

THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

June, 1947

Vol. 13—No.6



SAINT PAUL'S LAKE COMO

One of Minnesota's 10,000 lakes which mark the footprints of Paul Bunyan's Blue Ox, Babe, and which will be enjoyed by Toastmasters attending the Convention, August 11 to 14.

(See Paul Bunyan story on Page 11)



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

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

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

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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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Your Best Friend Won't Tell

By CHARLES W. COVER, Toastmasters Club of Zanesville, Ohio.

One of the saddest and most amazing facts I have discovered in public speaking is the great number of men who *think* they can speak.

These are men who are otherwise as sound as a dollar, the so-called hard-headed business man, the professional man, the community leader. They are men of mature years, far past the bird-and-bee stage of life, old enough to know better. But they *will* speak!

Suppose you asked one of them to play the piano at a meeting. He would look at you in amazement, and say:

"Why I couldn't play a piano. I've never had any *training!*"

Very true. How *could* you expect him to play the piano when he has had no musical training?

But this same man will readily undertake one of the most difficult of all cultural accomplishments—to move the soul, stir the emotions, sway the intellect, explain, instruct, sell, by means of speech. And he will do this without any training—without a single lesson in public speaking.

I ask myself—I ask you: "Which of these is greater, to tickle the auditory nerve with a piano, or to sway the souls of men through speech?"

But the pianist faces his instrument with confidence because he knows how, while the speaker faces his audience with some de-

gree of confidence because he knows no better.

All too often it happens that this willing, but unprepared, speaker is one of the best citizens—the cream of the community. (Or at least his grandpappy left him a wad of cash, which sometimes amounts to about the same thing.) He is a "prominent citizen," and he likes prominence.

You may find him thrusting the torment of his miserable speeches upon others in churches, civic clubs, any sort of gathering where speeches are to be made. He flops over chairs, leans on the table, stutters and yammers around, making his weak little jokes and repeating his feeble cliches.

And afterwards. *Afterwards!* This is the sad part. It hurts me to tell of it. His friends (loyal creatures, but misguided, perhaps hopeful) crowd around to tell him what a wonderful talk he made. And, worst of all, the poor sucker believes it! His chest swells out like a turkey gobbler's. His face kindles into a rosy glow. You can see that he is telling himself, "I'm really the kitty's meow. I'm a regular speaker."

The pity of it is, there is no one to tell him the truth. No one will risk speaking out frankly. It might make the old boy reduce his next contribution to some cause.

This man, as an individual, is a good man. He does not beat his

wife; he is not too friendly with his neighbor's wife; he will not steal his neighbor's ox nor his ass nor anything that is his neighbor's. He is a good man. The trouble with him is that he simply does not realize his deplorable condition as a speaker.

And—no one tells him. He needs an honest evaluator to work him over, and there is none for him.

Your Critic Is Your Friend

Toastmaster Cover has singled out in his article one type of citizen who needs such help as the Toastmasters Club offers—the "prominent citizen" whose position causes him to be called upon frequently for a speech, though he is anything but a good speaker.

Another man who needs the same help, and seldom gets it, is the executive—the head man—the "big shot" in the business. He has to talk before groups, even in his own establishment, as well as on the outside. He conducts staff meetings, sales conferences and all such affairs. Because he is important, he is called upon to speak for meetings on the outside, ranging from his own trade group to community organizations.

How is this big, busy man to find out whether his speeches click, and why? His employees are not so brash as to tell him to his face how prosy and boring he is. The folks in town who expect him to kick in with a thousand dollars for their project will not criticize

In my experience, there is just one place where he could be told—told whether his speech is good or bad, and why; told with frankness and kindness; told so that he will know how to improve.

There is just one place—and you know where it is. That man needs the Toastmasters Club, where a man becomes your friend by telling you the truth about your speech, and how to improve it.

him, except in his absence. His business competitors will not help him with their comments.

The development of Toastmasters Clubs among men of the "executive" type reflects the consciousness of these men that they must have training. In such a club, the busy executive finds a friendly, helpful hearing by men of his own grade and standing.

Here he can discuss his ideas, try out speeches planned for a special occasion; learn through constant practice, and find out his weak spots and his strong ones. By this process, his ability to speak and lead and organize is increased, and undiscovered talents are revealed and brought into use.

The article on the next page, prepared by a leading business man of Los Angeles, is a testimonial based on personal experience. Business men in all parts of the land are learning the truth of what Toastmaster Widdess says, that "Toastmasters Training is an aid to Business."

Toastmasters Training— An Aid To Business Men!

By STEWART K. WIDDESS, Past President of Downtown Toastmasters Club, Los Angeles.

Toastmaster Widdess is President of the J. W. Robinson Company, of Los Angeles. The Robinson Store is the "Marshall Field's" or the "Wanamaker's" of the Pacific Coast, and it is a privilege to present his views of Toastmasters work from the standpoint of an executive whose daily dealings are with men, so many of whom need exactly what he has found in the Downtown Toastmasters Club.

In the retail store with which I am associated, we have six executives either actively engaged in Toastmasters work, or with recent experience and training in a Toastmasters Club. Each of these men has personally expressed his belief that the training in speech has been and continues to be extremely helpful in their day-to-day business endeavors.

