

THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

July, 1951

Vol. 17 — No. 7



Your Home Office

TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 975 active clubs, located in the United States, Canada, England, Scotland, South Africa, and the Hawaiian Islands, devoted to the work of helping men to become better speakers.

For Better Thinking—Speaking—Listening

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President—George W. S. Reed
5229 Lockhaven Ave., Los Angeles 41, Cal.
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John W. Haynes
1111 Wilshire Blvd., Los Angeles 17, Cal.
Glenn E. Johnson
1116—6th Ave., S., Moorhead, Minn.
Harris O. Johnson
3710 N. Euclid Ave., Indianapolis 18, Ind.
Everett K. Kindig
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Harry La Dou
3226 Udal St., San Diego 6, Calif.
Hugh E. McEvoy
2735 N. 47th Ave., Omaha 4, Neb.
Russell V. Puzey
3900 Bd of Trade Bldg., Chicago 4, Ill.

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HOME OFFICE ADDRESS: TOASTMASTERS INTERNATIONAL, SANTA ANA, CALIFORNIA

NOW is the TIME

to
make
your
Hotel

Reservations

for
the

San Diego Convention

August

8-12

Use the Form
in this edition

KEYS

TO SUCCESS

AT SAN DIEGO



an NICK JORGENSEN

What does that word mean to you?

Do you think of wealth, advancement in business, political achievement, increased usefulness in living?

Success means to you, keep in mind that it is the Toastmaster who is ambitious, alert, and, provided he knows his individual goal.

In the following pages you will find suggested many solutions. The key to your personal problem may be found. Training can help to unlock the door which leads to achievement.

For true success in a business or professional way, you must talk effectively, to persuade, to convince, to lead.

These stepping-stones for you as you go forward, are the keys to success in San Diego, the theme is *Better Communication*. The program, here, will present many keys. It will help you to lead.

and it will enable you to help your club at the same time. The use of all the opportunities in our training, is the key to success.

If you desire a good vacation. In that case, there is no better place than San Diego. The San Diego Toastmasters Convention is for friendship, fellowship, and hospitality. The program is superb for relaxation and recreation.

The convention promises to be the best we have ever had. We have a part in it. Select your key from the many keys. For personal progress, better education, entering or otherwise, let us help you find it in this edition.

Get a copy of *The Toastmaster* handy for reference. It is the official program at San Diego.

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For Better Thinking—Speaking—Listening

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Treasurer—Trac
1293 Grand
Past President—
655 S. Hawk
Founder—Ralph
Santa Ana, C
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Admin. Associa
Santa Ana, C

Charles H. Griff
Post Office I
John W. Hayne
1111 Wilshir
Glenn E. Johns
1116—6th A
Harris O. Johns
3710 N. Euc
Everett K. Kin
917 Azalea
Harry La Dou
3226 Udal S
Hugh E. McEve
2735 N. 47th
Russell V. Puz
3900 Bd of

HOME OFFICE—Santa Ana Community Center, 1104 W. ... expressed in the articles in this magazine reflect the views necessarily indicate the attitude of the organization, Toastmasters monthly at Santa Ana, California. Copyright 1951 by Toastmasters International, U. S. Patent Office. Entered as second-class mail matter, Post Office, Santa Ana, California; act of March 3, 1879.

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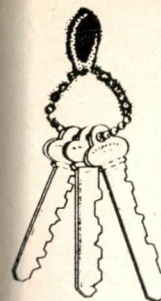
HOME OFFICE ADDRESS: TOASTMASTERS INTERNATIONAL

GET YOUR

KEYS

TO SUCCESS

AT SAN DIEGO



By Program Chairman NICK JORGENSEN

Success — What does that word mean to you?

Does it make you think of wealth, advancement in business or social affairs, political achievement, increased usefulness and satisfaction in living?

Whatever success means to you, keep in mind that it is within the reach of the Toastmaster who is ambitious, alert, and willing to work, provided he knows his individual goal.

On the following pages you will find suggested many "keys to success." The key to your personal problem may be there. Toastmasters training can help to unlock the door which will open the way for you to achievement.

If you are seeking success in a business or professional way, the ability to speak effectively, to persuade, to convince, to lead — all these are stepping-stones for you as you go forward.

At our convention in San Diego, the theme is *Better Understanding Through Better Communication*. The program, built around that theme, will present many keys. It will help you, personally, and it will enable you to help your club at home to make better use of all the opportunities in our training.

Perhaps you desire a good vacation. In that case, there is no better place for it than San Diego. The San Diego Toastmasters are famous for friendship, fellowship, and hospitality. The surroundings are superb for relaxation and recreation.

This year's convention promises to be the best we have had. You should have a part in it. Select your key from the many offered. Be it personal progress, better education, entertainment, sight-seeing or otherwise, let us help you find it in San Diego in August.

NOTE: Keep this issue of *The Toastmaster* handy for reference until you get the official program at San Diego.

JULY, 1951



YOUR KEY TO GOOD JUDGMENT

President
GEORGE W. S. REED

The mere presence of that "S" following "KEY" in our San Diego Convention theme, "KEYS TO SUCCESS," indicates our recognition of the fact that progress toward success is obstructed by *numerous* locks. This may be because a person's ultimate success in life is the culmination of many minor ones en route, each attained with a particular key. For instance — the school graduation and later education achieved by the "key" of perseverant study; the valuable friendship of many persons, unlocked by the "key" of sincere, unselfish personality; vocational advancement earned with the "key of industrious application; personal peace of mind, "keyed" by complete honesty in all things; and, of course, the "key" of specific knowledge so essential for opening any door to worth-while achievement; and many similar analogies which each of us can conceive readily.

It is true that Toastmasters training does give us possession of many keys. It is completely essential that among the keys in our possession, must be the master one of *good judgment* as to *when* and *where* each other key may fit. For we dare not return to our boyhood days during which the

pocket possession of a great ring of keys held peculiar fascination for us, regardless of the fact that we had not the slightest idea of which key fitted where. It is not enough that we know *how* to argue, to explain, to criticize, to speak, to keep silent; we also must know *when* to do each. It is not enough to know *how* to be chummy, to be remote, to be humorous, to be serious, to lead, to follow; we also must know *when*. It is not enough to *understand* the foibles of our fellow humans; we must be *able* and *willing* to govern our *own* actions accordingly; however never losing sight of or momentum toward our planned objective.

None would be so foolish as to claim that *every* man belonging to a Toastmasters Club is certain to receive this valuable key to good judgment. But it does help. The specific training in evaluation can be most helpful. Whether or not it *does* so, depends upon each man's willingness and ability to be guided by what he observes rather than by his own previous habits and prejudices . . . And that, my fellow Toastmasters, becomes a matter of individual decision and determination. Toastmasters training *offers* us the "Key of Good Judgment" along with the other valuable "keys to success." Their acceptance is up to each of us!



YOUR KEY TO

HOSPITALITY

By the Local Activities Committee — HARRY LA DOU, General Chairman

All Toastmasters conventions have been notably successful, hospitality-wise, and your committee for this year faces a definite challenge.

Your hosts recognize the fact that you will come to the convention with a serious purpose, but with the intention to have a good time along with the serious work. The clubs of our entire district are assuming the responsibility for making you welcome and giving you a delightful stay in our scenic and historic southern California.

Here are some of the special features for your enjoyment which we are planning and adjusting so that they may not interfere with your attendance at the convention sessions.

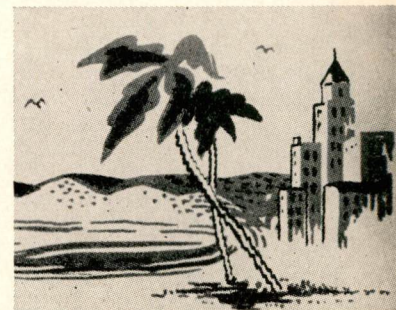
On Wednesday, August 8, there will be a luncheon at the colorful House of Hospitality in world-famous Balboa Park, for the officers and the early arrivals at the convention.

On Thursday evening, a trip is planned into Mexico, which will truly be out of this land, if not "out of this world." In quaint Tijuana (pronounced *tee-WHA-na*) you will have dinner at the

Jai Alai Cafe, after which you will be guests at the fastest game in the world, Jai Alai (pronounced *hie-LIE*). Transportation is furnished by our friends across the border, and the only expense to delegates is for the dinner. There will be time for a quick tour around the city, with its colorful stores and celebrated places of amusement.

