly has initiative. He it is who can touch the button that sets things going and keeps them

ticking at your Toastmasters Club. He is one of the sources the President may tap constantly for new ideas.

Springing from the humble Latin "serviens" (serve), the title has come down from feudal times when the Sergeant-at-Arms held his land tenure through some personal service to his lord or king. Later he was to become the disciplinary officer of the legislative body, enforcing the orders of the presiding officer. Today that is provided for in our standard club by-laws (Article V, Sec. 4) as follows:

The Sergeant-at-Arms shall be responsible for the orderly behavior of the members and shall enforce the orders of the President. He shall be responsible for the arrangement of the table, room, timing, light and gavel, and is the club's official greeter.

Thus couched in official language, the dramatics of the office are lost. But the Sergeant-at-Arms with imagination and perspective will step out of the limited circle therein implied. The eager will cut away the veil of ceremony, and sail unrestrained into the sea of possibilities. For the Sergeant-at-Arms is also chairman of the Social and Reception Committee — a chairmanship far more important than generally esteemed, since where it ceases to overlap the office of Sergeant-at-Arms cannot be determined.

Clearly, it was the intention of our "founding fathers" that the Sergeant-at-arms be a good mixer,

in precisely the same sense that a good host is a good mixer — able to call each man by name, to shake his hand in the warmth of real welcome, and to make all

men acquainted at once by that graceful geniality and informality which begets friendliness. This will apply in fullest degree at all regular club meetings, and in proper measure at outside activities and where the ladies are present.

Of necessity, his attendance will be as early and as regular as that of the President. For himself, he will be unconcerned as to food and personal comfort until after all have been accommodated. Seemingly, he will be all over the place at once, to insure a punctual beginning (even rapping the gavel, should the presiding officer be detained) to guarantee prompt and efficient food service; and to see that there is alacrity in response to table topics. Let him be especially attentive to new members!

Be not misled into thinking that the office of Sergeant-at-Arms is the bottom rung of your Club's official ladder. Aristides, in lowly office, won for himself great honors and laurels. Are you bringing distinction to your post, and thereby winning laurels for yourself? As Sergeant-at-Arms, are you showing your mettle by giving to that office your fullest capabilities?

HARRY W. MATTISON
Minneapolis
Toastmasters Club

THE RECORD OF GROWTH

176 *Rosalia, Washington.*

This club is the latest addition to the group of clubs in the neighborhood of Spokane. The charter was presented by Lieutenant Governor Roy Van Leuven on January 8th, with Charles Tyson of Tekoa Toastmasters presenting the gavel. Twenty-six charter members are listed on the roll. The secretary is Marvin Jacobs, Rosalia, Washington. They meet Monday evenings at the Christian Church.

177 *Eureka, California.*

The date for the charter presentation has not been set, but the club is functioning in the most approved style, starting off with twenty-one members. C. E. Morrow, Box 65, Eureka, California, is the secretary. They meet at 1922 F Street on alternate Tuesdays.

178 *Reno, Nevada.*

The charter was presented on January 25 by District Governor O. T. Peterson. A delegation from Sacramento attended. This is our first chapter in Nevada. Its membership includes a number of men from the University of Nevada, the president being Professor Warren O. Wagner, of the College of Engineering. The secretary is Howard Brandis, 401 East 6th Street, Reno. The president is an engineer and the secretary is an architect. They should build a club and a program. They

meet on Monday evenings, location to be announced.

179 *Monrovia, California.*

This club of thirty charter members received its charter at the hands of President Sheldon Hayden on January 28. District Governor Harold Crane assisted in the program. In a territory with many clubs as neighbors, Monrovia Toastmasters start under favorable auspices, being sponsored by the Arcadia Club. The secretary is Richard Klein, 148 N. Stedman, Monrovia. They meet on Tuesday evenings at Eleven Oaks Hotel.

180 *Longview, Washington.*

Charter presentation is yet to be arranged. The club has 32 members, active and associate, and meets on Monday evenings at the Monticello Hotel. The secretary is Richard W. McDuffie, 2619 Florida Street.

181 *Greensburg, Pennsylvania.*

Having worked faithfully for some months, this chapter has been granted its charter, which will be presented soon, probably under the auspices of the Pittsburgh Toastmasters. There are twenty-five earnest members, with Charles Bocksberger, Jeweler, 208 S. Pennsylvania Avenue, as secretary. They meet on alternate Tuesday evenings at the American Legion Home.

DON'T SAY THAT

CLETUS J. OWENS

By Little Things We Are Judged

Our friends built a *gorgeous* new home. Use *elegant* or *imposing*. *Gorgeous* means colorful; *dazzling*.

He is a person you can depend *upon*. Unless euphony or accuracy is enhanced, do not end a sentence with a preposition. "Upon whom you can depend" is preferable in this case.

All the vacationists had a *fine* time. Although *fine* has several meanings, it is greatly overworked. *Enjoyable* is better in this instance.

View the garment from a *sideways* position. *Sidewise* is preferable.

The amateur usually fails to attach sufficient importance to *the first* and *last part* of his speech. Better say "the first and *the last part*."

"We are all *so* happy." "We were all *so* happy we could not conceal our joy." In the first sentence *very* or *extremely*. The second sentence is correct.

The belligerent powers arrived at some sort of a compromise. Omit *a*.

A court reporter was hired to *accurately record* the proceedings of the meeting. Do not split an infinitive unless clarity definitely requires it.

Plutarch said that moral good *was* a practical stimulus. Use *is*. His statement is an existing fact.

He proved to be a better boxer than a wrestler. Since only one person is involved, omit the second *a*.

He arrived in Los Angeles *where* he was named a delegate to the National Convention. Substitute *to which* to make the meaning unmistakable.

"He did not make any compromise with what is wrong" should read—"He made no compromise with error." The latter is doubly forceful, and shorter.

The group will choose someone other than *me*. The nominative form *I* should follow the conjunction "than".

"Do you believe the guilty person to be *he*?" The objective form *him* is correct. The infinitive "to be" does not change the case of the pronoun from that of the word "person" to which it refers.

In calculating the amount of material, six yards *were* found to be ample. "Six yards" (length) is singular in meaning and requires the singular verb *was*.

They each have much to gain. Recast it to read "Each of them has much to gain."

All but *he* and *I* have taken *our* vacations. The compound object of the preposition "but" call for the objective form *him* and *me*. Change *our* to *their* to agree with the subject, "all".

OUTSTANDING SPEECHES

In this department it is the purpose to present speeches of exceptional merit which have been delivered by members of our organization before their clubs. It is requested that such outstanding speeches be submitted to the editors for use in order that our entire membership may have the opportunity to enjoy "the speech you ought to have heard."