It has been evident to me, as I have watched their progress, that their work in the Toastmasters Club has been a factor in preparing them for positions of increased responsibility.

In appraising the reasons why this training has been so helpful to these men, I find certain factors emerging as evidence to justify my faith in the value of Toastmasters experience.

First, this work has enabled these men to organize and present plans and projects to management in a clear, concise, logical and effective manner.

Second, and no less important, it has enabled them to respond extemporaneously in voicing their reactions and constructive criti-

cisms of ideas proposed and presented to them by their management associates.

Third, their training in effective public speaking has been an important factor in the promotion of goodwill and good public relations in contacts within the employee group, and in civic and community groups.

It is my firm conviction that since our daily business life is so completely dependent upon the ability to transmit our thoughts by vocal expression, the Toastmasters Club has been an invaluable aid to executives within our organization. There is ample evidence in their personal progress to convince me that the Toastmasters training has been an important factor.

This public speaking experience, accorded to our men as members of the Toastmasters Club, has resulted in increased efficiency, and in ability to assume and fulfill larger responsibilities in business, with which they have been entrusted.

That Toastmasters training is an aid to the modern business man is a fact beyond question or doubt.

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You Are Toast- masters International

By GEORGE W. S. REED

Not for a single minute should any Toastmaster think of "Toastmasters International" as something set apart, something of interest only to a few officers and directors, or merely some "head office" in Santa Ana from which come bulletins at frequent intervals. Quite the opposite is true.

Every individual Toastmaster among the 13,000 now enrolled in our clubs throughout the world has a vital interest in the organization.

The best way for any man to learn how much "International" means to the Clubs and to the individual members is for him to attend an International Convention such as the one to be held in Minneapolis-St. Paul in August.

Remembering that the Toastmasters Club primarily is an educational organization, we must recognize "International" as the source of study and instructional material, superior to that to be found elsewhere. As a matter of fact, this material, conceived by our Founder and Educational Director, Ralph Smedley, and refined and perfected by the experiences of thousands of Toastmasters, is now widely used in colleges and universities as the basis for speech courses—with tuition fees. This invaluable material comes to Toastmasters at very low cost—something which could not be without Toastmasters International.

Legally, Toastmasters International is a corporation, non-profit and non-commercial, made up of the individual Clubs as units. Each Toastmasters Club is a member of the corporation—a stockholder, if there were any capital stock. The Annual Convention is the business meeting of the corporation, in which every Club is entitled to representation by accredited delegates, who transact the business, elect officers, and look out for the general welfare.

The Home Office is our agent—our clearing house—our working center—spending our money to serve us, not dictating or giving orders, but guiding, suggesting, and helping.

You and your Club are Toastmasters International. It belongs to you, as you belong to it. Use it, build it, extend it, for your own good and the good of other men.

Minnesota, Here We Come

By JOSEPH P. RINNERT, President of Toastmasters International.

Enthusiasm for the Twin-Cities August Convention is engulfing



them year after year? Here are some of the reasons.

Men who want to continue their mental growth beyond the years of formal schooling have the opportunity to meet in person at the Convention hundreds of other men who share that same ambition. That common denominator makes possible the formation of friendships which have no ending.

The educational sessions of the annual Convention distribute the accumulated knowledge from years of thinking and of experience of thousands of Toastmasters. That dissemination of information takes place through carefully prepared and excellently delivered speeches; through presentation of cleverly planned skits; by means of charts, graphs and exhibits; through panel discussions; by means of audience participation under the guidance of skilled chairmen.

Participation in the business activities, including election of officers and directors, action on proposed by-laws amendments and consideration of resolutions, gives training in democratic processes and parliamentary procedure and enables each Club, through its delegates or proxies, to help mold the pattern for future growth.

Attendance at the meetings of the Board of Directors, as policies are deliberated and determined, brings a new conception of the magnitude and meaning of Toastmasters International as it is today and as it will be in the future.

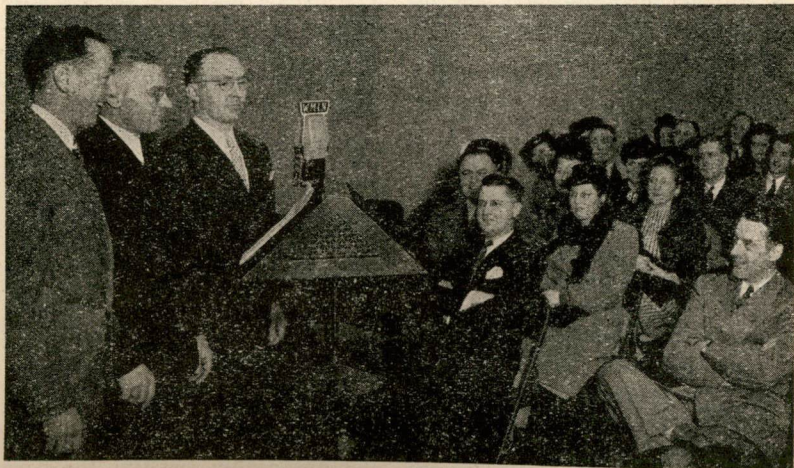
The finals of the Speech Contest brings together the five zone contest winners, assuring an evening of effective dynamic speeches in an atmosphere of intense, yet friendly, competition.

