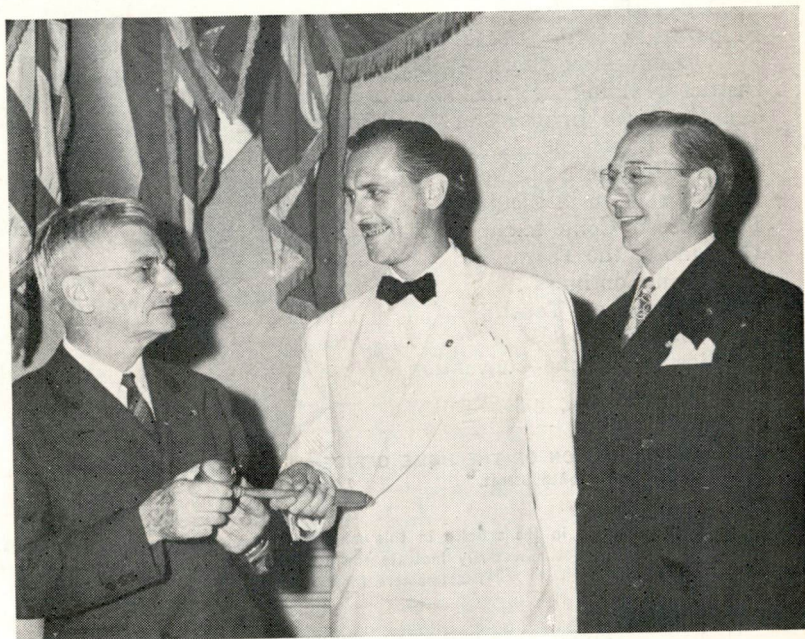


# THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

September, 1947

Vol. 13—No. 9



## RINNERT TO SMEDLEY TO BENSON

*The new officers were installed by Ralph Smedley. Receiving the gavel from retiring President Joseph P. Rinnert (right) with words of commendation for a year of good work, Smedley handed this symbol of leadership to the new President, George W. Benson, (center) with optimistic forecast of what will be done in the coming year.*



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

For Better Thinking—Speaking—Chairmanship—Listening  
(For information, address Toastmasters International, Santa Ana, California)

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

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

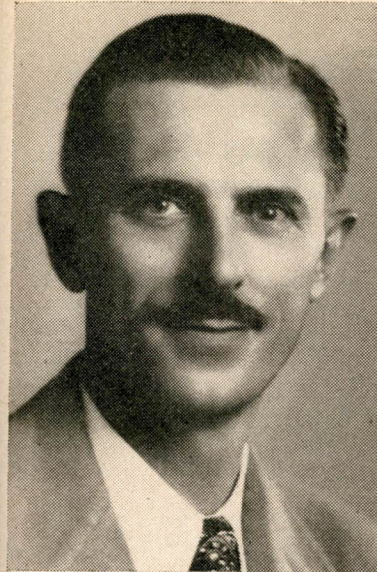
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## Your New President . . . .



GEORGE W. BENSON  
President of Toastmasters International  
1947 - 1948

A native Minnesotan, he has spent his life thus far in the Gopher State.

He has been a banker and a salesman, but for more than 20 years he has been attached to the Texas Company, where he is Assistant to the Manager for Texaco. He enters on his work as President of Toastmasters with a rich background of experience in the organization.

Here is his first

### PRESIDENT'S MESSAGE

Our Minneapolis-St. Paul Convention is history. It has been filed under heading "Success."

Conventions are great things! We renew old friendships and make new ones. We check up on what we have learned. We gather and contribute new ideas. We go away inspired to new efforts.

The past year has been good. Toastmasters will benefit permanently by the well established standards and policies set up by Joseph Rinnert during his year as President. We owe him much.

But we are ever looking forward.

A major objective for the coming year is GROWTH. We are increasingly aware of the need for Toastmasters training in every community. Whenever a new chapter is organized you will hear some new member say "This is just what I have been looking for. Why haven't I heard of it before?"

We must let them know. This is the year to dedicate our efforts to the purpose of bringing in men who haven't heard of our service, and making them a part of it.

Just think what doubling the number of Clubs before we go to San Francisco in '48 would mean. There would be more than 1000 Clubs. Twice as many men would be enjoying the opportunities which you and I take for granted.

The objective is not too hard to reach. Your Club, as sponsor, will receive as much benefit as does the new one.

The theme of the recent Convention was "Prepare, Perform, Progress, with Toastmasters."

Prepare now to organize a new Club.

Perform that duty with assurance of a background of preparation.

Result, we all progress with Toastmasters.

## Your New Vice-President . . . .

I. A. McAninch is the new Vice-President of Toastmasters International. He comes to this office with a wealth of experience and preparation. For nine years he has been a member of the Los Angeles



"General" Toastmasters Club, No. 136, in which he has served in most of the offices. He has been Lieutenant Governor and Governor of District One, a member of the Board of Directors, and for the past year, Secretary of the Board and of the Corporation.

He has been for more than 20 years with General Petroleum Corporation of California.

It was during his term as Governor of District One that this District was divided into the two Districts now known as Founder's District and District One, a change made necessary by the large number of clubs to be served in that region.

His name causes some people to stumble, so the simplest and friendliest way to handle it is just to call him "Mac".

### Mac Says:

With the Convention at Minneapolis-St. Paul, another year of achievement for Toastmasters has been recorded. Today, the entire

membership of our organization should look to the future with a united purpose—the strengthening of our present clubs, and the advancement of our idea to other men. This will be done through our initiative.

Differences of opinion are a healthy indication of constructive thinking, and are not to be discouraged. These differences having been expressed, and decisions having been reached, we should all unite and go forward together to greater achievements, through complete and harmonious cooperation.