The traditional Hi-Jinks luncheon comes Friday noon. The ladies are welcome, of course, for this hour of fun. And then, at two o'clock, the ladies will enjoy a tea with appropriate entertainment.

We shall go to sea Friday evening. There is a boat trip scheduled at 5:30, giving you a chance to view San Diego from the



water, and to observe the Navy's "Mothball Fleet" from which fighting ships are being withdrawn almost every day, to be sent to the battle front. You will see the Naval Training Station, the Marine Base, Ballast Point, and the world's largest Naval Air Station, with flat-tops, cruisers, destroyers, and submarines. There will be a box dinner on the boat, and you will return to land in time for the evening convention session.

On Saturday evening there will be the President's Banquet and the Speech Contest finals.

For Sunday there is a trip to the world's largest telescope, the 200-inch instrument atop Mt. Palomar. (Pardon our use of such words as "largest" and "greatest." In spite of our modesty, we must speak the truth.)

There are many supplementary attractions, including the world-famous San Diego Zoo, dog and horse racing across the border in Mexico, and trips to the various military installations, and to Convair, where the giant B-36D bombers are being finished. Ramona's Home and the Old Mission and Point Loma are other historic attractions.

At almost any time you may hear, far above you, the roar of mighty planes. Occasionally, when they slow down, you may be able to see them.

For the ladies, there will be morning visits to some of the military bases and perhaps opportunities to inspect some of the great industrial plants, such as the

places where fish dainties are packed.

Arrangements are being made to take care of the younger children, so that your enjoyment may not be impeded. The older ones will naturally want to see the sights.

All these items are the extra dividends, the frosting on the cake. The convention is the important thing, of course, and sight-seeing and fun will be secondary, but they are important and very attractive.

In fact, after looking over the plans, some of our own San Diego men and women are on the point of joining in the trips, just for the fun of it. We really have an interesting place down here in the southwest corner of the U.S.A., and we are inviting you to enjoy it with us.

Extra Special

We are almost afraid to publish this announcement for fear of stampeding the convention, but it must be told. On Saturday, at noon luncheon, the ladies are to have the privilege of hearing Mrs. Belle Benchley, director of the Zoo, in a talk on her work with animals. Mrs. Benchley is a charming lady, an excellent speaker, and a remarkable worker in her field. (We almost said "world-famous," which is quite true, but over-worked.) Following the luncheon, it is hoped that Mrs. Benchley will be able to give time to a personally conducted tour of the Zoo. Sorry, men, but this is for the ladies.



YOUR KEY TO

LEADERSHIP

By Executive Secretary TED BLANDING

There will be lots of fun and entertainment at the convention, but let us not forget that we are there primarily for training, and that training is for leadership. Each of us wants to be a leader in his own sphere of influence. Some of us are charged with special tasks of leadership in the organization of Toastmasters.

On Wednesday, August 8, the Board of Directors will be in session, studying and planning for the welfare of our movement. Their work is a good example of training in the higher brackets of responsibility. Their meetings will be open to Toastmasters in general who would like to see how the business is carried on. Important matters will be up for consideration. This is an attractive opportunity for Toastmasters who arrive a little ahead of time.

Thursday is devoted to training for a larger group, the district officers. The new district leaders will be briefed on their duties. The whole range of activities, through the areas and into the local clubs, will be studied and discussed. This work should interest almost any Toastmaster who is able to attend.

Naturally, the visitors will not be expected to enter into the discussions and the business of the special groups, but they will be very welcome as auditors.

This training for the higher echelons is incidental, however, to that which is provided in the regular convention program for every member in every club. It is the training of the individual for better communication, which leads to better understanding, and thus fits for promotion and leadership, which is the fundamental responsibility of our organization and its leaders. That is what the convention offers in abundance.

If you will consult the program details on pages 7 to 10, you will realize that the speakers and demonstrators are going to present their material on the practical level of the ordinary individual member. They will show you how to improve your own self, and they will suggest how you can help your own club improve its training programs.

Let's think of this entire convention in terms of training for leadership.



THE LADIES' KEY TO ENTERTAINMENT

As you will note by reference to the convention program, on page 10, and the article on pages 3 and 4, ample provision has been made for the ladies. They may attend as many of the special events as they choose; and in addition, they are welcome at the convention sessions if they care to see how the men perform.

What to wear is a vital question. What clothes should be brought to San Diego?

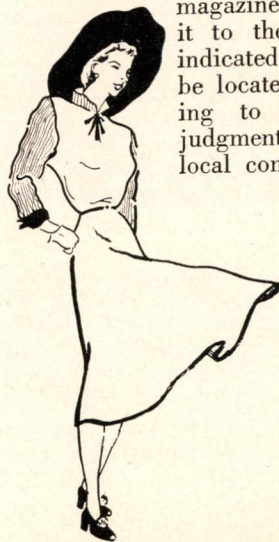
The answer is, dress for comfort and convenience. Toastmasters Conventions are not formal. For the evening events, each lady will judge for herself. At the President's Banquet on Saturday evening, there will be some formals, some suits, some street dresses, according to the preference of the wearer. There is no rule.

For daily wear, remember the climate. San Diego mornings and evenings are cool. Daytime temperatures are comfortably warm. Wraps will be needed for the boat ride on Friday evening and for other early and late events. In general, suits and sports wear will be found satisfactory. Remember to bring play togs and bathing suits for the beach. Don't let the

matter of dress be a burden. Our ladies are lovely in any case.

Where to stay is another question. You may take your choice of many varieties of accommodation. The Convention Bureau lists half a hundred hotels, with rooms ranging in price from \$3.00 to \$12.00. There are scores of motels from \$4.00 to \$7.00, and there are trailer parks for those who bring their houses along.

Your safest plan is to fill out the tear sheet (Application for Hotel Accommodations) in this magazine and mail it to the address indicated. You will be located according to the best judgment of the local committee.



YOUR KEY TO THE

CONVENTION PROGRAM

Here are the present plans for the convention.



WEDNESDAY, August 8

All Day, starting at 9:00 a.m.

Riviera Room — Grant Hotel

BOARD MEETING



THURSDAY, August 9

All Day, starting at 9:00 a.m.

Riviera Room — Grant Hotel

DISTRICT OFFICERS' TRAINING SESSION

Ted Blanding, Presiding

Evening

Tijuana

A TRIP TO OLD MEXICO

Dinner, shopping, sight-seeing in the Mexican style



FRIDAY, August 10

- 7:30 a.m. Riviera Room — Grant Hotel
PROGRAM PARTICIPANTS' BREAKFAST
Nick Jorgensen, Presiding
- 7:30 a.m. Venetian Room — Grant Hotel
BASIC TRAINING BREAKFAST
Ralph C. Smedley, Presiding
- 9:00 a.m. Recital Hall, Balboa Park
OPENING OF THE CONVENTION
Annual Business Meeting
George W. S. Reed, Presiding
- 12:15 p.m. Balboa Park Club, Balboa Park
HI-JINKS LUNCHEON
Dr. C. Graves, Presiding
- 2:30 p.m. Conference Hall, Balboa Park
KEYS TO DISCUSSION TECHNIQUES
- 5:30 p. m.
BOAT TOUR ON SAN DIEGO BAY
- 8:00 p. m. Conference Hall, Balboa Park
KEYS TO BETTER BUSINESS COMMUNI-
CATION



SATURDAY, August 11

- 7:30 a.m. Riviera Room, Grant Hotel
PROGRAM PARTICIPANTS' BREAKFAST
Nick Jorgensen, Presiding
- 7:30 a. m. Regency Room, Grant Hotel
PAST PRESIDENTS' BREAKFAST
- 7:30 a. m.
BEYOND BASIC TRAINING BREAKFAST
Ralph C. Smedley, Presiding
- 9:30 a.m. Conference Hall, Balboa Park
KEYS TO SUCCESSFUL GROUP WORK
- 12:00 m. Balboa Club, Balboa Park
"ROUND-TABLE" LUNCHEON
- 2:00 p.m. Conference Hall, Balboa Park
KEYS TO THE MECHANICS OF SPEECH
(Workshop)
Ralph C. Smedley, Presiding
- 7:00 p. m. Balboa Club, Balboa Park
PRESIDENT'S BANQUET
SPEECH CONTEST FINALS

SUNDAY, August 12

- 9:00 a. m. Regency Room, Grant Hotel
MEETING OF THE NEW BOARD
- 10:00 a. m.
TRIP TO PALOMAR OBSERVATORY

Ladies' Activities



WEDNESDAY, August 8

Informal reception for early arrivals, in the evening.

