

# THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

July, 1946

Vol. 12—No. 7



"I've simply got to be there by July 24th.  
That's our convention, you know."



TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is an organization of more than 380 active clubs, located in the United States, Canada, England and Scotland, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Chairmanship—Listening

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

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# Speech of the Month

## How! . . . .

By GEORGE F. STINES, of Eagle Rock Toastmasters Club, Lieutenant Governor of Area 4, District 1.

Toastmaster Stines has made a thorough study of the important problem of how to criticize a speech. His speech deserves careful reading by all Toastmasters. Read it, and then apply it in your own work.

### HOW! HOW! HOW!

That may sound like an oldtime Indian greeting, but it is an important word to all evaluators in Toastmasters Clubs.

We have had various talks in the past before this club on the *what* and *why* of Speech Evaluation, and so I have been asked to speak this time on the *how*. Perhaps it is not too much to say that the *how* is the most important of all the subdivisions of good speech criticism.

Too often, the evaluator or critic is so afraid of offending the speaker that he fails to give constructive evaluation of the performance. After tripping him up on some mispronunciation or misused word, he concludes with that time-worn phrase: "But all in all it was a good speech, Bill, and I liked it."

That is a fine example of *how* not to evaluate a speech.

How much better it is for the speaker if the critic will analyze the speech, and point out specific instances of *how* it could have been improved. Such instances

might include these and others:

1. Use a more startling, arresting opening.
2. Show a reason why such a speech should be given at such a time before such an audience.
3. Give material a more logical arrangement.
4. Use concrete illustrations.
5. Link salient points together so as to lead to a forceful plea for action or acceptance when you come to the "final curtain."

### Concrete Suggestions

Give some suggestions, and the speaker will realize that he can improve his next speech by following these ideas, all of which are so clearly set forth in our Basic Training and Speech Evaluation, those two invaluable books supplied to every Toastmaster through our Educational Bureau.

It is true that the critic should not neglect to call attention to errors in grammar or pronunciation, but these are incidental. Perhaps the best *how* to get a speaker who persists in misusing words to overcome the habit is to advise that he write out his speeches and consult the dictionary for every word of which he is not perfectly certain.

## What's Going On

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

### Why Not Both?

One club reports, "Some members prefer oral criticism while others strongly favor the written criticism."

Neither is used to the exclusion of the other. Both should be used as frequently as possible. Let the critic or evaluator fill out the form to hand to the speaker, giving written comments. Then in his oral comments he makes a clever little two-minute speech about the speech, possibly basing his comments on the written form, or perhaps departing from that entirely. The written criticism is especially helpful to the speaker. The oral criticism, if well given, is helpful both to speaker and to audience. The best critic uses both forms.

### Cantonians

The new Canton, Ohio, Toastmasters Club is attracting attention in its community. Local newspapers have been giving space, with pictures, to the club's activities. The charter presentation on April 30, was made by District Governor E. W. Alexander, and Past District Governor Stuart Henton, of Akron, was a speaker on the program. Mayor Carl F. Klein, in addressing the meeting, said: "We need more groups like this. Too many people are content to

If the speaker shows fear of the audience, the critic should let him know that it was observed, but he should also tell him *how* to overcome fear. He may be instructed on transferring his inward thoughts outward, from himself to his audience. He may be told to concentrate his attention upon the audience and upon his desire to tell them something which he knows, rather than allow himself to think about his own reactions, and about what the audience may be thinking of him.

### Eyes

When the speaker's eyes seek release from the steady stare of his listeners, so that he tends to look down at the table or up at the ceiling, don't be content merely to mention his lack of "eye contact." Tell him *how* to acquire that much desired eye contact by looking directly at two men, one near and one far away, on each side of the table alternately, so that as his gaze moves from one to the other, he automatically takes in the entire audience. If it is their "eye contact" which scares him, tell him to look at their mouths, or their neckties—they won't know the difference, and he will give the appearance of maintaining good contact.

It is not enough to tell the speaker that his speech seemed discon-

nected, and that his arguments or statements lacked continuity. Show him *how* to tie his ideas together, so that the last sentence of one paragraph naturally leads to the opening of the next, making his story flow freely, and maintaining control over the mental direction of his hearers.

It is not enough to tell him that he "ahs" and "uhs" between his words, and that you counted eight grunts in two minutes. Show him *how* to use those pauses naturally and effectively to lend emphasis to a point, or to allow time for some fact to penetrate the minds of the listeners.

It is not enough to say that the opening was weak. That is criticism, but not the constructive sort. Much better, give him a specific illustration which will show him exactly *how* he could have made it more effective in gaining attention.

Finally, for his conclusion, let's show him *how* to wrap up his speech and hand the completed package to his audience, tied up with a ribbon which reminds them of his opening remarks. Let's use that old Indian word "HOW" to make our evaluation more definitely constructive, more helpful to the speaker, and more valuable to ourselves and to every member of our club.

### TELL IT AGAIN

Little Mary: "Mother, please tell me a fairy tale and I'll go to sleep again."

Mother: "Daddy will be home soon, dear, and then we'll both hear one."

sit at home and listen to the orators on the radio when they should be at a meeting like this, discussing the problems."

The Club's bulletin carries a paragraph which appeals to the Editors of The Toastmaster Magazine: "Have you read the April issue of The Toastmaster? For anyone interested in speaking, this big little magazine is a must."

### Program Innovations

East Liverpool Toastmasters have had two program recommendations from their Executive Committee, as follows: (1) Organize debating teams in the club to compete with any clubs or organizations which will provide competition; (2) Institute a "surprise" night once each month, when some guest speaker, from outside our club, will participate in the program.

### In Mexico City

San Diego Toastmasters are interested in the work being done by Toastmaster Ellis Blade, who is now located in Mexico City where he is undertaking to establish a club. Already he has signed up five men as members, with prospects of building this number up to a sufficient number to ask for a charter in the near future.

### *Outside Activities*

Fresno Toastmasters, located in the heart of California's grape, peach and fig producing section, still find time to reach out in service to neighboring communities, and thereby give the members additional training. A special committee makes the arrangements for individuals or groups of Toastmasters to put on programs in Fresno and in neighboring towns, before service clubs and other gatherings. It is good for the speakers and it assures their audiences of superior programs.

