

THE TOASTMASTER

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Annual Convention
Los Angeles, July 29, 1944.
Stream-lined for Business.



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

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Evaluation to the Front

HARRY W. MATTISON, President of Toastmasters International

Lilies that fester smell far worse than weeds.—Shakespeare, Sonnet XCIV.



Billions of snowflakes but never two alike. Throughout all creation never two things identical; not men, nor even their reactions. This teaches us to respect the opinions of others.

It doesn't take much size to criticize!

It may seem prosaic and threadbare, although it reflects the lingering rudiments of scorn found in venerable Toastmasters. Standing at the threshold, many a prospect has crossed over into membership due to an impressive demonstration of criticism, while many another has turned away for the same reason. The effect of the same appraisal was stimulating to one, depressing to the other.

The depths and values of our style of give-and-take are unknown to those who have had no experience in Toastmasters. Let us take caution against its unbridled use upon friends and associates! Form a living habit: Gracefully *accept* it inside the Club and out, effectively *give* it inside the Club, but venture not to thrust it upon anyone outside the Club!

Our proper use of this unique feature is for comparison, not condemnation; for evaluation, not correction—and *it takes true mental stature!*

The barrier which separates bona fide criticism from blunt fault-finding is frail. It yields readily to temptation. Lest we invite to ourselves the fate of Frankenstein, lest we fall victims to a monster of our own making, we shall have to elevate our practice of criticism to art level.

Let's Go To College

LEWIS C. TURNER, Akron Toastmasters Club, Director of TI

THE other day I heard a woman remark that she was going to do things differently "after the duration." This phrase, "After the duration," incorrect though its wording may be, seems to express the thought of many of us as to our work and plans for the future.

It leads us to ask about the future of Toastmasters. What new moves are we, as Toastmasters, going to make "after the duration?" What steps shall we take to increase and extend our usefulness?

I should like to suggest that we put more effort into selling colleges on the idea of introducing Toastmasters Clubs as a major extra-curricular activity. I firmly believe that it would pay bigger dividends than any such activity which the average college has had thus far.

All colleges list "learning to think and speak clearly" as one of their major objectives. However, not many schools manage to help the student do a good job on that line. Classes are too formal, and there is insufficient incentive or motivation. They simply do not click. The Toastmasters Club has the incentive. It is provided by the thirty sincere members who pay attention to what the speaker says, and provide the correct audience situation, without which no speaker is challenged to do his best.

I have taught adult classes in speech for twenty years, public

and private, and I have never been able to create anything like the interest in classes which Toastmasters gives unasked. Here are some of the items which make this so:

First, there is the unusual seating arrangement, in which each member can see the speaker and the other members, and hear what is being said. Seeing is part of hearing, since some of the speech signs are made by the eyes, the hands and other parts of the body. Toastmasters soon learn that the vocal cords are not the only muscles with which to make speech signs.

How can the people, sitting back of a student in the first row of the average class room, get all of his message, when they can only partially hear, and not see? Present day seating in most schools and colleges is of the 1492 vintage.

In the second place, the members of Toastmasters Clubs are not taking the speech training for credit, although colleges might well consider giving credit for this extra-curricular activity. *I have never visited a Toastmasters Club where the speeches given were not better prepared than the average class room assignment.* Furthermore, the attention given the speaker is better, and, as I have previously indicated, that is one of the reasons why he tries to do his best.

In the third place, the table topic which is discussed while the meal is being served provides one of the best methods I have ever

found for breaking in a speaker. He soon learns that good public speaking is just "stepped-up conversation."

Added to these three items is the fact that most students eat in dormitories or fraternity houses, where tables could be arranged with little trouble for those interested. In this way, the cost of giving the benefits of Toastmasters training to college students would be limited to the small annual dues of each club, which seldom exceeds ten dollars. This is well within the range of the poorest college student. He will not have to carry the extra cost of meals which business men have, since he can eat at his usual eating place while attending the Toastmasters meeting.

THEY AIM HIGH

Minneapolis Toastmasters Club, which claims with pride as one of its members the President of Toastmasters International, and which has once already taken the "Club-of-the-Year" award, steps forward under the administration of a newly elected set of officers to establish new records. President W. W. Welker has announced the following "aims for the year":

1. To win the Club-of-the-Year Award.
2. To have on the roster at least 10 associate members.
3. To have at least one 100 percent meeting, with every member present.
4. To sponsor not less than 5 (probably 10) new clubs.
5. To purchase a Life Membership in the Shrine Crippled Children's Home. This is a gesture of friendship to the

I know of no other extra-curricular activity that can give so much to the student for so small expenditure of time and money. "After the duration" education will be streamlined. We can help to make it so. Let us be thinking about our opportunity to make this service available to youth who need it. Where can you help to establish a college Toastmasters Club when the big day comes? How can we bring this benefit to the attention of leaders in college life?

Here is the place to train speakers for effective leadership in a democracy. It might prove to be the next great step for Toastmasters to take. Let us study it, discuss it, and plan to be ready when the time comes.

Zurah Shrine, in whose building the club meets.

Accomplishments thus far on the program include:

1. A full roster, and two associate members.
2. Plans on the way for an "every member present meeting" in March.
3. A committee organized to sponsor new clubs. This committee has a mailing list of prospects in ten towns in the neighborhood of Minneapolis.
4. A committee has been appointed to raise money for the membership in the Crippled Children's Home.

One of the distinguished members of the club is York Langton, who is head of the United Nations' Speakers Bureau of Minnesota.

That dense cloud which you see rising over the horizon is the "smoke" from Minneapolis Toastmasters. Watch it.

Critics Can Be Wrong

RALPH C. SMEDLEY

THE fact that a man serves as critic, whether as a volunteer or by request, does not imply that he is either omniscient or infallible.

The history of literary criticism is a history of mistaken judgments; of picking the wrong horse; of brilliance at the expense of honesty and fairness. A review of some notable errors by famous critics of the past may serve as warning to critics in the Toastmasters Clubs not to take themselves too seriously, nor claim too great authority for their pronouncements.

Mr. Andrew Lang once defined criticism as "a more or less agreeable way of airing one's personal preferences." Criticism is not, and never has been, an exact art, and it can never become so, because it rests finally on the personal views of the critics, who frequently do not agree among themselves. Each critic has his say, and is in turn criticized by the others. Then we take our turn and criticize all of them. One age reverses the verdict of its predecessors.

Take the case of Shakespeare, for instance. His contemporary, Robert Greene, a dramatist who is all but forgotten today, characterized Shakespeare as "an upstart crow, beautified with our feathers, who supposes he is as well able to bombast out a blank verse as the rest of you, and being an absolute *Johannes factotum* is, in his own conceit, the only shake-scene in the country."

Dryden finds in every page of Shakespeare "either some solecism of speech, or some notorious flaw in sense," and he quotes passages at length to prove his point. Some of those same passages are familiar to every reader, and are quoted today as examples of admirable phrasing.

That busy play-goer, Samuel Pepys, paid unfriendly tribute to Shakespeare in many pages of his famous diary. He accounted "Romeo and Juliet" the worst play he had ever heard.

Voltaire styles Shakespeare "a drunken savage" and he thinks "Hamlet" a piece so gross and barbarous that "it would not be endured by the vilest population in France and Italy."

John Milton came in for his share of drubbing at the hands of his critics. Many of the most eminent literary men of the day found no good thing in his work. Waller wrote of "Paradise Lost!": "The blind old schoolmaster hath published a tedious poem on the fall of man; if its length be not considered a merit, it hath no other."

Carlyle was denounced as a mountebank, and Ruskin was at first greeted with unmeasured ridicule. And one of the high literary authorities said: "I regard Tennyson as a great calf."

Let all this remind us that criticism is based on various considerations. It may spring from a thorough knowledge of the elements involved, coupled with an honest

desire to help the person criticized. On the other hand, it may be intended to demonstrate the cleverness and wit of the critic, no matter at what cost to the victim or to the truth. Or it may, and often does, simply reflect the personal opinions and prejudices of the critic.

