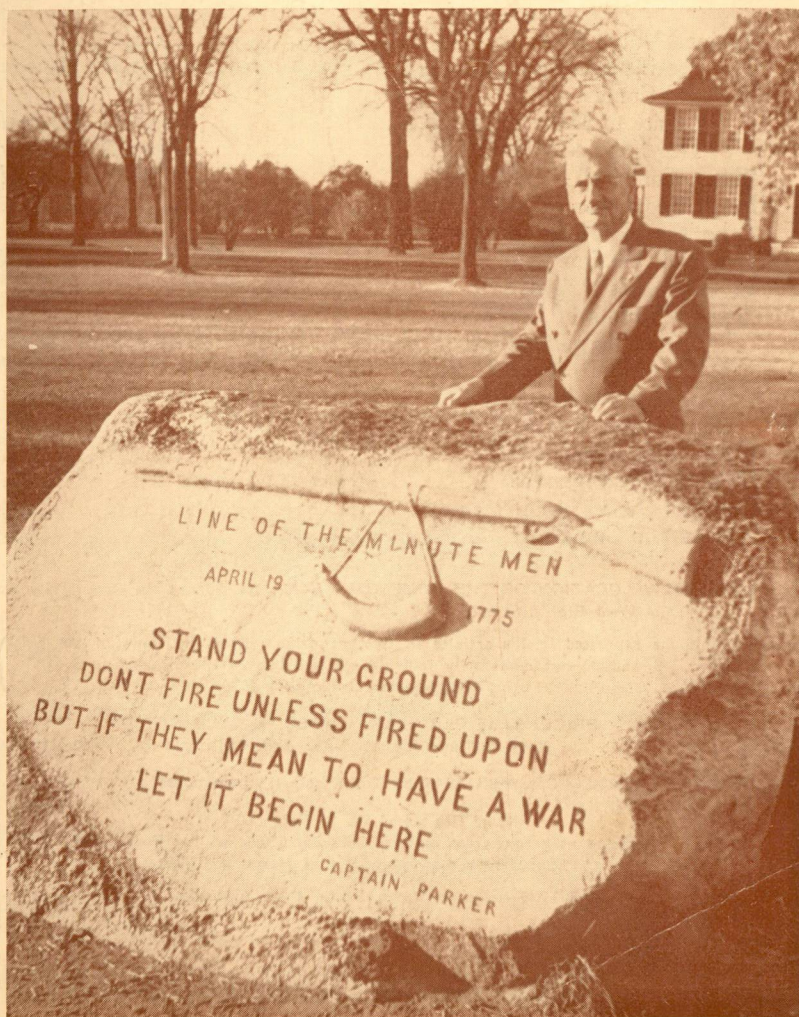


THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

January, 1948

Vol 14—No. 1





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

For Better Thinking—Speaking—Chairmanship—Listening

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

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NOTE: NEW LOCATION OF THE HOME OFFICE—In the Santa Ana Community Center, 1104 West Eighth Street.

Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International.

PRICE, \$1.50 PER YEAR. SPECIAL CLUB RATES.
Published monthly at Santa Ana, California

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Name Registered, U. S. Patent Office,
Entered as second-class matter, Oct. 25, 1941, at the Post Office,
Santa Ana, California: act of March 3, 1879.

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

TRAINED—*for What?*

Trained to speak

Trained to preside

Trained to plan programs and lead groups

But to what purpose?

Now that you have gained skill in speech and chairmanship, what are you going to do with it? Is it enough just to know that you have the ability?

Every worthy skill should produce results—or what's the use of having it? Your speech skill should be exercised in a good cause.

What cause should you advocate?

That is up to you. As a thoughtful citizen, you must have some ideas on matters of public or private interest which can be established and strengthened by intelligent presentation and discussion. There are questions all the way from your local city or county government to international relations—from local traffic safety or juvenile delinquency or the need for a new bridge over the railroad south of town, clear up to industrial relations, price controls, food for war-ravaged nations, or the next presidential election.

There are audiences ranging from the class of small boys in your own Sunday School, or your lodge or service club or social group, to state-wide and nation-wide gatherings whom you might address if you have a real message.

Your ability as a speaker or leader needs to be placed in service for some worthy cause which will enable you to pay dividends in satisfaction and personal growth on the investment you have made in your training. Select the cause on the basis of your own interests and convictions. Inform yourself on its needs and problems and possibilities, and then go to work as an advocate.

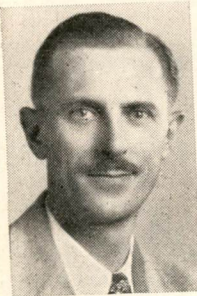
It is a grand thing for a man to be able to think and speak and listen well, but the only justification for that ability is the use he makes of it.

Let 1948 be the year in which you will accomplish definite ends through speech. Select your goal—your cause—and then make yourself a strong advocate.

The President's Message

By GEORGE W. BENSON

That new Toastmasters Club you are organizing—give it a break-by helping it start out with a full roster of thirty active members and several associates.



To launch a new Toastmasters Club with less than thirty members means that they will face a membership problem during that first, important year, when they should be spending their time on building good programs, practicing parliamentary procedure, learning how to speak and evaluate better.

The educational plan can be put into effect immediately, with success. The members find out at the start what a successful Toastmasters Club is like. They are not handicapped by below-average attendance. Interest in the meetings keeps them coming back for more. Basic Training lays the foundation.

Thirty members will provide a better audience reaction. Thirty members will offer a greater number of ideas, present a greater variety in speech subjects. Thirty members will show up the Club to good advantage when there are visitors. And the visitor is always a prospective member. A full ros-

ter means a better and more useful Club.

Be sure that the new Club you sponsor embarks on its Toastmasters training with a schedule of *weekly* meetings, not bi-weekly, every other week, but *every week*.

Much more than half the benefits are lost to the Club which meets less than weekly. Members and officers lose the continuity of interest, and member and officer training suffers. Too often does a member forget which Monday or Wednesday it is, and so misses another meeting. Experience proves that attendance in Clubs meeting bi-weekly is more difficult to hold up to standard.

When the Club meets weekly—*every week*—the members have many more experiences in speech. Better training is the result, both to members and officers, for speech skill is acquired through practice.

If your own Club has the unfortunate habit of meeting less than once a week, try to correct it. Set a good example to the new Club.

As you work on the organization of new Toastmasters Clubs, be sure to give them these two advantages—a full roster, and a schedule of weekly meetings. The result will be stronger Clubs, and better training for speech and leadership for every member.

Toastmaster Magazine Writing Contest

The following articles have been selected from those submitted in the competition for writers, announced in the November TOASTMASTER. Others will appear in future issues. Meanwhile, every Toastmaster who thinks he can write is invited to submit his ideas, either on inspirational and informative subjects, or on speech education.

I Hate To Make A Speech

By ELMER O. BERDAHL, of Sioux Falls
"Two-Tenner" Toastmasters Club

Yes, I hate to make a speech.

I hate to make a speech almost as much as you hate to hear me make a speech.

But making speeches isn't the only thing I hate. I hate a lot of things.

I hate to play the piano. I hate to sing a solo. I hate to play golf. I even hate to build a cupboard.

I've always hated things. Soon after I was born, they put a diaper on me, and I hated that. Then they called me "Baby," and I hated that. Then they called me "Elmer," and I really did hate that.

As I grew older, I acquired more hates. I hated arithmetic, and language, and algebra, and plane geometry. I don't believe I ever hated anything quite so much as I hated plane geometry. I hated it so much that I took it for two years—by urgent request.

From that experience I learned one of the most valuable lessons of my life. I learned why I hated things.

The second year I took geometry I was the best student in the

class. I got straight A's. Did I still hate geometry? I should say not? *I liked geometry, and I liked it because I knew geometry.*

I liked geometry so well that I seriously considered making a career of teaching it. When it came time for me to choose the subject in which I was to do my practice teaching, *I chose geometry. Why? Simply because I liked it, and I liked it because I knew it better than I knew any other high school subject.*

Yes, we like to do things we know how to do well.