Tribute should be paid to those men who have served faithfully and unselfishly as our leaders since the inception of the Toastmasters movement. I particularly appreciate having had the privilege of working with the leaders during the year just past.

And now we look to the future. In the past year we have added 126 clubs to our membership. We have on hand right now more than 200 prospective chapters to be organized as rapidly as we can proceed with them. The only limit to our progress is the energy and enthusiasm of our members. It is going to be a privilege for every one of us to be a part of the great work which is to be done in the year before us. I appreciate that privilege, and I promise my best to bring about the development so much to be desired.



"Happy Landing!" Indeed it was just that when Ralph Smedley stepped from the Northwest Airlines plane at Minneapolis, to be officially greeted by a group of local Toastmaster dignitaries as he arrived for the Convention. George Benson, then Vice-President, and now President of Toastmasters International, headed the group of greeters, followed by Past President Harry Mattison, Director Watt Welker, District Governor Ralph Lowe, and Director Tracy Jeffers.

But Smedley was not the only air-minded Toastmaster. Many others came in on planes, some flying their own, but most of them riding the regular lines. Unique in their enterprise were eight Toastmasters from Chilliwack, B. C., who chartered a plane for the trip, and then took time for a sight-seeing tour as they went home.

## "700 By 70" — "1000 By August" . . . .

*These two slogans came out of the Convention. They are goals for Toastmasters.*

*To make good on the promised "gift" to Ralph Smedley, the presentation of Charter No. 700 on his 70th birthday, we must complete organization of 170 clubs by February 22.*

*That will be a long step toward the doubling of our membership by the time the 1948 Convention meets at San Francisco.*

*President George Benson says "Let's make it 1000, at least, by Convention time."*

## “Prepare — Perform — Progress” . . . .

Careful *preparation*—months of it—cleared the way for exceptional *performance* at the Convention, and paved the path to *progress* beyond all previous experience.

It will be a long time before we hear the last of that convention motto and still longer before its stimulating effects wear off.

A good speech requires good preparation and performance. So does a meeting. And so does a Convention. Each is a matter of organization of materials and presentation of the result. In these matters, the Convention was an excellent demonstration of organization, leadership, performance; and the whole event revealed the progress which Toastmasters have made and are making.

Credit for the preparation goes to many people. Beginning with the Board of Directors and the Executive Committee, mention must be made of the general Program Committee, headed by Sheldon M. Hayden, and of the committees on local arrangements, which were made up from all of the clubs in District Six.

Heading the local committee was Vice-President (now President) Georpe Benson, assisted by Past President Harry Mattison. Serving as co-chairmen of the activities were Directors Tracy M. Jeffers and Watt W. Welker. The sub-committees in charge of special events and arrangements were

headed by Ralph Lowe, District Governor, Emil Nelson, District Secretary, and Lieutenant Governors Ikel Benson, Fred Lengfeld, George Conrad, and Jules Waber, while veteran Toastmaster Clarence Davis had the responsible chairmanship of the committees on reservations and registration. Credentials Committee was headed by Director Ash Chamberlain, of San Diego.

Mention of individuals is difficult, since scores of men and women worked untiringly before and during the Convention to give us a great “performance.”

With a registration of 849, the attendance set a new high mark in numbers. The actual accomplishment of the Convention went beyond anything done in the past. The challenge to enroll 170 new chapters by next February, to put our total at 700 in honor of our Founder’s seventieth birthday, was accepted with a spirit which promises progress unprecedented in our history.

### Getting Started

Many delegates were on hand early, arriving on Saturday and Sunday. They had an opportunity to get acquainted, especially during the evening hours on Sunday, when an informal reception was held by District Six Toastmasters and their ladies, to welcome the visitors.

(Continued on Page 6)



“The District Governors are now in session,” said E. Briggs Howorth of Los Angeles, Past Governor of District One (center, standing) as he opened the pre-convention training institute. He was supported, when the picture was taken, by Director George Reed, at the left, A. J. Schrepfer, and Executive Secretary Ted Blanding. Ted is seated back of the switchboard of the timing device, whose face is seen at the base of the microphone. This device was arranged so as to warn the speaker when his time was nearly gone, and then when it had gone completely. If he did not take the hint, a raucous cheer came from the buzzer, making a noise which even the hardest speaker could not resist.

Just over George Reed’s head you can see the chart representing the zodiac, which he used in setting up the time table for District Governors to follow. “There is a time for everything,” he said, “in the District program as everywhere else, and the way to operate your District efficiently is to get things done at the right time, in the right way.”

“We are going to study today,” said Howorth, “just what there is to do in a District, and how it is to be done—and who should do it.”

That was the start of a day of intensive training for District Officers. Most of the 22 Governors were present. Others were represented. Their work in coming months will show what good was accomplished.

Two important changes in District procedure came out of this session and out of the Convention actions. First, authorized by a change in the By-Laws, is a change in nomenclature. The District Governor retains the same title. The heads of the Areas will be known as Area Lieutenants. Each Governor is advised to secure an able assistant who shall be known as the Lieutenant Governor of the District.

Second, each District and Area will have a Chairman of Educational Work, to supervise and promote better education.

## Prepare . . . .

Continued from Page 4)

Monday was devoted to training for district officers, and to preparation for educational progress. The fundamental note in all this, as well as throughout the Convention was one of emphasis on the importance of the individual as our goal for performance.

Monday evening brought the first general Convention event, a dinner in the ballroom of the Radisson Hotel, with entertainment and fun for all.

With Toastmaster Edgar Theiler acting as Master of Ceremonies and song leader, notable musical features were presented. The South St. Paul Men's Chorus, of which a number of Toastmasters are members, gave an inspiring program of ensemble singing, from the classical to the popular.