Fun features, including the traditional Hi-Jinx Luncheon, visits to scenic natural attractions and man-made wonders of the Convention locale, shopping tours, and entertainment events, all afford pleasant relaxation and a chance to combine vacation recreation with Toastmasters work.

If you imagine that this summary exaggerates the sincerity, the enthusiasm, the friendliness, the seriousness, the fun, the benefits of a Toastmasters International Convention—just ask the man who has been there! Then be in the Twin Cities August 11-14.



IN ACTION AGAIN—Reactivated Charter No. 329 was presented on February 5th to Tacoma Noon-Day Toastmasters by Past President Franklin McCrillis. In the picture, Club President Yost is seen receiving the charter with District Governor Jack Harms and Tacoma Area Lieutenant Governor Charles Griffith standing by.



ON THE AIR—Victory Toastmasters Club of St. Paul, under direction of Social Chairman, Tom Mulrooney, staged its most successful Ladies' Night performance with a special broadcast in the new studios of WMIN. The ladies were present as guests for the program of speeches and personal interviews. In the picture, standing before the mike, are President Ray Lacher, District Governor Ralph Lowe, and announcer Frank Devaney.

What's Going On

News of Toastmasters Clubs, gathered from all quarters. Has your Club made a discovery, invented a procedure, performed a notable service? Write in and tell about it. Let us know "What's Going On."

Unusual Combination

At the speech contest of Toastmistress Clubs of Pasadena Area on May 6th, four officers of International Toastmistress Clubs and three officers of Toastmasters International were honored guests. The Toastmistress officers were: Mrs. Clarence Day, first Vice-President; Mrs. Thomas Hennessey, Secretary; Mrs. Florence Mellinger, 3rd Vice-President; and Mrs. Florence Fall, Southern California Director. Miss Helen Campbell, Chairman of Southern California Regional Council, also was present.

Toastmasters International officers were: J. P. Rinnert, President; I. A. McAninch, Secretary;

and George W. S. Reed, Director. E. Briggs Howorth, Past Governor of District One, was present, serving as a judge for the contest, along with Rinnert and McAninch. The contest was won by Miss Thelma D. LaRiviere, of the Pasadena Toastmistress Club.

A Good Platform

1. A live Educational Committee.
2. Improve our parliamentary procedure.
3. Continue to bring in new members, but also to keep the programs sufficiently varied and interesting to induce regular attendance.

—From Southern Accent,
Atlanta Toastmasters Club.



IN JOINT SESSION—Holding the first joint meeting of Toastmasters Clubs in Oklahoma City, members of Oklahoma City and Downtown Toastmasters Clubs were hosts to the "Speak Easy" Club of the Junior Chamber of Commerce, which may yet become affiliated with Toastmasters International. The picture shows the three clubs at dinner. Seated at the speakers' table in the foreground are B. H. Carey, of the Downtown Club; Ed Jensen, Oklahoma City Club; President Charles Scales, Downtown Club; President Curtis Harris, Oklahoma City Club; Tom Stevens, Ralph White and E. G. McClain, of Downtown Club. At right is Raymond Boyer, with timing device.

"Men of the Year" at Miles City

MILES CITY TOASTMASTERS CLUB



**MAN OF THE YEAR
1946**

ALLEN MILLER

(Cartoons by courtesy of Miles City DAILY STAR)

Each year, the Miles City, Montana, Toastmasters Club chooses not one "man of the year," but two.

Allen Miller was honored this year by being selected as the man who has done most to aid his fellow Toastmasters in 1946.

Roy Juergens was named as the member who showed the greatest advancement and improvement during the year.

MILES CITY TOASTMASTERS CLUB



**MAN OF THE YEAR
1946**

ROY JUERGENS

The cartoons were made by Jim Masterson, a member of the club. These sketches, on plaques, were awarded to the winners.

Comment by the *Star* was: "The ability to make a good speech depends largely upon how much criticism one is willing and able to absorb. Helpful criticism is probably the most important duty of each member of the club."

ORATORY

Oratory, emitted from the lungs, with cathedral chimes and Waterbury movement, was never more interesting than it is right now. I urge you to hear as much of it as you can—and remember as little as possible.

Representative Homer A. Ramey, of Ohio.

Come to Minnesota

A. K. Halva, of King Boreas Toastmasters of St. Paul, contributes this lyric invitation. It may be sung, if desired, to the tune of "Tramp, Tramp, Tramp, the boys are marching."

Come, oh come to Minnesota,
Land of many lakes so blue;
You will have a lot to say
About the fish that got away.
All St. Paul and Minneapolis
welcome you!

Toastmaster Halva adds a promise that the hatchet will be buried for duration of the convention, and that the Twin Cities will be at peace, at least on the surface.

Selling Toastmasters

John A. MacDonald, immediate Past Governor of District 9, has been busy proving that new clubs



President Lester O. Davis receives the charter for the new Knights of Columbus Toastmasters Club, No. 447, from Tracy Jeffers, Past Governor of District Six, and now a Director of Toastmasters International. Continuing to the right, John M. Cotter, of the new club, and Rev. Joseph Siegienski, International Vice-President George Benson spoke in greeting to the new chapter. The gavel presentation was made in behalf of Eastgate Masonic Lodge by Harvey M. Metzger, Senior Warden.

are readily formed. He has promoted two new clubs in Spokane and is working on a third at Moscow, Idaho, all since the finish of his term as Governor.