The only kind of criticism which is recognized as proper in the Toastmasters Club is that friendly, helpful, constructive sort which points the way to improvement even while it indicates faults and weaknesses.

Unfriendly, prejudiced, sarcastic criticism is as completely out of place in a Toastmasters Club as an unclean joke or story. The only purpose of criticism as we use it is to help the speaker to improve his style, correct his faults, and use his abilities to the best purpose.

Since critics do make mistakes, and since all critics do not agree with each other, it follows that the most helpful criticism which a speaker can obtain is that which reflects the impressions of several, rather than of one; and that while one may gain from unfriendly criticism, the greatest good comes from the comment which is inspired by an honest desire to help a fellow to do better. The wise man takes every comment, favorable or otherwise, studies it, analyzes it as it applies to himself, and then draws from it every atom of aid in his struggle to improve himself.

The critic may make mistakes—so may the person criticized. But his greatest mistake is in resenting, disregarding and refusing to use the suggestions which are offered to him, from whatever motive on the part of his critic, whether good or bad, constructive or unfriendly.

"PARDON PERSONAL REFERENCE"

Don't say it, please. Never excuse yourself for using your own personal knowledge or experience in a speech. That which you know by virtue of experience is the best kind of knowledge to use. That which you get from a book represents some one else's opinions. Your own opinions, based on personal experience, are entitled to fullest respect. Don't spoil the effect by saying, "If you will pardon a personal reference, etc."

DON'T QUIT! The War is still on. Keep on buying War Bonds and supporting the Red Cross. Talk will help win the War, and Your Money Talks!

Toastmasters Make Headlines

Never in our history have Toastmasters Clubs enjoyed so much newspaper space as during the past few months. Perhaps it is because of unusual activities, but for whatever reason, the headlines have been made.

Chicago

The Chicago Daily News, a great metropolitan daily, in its issue of February 16th, devoted nearly one column to a signed article by Reporter John Craig, who had visited the Central Toastmasters Club, which he defined as "a crusade in favor of better and shorter and brighter public oratory."

Atlanta

To break into the Atlanta Journal is in itself no small feat, but to be written about by Morgan Blake, one of the most popular editorial writers of all Dixie-Land, is enough to make Jerry Larson, Program Secretary of Atlanta Y. M. C. A., and promoter of Toastmasters in that city, feel that he really is getting somewhere. Mr. Blake recently visited a meeting of the club now being formed in Atlanta, and commented on it in most favorable terms in his column. He said in part: "There is no better way of developing self confidence than to learn how to speak in public. These men of the Toastmasters Club are to be commended for their fine programs, helpful to themselves, and most interesting to their guests."

Van Nuys

The Toastmasters Club of Van

Nuys, California, was well treated by Jack Retlaw, writing in the San Fernando Valley Times. He recently visited the Van Nuys Toastmasters, "where speakers are literally created from just ordinary human beings."

Denver

The recently chartered Denver Toastmasters came in for lots of favorable publicity, both by newspaper and radio, when they staged a sensational War Bond "auction" sale, which involved the sale of such fantastic items as navigation rights to Cherry Creek, a small stream which meanders through the city, sole ownership of the gold leaf dome on the State Capitol, and gold panning rights in the gutter of Sixteenth Street. The bond sales amounted to a total of \$42,000.00 in 25 minutes of broadcasting time over KOA.

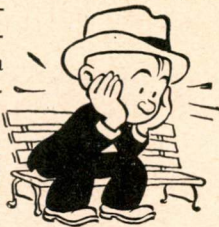
Pomona

Stanley W. Larson, former member of Pomona Toastmasters Club, came in for no little publicity when he was elected President of the California Newspaper Publishers Association for 1944. The *California Publisher*, in its February issue, said of him: "Those who attended the luncheons of the CNPA 56th annual meeting might well have guessed that Stanley Larson, *Claremont Courier*, our 1944 President, was a past president of Pomona Chapter 12, Toastmasters International. Everyone acclaimed his snappy and colorful introductions of the host publishers and distinguished guests.

Do You Need A Push?

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

MANY men who possess qualifications which make them potential speakers suffer from fear of appearing before an audience, and especially a strange audience, and so are held back from doing what they could do if they tried.



By way of illustration, Director I. A. McAninch cites the case of one Toastmaster, who had everything it takes except confidence in himself. Personality, voice and speech ability are excellent, and in his own club he is classed as high grade. But he hesitated about going outside.

Able speakers are needed in great numbers for the War Bond campaigns, and the Southern California branch of the Treasury Department counts on Toastmasters for all such aid. The Toastmaster in case was called on repeatedly to take speech assignments, but every time he found a reason or an excuse for not serving. Finally he admitted that he was scared stiff at the thought of facing an audience of strangers.

And then, one busy day, he was called and told that no refusal could be considered. He was needed, and no one else could take the place. He had to go and make the speech.

He did so, with fear and trembling, but next day the report came in on his talk, pronouncing it one of the best yet. He had done good work, and when he was told of the report, he was encouraged to try again. A day or two later he was assigned another spot, and this time he accepted with a bit less reluctance. After a third assignment, he called up headquarters and reported that he rather liked the work, after all. "Put me on the list for regular calls," he said.

Not long ago he was called on to appear before a theater audience of 1600 people, not only to make a speech, but to handle the sale of the bonds as well. Did he do it? He certainly did, and he did it well. More than \$30,000 in bonds sold at this one event can be taken as proof.

This speaker has "arrived." He knows now what he can do, and so he goes along and does it. He is, in his own words, "tickled pink" to know his own ability, and he is ready for anything laid on him.

Perhaps your case is like this one—lack of self-confidence, hesitation to accept appointments to speak, fear that you can't put it over. All that was needed was a good, vigorous push. If that is what you need, stand in the way and you will be pushed into the thick of the fight, and you will discover, to your satisfaction and benefit, that you can make the grade and make the sale—one of the grandest sensations that can come to any man.

"Shake Well Before Taking"

The period of general, impromptu discussion in the Toastmasters Club program has come to be known as the "Table Topics" time. Like every other program feature, it needs to be used with discretion and intelligence.

No club can long survive the deadly monotony of a "Table Topic" discussion, week after week, always handled in the same way. No club should risk using the "Table Topic" feature at every meeting. Any feature, however good, puts the club into a rut if used without variation.

"Table Topics," like any panacea, must be used when needed, and according to the doctor's prescription, but not made a fixed and unvarying routine.

The Table Topic was introduced as a means of giving every member a chance to speak briefly at each meeting, so as to gain more practice. It has the further purpose to give training in impromptu discussion, and to develop quick thinking. These desirable ends may be achieved by other means, which should be used.

Discussion of business matters, or a parliamentary practice session, will give just as good training in impromptu speech. And it is wise to allow occasionally an uninterrupted period for general talk and sociability. The informal conversation which accompanies a Toastmasters dinner is essential to the maintenance of a friendly, congenial atmosphere, and to bet-

ter acquaintance among the members.

When used, the Table Topic feature should be carefully prepared and definitely timed. The Topic-master has an obligation to attend to both details.

He prepares in advance with great care. He chooses a plan and selects topics stimulating, interesting, and pertinent. He explains his plan and topics briefly, indicates the manner in which the speakers will take their turns, and then lets go. He does not introduce the individual speakers, nor does he comment on their remarks unless it becomes necessary to bring the discussion back to its proper channel. In a word, the Topicmaster puts the ball into play and then gets out of the way.

Twenty minutes can be devoted to such a discussion with profit. To spend half an hour or an hour on unprepared, poorly constructed impromptu talks is not good. To attempt individual criticism of the individual "topic talkers" is deadly.

Use the Table Topics, Trigger Talks, Popcorn Speeches, or whatever you call them, with discretion and judgment. Like a laxative, this feature is excellent when needed, but must never become a habit.

NOTE: If your club has had difficulty with the Table Topics or has not learned how to use the plan effectively, write to the Home Office, at Santa Ana, for a special bulletin on how to handle impromptu discussion.

What About Words?

By THE LOGOMACHIST

(Send in your questions about words and how to use them, and our experts will try to answer them.)

