

THE *Toastmaster*

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TOASTMASTERS INTERNATIONAL, Incorporated In 1932, is a non-profit educational organization of 600 active clubs, located in the United States, Canada, England, Scotland, and the Hawaiian Islands, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Listening

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

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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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GOLD *Is Where You Find It*

The Golden Gate swung open—wide open—and the Toastmasters rushed in for their 17th Annual Convention, July 26 to 29.

Every district except Scotland District 18 was represented by delegates, and Scotland was well represented by proxies, and by Toastmaster John Small, of San Francisco, who had been appointed their official spokesman.

Out of a total of 24 District Governors, 20 were present in person, to be trained in their gubernatorial duties, making this the most widely representative Convention ever held by Toastmasters.

Local arrangements were complete in all details. The program was admirably planned for instruction and entertainment.

The weather was superb! Whether the Convention Bureau exerted influence with the Weather Bureau to provide the kind of days

that Californians want people everywhere to believe are the “usual” weather, or whether it was just a happy circumstance, Toastmasters enjoyed a week of clear skies, mild temperatures and ideal conditions. Outside as well as indoors, San Francisco and San Franciscans outdid themselves to make the occasion delightful.

The convention slogan, “Bonanza!” gave a promise which was amply kept. There was “pay dirt” in every session. Notebooks were filled. Ideas were exchanged. Plans were initiated. The way was opened for advance and improvement on many lines.

Wealth was found for Toastmasters in San Francisco—a wealth of information and inspiration which will be spent in coming months for the benefit of thousands of men, present members, and those who are to be.

Committees That Worked

It takes a heap of planning to make a convention successful.

It took many men, working hours and days, on multitudinous tasks, and in numerous places, to make the 17th Annual Convention of Toastmasters the conspicuous success that it was. The entire organization is indebted to these men for their service.

Heading the committee structure was James A. Clark, of San Francisco, as General Chairman. As a member of the Board of Directors, he supervised the plans and preparations for the gathering. As assistants, he had the services of C. F. Delano, of Burlingame Toastmasters Club, and of District Governor H. Gabrielsen, Governor of District Four. Preliminary housing, reception, entertainment and all the other local responsibilities were in the hands of these men and their fellow workers. It was to their activity and resourcefulness that those who attended the convention owed their comfort and enjoyment.

The Program Committee, whose work for the past ten months resulted in the remarkable demonstrations of education, fellowship and business which characterized the convention, was headed by John W. Haynes, a member of the Glendale "Jewel City" Toastmasters Club. He had helping him a company of willing and able workers to build a program which amply fulfilled the promise of a "bonanza."

This Committee was responsible for planning a complete and unified program of inspiration and education, and for assembling men from all parts of the land to present it. More than 75 different men were assigned places on the program, and only two last-minute replacements were necessary. That is a record in itself.

To all these leaders and committee workers hearty thanks are due for the good work and the notable results as shown in the convention.



CLARK



HAYNES



GABRIELSON



DELANO

THE TOASTMASTER

Your New President Speaks



I. A. McANINCH
President of Toastmasters International
1948-49

"Mac" has been for ten years a member of the Los Angeles "General" Toastmasters Club, No. 136. He has gone through all the offices in the Club and District, and has served as a member of the Board of Directors. He was for one year Secretary of the Board, and was last year the Vice-President. In business he is with the General Petroleum Company of California, with more than 21 years of service to his credit.

Here is his first

PRESIDENT'S MESSAGE

It is the custom in our organization for each new administration to begin its year's work with a definite project or theme. Results of such definite planning

have demonstrated the value of this method.

In order to utilize fully the work which has been done in previous administrations, we have selected as the theme for this term the simple statement, "It's Good Business!"

In choosing this theme, the thought is to give each member an opportunity to serve. That is "good business."

Our first concern, in every case, must be with our own club. It is the very best of business for us to raise the average per club membership from the present figure of 23 plus to a full 30, with at least five associate members. When your club has its roster filled with active members, and a group of associate members waiting for a chance to become active, you will understand the importance of this suggestion.

A full membership in every club means an increase in total membership of nearly 5,000. This is equivalent to 166 new clubs, each with a full membership.

This is "good business," fellow members. Let's go!

Last year, at the Minneapolis Convention, we promised our Founder that we would reach a goal of 700 clubs during his 70th year. We need about 50 more clubs during 1948 to fulfill this pledge.

Either in your own city or in a neighboring community there are men who would welcome the

(Continued on Page 4)

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Editor - - - - R. C. Smedley
Editorial Board: Jack Haynes,
George W. S. Reed, E. M. Sund-
quist, Ernest Wooster, Leonard
Miller.

Address all communications to
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Progressive Training

Progress is the keynote of all Toastmasters Training.

The fundamental principles have become fixed, but the methods are never static. Toastmasters are constantly seeking new and better ways to accomplish their purposes. Progress in methods brings more rapid gains to the individual.

Just eleven years ago, during the Administration of William A. Dunlap as President, the Educational Bureau of Toastmasters International was established.

Through the years, this Bureau has studied and worked to develop new materials and to improve what has already been created. Today's abundance of practical helps for the public speaker is the result of the years of work.

The present problem is to bring these excellent materials into full use in every Toastmasters Club. It

is the hope of the Educational Bureau that this may be accomplished within the next few months.

Use your opportunities and your materials, as provided by your Toastmasters Club, and your personal progress will be the inevitable consequence.

President's Message

(Continued from Page 3)

chance to establish a new Toastmasters Club. Has your club sponsored a new club yet? "It's good business" to do so.

There is a real thrill, and there is immeasurable value to each member of the club, in building a new club and extending the right hand of fellowship to a group of 30 or more new Toastmasters.

You will hear more about the following items during the year, but we believe "it's good business" to mention them now.

First, *It's Good Business* to hold regular weekly meetings.

Second, *It's Good Business* to enter the Club-of-the-Year Contest.

Third, *It's Good Business* to participate in community projects in your own community.

Clip the coupons on your Toastmasters Bond, 52 coupons to each series. It's good business to collect your dividends.

It is just plain good business being a Toastmaster. It is still better business to avail ourselves of every opportunity for service and for self-improvement.

Let's make this year of 1948-49 in Toastmasters a year of *good business*, for ourselves and for our clubs.

"Bonanza!"

By GEORGE W. S. REED, Secretary of Toastmasters International.

This was the "keynote" speech for the convention. Delivered with characteristic enthusiasm and conviction, it made a deep impression on the hearers. Every Toastmaster may read it with benefit to himself and his club.

This friendly city by the Golden Gate has opened her arms to us, even as one hundred years ago she welcomed other men seeking Bonanza. The primary wealth which those men sought was gold. The wealth which we seek is the rewards which come through better speech. Their lust for gold was a driving passion which often made them forget the very decencies of life, forget even the fact that gold, like better speech, is worthless as an end, and valuable only as the means to an end.

Ours is a saner passion, but nonetheless driving. In truth, it must be more driving, more all-consuming, more lasting. For our wealth is found by no mere washing of the river sands, nor by digging into the earth. Ours is not the privilege of mining for a day or a week or a month, then resting for a day or a week or a month or a lifetime. You and I must keep everlastingly at our job: the job of improving our ability to express our thoughts effectively.

But the rewards are worth our every effort. What are the rewards? The rewards are whatever we want. Those Bonanzas of a hundred years ago were as nothing, compared to the Bonanzas which can be ours!