### *Pasadena Projects*

Pasadena Toastmasters are another group taking an active interest in spreading their influence and gaining more experience. They have two special committees, one on radio engagements and one on "outside activities" other than radio, which offer program help to other organizations. Pasadenans are also at work on a new club in Altadena, elevated suburb of the Crown City, where a new charter will soon be called for.

### *Safety First*

The Northern Pacific Railway has announced appointment of C. T. DeWitt, of St. Paul, as Superintendent of Safety. He is a charter member of the St. Paul Post No. 8 American Legion Toastmasters Club, and he admits that Toastmasters training has not interfered with his progress.

### *They Can Read*

The South Chicago Toastmasters

have introduced a new feature in their programs, in requiring one member to read for the club at each meeting. Chapters from popular books on speech training have been found acceptable, and the reading practice is useful.

### *Exchange is Profitable*

The General Toastmasters Club of Los Angeles recently exchanged programs with the newly organized Hollywood chapter, with good results for all concerned. "Let's have more meetings like this one," says one enthusiastic General.

### *Carry On*

Cour d'Alene Toastmasters have developed such enthusiasm that they will undertake to defy the hot weather, and continue the meetings throughout the summer. They will be well represented at Seattle in July, but vacations will not be permitted to break into the regular club schedule. Their bulletin editor remarks: "Most people use this year's vacation only to find out where to stay away from next year, anyhow."

### *Not So Good*

One club bulletin which comes to the Editor's desk carries a list of the members who are in arrears in club dues, urging them to pay up so that the club's per capita may be paid to Toastmasters International. This sort of appeal reflects poor financial policy. In a well managed club, dues are collected promptly, and in advance, and there is always money in the treasury to meet necessary expenses.

### *While Waiting for the Charter*

The "Sycamore" Toastmasters Club is Terre Haute's latest contribution to the cause. Sponsored and promoted by Vigo Toastmasters, the new group has gone to work with a will on speech training while getting organization completed and ready for the charter. Three Vigo Toastmasters moved over to the new club to help get it going, and they brought their enthusiasm for Basic Training with them, so that the programs at present are built around that excellent plan. A full roster of members and a well built club will make it possible for the Sycamore group to get its charter promptly. The club's bulletin carries the stimulating name, "The Challenger."

### *Good Bulletin Idea*

Evansville Toastmasters use two excellent ideas in publishing their weekly bulletin. It is mimeographed each time on the business letterhead of some member, and it carries a large "T" which occupies the entire page, and furnishes the outline for the entire set-up of program and news items. It makes an unusually attractive format for the bulletin. If you would like to see a copy, you might write (enclosing a stamp) to O. A. Weillbrenner, Secretary, 713 Jackson Avenue, Evansville, Indiana.

### *Pinch-Hitter*

One evening recently, a young people's club of St. James Presbyterian Church of San Gabriel, Cal-

ifornia, held a social dinner meeting. A speaker was advertised and expected, but at the last minute, he failed to arrive. A catastrophe was averted when someone thought to call on R. E. Lee Aldrich, of the San Gabriel Toastmasters Club, to fill the gap. Lee is editor of the San Gabriel "Sun", and right on the spur of the moment he presented an enjoyable and enlightening talk on "Maddening Press Day," in which he described the work of a community newspaper and its problems. He says, "Without Toastmasters training I could no more have done this than I could fly."

### *Take a Chance*

Innovation in programs was used effectively by Jeannette (Pa.) Toastmasters, as reported by past president, now secretary, James W. Kindelan. Playing cards had subjects pasted on them as table topics, were shuffled and then dealt face (topic) downward to members. Each member took up his card as the preceding speaker rose to talk. Cards were numbered, so that speakers did not follow in order seated.

Similarly, cards with names of members, were drawn for Toastmaster, speakers, critics, general critic, topicmaster, making the entire program impromptu. So well did it succeed, that it is to be repeated later, and is offered as a novelty for other clubs.

## For A Lively Summer Evening . . . .

Plan the speeches to be given impromptu, but prepare a brief thought starter for each speaker. Let the chairman of the program have the information in advance so that he may launch the speakers properly, but let each speaker receive his assignment after he arrives at the meeting.

Here are several ideas which you can use, or which can be made the starting point for your own thinking.

### *"Crime Prevention"*

"The officers could stop this so-called crime wave if they tried. Speeding and hold-ups and racketeering and gambling and burglary and all such things would stop soon enough if the officials really wanted them to stop."

This remark, which was made in a company of which you were a member, stirred you up to make a reply. You disagreed with the speaker. (Or perhaps you agreed with him.) You warmed up in your reply to him, and this is what you told him: Now go ahead with your speech.

### *"Appeal to Youth"*

You are visiting in a town where you are comparatively a stranger, but the principal of the high school hears about you and your ability as a speaker, and he asks you to address the high school assembly. You have little time to prepare the speech, but you must do your best. What will you tell the students?

### *"Traffic Dangers"*

One out of every three inhabitants of your community may reasonably expect to be killed or injured in traffic during the next two years. What can be done to protect themselves and to stop this slaughter? Pick out two or three definite things that ought to be done, discuss them briefly, and call for action on them.

### *"Welcome to Our City"*

The Associated Speech Clubs of your state are to hold a convention in your city. You are to welcome them, as the representative of our local speakers. Make a fine speech of welcome, telling the visitors what they ought to know about progress of public speaking in your home town.

### *Speech of Introduction*

You are to introduce a prominent speaker. Select someone whom you know well enough to make it possible for you to give an intelligent introduction. Imagine the occasion and the subject of the speech, and build your speech of introduction so as to give the notable a good send-off. Take four minutes for the introduction.

### *What Our City Needs*

Take your own town, and select a few items on which it can be improved. You will naturally begin by pointing out that Our Town is so fine that it needs only a few things to make it wellnigh perfect. Mention three or four things which you consider the greatest

needs, indicate how they may be obtained, and the good they will do, and then appeal for action.

### *Why Study Speech?*

Someone has been kidding you about belonging to the Toastmasters Club. "Why on earth do you want to be a public speaker?" he asks. "What audience will ever listen to you?" Tell this story as the start of your speech, and then relate how you answered, detailing at least three good reasons why you are learning to make speeches, and some of the benefits you are deriving. Make it so good that the imaginary scoffer might be expected to ask for an invitation to come to the club.