Question:

What rule can one follow as to pronunciation of words ending in *ile*? Shall we say *ile* or *ill*? Is the *i* to be sounded as long or short?

Answer:

There is no fixed rule. You will just have to learn them one by one. Sometimes the *i* is short, sometimes long. The tendency in England is to give it the long sound, while in America the better usage tends to short *i*.

In the following words the long sound of the *i* is generally used, both in England and in America: defile, revile, exile, camomile, gentile, crocodile, reconcile and senile. The last word, senile, has the long sound on both vowels.

In the following list, you should use the short *i* in the United States, but in England you will give it the long sound: agile, fertile, hostile, juvenile, mercantile, puerile, servile, versatile.

Imbecile is pronounced with short *i* in the United States, and in England may be heard with the long *i*, or even with the final syllable getting the long *e* sound, as though spelled "imbeseel". Profile is given the long *i* sound in both countries, although English usage also countenances "profeed."

Virile is best pronounced with short *i* in both syllables, although it is sometimes heard with the first *i* long and the second one short.

When in doubt, consult a good dictionary. There is no general rule.

Question:

Should one say "consensus of opinion," or just "consensus?"

Answer:

The best usage is "consensus." However, since "consensus of opinion" has become common, the dictionary bows to the inevitable and admits that it can be used. The word actually means a general agreement, so that to say "consensus of opinion" is really in the same

class as "widow woman," but you will not be too altogether wrong if you say it. Question:

Where can I get a book about grammar which will give me the essentials without a lot of theoretical stuff which does not interest me? I want to learn how to avoid the common errors of speech.

Answer:

One of the best is a little book of less than 100 pages, entitled "A Brief Review of English Grammar," compiled by a group of teachers in the Los Angeles Polytechnic High School, and published by Schwabacher-Frey, of Los Angeles. Send fifty cents to the Home Office at Santa Ana and a copy will be mailed to you. Go through it with reasonable attention, and you will find the corrections for many errors.

Question:

Is there any rule by which one can learn how to place the accent correctly in such words as commandant, deficit, inquiry, adult, research, comparable, and many others which seem to have the accent arranged to confuse the speaker?

Answer:

There is no invariable rule, but here is a good plan to help you memorize the correct forms:

Print the word in question, capitalizing the syllable which properly receives the stress, and then get a clear picture of the word with the syllable which stands out. For example, print COMMANDANT, DEFICIT, inQUIRY, aDULT, reSEARCH, and fix these odd pictures in your mind.

Do not try to memorize many at a time. Take not more than five words at once, and review the pictures frequently, and your accent problem may be solved.

Preserve Your Voice

DR. RAY M. RUSSELL, Beverly Hills Toastmasters Club

(Here is another entertaining and thought-provoking article by Dr. Russell, whose thoughts on "Streamlining Speech and Voice" in the November, 1943, TOASTMASTER, attracted much attention. In this one he presents "The physiology of coughing, laughing, yelling, nose-blowing and sneezing as used to preserve your voice, especially during influenza epidemics and the cold winter season, or season of winter colds.")

PRACTICE the gentle art of *silent sneezing* to make friends, and to keep from scattering germs to cause epidemics. It protects those who are susceptible to colds from bronchitis, asthma, pleurisy, pneumonia, and possibly tuberculosis. Always go into a "man-size" handkerchief, to save strain on the throat and, still more important, to warm the air which is gulped in after every strenuous cough. If no handkerchief is handy, then cough with the throat open and the mouth all but closed, with lips pursed as for whistling or blowing.

A heavy, strenuous cough will scatter germs six feet abroad, wreck your speaking audience, if long continued, make you unpopular with your audience, and lose for you the friendship of good fellows. Use your large handkerchief or the pursed lips for near-silent coughing, and you will not have to cancel that speaking engagement because of a lost voice.



Do you sometimes stand on the corner after a Toastmasters Club meeting, while the wind whistles around you, talking, joking and laughing (especially laughing) with the others—open-

ing your mouth for a big guffaw, and then inhaling the forced next breath with mouth still wide open? Or do you remember to close your mouth and breathe through your nose? No, of course you don't! I can hear you now, drinking in that next breath so that it whistles as it is gulped. Don't you realize that this rush of cold, raw air into your breathing and talking apparatus is a deadly assault on your health and well-being?

If you develop laryngitis, pharyngitis, tonsillitis, bronchitis, after reading this warning, whom have you to blame for it but yourself? Use your man-size handkerchief, and *close your mouth* after each hearty laugh, and your voice will be preserved for better speaking through the creation of new and better breathing habits. Someone has said that "You can't teach an old dog new tricks," but I wish to amend that to read, "You can teach the old dog new tricks, if the old dog is willing to learn." Take my word for it: Develop this new habit and preserve your speaking mechanism.

The gentlemanly speaker does not indulge in yelling but the "soap-box" variety of speaker often releases his voice in stentorian tones. He must be full-throated, open-mouthed, and dia-

phragm supported, and the roof of his mouth, or hard palate,



must be used as the band-stand "shell" to reinforce the voice and give it resonance. Luckily, these "soap-box" occasions usually occur when the air is warm and balmy, but if you are speaking in chilly air, indoors or out, *close your mouth* when you inhale, or you will grow hoarse with a hoarseness that no bearded Smith Brothers can relieve. Constant chilling of the throat and vocal cords will produce a rasping "newsboy" voice—and what would you rather listen to than a harsh, husky "bar-room" baritone quality of voice? A soft voice, like a soft answer, turns away wrath, but doesn't drive away an audience.

Don't abuse your voice by mistreating your throat, and then expect it to serve you as it should.

And now we come to sneezing, another perilous practice. Proper sneezing requires getting ready. The sneezer must "get on the mark, get set," and then, with the vocal cords ready, the chest and neck muscles stiffened, the shoulders lifted and the soft palate lifted, the diaphragm explodes the breath into the *naso-pharynx*—the nose, to you. And what a relief! Of course you remembered to cover up the sneeze, to prevent the scattering of germs.

Too many sneezers "go off" before they get set, and many sinus conditions, especially antrum troubles, result from closing the mouth while sneezing, which makes the compressed air explode into the nasal passages with such force that mucus is forced into the sinus exits. If you are a poor sneezer, and your ears feel deaf or your nose feels full, then pinch both nostrils, keep your mouth shut, and your lips closed, and swallow three times. The negative pressure or vacuum thus created will clear the exits to sinuses in your head.

It is these passages which help to produce resonance in the voice, and do Toastmasters need *resonance!*

Keep your nose clear and your throat open, and when laughing, coughing, speaking or singing in cold air, keep your mouth shut while inhaling, and you may live ten years longer.

I can't charge you for this medical advice, so "Blast you, blow your nose your own way, keep your headaches, earaches and your stuffy nose. Its your proboscis."

But remember what I told you. May your nasal appendage never develop ozena, and may your halitosis never rob you of the speech engagements you might otherwise merit. Nature has given you a voice. It is your task to take care of it.

When views that seem to conflict with our own prepossessions are set before us, the impulse to refute, to combat, or to reconstruct them, rather than to investigate them, is all but overwhelming.

—I. A. RICHARDS, in "Practical Criticism."

GOLD IN THEM HILLS



Dick Fenton, President of Denver Toastmasters Clubs, sinks his pick into the gutter of busy Sixteenth Street, as part of the publicity connected with the club's work in the Fourth War Loan campaign. The bond sale was conducted by the Toastmasters Club on Radio K O A, and numerous Denver landmarks and other intangibles were sold to the highest bidder. Announcer Jack Hitchcock, Vice-President of Denver Toastmasters, and K O A announcer, is seen at the left, microphone in hand, while Tony Giffune, another Toastmaster, pans the "gold." His firm, General Foods Company, bought the "panning right" by subscribing for a \$5,000 bond.

Words are things; and a small drop of ink,
Falling like dew upon a thought, produces
That which makes thousands—perhaps millions—think.
—BYRON.

How Do You Introduce Guests?

The purpose of introducing persons is to make them known to each other. This applies to the visitor in your Club meeting.