The McGarvey Coffee Company Quartette, a professional singing aggregation, entertained with enjoyable variety. A feature of their selections was the singing of "The Toastmasters' Song," written and composed by Toastmaster A. J. Schrepfer, of Progressive Toastmasters Club, of Huntington Park, California. This song had been presented by the Quartette on their regular Sunday broadcast for the McGarvey Coffee Company, where it attracted favorable attention.

## The Convention Opens

Tuesday morning brought the first official session of the 16th Convention of Toastmasters International. Running true to form, the members handled their own program, the only "outsider" being Emmett Salisbury, President of the Minneapolis Chamber of Commerce, who welcomed the Convention in a most hospitable manner, after having modestly disclaimed training such as he could have received in a Toastmasters Club.

The response to this official welcome was given by Ralph Smedley, and one paragraph of his remarks is quoted as being worth remembering. He said:

"We are here for serious business. Our business is the encouragement of better speech, and the conservation of the great American right to freedom of speech by making speech more truly worthy of its freedom."

## The Keynote

Robert L. Grube, Treasurer of Toastmasters International, delivered the "key note" speech of the Convention. He tied his speech to the Convention theme.

"Prepare, Perform, Progress—what a wonderful theme for any life, regardless of age! Athletes, musicians, artists,—they practice it all the time, and they call it 'practice,' too. That same idea is necessary in every field of endeavor, whether you are writing a decision of the Supreme Court, or getting ready to wash the breakfast dishes. Just as surely as you plan to make your job a good one, you have



"By the Golden Gate in Forty-Eight" was the invitation which won.

Widespread enthusiasm for the plan is indicated in the picture, where District Governor George Stines, of Los Angeles, President and First Lady George and Jess Benson, and Past Governor Herb Hill of District One, (extreme right) join with Past Governor Franklin E. Taylor, of San Francisco (next to right) in pointing to San Francisco as our next convention city.

to prepare to perform, and then be ready to perform regularly, to make progress.

"In Toastmasters, all we do is prepare and perform. The progress follows. Some men come in with the idea that it is a short course in public speaking, and after six months or a year, they think they have arrived. They have made some pretty good talks, and feel that they are accomplished speakers. They don't realize that talent is something which has to be kept in use to keep it alive. We who stay in the Toastmasters Club for years realize that progress is a perpetual problem, that we must practice and perform without ceasing to maintain the standard we have set.

"Our training is in still another field than speech and criticism. Learning how to get along with people is one of our best lessons. Through discussion and criticism we

get this training, which every man needs. I like that saying of Montaigne: 'It is good for man to rub and polish his brain against the brains of others.' Nowhere can we get this 'polishing' better than in Toastmasters. Attending meetings, making speeches, acting as critic, trying out new ideas—that is the process of 'rubbing and polishing' the brain. A man simply can't give and take criticism without making progress in the art of getting along with people."

## The Symposium

Lack of space makes it impossible to present any detailed report of the many excellent speeches and discussions presented before the Convention. Brief excerpts are all that can be given, with summaries of sessions. It is hoped that some of the addresses,

in condensed form, may be published in future issues.

"The Home Office" in its operation and management was graphically described by I. A. McAninch. After speaking of the amazing amount of work done by a small staff in the headquarters at Santa Ana, and giving figures on the extent of the service, he summed up with:

"Our Home Office is efficiently handled. With Ted Blanding correlating the business management and Ralph Smedley directing the educational work, there is efficiency in every detail.

"I may illustrate that efficiency by a personal observation. I was in the Home Office on Friday, July 18. About 1:30 P. M. a telephone call came from President Rinnert, who was in his own office in Los Angeles. He dictated over the phone to one of the girls in the office a letter for immediate mailing. This letter covered a full 8½ by 11 sheet. Before I left the office at 4:15, the stencil had been cut, the letter proofread, run, placed in envelopes and mailed to more than 700 Toastmasters. I know it was cared for promptly and efficiently. My copy reached me in the mail on the morning of the 19th—the letter which had come in by phone to the Home Office the afternoon of the 18th."

A new schedule of "Progressive Training" which has been worked out by the Educational Bureau, to start with October, 1947, was presented by Ralph Smedley, speaking for the educational section of our work. This schedule had been studied on Monday afternoon in the "Workshop" session, and had been enthusiastically received. It was reviewed by Smedley, who urged that all clubs use it. Prog-

ress through better prepared programs is the goal of the Educational Bureau.

George Reed, Chairman of the Editorial Board, explained the purposes of the Magazine Committee, to present helpful materials for better speech, together with news of the clubs, good ideas developed in practical experience, and inspirational materials for all readers.

E. Briggs Howorth, Past Governor of District One, and now the Secretary of Toastmasters International, discussed the growing importance of work in the districts, of which there are now 24. Our growth makes it difficult for the Home Office to maintain close contact with individual clubs. The District Governor and his assistants provide that close touch, representing Headquarters. A forward step this year is the establishment of an Educational Committee in each District, to supervise and coordinate educational work in the clubs.

### The Timing Device

Timing was rigidly observed and enforced throughout the Convention.

A device was placed before the speakers by which they were warned of the flight of time. If they disregarded the red light, shown when time expired, a buzzer was turned on, which effectually stopped them.

By starting on time and closing on time, and adhering to the



"Put educational incentives into pictures, cartoons, charts," said Wilbur Smith. "That is the way we do it in Zanesville, and we get results." He convinced Ralph Smedley, and Victor Sellers, of Minneapolis Toastmasters Club, as he led them through the Zanesville exhibit of a dozen charts and pictures prepared for use in that Club.

schedule with fidelity, it was possible to get an amazing amount of work done, and to allow full time for audience participation and questions.

### The Fun Luncheon

"Hi-Jinks", they called it. By any name, it was lots of fun and like everything else on the program, it was high grade and above reproach.

