

THE TOASTMASTER

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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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The Take Off and Climb

LIEUTENANT (jg) SHELDON M. HAYDEN, U. S. N.
Past President of Toastmasters International

Condensed from Hayden's "Take Off and Climb" published as one of the
"Tips to Toastmasters."

MANY speakers do not know how to establish a friendly relationship with their audience in the introductions of their speeches. Many fail in their opening remarks to create interest in the subject. They are at a loss to know how to adjust themselves to a strange audience or occasion.

By getting off to a bad start, a speaker loses confidence in himself and as a result may lose his audience.

"Well begun is half done," applies to a speech as well as to any other task.

Purpose of the Introduction

The introductory remarks of a speaker will either quicken or kill the interest of the audience, both for the speaker and for the subject. His introduction may inspire the speaker and urge him on to his best efforts, or it may throw a spell of doubt and fear upon his mind, and cost him success.

The opening paragraph of a speech should serve three purposes. *First*, it should establish a

common bond between the speaker and his audience.

Second, it should create a definite interest in the subject, and a desire to hear what is to be said.

Third, it should present the purpose of the talk.

Kinds of Introduction

A primary consideration is to establish some common bond between speaker and audience—to get on to common ground. This may be done in various ways. A good one is to respond gracefully to the kind words of the chairman. Be modest. If there has been some humor at your expense, take it with good nature. Make it clear that you are glad to be there.

Reference may be made to a previous speaker whose remarks can be tied in. It helps to give a sense of spontaneity to the opening.

The speaker may wish to compliment the town or the organization or the occasion. Sincerity and simplicity should characterize any such complimentary words.

Personal reference to the speaker's interests, position or other appropriate qualities, may help to show that you and the audience are one, but it must be done with modesty and sincerity. The republicans can quote Lincoln and the democrats Jefferson, for example.

Kindling a Fire

You can use the "believe it or not" type, with some startling or unusual fact about your subject.

You can exhibit some object before the audience which is connected with the subject. Exhibits always create interest to the extent of making the audience look to see what is up.

Something dramatic, such as hammering the table, or upsetting a glass of water, or throwing one's notes on the floor may be a good start. Better not try it unless you are prepared to follow up in kind. It takes originality and understanding to use this one.

Questions of a startling sort are good. You can use several questions in series, if they pertain to your subject. It makes the people think.

The humorous start is good, if well done. A story, well told, to the point, and in good taste, gives a good start, but it must be related to the theme, not merely dragged in to create a laugh.

The historical reference, or use of an appropriate quotation or proverb, may impress your audience with your learning and add weight to your words.

Create suspense by holding the complete explanation until a little

later in the speech. This keeps attention by holding curiosity on the alert. Attention may also be secured by absurd or false statements. When people disagree with you they are sure to be attentive. They want to correct you. Of course you will take care to correct yourself in due time.

Revealing the Purpose

Start with a direct statement which shows exactly what you intend to accomplish. The purpose can be presented in question form with good effect.

Conversely, withhold a direct statement of the purpose and keep the audience guessing as to just which side you are going to take. This is good if you can do it.

Pitfalls to be Avoided

Dodge the "long-winded" introduction. The normal length of the introduction should be about one-tenth of the length of the speech.

Avoid false assumptions about the audience.

Avoid false leads and distractions.

Eliminate dull and trite expressions, and keep away from any tactless attempts at humor.

Avoid excuses and apologies. Explanations may be needed, but don't start out by telling that you are unprepared.

Plan Your Start

There are many ways of starting a speech. Choose in advance which one you will use. Remember that the introduction is an integral part of your speech, and that it takes time. Make the minutes count. Don't waste words.

How to End a Speech

DR ALAN MONROE, in his "Principles and Types of Speech," calls the final portion of a speech "the action step." He says: "Its function is to translate the desire created . . . into a definitely fixed attitude or belief, or to galvanize it into overt action."

In the speech of argument or persuasion, action is the result desired. It may be produced by summarizing the points made, by appealing for definite action or challenging the audience, by a clinching illustration, or by offering some inducement.

In other types of speech, entertaining, informative, inspirational, the conclusion is no less important, although it may take other forms. It may be a summary, a story, a quotation, a moralization as the case may require, but it is always a definite closing of the speech. It is the "clincher" for whatever has been said. It is the something which justifies the entire speech, and helps it to stick in the minds of the hearers.

Consider the process of sewing on a button. You thread the needle, locate the proper location, and

plunge in. But, if you failed to tie a knot on the end of your thread, it slips right through. The conclusion of a speech is like the knot on the thread, which holds it in place.

Start with the Finish

It has been said that the closing words of a speech are the first part of it which should be prepared. That is because the conclusion should clearly reflect the purpose of the speech. It is the goal toward which the speaker works during the entire period of his discourse. It is his destination.

The opening and the conclusion of a speech should tie in with each other. They should be closely related. (Someone adds, "And not very far apart!")

The conclusion must always give the listener a sense of completion, something to carry away with him, or, as it has been called, "a peg to hang his hat on." It must never leave the audience in the dark as to the purpose of the speaker, or the application of his ideas.

Test your speech endings by these simple rules. If they do not measure up, get to work on them.

This Could Happen to You

Toastmaster Lee Aldrich, editor of the San Gabriel Sun, tells of the embarrassment of a chairman who talked too much: "After his talk, the chairman introduced Mrs. Blank as the speaker. Recognizing the introduction, she said, 'I find it necessary to rearrange my notes, for the Chairman has already given most of my speech!'"

Mea Culpa

RALPH C. SMEDLEY



Yes, it is my fault. I'll take the blame.

But from this day through all time to come, I disclaim further responsibility, and refuse to accept the blame, or the credit.

In my earlier days as a teacher of public speaking, I was inclined to be dogmatic. I emphasized my personal likes and dislikes, and made rules to fit. If I did not like some mannerism or form of speech, I said it was wrong and must never be done. If I liked it, I gave it an approved rating.

Then I accepted these dicta as rules of speech, and taught as though they were. To this day we hear it said of certain mannerisms, "A Toastmaster never does that." And I realize that the critic speaker is quoting my misguided statements of long ago. Thus, it is my fault.

I disliked apologies from the speaker—meaningless movements—hands in pockets—all sorts of things—and I said, "A good speaker—a Toastmaster—never apologizes," or "pockets his hands," or whatever the case might be.

What I really meant was, "I don't like for a speaker to do that. It bothers me—distracts my attention."

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I forgot that I was just one member of the audience, and that other people might like what distressed me. I took my own ideas too seriously.

As a result, one hears the remark all too often even today, that "A Toastmaster never apologized."

Frankly, that isn't so, any more than that a good speaker never puts his hands in his pockets.

There are occasions when it is not only desirable but necessary for a speaker to make an explanation, which might be construed as an apology. There are situations in which hands in the pockets are quite in order. There are conditions to justify almost any mannerism or gesture of which man is capable.

It is when a mannerism or action becomes habitual, and is in itself a hindrance to the effect of the speech that it becomes objectionable. There is no rule by which one can state that a certain mannerism is always bad. Circumstances always modify rules.

Having made my confession and washed my hands of responsibility for the captious critic who chirps, "A good Toastmaster never apologizes," let me speak this word of caution:

While no gesture nor mannerism may be classed as bad, *per se*, it is safe to say that any such action is bad if it detracts from the

effectiveness of the speech. Anything which keeps the speaker from making his point, from winning the vote, from convincing his audience, is bad practice and should be discontinued. Anything which strengthens his speech and helps him to make the sale to his audience is good enough to use, but must be used only when needed. Beyond this, let no one try to lay down general rules for the

speaker which will cover all specific cases.