### *"Bread is the Staff of Life"*

The purpose of this assignment is to stimulate the imagination of

the speaker. Start asking yourself questions about bread, and then build these questions and answers into a speech. For instance, how many kinds of bread can you think of? Mother used to be the bread maker, and a girl was supposed not to be fit to get married until she could bake good bread. But who makes the bread today? Is factory-made bread better than home-made bread? Why is bread called "the staff of life"? Could you live for a month on bread alone? What sort of conclusion can you build for a speech of this kind?

**Note:** Take these as suggestions. Make out a list of speech themes, giving each a starting suggestion, place each one on a separate card, and hand these to the speakers at the start of the meeting so that each may have at least half an hour for preparation. You will be surprised at the quality of speeches thus given on short notice.

## Book News . . . .

"Changing Your Work" is the title of a new book by J. Gustav White, counselor and teacher, just published by Association Press, of New York. It is a practical manual for people who find it necessary to change their work, or to make changes in their present work. It shows how such changes can be made, gives the facts about jobs and possibilities of jobs, and gives suggestions on how to take stock of yourself by means of self-inventory. Dr. White has been engaged for years in the work of counseling people who need help on getting started in positions which they may hope to fill. Dur-

ing the past two or three years he has had special responsibilities in connection with rehabilitation of veterans and re-distribution of war workers, as well as his usual tasks with the handicapped, the dissatisfied and the unemployed.

On the basis of his years of experience in teaching and counseling, he has written this book, which is an invaluable textbook and companion for every man and woman in need of help in locating a satisfactory position, or holding on to one already located. Send \$2.60 for your copy to J. Gustav White, 621 South Hope Street, Room 922, Los Angeles 14, Calif.

# THE Toastmaster

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## Chief Seattle . . . .

By J. O. POPA-IOVA,  
of Seattle, Washington

Many Toastmasters visiting Seattle this summer for the Convention will learn that the city took its name from an Indian Chief. They may wish to know what sort of Indian Chief Seattle was, and what meaning his name has for the city.

From what I learn in reading Eva Greenslit Anderson's book entitled "Chief Seattle," he would have made a good Toastmaster. This writer quotes Dr. Henry A. Smith as saying:

"He was often seen in Seattle, where he was respected by all the white people. By his exploits in war, his wisdom and prudence in council, and the nobility of his

character, he gained a wonderful influence over all the natives in this section, whether of his tribe or others.

"Old Chief Seattle was the largest Indian I ever saw, and by far the finest looking. He stood six feet in his moccasins, broad shouldered, deep chested, and well proportioned. His eyes were large, expressive and friendly in repose. He was usually solemn, silent and dignified, but on great occasions he moved among the assembled multitudes like a Titan among Lilliputians, and his lightest word was law.

"When he arose to speak in council or to tender advice, all eyes were turned upon him, and deep-toned, sonorous and eloquent sentences rolled from his lips like the ceaseless thunders of cataracts flowing from exhaustless fountains. Neither his eloquence, his dignity nor his grace was acquired. They were native to his manhood as leaves and blossoms to a flowering almond."

Another observer adds: "A statesman, not a warrior, Chief Seattle sways the minds of the people with the magic of his oratory rather than with force of war."

So you see he was quite a person, in his way, and you will not be surprised to find that the people of Seattle think well of the chieftain whose name they have applied to what they consider absolutely the finest city in America.

## Your Last Chance . . . .

15th Annual Convention, Toastmasters International  
Seattle, July 24 to 28.

If you have not already made your reservations for the Convention, DO IT NOW, or resign yourself to inferior accommodations. A letter mailed right now to Earl Meeks, 509 Pike Street, Seattle 1, is your best plan.

You have been told about the general plan for the Convention, the trip to Victoria, the ascent of Mt. Rainier, tours, teas, entertainments. Now take a look at the treats planned for you by the Educational Committee.

### Friday's Offerings

Past President Raymond J. Huff will preside. There will be the customary speeches of welcome and response and other preliminaries, and then the session will settle down to study of Club operation.

"Preparation for Leadership Through Toastmasters Training," is the subject for A. J. Schrepfer, former member of the Board of Directors.

Then comes thirty minutes of "Officer Responsibility," in which each club officer will receive attention from an expert. After this, George W. Benson, of Minneapolis, will discuss "Proper Installation Emphasizes Responsibility."

"The Executive Committee in Action" will be demonstrated by a group of Toastmasters from District Two, who will show how a club's Executive Committee may function. Following this presen-

tation, ample time is allowed for audience participation in discussion.

The morning session will close with two talks on "How to Organize New Toastmasters Clubs," by Ben McEachen, of Huntington Park, California, and Jack Harms, of Seattle.

The Friday afternoon session will be devoted to business affairs, election of officers, and such important matters.

### Saturday Morning

"Learning by Doing" is the theme. Past President Robert M. Switzler will preside.

Joseph P. Rinnert, Vice-President of T. I., will discuss "What Toastmasters International Offers the New Member."

Gordon A. Spry, Director, of Waterloo, Iowa, will demonstrate "Inducting the New Member."

The "Jewel City" Toastmasters Club, of Glendale, will present a graphic demonstration on "Coaching the New Member," a matter in which this club excels.

Then comes a panel discussion on "Program Planning," headed by Past President William A. Dunlap, who will be aided by a group of able Toastmasters.

"Toastmaster, Topicmaster and Criticmaster" will engage the attention of another panel, headed by Past President Olin H. Price. In connection with both panels

there will be time for audience participation.

"Your Toastmaster Magazine" will be discussed by George Reed, Chairman of the Editorial Committee, and the session will be concluded by Ralph Smedley, speaking on "Your Educational Bureau."

The noon hour will be devoted to the regular "Fun Luncheon," in which a number of able humorists will participate.

#### *Saturday Afternoon*

Coming as the climax of a great educational presentation, the Saturday afternoon hours will be given over to individual speech problems. "How to be a Good Speaker and Listener" is the general theme. Sheldon M. Hayden, Past President, and Chairman of the Convention Committee, will preside.

The subjects and speakers are as follows:

"Choosing Your Subject and Gathering Material," by Earl Olson, of Boise, Governor of District Fifteen.

"Organizing Your Material," by Past President Jean Bordeaux.

"Using Your Voice," by Harold W. Sherman, of Spokane.