In 1848 gold meant money, and

it still does, I'm told, even though it is buried in the hills of Kentucky. Well, if it's money we want, let us speak for it. And I don't mean just ask for it or lecture for fees or become actors. In many businesses and professions, speech ability has a definite cash value. You know this is so. Then make the most of it—if it's money you want.

But something other than money may be your chief reason for speaking. Perhaps you have caught the vision of true democracy, of the responsibility which rests upon every one of us to take active part in the affairs of government — whether it be village, city, state, nation, or the world. Then, indeed, I need not point out to you that your ability to speak, to speak honestly and effectively and to listen the same way, will largely determine the value of your participation in civic affairs.

During these past few weeks the two great political parties of this nation have chosen their nominees for the highest offices of the land. Prior to and at both national conventions, candidates and their advocates spoke often and persuasively. The next three months, however, will bring the test as to which party possesses the most convincing speakers; for upon the

ability of those speakers to influence the final vote will depend, to a great extent, the answer as to who will be the next President and Vice-President of the United States.

You and I and all Toastmasters should be prepared to evaluate political speakers accurately, to arrive at our own right conclusions, and then to carry the torch ourselves. Whether we do so with an audience of two or of two million, let us do a speaking job worthy of Toastmasters and of the responsibility which is ours. And may the best men win in every election, in every nation!

Perhaps you aspire to goals other than those of politics. Many clergymen and laymen who have accepted the call to church leadership have found Toastmasters training a means of improving their ability to preach, to teach, to lead their fellowmen on to higher spiritual levels. No goal could be more worthy, no goal could be more needful of speaking ability.

On the same high level as a profession is teaching, teaching our youth in public and private schools and colleges. In Toastmasters Clubs everywhere are educators who find in this program their own most valuable postgraduate advancement.

Now it may be that you are none of these persons we have mentioned, or possess none of these ambitions. It may be that you want merely to be able to express your thoughts in a reasonably creditable manner when called upon in the service club, the

business conference, the union meeting, or wherever it may be.

The important fact is that you are here, that we all are here, for a very definite purpose: the same purpose which brought thousands to San Francisco one hundred years ago. For let us here take note that men did not dig for gold under these city streets, that this is where they came for preparation, for information as to where and how to find the gold, and for the tools with which to make it theirs. And that is exactly why we are here!

Now among those visitors in 1848 were some who already had found their gold and had come to San Francisco to share it by spending it. Even so today—for among us are men who already have discovered the riches of Toastmasters training and are here to share their Bonanza. To share, yes, but in how vastly different a manner! For those miners might have shared their gold for value received, but they jealously guarded the secret of their source of gold. Whereas your fellow Toastmasters gladly guide you directly to their richest strike and tell you to help yourselves!

That is what we must do—help ourselves! For there is wealth which cannot be handed to us on a golden platter, but must be earned—a fact which makes it all the more valuable. The truth of the old adage, “Easy come, easy go!” was never more tragically proved than in the story of some of those 1848 Bonanzas, or in the story of some 1948 men who already possess certain speaking talents but

who fail to strive constantly for improvement. If our organization had any one motto, it could very well be this one: “No matter how good a speaker you may be, *you can be better!*”

And so it is for these objectives that you and I are here:

- to improve our own ability to speak;
- to share with each other our knowledge of speech education;
- to obtain, so that we may carry them back to other Toastmasters who are not here, the maps and tools which will enable them to share in our Bonanza;
- and finally, here and now to devise better maps and better tools so that thousands who are not yet Toastmasters may join our ranks and share also in our wealth!

When men everywhere are capable of speaking and listening honestly and effectively, and are encouraged to do so, then many of the problems of this world will disappear.

And let me remind you that ours is an international organization—with one District and many Clubs in Scotland, another District completely in Canada, and still more Canadian Clubs joining with United States Clubs to form another District. Only the matter of language can prevent the rapid world-wide growth of Toastmasters International. For the Bonanza which we seek is not buried in some hard-to-reach spot in northern California, but is found wherever men will recognize the matchless worth of effective speaking, and will dig, dig, dig—employing the proper maps and tools!



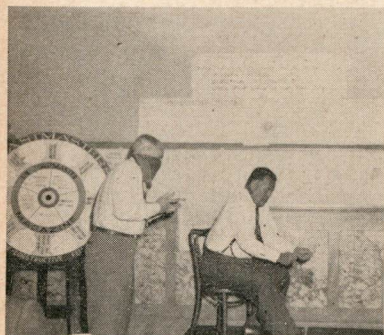
The invitation brought by the St. Louis delegation proved effective. While various other cities offered their hospitality, the voices from St. Louis were urgent, insistent, compelling. And so the 1949 convention will go to that great “air-conditioned” city on the Mississippi.

Education, Fun, Business

A real "Bonanza" of speech educational methods made the Convention an exciting and worthwhile event, not only for those who attended but for all Toastmasters who will put to work the ideas developed there. It is up to you! We welcome your letters asking for more specific information. Address them to the Educational Bureau, Toastmasters International, Santa Ana, California.

Since the primary purpose of Toastmasters International is education, major attention at the Convention was devoted to our methods of helping all members improve their ability to speak effectively.

Educational sessions were devoted to demonstration rather than lectures. Founder Ralph Smedley's Workshop on Monday morning started off at a fast tempo, which



This is a "hold-up"—in pantomime. Roy Chase, and associates, of Oakland, put on a series of clever pantomimes, to show how much can be said without words. Chase is the stage driver, being held up by a bold, masked highwayman. No word was spoken, but the story was told.

was maintained throughout the four days. Employing novel charts and pictures, Wilbur Smith, Administrative Associate at the Home Office, outlined the educational phases of Toastmasters training.

Then, by demonstration, explanation, and audience participation, Ralph Smedley and Harold Sherman conducted an effective seminar on "Speech Without Words."

Roy Chase, of Oakland, and Ed Harris, of Spokane, joined in a graphic demonstration of "hands up!" and Howard Littlejohn, of Glendale, presented a plan for visual instruction in parliamentary procedure.

The chief aim of this Workshop session was to present new and interesting methods by which all clubs could educate their own members in the important matters of *voice*, *gestures*, and *parliamentary practice*. Toastmasters who were present will carry many valuable ideas to their clubs. These same ideas will be presented again, from time to time, by the Educational Bureau, in the form of bulletins and as articles in *The Toastmaster*.

Monday afternoon's educational session was devoted to demonstrations of Basic Training. Director Olson presided and Director Jeffers served as Toastmaster. Educational Director Smedley emphasized the importance for all Toastmasters of starting and completing the Basic Training course as the essential foundation for further

speech training. He likewise made the fact clear that Basic Training and Progressive Training are supplementary to each other and can be used simultaneously in any club, the former being a matter of individual study and application, the latter providing points of emphasis for club use during specified periods. Toastmasters Rosauer, Rogers, London, and Hughes demonstrated various Basic Training lessons with carefully prepared and ably delivered speeches. Audience participation was featured in this as in all the sessions.

District officers spent the full day on Monday in training for their work. Their responsibilities for promoting and directing the educational work were explained by James Barnet, a member of the 1948-49 Educational Committee of Toastmasters International. (Current plans of this committee call for the closest co-operation between the Educational Committees of clubs, areas, districts, and the International, thus making best use of all ideas and material.)