It is always the speaker's responsibility to make his speech effective. If he does that, applaud him; commend him; vote for him, even though he violates all the rules in the book. If he doesn't put it over, even though he follows every rule, his speech is not a success. The test of the speech is not in following the textbook, but in making the sale.

He Muffed His Chance

A MAN appeared before a large and important service club to talk about the product of his company.

He brought with him an armload of objects to display and to use in demonstrating his subject. He knew all about it. He was full of information.

But his speech was a failure. The audience was bored—walked out before he was through.

He simply lacked the training and experience by which he could have made his subject interesting. He was an executive in the company, and he knew his stuff, but he couldn't tell it.

Unfortunately, this man is not exceptional. Such cases are of al-

most daily occurrence. They ought never to happen. They need not.

Any man with a few months of training in the Toastmasters Club can take the information and materials which this man had, and make a speech of fascinating interest. He can do it simply because he knows how.

When we help a man to become a member of a Toastmasters Club we do not merely put him in line to be a speaker. We start him on a course for general improvement in all lines, and we confer a great benefit on a long-suffering, listening public, by making one more speaker available who not only knows his subject, but knows how to present it.

5

Scheduling a Program

JAMES G. EVERHART, President of Zanesville Toastmasters Club



Cooperation is the key to successful operation of a Toastmasters Club. At no point is this cooperation more vital than in program building. Accidental unfairness in making the schedules is certain to breed dissatisfaction, and such accidents occur in spite of our best efforts.

Perhaps Bill Brown hasn't made a speech for two or three months, but he observes that his friend Joe Smith has been on for two speeches and perhaps has served as Toastmaster during that same period. Bill may forget that he was absent when he should have talked, but he remembers that he has been skipped. He tends to become dissatisfied. He needs attention.

In planning the program, it is not enough to arrange that each member be on the schedule the same number of times. Care must be taken to place each member the same number of times in each position. This can be done only by regular use of some planned system.

To meet this situation the simple "slide rule" shown in the illustration was developed. Easy to make and easy to use, this device has been successfully used for several months in the Zanesville Toastmasters Club.

The Method

The position of the numerical scale on the left is fixed, as is the date scale on the right. The center scale, listing the various positions on the program, is movable.

A number is assigned to each member. The numbers are used rather than names so that an associate member being moved up to active status takes the number of the active member whom he succeeds without causing confusion.

The sliding scale lists the various program assignments, and although it is not essential that these positions be listed in the exact order shown, it is very important that the duties be so spaced that one member does not appear on the program in two consecutive meetings.

In using the "Program Selector" move the slide so as to place the arrow opposite the date of meet-

ing. The members to perform the indicated duties are listed by number at the left. No exchanges between scheduled members should be permitted. All necessary substitutions should be made by the Program Committee from among the associate members, or from active members chosen by lot.

For flexibility, and to permit the introduction of special programs, it is recommended that the programs be not announced for more than one month at a time.

How to Construct

From the mechanical standpoint, this rule is easy to construct. Typed scales are glued to heavy pieces of cardboard whose edges have been beveled by sandpaper or a sharp knife. These pieces are then glued on to a cardboard base as shown in the illustration. Any member with a little ingenuity can make it in an hour or two.

The short time required to construct the rule will be rewarded by increased satisfaction, reduced membership turnover and a generally quickened interest in the club.

Editor's Note: If further information on the making and use of this device is needed, a letter addressed to J. G. Everhart, 1059 Sevall, Zanesville, Ohio, will receive attention. Of course you will include postage stamps for the reply.

The scale as shown is 10 inches long by 2½ inches wide. The cardboard is built up to a thickness of at least ¼ inch. The middle portion is beveled in so that it slides freely, but is held in place.

1945		
1	--Gen Critic	→ -Oct 3
2		-----10
3		-----17
4	--Speaker	-----24
5		-----31
6		-Nov 7
7	--Critic	-----14
8		-----21
9		-----28
10	--Speaker	-Dec 5
11		-----12
12	--Grammarian	-----19
13		-----26
14	--Critic	-Jan 2
15		-----9
16	--Speaker	-----16
17		-----23
18	--Prayer	-----30
19		-Feb 6
20	--Critic	-----13
21		-----20
22	--Speaker	-----27
23		-Mar 6
24	--Critic	-----13
25		-----20
26	--Topicmaster	-----27
27		-Apr 3
28	--Toastmaster	-----10
29		-----17
1		-----24

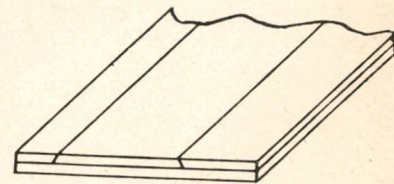


FIG. 2

You Have a Story—Can You Tell It?



What is your business, profession, craft, or job?

It has a story for you to tell.

There is hardly an occupation known to man which does not contain something of a mystery to the rest of us. Your own work has elements of interest to those on the outside. Their work will interest you.

For instance, who of us knows anything about the business of picking chickens? How is it done, who does it, what is the technique, what is the pay? How long does it take to de-feather a chicken? What are the standards of good plucking?

Is a restaurant dishwasher allowed a percentage of breakage? What dishes are hardest to wash? What is his pet peeve against the diners whose dirty dishes keep him busy?

How does an accountant find out errors? What does he mean by "casting out nines"? How does he locate transposed figures? What oddities occur in his work?

There was an auditor who failed repeatedly to get the right answer in his addition. Careful investigation revealed that one page had a hole in it, so that the figure on the next page showed through.

How does a dentist prepare an estimate on the cost of a dental operation, or a denture? How does he know whether to use ether or

gas or a local anaesthetic? Why does he use so many different drills?

A carpenter tells of wartime lumber which almost ruined a contract for him, because the lumber was cut from the wrong side of a mountain range, and had alternating hard and soft spots in it, caused by climatic conditions.

An automobile salesman tells us of the hundreds of makes of cars which have faded from the market. Reference to advertisements from twenty years ago revealed the vast progress made in motor marketing.

A section hand on the railroad (can you imagine a less romantic occupation than this?) tells how a rail is taken out and the track repaired—how tracks are ballasted—how travel is made safe. He knows what the ties are made of and how long they last. He has seen a wreck averted by quick thinking. He knows what heavy trains do to his work.

There is no end to the possibilities in our everyday work. All it takes is some imagination and originality—some ability to see the odd and unusual things—and we have our material ready made.

What do you do? What do you know? How did you learn to do this? What good does it do? What unusual things are involved?

Pick out the interesting facts, find an attractive headline and a good conclusion, and there is your speech.

The Club-of-the-Year Mystery

WILLIAM R. SMITH, President of Quakertown Toastmasters Club, of Whittier, California



A while ago some of our members decided that it was high time to solve this Club-of-the-Year "mystery."

For as long as I can remember, we in our Club have regarded this subject with indifference. While aware that it is a good idea to be "tops" in all that we do, competing for Club-Of-The-Year honors was relegated to those groups which we thought were continually seeking any type of notoriety, an attitude on our part probably due to two things—(a) Our lack of understanding of the requirements for this distinction, and (b) The absence of an appreciation for the advantages to be gained both from working toward and winning the honors as "Club-Of-The-Year."

In order that we might not continue to miss a good thing, our Club instituted the position of Club-Of-The-Year Coordinator. As the title implies, this task is intended to encourage, bring out and report those activities which are thought to be worthy of recognition.

To strengthen his position, we made this Coordinator a member of our Club's Executive Committee, and to give him a clear understanding of his responsibility, we

carefully defined his task as follows:

1. To encourage participation in the Club-Of-The-Year competition, and the doing of those "extras" which foster the participation.