If the visitor is an officer of Toastmasters International, something should be given in the introduction to make his duties, title, term of office, personal background and service to the organization known to the members. This is both because it is a courtesy due him and his position, and because the effectiveness of what he is to say is enhanced when his hearers know more about him. Especial care should be taken to make his name and correct title clearly understood by all.

If the visitor is the guest of a member, the introduction is probably best made by the host member. But he, too, should give some-

thing more than the mere name in presenting his guest.

Toastmasters who come as visitors from other clubs are entitled to a dignified introduction as indicated above, and in addition, they should be given some place on the program if possible. This might be as a critic, or as an impromptu speaker. The time should be stipulated, since even Toastmasters do not always recognize time limits. This can be made clear by saying, "Toastmaster Blank, would you like to talk to us for two minutes?"

An introduction is a courtesy to the person introduced and to the club. It should be dignified, appropriate, courteous, and planned, never given hastily or casually or carelessly.

THEY CLAIM A RECORD

San Diego Toastmasters ask if any other Toastmasters Club can match their record on two points. They claim, first, that no other Toastmasters Club has so many former members of other clubs, and second, that no other Toastmasters Club has so many Past Presidents of other clubs in its membership. By way of proof, Clark Chamberlain discloses the fact that twelve present members of the San Diego Club have belonged to other Toastmasters Clubs. Three of these have been affiliated with at least two other

Toastmasters Clubs before coming to San Diego. Nine of them have served as club presidents, not in San Diego. Here is the list of members who have come from other clubs:

Ash Chamberlain, Anaheim, California. J. C. Chamberlain, Anaheim, Past President. Harry Bowman, Eagle Rock, Highland Park, Past President. Ed. Fremo, Pacific Beach. Andy B. Gallant, Pacific Beach, Past President. Harry LaDou, Salem, Oregon. Dr. Roy Leutsker, Dana Chapter, Past President. James Melton, Riverside, Past President. Keith Munroe, Phoenix, Octillo, Past President. James Noel, El Centro Lacionian and Cactus Gavel, Past President. Dr. Lloyd Swasey, Phoenix, Palo Verde, Past President. Arlie Wharton, Brawley, El Centro, Past President.

Tricks in Speech Making

ERNEST S. WOOSTER, Santa Ana Toastmasters Club

STUDY of the speech habits of famous speakers will give to the Toastmaster an insight into many useful habits and "tricks" of the trade. Every speaker must follow his own bent, but he can learn from others, be they ever so different from him.

There was Will Rogers, apparently a master of impromptu speech, who did not depend altogether on what might come on the spur of the moment. He occasionally draped a few ideas on those spurs, just to be certain he would have them sharpened and ready when needed.

It was his custom, when opportunity presented itself, to try out certain jokes and wisecracks so as to get the best use of them, the best wording and the right expression, to make them most effective. It is a practice which everyone of us can utilize to profit.



Then there was William Jennings Bryan, acclaimed as one of the nation's greatest orators. He did not use jokes. He was almost

always serious. He appeared to have a deep sense of the importance of his mission.

Bryan's style of oratory has pretty well disappeared. He was one of the last of the old school of spellbinders. His was the oratory which held the audience by words and personality. His fluency, his word pictures, his voice, his obvious sincerity, added to the magnetism of his presence, swayed the multitude. Afterward, they may very often have tried to remember what it was in his speech which so stirred them. His speeches do not very well stand reading. It might be said of him, as Lord Roseberry remarked in his *Life of Pitt*, "Few speeches which have produced an electrical effect on an audience can bear the colorless photograph of a printed record."

Not the substance nor logic, but the words with which he clothed his ideas brought fame and fortune to Mr. Bryan.

Another style of speech, used by many speakers, and always popular, is that which has a serious subject, but which is opened with a story or humorous observations on the occasion, the community, or some of those present. And then the speech is studded with stories throughout. Chauncey M. Depew was a master of this style. So were Henry van Dyke, Bishop Vincent, Henry Watterson, and many another.

One such speech opened with something like this:

"As I came into this meeting I was greeted by the sergeant-at-arms. It reminded me of the immigrant who had prospered in this country, and who desired to entertain some of his American friends. He got a book on etiquette and studied it with care. When the evening of his party came, he gave hearty greeting to the first arrival with the formula, 'Good evening, sir — or madam — as the case may be.'"

From that pleasant opening, the speaker passed right into the body of his address without a jolt.

A minister was talking before a social meeting of a lodge. His speech dealt with the religious life of soldiers and sailors, and some of their problems. Illustrating a point he had made, he told this one:

"A private and a lieutenant were on trial for kicking their superior officers. The Court asked the lieutenant why he had kicked the colonel. The lieutenant replied, 'I had a corn, a very sore one, and the colonel touched it as he stood near me. It was purely a reflex action which caused me to kick him.'"

"And why did you kick the sergeant?" the private was asked.

"I saw the lieutenant kick the colonel, and I thought the war was over," the private explained."

Stories and illustrations need not all be funny. There are many cases when something serious, impressive, pathetic can be used to good purpose. But when you attempt pathos, remember that it is

only a step from pathos to bathos, from the height of sublimity to the depths of anticlimax. As a rule, a serious illustration is harder to use than a funny one.

There is another trick which is always good if you can handle it. This is the one which brings a surprise ending to an apparently serious paragraph. It may run something like this:

"I know a man who is not generally popular. He is regarded as selfish, uncooperative, self-centered, cynical. Because of these traits, he appears to have no close friends. But as I came to know this man better, I discovered something about him. There was one person for whom he had an unflinching affection, a profound admiration; one for whom he was always thoughtful, ever considerate. It was for that person that he really lived, and to whom every conscious thought was directed. Though he might seem churlish to others, lacking in all companionable traits, by this one person he was held in highest esteem. *This person was himself.*"

There are tricks in all trades, even in speech. Study the lives of successful speakers of all ages, and find out what made their speeches go over. Select for yourself a few of the best of their methods, and practice them until they are your own. That is one of the ways to make yourself a popular speaker.

LIFE IN YOUR SPEECH

"The contact with the audience is the current which illuminates a performance."

—Ilka Chase (Past Imperfect)

FOR THE JOY OF LIVING

"To look at everything always as though you were seeing it either for the first or last time. Thus is your time on earth filled with glory."

—Betty Smith (A Tree Grows in Brooklyn).

Editorial

SAVE PAPER

Waste paper is needed to help win the war. Therefore, no paper can be wasted. We Toastmasters must help save it. Envelopes in certain sizes and styles are very hard to get. We must use them over again when it can be done. Paper for the Magazine and for bulletins is scarce. We cannot always obtain the quality and color we want. Let's make the best of it. Conserve paper. Save the waste for the salvage collections. We can't afford to waste what is needed for the war effort.

CAMPAIGNS CONTINUE

While the Fourth War Loan campaign has been closed, the need continues. Until the war ends there can be no relaxation of our efforts to speed victory. Bonds are to be sold, and funds are to be collected for vital causes. Speech opportunities continue. Let every Toastmasters Club relate itself to the local agencies for service such as its members can render, and throw its members into the fight where they can do the most good.

PARLIAMENTARY PRACTICE

President Harry W. Mattison discovers in our movement "a stirring interest in parliamentary procedure, a subject which is nearly as important to Toastmasters today as direct speech training; for the ensuing era will find men called upon more and more to assert themselves in parliamentary fashion." He says, "Every person should be equipped with knowledge, information and practice in this field. That so few take a larger part may be due to the popular delusion that it is too difficult, and belongs strictly in the legal field. The duty falls upon us, the Toastmasters Movement, to educate and inform our members, and to stimulate practice in parliamentary procedure. We have the qualification, and we have the members. It remains for us to recognize the duty, and to proceed. The work done by the Educational Bureau in providing a series of scripts to extend this training is a step in the right direction. Every club should use these scripts to the fullest extent, and profit by the experience and information thus to be gained."

Stand by the Red Cross so the Red Cross can Stand by Our Men!

SHALL WE GO TO COLLEGE?