Among other things I had to teach the first year was freshman English, and I hated that. But now *I knew why* I hated to teach that subject. It was because I didn't *know* freshman English. I set out to remedy the situation, and I learned more English that year of teaching than I had learned in all my life up to that time, and I can honestly say that before the end of the term, I enjoyed teaching English.

When I was teaching bookkeeping at Washington High School, students often said to me, "I hate bookkeeping."

Whenever a student said that, I accepted it as a challenge to make

him like the subject, even if I had to flunk him to do it. I flunked a lot of students, but I can safely say that ninety percent of those who failed took it again, and learned to like it, and the majority of them went on to take as much bookkeeping as they could get in our school.

We do like to do the things we know how to do.

A year ago I joined Toastmasters because I hated to make a speech. I knew why I hated speaking, and I wanted to do something about it. I had always admired the fellow who could get up on his feet and express himself well, but I knew that this ability could not be acquired just by reading books about how to make speeches. Study must be accompanied by the right kind of practice. I believed that Toastmasters training was the solution to my problem.

Now that I have been a Toastmaster for over a year, I have to admit that I have "flunked" the course. I still hate to make speeches. But I know why I have this hate. I can overcome it.

In spite of my failure, I still believe that the Toastmasters Club has the solution to my problem, and I am willing to take the course again, and still again, if need be.

But I am issuing this challenge to each of you, my fellow Toastmasters: "Help me to learn to make a speech, and some day I will like speaking."

It is the things we can't do well that we hate. We like to do what we can do well.

The Hope For Peace

By JOHN A. SHIRLEY, of Hollywood
Toastmasters Club No. 58

We are climbing up a ladder—a ladder which leads to peace.

Today we are on the fourth rung, reaching up to grasp the fifth one.

A quick survey of the lower steps will give meaning to the fourth and fifth.

The first and lowest is the rung of individualism.

A man lived in a cave, alone. When he went out to hunt for food, another came in and robbed him. Of this stage of civilization it has been said, "the hand of every man was against the hand of every other man."

Slowly it dawned on human consciousness that it would be better for two or more to live together, usually those having some blood relationship. Then, while one went out to hunt, another could remain on guard. So man gradually climbed up on to the second rung, which is the family level. For example, consider the case of the patriarch Jacob and his twelve sons. Quite a family! As a family, they were rich in flocks and herds, and able to defend themselves and their possessions.

As children and grandchildren were born, the family climbed to the third rung of the ladder, the tribal rung. The sons of Jacob became the Tribes of Israel. Families in Scotland developed into clans. Indian tribes of North America discovered a racial soli-

arity.

The fourth rung was reached when tribes or clans united to form a nation. For a long time this was generally regarded as the ultimate unit of civilization.

But idealists were thinking. Tennyson dreamed of a higher level when he wrote of "the parliament of man, the federation of the world." President Woodrow Wilson tried to give reality to the League of Nations. Wendell Wilkie envisioned "one world."

Who is there among us whose pulse did not quicken as delegates from the nations of the earth assembled in San Francisco to draw up a charter for the United Nations Organization? But on the first day of the gathering, who of us did not receive a shot of ice water in his veins as the truth dawned on him that the nations had not sufficient common ground on which to acknowledge the sovereignty of one God by an invocation?

On that day many people realized that only a miracle could make it possible for us to go up to the fifth step as one world.

But *we are going up* to this fifth rung. It appears now that we may be going up as two worlds—perhaps three, for no one knows what may be coming out of the Orient.

What lies ahead on the next rung of the ladder?

There are those who say that war is inevitable; and they give as proof this very ladder up which we have climbed. They point out that on the first rung, man fought with man; on the second it was

family against family; then tribe against tribe; nation against nation. And they say that the worst is yet to come.

I do not believe so, and I will tell you why.

On the first three rungs of the ladder, and until recently on the fourth, men did not want peace. But now the desire for peace is strong. Men of great intellect and experience are working for it. And when men really get down to work for something, we may have hope that it will come.

I remember driving across a portion of desert sand, a narrow strip of concrete, and on either side sand—just sand. In it a car would be powerless, and the thought came to me that somewhere ahead, the sand might have drifted across the road. But I dismissed the thought, knowing that I was on a U. S. Highway, and that men were constantly at work to keep it clear.

So it will be with peace on that higher rung of the ladder to which we are climbing. We will be working at it. We shall find the way.

The fifth rung is inevitable. It is the next natural step in our evolutionary climb. It may not be the one world we had hoped; but we are not discouraged. If it is to be an international world, we shall do our part to promote international good will.

And so we will prepare the way for some future generation to step up to the sixth rung of the ladder as one world, indivisible, and with a measurable degree of liberty and justice for everyone.

THE Toastmaster

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



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 The Toastmaster Magazine, Santa Ana, Calif.

Men Working

Yes—men at work! *Many* men—more than 14,000 of them—working to improve their own and their fellow Toastmasters' ability to think, to speak, and to conduct meetings. . . . There you have a brief, but accurate, description of Toastmasters International.

The particular advantages of Toastmasters procedure over most self-improvement study methods are found in the free exchange of ideas and experiences with others who have the same goal, *plus* regular and frequent opportunities for the application of lessons learned by guided study.

What could be more *logical*? No man wishes to learn to talk to *himself*. Man desires speech so

that he can communicate his thoughts to his fellows. He covets the ability to preside over a meeting in such a manner that the ideas of all participants may be exchanged in an *orderly* fashion. All the "book learning" in the world would fall short of achieving such purposes—without constant practice and constructive criticism . . . Hence—men at work in Toastmasters Clubs!

"But why limit this helpful exchange to 30 men?" was the question soon asked by the members of the first Toastmasters Club. Since no acceptable reason could be found, another club was formed, then another, and another! Today there are 565 Toastmasters Clubs in the United States, Canada, and Scotland—a fact which in itself calls for more "men at work", not merely individually and on the Club level, but in the Area, the District and the International organization. In order for these various necessary units to serve their worthy purposes, continuous work is required by officers and committee members. For instance, already hard at work are many of the International Committees appointed by President Benson. Some of these committees are charged with the responsibility of making next July's Toastmasters Convention in San Francisco the **FINEST EVER**.

Yes—men are at work—for you! *Are you working* for yourself—and for others? . . . Are you?

Don't Grope For Words

It is now almost one hundred years since Peter Roget (pronounced *Ro-zhay*) first published his "International Thesaurus" in an attempt to provide a handy, easily accessible catalog of words and synonyms. To help supply his own deficiencies, he had made up a list for his personal use in which he could find different ways of expressing the same thought. It served him well, and inspired him with the thought of helping others. The original "Thesaurus" came out of this purpose, and through three generations it has proved its worth.

Just as the dictionary gives the meaning and pronunciation of words, so the Thesaurus undertakes to give the best word by which a certain meaning or idea can be expressed. One of the constant problems has been how to list the words and ideas so as to make them easily found by the student. Another problem has

been to bring the catalog up to date and keep it abreast of current usage.

A new edition of Roget's International Thesaurus has been issued by Thomas Y. Crowell Company, New York, which seems to meet and solve both these problems. Greatly enlarged, enriched with illustrative quotations of word usages, and brought up to date by the introduction of modern colloquialisms and slang expressions, it is a work which should be found in the library of every speaker and writer. It sells for five dollars in the standard edition. With thumb indexes for added convenience, the price is \$5.50. Since there are several editions still on the market, it is wise to be sure that you get the new edition, published in 1947 by Crowell's. You should find it at your local bookstore. If not, you may order it from Toastmasters International.



COMPLETE THE DIAMOND

When the Franklin Toastmasters Club of Columbus, Ohio received their International Charter, number 524, they added the final point to a nearly perfect geographic Toastmasters diamond in southeastern Ohio. The picture shows the Presidents of those clubs making up this diamond on either side of Governor Si Blinn of District 10. Left to right: Don Layton, Newark; Dr. Ernest F. Shearer, Columbus; District Governor Blinn, Eugene Mizer, Zanesville and Ted Scheu, Lancaster.