The Wednesday morning educational session had as its theme, "Successful Club Operation." It was presided over by Director Price with Past Governor Glenn Johnson as Toastmaster. Here again, the demonstration method was used by simulating a meeting of a Toastmasters Club Executive Committee, following with an exemplary induction of a new member by Vice-President McAninch (now President), and a model installation of new club officers by District Governor Penrose. Then, in panel discussion the various

members of the Club Executive Committee discussed their specific duties. This Executive Committee meeting was followed by another simulated meeting of the Club's Educational Committee, with Past Governor Herbert Morey, now a member of the 1948-49 Educational Committee of Toastmasters International, as chairman. In this were demonstrated the various ways in which a Club's Educational Committee can help all members of the club, with special emphasis given to the coaching of new members.

Other innovations marked the Thursday educational sessions with Director Jorgensen presiding, and Area Governor Richardson as Toastmaster of the morning period. Past Director Lewis Turner (now Vice-President) presided over the panel demonstration of "How to Organize a Speech." Howard Littlejohn, of Glendale, Calif., presented a comprehensive study of "How to Evaluate a Speech." This will be found on page 23 of this issue. It is worth reading. The winner of the Tuesday Speech Contest, Robert Dellwo, gave a repeat performance of his speech, which was then evaluated by William Roberts, of Huntington Park, California.

The final educational session on Thursday afternoon was conducted by Director Mann, with Convention Program Director Jack Haynes as Toastmaster. A novel method was used to demonstrate the essentials of effective speaking.

Toastmaster Haynes, in his opening remarks concerning the importance of proper speech, was

interrupted by heckling from the audience. The heckler was brought to the platform and told to "speak his piece." He made a poor start, and was, in turn, interrupted by the Toastmaster, who suggested that the "heckler" might be helped by an explanation of "How to Be at Ease." This explanation was given by Past Governor Hasenkamp (now Director).

The neophyte started again, but he was again interrupted. There were talks on "Words," by Edw. Harris, of Spokane; "Gestures," by Harris Johnson, of Indianapolis; and "Humor," by Claude A. Shull, of San Francisco. Following these, the "neophyte," Toastmaster Kenneth Spencer, of Alhambra, Calif., came forward with an eloquent speech employing all these suggestions.

Another Governor

Received too late for inclusion in the list of District Governors



published earlier is the information about D. B. Carmichael, elected Governor of District 21, which includes all the clubs in British Columbia. Governor Carmichael has been a member for six years of Vancouver Toastmasters Club No. 59, in which he has gone through the various offices. He is with Shell Oil Company, Chief Engineer for the British Columbia Area. He succeeds Ed M. Whyte, of Victoria, as Governor.

Convention Recordings

Recordings of the entire convention proceedings, except for the business sessions, were made by a San Francisco firm, and are now available to all who wish to hear and preserve the speeches. The various items are listed below, with the prices. Orders should be sent to "Sound Portraits," Louis and Bebe Barron, 2533 Lake Street, San Francisco. Orders will be shipped C. O. D. unless otherwise specified.

Album 1—Speech Contest—5 speeches, each on 12-inch disc, packaged in colorful album, \$12 complete, or \$2.50 per speech separately.

Album 2—Speech by Howard Littlejohn, "How to Evaluate a Speech," (15 minutes) on two 12-inch records, \$4.50.

Album 3—The two prize winning contest speeches, (Dellwo and Gonzales) plus Littlejohn's on "How to Evaluate a Speech," on four 12-inch records, packaged in colorful album, \$9.50.

Other speeches as recorded are available at prices ranging from \$2.75 to \$3.50, depending on length of speech. Make your selection from the Convention program, and write to "Sound Portraits" for details as to price.

Do not order these recordings from the Home Office, but from the makers, at address given above.

Fun at the Convention

A generous proportion of fun was mixed with the other ingredients of education and business to make the 1948 Convention memorable for good times and good fellowship.

New life and color were injected into the traditional Hi-Jinks Luncheon on Monday, "Grubstake Day," by building on the Convention theme, "Bonanza!" During the luncheon at the Whitcomb Hotel, a drawing for food prizes was held, directed by Chairman "Gabe" Gabrielsen. As the crowd left the dining room, each one received a gift, so that even the unlucky ones fared well.

Assembled in a column of fours, and headed by the Vigilantes Committee in Western garb, with the United States and Canadian colors flying, the column marched off to the clarion tones of "Del" Delano's bugle. The way was cleared for this "Trek of the '49ers" by San Francisco police, who halted traffic on Market Street and adjoining streets, until the column reached Larkin Hall, in the near-by Civic Center, where Convention sessions were held.

Bob Crawford, as Toastmaster, presented the Hi-Jinks program representing the past, present and future. Four speakers, Gus Hosse, William Weiler, Enzo Franceschi and Charles Griffith, dressed as characters of the old "Gold Coast Days," called forth many laughs with their rapid transitions from past to present.

Toastmasters' expansion program was ribbed by a skit, "Hell-dorado," written by Toastmaster Leonard Miller, which staged the first meeting of a future club in the Nether Regions. Members of the new club, many of whom had been noted speakers while on earth, were criticized by a "recent" Toastmaster, James Barnet, according to the "Borden Formula." The impersonators were Bob Hatch as Pluto; Bob Grube, Lincoln; Bob Kahl, Emerson; Jack Haynes, F. D. Roosevelt; Howard Littlejohn, Cicero; Briggs Howarth, Kant; Herb Hill, Douglas. John Alles was the president, Charon; and Joe London was the announcer. The entire program emphasized the results obtained when



They "rolled 'em in the aisles" at the Fun Luncheon. Penetrating their disguises, you may recognize Charles Griffith, Gus Hosse, William Weiler, and Enzo Franceschi, with Toastmaster Crawford, who introduced them standing in his place at the right.

a speaker steps out of character and undertakes to impersonate some other person.

The fun for Tuesday, "Explorin' Day," was supplied by a boat trip on San Francisco Bay. Following the Speech Contest, a mid-day event this year, Toastmasters and their families hustled into waiting taxi cabs for a ride to the Ferry Building, where the good ship *Sierra Nevada* was docked. Toastmasters' luck drew "unusual" weather—bright sun, soft ocean breeze and high visibility. News of the views was broadcast for the sight-seers on the top deck, while a California Rancho orchestra played dance music on the lower deck. Five hundred happy people returned in time for dinner, with appetites whetted by the sea breezes.

While delegates attended the business session on Wednesday, "Work Day," a tour of San Francisco was conducted for the ladies and those Toastmasters free to go. Golden Gate Park and the Cliff House were among the many celebrated places visited. A special tour of the East Bay region was made by many delegates and their families in the early evening following the business session.

All evenings, except Thursday, were kept open for Toastmasters and their families to visit some of

San Francisco's many attractive places for dining and sight-seeing. Fisherman's Wharf and Chinatown, with transportation by the famous cable cars, furnished good times for many.

The social event for Thursday, "Pay Day," was the President's Ball for Toastmasters and their ladies, at the Whitcomb Hotel. Following dinner and the necessary business of awards and installation of officers, the evening was devoted to dancing. Excellent music and entertainment, arranged by Bruce McCollum, contributed to the fitting climax of the Convention.

Inspiration for the dancers was provided by Jackson Terry and his orchestra. Juan Garcia was heard with pleasure in a group of songs.

Presentation of roses from Pasadena to Mrs. George Benson and Mrs. I. A. McAninch was made by Toastmaster Grover Kingdon, in behalf of Pasadena Toastmasters Club No. 7. This gracious gesture was to help everyone bear in mind the annual New Year's Day Rose Festival at Pasadena.

It was the time for parting, too, of new friends and old. "So long, pardner" went with the handshake. There was a promise for the future with a "See you next year in St. Louis."