Attention is directed to the article on page two by Lewis C. Turner, in which he advocates the extension of Toastmasters training into college circles. It is an idea worthy of most careful study, and it is offered by a man who is in a position to know whereof he speaks. Toastmaster Turner is a teacher and lecturer of long experience. For many years he has conducted classes in public speaking in addition to serving as principal of the South High School, of Akron. He is responsible for the introduction of the Toastmasters Club into Ohio. He knows students and their problems as well as he knows men outside of scholastic circles; and he knows the values and possibilities of Toastmasters work. When such a man offers such a suggestion, it must be received with respect and studied with attention. Shall the Toastmasters Club "go to college?" What do you think about it? How can it be accomplished? Write your reactions to Lewis C. Turner, South High School, Akron, Ohio.

"RELIGION— UNIVERSAL NEED"

Among the topics suggested by President Harry Mattison, for discussion in our clubs, is "Religion, the Universal Need." The question arises as to what place the need for religion could have in Toastmasters Club discussions. Is religion to be recognized as a truly universal need? Is it of such importance as to claim our attention?

An interesting commentary on the subject is found in a recent report by Dr. Albert Einstein, scientist supreme, of a "discovery" he has made. His words are reported in *Metropolitan Church Life*: "Being a lover of freedom, when the revolution came to Germany I looked to the universities to defend it, knowing that they had always boasted of their devotion to the cause of truth; but no, the universities immediately were silenced. Then I looked to the great editors of the newspapers whose flaming editorials in days gone by had proclaimed their love of freedom; but they, like the universities, were silenced in a few short weeks. Then I looked to the individual writers who, as literary guides of Germany, had written much and often concerning the place of freedom in modern life; but they, too, were mute.

"Only the church stood squarely across the path of the campaign for suppressing truth. I never had any special interest in the church before, but now I feel a great affection and admiration because the church alone has had the courage and persistence to stand for intellectual truth and moral freedom. I am forced to confess that what I once despised, I now praise unreservedly."

We must carefully distinguish between Religion in general and its expression in the Christian Church, but with this distinction in mind, we can find a rich field for study and discussion in the subject proposed by our President—"Religion, the Universal Need."



Marking the final step in the development of the Toastmasters Club of Zanesville, Ohio, Attorney Carl Funk, President of the Club, is shown at the left as he receives the charter at the hands of Earl M. Carlton, Executive Secretary of the Y.M.C.A., officiating in place of District Governor A. F. Pelfrey, who was unable to attend the meeting.

From "Men In Motion" by Henry J. Taylor

Civilization rests upon individual conscience. Civilization is first and foremost a *moral thing*. Without the worship of truth, rooted in the action of its leaders, no government can exercise national virtue, and no war or peace can have a truly moral basis . . . The ultimate ground on which the strength of the nation rests is the spiritual quality within the people, and their confidence in the integrity of their government. Integrity is what upholds all.

News from the Clubs

Report from Glasgow

Secretary William Goldie writes from Glasgow, Scotland, where the Toastmasters are just waiting for peace times to get back to regular work. He says: "You may be wondering how we are faring in this Northern Island, the bridgehead to the Continent. Generally speaking, we do very well. There are of course restrictions of many kinds—you have restrictions too—but what are these when one gets the essentials of life—food, and other creature comforts, and peaceful nights!

"Remembering past experiences of the dreadful wailing of the siren which strikes terror to the heart, I think the greatest blessing of these days is peaceful nights. One cannot fully appreciate what this means until one has had the experience.

"Whether the war ends in Europe early or late in 1944, we must be prepared as completely as possible, and not be caught unawares. Steps are being taken now, but the task is very great. When the fighting ceases, a violent reaction is likely after five years of war, and the strain which has been imposed on all peoples. We must get back again and take part in the building of the new world. This is not a job for Governments or for small groups, but one in which

each of us must have some part. And this is where the Toastmasters movement will have its place to help."

Ten Years Old in Indianapolis

Sergeant Robert F. McGinnis, who recently returned from ten months service with the Persian Gulf Command, was the principal speaker at the Tenth Anniversary meeting of the Pioneer Toastmasters Club of Indiana (Charter 17), February 10th, at Indianapolis.

Sergeant McGinnis, who is also a past district governor of the Indiana-Western Ohio district, and the donor of the McGinnis trophy of the Pioneer Club, described the work of the Persian Gulf Command.

Other special guests introduced by President Martindill were: Parker Jordan, General Secretary of the Central Y. M. C. A.; Stanley Troxel, President of the Hoosier Club (Indianapolis); Victor Cass, President of the Irvington Club (Indianapolis); Homer Eichacker, Lieutenant Governor of the Indianapolis Area, and Frank Liddle, Indiana "Y" Secretary. A. A. Arbogast was inducted as the 30th active member of the Pioneer Club; Deputy Governor A. J. Jerman was the Toastmaster of the evening.

Ashland Prognosticates

The Toastmasters of Ashland, Kentucky, went into heavy thinking for two recent programs. First they spent an evening on "1944 in Business and Industry" and then they followed it up with "1944 on the Fighting Fronts." At each meeting, six "experts" concentrated on definite phases of the global war, and brought the results in facts, figures and forecasts for the edification of their fellow members. Not only was the practice in preparation and presentation a valuable one, but there was definite stimulation to thinking and discussion for every member who heard the talks.

Good for Gestures

President Russell Ray, of Santa Monica Toastmasters Club, reports the following:

"I was Table Topic Chairman of our club. Before I was introduced, I passed out slips of paper to the members, each slip bearing the name of some well known character. The members were told to keep their "names" secret. Each man was asked to deliver a one-minute "speech" in gestures only, revealing his name by his actions. He was to keep on with gestures until the club guessed who he was. If he did not accomplish this in one minute, his speech was rated "poor." One member was assigned Charlie McCarthy and another was Edgar Bergen. Others represented President Roosevelt, Santa Claus, Joe Louis, Mae West, Charley Chaplin, Johnny Weismuller, and so on. It produced an interest-

ing lot of unusual gestures, and broke the ice completely."

Internationalism

The Toastmasters Club of Longview, Washington, points with commendable satisfaction to an honorary member who reflects the international spirit of our movement. Ramon Rivera is a student from Vina del Mar, Chile. He is sponsored by the Inter-American Training Commission, and is in America to study wood technology. He is a graduate of Santa Maria University at Valparaiso, Chile, having majored in chemical engineering. He is at present at the Longview Branch of the Weyerhaeuser Timber Company, where he will remain for some months. His father is the President of the Maritime in Chile. This honorary member brings to the Longview Toastmasters a new touch with our South American neighbors, and he is acquiring a new understanding of the underlying spirit of the United States. Thus the plan works both ways with beneficial results. Perhaps Toastmasters Clubs in other cities may be able to discover similar opportunities to serve men from other lands, even as they serve their own fellow citizens.

WANTED

To be placed on mailing list of all clubs, areas and districts which publish bulletins. Address Harry W. Mattison, Monite bldg., Minneapolis 11 Minnesota.

They Believe in Toastmasters

Toastmasters from the clubs in San Diego, Mt. Helix, Coronado, Chula Vista and National City are at work on a project to spread the benefits of Toastmasters training to Latin America. At a special meeting held at Coronado on January 6th, plans for this extension were discussed with a number of well known citizens of Tijuana. Among those present from Tijuana were Mr. James Lliteras, owner and manager of the European Store, Mr. John Alessio, President and Manager of the Bank-Pacifico, and Dr. Victor Gonzales.

Tijuana, with a population of 22,000, Ensenada, with 8,000, and Mexicali, with 30,000, are centers where organization of Toastmasters Clubs is being considered. The next step will be a meeting of 20 Mexican and 20 United States Toastmasters. While seated alternately at the tables, the Toastmasters from north of the border will put on a "sample" program. Following this, plans will be made for the establishment of the clubs in Mexico.

By such neighborly interest, the Toastmasters Clubs have grown in the United States, and it may be that a similar spread will be seen among our neighbors to the south within the next year or two.