The Travels of Founder Ralph Smedley



The famed Furniture Museum in Grand Rapids, furniture capital of the nation.

Eight thousand miles, by air, rail and automobile, was the record made by Ralph Smedley in visitation of Toastmasters Clubs during October and November. In individual club meetings, in joint meetings, and in Area and District gatherings, he had personal contact with 76 of our clubs, many of which had never before been visited by any representative of the Home Office. He helped in conferences, both with individuals and with groups, and in presenting our purposes and methods to the larger meetings, always endeavoring to give a clearer and better interpretation of the ideals and benefits of Toastmasters training.

Grand Rapids

The program of visits started at Grand Rapids, Michigan, where the club had been organized and supervised altogether by correspondence. A delegation from Bay City, another Michigan club organized by mail, drove 140 miles

through the rain to be present at this meeting. Presentation of a Basic Training certificate to John Wolf, secretary of the club, was a feature of the program.

Both Grand Rapids and Bay City Toastmasters Clubs are working on new clubs in their region. They hope to be ready for a Michigan District soon.

Windsor, Ontario

This Toastmasters Club, just across the River from Detroit, was the only one outside of the United States touched on the trip. Carrying on in comparative isolation for some five years, these men have done a good work for themselves and their community. The program which they put on for "inspection" by the visitor was of notable quality. Each speaker was dealing with one of the Basic Training assignments. Delegations present from Detroit gave promise of early developments in that city. Windsor will help.

Rochester

At the first official gathering of the prospective District of New York, a charter was presented to the Buffalo "Pioneer" Toastmasters Club, No. 506, and visiting delegations were recognized from Canandaigua, Horseheads, Niagara Falls and Syracuse, where new clubs are in process of organization. The Junior Chamber of Commerce of New York is taking a keen interest in Toastmasters Training. Both in Buffalo and in Rochester, the clubs are Junior Chamber sponsored.

Boston

First in Massachusetts is Boston Toastmasters Club No. 502. It was organized through the interest of Ervin Pietz, who came from Portland, Oregon, where he had been a member of the Portland Club, and who couldn't get along without his speech practice. Presentation of the charter was one high point of this visit. Another was the "patriotic pilgrimage" on which members of the club took

Ralph Smedley. Some of the places visited are shown in pictures of the trip. A picture of the group in the assembly room of Faneuil Hall was a thrill for every man present.

The huge block of stone on Lexington Common, which marks the line where the Minute Men stood on April 19, 1775, was another inspiration point. Smedley advised the Boston Toastmasters to use Captain Parker's famous words which are engraved on that stone as material for practice in "voice gestures." The picture of this monument appears on the front cover of this issue.

Portland

This most eastern Toastmasters Club, at Portland, Maine, holds Charter No. 288, and for three years it has carried on faithfully with help only by correspondence and by two or three visiting Toastmasters who have dropped in on meetings. Until this year it was the only Toastmasters Club in New England. In use of the stand-



In Faneuil Hall, Boston. From this platform, in the "Cradle of Liberty" spoke such men as Webster, Choate, Sumner, Wendell Phillips, long before the day when Boston Toastmasters lined up with Ralph Smedley and demanded a "Speech" from him on this historic spot.

ard Toastmasters program, and in benefits to its members and to the community, it ranks high. For the benefit of the visiting Toastmaster, an excellent program was presented at the club's regular meeting. An hour spent in the old home of Henry Wadsworth Longfellow added to the store of memories carried away by Smedley, as did a tour of the city with Sylvester Pratt and Harris Plaistead, and a luncheon at the Cumberland Club with Leslie Harrison.

New Haven

From Harvard to Yale, from Paul Revere to Nathan Hale, from Charles River to Long Island Sound, from Charter No. 502 to Charter No. 536, was not a long step geographically, at least. The "Connecticut Yankee" Toastmasters Club of New Haven is our first in Connecticut. It resulted from interest aroused in Leonard Fish, an insurance man, when he read about Toastmasters in a national magazine, which led to his bringing together a representative group to form the club. A distinguished occasion was the meeting for charter presentation. Carefully timed, completely worked out, the program was a revelation of what can be done by earnest men.

Smedley remarked that just as Boston had failed to feed him baked beans, so New Haven provided him with no wooden nutmegs, but both places made good on points of historical meaning. In New Haven, the Nathan Hale monument was a center of inter-

est, as was the Old Center Church, facing the Green, where unusual courtesies were shown the visitor.

With three clubs (Portland, Boston, New Haven) in New England, there is good reason to expect the development of a fully organized District in that region. Several new clubs are now in prospect, soon to be ready for recognition.

New York City

A day spent in the metropolis gave opportunity for conferences with various interested men, each of whom is eager to get into a Toastmasters Club. One of these days all these interested people will get together and a club will be the result. As matters stand now, New York City is one of the few great cities of North America which still deny themselves the benefits of Toastmasters training, although there are enough former Toastmasters and prospective members in and around the city to make up a full membership roster for an active chapter.

Wilkes-Barre

Here in the heart of the anthracite coal country is a club which has been completely isolated for years. It is hard to say whether the visitor or the club members had the greater thrill from the contact. Poor flying conditions delayed arrival and interfered with arrangements for photographs, but otherwise a full and well-planned program was put through without a hitch.

Three Wilkes-Barre Toastmasters, George Malick (President),



It required special permission for Philadelphia Toastmasters to get themselves and their charter photographed beside the Liberty Bell, whose message of "liberty throughout the land", especially as to freedom of speech is proclaimed by all Toastmasters.

Arnold Fahnestock and Charles Popky, took Ralph Smedley by automobile to Philadelphia, and stayed over for the charter presentation at that point. As it was their first visit to any Toastmasters Club except their own, it was a notable experience for them, even as the drive through Pennsylvania mountains in the rain was interesting to their guest.

Philadelphia

When Earl Slaughter, a member of St. Paul's "First" Toastmasters Club, moved to Philadelphia to take a place with the Studebaker Corporation, he brought the idea with him. Presentation of Charter No. 541, to the new Philadelphia Toastmasters Club, was the result of his interest. The event was made the more notable by the presence of Norman V. Knutson,

of St. Paul, who came by air especially for the occasion, in fulfillment of a promise made to Slaughter when he left St. Paul. Other visiting Toastmasters present were the three men from Wilkes-Barre, and Sidney C. Baker, Jr., Vice-President of the Toastmasters Club of Rochester, N. Y.

In Philadelphia, as in Boston and New Haven, Ralph Smedley was taken on a pilgrimage to spots of historic importance. A picture of the group of Philadelphia Toastmasters with Smedley around the Liberty Bell was a worthy memento of this visit.

The Philadelphia Toastmasters Club has a membership made up altogether of business executives, professional men and heads of establishments. They are setting a high standard of speech excellence as their goal.

Wilmington

Three Philadelphia Toastmasters, President Homer Chamberlin, Vice-President Martin Ivers, and James Parsons, (all of them railroad men) took Smedley by automobile to Wilmington for his meeting there. Thus they made it possible for him to visit another American shrine, the Valley Forge Park, where an hour was spent reviewing the heroic deeds of our colonial ancestors. Smedley threatened to prepare a speech on "Places Where George Washington Was Not Asleep."

Wilmington is another of the "isolated" chapters, but like the others in that category, it has carried on with success, following the standard program of training.

The club put on its regular meeting, with the ladies present, and made a good exhibition of speech ability. This club certainly should possess dynamic qualities, since many of its members are with either the Dupont Corporation or the Hercules.

The Toastmasters idea was brought to Wilmington by Tilden Harrison, Program Secretary of the Y. M. C. A., who was also responsible for the club at Portland, Maine.

Washington, D. C.

Prospective clubs and numerous interested men occupied busy days in the National Capital, and gave good hopes for the early establishment of two or more chapters. Maurice Herndon, representative of the National Association of Insurance Agents, K. L. Rob-

erts, engineer with the Federal Power Commission and W. E. Barker, who is connected with the Treasury Department, are keenly interested in the training. When they get ready to start work, they may hope for the help of certain Toastmasters who occupy seats in the House of Representatives, and from other men in important places who have helped themselves upward by contact with Toastmasters Clubs "back home."