THE HEART OF A NATION

DAVID D. MACFARLANE, *Bay Cities Toastmasters Club of Santa Monica*

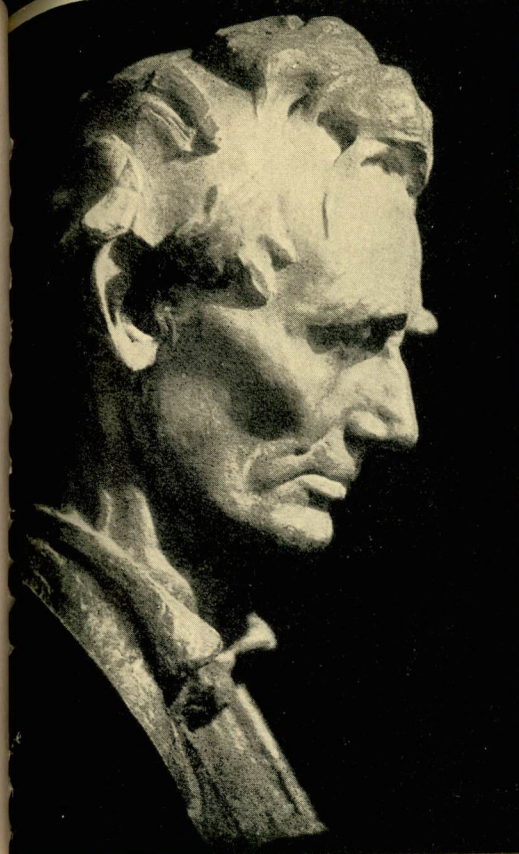
(This was the winning speech in the finals of the Inter-Club Speech Contest at the San Diego Convention last July.)

MR. CHAIRMAN, fellow Toastmasters and friends: I'm so glad we all live in a country where the government will permit us to come together like this, to speak and listen without fear of censorship of any kind. Sometimes, I think we fail to give sufficient thought and appreciation to the vital heritage of liberty, free speech and free thought that our great-great-grandparents handed down to us. We must give all glory to them—all glory to that little band of brilliant pioneer men who, one hundred fifty-three years ago, labored and brought forth the very heart of America, the Constitution of the United States, and thus guaranteed our present freedom. Without the labor and foresight and tolerance of those men, America today might well be just another Balkans—just a group of insignificant little states bitterly fighting each other.

But to appreciate fully their work we must go back to that time—back through the years to the time when the United States was a new-born infant, when our

present type of government was a mere ideal enshrined in the minds and hearts of a few men. Back to the time when the only federal authority rested in the tenuous Articles of Confederation—authority which amounted to practically nothing. In fact, Alexander Hamilton called them "a mere will o' the wisp, fast leading us into the miasmatic swamps of anarchy!" Under them, the government could make laws but it had no power to enforce those laws. It could levy taxes but it lacked power to collect taxes. Consequently, the national army was unpaid and ill-clothed. We were, in fact, close to civil war. Actual fighting did break out in Massachusetts in 1786. Fifteen hundred men, a large army for those days, rebelled against the government and attempted to divide up the land, thus giving America its first taste of communism.

While all this was going on, other nations watched with great glee. All were hoping for the day to come when our new little nation would be dashed to pieces on



LINCOLN SHRINES *In Illinois*



Kentucky was Lincoln's birthplace and Indiana his boyhood home, but it was in ILLINOIS that the most significant scenes of his "prologue to glory" were played.

Visitors from every state in the Union, and every part of the globe come to Illinois in constantly-increasing numbers to walk upon the historic ground of the restored Village of New Salem, which is so closely associated with the struggles, disappointments and triumphs of young Lincoln. From here the Lincoln story radiates to every section of the state. Everywhere one finds reminders of the rail-splitter, surveyor, Black Hawk War soldier, circuit rider, debater, and legislator who was to save a nation.

The members of the Lincoln-Douglas Chapter No. 51, who live amid the inspiring scenes of "The Lincoln Country," extend to Toastmasters throughout the world an invitation to visit ILLINOIS and its famous Lincoln Shrines.



New Salem State Park



The Rutledge Tavern, built by James Rutledge in New Salem, probably in the fall of 1828. The loft or hall story served as a bedroom for men guests and perhaps the Rutledge boys. It was in this loft that Lincoln slept when he boarded at the Tavern.

Six of the most interesting years in the life of Abraham Lincoln were spent in New Salem, where he clerked in a store, chopped wood, enlisted in the Black Hawk War, served as postmaster, deputy surveyor and legislator, failed in business and courted Ann Rutledge. Strangely, the six years Lincoln spent in New Salem almost completely encompass the town's brief history. The community was growing and thriving when young Lincoln reached there in 1831, but in 1839, just two years after he had left for Springfield to practice law and

advance himself in the maze of politics, the county seat was established at nearby Petersburg. Thereafter New Salem declined rapidly.

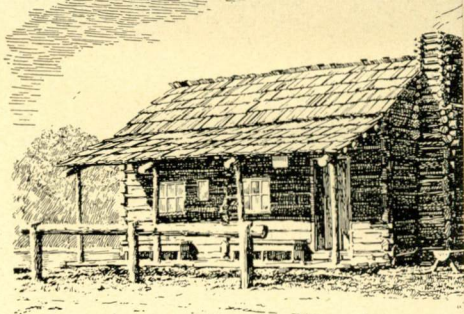
The State of Illinois began restoration of the village in 1932. Thirteen cabins, two shops, four stores and the Rutledge Tavern have been reproduced and furnished as they were in the 1830's. Even flower and vegetable gardens and trees have been planted for historical authenticity. A Federal postoffice is

operated in the Hill-McNamar store where Lincoln served his postmaster-ship. The dam and saw and grist mills on the Sangamon River at the foot of New Salem are under construction and plans are complete for restoring the Hill carding mill which will be operated by ox power.

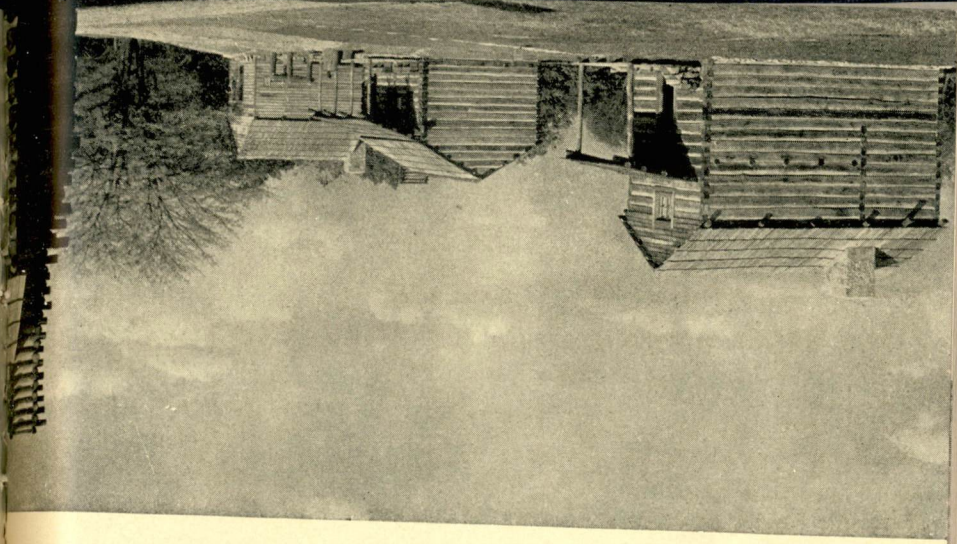
The only original building in the village is the Onstot cooper shop. It was built in 1834, moved to Petersburg in 1840 and returned to New Salem in 1922. It was in this shop that Lincoln studied by the cooper's fire.