He is a top rank salesman, who knows how to organize and inspire men. He has been a member of Toastmasters for 15 years, and claims that the training has done so much for him that he wants to share its benefits with every other man interested in self-improvement. He recognizes no limits to a man's growth except such as are self-assumed, and he finds in the Toastmasters work the opportunity for such growth.

MacDonald's experience carries an answer to the question, what to do with the older Toastmasters:



At Sioux Falls, the Jaycee Toastmasters Club No. 430 received its charter at the hands of District Governor Carleton ("Cap") Sias, of District 19. In the picture, Raymond E. Dana, President of the new chapter, (left) accepts the congratulations of the District Governor.

Book News

THE ART OF PLAIN TALK, by Rudolf Flesch, Ph. D., (Harper & Brothers, New York. \$2.50)

HANDBOOK FOR DISCUSSION LEADERS, by J. Jeffery Auer and Henry Lee Ewbank. (Harper & Brothers, New York. \$1.75)

Dr. Flesch, by his book on *The Art of Plain Talk*, is going to irritate teachers of English, grammarians, and all purists in the field of diction. In spite of this, his book will be influential in promoting simplicity and directness in style of speech, for many who read it will follow his thinking.

He has written more directly for writers than for speakers, but both classes can profit by his teaching. His thesis is that the purpose in both writing and speaking is to make people understand what you mean. Too many words, or too ponderous words and constructions, too many circumlocutions, will make anyone's speech hard to follow and understand. Simplicity, concreteness, compactness and directness are big ideas to him.

Simple, straightforward speaking has been advocated by many, but here is a writer who has actual standards and formulas for you to follow in testing your talk. His advocacy of short cuts in grammar will seem too radical to many who have respect for traditional forms, and he may lead some astray who follow too readily anyone who takes off the restrictions, but in the main, his work will be found stimulating, interesting, and even inspiring to one who wants to talk well. We recommend it for all public speakers.

The Hand Book for Discussion Leaders should fill a definite need. It is a careful and authoritative study of methods of group discussion, dealing with mechanics of presiding and participation. It includes the panel, the symposium, the lecture, the debate and the forum. Especially valuable is the chapter on how to evaluate the accomplishments of a discussion. A copy of this text in the hands of every Educational or Program Committee Chairman of a Toastmasters Club would produce good results in better discussion.

You can secure copies of these books through your local dealer, or you may order them through Toastmasters International.

REACTIVATED CLUBS

No.	Name	Town and State	District
22	La Jolla—La Jolla, California.....		5
36	Forest Lawn (E)—Glendale, California.....		1
48	Science of Mind—Los Angeles, California.....		1
88	Oakland—Oakland, California		4
102	Parkway—Cincinnati, Ohio		10
121	Junior Chamber of Commerce—Santa Monica, California.....		1
147	North Hollywood—North Hollywood, California.....		1
152	Laconian—El Centro, California.....		5
153	Holtville—Holtville, California		5
157	Visalia—Visalia, California		4
212	Wilmington—Wilmington, California		1
225	Veterans Administration—Sioux Falls, South Dakota.....		19
276	El Cajon Valley—El Cajon, California.....		5

Paul Bunyan Was Here

When you go to Minnesota for the Toastmasters International Convention in August, you will be in the heart of the Paul Bunyan country. Paul Bunyan, that is—not John.

Here is where the legends about this mythological giant of the North Country took shape and grew into one of the great folktales of America. Unless you are willing to be rated as ignorant and behind the times, you should brush up on the story and be able to talk intelligently about it.

Perhaps your trip may take you into Bemidji, and if you don't know about Bunyan, your time there will be wasted. It is there that you will find the eighteen-foot statue of Paul Bunyan (not lifesize, of course, but as nearly so as space would permit). You will be shown Paul Bunyan's watch chain, a silvered log-chain capable of dragging a big tree, and Paul Bunyan's axe, which is too heavy for you to lift. The story says that Paul used to swing it so fast and so hard that he had to stop every five minutes to dip his red hot axe into a lake to cool it off.

You will be told the story of the winter of the Blue Snow, when the snow was 200 feet deep and of a bright blue color. That was the winter when Paul found his famous Blue Ox, Babe, whose wandering footprints are responsible for the depressions now filled with the 10,000 lakes. The lake water gets its glorious blue coloring from the water left by the Blue Snow.

Read up on the subject of Paul Bunyan, and how the treeless plains of the North are the result of his terrific fist fight with his giant camp foreman, Shot Gunderson. They fought all over the Dakotas, breaking down trees and leveling hills in their combat. Paul, as winner of the fight, was then able to take his place as the undisputed leader of the new race of loggers.

Fishermen say that the islands in the Minnesota lakes were caused when Paul's fishhook got snagged on the bottom, and had to be pulled loose. What Toastmasters who go fishing this summer will say may be worse than that. But Paul Bunyan was here, and his shade, we hope, will be on hand to help welcome us.

GOOD GRAMMAR

The editor of the bulletin of New Albany, Indiana, Toastmasters' Club reports a critic who said of a speaker, "He violated every rule in the book, yet his speech was so effective that no one noticed his errors." The editor says: "I was reminded of the capable speaker, whose formal education had ended with the third grade, who said, 'If you don't pay too much attention to my language, I'll make you a darned good speech!'"