"Using Gestures," by Homer J. Gulitz, of Terre Haute.

"Evaluating the Speech," by Donald T. Nelson, of Portland, Governor of District Seven.

"Profiting from Evaluation," by R. L. Richardson, of Seattle.

Each subject will be briefly presented by one who is qualified to

give it strong treatment, and there will be time for much participation by the audience.

The closing speech will be given by President Franklin McCrillis, who will discuss the convention theme: "The Future Belongs to the Man Who Prepares."

#### *Other Features*

The speech contest on Friday evening and the President's Dinner and Ball on Saturday evening will be distinguished events, as will the other features planned for the benefit of the delegates.

Educational, social and business affairs will receive full attention throughout the Convention.

Wednesday, the 24th, will be devoted to District Affairs. Every District Governor elect is expected to be on hand for a day of schooling on how to conduct his work during the coming year. All other Toastmasters are invited to be present to learn more about the working structure of our organization. This day's program, which is being arranged under the guidance of Executive Secretary Ted Blanding, will be one of the most important parts of the entire proceedings.

Every Toastmaster who can possibly make it should be there, for his own good and the good of his club. But those who are going MUST make their reservations without delay, if they want to be satisfactorily cared for.

Let your theme song be "Meet Me in Seattle-attle, July Twenty-four."

## A Corner For Critics . . . .

Criticism in the Toastmasters Club is based on three fundamental purposes. Unless the program of evaluation is designed to accomplish all three of these things, it is not adequate nor satisfactory.

First, we criticize in order to give the speaker the benefit of immediate audience reaction.

Second, we seek to train the members, as critics, in the habit of critical or analytical listening.

Third, our technique of oral criticism gives the member, acting as critic, an additional opportunity for speech practice, for in his two minutes of criticism, he has the chance to make a sparkling, successful speech.

#### *What to Observe*

In evaluating a speech, it is important to remember that not all the points can be covered in a two-minute comment. It is impossible, in any short critical speech, such as we use in Toastmasters, to attend to all the items which constitute a good speech. Certain ones must be selected for emphasis, and it is this fact which makes careful preparation for evaluation so essential.

#### *How to Observe*

The General Critic should have indicated the points for special emphasis before the program starts. The individual critic then devotes preferred attention to these points, disregarding other matters unless they demand notice because they are so very good or so very bad that they cannot be neglected.

He notes carefully the items which are to be covered, and plans how to start his two-minute speech, deal with those matters, and conclude his remarks without ever once saying, "Otherwise it was a pretty good speech." A speech of evaluation can be organized just as well as any other sort of speech.

#### *For Example*

Suppose the emphasis for this time is to be put on the purpose of the speech. What will the critic watch?

First, he will ask himself: "Is the purpose clear? Both in the opening and in the conclusion does the speaker say just what he wants done?"

Second, he will ask: "Is the purpose of the speech worth while? Can I state the purpose to my own satisfaction? Does the speaker know just what his purpose is?"

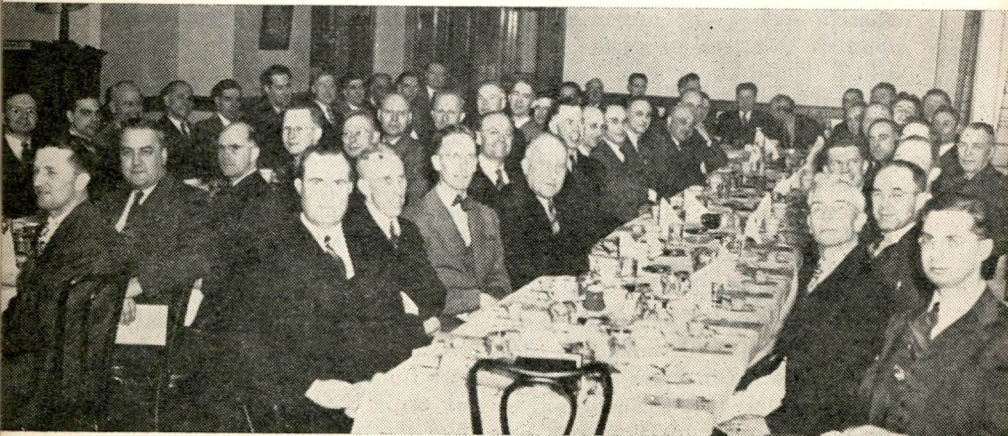
Third, he will consider: "Is the material in the speech well organized and arranged to accomplish this purpose?"

Fourth, and most important of all, he will inquire: "Does the speaker achieve his purpose? Does he make the sale? Did he win me, personally, to his position?"

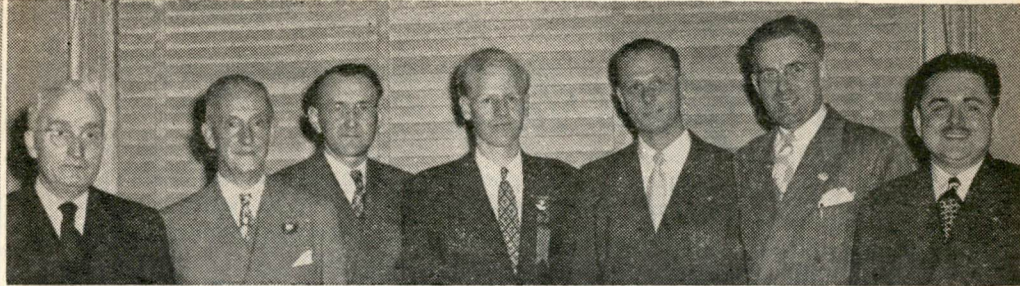
A similar process of analysis can be applied to any one of the four fundamentals by a resourceful critic. Such a treatment, if consistently followed in the club, will result in well balanced and progressive criticism.



Bois De Sioux Toastmasters Club No. 376 received its charter on April 22. It is located in Breckenridge, Minnesota. Present to help make the welcome warm were Toastmasters from Moorhead and Fergus Falls. In the picture, District Governor Tracy Jeffers presents the charter to President Peter Setterdahl. Looking over their shoulders is Deputy Governor George Swendiman, of Grand Forks. Flanking the group on the left and right are members from the Pioneer Toastmasters Club of Moorhead.