Adjacent to the restored buildings is a museum housing an interesting collection of Lincoln relics and articles whose history is interwoven with that of New Salem. A park drive leads to the crest of the hill on which the town is constructed and ample parking space is provided, although masked by trees and lower growths to screen all automobiles and modern accommodations from the village. Nearby is a picnic area with tables, benches and fireplaces.

At the foot of the hill on which New Salem stands is the Wagon Wheel, a picturesque restaurant built of logs in keeping with other structures in the park. Overnight accommodations are available in several nearby towns.

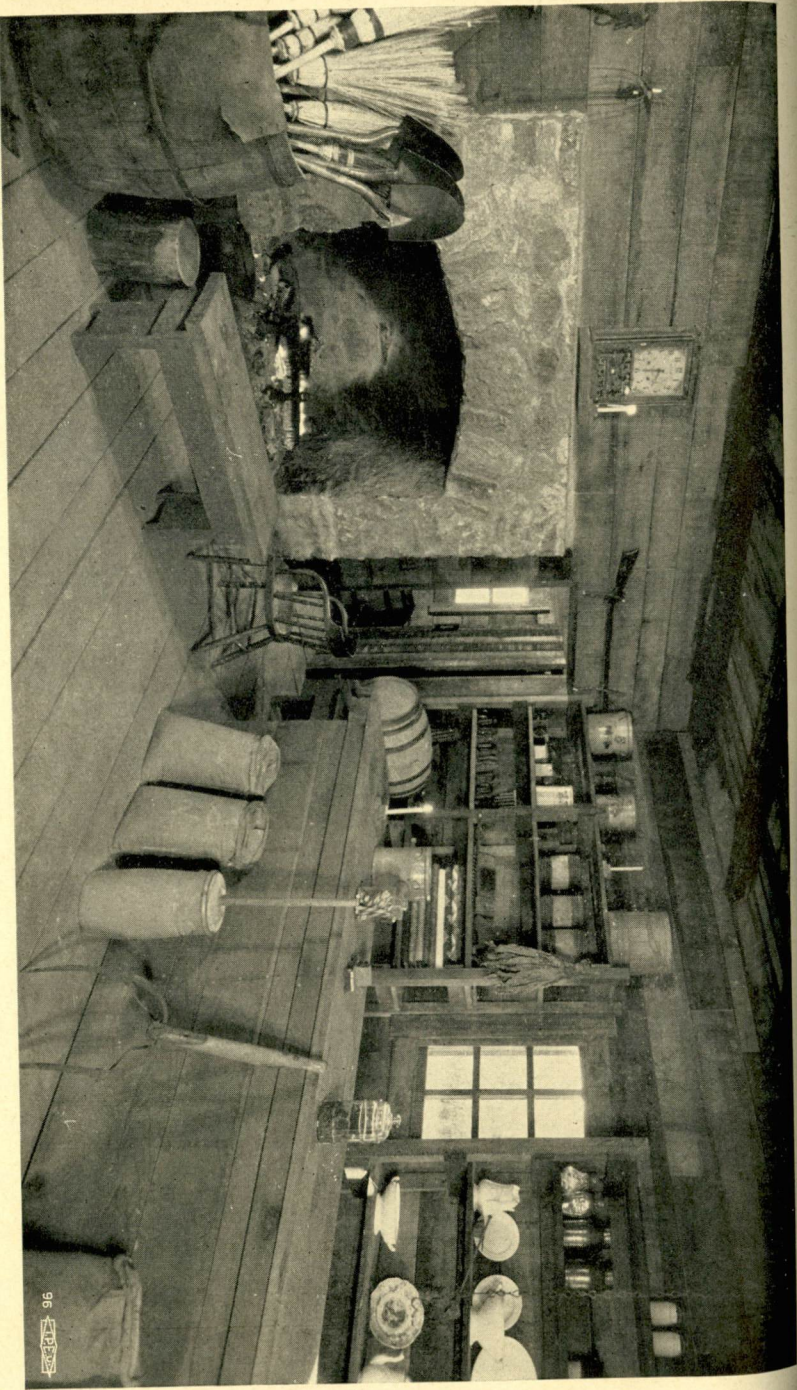
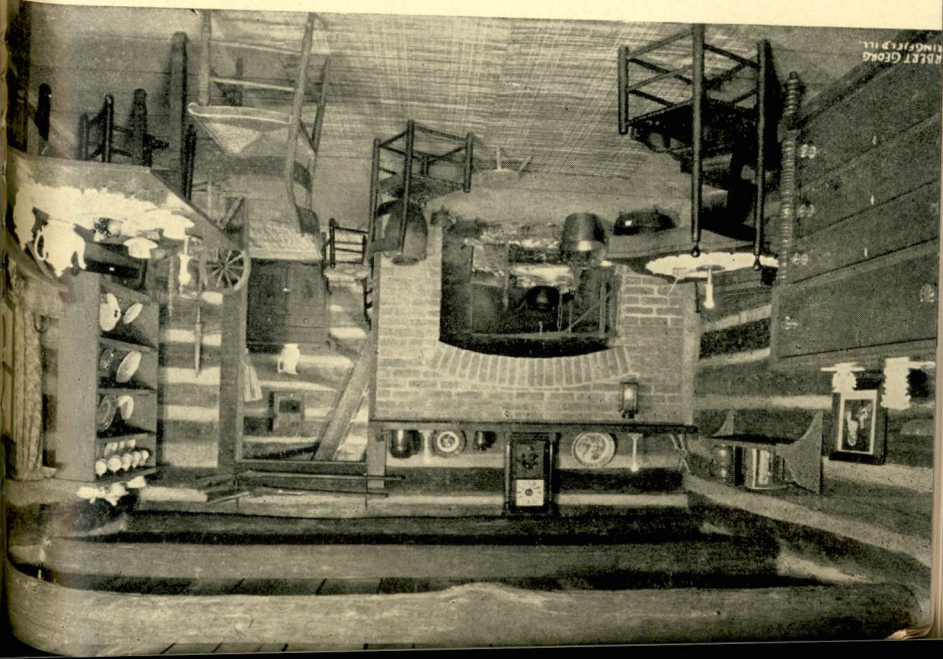


A sketch of the restored Hill-McNamar store where Lincoln served his postmastership. The postoffice was re-opened February 12, 1940. It was from this postoffice that the Lincoln-Douglas Chapter No. 51 mailed first day cache envelopes to the Toastmaster clubs throughout the world.



● ABOVE. Interior of the Samuel Hill residence. Samuel Hill came to New Salem in 1829. In 1835 he built a 4-room house. This was the only full two-story house in the village.

● BELOW. General view looking east, showing left to right, the two-story home of Samuel Hill, the Hill-McNamar store, the Lincoln-Berry store, and the home and shop of Peter Lukins and Alexander Ferguson.