Fathers and Sons

Toastmasters of Greensburg, Pa. celebrated their third anniversary by inviting their sons to share the event with them. Representatives from Jeanette, Washington and Pittsburgh were present. This club

is one of the liveliest three-year-olds to be found anywhere. It has helped to pioneer the Toastmasters work in Western Pennsylvania and furnished the first Governor of District Twelve, Dr. C. W. Freeman.

The Secretary Is Appreciated

Toastmasters of Corona, California, celebrated their fifth anniversary on February 23rd, by presenting a beautiful Toastmasters emblem to their perpetual secretary, A. E. Gale, in appreciation for his efficient service. Secretary Gale is the author of that widely quoted saying: "No inferiority complex can survive Toastmasters training."

Warning To Speakers

Oceanside Toastmasters recently entertained an inter-city meeting, with Vice-President R. M. Switzler as guest of honor and chief speaker. After other speakers had held forth on the value of speech and speech training, Paul Rabe, Secretary of Oceanside Toastmasters Club, pointed out that probably more harm than good has come from the mouths of orators during the last twenty centuries. As glaring examples he cited the incalculable misery brought on by the two most persistent and pestilent orators of modern times, Hitler and Mussolini. But he admitted that the Toastmasters Club has the remedy for the wrong sort of oratory, stressing the development of character, wisdom and ability to speak, along with habits of critical listening.

Getting and Training Members

No device has been devised which makes a stronger appeal to prospective members than the "Speechcraft" plan.

Bringing in a strong group all at one time, putting them thru a training course together, giving them the opportunity to wear off their feeling of "greenness" together, letting them sense the good fellowship of Toastmasters — these are convincing arguments.

Throughout our movement, "Speechcraft" is bringing results. It is put on as a special course, carried through in eight or ten weeks, or it is used as a regular educational feature on the program, one subject being presented each week for a long term. However it is used, it makes good.

Right in the home of Toastmasters, the Santa Ana clubs use "Speechcraft" most effectively to maintain their full quota of members and to train new men. During

the month of March, the course is being offered by Smedley Chapter Number One, making the fourth time in two years that the clubs in Santa Ana have presented the work. Membership is full already, and how to find room for more members is a problem, but it will be solved.

Tyro Toastmasters, of St. Louis, report: "Speechcraft is a success right from the start. It is a success because every member of the Tyro Club is intensely interested, and also because new members are being taken in through it."

The Gopher "Gavelmaster," bulletin of Gopher Toastmasters, of Minneapolis says: "The last meeting in February brought to a successful conclusion the course in Speechcraft. The members of the Gopher Club made thorough use of this course, organized by Toastmasters International, and nine men signed on the dotted line."

Is Your Magazine Late?

Delays are unavoidable in present conditions. Our November issue was held up for nearly three weeks because of failure of the paper stock to arrive. Various causes may be responsible for delays, but every effort is made to get the magazine to you promptly, and to make it worth your while when received. Remember, it is published *every other month*, six times a year, not monthly.

Delayed Correspondence

The Home Office of Toastmasters International makes it a point to give prompt service to all correspondents. If you fail to receive a reply within a reasonable time, or if materials ordered do not reach you, it will be counted a favor if you will write again and report the delay. Your first letter may have been lost in the mail, or the response may have gone astray. Please report any such incidents without waiting too long.

IT HAPPENED IN CHICAGO



District Governor Clint Sandusky handed the charter of the South Chicago Toastmasters Club to President Paul Folina, and welcomed the South Chicagoans into the fellowship. (Clint is now wearing the uniform of the U. S. Army, in training at Camp Crowder. In the picture, left to right we have Dave Zimmerman, Lieutenant Governor of the Chicago Area, Governor Clint Sandusky, President Paul Folina, Vice-President Kenneth C. Nygaard, and member Bruce Clark.

AN INVITATION TO SERVICE

From the Chamber of Commerce of the United States comes a request for Toastmasters to cooperate in a campaign of education and leadership, looking to the post-war period. Assurance has been given that the Toastmasters will respond when called upon. The local Chamber of Commerce will probably extend the invitation to the local Toastmasters Club. When the invitation or request comes, be ready to welcome the opportunity. Gain information for yourselves and give service to your community and your nation. Every Toastmasters Club should be so related to the Chamber of Commerce that its trained men may be made available when needed in the support of community enterprises. As we have served effectively in many other campaigns and projects, let us rally in response to this new call, and give our best.

"Full of Words"

For illuminating aphorisms on words and their uses, one must go to the Bible, and especially to the Old Testament.

Those ancient writers had a remarkable appreciation for the well-turned phrase, and for the powers wrapped up in words. The translators have done well in retaining the lively idioms, and have helped to place in circulation a great many familiar sayings which are freely used by those who have no thought as to the origin of the words they repeat.

Job and his friends turned many a clever phrase on the subject of words and debate. In the fourth chapter, verse two, we read: "If we speak a word with thee, wilt thou be grieved? But who can withhold himself from speaking?" Or, as the marginal reading gives it: "Who can refrain from words?"

In the twenty-fifth verse of the sixth chapter, we find this searching question: "How forcible are right words! But what doth your arguing prove?" If one might paraphrase the line, it could be read with great force concerning many speeches heard among us: "But your proof — what does it prove?"

Turn to the eleventh chapter, and find a response in your own mind to the words of Zophar, the Naamathite, as given in the second verse: "Should not the multitude of words be answered? And should a man full of talk be justified?"

In the eleventh verse of this chapter is a justification for the speech critic in this question: "Doth not the ear try words, even as the palate tasteth its food?"

Job voices a searching thought in the fourth verse of chapter sixteen, when he turns on his opponents, saying: "I also could speak as you do; if your soul were in my soul's stead, I could heap up words against you, and shake mine head at you." Just a different phrasing of "put yourself in his place."

The speaker who hesitates in his speech, and grunts as he fills his pauses with "ah-h-s" and "err-r-rs" should study verse two of chapter eighteen: "How long will ye hunt for words? Consider, and afterwards we will speak." Read it again. Learn to consider before you speak, and perhaps your grunts will disappear in the midst of well-considered words.

When you are "full" of a subject, with a speech swelling up in your system, crowding for utterance, you will sympathize with Elihu, the son of Barachel, who says: "For I am full of words; the spirit within me constraineth me." This is the eighteenth verse of chapter thirty-two. And you may go still further with Elihu when he grows impatient and breaks out with (Job 35:16) "Therefore doth Job open his mouth in vain; he multiplieth words without knowledge."

GOOD IN SPEECH PREPARATION, TOO

"I knew exactly where I was going, though I was having a terrible time getting there. The last page of *So Big* had been written before the first page was started. The same thing, later, was true of *Show Boat* and *Cimarron*. It usually is true of any first-rate piece of work which I do. If the last page writes itself before the story is well begun, then the story itself will have inevitability. It may waver in the middle, it may be weaker halfway at either end. But if the beginning is here and the end inevitably there, then the march between must at least have the soundness and convincing firmness of any traveling thing which knows its destination."

—Edna Ferber, in her Autobiography, "Peculiar Treasure."

LISTENING IS AN ART

Listening to speech or music or any other audible expression requires a certain degree of intelligence or understanding. Without this intelligence in the listener, he is likely to have the experience of the non-musical one after she had spent an evening at a concert by Josef Hoffman. "I ain't cultured in music," she said. "If he's struck a tune yet, I ain't heard it."

It takes a certain amount of training for most people to appreciate books, or speeches, just as it takes a certain amount of training for one to appreciate music. One has to hear an opera or a symphony several times before one really knows it, and it takes a good bit of listening to speeches to prepare one to listen fairly, understandingly and analytically, as well as with appreciation.

"PASS THESE AROUND"

Said the speaker: "I have here some photographs of the places mentioned in my speech, and I will just pass them around for you to look at while I talk." Right at that moment he lost attention, and he never regained it. Everyone was looking at the pictures, or waiting for the pictures to be passed to him. Whispered comments broke in, and centers of disturbance were set up all over the room.