Ashland, Kentucky

This Club, which holds Charter No. 246, was organized as a result of an article which appeared in the Christian Science Monitor, July 11, 1942. This article, the first really nationwide publicity we had received, came to the attention of Herbert R. Smith, man-



Area Governor George Walker with Smedley at the McKinley Monument, Canton, Ohio.



Two new chapters received their charters at Cincinnati, at the hands of District Governor Blinn and Ralph Smedley. Exhibiting the charters are President John Will, K. of C. Club of Dayton, and President Al Henshaw, of Cincinnati "Losantiville" Toastmasters. Area Governor Tim Kelleher is at the left, and Gov. Blinn and Area Governor Ray Grote at the right.

ager of the Henry Clay Hotel of Ashland, and the club came into being. Smedley's visit here was in the nature of a happy reunion with old friends whom he had never seen before.

Appropriately, Herbert Smith was Toastmaster for the meeting which Smedley attended, and an excellent program was presented, proving again that the Toastmasters system of training can be adapted and used without personal contact with the officers of International. All that Ashland needs is some more clubs in its neighborhood, a matter which promises to be cared for soon.

Ohio—District 10

Up to this point, all of Ralph Smedley's visits had been to clubs not previously contacted in person. Getting back to Ohio was a return to familiar fields.

Four Area Conferences had been planned for four consecutive days. These included Akron, Canton, Zanesville, Cincinnati. At

each place there was a large and enthusiastic gathering, with much conferring on the side. District Governor V. L. Blinn left his insurance business to care for itself, under the supervision of Mrs. Blinn, and devoted the week to body-guarding Smedley as he toured the state.

Good programs, good conferences, good suggestions and good fellowship characterized the series. New club prospects were brought into personal contact with the work. New clubs were chartered. New members were inducted. New ideas were advanced. And new laurels were won by some of the speakers.

At Cincinnati, Smedley noted that just a year ago, he had spent an hour between trains one day in conference with Oral T. Carter about starting a club in that city, where not one was operating at that time. On this recent visit, representatives of five Cincinnati Clubs and two from Dayton met

for the Founder's welcoming. It was natural that Smedley, Carter and others should have exchanged felicitations on this remarkable growth. And it is not surprising that since the visit, more prospects are turning up in Cincinnati and surrounding cities. District 10 is nearing a total of 30 Toastmasters Clubs, and it is only by reason of the excellent Area organization that the work can be so effectively carried on. Governor Blinn and his associates are really on the job.

Evansville—District 11

Rounding out a busy week, Ralph stepped from the midst of the Buckeyes to the country of the Hoosiers.

First on the list was the chartering of the new club at Carmi, Illinois, sponsored by the Evansville Toastmasters (there are only four Toastmasters Clubs in this progressive city of Evansville, with others in prospect) and numbering among its members the leading citizens of this busy city in the Illinois oil fields. The new club showed itself worthy in a well presented program, and President R. S. Lowenherz was able to accept the charter without hesitation.

Next came a District Conference at Evansville, which attracted men from throughout the state, in spite of important football games and unfavorable weather. District Governor H. O. Johnson, aided by Area Governor Reg Dryer, of Evansville, and other Area Governors, had planned a strong conference on District affairs, with a

dinner in the evening, and the program was carried through in full.

Educational materials, program planning, outside activities and the whole range of club work came up for consideration in a thoroughly thoughtful conference. District 11 is almost tied with District 10 as to number of clubs. There will be a pretty race between the two Districts as to new club promotion during the next six months.

Chicago

An evening conference with a group of leaders of the Chicago Area was all that time permitted. This meeting, held in the office of Russell Puzey, District Secretary, included District Governor Norman Higgs, Deputy Governor Emmit Holmes, of Central Toastmasters, Area Governor Walter Voss, of Central Toastmasters, and Dick Brandlon, of High Ridge Toastmasters. Hours were spent in conference on affairs of the District, and then the men walked out into a Chicago snowstorm.

Denver

The Toastmasters Club of Fort Collins, led by Gordon Merrick, had promoted a veritable statewide gathering at Denver. The Fort Collins Club turned out in force. They were joined by the new Denver Toastmasters, members of the interested group at Boulder, and representatives from various other Colorado cities. C. J. McFeeters, of Rawlins, and T. L. Rudolph, of Riverton, Wyoming Toastmasters Clubs, had made



They welcomed Smedley to Evansville. Otto Weibrenner, Secretary and Gerald Quick, Deputy Governor, of Evansville No. 1 Toastmasters, assisted Area Governor Reg Dryer at this "happy landing."

the long trip to Denver for the occasion. In addition, visiting Toastmasters included Harry Abney, of Seattle "Victory" Toastmasters, Charles H. Holder, of Coronado, California Toastmasters, James F. Neely, formerly of Inter-City Club, Huntington Park, and others who heard about the meeting and came in to help. The Fort Collins Toastmasters presented a successful demonstration program, before an audience which taxed the capacity of the room. This meeting served to crystallize sentiment with several groups, so that new clubs are indicated in several cities, as well as the prospect of forming a District to include Wyoming and Colorado.

Albuquerque

A District Conference in the afternoon, followed by a great evening gathering for dinner, in the historic Alvarado Hotel, made

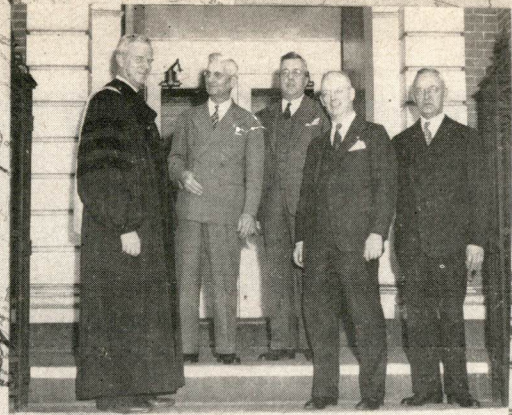
a climactic finish for the long trip of our Founder. Presentation of a charter to the new Las Vegas Toastmasters Club, and official recognition of the District of New Mexico were highlights of the program. George McKim is Governor and Howard Williamson, of Clovis, is Lieutenant Governor.

These Toastmasters of New Mexico are preparing to invite the Toastmasters International Convention of 1950 to come to Albuquerque, where everything is available to insure a great convention—climate, hotels, scenery, historic attractions, and, best of all, a host of enthusiastic Toastmasters to welcome all comers.

California Again

(See Page 18)





↑ **AT NEW HAVEN**—On the steps of the old "Center Church" overlooking New Haven Green. Smedley was greeted by Dr. David N. Beach, minister of the Church, and shown through the historic structure.



↑ **EASTMAN PARK**—Where kodaks and films come from, at Rochester, N. Y. Carl Weber, President of Rochester Toastmasters, shows Smedley the George C. Eastman Monument.



CONNECTICUT YANKEE CHAPTER #536

← **THE "YANKS" ARE HERE**—First in Connecticut, the "Connecticut Yankee" chapter put on a charter program worthy of veterans, which culminated in the reception of the charter by President Leonard W. Fish.



← **BUNKER HILL**—The Boston Toastmasters took the visitor on a "patriotic pilgrimage" and the group stopped to rest at the base of Bunker Hill Monument.

↑ **END OF THE RIDE**—Ervin Pietz and Ralph Smedley pay respects at the Paul Revere Monument, in Boston's "Old Burial Ground", located in the heart of the City, an enduring memorial to that famous "mid-night ride."



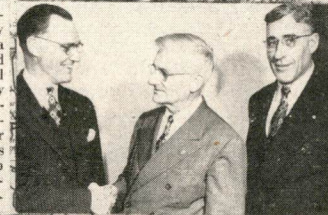
↑ **AT WILKESBARRE**—Standing are E. R. Barnum, perpetual Secretary of Wilkesbarre Toastmasters, Treasurer Francis Finn, Smedley receiving the gavel from President George Malick, with Deputy Governor Philip O'Connell and Educational Chairman Arnold Fahnestock standing by.