2. To serve as a clearing house and source of information on the activities of individual members in their furtherance of Toastmasters.

3. To keep the Club Scrapbook, giving a complete record of our doings.

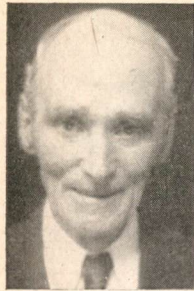
4. To report to the Club each month on the doings of members and on the progress shown in the Club in the competition for honors.

5. To keep up a meeting-to-meeting record of the activities and achievements of the members and of the Club.

6. To prepare and submit at the proper time the annual Club-Of-The-Year report.

Our members are now becoming conscious of the competition as the result of this idea. We are trying. We submit our plan for consideration by other clubs which may be asking the question which used to puzzle us—"What's this Club-Of-The-Year business all about?"

Stay Young in Toastmasters



Los Angeles Toastmasters Club (Charter No. 3) points with pride to Henry Ranney Adams, an active member, who will soon observe his 82nd birthday. They inquire whether any other Toastmasters Club can report an active member of so great age as this.

Toastmaster Ranney, attending the recent Convention in Los Angeles, made a contribution by his remarks on our work for good citizenship and the preservation of American ideals, a cause to which he has dedicated his remaining years. He states:

"After attending the Convention on July 27 and 28, I have a freer sense of hope for America's future. No longer do I feel that I am one of the very few voices 'crying in the wilderness' to make straight the voice of truth into the consciousness of mankind. I am convinced that through Toastmasters International the crescendo of voices for a return to the

fundamental virtues included in the Faith of our Fathers as to religion, liberty and free government will bring victory for truth over error.

"I recognize age as a state of mind; years as an asset to be used to put into further practice a short, but very important rule of life: 'Observe, Remember, Compare;' and my 81 years give many opportunities that youth and younger men have not enjoyed.

"Youth looks forward and not back. I look back to the lessons of the past. I look forward to the planting here and there a little of the leaven of good government. The advocates of force and group coercion are joining with other forces of evil in the world, to destroy what our fathers have built. It is for us to do our utmost to preserve the liberties won at so great cost.

"Toastmasters can help marshal the forces to conquer these evil forces here at home and throughout the world. In that belief, I am looking forward to many years more as a Toastmaster, to keep me in service and to keep me from growing old."

Chemists Need Toastmasters Training, Too

Expression is the link between thought and action. It is the medium of salesmanship and administration. It is a reflection of personality. What a letdown when the chemist turns in a sloppy report or makes a floundering speech! It is a well worn road to business obscurity. Mastery of language is gained by reading, writing and speech, quite as much after schooling as during it.

—From an article by Chapin Tyler in *The Chemical and Engineering News*.

Can We Learn?



At the recent Convention of Toastmasters in Los Angeles, one member, speaking of the educational program and materials of the organization said:

"Is it worth while to try to teach men correct speech? Here we are, members of an organization dedicated to the cause of better speech, and yet we hear continually, here in this convention, errors to which our attention has been called a hundred times. Is it that we don't care—don't want to improve, or that we just don't pay attention? I get downright discouraged, watching the way our teachings don't change our habits."

In line with this remark, one of the Editors scratch-padded the more glaring errors in speech heard in the convention sessions. Here are some of them:

"Our club program functions absolutely perfectly smoothly."

"Some of us have traveled a long ways to get here."

"Each one of us have an important place to fill."

"It is not for you and I to say who is wrong."

"The Toastmasters Club fills a

void—a much needed void—in our community."

Mispronounced words were constantly in evidence, the old favorites prevailing.

"Height" was called "heighth," although there is no final *h* in the word.

"Status" and "pro rata" and "data" were given with the short *a* sound, and even "aviation" came in for a shortened initial *a*.

"Acclimated" got its accent on the first syllable instead of on the second, and "presentation" was spoken with a long *e* in the first syllable. "Inquiries" still gets its stress on the "ink" with some folks.

Perhaps the most overworked was "job." One speaker, being complimentary, told what a "fine job" another had done, and used the words "good job," "fine job," "outstanding job," "remarkable job," repeatedly. The most conspicuous "job" was by one who used that little word five times in three sentences. Well, all right, if that is the only word you know. But there are other ways of saying it, more graceful and less monotonous.

Toastmasters, of all people, should be careful about their speech. If you are addicted to certain errors, get to work on them now, to eliminate them.

For Successful Speech

When you talk to people, don't think about yourself; think about the folks you are addressing.

—Leo Carrillo.

He Learned the Hard Way

UNCLE JOE CANNON, as he was familiarly known, was for nearly half a century a member of Congress, and one of the influential figures in American political affairs. He was a forceful speaker and a vigorous leader.

But he came up from obscurity. He began life as a country lawyer. He learned by experience.

Born in North Carolina in 1835, he died in Danville, Illinois, in 1926, with a record of 46 years as a member of Congress, and eight years as Speaker of the House.

His first appearance on the floor of the House of Representatives showed him up as an awkward, homely, homespun sort of character, with a keen wit and plenty of self-confidence. An older member tried to kid him about the "straw on his shoulders," but the young statesman turned the joke back on its perpetrator and assumed for himself the title of "The Hayseed Speaker," which stayed with him for years, until "Uncle Joe" displaced it.

As a public speaker, he was vehement, often violent, outspoken in his opinions, always giving the impression of sincerity and conviction.

"He was always a fighter," says his biographer. "When he went into a fray he was a man of frenzied gesticulation, fists thumping his desk, or one clenched hand smiting his open palm with resounding thwacks; his waistcoat unbuttoned, very often his collar,

his necktie disarranged; his coat sleeves, by some peculiar trick, riding high up on his arms and showing a greater expanse of shirt sleeve than was conventional. Nor was he overnice in the choice of his language when he led an assault . . . He was a hard hitter, and he stood up to punishment manfully."

He looked upon his youthful speech training in pioneer Indiana and Illinois, where he belonged to the debating societies of the day, as a valuable part of his experience. He said of it: "Whatever success I have had in legislative life and in defending legislation on the floor, I owe largely to the debating society we had in the Quaker settlement on the Wabash. My father insisted on the boys discussing questions at home, and often we assembled in the living room, took up some question of the day, and debated it, I on one side and one of my brothers on the other, while father acted as umpire . . . We learned to think on our feet, to think and talk at the same time, something that is not always observed by members of Congress."

Speaking of himself, Mr. Cannon said: "I am one of the great army of mediocrity which constitutes the majority. I have made little effort to separate myself from that majority, and it has not been difficult for me to keep in sympathy with the average citizen, for I have always belonged to that class, if it is a class. All my

experiences have been as an average man."

As a speaker, Mr. Cannon had simple methods. He said: "I have never prepared speeches. I have studied the subject and tried to be prepared for emergencies in defending bills when I had charge of them on the floor. There are disadvantages in such methods when making attack, and there are advantages in defense. One of these

is that you will not make speeches to consume time, and will speak only when you have something to say that may count . . . A lawyer does not make speeches merely to be heard. He talks for effect. That is one thing I learned in the practice of law on the circuit."

Note: Quotations are from "The Life of Uncle Joe Cannon," by L. White Busbey.

"Toastmastering"

Do we need this word?

If so, let's adopt it and use it. If not, let's discard it.

"Toastmastering" is not a proper word. It is made up by adding a verb termination to a noun, which is not best practice.

But it is our privilege to coin a new word, if the new word is necessary, even though it is made up of improper elements. If we must say "Toastmastering," then let it be said and let it be counted good.