THURSDAY, August 9

A "Night in Old Mexico" for men and women. Late afternoon visit to Tijuana, with time for shopping and sight-seeing, dinner in Mexican style, and a chance to see the Jai Alai games and racing. Special bargains in native silver and leather and other Mexican handiwork.

FRIDAY, August 10

Hi-Jinks Luncheon at noon, open to ladies.

Afternoon, at the House of Hospitality, Fashion Show and Tea under direction of widely known Mollie Morse. A parade of summer fashions and play clothes from leading shops of La Jolla.

Boat ride on San Diego Bay in the later afternoon, with dinner on board.

SATURDAY, August 11

Morning—Ladies' Day at the Naval Training Station.

Noon—Luncheon at San Diego Zoo. Mrs. Belle Benchley, Director, will speak about her experiences, and conduct a tour of the place.

Evening—President's Banquet and Speech Contest Finals.

SUNDAY, August 12

Trip to Palomar Observatory. Luncheon served on the mountain. Tour of observatory with its 200-inch telescope.



YOUR KEY TO TOASTMASTERS OFFICIAL BUSINESS

Representation

Every Toastmasters Club in good standing is entitled to two voting delegates, and as many visiting members as may come.

To receive a voting permit, each official delegate must register with the Credentials Committee at the convention.

Headquarters

The convention headquarters will be at the U. S. Grant Hotel. Most of the sessions will be held in the buildings at Balboa Park. Convenient transportation will be available to those who do not drive their own cars.

Exhibits

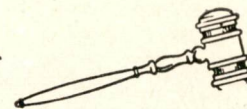
Numerous exhibits are being arranged, which will be open for inspection between sessions. Books, audio-visual materials, and many other items of interest and value to Toastmasters will be on view.

Business Session

Business of the Corporation will be transacted at the Friday morning session. This includes election of officers and directors, action on amendments to By-Laws and resolutions and other matters requiring attention. While voting will be limited to accredited delegates and proxies, every Toastmaster should be in attendance. It is your organization whose business is being handled.

The Home Office

Include in your plans a visit to the Home Office at Santa Ana, either going or coming. You should know how the Office functions. You will understand the organization better after inspecting it at close range. It is only 90 miles from San Diego. Put Santa Ana on your schedule.



REGISTRATION

Each person in attendance is expected to register and receive identification badge, copy of program, and other materials.

For men, the cost of registration, including Hospitality Book, with tickets to all principal events, is \$18.00.

For women, the cost of registration and Hospitality Book is \$16.00.



YOUR KEY TO

FUTURE LEADERSHIP

(By-Laws of Toastmasters International, Article VI, Section 3: Four directors shall be elected each year, each for a term of two years . . .)

The Elections Committee reports its selection of the following names to be placed in nomination at the election at the Twentieth Annual Convention of Toastmasters International:



PRESIDENT: CARLETON SIAS District 19

1000 Waterloo Building, Waterloo, Iowa.
Club: Waterloo 101, Waterloo, Iowa.
Served: First District Governor; TI Director; Chairman By-Laws Committee; Present TI Vice-President. Member for 10 years, and has attended 5 TI Conventions.
Occupation: Lawyer.



VICE-PRES.: NICK JORGENSEN District 2

1630 - 15th Avenue W, Seattle 99, Washington.
Club: Magnolia 900, Seattle, Washington.
Served: Area Governor; District Governor; TI Director; Chairman — "Club of the Year" and Zone A Speech Contest; Chairman Program Committee; Present TI Secretary. Member for 13 years, and has attended 6 TI Conventions.
Occupation: Food Manufacturer and Wholesaler.



SECRETARY: EVERETT K. KINDIG District 4

917 Azalea Avenue, Burlingame, California.
Club: Burlingame 46, Burlingame, California.
Served: District Secretary; District Governor; Chairman TI Resolutions Committee; Present TI Director. Member for 6 years, and has attended 3 TI Conventions.
Occupation: Sales Supervisor.



TREASURER: TRACY M. JEFFERS District 6

1293 Grand Avenue, St. Paul 5, Minnesota.
Club: King Boreas 208, St. Paul, Minnesota.
Served: District Governor; Chairman District Educational Committee; Chairman District Budget Committee 3 years; TI Director; TI District Affairs, Budget 2 years, and Convention Committees. Present TI Treasurer. Member for 10 years, and has attended 6 TI Conventions.
Occupation: Business Analyst.

DIRECTOR: WILLIAM J. BEUKEMA District 8

1204 North 8th Street, St. Louis 6, Missouri.
Club: St. Louis 170, St. Louis, Missouri.
Served: Area Governor; District Lieutenant Governor; District Governor; TI Convention and Club of the Year Committees. Member for 7 years, and has attended 4 TI Conventions.
Occupation: Chief Bookkeeper — Municipal Department.



DIRECTOR: PAUL W. HAEBERLIN District 28

701 Security Building, Windsor, Ontario, Canada.
Club: Windsor 299, Windsor, Ontario, Canada.
Served: First District Governor. Member for 6 years, and has attended one TI Convention.



Occupation: Branch Manager — Insurance Company.

DIRECTOR: T. VINCENT McINTIRE District 10

18-22 South 1st Street, Zanesville, Ohio.
Club: Zanesville 257, Zanesville, Ohio.
Served: Lieutenant Governor; District Governor. Member for 6 years, and has attended 4 TI Conventions



Occupation: President and Manager — Terminal Warehouse Company.

DIRECTOR: GEORGE W. McKIM District 23

209 South 3rd Street, Albuquerque, New Mexico.
Club: Albuquerque 122, Albuquerque, New Mexico.
Served: First District Governor; TI Community Service Committee. Member for 10 years, and has attended 4 TI Conventions.



Occupation: Owner — General Insurance and Real Estate Agency.

DIRECTOR: IRV L. SAUCERMAN District 7

232 U. S. Courthouse Bldg., Portland 5, Oregon.
Club: Portland 31, Portland, Oregon.
Served: Area Governor; District Secretary; District Lieutenant Governor; District Governor; TI Budget, By-Laws, and Speech Contest Committees. Member for 9 yrs., has attended 5 TI Conventions.



Occupation: Inspector of Locomotives — Interstate Commerce Commission.

DIRECTOR: C. LEE SMALLWOOD District 29

Post Office Box 205, Mobile 2, Alabama.
Club: Mobile 226, Mobile, Alabama.
Served: Provisional District Governor and First District Governor. Member for 5½ years, and has attended 2 TI Conventions.



Occupation: Radio Advertising Account Executive.



YOUR KEY TO

TRAVEL OPPORTUNITIES

Are you driving to the convention? Are you making it a vacation?

Lucky people! You have the great opportunity for sight-seeing all along the way. Plan your trip to make the most of it. Even if you come by train, you can plan stopovers at several attractive points.

If you come from the east or southeast, your route may bring you to the Carlsbad Caverns and across historic mountains and mesas of New Mexico and Arizona. You can visit the Grand Canyon and the Painted Desert, with their colorful and awe-inspiring scenery, and you may enter California through the Imperial Valley, with its imposing array of fruitful ranches.