THE FOUNDER TRAVELS



↑ **FIRST IN MASSACHUSETTS**—Ervin Pietz, President of Boston Toastmasters Club, No. 502, accepts the charter at the hands of the Founder.

↑ **ACROSS THE BORDER**—The Smedley invasion into Canada was warmly welcomed by President Paul Haeberlin and Deputy Governor Morley Lawrence, as official representatives of Windsor Toastmasters. This club is all set to help establish Toastmasters in Detroit.



↑ **"COTSE TA TEESI"**—Was the name bestowed on Smedley by the Pueblo Indian braves who helped welcome him to Albuquerque. What does it mean? They said it signified "Great Speaker," but when they spoke it, the sound was more like "Big Wind."



↑ **"MILE HIGH" TOASTMASTERS**—At Denver, though the good work of Fort Collins Toastmasters, a great meeting was arranged. Representatives from various parts of Colorado, as well as from Rawlins and Riverton, Wyoming, were present. A number of visiting Toastmasters from outside enjoyed the occasion. Seated with Smedley are Harry Abney, of Seattle "Victory" Toastmasters Club, (exhibiting the "Toastmasters Thesaurus") and Gordon Merrick, President of Ft. Collins Toastmasters.



↑ **AT ROCHESTER**—Western New York was well represented in the meeting at Rochester, where Buffalo "Pioneer" Toastmasters received Charter No. 506. The picture shows a group of the visiting Toastmasters at Rochester.

In California Again

Back home, once more in the harness, Ralph Smedley announced certain impressions gained on his trip, and certain convictions deepened by observation.



¶ First, Toastmasters training is needed and desired by multitudes of men who are still without it. We are under a moral obligation to give them a chance at it.

¶ Second, the plans and programs of Toastmasters are right. The simple procedure is effective in producing results. The plan, with a reasonable degree of initiative and industry on the part of members, does work.

¶ Third, the members generally are coming to a better understanding of the fact that the Toastmasters Club is essentially an educational agency. Thus, they are learning to make better use of materials and methods provided for them. The more thoroughly they use these aids, the greater the benefits.

¶ Fourth, increase in number of clubs and members, while highly desirable, is not a paramount consideration. Our great responsibility is to make the present clubs as good as they can be, and to give the best training of which we are capable to every member.

¶ Fifth, a rather high rate of turnover in membership is to be expected, and should not cause alarm. The antidote is a strong backlog of associate members in every club—men waiting for changes to give them a chance to become active. Generally speaking, clubs which have an annual change in personnel of not more than twenty or twenty-five percent are more lively, more aggressive, and more conscious of the educational opportunities than some whose membership is more stable. A reasonable rate of turnover may be a help rather than a hindrance, always provided that there is no falling below the standard roster of thirty men.

¶ Sixth, participation in District activities is a great advantage. The isolated club has special problems and difficulties. Wherever possible, districts should be formed.

¶ Seventh, our clubs are doing a tremendous work in community service through speech and leadership.

¶ Eighth, the organization acts wisely in not engaging in any special propaganda. The policy of training men as individuals to champion the causes in which they believe is conducive to good citizenship and good service.

¶ Ninth, our policy of "honest thinking, frank speaking and analytical listening" is something greatly needed in the world today. Toastmasters are contributing beyond their fondest hopes to the stability of American ideals.

¶ Tenth, what we need, in the Toastmasters movement, is not so much of new ideas or practices, but much more of the same that we now have. Our principles are right and our program is sound. All we need to do is to use these more completely.

January Points of Emphasis

The Progressive Training Schedule for January emphasizes speech construction, and organization of materials in speeches and in programs. Provision is made for an integrated or theme program, and for a formal debate during this month. Three members of the Educational Bureau have been called upon to present suggestions for members and program committees. These suggestions are embodied in the three short articles which follow, and which are recommended for preferred attention on the part of program planners and participants.

Speech Organization

By ERNEST S. WOOSTER, of Santa Ana Toastmasters Club No. 15

Many casual speakers, including too many Toastmasters, organize their speeches by merely opening the mouth and letting the tongue take its course.

Such speakers are as much in doubt as to what will happen as are their hearers.

That is a simple method, but not the best one. It is not even a good one.

Probably no speech formula is easier or better than the one so frequently voiced by Ralph Smedley. The "Smedley" way is to start with the conclusion, then take up the opening, and finally fill in between with the points to be made. It is like making a sandwich.

Why start with the stopping point?

Well, if anything of importance is to be said, there should be a clinching of the argument. If you have no "clincher", what's the use of making a speech at all? Smedley has said: "The last thing you will say is the first thing to think about, for the conclusion establishes the purpose of the speech."

Why put the opening next? Because you want your audience to

listen. To get the audience to listen to you, their attention must be claimed at the very start. Plan a good opening to make them listen through to your conclusion.

In due course come to the points to be made in your speech.

Having caught the attention of the audience; knowing where you are going and what to do when you get there; you are ready to arrange the intermediate portions.

In a six-minute talk you have time for not more than three points. Select the best possible ones.

Arrange these points to work up to a climax and to step right into the planned ending. That is, the strongest point should be the final one. Those of lesser strength are the first and second. But be sure to tie the points together, with appropriate "transitional" paragraphs.

This is an easy method, and a simple one.

In fact, it is much simpler than the open-your-mouth-and-see-what-happens procedure, for no doubt is in your mind to handicap you as you go along. There is no useless repetition because of failure to organize the points, no trailing off at the end with an ineffectual "Well, I guess that is all I have to say," no opening with "I haven't

really given this much thought." That sort of ending and starting needs no statement—it is obvious.

Make a habit of this method of thinking the last thing first, even in casual conversation. It makes speaking a definite procedure, not a doubtful venture. It is a practical method of "look-before-you-leap" safety-first protection.

"It Ain't Necessarily So"

By WARREN O. MENDENHALL, of Smedley Chapter Number One, Santa Ana

Timothy I. Toastmaster pounds the table, looks the members straight in the eye, and makes an astounding assertion. His listeners shift in their chairs. Can this be? Is it a fact?

Regardless of the confidence which the Club places in Member Timothy, and willing as they are to take his word for it, simple assertion of a fact is not proof. And, important as earnestness and conviction may be, thoughtful listeners will not accept as fact any assertion which cannot be supported by verifying evidence. Hence, a Toastmaster should state as fact only that which he is ready to support with proof.

The Progressive Training plans for January provide for a debate.

This debate program should emphasize the importance of supporting evidence, for it is one of the rules of debate that nothing should be stated unless it can be substantiated. The debate contestant must be able to cite authority or else

have his arguments torn to shreds by the opposition. His success in debate depends on his ability to clinch the arguments by convincing and incontrovertible proof.

Unfortunately, there are relatively few opportunities nowadays to witness a formal debate. But most of us, harking back to academic years, can remember the long hours of library research by participants. We may call to mind the debates themselves, and the reference books kept at hand for use by the contestants. This suggests a type of proof which is available for all Toastmasters—books and articles by authorities in the field.

The debater who is well acquainted with the library need seldom make unsupported statements.

Other acceptable forms of verifying evidence are authentic quotations from authorities, verified statistics, historical documents, and reports of reliable newspapers. Of chief importance is the reliability of the source of the information.

All this emphasis on proof does not mean that the expression of personal opinion has no place. Indeed, when properly supported by facts, the expression of opinion is the culmination of the argument.

But, for the experienced Toastmaster, sound, logical and carefully chosen facts should be the foundation for every informative talk. Otherwise, remember that "it ain't necessarily so."

Golden Anniversary

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

For the "theme" program recommended in Progressive Training for January, it is suggested that the theme be money—gold—mediums of exchange, with the happenings in California a century ago as the focal point.

On January 24, 1848, just 100 years ago, James W. Marshall, an employee of Captain John A. Sutter, discovered gold in what is now known as the Mother Lode country. He was building a water-powered saw mill for his employer, and had turned the water into the mill race for a final check when, in the bottom of the flume, he saw particles of yellow metal. He picked up some of the larger particles and took them to camp, where crude tests were applied, proving that gold had been found.