Chief Seattle Toastmasters Club No. 23 was the sponsor for the new Seattle Engineering Toastmasters Club which received Charter No. 355 at the hands of President Frank McCrillis, assisted by representatives of the various Seattle Toastmasters Clubs.



This is the line-up of new officers for District Two, together with past district officials. New officers were elected at the recent District Convention, held in Seattle. Starting at the left, as we always do, the picture shows the new District Secretary, George Montgomery; the new Treasurer, Harvey Warner; Burton B. Pierce, Jr., who is finishing his successful term as District Governor; John D. Harms, who succeeds him as Governor; Robert Crawford, the new Executive Lieutenant Governor; Nick Jorgensen, Past District Governor; and Frank McCrillis, Past District Governor and present President of Toastmasters International. You will see all of these men at the Seattle Convention.

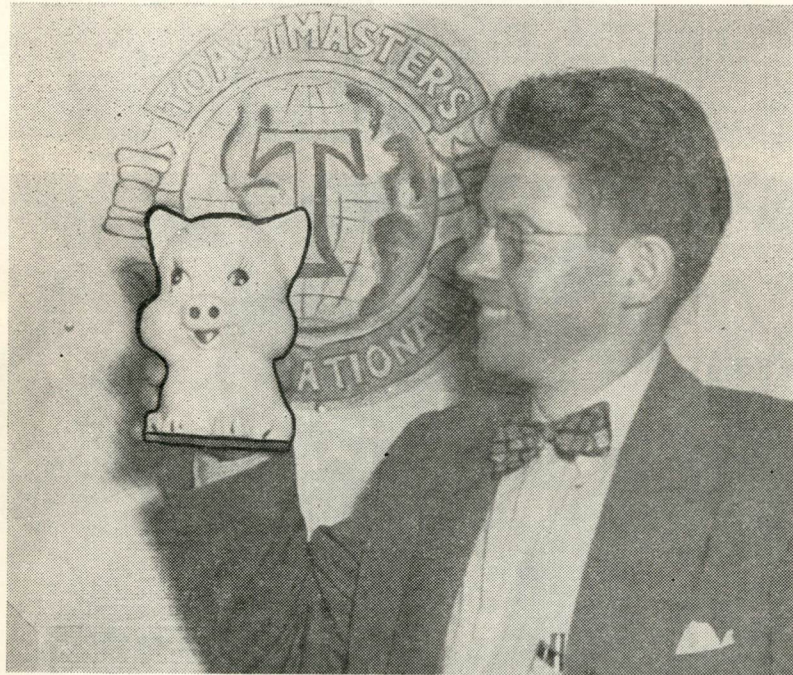


Louisville Toastmasters were on the air via W. G. R. C. and the "Tri-City Forum" on April 28th, when they presented a lively discussion of the value of the O. P. A. These radio appearances attract a large audience, and the extensive reports published in such important newspapers as the Louisville Courier-Journal help to extend the influence, and give publicity to the work of this active chapter.



## It's a Good Idea

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



Recognizing the porcine proclivity to emit gruff, guttural noises, the Zanesville Toastmasters Club has adopted the pig as the patron saint of all Toastmasters who are addicted to the "aspirated pause" habit, or who, to put it bluntly, interlard their speech with grunts, with "ah-h—" "and-uh—" "er-r-r"—and all such noises. At each meeting of the club, the champion grunter is qualified as "Hog of the Day" and is given the China Pig trophy to have and to hold until someone else outgrunts him. Any man who wins the pig three times wins it for keeps. In this picture, Henry Blandy displays his prize, which he will relinquish with pleasure at the next meeting.

This method has served to make a material reduction in the grunting in the Zanesville Club.

## Maybe Make 'Em Laugh? . . . .

By ERNEST S. WOOSTER

You'd like to be funny?

Perhaps you can learn to make humorous talks if you want to, but it will take time, courage, persistence, resourcefulness and imagination. Especially imagination!



tion!

One way is to string stories together which are witty and presumably to the point, like those offered so spontaneously by Senator Ford and his associates on the radio program, "Can You Top This?"

That's not easy for a novice, though.

Moreover, if it's a Toastmasters Club you are trying to amuse, you will find them a rather hardened group, not addicted to quick laughter.

### *You May Exaggerate*

Exaggeration is the fountain of much of America's humor.

I believe it was Mark Twain who said, in describing a tornado, that "the woman looked up from her wash tub to see the sky black with her friends." (Maybe you'd better read that one again. It is subtle.)

There was the dustbowl joke about the man who felt the first drops of rain after the long drought, fainted, and had to be revived by having a couple of buckets of dust thrown in his face.

### *Use Personal Experience*

You can take some trivial incident, or an experience of your own, and blow it up into a good story. For instance, here is the whimsical, somewhat cynical handling of family affairs, as narrated by one Toastmaster:

"Looking at the young folks of today, after some maturing and enlightening years, I can understand why my father decided at a comparatively early age that this is a good world to get out of.

"He left my mother with four kids—me and three brats. As the oldest, I had to help raise the others, which at that time seemed not only an unmerited punishment, but also a doubtful service to the rest of the country.

"I very soon learned why it is necessary to have laws against infanticide. Without this safeguard to the young, many a harassed parent would permanently dunk the offspring which had seemed so cute and promising at first, but had turned out to be so exasperating. In all fairness, this treatment very frequently could be justified on the ground of the greatest eventual good to the greatest number.

"There's something to be said for the much-berated King Herod. Perhaps some parents among the ancients rather welcomed an edict which legalized what they had long contemplated as a meritorious act.

"I decided that the sooner I could shove the brats off onto a world which would at best never be entirely ready to receive them, the better it would be for the home bank account and the immediate neighborhood. With what I hoped would appear to be brotherly generosity, I bribed one sister to become a self-supporting school teacher, and then got her a job several hundred miles away.

"With similar intent, I purchased a one-way ticket for my brother, after extolling the advantages of going to college in another state. He arrived there with scant funds and no return ticket. I am sure that his subsequent struggles to live and learn must have been good for him. It was for us."

This can go on until you bring in some climaxing anecdote—some surprise ending—some original application. Be careful not to offend good taste in your effort to be funny. But remember that one important element of our humor is shock, or surprise, which is gained in many cases by a sort of "backdoor" approach.