Every man has a reason to thank God that he is not as other men; not in the sense of the Pharisee, because he is better; simply because he is different. Nature has been careful to give each of us a distinct character, and it is nothing more than common gratitude and common sense to be proud of it and keep it intact.

—John De Forest.

Business Was Transacted

Toastmasters International is a corporation. Each Toastmasters Club is a member of the corporation—would be a stockholder if any stock had ever been issued.

Stockholders, or members of the corporation, have a voice in management. In fact, they control policies and procedures. Thus, each club is entitled to representation and votes in the Annual Convention, which always includes the Annual Business Meeting of the Corporation.

In accordance with legal procedure, the business meeting was held at San Francisco on the afternoon of July 28. Officers and Directors were elected; financial matters were handled; resolutions

were adopted; by-laws were amended; and all matters of business pertinent to the occasion were considered.

The New Officers

As noted elsewhere in this issue, I. A. McAninch, of Los Angeles, was elected President, to succeed George W. Benson, of Minneapolis. Lewis C. Turner, of Akron, was made Vice-President, and George W. S. Reed, of Los Angeles, was chosen Secretary. Robert L. Grube, of Seattle, was re-elected for his fourth term as Treasurer.

New Directors, elected for a term of two years, are Carleton Sias, of Waterloo, Iowa; Carl



These were the men who did the work in the "Helldorado" skit. They may be hard to recognize, in their costumes, but this is the way they lined up: Jim Barnet, Bob Hatch, Bob Grube, Bob Kahl, John Alles (almost hidden), Joe London, Jack Haynes, Howard Littlejohn, Briggs Howorth, and Howard Hill. Jewel City Toastmasters Club, of Glendale, California, assumes the responsibility for the performance.

Hasenkamp, of Portland, Oregon; J. M. Rosauer, of Spokane, Washington; and Ralph S. Lowe, of St. Paul, Minnesota.

The four Directors, elected in 1947 for two years, who hold over for another year, are: Nick Jorgensen, of Seattle; Bertram H. Mann, Jr., of St. Louis; Weslie W. Olson, of Quincy, Illinois; and Leonard E. Price, of Akron, Ohio.

The business guidance of the organization is committed to these men, chosen by representatives of the clubs, and pledged to work for the best for Toastmasters during the current year. Each one of them has come up through the ranks, gaining experience and demonstrating ability in service in the clubs and in the districts. Each has won his right to be a leader by the good work he has done. They will lead us wisely and well.

Financial Matters

Treasurer Robert L. Grube had the privilege to present a report complete in every detail, showing a satisfactory condition of the financial structure of the organization. This report carried the approval of the C. P. A. auditing firm of Diehl & Company, of California, who found everything accounted for in good order.

It showed that the funds received by Toastmasters International have been expended for the good of the members, that all bills are paid, and that our net worth has increased, which is protection against some future "rainy day."

During the past year, much needed equipment has been installed in the Home Office, such as was

unobtainable during the war years. This equipment expedites handling of the constantly increasing work in our Headquarters, and makes possible the presentation of materials in much improved form.

It has been the policy of Toastmasters from the beginning to adhere to a conservative business policy, avoiding long-term commitments, paying all obligations promptly, guarding every dollar so that it may be used to serve the members, and completing each year with a clean record, and with some surplus which is added to the reserve.

Treasurer Grube's report was received with appreciation and applause which would have been greatly augmented if the members of the convention could have had any adequate understanding of the vast amount of painstaking work done by this faithful officer in the course of the year. The budget, prepared under his direction, and recommended by the Board of Directors, was adopted without a dissenting vote.

Resolutions and By-Laws

Most of the changes in the by-laws were mere matters of adjustment and correction. The principal policy change was that which increased the minimum number of clubs to form a District from the previous figure of six to a new one of ten. Hereafter, it will be necessary to have at least ten clubs in any region before organization of a District will be approved. This does not apply to the two regions which had already been at work developing districts,

but it takes effect from the time of the convention.

Resolutions adopted were concerned with appreciation and courtesies. Several resolutions which were submitted by clubs or districts, and which were referred to the Resolutions Committee at the convention, dealt with matters which would involve amendments to the constitution and by-laws, and which were appropriately passed on to the Directors.

It should be understood that any resolution which contemplates

changes in policy should be submitted early in the year, so that the Committee on By-Laws may give it full consideration.

The business session of the convention was well handled in a single afternoon, this being possible because of careful preparation of the agenda for the meeting, and the screening of all matters through the standing committees. In its business affairs as in the educational sessions, the importance of timing was recognized, and waste of time and effort was thus prevented.

Thank You!

A successful convention represents the work of many people. It is impossible even to name all those who worked to make the "Bonanza" days so pleasant and profitable, but something should be said about Master Sergeant-at-Arms William Gill, of San Mateo, and his aids, who appeared in western regalia. Sidney Wolfe, Pete Peterson and other San Francisco Toastmasters added color by their costumes.

James Collins, in charge of registration, with several assistants, had a busy time getting all delegates listed. Frank Knopp served on this committee, and helped Mrs. Knopp, Mrs. Gabrielson and other local hostesses, in showing visiting ladies a good time.

W. S. Briscoe was an effective publicity man, helping to secure good space, both in newspapers and on the radio. Mention of these names does not minimize the excellent work done by dozens of others both before and during the convention days. To all of them, our cordial thanks.

Special thanks are due to District Governor Reginald Dryer, of Evansville, Indiana (District 1); to E. M. Sundquist, of Santa Ana, Governor of Area One of Founder's District, and to Wencil C. Storek, Jr., President of Golden West Toastmasters Club No. 163, San Francisco, for their good work as volunteer photographers for the convention. Most of the pictures shown in this issue are selected from the shots made by these men.

THE CLUB OF THE YEAR

Oregon Toastmasters Club No. 424, of Portland, won the coveted award. Sponsorship of 5 new clubs during the year helped, but the club had a record of exceptionally good work in all lines. Runners-up in the contest were Seattle Totem, No. 41; St. Paul King Boreas, No. 208; Huntington Park No. 14; Oklahoma City No. 301, all in the first five, with Downtown Seattle, No. 52; Eagle Rock, California, No. 109; Zanesville, Ohio, No. 257; Executives of Des Moines, No. 355; and Wilson Avenue, Chicago, No. 169, in the second five. It was a good contest this year—better than ever, says Dr. Gordon Howard, who made the award. (Picture on page 16.) Nick Jorgensen was chairman of the Club-of-the-Year Committee this year.

The Candid Camera At The Convention



President George Benson awards the honors. First, to Ervin Pietz, of Boston, Massachusetts, for greatest individual mileage traveled to the convention, an engraved certificate.



Next to Robert Dellwo of Spokane, Wash., winner of the Dunlap Trophy, Speech Contest.



Then to James Clark, of San Mateo, for club having largest number of members registered at the convention.



President Benson receives from Frank McCrillis the special trophy for excellence in Community Service, to be awarded annually, beginning in 1949.



ROSES FOR THE "FIRST LADIES"

Grover Kingdon, of Pasadena Toastmasters Club, presents roses to Mrs. Benson and Mrs. McAninch.

CLUB OF THE YEAR

Dr. Gordon Howard presents the trophy to Donald Nelson, for Oregon Toastmasters Club No. 424.