This discovery profoundly affected the world economy of that day, for millions of dollars in gold bullion poured out of California into international markets. It also started a movement toward this state which has continued to the present time.

Most serious of all was the effect on California.

This golden discovery transformed California from a quiet agricultural region into a fortune-hunting, wildly booming Eldorado. It took two generations to settle down to normal living.

Today, agriculture has again asserted its importance, and Cali-

fornia helps feed the world. Industry has invaded the state, and Hollywood has become the movie capital of the world. The climate attracts tourists in ever increasing numbers. "Black gold" in the form of petroleum pours from the ground in an endless flood. The natural scenic attractions are unspoiled, and impressive as ever. But neither Californians nor visitors can ever forget that discovery at Sutter's Mill, one hundred years ago.

When you come to San Francisco next July, for the Toastmasters International Convention, you will wish to see the spot where James Marshall made his gold discovery. You will find it near Coloma, on the American River. Highway No. 49, so named for the year of the gold rush, goes right through the Mother Lode country.

While there is enough of history and romance and solid economic interest in the story of California to inspire many speeches, it is not expected that Toastmasters Clubs will devote an entire evening to this state. Rather, let the events of 1848 furnish the inspiration for a program on economics and money in general, built into a series of talks which shall be entertaining, informative and full of interest.

And don't forget, Toastmasters, your trip to San Francisco in July, to attend the great Convention, may be one of the high points of your entire life. Use the opportunity to see, study and enjoy the great Golden State.

What's Going On

Challenge From Glendale

Jewel City Toastmasters Club, of Glendale, California, wants to know whether any other chapter can equal its record for sponsoring new clubs during the past year. These bright "Jewels" list four new clubs which they have brought into being, anticipating the encouragement from President George Benson. Verdugo Hills, Burbank, Glendale Tropic and Glen-Eagle of Glendale and Eagle Rock are the four chapters. Deputy Governor Otto Janssen, of the Jewel City Toastmasters, would like to know whether any other Toastmasters Club has done as much or more. Send in your records, you busy sponsors.

San Diego Salvationists

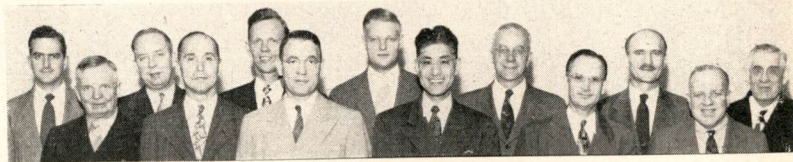
The San Diego Toastmasters were responsible for addition of several hundred dollars to the Salvation Army Christmas Fund. These Toastmasters took over a

downtown corner one busy Saturday, and by their speaking and fun, brought the coin right out of its hiding places, and put it where it helped to make Christmas brighter for many under-privileged people.

Practical Christmas Gifts

Three days after the December issue of *The Toastmaster* was sent out, the Home Office received a phone call from the Southgate Toastmasters club of California, asking for addresses of clubs in Scotland. They liked the Christmas Idea on page 12 and voted to send a package a month to Scotland.

Each member of the Downtown Toastmasters Club, No. 65, at San Francisco is sending a package to Scotland. Both the Southgate and the Downtown clubs believe in showing the Christmas spirit of, "Good Will Toward Men," in a practical way.



ENGINEERS CAN TALK!

These are part of the members of the Minneapolis Engineers Toastmasters Club. They represent many different lines of engineering, but by virtue of their training in Toastmasters, they are able to represent themselves and their profession with credit in all situations, even when it involves planning and constructing a speech.

Names of the men in the picture are quite typically Minneapolitan. In the top row they are: Webster, Benson, Olson, Thompson, H. J. Block, the retiring President, Loos and Willeford. In the lower row: Cloud, Untinen, Johnson, Long, Kritzer, Rowell. What! Only one Johnson, one Benson, one Olson!



President George Benson's trip through the Northwest brought him to Santa Ana, for committee meetings, and for conferences with Founder Ralph Smedley and Executive Secretary Ted Blanding. (More about the Benson trip in next month's TOASTMASTER.)

He Goes C. of C.

Charles E. Luther, Jr., first president of the New Albany, Indiana, Toastmasters Club No. 410, has been appointed Secretary of the Chamber of Commerce at Salem, Indiana. He had been in insurance work since his discharge from the Army early in 1946. His removal to the new field will no doubt mean establishment of a new Toastmasters Club at Salem.

A Simulated Program

Hi-cobbers' Toastmasters Club No. 428, of Pasadena, California, put on a panel that was different. The panel enacted a Board Meeting of the AJAX Radio Corporation. The speakers were various "executives" trying to find ways to stimulate sales in an effort to save a failing business. Their talks and discussions were carried on with startling fidelity to the real thing. In the Table Topic period, the topic was "Salesmen in Action," and each man was given an

article on which to make his "sales talk."

Keeping Posted

First St. Paul Toastmasters Club publishes "Posted Toasters." A recent issue commented on the enthusiasm of Member Norman Knutson, who flew to Philadelphia especially to attend the charter meeting of the club in that "brotherly" city. It was a long trip for a busy man to take, just to carry friendly greetings to a new group of Toastmasters. Another member, Wallace Cornell, had also done some fast traveling. Leaving St. Paul by plane on Monday morning, he attended to business in Chicago and was back in St. Paul in time to attend his club meeting that same evening at 6:15.

Freedom Trained

The bulletin of Wilmington, Delaware, Toastmasters Club, No. 359, comments on the talks given by Wilmington Toastmasters on "The American Heritage" in con-

nection with the visit of the Freedom Train. Quoting:

"These members gave superior performance. From almost every standpoint of good speech technique they were far superior to the average speaker. This seems to indicate the value of Toastmasters training. Perhaps these men could have done as well had they never had the benefit of practice in the Toastmasters Club, but it seems much more likely that the repeated practice and helpful criticism in the Club really paid dividends in their performance."

Mike Was Concealed

At La Jolla, California, (pronounced "La Hoya") the Toastmasters made speech recordings

without knowing it. The microphone was hidden, and they talked naturally. The following week, they criticized their own talks from the records, and some of them did not even recognize their own voices.

Conduct Of Conferences

This stimulating suggestion is from "Serval Toastmaster" published by Serval Toastmasters Club of Evansville.

"Ability to hold a conference and conduct it correctly is an asset to anyone. We of Serval Toastmasters believe that training obtained in our Club is the best way to learn to conduct a conference. We shall deal more with conference procedure in the future."



THEY SAID: "SHOW ME!"

And so Carthage, Missouri was shown Charter No. 533, and now they will show us how Missourians function. The charter party was held at the Drake Hotel. District Governor Frank Woodburn, of Topeka, was to have presented the charter, but car trouble delayed him, and Harold Schuckman officiated in his stead. The picture shows Sergeant-at-Arms Charles Grimes; Secretary Russell Goerke; Harold Schuckman, Deputy Governor of Joplin Toastmasters Club, Vice-President Carl Sanders, President Lawrence Ray, accepting the charter, and Educational Chairman Thaine Sanford.



THEY TOLD THE AREA

When Area 7 of District One held the fall Council Meeting at the First English Lutheran Church of Los Angeles, as guests of the Toastmasters Club of that Church, they listened to three inspiring speeches. The speakers, shown in the picture, are Herbert Hill, speaking on "The Prerequisites for a Successful Toastmasters Club;" Clem Penrose, on "Your Duties as a Club Officer;" and William Sundall, on "How to Develop an Interesting Educational Program."

Scared, But He Made It

Arthur Wedler, Treasurer of St. Louis Toastmasters Club No. 170, appeared recently in a debate on Radio Station KXOK. The program is called, "Wake Up, St. Louis," and is sponsored by the Junior Chamber of Commerce and the Bar Association. In commenting on this, his first experience before the microphone, Wedler said: "I was scared to death, but just imagined I was talking to the gang in our Club, and that gave me confidence. The difference was that I

had no one to talk back and tell me what I did wrong, and how I could have improved my talk."