"It's funny," said one member. "Fun programs usually degenerate into shady stuff, but this was funny and hilarious and at the same

time it left no dark brown sediment in our minds."

District Governor Ralph Lowe had charge, and Dr. Lawrence M. Jones, of Minneapolis Toastmasters Club, was Toastmaster. Five speakers exerted themselves to entertain, and each accomplished his purpose. These were Richard Brandon, of Chicago, Wendell Butler, of Waterloo, Richard Cogan, of Mishawaka, Indiana, Dan McCue, of St. Paul, and Virgil Hill, of Topeka, who represented the newly organized District 22, of Kansas and Western Missouri.

## How to Operate a Successful Club

The Wednesday morning Convention session was devoted to practical details of club management. A. J. Schrepfer, of Huntington Park, Calif., had charge of the program, which included nine speeches, each limited to 10 minutes, and lasted from 9:30 to 11:45, including discussion time.

George Benson, on "Purpose and Leadership," emphasized importance of the "know-how" for leaders. The individual and his improvement furnish the incentive. The club is a training ground for the individual member. The true leader is never satisfied with what he has done. He reaches for the higher objective.

Curtiss Keene, Governor-Elect of Arizona District Three, presented plans for proper installation of officers, stressing responsibility and opportunity, and the vital importance of leadership. No officer is ready to serve unless he understands his duties and is ready to assume them.

Carl Hasenkamp, Governor of Oregon District Seven, presented the problems of membership in a discussion in which he was assisted by Dick Crakes, Governor-Elect of District Seven, and Irving Saueraman, Past Governor. As they tossed the subject back and forth, they made it clear that a good club has a "good" membership, one which has been selected, elected and instructed. Their formula for holding a full roster is to let

every member have a definite part in the program, to keep operation and program fully democratic. Diversified membership, representing many occupations and types of men, together with diversified, planned, high grade programs, will solve problems of membership turnover and irregular attendance. Every applicant should be considered as to two points: Does he have fundamental ability, and does he have the desire? These two qualifications are essential to good membership.

Olin H. Price, Past President of Toastmasters International, discussed the induction of the new member. Because of the importance of the subject and the forceful presentation he gave, this speech will be transcribed, and copies may be secured from the Home Office on request. It will not be ready until the latter part of September, but requests will be cared for as soon as possible.

William A. Schaefer, of Midway Toastmasters Club, St. Paul, spoke on practical values of Toastmasters training. He warned the audience that practice and progress are part of the training.

"You have to keep moving, even if you are on the right track, or you will be run over," he said. "To be a successful speaker, keep up with modern ideas. Keep on learning. And remember that man has been endowed by nature with two gifts: Imagination, to make up for what he isn't, and humor, to console him for what he is."

Harris O. Johnson, Governor-Elect of District 11, argued that "Education is Fundamental." One



The ladies of the Convention were well cared for. Luncheons, style shows, sight-seeing and shopping tours were provided by thoughtful and busy committees of Twin-Cities men and women, in addition to the delightful evening affairs. Here we have the two Presidents and their wives; George Benson and "Jess" at the left, and Joe Rinnert and "Mary" at the right. These two ladies were honored at the President's Dinner when Roy E. Day, of South Pasadena Toastmasters Club, presented each with a bouquet of roses from the "City of the Rose Bowl."

of his points was too good to miss. He said:

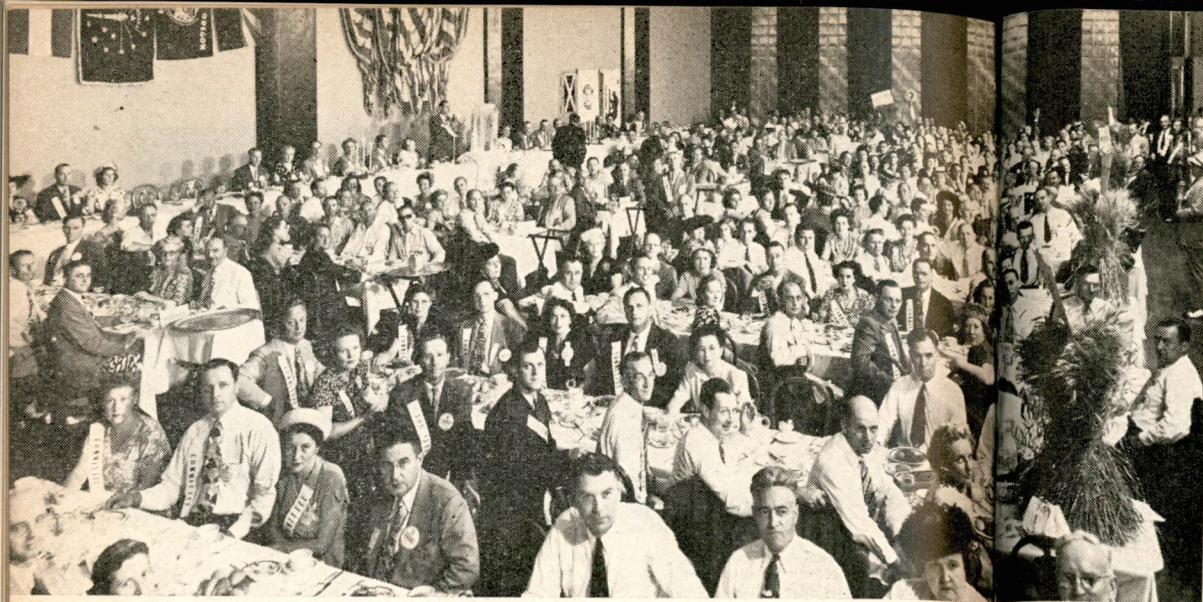
"Recently, at a meeting of the Rotary Club in Rockford, Illinois, President Arthur Cutts Willard, of the University of Illinois, stated: "The ideal criteria for identifying an educated man are (a) The ability to use and understand his native tongue in speech and in writing, in order to convey his thoughts and ideas to others; (b)—and please mark this—The ability to judge, compare, evaluate, in short, to criticize objectively the ideas, thoughts and conceptions of other men, and to engage in creative thinking for himself; (c) Knowledge of men and their affairs; (d) Knowledge of the physical world and the universe in which he lives; and (e) Knowledge of a profession or a vocation, for the purpose of earning a living, and serving God and society as a competent and morally responsible individual."