Before you make up your mind, consider whether the need is not fully met by the simple words "Toastmasters," or "Toastmasters Training." If a man wishes to speak of the benefits he has gained in the club, or of the principles

to be followed, let him say, for example, "I have learned much in Toastmasters," rather than "in Toastmastering," or let him say, "Short speeches are the rule in Toastmasters," not "in Toastmastering."

There are few, if any, occasions to resort to the use of a word which is thoroughly objectionable on the grounds of good language—few needs which cannot be met by use of the correct, dignified word "Toastmasters."

What do you think about it? Must we adopt the new word and proceed to legitimize it, or shall we eliminate it from our vocabulary? Your comments will be welcomed by the Educational Bureau.

A Quaint Custom

Daylight saving is founded on the quaint old Indian idea of cutting off one end of a blanket and sewing it on to the other end, to make the blanket longer.

Time for Action!

FRANKLIN McCRILLIS, President of Toastmasters International

TOASTMASTERS have before them today the greatest challenge in the history of the movement!

For the past three years we have been making post-war plans. We have discussed the things Toastmasters would do when peace came.

We planned that we would expand our membership to more than double what it was at the conclusion of the war. We would welcome back into each club the men who had entered the armed services. We would extend an invitation to all returning service men to grasp the opportunities afforded by Toastmasters training. We would develop an educational program calculated to bring greater personal rewards to every member. We would adopt a vigilant and energetic program in behalf of the maintenance of free speech and our democratic way of life. We would take a forward part in the development of our own communities and nations. And we would stage the greatest Toastmasters International Convention of all time—a Victory Convention to be held during the summer following the end of the war.

The challenge which we face today is that the thing which was once thought of vaguely as “post war” is *now—today!* The war is over. The problems of peace must be met. The plans made for peace must be put into action!

Our clubs are now located in the United States, Canada, England and Scotland. In the next few years, our movement should spread to other countries. Meetings must be held in many languages—but the essential requisites of leadership training, unselfish service, and devotion to a worthwhile cause will always be the same.

Today, as never before, the individual's application to his own training for leadership is most important. What you do within the next few months or years may well determine what you will be the rest of your life.

If your club is strong, you will gain more from it. You can help make sure that it is well financed, has a full roster of active members, uses the educational material provided by Toastmasters International, is led by efficient officers who take an interest in District and International Toastmasters affairs, has a Program Committee whose members make a sincere effort to supply interesting and constructive programs, and cooperates in inter-club activities.

It is a great thrill to work together in Toastmasters, to watch the improvement in others and to be conscious of the improvement in ourselves. Let us accept the challenge of Post War Planning, and do the things we have planned.

This is a time for action!

Splitting the Infinitive



To split, or not to split? It all depends on which authority you follow.

There are some people who consider a split infinitive in the same category as eating pie with a knife. There are others who can split an infinitive or let it alone, as the conditions may indicate. Then there are others, happy people, who don't know an infinitive from a gerundive, and are totally unconscious of any splitting at all.

Contrary to the assertions of enthusiastic anti-splitters, there appears to be no fundamental rule which applies, except the one general principle that the parts of a verbal phrase should not be separated more than is really necessary. If the sense requires a modifier which splits the infinitive, go ahead and split, bearing in mind that the phrasing may be offensive

to some people, and is wisely avoided when possible.

Some folks seem to go out of their way to create awkward constructions. For example, there was a radio commentator who stated with great earnestness, “Let these facts warn us to *never again*, if we can prevent it, be caught unprepared.”

A really notable one was, “Mr. Hunt will *again tomorrow once more* be heard in his analysis of the news.” This is not an infinitive construction, of course, but it is a thorough splitting of a verbal phrase, completely bad because entirely unnecessary.

Try not to be a crank (we could have said try to *not be*) about split infinitives, but try also to keep your verb forms in order, and avoid separations without cause. To *occasionally* split an infinitive as pardonable, provided it makes the sense more clear. (That sentence would have read better if we had said “to split an infinitive occasionally,” to “to split an occasional infinitive.”)

We Must Advertise

From “Southern Accent,” Bulletin of Atlanta Toastmasters Club.

Every winter, courses in public speaking are given here in Atlanta by a prominent man, and for these courses, there is a charge of \$75.00 which does not include the price of the dinner as the meetings are dinner meetings held at one of the hotels.

In the Toastmasters Club we get a continuous course for a small yearly sum and the price of our dinner. BUT—the reason the man above referred to can charge and get \$75 for his course is that he advertises! If we want new members, it is time for us to go out and get them. Let them know what we have, and they will be glad to get it.

Officers of Toastmasters International

MEET THE PRESIDENT



You have met him before, for Franklin McCrillis has long been in the Toastmasters movement, and has served in numerous positions as a leader. He is the second Pres-

ident of Toastmasters International furnished by Seattle. Raymond J. Huff, Vice-President of the Puget Sound Bridge and Dredging Company, was our President in 1935-36.

Frank McCrillis has been for 15 years with the Seattle Times, during which period he has served as automobile editor, real estate editor and national advertising representative. Through all these years he has been a leader in community work, connected with the Red Cross, Junior Chamber of Commerce, Advertising Club and other civic organizations. During the war he has been chairman of various committees and bureaus for publicity in connection with the War Bond drives, Red Cross, War Chest and other projects.

He is a member of the Seattle "Totem" Toastmasters Club, and he has served in many positions of leadership in his club, in his district, and in the International Board of Directors.

This year he has gone into busi-

ness for himself, opening a Public Relations Service in Seattle where he is handling a group of selected accounts in advertising, publicity and sales problems.

He is an enthusiast on the subject of Toastmasters service, and is ambitious to see our movement built up during his administration until its influence reaches every part of the nation and many parts of the world.

AND THE VICE-PRESIDENT



Joseph P. Rinnert, native of Ohio, citizen of California. He is a lawyer, a member of the firm of L. R. Martineau, Jr., with offices in the Roosevelt building. He started his education in Ohio, using the Ohio Wesleyan as his springboard into the University of Minneapolis, where he picked up his M. A. Degree. Then he polished off at Harvard Law School, and went back to teaching at the University of Minnesota. After this he served for a time as law clerk to Hon. Harold M. Stephens, of the U. S. Court of Appeals, at Washington, and finally wound up in Los Angeles. As a college man, he played

football, wrestled and debated. Now he is a member of long standing in the Downtown Toastmasters Club of Los Angeles, of which he is a past president. He has served capably for two years as Treasurer of Toastmasters International, and as Chairman of the Convention Committee. He takes hold as Vice-President with a full understanding of the problems and prospects of Toastmasters International.

THIS IS YOUR SECRETARY



Earl Coffin is a native of Idaho, who became a Californian by way of Alberta, Canada, and Seattle, Wash. He has been a member of the Inglewood Toastmasters Club for years and has served in various capacities in the Toastmasters organization. Last year he was made a member of the Board of Directors, and this year he was elected Secretary.

He owns and operates the Palace Plating Works of Los Angeles, doing a general metal working business, specializing in the plating of gold, silver, nickel, chromium, brass, copper and cadmium. During the war, his plant has been engaged largely on airplane parts,

but with the return of peace he reports reconversion, and says, "We are back to silver teapots and automobile bumpers again."

AND HERE IS YOUR TREASURER



Robert L. Grube started in Illinois, claiming Chicago as his birthplace. He spent two years in the Medical Corps in the first World war and then went to the University of Illinois. Like so many Illinoisans, he came to California at the first opportunity, and he has lived in or near Los Angeles for more than 20 years. He was a charter member of Huntington Park Toastmasters Club, and was its first secretary. Later on he helped organize the Angeles Mesa Chapter, and was again made secretary. In 1936-37 he served as secretary of Toastmasters International. He is Past President of Angeles Mesa Toastmasters, a past Lieutenant Governor in District One, and has served well in other offices.