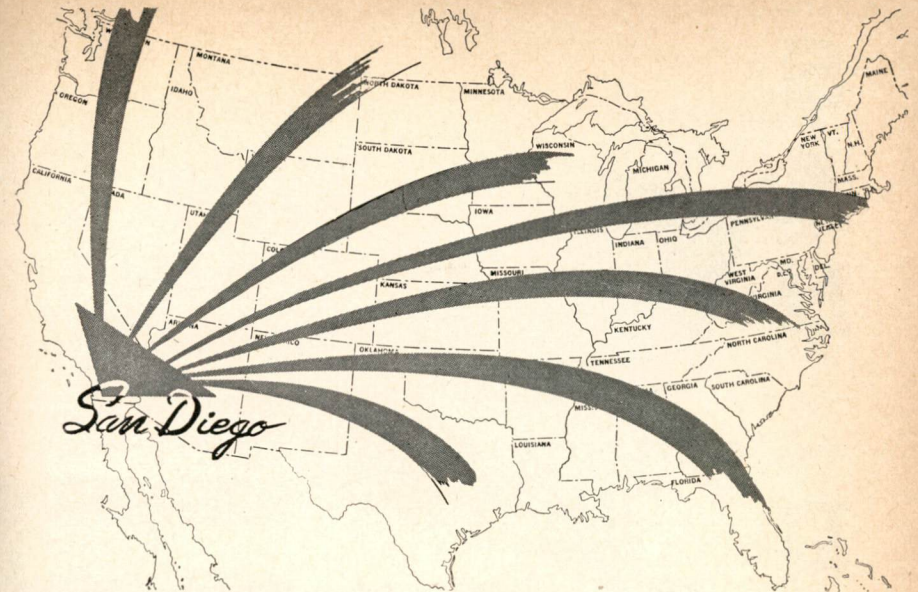
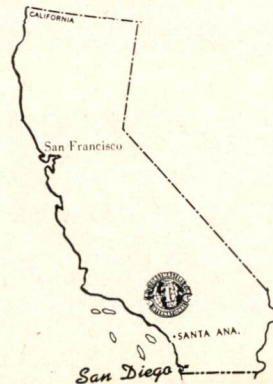
From the northeast, you may take in the Colorado Rockies or Yellowstone Park, Great Salt Lake, Zion and Bryce National Parks.

If you come from the north or nearer northeast, you must select from the many scenic spots of Washington and Oregon. Coming into California, you may drive the famous Redwood Highway, passing the Shasta country; and if you

take the inland route, you may visit Lake Tahoe and the High Sierras, Yosemite and Sequoia Parks. On the coast you will see San Francisco, the Monterey Peninsula, the lettuce center of Salinas Valley, Santa Barbara, and the whole sweep of the ocean.

Either before or after the convention you will visit Los Angeles and its surroundings.

Certainly you will not miss the chance to stop in Santa Ana, and inspect the Home Office. You will find yourself carefully escorted through the offices and workrooms in which our service is carried on.



Here is an attractive drive:

Santa Ana is just 90 miles north of San Diego. The highway stays close to the ocean for most of the way. You could spend several days on this short drive if you stopped to see all the attractions.

For instance, just north of San Diego is La Jolla (call it *La Hoya*) with its beautiful beaches, its caverns, and its hillside homes. A little farther along you come to Del Mar, with the famous race course. There is the Torrey Pines Park, where you can find rare plant varieties.

The tropical fruit regions around Encinitas are worth seeing. Carlsbad and Oceanside and the great Marine Camp Pendleton come in order. A few miles farther will bring you to San Juan Capistrano Mission, where the swallows come each year.

There is Dana Point, immortal-

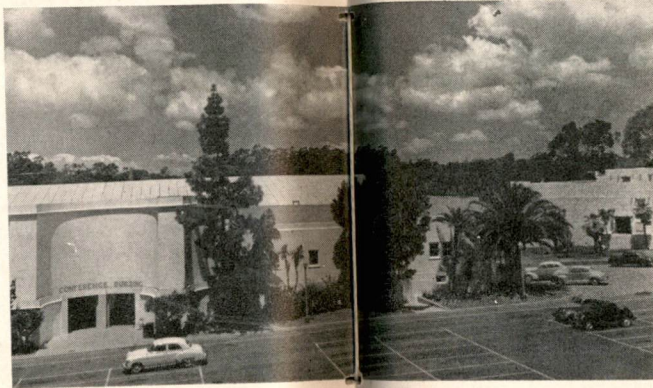
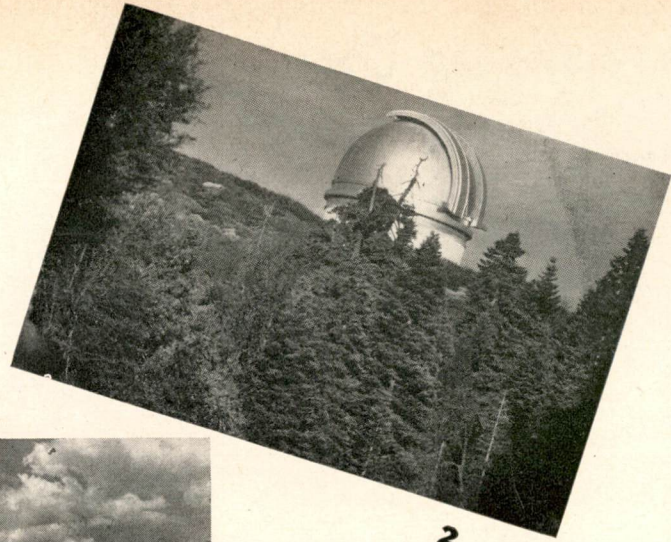
ized by Richard Henry Dana's story; and then you come to Laguna Beach, colony of artists, ceramists and writers. You should spend some time here, visiting the many interesting shops, the Art Gallery, and the unusual eating places.

Then you will come to Corona del Mar (Crown of the Sea) and Newport Beach and Balboa, busy resort places, from which you will drive on into Santa Ana, the heart of the orange country. Find your way to Eighth Street, and drive west just beyond Flower Street, and there you will find the Community Building, where Toastmasters International occupies the west wing.

After inspecting this establishment, you may follow the Santa Ana Freeway (as much of it as is completed) for your drive to Los Angeles and Hollywood.

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1. World's greatest outdoor organ—Balboa Park.
2. 200-inch telescope—Mt. Palomar.
3. Conference Building, where meetings will be held—Balboa Park.
4. A corner of the Zoo.
5. On San Diego Bay.

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What's Going On

Tacoma Hangs a Banner



District 32 held its first annual convention in Tacoma. In order that no one should miss the importance and meaning of the event, the banner shown in the picture was prepared and hung across the street (National Highway No. 99) in front of the Community Center, as a warning to all who passed along that way. Before it was hung, it was displayed for photographic purposes by a group of district leaders: Handel Ingham, George Sparks, Julius Schock, Charles Griffith, Raymond McKenzie, Don Dightman, Ed Knutson, Dr. J. M. Ogle, J. L. Boze, and Fred Noyd.

King Boreas Never Quits

On March 20, King Boreas Toastmasters Club No. 208, of St. Paul, held its 500th consecutive weekly meeting. Not since August 26, 1941, the first organizational meeting, has this club missed once. There are no summer "lay-offs" and even holidays do not deter the men. Of the original 31 members, 9 are still active. Thirteen of the past presidents are carrying on faithfully. How do they do it? Their answer is "just plain, dyed-in-the-wool Toastmasters, every one."

Too Hot to Handle

Sunrise Toastmasters Club of Phoenix used this title for a bulletin announcement, illustrated with the picture of a burning match, to call attention to the situations in which a speaker may find himself in a hot spot. This announcement emphasized the opportunities offered in the programs for May, to prepare for the unusual occasion — the "occasional" speech. No Sunriser was to be left with any excuse for not being red hot when his call comes to speak.

Baby Sitters in Columbus

Franklin Toastmasters of Columbus, Ohio, set some kind of mark when they announced arrangements for the Area Speech Contest. The announcement read: "Bring your wife and children; also bring your friends and their children. A bedroom and parlor will be provided — staffed with competent baby sitters — to care for the younger children while the parents enjoy the contest."

The Golden Gavel



Hobson, Brayshaw, Boulden

A Memorial

The Toastmasters Club of Santa Paula, California, has taken steps to perpetuate the memory of Charter Member Phil Lewis, who had an important part in establishing the club, and who recently died. The name has been officially changed to *The Phil Lewis Toastmasters Club* of Santa Paula.

At Victoria, B. C., the Victoria Union Toastmasters Club stages an annual speech competition known as the Golden Gavel Contest. This year's contest attracted 25 entrants. The winners of honor awards are shown in the picture: Gordon Hobson, 1st; James Brayshaw, 2nd; and Ron Boulden, 3rd. The trophy — the "golden gavel" — was presented to Hobson by David Pye, last year's winner. Victoria Union members are proud of their achievement, reports Secretary Brayshaw.