"In summing that up, you might say that the President of the University of Illinois is a Toastmaster, at least by instinct. I have never run across a better summary of what

we are out to achieve."

Program planning was discussed by Herbert E. Morey, Past Governor of District One, and club finances, budgets and policies were covered by J. A. MacDonald, Past Governor of District 9.

The series of nine short, pointed, instructive talks was brought to a close by Frank McGrillis, Past President of Toastmasters International, speaking on participation in Area and District affairs. He stressed the difference between a mere Toastmasters Club and a Toastmasters Club, Plus. The "plus" club is the one which takes in the outside opportunities, the inspiration of conventions and conferences and joint meetings. This is the sort of club which develops leadership for itself and for the larger aspects of our organization.



< ———

This picture (left) shows part of the crowd at the Monday evening dinner which brought the Convention group together for the first time. Vice-President Benson, presiding, was protected against the heat by a great cake of ice which stood beside the microphone. The sheaves of wheat shown as table decorations, as well as wheat "corsages", emphasized one of Minnesota's great industries. Note the state and national flags in the background, emphasizing the spread of the Toastmasters movement.

—————>

"Strictly business" was the impression one received at the regular Convention sessions, such as the one shown in the picture to the right. Coats off, pencils in hand, on the alert for every good idea, that was the attitude of the men. Five such general sessions provided time for full coverage of the operations of Toastmasters, all the way from International and District affairs down to the very last individual Toastmaster, who is trying to overcome fear of the audience and learn how to assemble and present a good speech.



—————>

"Here is where I collect my dividends on Toastmasters," said Ralph Smedley, honored guest at the "Founder's Luncheon" on the last day of the Convention, as he faced a host of friends with whom he shared some of his hopes and ambitions for the organization. It was at this luncheon that the "birthday gift" of 700 clubs by his 70th birthday was proposed and promised. "The finest present you could possibly give me," he said, in accepting the "gift."





## The Speech Contest . . . .

Tuesday night brought the finals of the Inter-Club Speech Contest, for the Dunlap trophy.

First there was dinner at the St. Paul Municipal Auditorium, an impressive pile of buildings where St. Paulites get together for all sorts of public occasions. Stem Hall was the scene of the dinner, and following that period of refreshment, the Convention went en-masse to the Auditorium Theater, in the same structure, where the contest took place. It was an ideal location for the purpose. Ideal acoustics, sensitive microphones and comfortable seating combined to aid both speakers and audience.

Director Walt Welker presided, and Donald Nelson, Chairman of the Contest Committee, acted as toastmaster for the program.

There were five speakers, one from each of the five zones in which semi-final contests were held. There were five excellent speeches, each of high grade both as to content and delivery. The subjects were well chosen and well treated. The twenty-one judges had a hard task in reaching a decision.

*Sherrin* First honors went to Douglas Spencer, of Clear Lake, Iowa, a member of Mason City Toastmasters Club, who spoke on "Solution by Force," presenting an argument against universal military training. The other speakers were Edward F. Harris, of Spokane, Clifford G. Massoth, of Chicago, Charles Warren, of Brawley, Cali-

fornia, and Dr. A. K. Spencer, of Alhambra, California.

Toastmaster Don Nelson conducted an entertaining series of interviews with the contestants during the interval for judging, by means of which the audience became better acquainted with these eloquent men whose speeches had thrilled the great crowd of listeners who filled the house.

## Relaxation . . .

The unusually hot weather made the ice carnival at the St. Paul Municipal Auditorium doubly popular on Wednesday evening.

First there was dinner alongside the great sheet of ice on which the skating was done. There was no extensive program planned, but Director Tracy Jeffers called on Mr. Frank L. Madden, representing the City of St. Paul, to extend an official welcome, which he did in gracious words. He offered the hospitality of his city even to the extent of making President Joe Rinnert and Founder Ralph Smedley honorary citizens of St. Paul, an honor which they modestly accepted while still holding allegiance to California.

The regular "Pop" Concert and Ice-Revue furnished entertainment long to be remembered. The orchestra and chorus are cultural assets to the city, as are the skaters, some of whom were supposed to be amateurs, but performed with the style and finish of professionals.



## Club Of The Year . . . .

Doctor Gordon Howard presents the trophy to H. A. Ryerson, President of "Progressive" Toastmasters Club No. 18, of Huntington Beach, California. San Diego Club No. 7 was a close second. *Park*

Honorable mention went to Santa Monica No. 21; General of Los Angeles, No. 136; King Boreas of St. Paul, No. 208; Oklahoma City No. 301; and Renton, Washington, No. 306.

More clubs than ever entered the competition, and their work was of highest grade. Dr. Howard and his Committee put upon exhibition the material submitted by a number of the contesting clubs, and the amount and quality of work shown was amazing.

The record of the Huntington Park Progressive Club was one of hard, planned, constructive work. They showed 28 consecutive meetings with 100 percent attendance. Their members had visited and reported on nearly 75 other clubs. Their entire membership had completed Basic Training and received certificates during the year.

Every club which competed was the gainer by the effort.

Plans for next year include a sifting out through the "club-of-the-district" judging, with the winners in the Districts carrying through for consideration at the Convention for the crowning award.