He is Assistant-Secretary of the Stephens-Adamson Manufacturing Company of Aurora, Illinois and Los Angeles, and is Past President of the Los Angeles Purchasing Agents' Association.

How to Start a Speech

THE opening of a speech is one of the three most important parts. The other two are the conclusion and the body.

The opening must catch immediate attention, arouse interest, and suggest the theme and purpose of the speech. The shorter the speech, the more important is the opening.

Here are a few types of openings which are recognized as good:

1. A startling question or a challenging statement.
2. An appropriate quotation, illustration or story.
3. An exhibit—some object, picture or article which emphasizes the theme.
4. A generalization, provided it ties up with what is to be said.

A good opening is like the headline or the leading paragraph in a newspaper story. It arouses interest in what is to follow.

There are certain poor openings, which must be studiously avoided. Among them are:

1. An apology, especially if it includes a disclaimer to skill and ability as a speaker.
2. A commonplace statement in a commonplace way.
3. A story which does not connect with the speech.
4. A long or slow-moving sentence.
5. A too obvious platitude.

Examples from Famous Speakers

Study the following opening paragraphs from speeches by some of the most famous speakers. Don't hesitate to criticize even the best of them if you think the opening is inadequate. Can you classify these openings under the headings listed above as "good" or "bad" openings? Do you believe that you would have been thoroughly interested if you had listened to the speaker who started out with such sentences? Can you do even better than some of these world-famous masters of eloquence?

America's Mission, by William Jennings Bryan

Speech delivered by Mr. Bryan on February 22, 1899, at the Washington Day Banquet given by the Virginia Democratic Association.

Mr. Chairman:—When the advocates of imperialism find it impossible to reconcile a colonial policy with the principles of our government or with the canons of morality; when they are unable to defend it upon the ground of religious duty or pecuniary profit they fall back in helpless despair upon the assertion that it is destiny. "Suppose it does violate the constitution," they say; "suppose it does break all the commandments; suppose it does entail upon the nation an incalculable expenditure of blood and money; it is destiny and we must submit."

The people have not voted for imperialism; no national convention has declared for it; no Congress has passed upon it. To whom, then,

has the future been revealed? Whence this voice of authority? We can all prophesy, but our prophecies are merely guesses, colored by our hopes and our surroundings. Man's opinion of what is to be is half wish and half environment. Avarice paints destiny with a dollar mark before it; militarism equips it with a sword.

Comment: Mr. Bryan's ponderous opening statement would today probably start a million dials to turning-off. With the magnetic personality of the speaker to give it life, it was eloquence.

By today's changed standards of impersonal speaking instead of oratory—due in no small degree to the radio—this long and labored opening would, to most of us, forecast a long and dull speech. Contrast it with the snappy opening by Mark Twain, given next, which could no doubt hold an audience on the radio today.

Also, contrast Webster's famous "Constitution and the Nation" speech with the George Edgar Vincent opening of his "Washington's Birthday" speech.

The New England Weather, by Samuel L. Clemens

This speech was given by Mark Twain at the Annual Dinner of the New England Society in New York, December 22, 1876. The President, William Borden, announced the toast to "The Oldest Inhabitant—The Weather of New England." Mr. Clemens began as follows:

Gentlemen:—I reverently believe that the Maker who made us all makes everything in New England—but the weather. I don't know who makes that, but I think it must be raw apprentices in the Weather Clerk's factory, who experiment and learn how in New England for board and clothes, and then are promoted to make weather for countries that require a good article and will take their custom elsewhere if they don't get it. There is a sumptuous variety in the New England weather that compels the stranger's admiration—and regret. The weather is always doing something there; always attending strictly to business; always getting up new designs and trying them on the people to see how they will go.

Comment: While this opening is less carefully studied than that by Mr. Bryan, it does get your interest. Does it make you wish to read the entire speech? That is a good test. What causes it to attract you? Can you borrow the Mark Twain style in some of your own speeches?

Washington's Birthday, by George Edgar Vincent

Dr. Vincent was President of the Rockefeller Foundation, and was accounted one of the ablest speakers in America during his days of activity. The address from which the following is quoted was given at the Union League Club in Chicago, in celebration of Washington's Birthday in 1903.

When I was a small boy my heart always used to go out in gratitude to the minister who at the beginning of his sermon outlined the chief heads of his discourse. Later on these became cheering milestones on a road which too often seemed to stretch long and hot and straight and dusty to the closing prayer. Let me follow his good example and prefix to what I have to say a brief table of contents.

We are gathered here this morning to arouse and to foster the

spirit of patriotism. I want to discuss three fundamental conditions of patriotism: knowledge, wisdom and enthusiasm.

Comment: This simple, rather informal start has an appeal for most of us. A bond of sympathy is created by reference to the boyhood view of the minister.

The Constitution and the Union, by Daniel Webster

This speech was delivered at the New England Society Dinner in New York, December 23, 1850.

Mr. President, and Gentlemen of the New York New England Society:—Ye sons of New England! Ye brethren of the kindred tie! I have come hither tonight, not without some inconvenience, that I might behold a congregation whose faces bear lineaments of a New England origin, and whose hearts beat with full New England pulsations. I willingly make the sacrifice. I am here, to meet this assembly of the great off-shoot of the Pilgrim Society of Massachusetts, the Pilgrim Society of New York. And, gentlemen, I shall begin by tendering to you my thanks for the invitation extended to me, and by wishing you, one and all, every kind of happiness and prosperity.

Comment: Does this sound a little artificial to you? Perhaps our modern informal style would not have pleased our grandfathers.

The Lost Tribes of the Irish in the South, by Irvin S. Cobb

This address was given before the American Historical Society, in New York, January 6, 1917.

Mr. President, and Ladies and Gentlemen:—I am speaking but the plain truth when I tell you that I would rather be here tonight facing an assemblage of men and women of Irish blood and Irish breeding than to be in any other banquet hall on earth. For I am one who is Irish and didn't know it; but now that I do know it, I am prouder of that fact than of any other one thing on earth except that I am an American citizen.

Comment: As you read this paragraph, remember that Mr. Cobb was a great humorist, and that there may be an element of exaggeration in his words. But note how pleasantly he compliments his audience.

The New South, by Henry W. Grady

Henry W. Grady was one of the leading journalists of the South. His address on "The New South" was delivered before the New England Society in New York on December 22, 1886. It was enthusiastically received by the audience, and attracted great attention throughout the country.

Mr. President and Gentlemen:—"There was a South of slavery and secession—that South is dead. There is a South of union and freedom—that South, thank God, is living, breathing, growing every hour." These words, delivered from the immortal lips of Benjamin H. Hill, at Tammany Hall in 1866, true then, and truer now, I shall make my text tonight.

Let me express to you my appreciation of the kindness by which I am permitted to address you. I make this abrupt acknowledgment advisedly, for I feel that if, when I raise my provincial voice in this ancient and august presence, I could find courage for no more than the opening sentence, it would be well if, in that sentence, I had met in a rough sense my obligation as a guest, and had perished, so to speak, with courtesy on my lips and grace in my heart.

Comment: Graceful, gracious, appealing, attention-arresting — these are some of the words which this introduction brings to mind. The use of the quotation is especially effective. The speaker won his audience with his first words, and held them throughout the speech.