Poughkeepsie on Hudson



Another link in the chain was welded when charter No. 921 was presented to the new Toastmasters Club at Poughkeepsie, New York. County Clerk Smith presented the charter in behalf of Toastmasters International, to President Chas. G. Murray, who was joined in accepting it by Benjamin Evans, toastmaster for the evening, and Joseph McCabe, secretary of the club.

"Gabby"

That is the name of the little trophy which the Toastmasters of Van Nuys, California, award to the best performance each week in the Table Topics discussion. "Our definition of the word," writes Frederick Dobbratz, "is in Webster's sense of being talkative — not garrulous. We take our Table Topics seriously, and try to put into practice all the fundamentals of good speech. It produces good results in our discussion period."

A Prominent Place



The above display, furnished by Roseland Club No. 432, of Chicago, was on exhibit for three weeks in the lobby of the Pullman Trust and Savings Bank in the

"Hits and Misses" in New York



The three ladies who appeared on the C.B.S. program were all related to Toastmasters. Mrs. George Kendall's husband is vice-president of Westchester Toastmasters Club. Mrs. Raymond Erickson represents the program chairman of Knickerbocker Toastmasters. Harry Marble, the announcer for WCBS, is not a member of a Toastmasters Club. Mrs. James A. Johnson is wife of Knickerbocker's educational chairman. Naturally, the Toastmasters Club came in for frequent mention. Mr. Marble is seen in the picture holding up a copy of "Introducing Toastmasters," which helped him formulate questions. The ladies won some acceptable prizes, and Toastmasters gained helpful publicity in the Manhattan region.

Roseland community. Dr. Gene Ossello writes: "An average of 10,000 people per week visit the bank. The pictures gave fine publicity and helped to make our area contest a success."

In Anchorage, Alaska

This farthest north club in Alaska, chartered less than a year ago, reports with pride that it has just held its first club speech contest. The contest was carried through a period of nearly three months, culminating in a final competition between the six high men in which a speech on "The True Challenge of Communism" by William Cruthers was awarded first place. Radio Station KENI used the three speeches which were given highest ratings for a special broadcast. President Elmer Sellin reports good public interest in the program.

THE "OCCASIONAL" SPEECH how to construct it

PART 3

The Toast

One more special "occasional" type of speech remains for consideration. This is the "Toast" which certainly must not be omitted from *The Toastmaster*. The name of our organization springs from the ancient custom of drinking toasts as an expression of honor, but we have come a long way from the original intent and meaning of the term.

Our common word "toast" is supposed to have been derived through a long series of changes from the Latin verb *torrere, tostum*, meaning to parch or roast. People have long used the re-heating method for making bread palatable.

The custom of showing honor to some person or cause by use of some kind of liquor originated long ago. Perhaps it dates from the ancient custom of offering a libation to the gods. Our ancestors poured a bit of wine on the ground or on the victim in sacrifice, in honor of the deity.

At any rate, the practice of drinking as a symbol of honor or friendship is an ancient one. Somewhere along the line men began to improve the quality of the liquor by dropping pieces of toasted bread in it. Thus they "drank a toast." Then the title was transferred to the honoree.

According to Webster, the "toast" was originally a young woman whose admirers found in her beauty and charm an excuse for another drink. Then it became any person or sentiment in honor of which people could lift the cup. The person who headed the banquet or the drinking bout gave the signal for the libation, and he was called the "toastmaster."

In recent years that word has come to mean, once more according to Webster, "at a public banquet, or the like, now, usually, one who presides and introduces the after-dinner speakers." But we have made it take in the whole range of public speaking in our inclusive "Toastmasters training."

The formal toast is not much used in the United States, but in Canada and Great Britain the custom persists. The speaker should know how to meet the situation when necessary. In the U.S.A., we recite the pledge of allegiance. In Britain, we toast the King.

Fundamentally, the toast is a short speech of praise, eulogy, tribute to some person or cause.

* * * *

For Example

It is not easy to give a formal outline for such a speech. Perhaps the best way to demonstrate it is to present an excellent example, in a speech to "The Lasses" which was given by Dr. John McKenzie at the Burns Night program of Club No. 731, of Aberdeen, Scotland.

Mr. Toastmaster and Fellow Toastmasters,

I am not sure that it is a good idea for a married man to give the toast of "The Lasses," because if he confines his remarks to the bonnie lasses he may be regarded as a lady-killer and, should his wife hear of it, well, "Hell hath no fury — ." If on the other hand, he dwells on the failings of the female sex, it may be taken as a reflection on his own matrimonial experience. Consider the fate which befell Burns at the hands of the historians — depicted by some as a waster in his private life and presented to modern psychologists as a golden opportunity for psychoanalysis. Yet he did have that rare gift of putting his praise of the lasses into verse which has long outlived the poet.

He must have held the gentle sex in very high esteem when he wrote

**Auld Nature swears, the lovely dears
Her noblest work she classes
Her prentice hand she tried on man
And then she made the lasses-o!**

We may not all think so highly of the lasses, and what is more we see them in a different light according to our age. Remember as schoolboys we saw them as gawky individuals with long plaits, long legs, short skirts, and shrieks — redundant personnel!

Then one day, quite suddenly, we looked twice at our contemporaries — the plaits had become beautiful waves or curls, the long legs ensheathed in silk or nylon were disappearing under longer skirts, leaving just enough — the schoolgirl shrieks had become coy smiles; the bait was now being dangled in front of our eyes, and we swallowed it, hook, line and sinker!

"My love is like a red, red rose," we sang, oblivious of the fact that a rose cannot grow without thorns; and going from bad to worse, we serenaded Mary at her window, implored Sweet Afton to be still, and wandered hand in hand among the birks o' Aberfeldy. Ah, happy days! Think of the hardships we endured for their sakes — and endured

gladly, standing under the clock with the snowflakes swirling round our ears, just waiting — trudging home for miles after the last 'bus had gone — broke till the end of the week.

But we survived and then came wedding bells — the bride's day — the rose in full bloom and at its best. Don't misunderstand me, I am not suggesting that it begins to fade after that; rose fanciers and beauticians can work wonders at the art of preservation, but that is a ticklish subject. Let's be like Burns —

**Now I'm married spier nae mair
But whistle o'er the lave o't.**

In spite of it all we love the lasses; to those of us who venture they give us each a happy married life. The cottar comes home on Saturday night to his

**. . . wee bit ingle blinkin' bonnilie
His clean hearth stane, his thrifty wifie's smile
The lispin' infant prattling on his knee
Does a' his weary kiach and care beguile
And makes him quite forget his labour and his toil.**

We have to thank them for a lot — we just like our little joke. Let's drink them a toast, then, knowing full well that

**The sweetest hours that e'er we spent
Were spent among the lasses-o!**

Invitation to Scotland

As many Toastmasters will be visiting the Festival of Britain this summer, it is an opportunity for them to meet some of their fellow Toastmasters in this country.

We would welcome such meetings, and although our club has recessed until September, we would be delighted to hold a special meeting during the summer in honor of our American and Canadian cousins. A few days' notice to make the arrangements is all that we require.

J. S. Burt, Secretary
John Galt Toastmasters Club,
Greenock, Scotland

This is a sample of the expressions of hospitality which have come from Toastmasters of Scotland, all of whom voice the desire to become better acquainted with Toastmasters from other lands who may be able to visit Britain.



WARNING TO EVALUATORS

There are certain kinds of words which a good evaluator never uses. He shuns them with careful attention.

First is *sarcasm*. Such an unpleasant word! It comes from a Greek word *sarkazein*, "to tear flesh as dogs do; to gnash the teeth."

In English usage, *sarcasm* means "a keen or bitter taunt; a cutting gibe or rebuke." That is far from what a good evaluator does. Even a really constructive critic does not do much flesh-tearing. A speaker who needs improvement would not gain much aid from sarcastic pronouncements, however clever they might be.

Next is *irony*. The Greek word *eironeia* from which it comes means "dissimulation." It hinges on a pretended ignorance, or on ridicule in the guise of compliment. It is a sort of light sarcasm, in which the speaker says words with an implication quite the opposite of their literal meaning. "That was a fine speech," the

critic may say, with an emphasis which makes him a liar as he speaks.

Third comes *ridicule*. The Latin word back of it is *ridere*, "to laugh." When the critic indulges in ridicule, he uses slightly contemptuous banter. He raises a laugh by his own wit and cleverness by making fun of his victim. It implies mocking, disparaging comments.