A TOAST TO THE TOASTMASTERS

The Eli Lilly Toastmasters Club is a group of men organized to improve its members in the oral expression of thought, increase their ability to express themselves creditably before audiences and encourage the development of such ability in others, secure fair and constructive criticism, promote sociability and good fellowship among its members, and gain experience in public speaking and instruction in the art of toastmastership and parliamentary procedure.

The club was organized February 28, 1945, and became a part of Toastmasters International in April, 1945. On June 4 the Honorable Ralph F. Gates, governor of the state of Indiana, presented the club with charter No. 311, and Presi-

dent Eli Lilly became its only honorary member. The club's membership is limited to thirty active members.

The first Toastmasters Club was organized in 1924 in Santa Ana, California. Since Toastmasters International came into being, it has added to its roster nearly five hundred clubs in the United States, Canada, England, and Scotland. A professor of speech at the University of Minnesota estimates that the materials available through Toastmasters International would cost more than \$100,000 to replace. This library of speech information, accumulated during the past twenty-five years, aids toastmasters in the difficult art of speaking.

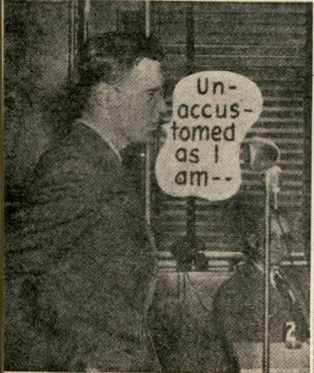
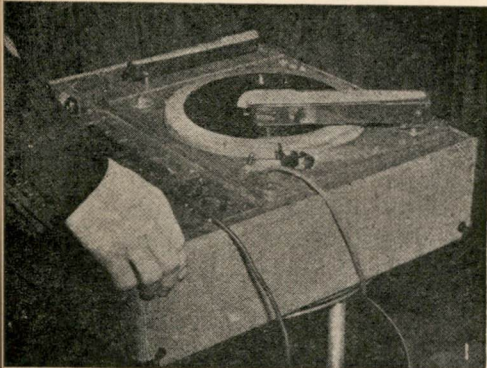


• 1 •

The toastmaster's severest critic—the recording apparatus which records his speeches, thus providing a means by which the speaker can criticize his own presentation.

• 2 •

And he isn't kidding! Fred S. Hallett (Plant Layout) attended the meeting as a guest of John M. Clarke (General Office), only to learn that even guests at Toastmasters' meetings must make a speech. George S. Weiser (Credit Union), in the background, enjoyed Hallett's impromptu talk. The toastmasters enforce their "must-talk" rule so vigorously that the nonplussed LILLY REVIEW photographer who snapped these pictures had to take his turn at the mike.



• 3 •

Kenneth F. Griffith (Marketing Study) used a few notes in putting across his talk. The toastmasters hold their meetings in the private dining room.

• 4 •

Tillmann P. Fliegenschmidt (Service) points the way. Gestures, like words, are learned to be used only when they mean something. Toastmaster for the evening, "Flieg" delighted his audience with an extemporaneous humorous poem.

• 5 •

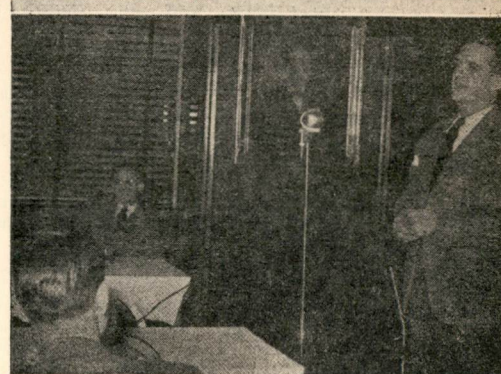
Edward Buesking (Biological Finishing), left, and C. F. Buck (Professional Relations and Medical Publicity), right, smile at the evening's topicmaster, Thomas A. Bunch (International Sales Service), standing, while Harris O. Johnson (head of the Filled Capsule Department), lieutenant-governor of Toastmasters International for the Indianapolis area, makes notes.

• 6 •

George S. Weiser (Credit Union) smiles illustratively as he delivers a talk on "Smiles." Every member takes part in every meeting, and members or guest critics evaluate the speeches, point out mistakes, and suggest ways to correct them.

• 7 •

John K. Taggart (manager of Inspection and Weights and Measures) devoted his talk to "Sports." Each member takes his turn at being either the topicmaster or the toastmaster for the evening. Topicmasters introduce all two-minute speakers, and toastmasters introduce all five- and eight-minute speakers and the critics.



• 8 •

John M. Clarke (General Office) put "vocal variety" in his speech. Vocal variety is a term used by the toastmasters to indicate the use of pleasing and interesting inflections of the voice. Each speech must be at least two minutes in length, and at each meeting four or more members make five-minute or eight-minute speeches.



This "Toast to the Toastmasters" appeared in the LILLY REVIEW for March, 1947. The REVIEW is the employee magazine of Eli Lilly and Company, of Indianapolis, and it goes to employees of this great drug company throughout the world. It goes also to drug wholesalers, editors of industrial publications, and drug and chemical manufacturers. The Company has representatives in 52 foreign countries, each of whom receives the magazine. The Eli Lilly Toastmasters Club may well be proud of the worldwide recognition thus given its activities.