George Warburton, in 1830, erected New Salem's only sheathed structure. In January 1833, William F. Berry and Abraham Lincoln moved here from

their first store, located just west of the Ferguson residence. Lincoln served a portion of his post-mastership in this building. Lincoln sold his in-

terest to Berry in the early summer of 1833. A lean-to in the rear served as a store room and Lincoln's bedroom.



Site of the Old Mill, New Salem. The village of New Salem is situated on a bit one hundred feet high overlooking this spot on the Sangamon

River. James Rutledge and John Camron erected their homes in 1828 and the following year after building their first and

low, laid out the town of New Salem and started selling lots.

The Lincoln Tomb, final resting place of the martyred President, in beautiful Oak Ridge Cemetery, Springfield, annually draws thousands of visitors—kings, queens, statesmen and humble-folk alike. Eight statuettes representing Lincoln during different phases of his career stand in niches in four corners of the interior. In a semi-circle behind the centograph in the sarcophagus chamber are the official flags of the states through which the successive generations of the Lincoln family passed, beginning with Samuel Lincoln who emigrated from England.





The Abraham Lincoln Home

The Abraham Lincoln Home in Springfield was purchased by Lincoln in 1844 for \$1200 cash and \$300 equity in a downtown lot from Rev. Charles Dresser, the Episcopal minister who two years before had joined Lincoln and Mary Todd in marriage. This is the only home Lincoln ever owned. Throughout the presidential campaign of 1860 the Lincoln Home was the scene of history in the making. Here Lincoln received the committee sent to notify him of his nomination; conferred with national political leaders and spent quiet hours with old friends.

Other famous Lincoln parks and memorials in Illinois include: The Vandalia State House, where Lincoln led the "Long Nine" in the Legislature; The Metamora Court House, in which Lincoln attended court as a circuit-riding lawyer; The Lincoln Log Cabin, where Lincoln's father and step-mother spent their last years. Illinois is rich in historic sites and recreational centers. Descriptive literature will be mailed FREE upon request. Address: Illinois Development Council, Springfield, Illinois.

the rocks of internal discord—hoping for it because they were all hungry for a piece of this rich new country.

Such were the conditions in America in 1787. But those who looked forward to our failure were sadly disappointed. They had not reckoned with the type of manhood this new country had produced. They had not reckoned or considered the genius in the minds and the tolerance in the hearts of such men as Washington, Madison, Hamilton, and all the other American statesmen who came together in the city of Philadelphia in 1787 to do what they could to save the country to which they had already given a full measure of devotion. Here was no ordinary convention. Here was no meeting of job holders or prospective job holders. Here was a group who asked nothing for themselves—only that the country might live. True, there was discord and bitterness. Practically no two saw alike. Their religious, economic and political beliefs were far apart. Their differences brought quarrel after quarrel. But then, when everything seemed lost, when it seemed that the convention must break up in actual strife, that great statesman, James Madison, rose to his feet. "Gentlemen," he said, "let us go home, and in the quiet of this night wring all bitterness and discord out of our hearts and come here tomorrow with clean hearts and open minds." They did. And because they did they were able to bring forth from that convention

the living, elastic heart of America, the Constitution of the United States. A heart that has never failed to pump life giving blood to this democracy for one hundred fifty-three years.

But that heart is in grave danger today. It is in danger both from within the borders of our country and from without. But its greatest danger is the same peril that almost prevented its being born in the first place. Its greatest danger today is not Adolf Hitler—but jealousy, bitterness, religious, social and class hatred among our own people. There are those in America today who hate Catholics, those who hate Jews, those who hate Protestants, those who hate Capital, those who hate labor. Friends, the heart of our nation could not have been born and it cannot live in an atmosphere of hate. If we want the Constitution of the United States to live and stand forever as the bulwark of our freedom, we must do as its founders did. We must look for the best in all. We must really try to like our neighbors. Mr. Chairman, you may not like me—you may not like my words or my thoughts or my actions. But I like you. And if I like you some day you will like me too.

Friendship, tolerance, love for America and Americans gave life to the greatest governmental document the world has ever known. That same friendship, tolerance, love for America and Americans can keep it alive as the vital living heart of our nation forever.

THE DIGNITY OF LABOR

KENNETH ROBB, *Toastmasters Club of Baker, Oregon*

EVER since Adam was driven from the Garden of Eden and told that he must earn his bread in the sweat of his brow, man has labored to escape work. But the earlier in life we learn the lesson that labor is one of the laws of nature, the easier will be our lot.

Man continually perfects labor saving machines, which is as it should be, but instead of using these machines to produce more, we use them to shorten our working week, giving additional hours to enjoy the "more abundant life". Is that the natural mode of life, or are we violating nature's laws?

"Work, and therein have well-being." Labor is life, not only that we may earn the wherewithal to sustain us, but because this body of ours will waste away if we cease to work. So, when we are weary, let us not think of work as a curse prescribed by an unfriendly God. Without work there can be no excellence.

Let us recall that age-old story of the three workmen preparing stones for a cathedral. One man, when asked what he was doing, replied that he was chipping a stone; the second said he was earning a living for his family. But the third man replied to the question, that he was helping build a cathedral. All three were doing the same work, but — there was one who was proud of his job. To him it was not just manual labor.

There was a dignity about him and his work.

The pride and dignity of labor need not be applied to individuals only. The history of wealth and ease has always been a history of national corruption and downfall. The people never existed who could stand the trial of prosperity with ease. When the people of any nation become class conscious, so that the rich look down upon the laborer, when work loses its dignity, that nation is riding to a fall. We have the examples of Tyre and Sidon, whose merchants had the wealth of princes; of Baylon, seat of Asiatic luxury. Their history shows the destructive force of ease and luxury.

Our own country has been growing more and more class conscious in recent years, and unless we change our attitude toward labor we are headed for trouble.

Let it become honorable once more for business to make a profit, and for labor to have a living wage. Restore the dignity of work by lengthening the working week, not by making it shorter. It is true today as always that "Satan finds some mischief for idle hands to do."

The successful man of today did not win success by working forty hours a week, and the successful man of tomorrow will not come from the ranks of the forty hour workmen.

I was listening the other evening to Norman Thomas as he answered questions sent in from all over the country. Asked what he would do to improve conditions in our country, he replied that he would do the same for his country as he would do for himself to make ends meet — he would go to

work. He would forget the short working day or week and get down to business. He recognized the dignity of labor, success and work being synonymous.

We cannot violate the laws of nature with impunity, and ever since Eden, work has been a basic law of nature.

TRAINING SMALL TOWN ORATORS

RAY DEBURN, *Mt. Helix Toastmasters Club*

HOW MANY of you attended a small high school? Did you feel that you had missed advantages, such as speech training, offered in larger schools? Does your experience suggest an opportunity for our Toastmasters Clubs to render a vital service to students in the smaller high schools?

Who has not felt pride in the masterful work of boys and girls in our annual Toastmasters High School Speech Contests?

But have we helped to give these young people their speech training? Did you ever see a student compete—to say nothing of win—unless he came from a school with a good speech department?

In sponsoring these speech contests Toastmasters have been forgetting bread for the hungry and offering dessert to a group that has had an eight-course dinner. Contestants never have entered from the smaller high schools, and they never will, under present conditions. Yet these are the boys

and girls who need and would appreciate speech training. Where can they get it?