## Education Continues . . . .

Characteristic of a Toastmasters meeting, the program on Thursday, the final day, was devoted to educational matters.

The morning session was off to a lively start when eight men from the Zanesville, Ohio, Toastmasters Club presented an amusing skit showing their Educational Committee at work, planning programs and training new members.

Following this demonstration, District Governor Carleton Sias, of District 19, took charge for a program on how to handle a successful Toastmasters Club in its regular meeting.

The duties of President, Topicmaster, Toastmaster, Critic, and Grammarians were presented by Robert Crossley, of Cuyahoga Falls, Dr. Louis E. Tompkins, of Wichita Falls, Edward M. Whyte, new Governor of District 21, British Columbia, Harry Wheeler, of Indianapolis, and Philip J. Kroll, of New Orleans.

At the close of this series of speeches, Chairman Sias called on Franklin E. Taylor, Governor of District 4, to act as General Critic, which he did with the aid of individual critics Cecil Gordon, Rex Borough, George Meyer, Fred Lengfeldt and Myron Buker. Attention was called to the fact that perhaps nowhere but in a Toastmasters Convention could you find men who had appeared as principal speakers on the program be-

ing subjected to the same frank and helpful criticism as they would receive in their own club meeting.

The morning session ended with a speech on "How to Prepare a Good Speech," by Jack Haines, of Glendale, California.

The afternoon was devoted to the speech problems of the individual speaker. Sheldon M. Hayden, Past President, and Chairman of this year's Convention Committee, had charge. The practical sort of program offered can be judged by the speech topics:

"How to Cure Stage Fright," by Edgar J. Otto, of St. Paul.

"How to Choose Suitable Subjects," by Harold W. Sherman, of Spokane.

"How to Use Humor," by John W. Haines, of Glendale, Calif.

"How to Use Gestures," by Alex Smith, of Winnipeg.

"How to Get Variety in Your Voice," by Lewis C. Turner, of Akron.

"How to Contact Your Audience," by Reg W. Dryer, of Evansville, Indiana.

Santa Monica Toastmasters Club, No. 21, (perpetual contender for Club-of-the-Year honors) had prepared for distribution an excellent "check list" for the speaker and toastmaster. Copies of this will be available through the Home Office.



ACROSS THE BORDER

"We of British Columbia believe that before there can be a common peace, there must be understanding. Before there can be understanding, there must be a common tongue; used with facility, that meaning shall be clear. Through Toastmasters there has grown up an organization devoted to better speech and greater understanding."

Thus spoke Ed M. Whyte, Governor Elect of B. C. District 21, in presenting a beautiful silk Canadian flag to Ralph Smedley, in behalf of Governor Barrie Goult and the clubs of the District. In the picture, Ed Whyte, Ralph Smedley, and Joe Rinnert. A replica of the coat of arms of British Columbia, seen at lower right, was presented to President Rinnert.

A similar replica was given to President-Elect Benson. These replicas of the coat of arms of the Province are something of a rarity. The first one was officially presented to District Governor Barrie Goult by British Columbia's Deputy Minister of Trade and Industry, Edw. Rowebottom.

## "Quotes"

"When you are appointed Topicmaster, you are given 15 minutes in which to teach that important art—impromptu speaking, without being scared to death. Do the unusual thing. Stimulate the men to do their best. Give the new members something they can handle. Be first to applaud the man who tries. Don't talk too much. Never let it be said that you talked so much that the members got hoarse listening."

—Dr. Louis Tompkins, Wichita Falls, Texas.

"In speech, it is dangerous to stretch five minutes to thirty."

—Jack Haines, of Glendale, California.

"Education is what you have left from what you have forgotten from what you have learned. Education is like money—something that you have to earn, and like money, it has value when earned."

—Harris O. Johnson, Indianapolis.

## The Founder Speaks . . . .

One of the highlights of our 1947 Convention was the Thursday luncheon honoring Ralph Smedley as Founder of the Toastmasters Club. His own speech on that occasion established a new high standard for all time. Those who heard it will never forget. For those who were not there, we now eagerly publish it in part for your enjoyment and study, and your lasting benefit.

(George W. S. Reed, Chairman, Editorial Board.)

My view of the Toastmasters idea goes back more than forty years, to the time when I began to use it in Bloomington, Illinois, in 1905. I have lived with it for more than two score years, and the longer I have been associated with it, the more firmly have I believed in its value, and in its possibilities for good. We are just now beginning to foresee what may come to pass as we go forward.

On the basis of these years, I have developed certain hopes and ambitions for the movement. I want to share these ambitions with you today. I believe in the idea, and I am hopefully ambitious for the organization in which we are united.

First, I am ambitious for growth and expansion.

Because of the good we can do with our system of training, we are under obligations to spread the opportunity just as widely as possible. Since there are no financial profit motives to be considered, we can give ourselves freely to the ideal of service in our extension, with no apologies for our enthusiasm. We believe that our training makes for a better America—a better world, and so we

may go ahead in the true missionary spirit.

I am confident that you will share with me the ambition to grow and enlarge, so that more and more men may get the benefit. The growth will be limited only by your enthusiasm and activity in spreading the idea.

Second, I am especially ambitious for our organization to continue as a *movement*. There is always a tendency to develop an organization into an institution, and it makes all the difference in the world. An institution tends to become fixed, static, inflexible, not easily changed or adapted. A movement grows and develops, and changes when change is needed. It is open to improvement, and can welcome desirable innovations. We cannot afford to permit Toastmasters International to become an institution. It must remain a living, growing movement, always receptive, and open to suggestion for betterment.