In Conclusion

Here are the concluding words spoken by President Woodrow Wilson, when he addressed the joint session of the two Houses of Congress on April 2, 1917, calling for the declaration of war against Germany.

It is a distressing and oppressive duty, Gentlemen of the Congress, which I have performed in thus addressing you. There are, it may be, many months of fiery trial and sacrifice ahead of us. It is a fearful thing to lead this great, peaceful people into war, into the most terrible and disastrous of all wars, civilization itself seeming to be in the balance. But the right is more precious than peace, and we shall fight for the things which we have always carried nearest our hearts—for democracy, for the right of those who submit to authority to have a voice in their own governments, for the rights and liberties of small nations, for a universal dominion of right by such conduct of free people as shall bring peace and safety to all nations and make the world itself at last free.

To such a task we can dedicate our lives and our fortunes, everything that we are and everything that we have, with the pride of those who know that the day has come when America is privileged to spend her blood and her might for the principles that gave her birth and happiness and the peace which she has treasured. God helping her, she can do no other.

Build Yourself

Personal power is fundamental to achievement in any field; it is the key to the realization of *self*—the development of one's potential capabilities of service. It is the final measure of a person's worth to himself and to others, regardless of the properties and titles that may be registered in his name on the court's records.

Personal power must come through personal growth—the personal development of the individual; it cannot be bestowed upon anyone, nor purchased, nor taken from another; it must be generated from within.

There is no personal growth—development of personal power—except through personal activity. What a book or anyone says is important to you only if it provokes you to thought and action. Information is important only if it helps you to express yourself. What you are told to do has no value unless you *do* it.

—From "How to Develop Personal Power," by Dick Carlson.

How To Talk

A Brief Lesson in English Grammar

A sentence is a group of words so arranged as to convey a completed thought. It has the force of asserting something, or asking, commanding, exclaiming or wishing. The final test of any sentence is to determine whether it really makes a complete statement. If not, it is not a proper sentence.

For example, "The man speaks." Here is a simple, complete statement. "The man" is the subject under discussion. "Speaks" tells about him. This gives us a simple, declarative sentence. It contains a subject and a predicate, the two essential elements.

"Man" is the subject and "speaks" is the predicate, or that which expresses what we wish to say about the subject.

We can complicate matters by introducing modifiers of both subject and predicate. Thus, we can say, "The tall, dark man speaks vigorously." Now we have modifiers for both, but the subject and predicate are still the same words as before. We have merely identified our thought, and limited it.

Too many speakers are careless about making sentence structures complete. They tend to shift structures, change forms without reason, leave out important elements, and confuse their words. Some popular writers try the same style, perhaps with the idea that they gain force in this way. In a book recently published we may read:

"He sat down again, but his

thoughts were elsewhere. It wasn't funny any more. It was agonizing. Desperately he looked at the clock. Ten-forty-five. Twenty minutes to go. And in twenty minutes a train to catch."

The first four sentences are complete. The next three are not sentences at all, although they are punctuated with periods. "Twenty minutes to go" has neither subject nor predicate in its present form. The construction may get by in popular writing, but it is not grammatically acceptable.

Our whole system of communication centers on the sentence.

Words take on their meanings as parts of speech in relation to their uses in the sentence.

No one can be a master of speech who does not understand the structure and use of the sentence. No one can be certain of making himself understood who fails to construct his sentences intelligently.

Get these simple facts in mind, and use them:

1. A sentence must have, either expressed or implied, a subject and a predicate.
2. The subject of a sentence is a substantive or noun, whether it be a word or a phrase.
3. The predicate of a sentence is essential a verb, or action word, with or without modifiers.
4. The test of a sentence is, "Does it make complete sense as it stands?" Command of the sentence is one of the marks of an educated man.

They Should Learn to Talk

If there is one craft or profession above all others whose members are poor talkers, it is the engineers.

This is not for lack of something to talk about, for the engineering profession, in its many branches, is full of information which should be given out, and which will be heard with interest.

Perhaps persons of the silent type, uncommunicative or taciturn, are drawn into this profession. Possibly the nature of the work—individualistic and highly technical—makes its personnel less loquacious.

At any rate, engineers need

speech training. They have ideas to sell, information to give out, a need for better public understanding, and yet most of them are not fitted either by training or experience to meet the public in speech.

We, as Toastmasters, owe a duty to our engineer friends. We must help them.

The engineer who will make himself a reasonably good public speaker, without neglecting his professional duties, will attain leadership as a result, and will serve himself and his fellow-workers to better advantage.

You can do a good turn by bringing an engineer into the Toastmasters Club.

Let's Help the Propellers

THE Propeller Club of the United States is an organization whose purpose is "to promote, further and support an American Merchant Marine, with particular emphasis on the post-war period." Our help is requested in their work.

Speakers are needed who will give information to the general public about the services rendered by the Merchant Marine, about its problems and its needs, especially of men to do the work. The period of readjustment following the end of the war brings the danger that American ships may be forced from the high seas unless men are

available to man these ships. There is a grand opportunity for the American Merchant Marine to become firmly established as a carrier of commerce for the world. That opportunity can be lost if we do not busy ourselves about it.

Toastmasters who are willing to lend a hand to this matter are requested to write to Mr. H. W. Woodruff, 530 West Sixth Street, Los Angeles 14, California, for authoritative information. Mr. Woodruff is Secretary of the Propeller Club of Los Angeles and Long Beach, and he is in a position to give the best material. Write and ask him about it.

We Can Still Laugh at These



"A jest's prosperity lies in the ear of him that hears it, never in the tongue of him that makes it."
W. Shakespeare.

A minister was visiting a poor parishioner, an old woman afflicted with deafness. She expressed her regret at not being able to hear his sermons in church.

Desiring to be sympathetic and consoling, the dominie said:

"You really don't miss much."

Imagine his embarrassment when the old lady replied, "So they tell me."

"Every time Dubson opens his mouth, he gives himself away," said Mr. Chumleigh.

"Even at that, he's no philanthropist," replied Mr. Plumleigh.

Some one remarked that Pat was ambidextrous.

"Yes," said Pat, "when I was a boy me father always said to me, 'Pat, learn to cut yer fingernails with yer left hand, for some day ye might lose yer right hand.'"

"Pa," said little Willie, what is repartee?"

"Repartee," Pa replied, "is merely an insult with its dress suit on, my son."

Smart Young Man: "Sir, what do you think of Brown?"

Gruff Old Gentleman: "Brown,

sir? He is one of those people that pat you on your back before your face, and hit you in the eye behind your back."

Motorist: "Your Honor, I tried to warn the man, but my horn would not work."

Judge: "Why did you not slacken speed rather than run him down?"

Motorist (as the light dawns): "That's one on me, Judge. I never thought of that."

"The Bible tells us that we should love our neighbors," said said Deacon Smith.

"Yes," replied Squire Jones, "but the Bible was written before our neighbors lived so close."

"As I understand it, you lecture on the subject of peace at any price."

"No! My rates are two hundred dollars per lecture."

Tourist: "I say, what's that new building on the hill for?"

Native: "If I find a tenant for it, it's a bungalow. If I don't, it's a barn."

Kind Friend: "So this is one of your jokes, is it? Ha! Ha! Ha!"

Nervous Author: "See here now, what are you laughing at? Isn't it a good joke?"

Age of these alleged funny stories is guaranteed. All these are taken from the files of the Literary Digest of October and November, 1915, and so are at least 30 years of age.