Toastmasters, we can give it to them.

We can start something here and now—speech training for pupils in high schools that have no organized speech department.

Suppose we look at the present situation in the average San Diego County rural high school—student body not over two or three hundred. They are loyal in athletic competition with other schools in the same league. But do they compete in speech against thoroughly trained Hoover, Grossmont or San Diego Students who, year after year, have demonstrated their ability to hold their own in any high school league in America? Of course not; who could expect it?

"Our pupils would feel foolish even considering it," said Ray Redding, Julian district superintendent. "Personally, as a former member of Coronado Toastmas-

ters Club, I can see valuable experience in the effort. Yet to the student body it would be like our football team tackling U.S.C.

"But," he added, "I believe that they would be enthusiastic for competition on an equal footing against other rural high schools which have no organized speech department. Couldn't Toastmasters help to inaugurate such a plan?"

Several other rural principals supported that sentiment, and so was born the idea that I am passing on to you for definite action.

It will require a careful survey involving no little effort to determine what program Toastmasters should adopt to start and sponsor

speech activities in the smaller schools. But if we succeed—as I feel we can and will—I look for the idea to spread throughout the country, and Toastmasters will have made an historic cultural contribution to America.

Mr. District Governor, if it is not out of order, I move that this group indorse appointment of a Fifth District committee of Deputy Governors to make a comprehensive survey, and, if it be found feasible, to institute such a program—some form of speech training and competition sponsored by Toastmasters, among smaller high schools that have no organized speech department.

HOW WOULD YOUR CLUB LIKE THIS SPECIAL PROGRAM

"The Take-Off and Climb"

(Eighteen Suggestions for Opening a Speech)

Personalized help is now ready for every Toastmasters Club. A full evening's program that will help each member, then and thereafter.

Streamlined Education. Your Educational Bureau has taken a tip from radio broadcasts and has dramatized these "Eighteen Suggestions for Opening a Speech". Do you know what is meant by the "Retort Courteous", "Paging the Press", "Believe It or Not". "Professor Quiz", and other techniques of getting your speech under way?

Produced Professionally. This program has now been transcribed for TMI by Columbia Recording Corporation. Here are 30 minutes of concentrated speech help—just what your Club would expect if the Educational Bureau were to send a representative to be your speaker of the evening. Suggested Club activities, tying in with the recordings, allow a full evening's program. Printed guides provide each member with a permanent outline of this dramatized material.

Ready for Distribution. There are four 10-inch, double-faced recordings in this program. Cost is \$1.00 per record, \$4.00 for the set. (Cost-per-member is nominal, about 16c on the average for the set.) Mailed promptly on receipt of order and payment, by EDUCATIONAL BUREAU, Toastmasters International, 600 Michigan Avenue, Santa Monica, California.

WE WANT YOU TO MEET



Roy Van Leuven

Roy is known to his close friends as "Van". He represents the New York Life Insurance Company in Spokane and vicinity, and works for the extension of Toastmasters wherever he happens to be.

He was introduced to the Spokane Toastmasters Club ten years ago by his son, Vernon, who thereby did his dad a great favor, and did Toastmasters no harm. Having found for himself what the club did for men, "Van" started

out to spread the news, and in recent years he has been directly responsible for the clubs at Colfax, Tekoa, Davenport and Rosalia, Washington, with two or three others coming up under his leadership.

Personal statistics: Fifty-eight years of age, married, five children, an elder in the Presbyterian Church and a trustee of the Chamber of Commerce. His hobby is scrap books and he is a lover of music and flowers.

As General Agent of the Spokane Office of the New York Life, he is always in the top bracket for sales, and last year both he and his son Kenneth were tops among all agents of the company, qualifying for special honors.

We wish that every Toastmaster could meet and know Roy Van Leuven and catch some of his enthusiasm. Perhaps you will meet him at Santa Cruz in July. He hopes to be there.

SUGGESTION FOR

OPENING PRAYER FOR TOASTMASTERS' MEETING

By Verne B. Brown, Santa Monica Toastmasters Club

God of Heaven and Earth:

Creator of all Good:

Give us courage to go forward in the true spirit of pioneers;

Wake our talents that through them we may become wise builders of a worthy community and a deserving State;

Tame our natures with a spirit of sympathy and brotherly love;

And finally, grant that we may be closer drawn to the eternal Father from whom comes all joy and power. Amen.

The Toastmaster

EDITORIAL BOARD

Ralph C. Smedley Sheldon M. Hayden Cletus J. Owens Ernest S. Wooster
A. J. Schrepfer James Barnet Leonard M. Woodward

Thanks to Springfield

We are indebted to the Lincoln-Douglas Chapter of Springfield for the pictorial supplement included in this issue, as well as for the illuminating article on Lincoln by Dr. Harry E. Pratt. When the opportunity was offered to these enthusiastic Toastmasters of the Illinois Capital City, they welcomed it and volunteered far more than was asked. If any reader wishes to speak his appreciation for this fine cooperation, a letter addressed to President Herman Kreitner, 114 State House, Springfield, Illinois, will reach the members of this club who have been responsible.

Service to Service Men

A good many Toastmasters are being called into service in the Army and Navy. As they leave their homes to enter training, they must leave their Toastmasters relationship behind unless we can plan to serve them in cantonment and military post. Two things should be done. First, every Toastmaster entering the service should be reported to the Secretary of Toastmasters International. Second, each Toastmasters Club located near any military or naval establishment should keep in touch with recruits coming there, and should extend them an invitation

to attend the local club. Of course it will help further if the recruit will make his presence known to the nearest chapter. Each club located in a position to serve in this work is urgently requested to seek ways to help, and then to report its experiences and suggestions to Toastmasters International to help in formulating some general policy. Let us not permit our members to lose touch as they go into training for defense.

Keep it a Movement

Every organization, as it grows and develops, faces the danger of losing its spontaneity. At first it is a movement, with the evangelistic zeal and enthusiasm of advocates of a vital idea. Then it begins to crystallize and get set in fixed forms, with a tendency to formulate rules and precedents and to be governed from a central headquarters. Presently it becomes an institution rather than a movement. Let's keep the Toastmasters Movement moving. It has been the policy of our leaders from the beginning to encourage freedom and initiative on the part of all member clubs, to keep our system flexible and adaptable, and to adopt no iron-clad and unchangeable procedure. We have grown because of the unselfish interest of

our general membership, and the wide participation in experiments to develop new and better methods. By the same methods we shall continue a vigorous and expanding movement. Toastmasters International exists for one reason only, and that is, to protect and promote the welfare of the local clubs. Each club exists to give the maximum help to its members. Each member is under obligation to serve himself, his community, and his nation with his powers of speech and leadership. We are a movement. Let's keep moving.