Third, I am concerned with the possibility for developing our movement into a force for the preservation of democracy. It is growing into an important position as a conservator of individual rights to think and speak, and as

a producer of intelligent, patriotic leadership. We must keep ourselves free from any suspicion of propaganda, except the propaganda for protection of the rights to individual expression which are inherent in America. With this position of independence, and this assertion of our right to criticize, evaluate and point the way to improvement, we may stand as the exponents of the true American spirit of frankness, fairness and honesty.

We can never forget that liberty means responsibility. Our freedom to think and speak puts upon us the two-fold responsibility, first, to think and speak with honesty and fairness, and second, to guard that right, both for ourselves and others.

It is no accident that the nations in which free enterprise and free speech have been developed and conserved lead the world in productivity, in standards of living, and in scientific and inventive achievement. Nor is it surprising that these nations are the ones whose institutions are founded on Christian principles of the importance of the individual, and the essential quality of the right of the individual to express himself.

Fourth, I have an ambition to see our movement shine as a developer of leaders in its own membership—leaders not only for worthy projects outside of our organization, but for our own enterprises and undertakings. This development of leadership must emphasize the unselfish spirit of the

true leader, who does not seek position for himself, but accepts it as an obligation when it appears to be in the line of duty. I am a firm believer in the theory that the office should seek the man, never the reverse. In the choice of leaders for our own movement, as in the choice of leaders in public affairs, the man must win the right by his ability and willingness to serve, and must look upon his position not as a personal honor, but as a responsibility—a challenge to give his best, not for his personal aggrandizement, but for the good of the work to be done.

The future of our movement depends on the use we make of our opportunities, and on the kind of leadership we give, both within our organization and outside.

I appreciate, far more than I can even attempt to express, the gracious thoughtfulness of you who have arranged this occasion, as you have expressed it, "to honor" me. Permit me to believe that the honor goes rather to the idea and the movement with which we are engaged than to me as an individual.

I prefer to think of this occasion as an expression of friendship. The greatest reward which comes to me in this work is the consciousness of possessing a host of friends, many of whom I have never met in person, but who think kindly of me, and wish me well. I have often remarked that I count myself a millionaire in friendship—and what richer coin

(Continued on Page 20)

## Summary Of Business . . . .

Business was transacted in meetings of the old Board of Directors, and the new Board, and in the one full afternoon session devoted to such matters. The net result may be briefly stated thus:

1. New officers and directors were elected in a wide-open, truly democratic manner. These men are introduced on other pages of this Magazine.
2. The proposed amendments to By-Laws were adopted without dissent, and with little discussion, since the complete details had been submitted to every club well in advance. The work of the Committee on By-Laws, headed by I. A. McAninch, was commended, both by speeches of approval, and by the unanimous vote by which the recommendations were adopted.
3. San Francisco was selected as the location of our 1948 Convention.
4. Two new districts were approved, and authorized to complete permanent organization. These are Kansas District No. 22 and New Mexico District No. 23.
5. Fiscal policies of the Home Office as now established were approved and endorsed, and the budget for the coming year was adopted.
6. The addition of another man to the Home Office staff was authorized.
7. Resolutions were adopted,

expressing thanks and appreciation to the many individuals, firms, committees and others who had worked faithfully to make our Convention a complete success.

Throughout the Convention, President Joe Rinnert's ability as a presiding officer was a subject of favorable comment. He guided the proceedings with courtesy, tact and dispatch, giving a masterly exhibition of skill in chairmanship. Other chairmen and officials shared this credit with him in making possible a fast-moving, smooth-running, thoroughly democratic series of assemblies in which a cast amount of work was done, and well done.

## The Founder Speaks

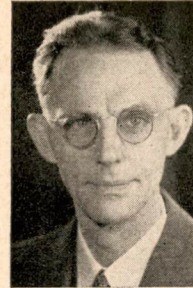
(Continued from Page 19)

can be found in which to measure wealth!

This manifestation of your friendship makes today's gathering the high point of this Convention for me, and brings me to the point where I have to violate one of my favorite rules of speech, and end this one with a most sincere and hearty "Thank you," not for your attention so much as for your intention—for that friendly spirit which goes far to help make Toastmasters the sort of organization which it is and which it must continue to be.

## Officers' Quarters . . . Meet The Directors . . .

Robert L. Grube continues as Treasurer, for his third term in that important position, where he has served well. After many years in business in Los Angeles, he removed to Seattle a little more than a year ago, being associated there with the Washington Machinery and Storage Company. Regardless of his place of residence, he is faithful to Toastmasters. Every person who heard his "key-note" speech at the Convention realized the value of the contribution to our work by such men as Bob Grube.



E. Briggs Howorth is the new Secretary of the Board of Directors, and of the corporation. (His picture is omitted until he gets one made which does him justice.) He is a native of Illinois, a graduate of the University of Illinois (LL.D. 1924) and is a practicing attorney in Los Angeles, where he has resided for 22 years. He has been a Toastmaster since 1939, is a member of Jewel City Toastmasters Club of Glendale, and is Past Governor of District One. He has worked on numerous committee assignments for Toastmasters International, and is thoroughly acquainted with the operation and policies of the organization.

James A. Clark enters his second year as a Director. He is Manager of the Railroad Insurance Department of the San Francisco office of Marsh & McLennan, world's largest insurance brokerage firm. A native of Canada, he is a naturalized citizen of California. San Mateo Toastmasters Club claims him as a member, and also claims credit for having trained him to serve in club and district leadership in preparation for his work on the Board. He will have plenty to do in preparing for the 1948 Convention at San Francisco.



Tracy M. Jeffers continues as a Director, with the full experience of having served as co-chairman of the committee on local arrangements for the great Twin Cities Convention. With this background added to his many years in club and district activities, he is better than ever prepared for work in this greatest of all Toastmasters years.