The Clubs at Work

To A New Toastmaster

From the Bulletin of Waterloo Toastmasters Club

So you want to be a Toastmaster? Well, your desire is a good one but don't regard it in the light of wishful thinking. Remember it takes work, effort, and above all, patience to improve your speech. You spent years forming the poor speech habits you say you now have. Can you expect to overcome this condition in a few weeks or months? The chances are you can't. But if you resolve as you start out to give this club as much of your effort and time as you possibly can, and have the patience to keep coming back and trying again even when improvement seems to come so slowly, eventually you will reap the rich reward that so many of our old timers have who didn't give up after the first few months or even years of slow improvement. Keep reminding yourself that you must be patient and keep on trying.

Constructive Criticism

From "Dixie Diction" Bulletin of Henry W. Grady Toastmasters Club of Atlanta.

No one actually likes severe criticism, whether he is on the sending or receiving end, but if we are to accomplish our purpose in Toastmasters, we must learn both to give and to take it—with a smile. An occasional pat on the back helps, of course. We all need encouragement, but timid, apologetic evaluation, too liberally sprinkled with pats, does the speaker more harm than good.

More Fire!

From "The Crumb Sheet" Bulletin of Tuesday Toastmasters Club of Spokane.

We need more fire in our speeches. We must speak more on subjects that we feel strongly about.

Say What You Think

From the Bulletin of Toastmasters Club of Seymour, Indiana.

"Each member has the right to express himself, if he doesn't like a projected program, or if he feels that something is being missed. The program committee tries to arrange something good for each meeting, and will greatly appreciate suggestions. Call the chairman.

Overcoming Timidity

From "Toastmasters Tidbits" Bulletin of Fresno Toastmasters Club.

"Which reminds us of the tale of an experienced speaker who insists that he still gets nervous in front of a strange audience. When he feels himself tightening up, he pauses, takes a deep breath—all of which the audience mistakes for dramatic pause—while he pictures in his mind the audience clothed only in their unmentionables. He claims that the picture is so ludicrous the audience couldn't possibly freeze him thereafter."

Well Said:

"It is easier to be critical than to be correct."

—Quoted in East Liverpool's "Toaster News" from speech by Dr. Smith Mase.

What Does the Future Hold for America?

By GEO. BOARDMAN PERRY, Editor, "American Painter and Decorator"
Charter Member Mid-Town Toastmasters Club No. 283, St. Louis, Missouri

PRIOR to the last election it was estimated that sixty million jobs would be needed after the war to assure post-war prosperity. That figure has now been cut to fifty-four million.

Some people feel that this estimate is much too high and that it is an attempt on the part of those opposed to business to say eventually, "See, business can't provide the jobs. Some other economic system is needed."

I wonder if the real responsibility for providing jobs doesn't lie with another segment of our economy—with consumers . . . with you and me and millions of others like us.

The people of the country—the so-called common men—will be the ones who will eventually decide how many jobs there are to be . . . through their willingness to buy enough goods to keep the factories going.

As I see it, our current situation may be likened to a large steel ball perched on the top of a steep hill—steep on both sides. One side of the hill represents prosperity, the other side depression — perhaps chaos.

This talk, delivered by Toastmaster Perry at a recent meeting of the St. Louis Mid-Town Toastmasters Club, is an excellent example of the "one-point" speech. Note how quickly the main point is introduced, and how it is followed up with analogy and argument, with a clear-cut, definite conclusion.

Before long, that ball will start to roll down one side of the hill—but which side?

If we take too seriously the government ballyhoo which urges us not to spend money—the ballyhoo which tells us that if we spend it, inflation will certainly set in — then, the ball will roll down depression side.

If the factories of this nation are to re-employ and then continue to keep employed those millions who have been and will continue to be thrown out of work by the ending of the war—including, of course, returning service men—the products of those factories must be sold. If they are not, those factories will close and a depression, the like of which we have never seen before, will result—in fact, we shall be unable to prevent it.

If, on the other hand, we ignore propaganda and spend money wisely for the things we need as fast as they are available, we will keep the factories running.

You and I and millions like us will decide whether we shall have a depression or genuine prosperity. Let's make the right decision. Let's buy the things we need and want to buy, paying fair—not exorbitant—prices. If we do, the ball will roll down prosperity side and we shall be in for an era of good times.

And for Your Club?

EMPHASIZE LIVE TOPICS

Use the Toastmasters program to discuss subjects of timely interest. Note that Toastmaster Perry's speech deals with the important problem of spending or saving in its application to prosperity.

Observe the large number of subjects of local, national and international importance which need to be aired. Make your meeting a forum—a regular "town meeting," for the discussion of such matters.

TAKE A TIP FROM TEXAS

The Borger Toastmasters Club used the "timely topics" idea in a recent meeting. Here are the subjects announced for the program:

1. Sell the Board of Directors of the Rock Island Railway on putting a main line through Borger.

2. Selling Victory Bonds — Postwar.

3. Convince County Commissioners that Hutchinson County needs a full time paid Juvenile Worker.

4. Present Basic Training, Number One.

5. Disposition of Surplus War Material.

6. Point out to Borger Business Men their obligations to Returning Veterans.

7. Sell Mrs. McGillicuddy a Vacuum Cleaner.

8. Discuss advantages of Federal Old Age Benefits.

Any Toastmasters Club can list a dozen topics of local interest in addition to dozens of subjects of wider range. Any community can be benefited by open discussion of such subjects. Let your club keep its programs up to date.

In the Town Meeting

On the theory that masses of people can and do make up their minds in a rational and purposeful way, democracy rests.
—R. L. Duffus.

The fate of any democratic government hangs upon the perilous hope that every citizen can and will do his own thinking.
—Thomas Jefferson.

Ah, don't say that you agree with me. When people agree with me I always feel that I must be wrong.
—Oscar Wilde

"In controversial matters, my perception's rather fine;
I always see both points of view—the one that's wrong, and mine."

In the Home Office

TOASTMASTERS International is an educational organization.

Its business affairs are administered by the Board of Directors through its various committees, such as the Executive, the Finance, and similar groups.

Its educational work is directed through the Educational Bureau and its sub-committees, to whom is given responsibility for preparation and publication of new materials and general supervision of the educational programs.

By action of the organization at the July Convention, provision was made for important improvements in administration.

Ted Blanding, Past President of Toastmasters International, was made Executive Secretary, and placed in charge of the business management.

Ralph Smedley, Founder, was made Educational Director, and given responsibility for the development and guidance of the educational work.

The results of this change will be seen in closer attention to details in improved publications, and in better supervision of the general work of helping members to improve themselves.

New Publications

Much favorable attention has been attracted by "Henderson's Parliamentary Guide," a handy little four-page folder for ready reference. Every presiding officer

should have one in his pocket. It sells for ten cents a copy.

A new folder on "Club Membership" is of especial interest to club officers. It presents in detail the problems of building and holding membership, so essential to the success of any organization. It outlines the process of selecting, electing, inducting and instructing the new member. This folder is included in the kit of materials sent to each new President, and is available to any member on request.

September Opportunities

The month of September is the time when plans should be made to insure a year of successful activity for the club. Now is the opportunity to prepare for progress by the club and by every member.

The United Nations Charter

A few copies of the complete text of the "Charter of the United Nations" as signed at the Conference on International Organization at San Francisco on June 26, are available at the Home Office. Anyone who desires to have a copy of this historic document, as published by the Department of State, may secure one by writing to the Toastmasters International, Santa Ana, California, and asking for it, so far as the supply will permit.

Start the New Officers Right

THE first thing is the election of new officers.

The standard practice calls for election of officers at the first meeting in September and/or March. The new officers take their positions at the first meeting in October and/or April. The interval between election and assumption of office is to permit the new officers to get hold of their duties.

The New President

As soon as the election takes place, it is the duty of the Club Secretary to send the list of new officers to the Home Office.