No good evaluator would ever *sneer* at a speaker. That word is from an old Danish root meaning "to grin like a dog." Etymologically, it is distinctly related to *snarl*, another doggy word.

All these forms of speech have their uses and their places. They have neither use nor place in the equipment of a speech evaluator, whose business it is to criticize constructively and helpfully, to point ways to improve, to encourage and build up.

If you are ever tempted to indulge in sarcasm, irony, ridicule, sneering, or other disparagement when you serve as critic, restrain the impulse. Eliminate such language. Only so can you be a helpful evaluator.

INITIATIVE

The world bestows its big prizes, both in money and honors, for but one thing. And that is Initiative. ¶ What is Initiative? I'll tell you: It is doing the right thing without being told. ¶ But next to doing the thing without being told is to do it when you are told once. That is to say, carry the Message to Garcia: those who can carry a message get high honors, but their pay is not always in proportion. ¶ Next, there are those who never do a thing until they are told twice: such get no honors and small pay. ¶ Next, there are those who do the right thing only when necessity kicks them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard-luck story. ¶ Then, still lower down in the scale than this, we have the fellow who will not do the right thing even when some one goes along to show him how and stays to see that he does it: he is always out of a job, and receives the contempt he deserves, unless he happens to have a rich Pa, in which case Destiny patiently awaits around the corner with a stuffed club. ¶ To which class do you belong?

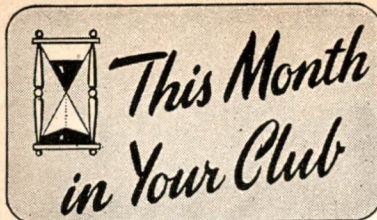
—Elbert Hubbard

New Clubs — When and Where They Meet

- ✓957 BIRMINGHAM, Mich., (D 28), *Birmingham*, Tues., 6:30 p.m., Birmingham Community House.
- ✓958 MINNEAPOLIS, Minn., (D 6), *Christopher*.
- ✓959 COLUMBUS, Ohio, (D 10), *Columbus*, Fri., 7:30 p.m., Seneca Hotel.
- ✓960 NEWCOMERSTOWN, Ohio, (D 10), *Newcomerstown*, Alt. Thurs., 7:30 p.m., American Legion Home.
- ✓961 CASTRO VALLEY, Cal., (D 4), *Castro Valley*.
- ✓962 KINSTON, N. C., (D U), *Kinston*.
- ✓963 NIAGARA FALLS, N. Y., (D U), *Power City*, Mon., 6:00 p.m., YWCA.
- ✓964 GREENVILLE, S. C., (D U), *Greenville*.
- ✓965 GRAND PRAIRIE, Tex., (D 25), *Grand Prairie*.
- ✓966 AUSTIN, Tex., (D 25), *Tejas*, Mon., 6:30 p.m., The Hitchin' Post.
- ✓967 KEFLAVIK, Iceland, (D U), *Hekla*, Wed., 8:00 p.m., Keflavik Airport Recreation Hall.
- ✓968 FALL RIVER, Mass., (D 31), *Fall River*, 1st-3rd Wed., 6:15 p.m., The Hotel Mellon.
- ✓969 EDINBURGH, Scotland, (D 18), *Quill*, Alt. Mon., 7:00 p.m., The Adelphi Hotel.
- ✓970 HAWICK, Scotland, (D 18), *Greetin' Parrot*, Alt. Wed. & Thurs., 7:30 p.m., The Buccleuch Hotel.
- ✓971 HOUSTON, Tex., (D 25), *CPA*, 2nd-4th Wed., 6:00 p.m., Plaza Hotel.
- ✓972 YAKIMA, Wash., (D 33), *Demosthenes*, Tues., 6:00 a.m., Holtzinger Bldg.

Reissued Charter

- ✓810 ATLANTA, Ga., (D 14), *Georgia Tech*, Thurs., 6:00 p.m., Brittain Dining Hall.



Talk It Over

More discussion this month. "It pays to talk things over."

Most of our talking is done in the line of discussion. In conversation, in business conferences, in legislative halls, in almost everything except formal speech, we use the "talking it over" type.

Carry the Table Topics technique into large use. The relaxed atmosphere of the vacation days is conducive to talk. Just make sure that the talking is not pointless nor haphazard.

Be Patriotic

This is a good time to give special attention to matters of government, local and national.

Try a debate on some live subject. The Lewis-Clark Toastmasters of Lewiston, Idaho, and Clarkston, Washington, recently debated the question: "Resolved, That the Non-Communist Nations should form their own International Organization." Lively discussion? You said it. There are many other questions to furnish excellent debate material.

Use a panel to discuss any one of the many timely subjects. These might include the MacArthur controversy, the national budget, the activities of the United Nations,

political prospects for 1952, government controls, foreign policy, and a long list of topics on which information is needed.

An amendment to the Federal Constitution has been proposed, the purpose being to define the powers of the national government and to remove certain misunderstandings. It is worthy of study. To secure copies of the amendment, which is listed as "The Proposed 23rd Amendment to the Constitution," write to Willis E. Stone, c/o The American Progress Foundation, 7179 Sunset Boulevard, Los Angeles 46, California, and ask for material for use in discussion.

Evaluation

Emphasize evaluation by discussion through the month. After the speakers have talked things over, let the evaluators talk over what they have talked over and how they did it.

If you skipped some of the good program suggestions given in recent months, this is the time to turn back and pick them up. A good program is always in season.

Summer Opportunities

Use this month and August to give your members some new and exciting speech experiences. Get out of the usual routine with outdoor meetings, picnics, and such expedients.

If it is at all possible, include in your vacation plans the 20th Annual Convention of Toastmasters International at San Diego, August 9 to 12.

It's a Good Idea

Table Topics

O. A. Weillbrenner, secretary of Evansville, Indiana, Toastmasters Club No. 337, writes about a recent innovation in the Table Topics at his club: "I have a personal connection with a leading printer who has his office walls decorated with 15 beautiful colored pictures illustrating lines from "America the Beautiful." I borrowed these and selected 15 speakers, asking each to speak for two minutes on his impressions as he viewed the pictures.

The first speaker spoke on "O beautiful for spacious skies" as shown in the first painting; the next on "For amber waves of grain"; and so on through the series. It was something entirely different, and it brought out some excellent speeches.

More Table Topics

Nathan Hack, educational chairman of Crescent Bay Toastmasters, of Santa Monica, California, Toastmasters Club No. 77, reports on a list of "Prize Table Topics" used at one meeting. Here are selections from the excellent list:

1. What single news item in today's paper or on the radio made the greatest impression on your mind?
2. How do you define an American who is a Republican or a Democrat? In what way do they differ politically?

3. Is poverty in early life a handicap or a driving force towards success?
4. Do you believe in advertising? What types of advertising appeal to you or irk you?
5. Should America have a standing army of several million men, or should we call men to arms only as an emergency arises?
6. Why do people consider mother-in-law jokes funny? Do you? Why?
7. How would you manage the U.S.A. if you were President today?
8. What magazines do you read regularly? Why choose these?
9. Do you accept a traffic ticket cheerfully, or do you attempt to argue with the officer, even though you know that you have committed a violation?
10. What career would you choose if you were 18 years of age?

Helps for Evaluators

To evaluate a discussion consider:

- Was the topic worthy of discussion?
- Was the discussion worthy of the subject?
- Did it lead to any conclusions?
- Did it add information on the subject?
- What did the speaker do or say which contributed to the effect of the discussion?

HOW WE TALK

The Same Old Price

In these days of rising prices and threatened shortages, it is a pleasure to talk about one necessity of life which is still in abundant supply, with no change in cost.

There is such a necessity, one without which we could hardly live and carry on our daily tasks. That necessity is words. There is no shortage of words; and in lands where freedom of speech prevails, there is no limit to the quantity of words which the individual may possess and use.

In recent editions of the unabridged dictionary, there are more than half a million entries, more than ten times as many as any ordinary person can possibly have use for. These words are available as needed, without limit on the number you take for yourself. The only charge for them is a little work and study and thoughtfulness.

If you had started in this time last year to acquire and learn to use two new words each week, by now you would have added 104 words to your vocabulary. No doubt these new words would have led you into new fields of thought. They might have helped you to

gain new ideas. They would have enriched your speech.