#### *Look In Your Backyard*

Even your own backyard can provide material for humor. Here is how another Toastmaster used this plan:

"The soil in my yard would make the Rock of Gibraltar seem like a mound of fresh putty. Standard equipment for preparing it would be a steam shovel and some TNT, with an especially de-

signed, high-powered shot-gun to put the seed in the ground.

"I was diligently, if not joyously, digging away one day when I struck a soft spot. I spaded up quite a patch of ground while the going was good, and then called proudly to my wife to come see the progress I was making. She took one look.

"'Better look at what you're doing,' she commented.

"I had turned up about twenty feet of our concrete driveway!

"My yard really is too big for one man to farm alone. It is so far to the chicken house that I have to carry my lunch when I go to gather the eggs.

"I just couldn't keep the weeds down. They grew so high last year that two of my kids were lost in them for three days. We had to hire bloodhounds and an Indian guide to find them.

"I tried to get one of the big ranchers to take over this backyard, but he refused. Said that on account of the labor and machinery shortage, he couldn't handle any more land than he already had."

#### *Careless With Truth*

As you may have noted, you do not depend altogether on the truth. That is too quickly and easily exhausted. You have to learn to extemporize without very close attention to facts. The easiest way is to bring together a number of actual experiences of your own or of other people, build them up with liberal doses

of imagination, and then attribute them to one individual.

This sort of humor may be corny, and it involves exaggeration, but people seem to like this home-spun material. The success of Bob Burns and Bob Hope and other radio entertainers is evidence that it gets over with the

crowd, whether it is so very good or not.

Maybe you can be funny, but it is a good plan to remember that humor is much harder than sober sense, and a humorous talk should receive about twice as much preparation as any other type of speech you may undertake.

## Stories To Tell . . . .

The moronic type of joke appears to have a great appeal for the modern American mind. It is not at all a new type, except in its application.

Cicero and Hierocles and many another of the ancients made use of this sort of humor, and our "absent-minded professor" joke is just another variation.

The dictionary definition of "moron" is "a person who is mentally deficient, but whose mental development is only slightly subnormal." The word comes from the Greek *moros*, foolish. Perhaps our enjoyment of the "moron" joke may be attributed to our sense of superiority over those who are involved in the story. Here are some fair examples which may be found useful in speech situations:

#### EMPTY THINK-TANK

A filling station operator answered the distress call of a stalled car miles from town. Arriving at the scene, he found a fluttering female driver pulling and jerking and peering, but to no avail. His brief investigation revealed that the car was out of gas.

"Oh," sighed the lady with relief, "I'm so glad that's the only trouble. Do you suppose it would hurt the car if I drove home on an empty tank?"

#### MORE OR LESS

"Where have you been, Bill?"

"In a telephone booth, talking to my girl."

"Didn't take you long this time."

"No, darn it, somebody wanted to use the telephone, and pushed us out."

#### WHY WAIT?

Mamie: "Wait a minute—I want to answer the telephone."

Mabelle: "Why? It isn't ringing."

Mamie: "Well, why wait till the last minute on everything?"

#### AT THE CONVENTION

Two men attending a convention found the hotels so crowded that they were forced to share a room with only one narrow bed. After trying vainly to sleep, one of them said, "I'm going to get out and sleep on the floor." He took his blanket and stretched out on the floor. In a few minutes the other leaned out of bed and said, "You can get back in bed again. It's not so crowded up here any more."

# What a Toastmaster

## He Would Have Been

By RALPH C. SMEDLEY

William Pitt, first Earl of Chatham, 1708-1778. It was said of him by Benjamin Franklin: "I have sometimes seen eloquence without wisdom, and often wisdom without eloquence; but in him I have seen them united in the highest possible degree."

William Pitt, "the first of the oratorical giants," appears on the scene near the middle of the eighteenth century.



At the age of twenty-six he took his seat in Parliament. During his years at Oxford he had devoted himself to rhetorical studies, which gave him a good scholastic background for his career as statesman and speaker. He was an enthusiastic student of the classics, especially of Demosthenes, whose writings he translated repeatedly.

Bailey's dictionary, which had recently been published, was his daily companion. He studied it word for word. That was not so difficult a task as it might seem, since Bailey's work contained a number of words which would seem pathetically small in comparison with today's unabridged lexicon, but you must give the young Pitt credit for doing his best with what he had.

Not only had he stored his mind with a vast amount of knowledge, but he had the advantage of natural endowments which were in his favor. He looked like an orator.

Macaulay describes him as he first appeared in parliament: "His figure was strikingly graceful and commanding, his features high and noble, his eyes full of fire. His voice, even when it sank into a whisper, was heard to the remotest benches; when he strained it to its full extent the sound rose like the swell of an organ in a great cathedral, shook the house with its peal, and was heard through lobbies and down staircases. He cultivated all these natural gifts with the greatest care. His action was equal to Garrick's, the actor. His play of countenance was wonderful; he frequently disconcerted a hostile orator by a single glance of indignation or scorn. Every tone was at his command."

It sounds rather overpowering, doesn't it?

Maybe he wouldn't have been so good in a Toastmasters Club after all. So great an orator would have overshadowed the rest

of us. We could not have had a chance against him in a speech contest, and some of us surely would have been embarrassed to silence if he turned on us his "single glance of indignation or scorn."

But he was a wonder in his own time and in his place.

If his counsels had prevailed, the course of history in America might have been changed, for he was a stout advocate for the Colonies. Some of his greatest utterances were made in the effort to persuade King George III not to throw away the great empire being developed in what has become the United States of America.

But Pitt was a leader of the opposition, hated by Walpole and the king, and so definitely honest and straightforward that he was out of place in those times when graft was almost a prerequisite of public office. The people revered him, and their insistence finally made him prime minister.

His speech of November 18, 1777, on the motion for an address to the Throne suggesting that hostile Indian tribes be armed to cooperate with the British troops in the war on the colonies, is commonly rated his greatest, or at least the most celebrated of his public utterances. One biographer remarks: "It would be difficult to find in the whole range of parliamentary history a more splendid blaze of genius, at once rapid, vigorous and sublime."

That speech is worth reading even today, both as a revelation of

the man's power in use of words, and as a sidelight on forgotten pages of history.

Like many another great orator, he was simple, direct and plain in his statement of facts. He was ready with proof and with illustration, as well as with argument. There was a force of conviction underlying all he said which built confidence. And when he turned loose his power of emotional appeal, he carried everything before him. His extensive classic education and his early studies of Demosthenes exerted a powerful influence on his diction and his delivery.