Meet the Officers

VICE-PRESIDENT

Lewis C. Turner, of Akron, Ohio, is the new Vice-President of Toastmasters International. He is a pioneer in Toastmasters in his own state, having been responsible for introducing our organization through helping to establish Akron Toastmasters No. 151, in 1939. He served as its charter President, and has filled many offices since that time, as a member of the Board of Directors and of numerous committees. He is a high school principal.

TREASURER

Robert L. Grube carries on once more, entering his fourth year as Treasurer, a post in which his services have been invaluable to the organization. He lives in Seattle, where he is a part of the Washington Machinery and Storage Company. While his early training in Toastmasters was acquired in the Los Angeles Area, his present field of activity has opened new opportunities to him.

SECRETARY

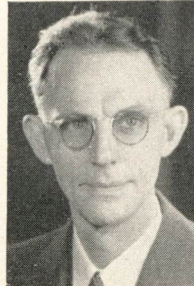
George W. S. Reed is a member of the Downtown Toastmasters Club of Los Angeles. He has had two years as a member of the Board of Directors, and has gained wide acquaintance as chairman of the Editorial Board. For the new year, he has been named chairman of the Educational Committee. In business, he is promotion manager of the Downtown Shopping News of Los Angeles, a metropolitan advertising newspaper with half a million circulation.

PAST PRESIDENT

George W. Benson, after a successful year as President, now joins the ranks of Past Presidents. As immediate Past President, he continues for the year as a member of the Board of Directors. A native of Minnesota, he joined the westward trend a few months ago, and removed to Los Angeles, where he is associated with Herbert H. Hill, another Toastmaster, in direct mail advertising. He makes his home in South Gate.



TURNER



GRUBE



REED



BENSON

Meet the Directors



HASENKAMP



ROSAUER



SIAS



LOWE

Carl H. Hasenkamp, newly elected Director, is a native of Wyoming, and an adopted son of Portland, Oregon. He is connected with the U. S. Department of Agriculture, and has previously done accounting and purchasing agent duties. He is a member of Portland Timberline Toastmasters, and was elected Governor of District 7 in 1946. At San Francisco, he gave valuable help in the Training Session for District Officers, and he is prepared to serve well as a member of the Board for two year.

J. Merton Rosauer is a business man of Spokane, a member of Gavelier Toastmasters Club No. 238, and Past Governor of District 9. Those who heard him speak at San Francisco realized his ability as an organizer of materials. He brings a wealth of experience and enthusiasm to help him as a member of the Board. He dates his real understanding of the work of Toastmasters from the Seattle Convention.

Carleton Sias is a leader in the legal profession in Waterloo, Ia., and a loyal supporter of Toastmasters activities there and elsewhere. He has been a member of Waterloo Toastmasters Club since 1940, and he served as the first Governor of District 19 when that section was established in 1946. His wisdom and good judgment, tempered by his long years of experience, should make him a very useful Director for Toastmasters International.

Ralph S. Lowe, like the other newly elected Directors, was a District Governor in 1946-47, heading up affairs in Minnesota District 6. He is a native of Iowa, but he has been located in St. Paul for a number of years. He is with the Northwestern Bell Telephone Co. He knows Toastmasters from the ground up, having been a member of the Minneapolis Engineers' Club Toastmasters Club, and the Victory Toastmasters of St. Paul, plus his term as District Governor.

Nick Jorgensen holds over for his second year on the Board, having been elected in 1947, for two years. A member of Downtown Toastmasters Club of Seattle, he has been Governor of District 2, and has filled many important positions on committees. Last year, he was chairman of the Club-of-the-Year Committee, and he repeats in the same place for another year. He is in the food business in Seattle, being owner of a chain of restaurants and bakeries, famous for excellent foods.

Bertram H. Mann, Jr., of St. Louis, will need all his experience and resources as he faces the task of organizing St. Louis Toastmasters to handle the 1949 Convention of Toastmasters International next summer. Past Governor of District 8, he has had one year on the Board, and has already rendered good service. He is a lawyer, employed as Patent Attorney for the Carter Carburetor Corporation of St. Louis. He is a charter member of Tyro Toastmasters Club No. 194.

Weslie W. Olson is in life insurance, being District Manager for Equitable Life Assurance Society, with headquarters in Quincy, Illinois. A native of Minnesota, he is a graduate of the University of Minnesota, and a loyal supporter of his alma mater. He organized and served as first president of Chicago "Central" Toastmasters Club, No. 96. In Quincy, he has been active in the Quincy Toastmasters Club, and he has helped to establish several other chapters in the vicinity.

Leonard E. Price is in the printing business in Akron, Ohio, but his membership is with Cuyahoga Toastmasters Club No. 202. He was Governor of District 10 before being elected a member of the Board on which he now enters his second year of work. He is well known as a community worker, especially in activities for young people. The Seattle Convention introduced him to Toastmasters International in a big way, and the enthusiasm generated there still keeps him going.



JORGENSEN



MANN



OLSON



PRICE

Conference Technique

By L. C. TURNER, Vice-President of Toastmasters International.

The speech, with practical demonstrations, on this important subject, was a high-light of the Convention program. The value of its outlines will prompt many Toastmasters to file the material for reference.

If your experience with "conferences" has been at all like mine, no doubt you have more than once registered a vow that you would never attend another. I am sure that I have wasted more time in attending conferences than in all other activities put together.

Why is this so? We can honestly say that it is because leaders have not been trained to lead conferences.

We have taken it for granted that nothing much could be done about it, and we have trusted to luck. Our luck has run out.

One man with whom I talked about the matter said: "We have had conferences for ages, so just go ahead and hold a 'confab' and something will come out of it." The result has been that the people who ought to be there have "come out of it" and they have not gone back.

So long as I was just a member of a committee, I didn't do much about it. But when I was appointed to lead an important conference, I undertook to do something. I found immediate help in Borden's book, "Public Speaking as the Speaker Likes It," as well as in my own experiences.

The Outlines

There are really three outlines for the conference. First, there is the outline for the meeting itself.

Second, there is the outline for the leader. Third, there is the outline for guidance of the men who sit around the table.

The outline for the meeting is very simple, as most practical methods are. It is as follows:

- a. What is the problem to be considered?
- b. What are the causes of the problem?
- c. What are the solutions?
- d. What is the best solution?

When the outline is first presented, someone usually says, "Why don't we get at the solution at once?"

The answer is that a discussion of the causes will bring out more solutions in a shorter time than any other method. Hold the group to the outline. It will save time in the long run.

For The Leader

The outline for the leader can be memorized quickly by grouping the points under three key words: *Keep; No; Summarize*. Here it is, in detail:

- a. Keep out yourself. No monopoly by anyone. Summarize frequently.
- b. Keep on the subject. Bring everyone in. Pay sincere compliments.
- c. Keep moving. No parliamentary law. Summarize finally.

Memorize these items. They help to keep the meeting moving. The leader makes brief notes of the best ideas presented in order to be able to summarize, and get a vote on the best one at the right time.

The outline for the participant is short and easily learned. But it does need to be understood and accepted by each participant. This is it:

- a. Decide which side you are for, if subject is controversial.
- b. Condense what you have to say into a short, pithy sentence.
- c. Use this statement for your opening sentence. Give a good example of the plan you advocate. Close with an appeal which restates the idea presented in your opening sentence.

And be brief.

You Are The Leader

If you follow this plan, you will

be remembered, and your opinion will carry weight.

When you are the conference leader, remember that strict adherence to parliamentary procedure may kill the spirit of the response. The contributor must be allowed liberty to express himself when the spirit moves him, always providing that he does not monopolize the time.