A wise speaker never hands out pictures or objects to be inspected while he talks. He knows that such procedure will distract attention and neither speech nor objects will be properly understood.

If you have any exhibits in connection with your speech, make sure that they are large enough for all to see, or else leave them out. If small objects need to be shown, place them on the table and invite your audience to look them over after the program. But never just "pass around" objects to be looked at while you talk unless you deliberately wish to throw away your speech.

Why Clubs Live

(At the January meeting of the Board of Directors, a discussion was presented by J. Clark Chamberlain on "The Life and Death of Toastmasters Clubs." As a Toastmaster for 18 years, and the first President of Toastmasters International, he has had rare opportunities to study the problems of the movement, and his conclusions are of such vital interest that an abstract is given here of his talk before the Board of Directors.)

The problem of club mortality has always been serious. It seems to be troublesome now, even though many safeguards have been placed around the process of organization in recent years. Of course the war adds greatly to the present problem, making it difficult to determine just how successful our methods are in promoting permanence. But we do know that there are several fundamental reasons why some clubs have given up, and other reasons just as fundamental why others have grown and succeeded.

Here are some of the points which determine the success or failure, the life or death of a Toastmasters Club:

1. Financing. A sound financial and business policy is essential. Where finances are unwisely handled, dues are not sufficient to maintain the club's operation without assessments and hand-outs, failure is almost inevitable. Operation on a well-planned budget, with income to balance the outgo, is vital to club success. The Home Office issues a helpful bulletin on "Financial Policy for a Toastmasters Club." It should be studied.

2. Leadership. Judgment must be used in selecting officers. There is often a tendency to push a man forward before he has the neces-

sary background. An inexperienced, inefficient Secretary, or an unprepared President, lacking knowledge and determination, can wreck any club.

3. Use of material. Toastmasters International has published a great deal of useful educational material, and much more is now being produced, every page of it full of help for the clubs. The club which uses the material is headed for success. The one which neglects it is in danger.

4. Selection of Membership. Care must be exercised to see that membership is varied, both as to age and as to interests. Too many men of similar ages and tastes are hard on the club. Changing conditions may shift the entire membership, and ruin the organization. This has happened in several clubs during the war.

5. Participation in Inter-Club Activities. The successful club is the one which joins in Area and District events. Inter-club visitation is a must. The club which stands out and does not mix with other clubs is courting disaster.

6. Contact with the Home Office. Several clubs have died largely because they did not maintain close contact with the Home Office of Toastmasters International. As a rule, this failure can be traced

back to a Club Secretary who was not on the job.

7. Following Accepted Procedure. Getting "off the beam" by disregarding the procedures and methods suggested by Toastmasters International is another cause of mortality. The methods recommended are based on years of experience. They do work. While they are very flexible, they should be followed with reasonable fidelity. The most successful clubs are those most loyal to the time-tried formula of "learning by doing," through frequent practice in short speeches, careful timing, and evaluation by the individual members.

8. Key Men. When a club has a nucleus of half a dozen strong leaders, well schooled in Toastmasters principles and procedures, it is assured of success. When such leadership is lacking, trouble results. Members should be selected with an eye to their possible development as leaders, both in the club and in the community.

9. Community Activities. The live club takes part in what goes on. Its members are frequently heard in speeches outside the club. Campaigns for worthy causes are aided. Effective service is given.

Any club which retires into a shell, whether of self-complacency or of timidity, or even just laziness, is likely to get into trouble.

10. Program Variety. Programs in a rut, an unsatisfactory meeting room, poor ventilation, poor lighting, lack of planning — all these have their cumulative effect in killing a club. None of these is necessary, if the officers will accept the help offered by District and International officers.

11. Smut. The atmosphere of a Toastmasters Club is clean. One of the surest ways to poison its life stream is to let it degenerate into a "dirty story" club. Believe it or not, some clubs have died from this very cause.

12. Progress. A live Toastmasters Club goes ahead. Its new members are trained, and its old members are kept improving. A Toastmasters Club is like a heavy train. When it gets stalled on an upgrade, it immediately begins to slip back down hill. The only way to progress is to go ahead.

No Toastmasters Club needs to die if it will exercise ordinary care and use the facilities which are available for its health and growth.

NEW OFFICERS

At the Home Office there is a special bulletin to be sent to each new club officer, giving him details on his duties. For the new President there is a complete "kit" of tools which he needs as he starts. *Report the new officers promptly*, so the materials may be sent to them.

The "Compass" Method

GRAHAM J. ALBRIGHT, Divisional Governor, District One

Take a look at your pair of dividers, or compasses. If you are not a draftsman or an engineer you may have to borrow a pair, but take a look, anyhow. Observe that the instrument has two pencil-like parts, called "legs," hinged at the top, and provided with a scale for adjusting the span. This provides the framework for our speech arrangement.

Draw a diagram, making it look as much as possible like the dividers. Above the diagram write the subject you have selected for your speech. Under the first "leg," the one at the left, write the word "opening." Under the "leg" to the right, write the word "close." Up at the top, just under the hinges, write the word "body." Outside the diagram, at left, top and right, place the word "purpose." This is to remind you that the purpose must be connected with the opening, the body and the conclusion of your speech.

Now list the ideas you have in mind to present. Write these down the middle of your diagram, under "body." Put down plenty of thoughts. You can discard what you do not need.

Under "opening" write several ideas on how to start the speech. Under "close" put some choice methods of giving your speech a strong conclusion.

Next comes the process of elimination. Remember the gardening adage: "Plant thick, thin quick." You should have twice as much

material listed as you can possibly use. What points can be spared? What ones *must* be retained?

Scratch off all the ideas on the opening except the one which is definitely the best and strongest. Repeat the scratching on the ideas for conclusion. Now you have a carefully selected opening which embodies three essential points: Audience Interest, Relation to Purpose, and Relation to Conclusion. Put the opening thought into its best form, and memorize it.

Now tackle the body. Study how you can get most directly and forcibly from start to finish. Discard all points except the three which cannot be spared. These three which remain are the argument of your speech. Put word-clothing on each point-section. Don't be stingy with your vocabulary. It is just as easy to illuminate the speech with some verbal "high-lights" by selecting a few words not of the "common or garden variety." Use your thesaurus or dictionary.

Now formulate the conclusion. Make it even stronger than the opening. Repeat the purpose. Make the appeal. The concluding thought is related to the opening, and tied in with the body of the speech. The closing sentence should be memorized. Now make a fresh diagram, showing only the items you will use in your speech, and fix this outline in your mind.

I find the "Compass" method ideal because it provides a novel

skeleton which you can visualize as you face the audience. It indicates each mental step you are to take, from beginning to end. You look at your mental image of the diagram, and there is nothing to forget.

Since a speech is better not memorized, this plan helps the speaker by giving him the memorized opening and closing sentences, with a clear picture of the points in the body of the speech, thus minimizing danger of forgetting or losing the thread of the thought.

Mechanical aids in speech pre-

paration save time and add to efficiency. Since a picture is more easily remembered than words, the diagram method is especially good. It tends to give confidence to the speaker, and "confidence is power."

The "Compass" method was developed by Dr. Donald Waters, for presentation in the SPEECH-CRAFT course recently given by the Santa Ana Toastmasters Club, and I have found it so definitely useful that I think it should be made available to all Toastmasters. Try it, and it may help you as it has helped me.

THEY NEED TOASTMASTERS TRAINING

According to news items of February 16th, Mrs. George Bernard Shaw, wife of the Irish playwright, left the bulk of her fortune to alleviate the "vulgarity" and improve the manners of the Irish, as revealed when her will was filed for probate.

She left most of her estate to Irish educational institutions, to teach the people self control, deportment, elocution and the fine arts.

In her will she says: "In the course of a long life, I have had many opportunities for observing the extent to which capable persons have their efficiency defeated and their influence limited due to want of any organized instruction and training for personal con-

tacts, whether with individuals or with audiences . . . and how the authority which their abilities should give them is made derisory by their awkward manners, and how their employment in positions for which they have valuable qualifications is made socially impossible by vulgarities of speech and other defects."