It is a pity that his later years brought not only strong opposition from his enemies, but extreme discomfort from poor health. Perhaps he attended too many banquets and made too many after dinner speeches. At any rate, he was afflicted with gout during the latter half of his career, and the misery in his feet restrained him from much that he would have done.

In his last years, his appearances in the House of Lords were infrequent, as he came forth only to speak on occasions of great importance. His last time was on April 2, 1778, when he spoke in opposition to the acknowledgment of independence of the American Colonies. Always a friend of the Colonies, he was bitterly opposed to any action which would separate them from the Mother Country.

Following this great, but futile speech, he was taken home, where he died only a few weeks later. Thus one of the greatest orators of all human history was silenced.

If you want to be thrilled and inspired, even while learning some new facts about American history, get hold of any one of the several biographies of William Pitt, the first Earl of Chatham, and follow him through the stormy days of his career.

But be careful how you try to imitate his oratorical style and his tricks of speech before any modern audience. William Pitt might go over in a big way, if he were present in person, but any speaker of today who tries to use his methods is likely to find himself subjected to derisive comment.

Here are some extracts from famous speeches by "The Great Commoner" as Pitt was called until he was raised to the peerage.

"A long train of circumstances has at length unwillingly convinc-

ed me that there is something behind the throne greater than the king himself." (Speech of March 2, 1770).

"Unlimited power corrupts the possessor; and this I know, that where law ends, there tyranny begins." (On the case of John Wilkes, 1770).

"America, if she falls, will fall like the strong man: she will embrace the pillars of the state, and pull down the constitution along with her." (Speech in opposition to the Stamp Act).

"If I were an American, as I am an Englishman, while a foreign troop was landed in my country, I would never lay down my arms." (Speech on employment of German mercenaries, 1777).

Of the impulse to speak, which overcame his self-control, he once said to Lord Shelburne: "I must sit down; for when I am up, everything that is in my mind comes out."

### *Counsel for Critics*

A common weakness of critics, professional ones as well as in-expert, is too much attention to minor details that do not really count. Always keep the main points in mind. "Did he have something worth while to say? Did he say it so as to win his audience? Did he have a clear purpose and did he accomplish that purpose?"

Answer those questions to yourself before you speak in evaluation, and your criticism cannot fail to be helpful.

### *A Formula For Critics*

In general, the critic's task may be broken down into four classifications, as to what he must observe. These are:

1. The purpose, and how it was achieved.
2. The delivery, both audible and visible; whether good or bad.
3. Mannerisms which affect the speech, either favorably or adversely. These may be mannerisms of gesture, movement, voice, or otherwise.
4. Effectiveness of the speech—enthusiasm, concreteness, clearness, simplicity, sincerity, straight-forwardness.

## The Districts Report . . . .

### *Founder's District*

The late date of the District Meeting (June 22) made it barely possible to get the information in ahead of the deadline. The meeting was held at Pasadena, with Pasadena and South Pasadena Toastmasters as hosts, and Governor John Pratt in charge. The speech contest was won by William L. Norman, formerly of the Pasadena Toastmasters, and now a member of South Pasadena Club, who spoke on "The Redemption of Dad." Herman Stromer, of Fullerton Toastmasters Club, was elected Governor of the District.

### *District One*

Another late conference made this report a tardy one. Winner of the speech contest was Rodney Mayes, of the Los Angeles "Downtown" Toastmasters Club, and the new District Governor is Herbert Hill, a member of Los Angeles "Southwest" Toastmasters Club, and for the past year assistant to District Governor Briggs Howorth. The District Conference was featured by a splendid educational session in the afternoon, worthy of presentation before any group of interested Toastmasters.

### *District Two*

The annual District Convention, held in Seattle on May 25th, was featured by charter presentations to Seattle JayCee Toastmasters Club and Olympic Toastmasters Club, by the election of John D. Harms as District Governor, and by the completion of the District Speech Contest, in which first place was taken by James M. Dowie. Toastmaster Dowie came from Scotland by way of Canada, but he has lived in the U. S. A. for more than twenty years. He is a charter member of the Evergreen Toastmasters Club of Tacoma, where he has won a reputation as a versatile and enthusiastic speaker. In the



Dowie

speech contest, his prepared speech was on "Let Us Keep Peacetime Military Conscriptation." His impromptu offering was on "My Wife's Hats."

### *District Three*

The speech contest was held at Prescott on June 15th. The decision went to Hilliard T. Brooke, of Prescott Toastmasters Club, who spoke on "America's Destiny in World Affairs" for his prepared talk, and on "Civil Service—Is It a Failure?" for the impromptu. In business life, he operates a stationery and office supply store. He studied law, and has been admitted to the bar, but still sticks to business. Recalling the

fact that the Dunlap Trophy has been won once in the past by a District Three representative, Toastmaster Brooke will go to Seattle for the finals with determination to do his best. The new Governor of this District is John Baumgartner, of Tucson Toastmasters Club.

#### *District Four*

Elected to serve as Governor for this Central California District is Franklin Taylor, of San Francisco, a member of the Downtown Toastmasters Club. San Mateo Junior College was the setting for the district meeting and speech contest on May 18th. The contest was won by David J. Robertson, of the Rollingwood Toastmasters Club of Richmond, California, whose subject was "Alcoholics Anonymous."

#### *District Five*



Cain

E. H. Cain was the winner of the District Speech Contest held at San Diego on May 25th. He is the postmaster at Westmoreland, California, and is a member of the Brawley Toastmasters Club. He is a native of Texas, a former baseball player, and for seventeen years a resident of the Imperial Valley of California. He was a regular Imperial Valley rancher until 1935, when he was appointed postmaster. He has served as President of the Chamber of Commerce, and in other posts of public responsibility. In the contest, his prepared talk was entitled, "The Dog House," and his impromptu topic was "My Home Town." D. S. Saund, of the same Brawley Toastmasters Club was elected Governor of District Five.