If his name is "Zeno," he can't wait until you have gone through the alphabet, or even around the table. What he has to say may need immediate expression. Use good judgment in encouraging the quiet, thoughtful one, and in restraining the wordy, shallow talker.

Keep the conference moving; keep on the subject; keep out yourself.

This technique has saved hours of time for me and for other busy people. It will do the same for you if you will use it.



The Training Sessions for District Officers were a good example of effective use of "Conference Technique." Here are some of the leaders in the districts for the coming year.

How to Evaluate a Speech

By HOWARD LITTLEJOHN, of Glendale "Jewel City" Toastmasters Club.

This address was of such great interest, when delivered at the Convention, that it is reproduced in full for the benefit of all Toastmasters. Part of it is given in this issue, with the rest to follow in October.

A Toastmasters Club is one of the few places on earth where criticism is given and received in a spirit of friendliness. But even in a Toastmasters Club the General Critic or Master Evaluator must be a man of many talents:

He must be a diplomat.

He must be an instructor.

He must be an entertainer.

As a diplomat he deals in encouragement, because encouragement is one thing the average amateur speaker needs most. Upon encouragement we thrive and grow. We rise above our failures to come back and try again.

As an instructor a critic must weigh values. He must determine anew in each speech he evaluates, just what is important and what is not.

Speeches can have widely varying forms and purposes.

Speakers can have widely varying styles and personalities. When a critic tries to mold every speech and every speaker into one narrow, inflexible pattern he reveals not the weaknesses of the speech and speaker, but the weakness of the critic.

And the well-rounded critic must also be an entertainer. This does not mean that he seeks to

arouse laughter and applause, but that he must gain and hold the interest of his audience. That requires the entertaining quality.

This is a pretty large order, and there is only one way in which the order can be filled: through preparation. When our critics spend as much time in preparation of their criticism as the speakers spend in preparing their speeches, we shall have good evaluation.

Preparation

"But," you say, "how can a critic prepare? A criticism by its very nature is an impromptu effort. There's no way a critic can prepare in advance."

Yes there is, I assure you. A critic can prepare in two ways: by long-term preparation and by short-term preparation. Preparation over the long term teaches him fundamentals. There is no substitute for that. He must know how to organize a speech himself before he can recognize organization or the lack of it in the speech of another.

He must know how to analyze a speech. Few speeches are all good or all bad. That is the reason we break a speech up into parts—the smaller the part the purer the type. If a critic will break a

speech into thoughts and the thoughts into sentences used to express those thoughts, he will have little difficulty determining the value of each small part and its relationship to other parts and to the whole or main purpose.

Up to this point the average critic does fairly well, but now comes the big test. After he has analyzed the speeches he is to evaluate, all that is left to do is to express the findings of his analysis in terms which will be helpful to the speaker and interesting to the audience. Or, putting it another way—in terms which will be diplomatic, instructive and entertaining. That is where the average critic begins to stumble. *He stumbles because he has come to the end of his prepared course.* He didn't *prepare* his speech of evaluation; therefore it must be impromptu; and the result is the same result we usually get from an impromptu speech—an abundance of words and a poverty of thought.

The Better Way

There must be a better way, and there is. That better way is to carry preparation one step farther, this time over the short term. We now prepare our speech of evaluation. Impossible? Not at all. It is really quite simple. We merely assemble what might be called a "critic's bag of tricks."

In reality, this is a file of pertinent words, phrases, aphorisms, quips, quotations, jingles, anecdotes, stories—anything that can be applied as a specific remedy for a certain speech ill. When the ill has been revealed by correct

analysis, the critic suggests the remedy indicated, applies it, proceeds to the next situation and does it all over again. And every remedy comes under one or more of the three essential headings: Diplomacy, Instruction, Entertainment.

For instance, let us suppose we are evaluating a speaker who is obviously nervous. Nine times out of ten the critic will start, "Joe, you seemed to be very nervous tonight." Had he tried to think of something to accentuate Joe's nervousness, he could not have been more effective. Joe knew he was nervous. His one greatest hope has been that perhaps the audience did not realize just how nervous he really was.

Remember!

The critic who has prepared does not say undiplomatic things like that. Instead, he recalls a card in his file at home which deals with nervousness in a practical, diplomatic way, and he says, "Joe, if you were a wee bit nervous tonight, don't let it worry you. It's a good sign. It's a sign you will never bore your audience by lack of preparation; by wandering off your subject; by droning on and on after you have finished what you came to say. All other things being equal, the nervous type of speaker is always a better platform performer than one who just can't get himself worked up to the proper pitch. So be glad you're nervous, Joe. It's the price you pay for being a race horse instead of a cow."

(Continued in October Toastmaster)

Our Rendezvous With Destiny

By HENRY RANNEY ADAMS, of Los Angeles Toastmasters Club No. 3.

Of America's destiny, Herbert Hoover has said: "To embody human liberty in workable government, America was born."



As I consider the successes, improvements and quality of membership as seen in the recent Annual Convention of Toastmasters International, I am convinced that the time

has come for Toastmasters to recognize and accept a destiny of glorious achievement and (aiding America in fulfilling her destiny) become an added bulwark of liberty and the rights of the individual everywhere.

In this post-war world of chaos, with the friends of liberty, truth, justice striving to bring peace, security and happiness out of the turmoil, I believe that Toastmasters have an opportunity such as was never before offered in such abundant measure to any group since the birth of Christianity 1900 years ago.

Its opportunity and its destiny are all wrapped up in the last words of its statement of purpose:

"To improve its members in the oral expression of thought."

It is the contemplation of that word, "thought," its power for

good and evil; its influence on the affairs of men; its character building; its exploring of the unknown; its grasping an understanding of the eternal, changeless forces and unseen realities of life, that has given me a vision of the destiny of Toastmasters.

Today's world of chaos is due to erroneous thinking in America and elsewhere, resulting from many causes. We have the ignorance of facts, of discovered truth; impressions accepted as truth as the result of insidious falsehood; failure to use our God-given powers to think clearly, reason calmly, analyze carefully; lack of thinking things through to the end; indifference, or smugly assuming "It can't happen here."

We Toastmasters must not forget that every man has a right to his own opinion, but we can insist that no man has a right to be ignorant of facts, of discovered truths, of the proven principles of the subject which he, as a Toastmaster, presents to an audience.

There are no two sides to, nor varying grades of truth. The truth is true, and "Ye shall know the truth, and the truth shall make you free."

When Toastmasters learn to stress the need to see that the thoughts to which they give oral (or written) expression are in accord with the facts as known, the established principles, they will be

on their way to fulfillment of a glorious destiny.

In fulfillment of that destiny, instead of an occasional lone voice "crying in the wilderness," there will be a great and growing chorus of voices proclaiming the truth and bringing nearer its realiza-

tion.

Let us take our place and become leaders to bring peace, freedom and security to America and to all the world. This is the rendezvous with destiny for Toastmasters.

Let us keep that rendezvous.



Committee Appointments

President McAninch, in cooperation with the Board of Directors, has prepared the list of appointments to standing committees for the year. Since much of the work of the organization is handled through these committees, the names and addresses of the chairmen are given in order that members who have questions or suggestions may write directly to the men whom they should contact.

Each committee studies the problems in its field, and then makes recommendations to the Board of Directors for final decision.

Executive—I. A. McAninch, 108 W. Second Street, Los Angeles 12, Calif.

Budget—Robert L. Grube, 7329 East Marginal Way, Seattle 8, Washington.

By-Laws—Carleton Sias, 1000 Waterloo Building, Waterloo, Iowa.