Nick Jorgensen, elected a member of the Board of Directors for two years, is one of the enthusiastic Toastmasters of District Two, which he has served as Governor and in numerous other capacities. He is a member of Seattle "Downtown" Toastmasters Club, No. 52, and his business is helping feed the people of Seattle and other cities through a chain of restaurants and bakeries made famous by their Danish pastries. His business experience will be valuable to the Board, as well as his loyal appreciation for what the organization can do for men.



Bertram H. Mann starts his two-year term on the Board following a successful year as Governor of District 8. He is a lawyer, employed as Patent Attorney for the Carter Carburetor Corporation of St. Louis. He is Chairman of the Patent Section of the St. Louis Bar Association. He is a charter member of Tyro Toastmasters Club No. 194, and he has served in various capacities in club and dis-

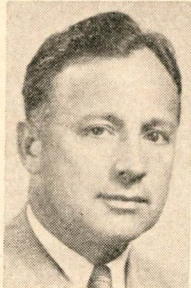


trict work, resulting in a well-rounded experience in the Toastmasters activities.

Donald T. Nelson is another second-year Director, having been elected to the Board last year for two years. A Past Governor of District Seven, he is Manager of the Accounting Department of the Standard Insurance Company, and has won distinction in his work as an accountant. During the past year he has served as Chairman of the Speech Contest Committee, with results which were seen at the Contest at the recent Convention.



Weslie W. Olson is District Manager for Equitable Life Assurance Society, with headquarters in Quincy, Illinois. He is a native of Minnesota, and a graduate of University of Minnesota. Before entering the life insurance business, he was Credit Manager for B. F. Goodrich and other companies. He organized and served as first President of Chicago "Central" Toastmasters, No. 96. In Quincy, he



has been a member and officer of Quincy Toastmasters, and promoted organization of an "Executive" Toastmasters Club in that city, of which he is President, and which will receive its charter in the fall. He has been Governor of District 8. During the war, he served well with Red Cross over seas, and received a medal on order of General MacArthur for service in the Pacific Theater.

Leonard E. Price moves from his position as Governor of District 10 to a place on the Board. He is with Craftsman Press, a printing firm of Akron. He has been a member of Cuyahoga Falls Toastmasters Club No. 202, for seven years, and has served his club and his district in many capacities. He is active in community work, especially in youth activities, and was last year awarded the distinguished service award for his work for the youth of Cuyahoga Falls.



The affairs of the Home Office will continue to be administered by Ted Blanding as Executive Secretary and Ralph Smedley, as Educational Director, both of whom are ready for the busiest year they have yet seen.

George W. S. Reed carries over into his second year as a Director. He has become well known to Toastmasters as chairman of the Editorial Committee. Prior to his election to the Board, he had gone through a full training in Toastmasters, both in his own club, the Los Angeles Downtown Toastmasters, and in District One. He is promotion manager of the Los Angeles Downtown Shopping News, an advertising newspaper with circulation of half a million.



Joseph P. Rinnert, as immediate Past President, continues for another year as a member of the Board. During the past year as President, and in previous years as a member of the Board and as Treasurer, he has made a notable contribution to our organization. His judicial temperament, his legal experience and his ability to think constructively have fitted him to serve Toastmasters in a way to deserve their lasting appreciation.



## Don't Say That! . . . .

By CRITICUS CYNICUS

Weasel words — clichés — bromides — platitudes — banalities — vain repetitions — they were all there — at the Convention — uninvited — unwelcome — non-accredited.

You would expect to meet such as these in the convention of an ordinary organization, but in a convention of Toastmasters! No, it should not be!

"I wish to say," and "I would like to state," and "I would like to introduce"—no, still worse than that—"I wish to interdooce"—all these were in evidence. One was tempted to shout: "Well, if you wish to state or say or interdooce, for heaven's sake get on with it!"

"At the present time" was just a shade behind "At this time" in number of times used, and both were over-used to the point of saturation.

"He has been a Past President," or "He has been a charter member," or "He has been a Past District Governor," and so on with the "has beens." One moment's reflection will convince you that he is, not was, a past officer or whatever it may be. Set it down in your little black book that a past officer is a past officer still. Don't relegate him to the limbo of those who once were but are no more.

And why, in the name of all that is concise and clear, say that a man is "District Governor of District 66?" Let's save time and breath and say that he is Governor of District 66, which is what he is.

I liked your convention theme: "Prepare—Perform—Progress."

But how many of you couldn't pronounce the word "progress" correctly! I found myself wishing that you would remember that PROG-ress is a noun, and pro-GRESS is a verb. When you pro-GRESS, you make PROG-ress. Remember that for next year, will you?

Maybe I'm too sensitive to such things. Perhaps I am over-critical. Or maybe you fellows are too careless.

I expect top performance at a Toastmasters meeting or convention, and when I hear speakers using those same old clichés and time killers, it hurts my feelings.

Really, though, you did well most of the time. Your timing was marvelous. Your program was planned with skill and precision, and the "grunts" were pleasantly missing; hardly an "and-uh" to a session.

I suggest that you give preferred attention during the coming year to elimination of the "weasel words." Put them on the list of taboos in your own club and in your own speech. Then, when you get together at San Francisco next summer, you men will put on a convention by which all future conventions of all organizations can be measured.

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District 18, Arthur Cunningham, 145 Great Junction St., Leith, Edinburgh, Scotland.  
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District 21, E. M. Whyte, 345 Vancouver St., Victoria, British Columbia.

# Prepare! Perform! Progress!

*Was the Convention Theme*



Months of PREPARATION resulted in a notable Convention in which were adopted many excellent plans for the future of Toastmasters.

NOW that the Convention is over and those who attended are back in their Clubs, Areas and Districts—the time is here to PERFORM!

When the many educational and organizational ideas developed and emphasized at the Convention are really put to work—then will come

*PROGRESS for TOASTMASTERS*