Immediately on receipt of this list, there is sent to the new President a package of materials which he needs for his own information and for the information of his fellow officers.

It is his duty to call a special meeting of these newly elected officers at the earliest possible time, and to spend an hour, or two or three hours, studying the duties and responsibilities of officers, and the details of club management.

Any newly elected President who has not received his "kit" by the time he reads these lines should write immediately to the Home Office and report his needs. Failure to receive the materials means that your Club Secretary has not reported.

The Secretary

On September 5th, the Home Office mailed to every Secretary the forms on which to make the regular October first report on membership.

It is the duty of the Secretary in office at this time—*not the newly elected Secretary*—to make up this report and send it in. Many clubs wisely keep the same Secretary in office for extended terms. In such cases there should be no difficulty nor delay in reporting.

In case a new man is elected to the secretaryship, it is the duty of his predecessor in office to present him with all the records and materials connected with the work, and to aid him at every point in mastering the details.

Attendance

"I see in your church convention," said the old farmer, "that you discuss the subject, how to get people to attend church. I have never yet heard a single address at a farmers' convention on how to get the cattle to come to the rack. We spend our time discussing the best kind of feeds."

—N. C. Christian Advocate.

For Better Evaluation

MATERIAL in this issue deals largely with how to start and finish a speech. Much familiar ground is covered once more for the purpose of refreshing the minds of Toastmasters on these two vitally important parts of speechmaking.

It is strongly recommended by the Educational Bureau that major emphasis in speech evaluation during the entire month of October be placed on openings and conclusions. Let other matters rest for the time. Put the pressure on how to start and how to stop.

Special material for guidance in this work of criticism will be sent

to each club in time for use in preparing the October programs. By concentrating attention on certain phases of speech for the month, an opportunity is given to each member to have his work evaluated on this basis, and the whole club will be made more keenly conscious of the importance of the matters treated.

In the following months, other special assignments for evaluation will be suggested, so that all phases of the speech will be covered in the course of time.

For October, concentrate attention on the opening and the conclusion.

We Recommend

(This is the recommendation of Commander Harold E. Stassen for a Basic Foreign Policy for the United States, given at the San Francisco Conference, and quoted by William A. Dunlap in his report on "The United Nations' Charter.")

That we are, and propose to remain, a democracy of free citizens;

That we will explain our system to the world, but that we will leave it to the people of each nation to decide for themselves their own form of government, so long as they do not trample on basic human rights or threaten the peace of the world, or transgress upon their neighbors;

That we will permit our own citizens to learn of any other form of government that they wish to study, but will not permit any other government to seek actively to undermine our own.

We in the United States are now thoroughly and almost unanimously agreed that the walls of isolation are gone forever . . . and that we should join in a United Nations organization dedicated to peace and progress.

GOALS

AT the July Convention of Toastmasters International, a resolution was adopted setting up three special goals for the fiscal year, July 1, 1945 to June 30, 1946. These goals are:

1. To bring every existing Toastmasters Club up to a full membership, with a minimum of three associate members.

2. To attempt to revive and re-establish as many as possible of the Toastmasters Clubs which suspended activities during the war emergency.

3. To undertake to establish at least 100 new Toastmasters Clubs before June 30, 1946.

A United Effort

These goals are not unreasonable. They can be reached by a united effort on the part of all our clubs.

A good start has been made toward the 100 new clubs. New charters are soon to be issued to clubs in Tacoma, Washington, St. Paul, Minnesota, Vancouver and Victoria, British Columbia, Terre Haute, Indiana, Atlanta, Georgia, and Des Moines, Iowa, and various other points. Dozens of other likely prospects are on the way.

To build these 100 clubs requires active cooperation of local Toastmasters with their District Governors and with the Home Office. It can be done. Our work is needed. We are responsible for letting other men get its benefits.

If you, as you read these lines, have in mind a good prospect for a new club, write at once to the Home Office and tell about it.

Building Your Own Club

No club can function at its best with less than a full roster. Every club can fill its roster by planning and working. The Home Office offers special services to help you. But nobody can help your club unless it works to help itself.

The secret of club success lies in a strong educational program, in programs spiced with variety and loaded with vitality, and in careful selection and induction of good men to membership.

Revival

Some thirty of our clubs suspended activities when the war emergency depleted their memberships or deprived them of meeting places. Most of these can come back, now that the war is over.

District officers and neighboring clubs must help bring these inactive clubs back into activity. Former members who are still available will have to work on it.

Several of the suspended clubs have been revived already and others are on the way. In a number of cases, clubs conveniently located have been meeting together. Now is the time for these to divorce themselves and each to go on its own steam.

Goals are good for nothing except to be striven for. These goals can be reached by a sincere, concerted effort.

One hundred new clubs plus twenty suspended clubs brought to life plus a full roster for every club will mean some 5000 additional men will be getting the benefits of our training.

THE CLUB OF THE YEAR

San Diego Toastmasters Club (No. 7) was the winner of the honors this year. This is the club which claims as members both First President Clark Chamberlain and Immediate Past President R. M. Switzler, which may give it an unfair advantage.

The records of the Committee indicate that the competition this year is the keenest ever. More clubs entered, and the final decision was based on small fractions of one percent.

The awards for the six years are listed thus:

- 1940—Santa Monica, No. 21.
- 1941—Angeles Mesa, No. 50, of Los Angeles.
- 1942—Minneapolis, No. 75.
- 1943—Huntington Park, No. 14.
- 1944—"Totem" Toastmasters of Seattle, No. 41.
- 1945—San Diego, No. 7.

Time Enough

Thomas Edison was noted for his painstaking experiments. He would repeat a process thousands of times in order to prove that it could be done, or that it could not. An assistant, in the experimental days of the motion picture, was making excuses for taking so long on a certain job.

"Don't apologize," said Edison. "Time comes as fast as it goes, and there's millions of it."

Time Killing

A local official was presenting a visiting representative from the general office. Preliminaries and the introductory speech took so long that when the honored guest finally gained the floor, he looked at his watch, which now allotted him five minutes, and said:

"I am reminded of a little girl who put a nickel on the counter for a candy bar.

"But we have no nickel candy bars," said the clerk.

"Then may I please have a soda pop?"

"But they are seven cents."

"Puzzled, the little girl made a final attempt to buy a pop-sicle. When told that they were also seven cents, she reached the sidewalk before the clerk could remind her that she had left her nickel on the counter.

"That's all right," she said. "I can't buy anything with it anyway."

—Gustave Larson, "Tall Takes Time," *Future*, 5-45.

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HE STUMBLED ON TO TOASTMASTERS

Written on stationery of the U. S. S. Cybele (AKS-10) this letter came in recently from Daniel D. Brach, PhM1c, who is looking forward to return to civilian life at an early date. It just goes to show how the story of Toastmasters is spread, sometimes by word of mouth, and sometimes even by a carelessly dropped printed page.

"Meandering about the deck the other day I noticed a stray pamphlet lying near the bulkhead where someone had dropped it. Curious and inquisitive cuss that I am, I picked it up.

"Can You Take It?" read the title. It is published by your organization. So interesting and full of literary meat was it that I decided to look a bit further.

"For ten years prior to my enlistment in the Navy I had been Executive Secretary of the Lackawanna Chamber of Commerce. That is one of the reasons for my interest in anything carrying the suggestion of better speech. I am extremely interested in receiving any information or pamphlets about your work which can be had."

Of course a package of materials has been sent to Mr. Brach, and we shall hope that when he comes back to civilian life, he may be the means of establishing Toastmasters in Lackawanna. We can't think of a finer service he could render to that city.