Elections—Olin H. Price, 2720 East Gage Avenue, Huntington Park, Calif.

Convention Program—Joseph P. Rinnert, 444 Roosevelt Bldg., Los Angeles 14, California.

Resolutions—J. Merton Rosauer, 14th and Lindeke, Spokane 9, Washington.

Credentials—Weslie W. Olson, 416 W. C. U. Building, Quincy, Illinois.

Editorial—John W. Haynes, 2948 Graceland Way, Glendale, California.

Educational—George W. S. Reed, 5229 Lockhaven Avenue, Los Angeles 41, California.

Club-of-the-Year—Nick Jorgensen, 2037 Westlake, Seattle 1, Washington.

Speech Contest—Lewis C. Turner, 655 South Hawkins Ave., Akron 3, Ohio.

Community Service—George W. Benson, 2467 Kansas Ave., South Gate, Calif.

Convention, Local Activities—Bertram H. Mann, Jr., 3611 Grandel Square, St. Louis 8, Missouri.

District Affairs—Ralph S. Lowe, 1841 Rome Avenue, St. Paul 5, Minnesota

Meeting Responsibilities

By R. E. LEE ALDRICH

Lee Aldrich is immediate Past Governor of Founder's District. His experience in showing to civic leaders the storehouse of trained ability offered by the Toastmasters Club may encourage other governors to take steps in the same direction.

When I visited the Toastmasters Club at San Bernardino, California, I spoke on the importance of participation in civic activities by men who have had Toastmasters training, and appealed to the members to make good use of the abilities thus developed right in their home environment.

At the close of the meeting, the Mayor of San Bernardino said to me, "Mr. Aldrich, I have been troubled about appointments to committees and special duty, fearing that I might name men who would not be competent to give the service required. Now I know where to look for men!"

Similar conditions were found in most of the official visits to the clubs in our district.

In preparing for these visits, I had notified each club of the date when I would be on hand, and had suggested that the Mayor and the President of the Chamber of Commerce and other civic leaders be invited to the meeting. Most of the clubs acted on this suggestion.

In my short talk at the close of the program I explained for the benefit of the non-members the purposes of the Toastmasters Club in training men for leadership, and the methods used—practice,

evaluation and timing. I urged the Toastmasters to utilize their training in local service.

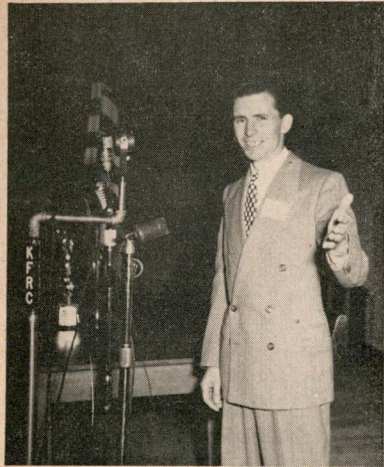
Since the preceding program had been a demonstration, for the guests, of clear thinking and concise, effective statement of ideas for civic improvement, my point was easily grasped by all. I made this statement:

"To you non-members, I point out this training ground for improvement of yourselves in your work for the community. Here, also, is a group of men who are training themselves to assist in your efforts."

As I visited with civic leaders in each community during the afternoon before the meeting, I discovered in most cases the Toastmasters were doing excellent work in service clubs, churches, boards of education, in official city work and in many other capacities.

The Toastmasters Club fills an important place in its community, as a discoverer and trainer of leaders. I am convinced that the Club is meeting its responsibility in this line, and that it is rendering a service which will become increasingly understood and respected as our members give evidence of their ability through participation in civic affairs.

THE DUNLAP TROPHY



DELLWO

After months of competition, in the club, the area, the district and the zone, five men who have survived all these tests come together at the convention to try for the final honors. The contest is always a high point of the convention program, as it was this year.

The contestants and their speech subjects were:

William E. Roskam, of Burbank, California, Toastmasters Club No. 125, on "*The Truth Shall Make You Free.*"

Lloyd H. Paul, of Mankato, Minn., Toastmasters Club No. 175, on "*The Greatest Crime.*"

Richard C. Haley, of Akron Junior Chamber of Commerce Toastmasters, No. 408, on "*The Lapidary Becomes a Diamond Cutter.*"

Augusto C. Gonzales, of Monrovia, Calif., Toastmasters No.

179, on "*The Altar of Freedom.*"

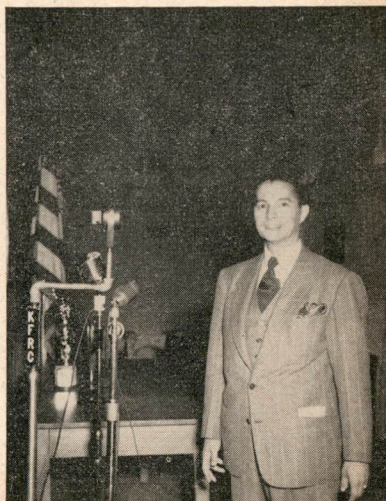
Robert Dellwo, of Crusaders Toastmasters, No. 484, of Spokane, Washington, on "*I Hold With the Judge.*"

Each speaker did himself proud, and the judges faced a difficult task in making their selection. Scores were very close.

First place was awarded to Robert Dellwo, and second went to Augusto Gonzales.

Past President William A. Dunlap presented a beautiful new trophy, to replace the cup which has done duty for eleven years, since the contest was instituted.

Great credit is due the committee, headed by Donald T. Nelson, of Portland, which handled the contest arrangements for the past year. Plans are already under way for the next contest, with the committee under the leadership of Lewis C. Turner, of Akron.



GONZALES

*This
Month
In Your Club*

SEPTEMBER

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

For Better Education

The Point of Emphasis—"Better Evaluation."

Educational Talks—one at each meeting—on the how and why of speech evaluation.

Table Topics—at least two of them devoted to discussion of evaluation in our club. Discuss: "What Kind of Evaluation Helps Me Most?" as a special table topic.

Special Committee on Evaluation will be appointed to study the entire subject, with especial reference to local weaknesses in evaluation and how to remedy them.

Programs—One program of speeches on American Education, timed for the opening of schools and colleges. Appraise, evaluate, commend or condemn our educational system as to methods and results. (Clubs outside the U. S. A. will apply this theme to their own school systems.)

One program on local civic affairs. Speakers will discuss needs, possibilities, rights and wrongs of their own community.

One program devoted to narrative or descriptive speeches. Members may recount vacation experiences.

A report on the International Convention, by all means, unless this was covered in August.

Speech Contests—Start the Club Speech Contest to select the man who will enter the Area Contest next February.

Speech Recordings—Borrow or rent a recording machine, and get short recordings of all members. Save for future use, after permitting the speakers to evaluate their own voices.

Club-of-the-Year—Get to work now on the Club-of-the-Year Contest. You may win honors, but in any case, you can't lose, for your club wins from the effort.

For Better Administration

Elect New Officers at the first meeting in September.

Educate These New Officers during the month.

Install New Officers—The official time for installation is the first meeting in October. Get ready for it.

Executive Committees—retiring officers and newly elected officers—hold joint meeting to review progress and plan for future.

Reports—Semi-Annual Reports to Toastmasters International are due October 1st. This is an obligation of the retiring Secretary. Report promptly.

Appoint new committees.

Participate in Area and District affairs.

Consider possibilities for establishing a new club in vicinity.

October is Anniversary Month. Plan to observe it.