It is not desirable to add words just for the sake of hoarding them. The words you need are the words you can use to make yourself better understood, and to put your ideas across more clearly, as well as to enable you to understand what you read and hear.

Neither is it wise to neglect improvement of the use of words which you now possess. Many of us abuse good words by misusing or mispronouncing them. It is as important to use words right as it is to know the words. Indeed, you cannot claim to possess a word until you know what it means, how it is pronounced, and how to speak it clearly.

Consider a few examples of words in common use, and commonly mispronounced through carelessness.

There is *percolator*. Have you ever called it *per-cue-lator*? Do you say *cue-linary* or *cull-inary*? Are you *accurate* or *ackerut* or *akrut*? Do you *accelerate* your speed or *exhilarate* it?

These may be small matters in the rush of your talk, but as a general rule you will get better attention, and command more respect if you pay attention to details until accuracy becomes a habit.

There are plenty of words. You may have as many as you want. But any word worth using is entitled to humane and reasonably fair treatment. It should be neither abused nor misused.

THIS IS MY PROBLEM

QUESTION: What should a club do about a reactionary member who seems to possess considerable influence among the members?

P. K.

ANSWER: That depends upon his reactions. If he is a disturber, and not amenable to criticism or friendly suggestions, the best plan is to ask him to get out of membership, since he does not like the way things are done. If he does not respond to criticism and is unwilling to improve his ways, the club can do him no good. You are not under obligation to furnish him a platform.

QUESTION: How much time should be given to the Educational Committee on each week's program?

D. C.

ANSWER: The entire program should be planned with the thought of its educational value. Special educational talks, of from 5 to 8 minutes in length, should be presented two or three times a month. Evaluation, Table Topics, and any other features should be planned in advance for educational worthiness. The Educational Committee, as such, should stay in the background, making arrangements, but without seeking too much recognition.

QUESTION: Is it the duty of the educational director to see that the officers-elect are versed in their duties?

C. D.

ANSWER: It is a privilege of the Educational Committee to help with officer training, but the responsibility for this falls primarily on the Area Governor and the new club president.

QUESTION: Is there a place in Toastmasters training where the members can prepare and deliver speeches of say 30 minutes to one hour long, such as professional and technical men are asked to give before their organizations?

G. S.

ANSWER: The only way to present a 30-minute speech in the club is to break it into three 10-minute sections or four 7-minute sections, and then put them together for delivery as a whole. (Of course some of the members might be willing to stay after meeting some evening and listen to the whole speech.)

QUESTION: What is your attitude toward the use of notes in a formal speech?

—C. D.

ANSWER: There is no valid objection to the use of notes for any speech, so long as the notes do not interfere with the delivery. Good handling of notes is an accomplishment for the speaker to acquire.



Recommended Reading

By R. C. S.



Tyrant from Illinois, by Blair Bolles (W. W. Norton & Company, New York), presents an enlightening study of Joseph Gurney Cannon, more familiarly known as "Uncle Joe" Cannon, one of the picturesque figures of American political life.

The best way to understand history is to know the lives of the people who made the history; and to get a better understanding of the developments of the latter part of the 19th century and the early part of the 20th, one needs such a look at people and conditions as is given in this book. Mr. Cannon was an old-line politician. He lived in a time of turmoil and crisis in American history. He was a leader of the reactionary Republicans, and he gave a comprehensive meaning to the term "stand-patter," which he exemplified.

With nearly two scores of years in service in Congress, he was associated with political leaders whose names are well-nigh forgotten by the older generation, and quite unknown to the younger ones. The names of McKinley, Roosevelt, La Follette, Tilden, Taft and others who were leaders in those days march through the pages of the book, and remind us of days in which the greatness of America was being built by men who had no conception of what was to be our place in the world.

This book is recommended as profitable reading for every person who wants to know more about the background of our America.

You Must Relax, by Dr. Edmund Jacobson (McGraw-Hill Book Company, New York), is introduced by a suggestive subtitle, "A Practical Method of Reducing the Strains of Modern Living." It is a revision and enlargement of a work first issued nearly 20 years ago, and read with profit by many. The new edition has been improved by the results of Dr. Jacobson's practice in Chicago and New York clinics.

This is not a "doctor" book, but a treatment in popular and easily understood form of the problem of tensions, both mental and physical, with directions for desirable relaxation. In the words of the author, "Relaxation is in essential respects the direct negative of nervous excitement. More simply said, to be excited or disturbed, and to be fully relaxed are physiological opposites."

To get the good from this book, one must not only read and agree with it, but there must be faithful practice of the principles which it teaches. It is a good thing for every one of us to learn to let go, and to prepare for carrying heavy loads by occasionally laying down the burden for a period of rest.



Question of Research

Where in the world did you get such an inaccurate piece of information as that about Andrew Jackson mentioned in paragraph 3, column 1, page 28 of your May 1951 issue? The research on that must have really been superficial.

—Tom Champlin, of Mankato, Minnesota, Toastmasters

[Editor: "Unschool'd" would have been a better word than "illiterate."]

A "Must"

Too bad that all young men starting their business careers can't see the value of such an inexpensive training.

—Q. M. Rochefort, deputy governor of Columbia Empire Toastmasters, Portland, Oregon

Toastmasters Spirit

Marines are drilled ceaselessly on how to survive and win in combat. All marines brag about their outfit, and well they may. The Toastmasters have a fighting job, a job of licking poor speech. May we Toastmasters brag about our task, our club, and sell it to men interested in self-improvement in an adult school of education, second to none. Just yesterday a member of another organization said to me, "I wish our club could do things as well as Toastmasters do."

—The Toaster, bulletin of Athenian Toastmasters, Jacksonville, Illinois

Hospitality

Our visitors keep coming. They rarely go away without being impressed by our club, and signing up for membership.

—Bulletin of Sunrise Toastmasters, Phoenix, Arizona

Key to Success

Toastmasters has offered me many new developments in personal business and social life. Due to the kind assistance of club members and experienced evaluators, I have learned to organize my work, to think analytically, to act with restraint, and to always be prepared to speak. In my opinion Toastmasters has developed an opportunity for me to speak successfully to groups of people both in business and otherwise. To me, any aggressive man of today must be prepared to speak at all times on subjects that are interesting and well organized. I can truthfully say that Toastmasters International has offered me the key to success. My intention is to continue.

—Ken Coles, deputy governor of Windsor, Ontario, Toastmasters

Marked for Reference

I find some of the articles in *The Toastmaster* magazine very interesting. I read every issue, cover to cover, mark the page numbers of especially interesting articles on the front cover and refer to them later.

—Bob Moore, governor of Area 1, District 28

Stories

You Can Use

The Cooperative Spirit

It was back in the days when organs were pumped by hand. The famous organist had given his performance one evening, and as he stepped around the organ, leaving the platform, he talked to himself.

"I really did some beautiful work this evening," he told himself. "I don't know when I ever played better." The boy who had been pumping the wind all evening scowled at the departing artist, and shook a fist at him.

The next evening there was another performance. The artist sat at the console of the organ and placed his hands on the keys, but there was no sound. He tried it again. No response. He started around the organ to see what ailed the pumper. There was the boy. Scowling fiercely, the artist indicated that wind was needed.

The boy responded with a grin. "Say 'we,' mister," he admonished.

There's Always an Alternative

Circumstances made it necessary for the speaker to change his subject after his arrival at the meeting place. The chairman introduced him with apologies for the inconvenience.

"No apologies are needed," the speaker began. "There is always an alternative." And then he told this story to prove it:

A man approached the bar and called for a martini. He was already quite illuminated and full of good will.

"Tha's a wunnerful martini," he told the bartender, after he had sampled it. "Tha's just about the best li'l martini I ever tasted. Gimme another."

The second drink pleased him still more. "Swunnerful martini," he said. "You're a wunnerful bartender. I like you. I wanna give you a present. Here, take this," and he hauled from under his coat a live lobster. "It's my pet. I'm gonna give it to you 'cause I like you."

The bartender was puzzled. He looked at the lobster. He did not need a lobster, but he must be polite.

"Thanks," he said, "I guess I'll take him home for dinner with my family."

"No! No! Need'n do that. My li'l pet already had his dinner. But why don't ya take 'im to see a good movie? He likes movies."