A Program For Effective Speech

Four crowded days, filled with the things that help men to grow, enlivened by fun and fellowship and inspiration—that is the prospect for Toastmasters in Minneapolis-St. Paul in August.

The Convention theme is: "Effective Speech—Today's Vital need".

The time is August 11 to 14.

Here is a condensed schedule of events:

SUNDAY—Registration of early arrivals, and open house for Toastmasters, their ladies and their guests, at the Radisson Hotel, afternoon and evening.

MONDAY

- 9:30 to 11:45 A. M., Training Session for District Officers.
- 12:00, Luncheon for all Toastmasters and Guests.
- 2:00 to 5:00 P. M., Training Session for District Officers.
- 3:00 to 5:00 P. M., Friendship Hour and Reception.
- 3:00 to 5:00 P. M., Informal Educational Session.
- 6:00 P. M., Dinner, honoring District Officers, followed by Reception, Motion Pictures and Dancing, conducted by District Six.

TUESDAY

- 7:30 A. M., Breakfast for various groups.
- 9:30 A. M., Formal opening of Convention.
- 10:45 A. M., Symposium on Toastmasters International.
- 12:00, Hi-Jinks Luncheon, District Six in charge.
- 2:15 to 5:30 P. M., Open meeting of International Board of Directors.
- 2:15 to 5:30 P. M., Sight-seeing tour.
- 7:30 to 8:45 P. M., Pre-Contest Banquet.
- 9:00 to 10:30 P. M., Finals of the Inter-Club Speech Contest.

WEDNESDAY

- 7:30 A. M., Various group breakfasts.
- 9:30 to 11:45 A. M., Convention Session; Theme: How to Operate a Successful Toastmasters Club.
- 12:00, Various group luncheons.
- 1:45 to 5:00 P. M., Annual Business Meeting of the Corporation.
- 6:30 P. M., at St. Paul Auditorium, Dinner, Pop Concert and Ice Show.

THURSDAY

- 7:30 A. M., Various group breakfasts.
- 9:30 to 11:30 A. M., Convention Session. Theme: Toastmasters at Work. This includes the Educational Committee, the Program Committee, and "Complete Speech Training."
- 12:00, Founder's Luncheon, honoring Founder Ralph Smedley.
- 2:00 to 4:00 P. M., Convention Session; Theme: Your Speech Problems and how to Solve Them.
- 4:15 to 5:45 P. M., Meeting of New Board of Directors.
- 8:00 P. M., President's Dinner and Ball, Installation of Officers, Presentation of Awards, President's Inaugural Address, followed by Dancing.

. . . . *It's "Cops" in the Nation*

. . . . Today's Vital Need

SCHEDULE OF SPECIAL EVENTS

- Monday Evening Dinner, honoring District Officers, with entertainment.
- Auto Club Luncheon, (for ladies).
- Sight-Seeing Tour.
- Hi-Jinks Luncheon
- Ice Show, Concert and Dinner
- Founder's Luncheon.
- President's Dinner and Ball.

THE COSTS

- Registration fee, for all delegates and visitors, \$3.00.
- Book of tickets covering all the special events, \$23.00.
- (Tickets may be secured separately if desired.)

How Can Any Live Toastmaster Afford to Miss This Convention?

A Mid-West Welcome

By HENRY E. MILBRATH, of the Princeton, Minnesota Toastmasters Club

Hail, Toastmasters! There's a shining star
 In the sky o'er the Middle West—
 A symbol of strength and glory lives
 In this land the Lord has blessed.
 There's a wider vision of Freedom, too,
 In the shimmering golden field,
 And mirrored deep in each crystal lake,
 Rare beauty lies revealed.

So come to us in forty-seven—
 Don't you hear our glad halloo?
 With song on our lips and with ringing voice,
 Toastmasters, we reach out to you.
 So come from East, North, South and West,
 Mile after thrilling mile;
 With buoyant spirit, questing soul,
 Firm hand-clasp—and a smile.

a Convention Vacation

The Wide-Angle Lens

By WILLIAM A. SHANKS, Toastmasters Club of Richland, Washington.

As a wide-angle lens is to a camera, so is the International Convention to a Toastmaster. Through the Convention we get a broader and truer view of the Toastmasters movement, and come to realize its tremendous scope.

That was my impression of the Toastmasters International Convention at Seattle last summer, my first experience with the larger aspects of the organization.

My first and most outstanding impression was the sincerity and the friendliness of those who attended. They were friendly folks with a definite purpose.

As we boarded the excursion boat for the trip to Victoria, on the first day of the convention, this quality became evident. Delegates who had never met before came together, read the names on their respective badges, clasped hands in cordial greeting, and spent minutes visiting like old friends. There was no formality, no waiting for proper introductions. The fact that one was a Toastmaster was sufficient.

I soon found myself talking familiarly with men who had been unknown to me a few minutes ago. Some of us, holding together, passed from group to group, exchanging greetings and getting acquainted. Presently we came upon Founder Ralph Smedley.

Introducing ourselves as being from the new club at Richland, we said, "Mr. Smedley, you make

Toastmasters out of men; over in Richland we make atomic energy. That's a combination full of power. Are you accepting our invitation to come over and present our charter next Monday evening?"