He Quotes

Luther Ward, Editor of "Southern Accent," bulletin of Atlanta Toastmasters No. 266, announces: "As your Editor, I am going to take the liberty of quoting and re-quoting pertinent information from our Toastmasters literature until we *prepare, perform, progress*, and then keep on preparing, performing and progressing."

Wake Up!

Cliff Odegard, of Mt. Olivet, Toastmasters, of Minneapolis, writes in the club bulletin, "Talk," as follows:

"We are improving . . . For beginners we have come a long way. Yet, to me, many of our speeches are listless and dry. The listeners' minds are allowed to wander. I believe our next step should be to concentrate on subject matter."

Gavelier Agrees

Minneapolis Toastmasters bulletin, "The Gavelier," says: "Have your talk so well in mind that you can spend your effort on delivery and not on memory."

Warning From Waterloo

The bulletin of Waterloo Toastmasters Club No. 101 carries this warning to careless members:

"Our roster is full. Look out! Miss three meetings and you will be 'inactive.' Many good men are trying to secure admission to our club."

"His Honor" Is A Toastmaster

At Carmi, Illinois, Mayor Clem Rebstock is a charter member of the new Toastmasters Club.

In three Indiana cities, two of which are in Area 5 of District 11, newly elected mayors are Toastmasters. These are: Mayor Walter Cox, of Princeton, and Mayor Onis Rudolph, of Boonville, both of which towns are in Area 5, with Reg Dryer, of Evansville, as Area Governor. Mayor Thomas L. Lemon, of Bloomington, Indiana, is the fourth member of this quartette of civic leaders, all located on, or within driving range of, the "Banks of the Wabash."

Educational Activity

Some District and Area Educational Chairmen are doing work of exceptional quality, to judge by samples received at the Home Of-

fice. Charles Cover, of Zanesville, Educational Chairman for District 10, is putting out a series of bulletins to Club Educational Chairmen that should stimulate the men to continual improvement. Jack Cutler, of Van Nuys, California, Educational Chairman for Area 8 of District 1, is carrying on a similar work with bulletins, but of an entirely different sort. H. O. Buoen, Educational Chairman District 16, is another bulletin producer.

Any District or Area Educational Chairman who feels the need for stimulating ideas would do well to write for samples. Address Charles Cover, 1224 Maple Avenue, Zanesville, Ohio; Jack F. Cutler, 9191 Burton Way, Beverly Hills, California; H. O. Buoen, P. O. Box 371, Tulsa 2, Oklahoma. And enclose a postage stamp.



DOWNTOWN IN QUINCY

The second Toastmasters Club for Quincy, Illinois, the "Downtown" Toastmasters, received Charter No. 538 at the hands of an impressive group of dignitaries. This chapter holds its meetings every Thursday noon at the Lincoln-Douglas Hotel. In the picture are Dallas M. Schultz, of Jacksonville, Area Governor, Douglas Sherwin, of Centerville, Iowa, Toastmasters Club, winner of the 1947 Speech Contest, Bertram H. Mann, of St. Louis, Director, who presented the charter, H. David Condron, President of the new chapter, receiving the charter, and Weslie W. Olson, of Quincy, Director.



AT THE CITY OF THE ROSE BOWL

Vice President I. A. McAninch made the presentation, and Club President William J. Mauger, Jr., received the charter, No. 513, when the Pasadena Junior Chamber of Commerce Chapter of Toastmasters was officially welcomed in an impressive ceremony at the Altadena Town and Country Club. This is Pasadena's fourth chapter, with more in prospect.

Casper Is Basic

Toastmasters of Casper, Wyoming, are getting down to fundamentals. Secretary C. E. Curtis writes for Basic Training certificates for six members and promises to ask for several more in the near future.

Totem Honors "Children"

Totem Toastmasters Club, a Seattle (Charter No. 23) paid special honor to the seven (count 'em) Toastmasters Clubs which have been sponsored by this Club, at a very special meeting in December. The ladies were present, of course. So were representatives of those seven Clubs which Totem has established in the Seattle sector.

Going! Going! Gone!

With Homer Gultiz as Chief Auctioneer, Vigo Toastmasters of Terre Haute, Indiana, staged an unusual "auction" program just before Christmas. It was a ladies' night and guest night. Each member was asked to bring an article to be sold at auction, with proceeds to enrich the Club treasury. Each member was given two minutes in which to sell his article. Prizes were awarded to the three members who showed best form as "auctioneers" by producing best results (in cash) through the sales talk. It was an admirable way to break down reserves and remove embarrassment.

All Are Willing

Misleading, that word Grace, isn't it? It didn't throw the thirty members of the Smedley Chapter Number One, however, because they had all read their October Toastmaster magazine. President D. H. Tibbals, at a recent meeting, asked for a volunteer to give the invocation and all thirty members stepped up.

Scots To Invade England

Governor Arthur L. Cunningham, of Scotland District No. 18, writes: "The Aberdeen Toastmasters Club will be inaugurated in January, and there are definite prospects in Ayr and in Kirkcaldy. Lanark, too, is on the prospect list. We shall invade England early in the new year, and as Scots have a tradition to uphold in 'border raids' we expect to come back with a few 'in the bag'."

American Enterprise Forum

The Federal Affairs Department of the Los Angeles Chamber of Commerce offers the members of Toastmasters clubs bulletins and pamphlets published by the American Enterprise Forum of the Chamber. They are happy to put on their mailing list any Toastmaster who desires to receive regular copies of this material. No charge is made unless the quantity exceeds one hundred.

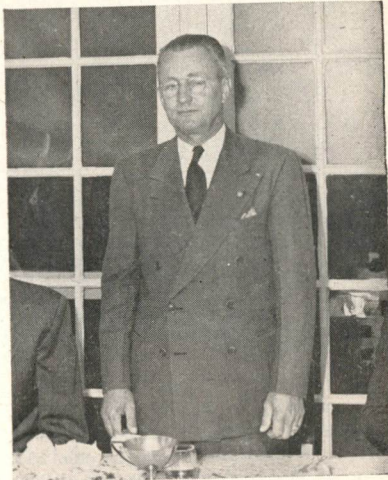
Toastmasters wishing to be put on the mailing list should write to Mr. W. E. McCann, Manager Federal Affairs Department Los Angeles Chamber of Commerce, 1151 South Broadway, Los Angeles, California.

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In Victoria

"Toastmasters Active in Victoria" is the caption of a full page article, with pictures, in *Island Events*, graphic weekly of Vancouver Island, British Columbia. The three Victoria Toastmasters Clubs were given competent treatment by the reporter, who gave a good interpretation of their personnel and purposes. W. H. Currie, Commissioner of the B. C. Government Travel Bureau, and an enthusiastic Toastmaster, has a featured article in the magazine.

TOASTMASTER HEADS P. C. B. O. C.



Harold O. Rasmussen, President of Business Men's Toastmasters Club No. 100, of Santa Ana, has been elected President of the Pacific Coast Building Officials Conference. In reporting to his Toastmasters Club about this new responsibility, President Rasmussen said: "Without the training received here in my Toastmasters Club, I would have been reluctant to assume the obligations of such a high position as the Presidency of the P. C. B. O. C. I have reason to appreciate what the Toastmasters Club has done for me." The "Building Officials Conference" is an organization of municipal building officials, building inspectors and others who have to do with regulating construction and promoting good building practice. Starting in California in a small way, its work has been directed to development of good building codes, and the work has spread throughout the nation. It is widely known as the "Uniform Code Association." Toastmaster Rasmussen will have an exceptional opportunity to make use of his training in Toastmasters during his year as the head man of this great organization.

"Are You Listening?"

Most of us never learn to listen. We give the appearance of listening when we really are just waiting for the other fellow to pause in his remarks so that we can get a chance to speak.

—R. C. Smedley.