TOASTMASTERS

PLAN NOW TO ATTEND THE

Twentieth Annual Convention

Where to Stay in San Diego (all rooms are with bath)

Hotel	2 Persons		
	Single	Double Bed	Twin Beds
U. S. Grant	\$ 4.50- 8.00	\$ 6.50-10.00	\$ 6.50-10.00
El Cortez	\$ 5.00-10.00	\$ 7.00-12.00	\$ 7.00-12.00
Golden West	\$ 1.50- 3.00	\$ 3.00- 4.00	\$ 2.50- 4.00
Knickerbocker	\$ 2.50- 3.00	\$ 3.00- 3.50	\$ 4.00
Manor	\$ 6.00-12.00	\$ 8.00-12.00	\$ 9.00-12.00
Maryland	\$ 3.00- 4.00	\$ 4.00- 6.00	\$ 4.00- 7.00
New Plaza	\$ 3.00- 4.00	\$ 4.00- 5.00	\$ 5.00- 6.00
Park Manor	\$ 5.00- 8.00	\$ 6.50- 8.00	\$ 6.50-10.00
Pickwick	\$ 3.50- 5.00	\$ 5.00- 7.00	\$ 6.00- 8.00
San Diego	\$ 3.50- 5.50	\$ 5.00- 7.50	\$ 5.50- 8.00
Southern	\$ 3.00- 3.50	\$ 4.00- 5.00	\$ 5.00
St. James	\$ 3.00- 3.50	\$ 4.50- 5.00	\$ 5.00

Beach & Resort Hotels

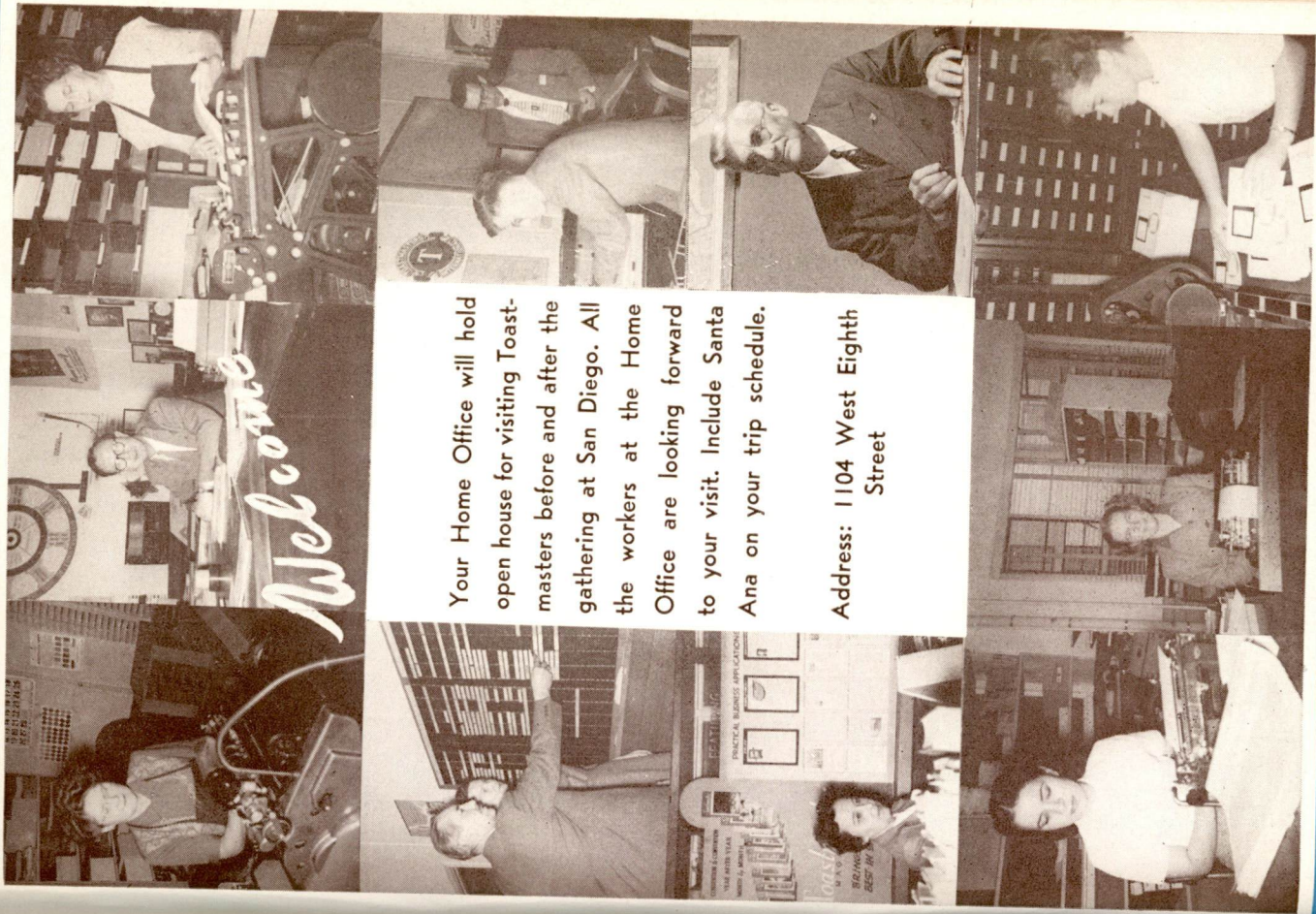
Del Coronado (Am. Plan)	\$14.00	\$24.00	\$24.00
El Cordova Hotel-Apts.	\$ 4.00 up	\$ 5.00	\$ 6.00- 7.00
La Valencia	\$ 5.00 up	\$ 7.00 up	\$ 8.00-14.00
Millen Manor Hotel (includes breakfast)	\$ 5.00-10.00	\$ 8.00-12.00	\$ 8.00-12.00
Silver Spray Apt. Hotel	\$ 5.00- 7.00	\$ 5.00- 7.00	\$ 6.50- 7.50

Motels

Aztec Motel	\$ 4.00	\$ 5.00	\$ 6.00
Beautyrest Motel	\$ 4.00	\$ 5.00	\$ 5.00- 6.00
Motel San Diego	\$ 4.00	\$ 5.00	\$ 6.00
Rolando Travelodge	\$ 4.00	\$ 5.00	\$ 6.00
Surf & Sand Motel	\$ 3.50- 4.00	\$ 4.00- 6.00	\$ 5.50- 6.00
Southward Ho	\$ 4.00	\$ 5.00	\$ 6.00
Tourlodge	\$ 4.00	\$ 5.00	\$ 6.00
Tropic Motel	\$ 3.50- 4.00	\$ 4.00- 5.00	\$ 5.00
Western Shores Motel		\$ 5.00	\$ 6.00

For family accommodations, beds can be arranged for children. List your needs:

.....
(Make hotel reservation on back of this sheet.)



Your Home Office will hold open house for visiting Toastmasters before and after the gathering at San Diego. All the workers at the Home Office are looking forward to your visit. Include Santa Ana on your trip schedule.

Address: 1104 West Eighth Street

APPLICATION FOR HOTEL ACCOMMODATIONS

Mail to: HARRY LONG
 c/o San Diego Convention Bureau
 499 West Broadway
 San Diego 1, California

Are You:
Official Delegate.....
Newly Elected Governor.....

Please make the following reservations:

- | | |
|--------------------------------|---|
| 1. Hotel.....
First choice | (.....) Single bed one person only. |
| 2. Hotel.....
Second choice | (.....) Double bed with bath persons. |
| 3. Hotel.....
Third choice | (.....) Twin beds with bath persons. |

If accommodation requested is not available, may substitution be made? Yes..... No.....

Arriving.....at.....a. m.....p. m. Leaving.....at.....a. m.p. m.

Room will be occupied by:

Name.....	Address.....	Club No.
Name.....	Address.....	Club No.

Signed.....
 Street.....
 City and State.....

FILL IN — TEAR OUT — MAIL

TOASTMASTERS INTERNATIONAL
20TH
ANNUAL
Convention
KEYS TO SUCCESS



IN—

business management
personnel relations
professional practices
radio and television
selling

ALL these and real hospitality
and entertainment.



These are some of the men who are planning to make memorable the Twentieth Annual Convention of Toastmasters International, at San Diego, August 8 - 12.