#### *District Six*



Olson

Toastmasters of Minnesota and surrounding states included in this great district met in Minneapolis on June 8th. The speech contest was naturally a notable event, and the winner, Clarence E. Olson, must have distinguished himself in order to take top honors. He is president of the Russell H. Conwell Toastmasters Club of Minneapolis, and is Regional Manager of the American Arbitration Association. Ralph S. Lowe, a member of the Victory Toastmasters Club of St. Paul, was elected Governor of District Six. Action was taken at this convention to divide District Six for convenience in administration, and as soon as final approval is given, at the Seattle Convention, there will be three districts in that region instead of two. The vast distances to be traveled in the original District Six made it very difficult to handle the work satisfactorily without demanding too much of the Governor.

The experience of "The Galloping Governors" who were featured in the June Toastmasters Magazine was sufficient to indicate the need for more districts and shorter distances to travel.

#### *District Seven*



Meeke

The speech contest was held at Portland, May 4th. Four Area contest winners competed, and first place was taken by John E. Meeke, a member of Hillsboro Toastmasters Club. His prepared speech was entitled "The Yeast in My Cup," and his impromptu effort was on "Can We Plan Our Future?" He is in the insurance and real estate business, and is an active worker in civic affairs. This contest was exceptional in that the speeches were judged and the winner selected by popular vote. The popular vote coincided with the returns made by a special group of judges. Carl H. Hasenkamp, of the Portland Timberline Toastmasters Club, was chosen Governor of District Seven.

#### *District Eight*



Grossheim

In the speech contest, first place was won by Joseph G. Grossheim, of the Alton Toastmasters Club. He had stiff competition both in the Area and in the District finals. He is sales manager of one of Alton's largest automotive establishments. The Contest was a feature of the district meeting, held in Chicago. For Governor of the District the delegates chose Bertram H. Mann, Jr., of St. Louis, an attorney at law, who has been a leader in our work in that section for the past several years.

#### *District Nine*



Myhre

Thor Myhre, of the Spokane Gavelier Toastmasters Club, won first place in the district contest on May 25th, speaking on the subject, "My Peace I Give Unto You." He will represent the district in the final contest at the Seattle Convention. For District Governor, the men chose J. M. Rosauer, a member of this same Gavelier Toastmasters Club, who is a popular choice for the post. He owns two large markets in Spokane and no doubt is a good man to know in days of food shortages. He is a Toastmaster of recognized ability and energy and should carry this fine district to still further achievements, as its Governor.

*District Ten*

Grossman

Leonard E. Price was elected Governor of this district at the spring conference held on April 25th. At the same meeting, Henry Grossman, of the Cleveland Toastmasters Club, was the winner of the speech contest with his speech on "Russia." Unfortunately, Toastmaster Grossman will be unable to attend the Seattle Convention, and his place will be taken by Wilbur M. Smith, of the Zanesville Toastmasters Club, who was selected as the alternate at the district contest. He is a past president of Zanesville Toastmasters, and has had wide experience in the work of the club. His speech at the contest was entitled, "Now Talk About Speech Making."

*District Eleven*

"Man's Vanishing Clothes" was the subject of the winning speech given by Lawrence Mellinger, of the Fort Wayne Toastmasters Club, at the district contest on May 11th. At the meeting of the District Council, D. J. Hendrickson, of the Pioneer Toastmasters Club of Indianapolis, was selected to head the affairs of this district as Governor.

*District Twelve*

J. W. Eberhard, of Oxnard, California, a member of the Ventura Toastmasters Club, is announced as the winner of the speech contest. His subject was "New Horizons." He expects to be on hand at Seattle. The new Governor for District Twelve is A. Stanley Clem, a member of the Noventa Toastmasters Club of Santa Barbara.

*District Thirteen*

The District Conference and Speech Contest came on June 11th, at Waynesburg, Pa. Homer Campbell, a charter member of the East Liverpool Toastmasters Club, took first place in the speech contest. He is a research engineer and design decorator for one of the pottery manufacturing plants of his city. For District Governor, the meeting elected Kenneth Jones, of the Waynesburg Toastmasters Club.

*District Fourteen*

Fred Slygh, a charter member of the Alexander H. Stephens Toastmasters Club of Atlanta, Georgia, is the new Governor of this district. He has been active in all the Toastmasters work since its introduction into Georgia, and should make a strong leader in the coming year.

*District Seventeen*

This was another late meeting, held on June 22nd, and barely getting the report in under the wire. Hal Hagen, of Billings Toastmasters Club was the speech contest winner, who will carry the district's colors at Seattle. Albert Smith, a member of Great Falls Toastmasters Club was elected District Governor.

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District Three, Boyd D. Lyons, 223 Yavapai Drive, Prescott, Arizona.  
District Four, James A. Clark, 500 Russ Bldg., San Francisco 4, Calif.  
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District Six, Tracy M. Jeffers, 1293 Grand Ave., St. Paul 5, Minnesota.  
District Seven, Donald T. Nelson, P. O. Box 711, Portland 7, Oregon.  
District Eight, W. V. Metzger, 412 Commercial Bldg., Alton, Illinois.  
District Nine, John A. McDonald, P. O. Box 191, Spokane 2, Washington.  
District Ten, E. W. Alexander, RFD No. 2, Cuyahoga Falls, Ohio.  
District Eleven, Harry Wheeler, 251 No. Delaware St., Indianapolis 4, Ind.  
District Twelve, Oscar Lucksinger, RFD 1, Box 246, San Luis Obispo, Calif.  
District Thirteen, John J. Ward, 341 Melwood St., Pittsburgh, Pa.  
District Fourteen, W. B. Farnsworth, P. O. Box 1719, Atlanta 1, Georgia.  
District Fifteen, Earl Olson, Idaho Power Company, Boise, Idaho.  
District Sixteen, R. M. McMahan, P. O. Box 2590, Tulsa, Oklahoma.  
District Seventeen, Acting Governor, Albert E. Smith 2208 1st Ave. North Great Falls, Mont.

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

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## The Philosophy of Toastmasters

Toastmasters International is the center of a vast educational program through which a better world can be built. Living under a democratic form of government, we believe it is the responsibility of the individual to prepare for his participation in that government to the achievement of a better world, through maintenance of good citizenship and provision of a basis for training according to the desires of the individual. To this objective, Toastmasters International, the club and the individual Toastmaster must give their best efforts in speech training, for through this training we prepare ourselves for critical listening, clearer interpretation and development of latent capacities for leadership and service.

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(This excellent statement of the "philosophy of Toastmasters" is taken from the weekly bulletin of the San Diego Toastmasters Club, No. 7.)