It is too bad that Mrs. Shaw did not know about the work of the Toastmasters Clubs, which are doing such an admirable service directly along the line of which she speaks. She might well have recommended her Irish friends to take advantage of this method to remove their "vulgarities of speech" and to train them in "personal contacts."

MY SPEECH WAS A FAILURE

A new member made his first speech before his Toastmasters Club. He was a young man deeply interested in work for boys, and his speech was a plea for more men to volunteer as leaders of boys' clubs. A few days later, he remarked to a fellow Toastmaster: "My speech was a failure. I didn't get a single volunteer."

The other tried to explain to him that our speeches in the Toastmasters Club are really only practice efforts, and that we do not expect tangible results from our hearers, except as they criticize and evaluate our work. But the young member said: "What's the use even of practicing if you don't expect something to happen?"

That is a good question for every Toastmaster to ponder. Even the practice speech can get results if it has a purpose, and if the purpose is clearly presented. It is a very bad habit for a speaker to get into, that of thinking of his speech as being "merely for practice."

Dr. Charles H. Spurgeon, the

WHAT DID YOU GET OUT OF IT?

"I really got something out of that meeting," said a member of the sidewalk clinic. "But don't you always get something out of a Toastmasters Meeting?" was the response.

Analyze the next meeting you attend. Study your own reactions to it. What did you get? What did you learn? What item or items of permanent value came into your

life because of the 120 minutes you spent with your fellow Toastmasters? There ought to be something for you in every meeting, otherwise, there is no reason to attend. But beyond that, what did you contribute to the others in the meeting? Did your speech give them a lift? Did your criticism show some member how to im-

proved English preacher, used to conduct a training school for young men desiring to enter the ministry. These would-be preachers were sent out on week ends to fill pulpits in the vicinity. As they returned to the school on Monday, Dr. Spurgeon was accustomed to greet each with the question, "Where did you preach yesterday?" On being told, he followed up with, "What results? Did anyone get converted?" If the answer was no, his next question was, "Did anyone get mad?" If the answer still was negative, his next was, "You wasted your time. If no one was converted and no one got mad about what you said, what did you accomplish?"

His point, naturally, was that a speech should produce either converts or opposition, and that if it produced neither, it failed. You may very well try that idea on your speeches before your club. Try to sell an idea, to win support for a theory, to stimulate to action on some question, and judge your speech by the results it brings.

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prove himself? Did the brief period of friendly conversation help some other member?

Every member of a Toastmasters Club should go away after the meeting conscious that he gain-

ed something for himself from it, and that he contributed something worth while to the others who sat in it with him. Meetings, as well as speeches, should show definite results.

THE RECORD OF GROWTH

No. 257—Zanesville, Ohio. The charter was presented on January 19. The club started with 21 charter members, and has since added eight more active members, giving it a roster which lists many prominent citizens of Zanesville. Meetings are held at the Y. M. C. A. on Wednesday evenings at 6:30.

No. 258—Mount Vernon, Washington. This club resulted from the removal of two Toastmasters from Salem, Oregon to Mount Vernon. They felt the need of continued Toastmasters training, and now they are to have it. The club received its charter at the hands of Director Frank McCrillis. It meets at the Y. M. C. A. on Wednesday evenings at six. It has 30 charter members.

No. 259—Seattle Y. M. C. A. Toastmasters Club. This is our sixth chapter in Seattle. Present at its chartering was Y Secretary John Rudd, who was a charter member of the club at Anaheim, California, when it started in 1926. Both District Governor Nick Jorgenson and Director Frank McCrillis participated in the program, the latter making the presentation of the charter. The club meets at the Y. M. C. A. on Tuesday evenings at 8:15.

No. 260—Merced, California. This is another club established by a Toastmaster who came from elsewhere. John Kidd was a member at Casper, Wyoming. Moving to Merced, he inquired for the local Toastmasters Club and found none. So he talked Toastmasters with such good effect that on February 29,

Ralph Smedley had the pleasure of presenting a charter to a company of 24 representative citizens. The club meets at the Hotel Tioga at 6:30 on Tuesday evenings.

No. 261—Grangeville, Idaho. Promoted through the efforts of District Governor Fred Heinrich, of Spokane, this club starts off with 23 members on its charter list, and with a full head of enthusiasm. The charter is yet to be presented. The club meets on Wednesday evenings at 7:15 at the "Kandy Kitchen" Cafe.

No. 262—Lodi, California. Harry S. House was formerly a member of Smedley Chapter Number One, of Santa Ana. More recently he has been a member of the San Joaquin Toastmasters Club of Stockton, and with their help he has been instrumental in establishing the club at Lodi, fifteen miles from Stockton. The charter was presented by Ralph Smedley on February 28, at a well planned and well conducted meeting. The club meets on Monday evenings at 7:00 at the "Flying A" Cafe.

No. 263—Burbank, California. Twenty-one men, executives of the Lockheed Aircraft Corporation, constitute the charter membership of this club, which receives its charter on March 12, with Division Governor H. K. Clinton doing the honors. The Eagle Rock Toastmasters Club has been active in sponsoring the new chapter. The meetings are held on Tuesdays at one o'clock in the Lockheed Employees' Cafeteria.

THE 1944 CONVENTION

It will be a stream-lined meeting, for the transaction of business, held at Los Angeles on July 29, 1944.

Prior to the Convention, the Nominating Committee's report will be sent to all clubs, with ballots on which votes will be cast. Proxies will be sent to all clubs, as in the past, so that those which cannot be represented by their own delegates may have representation by proxy.

Clubs desiring to propose any matters affecting the Constitution and By-Laws are invited to send their suggestions and recommendations as soon as possible to the Chairman of the Committee on By-Laws, Franklin McCrillis, 1201 East John Street, Seattle, Wash-

New Material

A cordial reception has been given to the new bulletins and scripts issued by the Educational Bureau. Four new critique forms are now available. The purpose is to have each used for one month, or until all the members of the club have been treated by it. Write for a month's supply, which will be furnished without cost to your club. State the number of members. When the first form has been used, write for the next one, and so on. It is the intention to have a different form for each month of the

ington. Correspondence on other matters may be directed to President Harry W. Mattison or Vice-President Robert M. Switzler.

The May issue of The Toastmaster Magazine will carry details about the convention, but it is expected that business sessions will occupy the entire day, and that an evening session will be devoted to an educational and inspirational gathering for all who may be able to attend.

While restricted travel conditions will make it impossible for many to attend, it is suggested that all Toastmasters who may have business in Southern California during the summer should make their plans to spend July 29th in Los Angeles, and spend the day on the business of Toastmasters.

year. Comments and suggestions are invited.

Parliamentary scripts are available for the clubs. These are furnished in sets of twelve, sufficient for demonstration. They should be ordered one set at a time. The script should be given a thorough work-out in the club, and all questions arising from it should be dealt with. Then the next in the series should be ordered. There are eight scripts in the series, and any club whose members go through the entire series with attention will note definite improvement in its business procedure.

Stand by the Red Cross so the Red Cross can Stand by Our Men!

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FEAR IS FANTASY

Imagination is a basic cause for fear. Our fancies play strange tricks on us. They can populate the dark with fearsome objects. They can turn familiar surroundings into a horrible nightmare. When imagination gets out of hand, like a runaway horse, it can do great damage. It can wreck a public speaker.

The Psalmist phrased it: "Then were they in great fear, where no fear was." (Psalm 53:5). There was nothing to be afraid of, but they were scared.

Emptiness of life causes fear. Lack of purpose produces a fertile field for fearful imagination. Ignorance may be bliss, but it tends to panic. Without constructive purpose, life goes to pieces. Fear is a destructive force in the unguided mind.

The way to overcome fear is to act. Imagination, cradled in an idle mind, creates fear, but imagination, directed into constructive channels, cures fear and creates masterpieces. If you, as a speaker, fear to face the audience, seek opportunities to speak, and thus assure yourself that the fear is fictitious. If you fear to meet people, go out and seek personal contacts.

Fear is fantasy. Direct action is its cure.

Do the thing you are afraid to do, and you will cease to be afraid.