He accepted, and he came and presented that charter.

The convention showed also a spirit of seriousness. The speakers were serious about the things they had to tell us. Each gave of his wide experience and shared with us his knowledge and, even more important, his enthusiasm. We were there to learn and grow.

On the other hand, we had fun—lots of fine, clean fun. An example of this was the humorous speech luncheon held Saturday noon. This stag affair was attended by several hundred men, and they had a good time.

But what do we usually think of in connection with a stag dinner, a fun session at a convention? Risque stories, off-color humor, something for men only?

Imagine our surprise and pleasure then, when the whole program was both clean and hilariously entertaining—humor on the high plane. Any man there would have been glad to have his wife or daughter present. It seemed to me that the ladies really missed the most entertaining part of the convention when they were left out of this fun event.

Then there was in evidence an

atmosphere of open-mindedness, of tolerance, of democracy in action.

In the business session, the chairman of the Resolutions Committee brought in his report. I sat listening to these resolutions, knowing from experience in other conventions that the minutes of this session undoubtedly would read: "The resolutions were unanimously adopted by the assembly." But it didn't happen that way.

Each resolution was discussed separately, not by one man but by many, and several were rejected or amended. Nothing was forced through.

Then came the report of the Nominating Committee. These men had for months been weighing characteristics and abilities of men all over the Toastmasters world, and their recommendations were presented as the best they could do. But these were not blindly accepted. Other names were presented from the floor, and some of those were elected in place of those proposed by the Committee. The members of the convention were not blindly following leadership. They were

thinking for themselves. They were weighing arguments, digesting information, and then expressing themselves.

They were open-minded, tolerant, cooperative. Perhaps the training in leadership and in evaluation received in their clubs showed itself to the greatest advantage in that business session.

Friendship, education and inspiration are a part, and a most important part, of a Toastmasters International Convention. I have friends now in many states, whom I met for the first time at Seattle. They are men with common interests and ambitions. I value their friendship.

I know now just how good a convention can be, and what it can accomplish, how it can transact business pleasantly, expeditiously, democratically, and wisely, and send its members back with a new vision of the movement, gained through this great "wide-angle lens," the Convention of Toastmasters International.

Am I going to the Minneapolis-St. Paul Convention? Just try to keep me away from there!

PLAN YOUR EVALUATION

All speech evaluation, to be genuinely effective and helpful, requires advance preparation and planning. Just as a speech must be planned, so the criticism of the speech should be considered in advance, and adequate preparation made by the evaluator. Just as the speech may be addressed to an audience made up of all sorts and conditions of men, so the criticism should be given by representatives of at least a few of these varieties of auditors. Otherwise the speaker has no way of knowing truly the effect produced by his effort.

A speech evaluator must realize that he is expressing a personal reaction, an individual opinion. Other members of the audience may disagree with him. That is why a speaker needs more than one critical opinion if he is to get full value.

Illuminate The Speech

By RALPH C. SMEDLEY

That is what illustrations and stories do for a speech. They light it up.

The Latin verb *illustro* means, literally, "to illustrate, to enlighten, to make famous, clear, plain." It means to let in the light.

Carefully chosen illustrations, appropriate and well told, shed light on the subject under discussion. They make easier listening for the audience by "lightening" the weighty discourse. They lend "light" in both ways.

To get an idea of the importance of good illustrations, think back over the speeches, lectures and sermons you have heard, and see what you remember most clearly. The odds are that while you have forgotten the text of the sermon, the logic of the lecturer, the eloquence of the orator, you still cherish some story or illustration which he used, which indelibly fixed itself in your mind.

Long after the text or the theme or the logic is forgotten, the story remains.

I have heard many speeches in the course of my life, but I remember comparatively few of them clearly. And how do I remember them?

In most instances, my memory centers on some story or expression which caught my attention. A pungent, cogent illustration, or a keenly pointed joke is my memento of the speech.

More than forty years ago I listened to a college president as he spoke to a graduating class. I heard him on numerous other occasions, but this one speech is all I can remember. And of that speech, I recall but one thing—a remarkably effective story which he used to emphasize a point. All these years I have carried it in my mind and have used it on many an occasion when it fitted into my own speech.

Only once in my life did I have the privilege of listening to Dr. Frank Crane, a Methodist minister of the early days of this century who won fame by his eloquent preaching and lecturing, as well as by his clever writing.

I cannot recall the theme of the sermon I heard, but I distinctly remember one of his illustrations, one which has repeatedly been useful to me, and which even had its effect on my own thinking. Dr. Crane made a definite contribution to my life by that one portion of his sermon, in that single contact.

He was speaking for clean living and decent thinking. He told in graphic detail about an old, rotten plank he had picked up one day in his garden, which revealed a mass of black, slimy crawling insects hidden there in the darkness. He described the panic of these insects as they scrambled to escape from the sunlight, and then he made his appeal: "*Every per-*

son has a plank somewhere in his life, which hides slimy, crawling thoughts and motives. Lift the plank in your life, and let the cleansing sunlight in!"

Some illustrations are amusing, some laughable, and some serious. It is not the exact nature of the illustration which gives it the effect, but its appropriateness in adding light, and the skill with which it is told.