The Goal is Leadership

Training in speech, desirable as it is, does not constitute the final goal of Toastmasters. Rather, the mastery of the art of speech is a means to the real end, which is to produce men who can lead wisely and intelligently in their various spheres of activity. The well-balanced, intelligent speaker is the natural leader in any group of which he is a part. Our nation needs strong leadership today — needs it, perhaps, more than any other one thing. Every community in the nation needs leadership—honest, unselfish, constructive leadership. The Toastmasters Club is the ideal training station for leaders. The success of any Toastmasters Club may be judged by its success in discovering and developing leaders in its own surroundings. It is a good thing to help a man learn to phrase and express his thoughts so as to command a hearing. It is vastly better to help him learn to direct his thoughts honestly, to face facts

squarely, and to lead his fellows wisely.

Our Magazine

Toastmasters International publishes this magazine to bring to club members new ideas and tried plans. It is designed to serve rather than to entertain. It is a means of keeping our clubs in touch with our expanding movement. Every member, and especially, every officer should read each issue of the magazine as soon as it arrives. In it will be discovered new methods for holding the interest of members, and old methods which have proved successful and may be adopted or adapted for further use. It is the duty of the president to make certain that each member has received his copy of the magazine as each number is published. The speeches which appear in the magazine are selected as being good ones — some of them even models; but their chief value to the readers lies in providing standards by which other clubs may judge the efforts of their members. There are special departments to help correct faults of diction or grammar—or at least to direct attention to them — or to offer advice to those who desire improvement. Club news stimulates interest in the movement as a whole, as reflected in the local chapter. The success of our movement, of the local club and of the individual member is promoted by the *Toastmaster Magazine*, just in so far as it is read and followed by the members of our movement.

ADVICE TO THE SPEECHLORN

What are your speech or club problems? Would you like advice on them? The Educational Bureau has established this department to be of help to you and your club. Send your requests to Educational Bureau, Toastmasters International, 600 Michigan Avenue, Santa Monica, California.

Q. With only approximately fifteen (15) members in a club, would you think it advisable to meet every other week instead of every week?

A. Your editor wishes to "stick his neck out" here by suggesting that the club who asked this question is taking the wrong point of view. Instead of even considering meeting once every two weeks, why not consider ways and means of building the club up to full membership? Aren't there other men in your community who need Toastmasters? Doesn't each member of your club have an obligation to meet by bringing in new members? Someone introduced the idea of self-improvement through speech to each of them. Remember this, that you do not have a good speaking situation when you have five on the program and ten in the audience. My suggestion is that you write to Ralph Smedley for suggestions on how to build your club up to full membership and get busy.

Q. Some members have difficulty in selecting topics for speeches. What suggestions do you have?

A. Choice of a subject requires initiative and thought. Subjects are not lacking but the ability to

see them is. Good suggestions may be found in every variety of work and in every experience. Keep your eyes open for them. As you start to work in the morning place a 3x5 card or slip of paper in your pocket. Every time you think of a possible subject, jot it down. You will have your card filled before noon if you pay attention to the task. For further suggestions read Series I, Bulletin 1 of "Tips To Toastmasters." This problem may also be solved occasionally by having the Toastmaster of the evening arrange a special program. One of our clubs recently had color night when each man was assigned a different color. Another club had "Home Town Night" and each man spoke on some phase of community life.

Q. Do you have suggestions for regulation of type and class of men as members, such as doctors, lawyers, accountants, etc?

A. The only restriction placed on our membership is that a man must be of "good moral character, twenty-one years of age or over and be elected to membership as provided in the by-laws." Any local rule is a matter that must be decided by the executive committee. Some clubs limit the number (approximately four) from

any one profession or organization. One value of Toastmasters work is that we exchange ideas with men in other professions. A club is no better than its members. We have a program that attracts good men; go after them.

Q. Do you think it is out of order to send out bulletins stating what a Toastmasters club stands for and stating there is room for a few more members in your club?

A. Any means of advertising a good cause is legitimate providing it does not cheapen the movement. Your editor sees no harm in sending out bulletins to outstanding citizens providing some means of follow-up is included. Such bulletins should include a cordial invitation to visit a meeting or an offer of an interview by a Toastmaster to explain the work. Copies of "Facts" may be secured from our central office for this purpose. These should always be on hand for all prospects.

Q. How about recording prize winning speeches and sending them to headquarters?

A. At present we have no need for recorded speeches but we do have a need for copies of outstanding speeches. A department of "Outstanding Speeches" is being opened in our magazine and this can be an excellent thing if clubs will cooperate by sending material. We all like to read an excellent speech by a fellow Toastmaster. It is an inspiration to us to do better.

Q. Why not suggest meeting themes from Toastmasters International a few times a year?

A. Yes, why not? Your editor is in favor of it and will present it to the Board of Directors. It has been done in the past, however. Remember when we were cooperating with the Department of Justice and suggested talks on crime? Our Founders Week also offers another theme.

Q. What can the program committee do to induce the members to study how to criticize more effectively?

A. The program committee can suggest the installation of the speech evaluation committee. All material for this is furnished free by our central office. All it takes is a request. Some clubs vote on the best critic just as they do the best speakers. Has anyone ever thought of offering a prize for the best critic in the club? How about a critic of the critics some evening? Why not introduce the subject as a table topic? Have you ever thought of having "Speech Evaluation" reviewed by your members?

Q. Do you feel it advisable to have an occasional outsider as a speaker?

A. As a general rule this is not advisable. It takes away from the regular members' time and is liable to grow into a bad practice. If you want outsiders, then exchange speakers with other clubs.

NEWS OF THE CLUBS

Program Planning

January programs of the Golden West Chapter of San Francisco included three assigned speeches on how to talk, one each evening. The topics used were "The Art of Story Telling," "How to Put a Speech Together," and "Diction and the Choice of Words." Such topics are commended to every club as part of its program.

Self Criticism

The Athenian Toastmasters Club of Jacksonville, Illinois, reports in its December 10th Bulletin: "That was quite a stunt to make the speakers watch themselves in a mirror while speaking. They should have been asked to act as their own critics. At the close of the meeting, those who stayed had the experience of having voice recordings made. Now posterity can listen to us, and—what won't they say!"

Good Topics

The Toastmasters of Waterloo, Iowa devoted an evening to the subject of "Highways." Each speaker discussed some famous road. Here is the list:

"Ancient Highways" "Early American Highways" "Present Day Highways" "Military Highways" "Burma Road". It appears ways" "Burma Road" It appears that the only serious omissions were "The Road to Mandalay" and "The Road to Ruin."

Debate

Progressive Toastmasters Club of Huntington Park met Santa Monica Toastmasters in debate, discussing "Resolved, That the nations of the Western Hemisphere should enter into a permanent union." From Huntington Park came Jack Kulka, Paul Mekeal and Gordon Hale, while the "club of the year" presented Harry Swanson, Julius Megery and Stanley Zundell. The "Progressives" took the decision.

Social Venture

The Los Angeles "Downtown" Chapter staged a New Year's Eve dinner dance at the Los Angeles Athletic Club, with sixty members and ladies in attendance.

Thematic Programs

At Beverly Hills, the club experimented for a full month on the plan of having each speech fit into the general theme assigned for the evening. It worked well.

Planning

Westwood Toastmasters six months ago were in a discouraged mood. The roster was full of vacancies and the treasury was on a deficit basis. A determined effort to carry out an intelligent plan has resulted, according to Secretary Bill Hamrick, in a financial surplus and a full roster, with seven associate members. The charge for meals includes club dues, and collections are really made. That the programs are full of interest goes without saying.