Build up your club to capacity membership.

Start now to make yours "The Club-of-the-Year."

For Better Evaluation

Speech evaluation must always be: (a) Constructive—always positive. Say "do" rather than "don't." (b) Commendatory when possible. If a critic takes pleasure in pointing out errors rather than things to praise, he is not a good critic. (c) Tactful and friendly. A good evaluator never "burns up" a speaker, or "tears a speech apart." (d) Never discouraging—never based on prejudice.

Good evaluation gives the speaker an honest picture of the effect made on his audience by his speech.

Never point out a fault unless you are ready to suggest a remedy for it.

Prepare for your work as an evaluator just as carefully as you would prepare for any other speech. Every two-minute speech of evaluation is a chance for speech practice.

Variety in Evaluation

Types of evaluation throughout the year should be varied as indicated in the Progressive Training Schedules. The same form and style of evaluation *should not be used continually.*

Refer to pages 15, 16, 17 and 18 of *Speech Evaluation* for suggestions on types to be used.

During September, there should be at least two meetings given to evaluation by discussion, to give the speakers a broader view of the audience reaction. Use written criticism at least once, and the hori-

zontal type for a fourth variation. Details on these and other methods are found in *Speech Evaluation*.

Careful attention to improvement of evaluation during September can set the scene for better work in all activities throughout the year.

Educational Lectures

It is part of the plan for *better education* this year to have frequent educational talks or lectures in every club, given by the more experienced members. One such talk, from five to eight minutes in length, at *every meeting*, is the goal.

There will be special occasions, special programs, when this feature may be set aside for the once, but whenever possible, let the talk be given. It should be related to the month's *Point of Emphasis*. It should be directed to meet the special needs of the club.

For September, these talks will deal with phases of *Speech Evaluation*. There is abundant material in *Basic Training*, *Speech Evaluation*, and in recent issues of *The Toastmaster*, as well as in the experience of the speaker. The last chapter of the book, *Speech Evaluation*, (1948 Edition) has material for excellent speeches on the varieties and the values of criticism.

In October, following the *Point of Emphasis*, the talks will deal with "Purposive Speaking."

Mr. Individual Toastmaster, if your Educational Chairman is not providing these educational talks in your club, ask him why not.

Questions Answered

Q. Why does the Home Office send out so much material to the clubs? A busy man hasn't the time to read all this stuff, and so it is wasted.

R. B. H.

A. That is a good question, and a refreshing one, to be reproved for furnishing too much help to the clubs. Usually the complaint is about getting too little. The effort is made to keep new ideas and new methods before the clubs so that they may be inspired to keep out of ruts and routines, and led to branch out into new experiences. In getting "Progressive Training" established last year, it seemed desirable to present matters in considerable detail. The thought was that Program Committees and Educational Committees would select what they could best use from the assortment offered.

This resulted in a possible overabundance, which may have discouraged some men. It is not so this year.

When you go into a cafeteria, you do not attempt to eat everything displayed on the table. You select what you need. These offerings of material have been on the cafeteria basis—leaving the selection to the local committees.

During the current year, the "Progressive Training" bulletins are boiled down to two pages of suggestions each month. They can hardly be further reduced and still be useful. We hope that these two pages of concentrated ideas may be read and studied and used for better work in every club. A committee chairman who is really interested will not find them boring.

Q. What is the relation between the Toastmasters Clubs and the Toastmistress Clubs? Are they all part of the same organization?

A. There is no organizational connection. International Toastmistress Clubs is a corporation, just as Toastmasters International is. We maintain friendly, helpful attitudes, offering aid and counsel when desired, but the two organizations are entirely separate. The Toastmistress organization grew out of the interest developed among women in California whose husbands were members of Toastmasters Clubs.

Several such groups were formed in the early days, under various names, following the general methods used by Toastmasters. In the course of time, some of these women's clubs came together, adopted the name "Toastmistress," and formed the beginnings of International Toastmistress Clubs, Incorporated. Many Toastmistress Clubs have been formed through the interest of Toastmasters locally, and through the cooperation of the Home Office of Toastmasters International. It should be borne in mind that while help in establishing a Toastmistress Club is a commendable activity, such work does not gain any points in the Toastmasters Club-of-the-Year Contest and other such competitions for honors.

Toastmasters Clubs and Toastmistress Clubs are much alike in origin, in purposes, and in methods. Exchange of visits, of speakers, and of ideas between the two groups can be of great value. The attitude of friendly cooperation should always be in evidence.

The Observer At The Convention

Participants in the Toastmasters Convention deserve to be commended on their good use of language. Errors in pronunciation, in grammar, and in choice of words were conspicuously absent most of the time.

There were a few of the old faithful mistakes.

Apparatus and **detail** and **homage** were abused. **Data** became "datta" in some instances.

One or two speakers, trying to be very scholarly, mixed themselves on **medium** and **media**, and on **stimulus** and **stimuli**. If you must try to speak Latin, fellows, try to clean up the singulars and plurals. The people who really matter don't talk about "a stimuli" or "a media." It just isn't done.

Those bothersome pronouns tripped several, so that we had "between you and I," and "for we people," and "each one of us are concerned."

That grand old nuisance, "irregardless," reared his ugly visage more than once. Yes, you will find him in the dictionary, labeled "erroneous or humorous, in the U S."

Some unfamiliar words crept in either by design or by mistake. There was **armamentarium**, a good Latin word, meaning equipment or paraphernalia, or even materials for war. Like **effectuate**, it gave an excuse for some extra syllables without adding to meaning. Both words were correctly used and pronounced.

Several speakers, in spite of General Henry Martyn Robert, insisted on "making motions." The phrase is not illegal, but sometimes leads the hearer to wonder just which direction and form the motions will take. We do better just to move, or to offer or present a motion. To "make a motion" has other connotations.

One of the choicest bits of confused wording was used in the course of a nominating speech, when the nominator, after describing the popularity gained by his candidate during the convention days, which made him a universal favorite, shouted, "and you do not like him (pause) any better than we do!"

Some speakers became round-shouldered bowing to the microphone. Others just frankly "spit" into the mike. Good microphone technique is a rarity.

Timing—excellent! Neither speakers nor sessions ran overtime.

Toastmasters need to learn to sing bass. Too many voices tend to run into the higher registers when lifted in speech. You don't make yourself heard by yelling, but by clear enunciation and good resonance in your tones.

Presiding officers too often forget the elementary courtesy of remaining standing until addressed by the person introduced. Don't be in too much of a hurry to sit down after presenting the speaker. And don't force the speaker to climb over chairs and pass behind you in order to get to his place.

The entire program showed such careful planning as should characterize a good speech or a good program. How so much can be so well done in so short a time is a mystery to be explained only by the fact that everything was planned in advance.

OFFICERS AND DIRECTORS OF TOASTMASTERS INTERNATIONAL

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George W. S. Reed, Secretary, 5229 Lockhaven Ave., Los Angeles 41, Calif.
Robert L. Grube, Treasurer, 7329 East Marginal Way, Seattle 8, Wash.
George W. Benson, Past President, 2457 Kansas Avenue, South Gate, Calif.
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Ted Blanding, Executive Secretary, P. O. Box 714, Santa Ana, Calif.
Wilbur M. Smith, Administrative Associate, P. O. Box 714, Santa Ana, Calif.
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J. Merton Rosauer, Director, 14th and Lindeke Streets, Spokane 9, Wash.
Carleton Sias, Director, Suite 1000 Waterloo Building, Waterloo, Iowa

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

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