It's a Good Idea

Timing Table Topics

From Rochester, New York, comes the story of a Table Topic Stopper that works. An electric toaster is placed on the table before the speaker. As he starts to speak, a slice of bread is laid on the toaster. When he gets through with his speech, he is required to eat the toast. If he likes his toast burnt to a crisp, he has the privilege of talking long enough for that to happen. Otherwise, he may stop when it is a beautiful brown.

Timing Critics

At Pasadena, California, Toastmasters Club Number 6 has a weekly vote for the best individual critic. A rule has been adopted eliminating from the voting any critic who takes more than 90 seconds for his remarks.

Reading The Minutes

Instead of reading the minutes of last week's meeting, several clubs have found it a useful variation to have read the minutes of *last year's* meeting of corresponding date. It is an interesting reminder of the talks and talkers of yesteryear. Try it in your club, and see what memories it brings back.

Timing The Program

When New Haven's "Connecticut Yankee" Toastmasters Club received its charter, the printed

program emphasized the importance of timing by showing the time schedule in the margin opposite each item. There was no room left for doubt or guesswork. Each participant could tell, by simply looking at his watch, whether he was on time or behind.

Table Topics

Lively discussion can be produced by use of some topic of personal interest to the individual Toastmaster, about his own club and his own experience. Here are a few good ones:

"What I like about the Toastmasters Club."

"What I expect to get out of the Toastmasters Club."

"How I overcame my fear of the audience."

"How I choose speech subjects."

"What did I get out of the latest *Toastmaster Magazine*?"

Names In The Paper

Newspaper publicity, merely for its own sake, has no great value, and it is hard to get in most cases. Publicity which comes because a club has done something newsworthy, something which will rate a headline, is the kind of publicity which counts. The best way to break into print is to do or say something which is of general interest. The editor welcomes items which are out of the ordinary.

What Is Propaganda?

The word is derived from the Latin verb *propagare*, which meant to propagate, just as we understand it in English. The Latin *propages* meant a slip or shoot of plant, and the verb *pangere* definitely meant to plant.

Thus propagate is a good agricultural word. It means to cause to grow and live and reproduce.

Propaganda is a form of this Latin verb, and it has no fundamentally bad or unpleasant association. Pope Urban VIII, early in the 17th century, organized the College of Propaganda, for the purpose of educating priests for missions. Their work was *de propaganda fide* — “concerning the propagation of the faith.” It is from that use of the word that its present sense has grown.

Propaganda is a term properly applied to any organized effort to spread some special system of belief or doctrine or principles. A political party or a church group engages in propaganda when it advocates its ideas. Even Toastmasters may be called propagandists in the cause of better speech.

There is nothing bad or discreditable about that. It is right and proper for any group to try to win followers, so long as its

efforts are not out of line with freedom and individual rights. But the popular modern way is to label as propaganda anything with which we do not agree, and so the word has acquired an unfortunate connotation.

Difference of opinion, if honest on both sides, can hardly be called propaganda. In an honest difference, either both sides are propaganda, or neither is. If a speaker or author says something in which you do not believe, that is hardly grounds for charging him with being a propagandist unless you do it in a nice way, and with understanding of what the word really means.

The present view of propaganda may be summed up as untruths offered as truths. When one is mentally dishonest in dealing with truth and untruth, in order to win followers for his cause, then he is a propagandist in the bad sense. If he presents his ideas from a biased standpoint, from selfish motives, we must fear him. But is he honestly presents his side of the case as he honestly believes it, he is simply using the right of free speech.

We must remember that there are two sides to every question. Our business is to find the truth and follow it, and be its advocate.

“Although propaganda gives force and direction to the successive movements of popular feeling and desire, it does not do much to create movements.”
—Aldous Huxley.

Notable Quotes

Where source is known, credit is given.

“When you make a speech, take a little bit of your heart, and lay it on the table.”

—David Quigley, Grand Rapids Toastmasters Club.

“Your voice must have appeal as well as power, or the pigs won't come.”

—Quoted by Harold Bishop of Hoosier Toastmasters, Indianapolis.

“We can fireproof the hotel, but we cannot fireproof the guest who smokes in bed.”

—Card in McCurdy Hotel, Evansville, Indiana.

I never tried to make a speech;
I'm sure I couldn't do it.
But I would rather make the try
Than have to sit and listen to it.

—Edna Bennett

Promptly on the appearance of almost every innovation, someone exclaims, “Why, I had thought of that!” Perhaps he had—but he only “thought” of it.

—Source Unknown.

I shot a joke into the air; it was reprinted everywhere. In Podunk News last week I read it, but London Chit-Chat had the credit. Just let them steal it, if they please—I swiped it from old Sophocles. And Sophocles, beyond a doubt, had turned it round and sent it out.”

—Source Unknown.

“The first obligation of the critic is to show the way to improvement. No one has a right to point out a fault unless he can show how to correct it.”

—Smedley.

“Wonderful is the power of soul with which a great idea endues a man.”

—Benjamin Disraeli.

“Life consists largely in exchanging words. Primitive life needs and uses few words. A few grunts and signs suffice when life is elemental and thinking-uncomplicated. Complexity of life requires more words, and added words lend to the complexity of life. Human progress keeps pace with language.”

—E. C. Lindeman.

Each time I pass a church,
I always pay a visit;
So when at last I'm carried in,
The Lord won't say, “Who is it?”

—Field Notes, Northwestern Mutual Life Ins. Co.

A public speaker's lot is not an easy one to bear.
There's many a slip 'twixt thought and lip which takes him unaware;
For the ablest chap will meet a trap he never dreamed was there.

—Edgar A. Guest.

Stories You Can Use

REPARTEE

(Try this one at a ladies' night program)

He: "Men have better judgment than women."
She: "Right! You married me; I married you."

CONVERSATION

Voltaire said of Diderot, after an exhausting hour of so-called conversation: "That man is a great wit, but nature has denied him one great gift—that of dialogue."

ROMANCE (plus a traffic hazard)

"It was so romantic! He proposed to her in the automobile and she accepted him in the hospital."

MODESTY

(This is another good one for ladies' night.)

She: "Handsome men are always conceited."
He: "Not always. I'm not."

SAY WHAT YOU MEAN

In an OPA pamphlet issued during the war, explaining how to make girdles last longer, was the line: "It can best be removed by a good, strong yank."

Someone must have criticized the double meaning of the words, for in a later issue, it was changed to read: "It can best be removed by a good, strong jerk."

DRAMATIC CRITICISM

A small boy, who had just seen a performance of "Uncle Tom's Cabin", was asked how he liked the show. "Well," he replied, "the dogs were good, but they had mighty poor support."

LONG-WINDED SPEAKER

Dr. T. DeWitt Talmadge used to tell the story of a Scotch preacher who was boasting to his fellow clergyman. "I preached to them for two hours and twenty minutes," he said. The other minister replied, "But weren't you dreadfully tired?"

"No," said the first, "but you just ought to have seen the congregation!"

BUILD UP YOUR OPPONENT

(Maybe in a speech contest.)

Sandy MacTavish is a generous man, giving praise where praise is due. "Mon," he exulted one day, "but I had a fine game of golf with Mc-Intosh yesterday. He played a g-r-rand game. His driving was wonderful. He never missed with his mashie, and his putting—ah, mon, you should have seen his putting! It was mar-r-velous! He played a gr-r-and game."

"And how many strokes did he beat you, Sandy?" a listener inquired. "Ah!" Sandy replied, "I wasna' beaten."

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HOW MANY OF US ARE ~~STUPID~~ NEGLIGENT?

excuse it, please!

How many of us are like the farmer who owned the most modern equipment, but let it lie idle while he tilled his fields with a horse-drawn plow? His neighbors called him "stupid." More damaging, however, than the names he was called was the fact that his crops were much, much smaller than they should have been!

HERE'S THE APPLICATION:

All Toastmasters get this Magazine every month, but some fail to read every word of it. Other Toastmasters know (because we've told them time after time) that Toastmasters educational material offers the most modern, efficient methods of speech improvement; but some allow it to lie idle while they struggle along with antiquated methods or with no methods at all
That's negligence!

How Are YOUR Crops?