Toastmasters Sing

The December 17th Bulletin of "Pegasus" and "General" Toastmasters Clubs of Los Angeles, giving the program for their joint meeting, lists as one of the numbers, "Christmas Carols" by "The Toastmaster Chanters." This is the first musical organization reported by any of our clubs. It sounds like a good idea.

A Capital City Idea

Capital City Toastmasters of Sacramento are staging a seven weeks attendance campaign, with rewards for the winning side and penalties for the losers. Points are counted for guests and for new members, the purpose being to bring the membership once more up to the limit. Noventa Chapter, of Santa Barbara, is using a similar plan.

Political Preferment

Three members of the Prescott Toastmasters Club ran for county offices last fall. Two were elected and one defeated. Another member was named assistant to one of those elected. This demonstrates again the value of self-improvement.

Preparation

The Toastmasters Club of Laguna Beach, California introduced an innovation recently when all the speeches on the program were recorded in advance and the records were then used instead of speeches being given in person. By this means, the Toastmaster of the evening had no worries about the possible absence of one or more speakers. He had their speeches,

in any case, and the use of the recordings was doubly helpful for criticism and evaluation.

This is a Record

Don C. Whitmore, secretary of the Waterloo Toastmasters, has a record of 100 percent attendance for three years, or since the club was organized. Who can match this?

Birthdays Celebration

Chicago Number One Toastmasters Club celebrated its third anniversary on January 27th, with a special dinner meeting in the rooms of the Chicago Bar Association. A feature of the evening was presentation of a trophy to the winner of the speech contest, with Weslie W. Olson, founder of this club, and now a member of Quincy Toastmasters, making the presentation.

Working Along

The Maricopa Toastmasters of Phoenix report that they can sing, also. They proved it at their Christmas meeting. In a recent joint meeting with the Phoenix Toastmistress Club they discovered that much could be learned from the ladies, as speakers. They are lining up a special theater party for their own ladies in February, and in the meantime are doing missionary work in Tempe, with the hope of planting a new club there.

We Need Publicity

We quote from the Santa Maria Toastmasters Club Bulletin: "An upstanding young man here in Santa Maria (name upon request) told me a few days ago

that he thought Toastmasters was a brand new organization in town. He was surprised when I told him we were more than three years old."

Try this out in your own town. Local publicity is important for every club.

We Get Publicity

The *Beacon-Journal*, of Akron, Ohio devoted a full page of its December 1st issue to pictures of the Akron Toastmasters. Their "Camera Caravan" visited the club and made pictures. The page carried nine large pictures of various phases of the club's work, with appropriate captions. It was a good news story, and it brought numerous inquiries about membership. Congratulations to Akron Toastmasters on some of the best club publicity we have seen.

A Summons to Speech

Medford, Oregon Toastmasters recently staged a debate on "Loan-Lease Aid for Britain." The program notice went out in legal form as a "complaint" and a "summons," requiring the attendance of the speakers as defendants and the members as witnesses, under penalties harsh and heavy. It got the men out, too, for a grand evening of debate and discussion.

"How to—"

Here is a paragraph from the "Gavelier," bulletin of Minneapolis Toastmasters Club:

"One of the oldest and most effective ways to start an advertising headline is to begin with

the two words 'How to—'. People since Adam have been interested in how to do things: It seems this might be good to bear in mind as critics—to tell the speaker 'how to' improve his speech effectiveness, by doing this or that specific thing."

Convention Wise

From the "Toastmasters Tattles," bulletin of Smedley Chapter Number One, of Santa Ana, comes the following: "It is not too early to make plans for our convention delegation at Santa Cruz. Only by systematically tucking away a definite amount each month can we hope to have funds sufficient to insure a group worthy of the Number One Club. This group should include our president, deputy governor, and sergeant-at-arms, with the vice-president along as a chaperon, and other miscellaneous members. Dollars in the treasury mean more delegates in the convention."

Good Resolutions

From the Bulletin of Quincy Toastmasters, January 5, we lift a set of meaningful New Year's Resolutions which will mean much to the club if faithfully carried out. Two items show a fine spirit of reciprocity. In one: "The Y.M.C.A. will serve good meals for fifty cents, and when more than 20 attend will charge only forty cents."

In the other: "We Toastmasters will do our utmost to make the Quincy Y.M.C.A. Toastmasters Club one of the outstanding chapters in District Eight."

IDONEOUS IDEAS

Conducted by

ROY A. HOHBERGER,

Chairman, Commission on Club Procedure

This department is established at the request of men who attended the San Diego Convention and who desire to know more about the findings of the Commission on Club Procedure.

Excellent ideas are worked out in the meetings of our clubs. These need to be shared so that we may be led to develop other new plans. Toastmasters International does not prescribe a strait-jacket for the clubs, but provides a scaffolding on which they may build. Every club should go the limit in creating new ideas.

They say there is nothing new in the world, but when we hear that the new chapter in Jacksonville, Illinois, required its members to speak their pieces in front of a full-length mirror, that strikes us as really novel.

Each new invention is based on

ideas of those who went before. The presses which print this magazine exist as the result of combinations of earlier inventions. The man who put the ideas together is himself an inventor, even though he did not originate. Jacksonville's use of the mirror is an extension of our voice recording technique.

It is our purpose to bring to your attention in each issue of the Magazine successful ideas being used by some of the clubs. Club Executive Committees should give attention to these suggestions and adapt them for use. But this is not all.

You should send along your best ideas to the chairman of the Commission, Roy A. Hohberger, 630 Pajaro Street, Salinas, California, so that they may be shared with the brotherhood.

Debates

St. Louis Toastmasters debated with the Washington University debate team on January 15. Although it was a no-decision debate, the Toastmasters made a good showing, as they modestly admit. The subject was, "Resolved, That the Power of the Federal Government Should Be Increased." The meeting was attended by the local Toastmistress Club and by representatives from Granite City,

Illinois, where a club is being formed.

Continuous Contest

The Long Beach Gavel Club has instituted a "gold cup contest" to encourage its speakers to better work. Since October, each program has been a contest, the best speaker being selected at each meeting. The winner has possession of the beautiful trophy for one week.



TWO FOUNDERS MEET

Paul P. Harris

Ralph C. Smedley

In 1905, Paul P. Harris, an attorney in Chicago, organized the first Rotary Club, and thus became the father of the modern service club movement. Attracting men by its ideal of service, Rotary grew into a worldwide organization. Prior to the beginning of the present world war, there were more than 5,000 Rotary Clubs in 60 countries, with approximately 214,000 members, united in loyalty to the principle of "service before self."

In 1924, Ralph C. Smedley, General Secretary of the Santa Ana Y.M.C.A., organized the club which is now known as "Smedley Chapter Number One, of Toastmasters International." By the merit of its program, the idea appealed to thoughtful men, and its growth resulted. Dedicated to the purpose of developing men into their best through training in speech and thought, the Toastmasters Club has reached its present stage of expansion, with 182 clubs, and nearly 5,000 members. Since Ralph Smedley is a Rotarian as well as Toastmaster, there is a special bond of friendship between him and Paul Harris, and when the latter spent a recent vacation in Laguna Beach, California, he graciously consented to pose for the picture shown above, in which "two founders meet" and compare notes on their plans for service.

THIS IS WHAT THEY SAY

The *Toastmaster Magazine* in its new form, introduced in the December issue, brought many comments. The editors, being good Toastmasters, welcome constructive suggestions. If you have a thought which may help them, they want to hear from you.

Here are some of the comments on the December number.

Herman W. Seinwerth, Deputy Governor, Englewood, Illinois.

I have just received the December *Toastmaster* and want to express my pleasure at the new form and content of the magazine. I believe that the *Toastmaster* is now one of the leading speech magazines of the country, and is rapidly becoming the best.

Frank M. Cronk, Secretary, Los Angeles Toastmasters.

I have been reading the new *Toastmaster Magazine* and think it is a work of art. There is much more information in it, and it is easier to read. It will help many new Toastmasters in making up their speeches by reading some of the "Outstanding Speeches."

John R. Titsworth, Golden West Club of San Francisco.

The new magazine is fine. I enjoyed it immensely. It is going to be a great thing for Toastmasters.

George J. McKee, Secretary, Akron Toastmasters Club.

I like the Magazine in the new

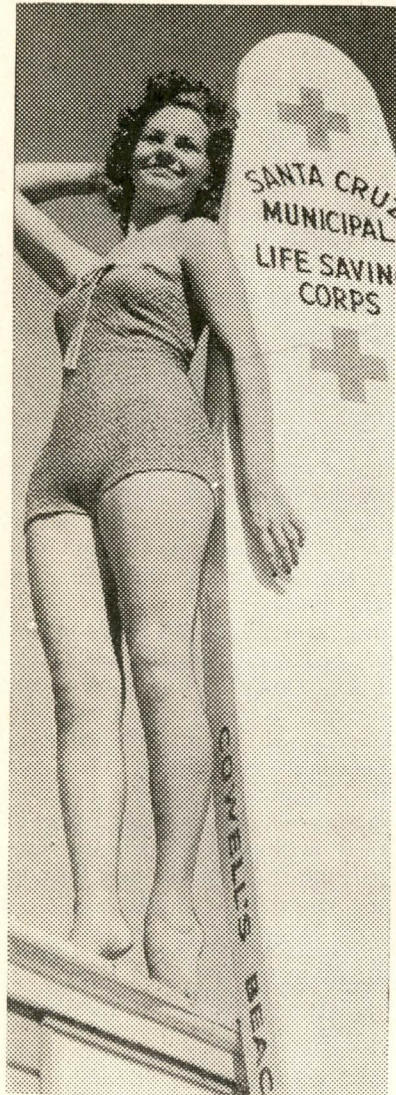
size. It is large enough so that it doesn't disappear in the pocket, and still small enough to fit into the pocket. Thus I am able to carry it with me and read it while waiting for appointments. The "Outstanding Speeches" feature is a fine addition. It acquaints the members with the best speeches from the other clubs and gives us something to judge our speeches by. It should instill into every member a desire to speak better.

Charles E. Perryman, member of Smedley Chapter Number One.

A splendid job—a big improvement over previous issues—their my sentiments, gentlemen, about that sparkling December issue of *The Toastmaster*. The inviting double-column pages, the white stock, and the easy-to-read type surely make a hit with the man who knows his "eyes ain't what they useter be." There's a lot of good reading in this issue, too. I like "Don't Say That" by Cletus Owens. Keep 'em coming, Mr. Owens. I think "Outstanding Speeches" very helpful. They give the Toastmaster an idea of what other club members are using in their work, and a chance to compare efforts. Yes, the new form of the Magazine is excellent—attractive, interesting and readable, and compares well with any similar publications. Congratulations to the Editorial Board on their good work.

PLAN FOR SANTA CRUZ

JULY 16, 17, 18, 19



When you think of the Santa Cruz Convention, think of hours of good fellowship, sessions of inspiration and education, and all the usual features of a good convention of Toastmasters. But in addition you must think of Santa Cruz itself, the city with more attractions per square mile of human enjoyment than almost any other place between the Mexican border and Canada.

Think of the mile-long Santa Cruz beach — home of the surf riders, which vies in popularity with the picturesque mountain retreats deep in redwood forested glens, only a few minutes drive from the foam crested breakers. Name your sport — swimming, deep sea fishing, dancing to “big name” bands, tennis, golf, speed boating, the quest of the freshwater rainbow and steelhead trout —and Santa Cruz provides it.

Simultaneously with our convention, the world famous Salinas Rodeo is staged, merging the pageantry of Spanish California with the West of today.

At the same time the Santa Cruz strand is host to the internationally famous Honolulu Girls' Glee Club who have for the past three years journeyed across the Pacific to present their “living Song of the Islands.”

Santa Cruz calls. The Waikiki of Western America says “Come!” Mark the dates down right now.

OFFICERS OF TOASTMASTERS INTERNATIONAL

- President** Sheldon M. Hayden
600 Michigan Avenue, Santa Monica, California
Phone 56158
- Vice-President** Robert M. Switzler
San Diego Trust & Savings Building, San Diego, California
Phone Franklin 5707
- Secretary** Ralph C. Smedley
516 First National Bank Building, Santa Ana, California
Phone 3079W
- Treasurer** Leonard M. Woodward
611 West 121st Street, Los Angeles, California
Phone Twin Oaks 1786
- Past President** Ralph R. Guthrie
347 North Park Avenue, Tucson, Arizona
Phone 1243
- Director** Ted Blanding
2546 Valencia Avenue, Santa Ana, California
Phone 1884
- Director** William Butchart
Dale & Co., Ltd., Marine Building, Vancouver, B.C.
TRinity 6181
- Director** Ernest C. Davis
1231 N. W. Hoyt Street, Portland, Oregon
Phone Broadway 2671
- Director** Dr. P. A. Foster
4730 Angeles Vista Blvd., Los Angeles, California
Phone AX-12002
- Director** Harry W. Mattison
Monite Building, Minneapolis, Minnesota
Phone Hyland 0234
- Director** Frederic J. Perry
P. O. Box 511, Palo Alto, California
- Regional Representative** J. Gustav White
516 South Painter Avenue, Whittier, California

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THE PURPOSES OF TOASTMASTERS

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

- To improve its members in oral expression of thought.
- To develop their ability to appear effectively before audiences.
- To provide constructive criticism and comment on all speeches, giving each speaker the benefit of "audience reaction."
- To develop the habit of "critical listening."
- To provide instruction and experience in chairmanship and parliamentary procedure.
- To promote good fellowship among congenial men, interested in speech improvement.



THE BENEFITS OF TOASTMASTERS

Membership in a Toastmasters Club stimulates constructive, purposeful thought and study, and helps discover and train a man's ability for leadership. Specifically, it results in:

- Opportunity to master the difficult art of short and better speech making.
 - Ability to appear effectively in speech before any audience.
 - Ability to listen critically and properly evaluate speeches of others.
 - Development of latent capacities for leadership and service.
 - Personal advancement through stimulation of mental processes and development of helpful friendships.
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