There is another story which I remember, even though I can't name the source for you. It runs like this:

On the walls of an ancient temple was found this picture: A king forging from his crown a chain, while near by a slave was making his chains into a crown. Underneath was written, "Life is

what man makes of it, no matter of what it is made."

If you would make your speeches attractive, impressive, and easily remembered, illuminate them with good illustrations. Be on the alert to collect and preserve good ones you hear or read. Don't try for an extensive collection, but make it rigidly selective. Admit nothing to it which is not worth remembering, and nothing except that by which you are willing to be remembered.

Then study how to tell each story most effectively. Get it into a good form, memorize it, and keep it in your mental files for instant use when needed. Use the stories to light up your speech, and to give your hearers something they can remember.

RECORD OF GROWTH

No.	Name	Town and State	District
481	Vulcan—St. Paul, Minnesota		6
482	Bloomington—Bloomington, Indiana		11
483	Bay City—Bay City, Michigan		U
484	Crusaders—Spokane, Washington		9
485	Victor—Indianapolis, Indiana		11
486	Evergreen—Spokane, Washington		9
497	Helena—Helena, Montana		11
488	Rainbow—Great Falls, Montana		17
489	Cavalier—Cavalier, North Dakota		20
490	Zephyrus—St. Paul, Minnesota		6
491	Ambassadors—Minneapolis, Minnesota		6
492	Kent—Kent, Washington		2
493	Alvarado—Albuquerque, New Mexico		U
494	Forest Lawn (S)—Glendale, California		1
495	Mitchell—Mitchell, South Dakota		19
496	St. Clair—Belleville, Illinois		8
497	Original—Winona, Minnesota		6
498	Fond du Lac—Fond du Lac, Wisconsin		6
499	Loyola del Rey—Playa del Rey, California		1
500	Five Hundred—Minneapolis, Minnesota		6

Infanticide—or, How To Kill a Baby

By C. R. MACKENZIE, Secretary of the Inverness Toastmasters Club, the newest Toastmasters Club in Scotland.

This speech was given at the first meeting of the new club. The methods outlined will work as well in America as in Britain.

It is with a certain amount of diffidence that I rise to speak on this lethal subject. Yet I do assure you that I appreciate the honor of being the first speaker at this, the inaugural meeting of the Toastmasters Club of Inverness.

Of course one of us had to be first, but whether it was deliberate or accidental that I was selected to fill the place, I must admit that I feel a responsibility in starting so important a program.

Of late years, whenever I have had to make a speech, I have been reminded of something I once heard the newly elected President of the Glasgow Branch of the B. M. A. say, in his inaugural address. He said that he found a speech much like a baby: both are easy to conceive, both difficult to deliver. However, I didn't find this talk easy to conceive, and I find it difficult enough to deliver.

No doubt many of you, on hearing the title of my speech, may have said to yourselves, "He might have chosen a subject of more general interest." Of course I know that some of you have no babies, and those of you who have babies may not want to know how to kill them. But I believe the subject should be of interest to every one of you when I tell you that "Our Baby" for tonight is the Toastmasters Club of Inverness.

I am sure that not one of you has come here with the deliberate intention of killing "our baby", but there may be some of us, myself included, who might easily and inadvertently do serious injury to it if we don't watch ourselves carefully. And so I am going to give you a list of ways by which this "baby" of ours can be seriously injured, if not completely slaughtered.

First, don't bother to attend the meetings, particularly if the weather is bad, or if there is an attractive dance or picture on that night.

Second, when you do attend, always arrive late, and make as much disturbance as possible in getting to your place.

Third, always find fault with the work of the Committee and of other members, but don't mention it in meeting. Afterwards you can tell everyone how things should have been done.

Fourth, never accept an office. It is easier to sit back and criticize than to do things.

Fifth, if you are not appointed on a committee, get sore about it, but if you are appointed, don't bother to attend committee meetings.

Sixth, do no more yourself than you must, but when other members unselfishly use their ability to help matters along, howl that

the club is being run by a clique.

Seventh, hold back your dues as long as possible, or forget it altogether. It's the secretary's job to keep on reminding you.

Eighth, keep your eye open for something to find fault with. When you find it, resign, and get your friends to resign too.

Ninth, take every criticism you receive as "personal spite and jealousy" and be insulting to your critic, and put him in his place.

Tenth, never suggest anything constructive or helpful. Wait for the "other fellow" to do it, and then whilst he is speaking, criticize what he is saying, talking in audible tones to your neighbor.

There are other ways by which our "baby" can be killed. If you can think of them, be on guard against them. We want this infant to grow up into a strong and healthy adult.

We all owe a debt of gratitude to our Committee who must have worked unceasingly to deliver this new-born child, and it is now up to each one of us to see that it is nurtured and supported so that it may increase in wisdom and stature until it is able to take its rightful place as one of the finest institutions for fellowship, inspiration and education in all Scotland, and in the Highlands in particular.



Roscoe E. Stovall, Deputy-Governor of Indianapolis Toastmasters Club No. 385, is the first Toastmaster in Indianapolis to receive a certificate of completion of Basic Training. His certificate was presented to him by Gerald C. McVeigh (left) President of the Indianapolis Toastmasters Club.



When Wenell Toastmasters Club, No. 435, of Minneapolis, received its charter (the ladies being present) Robert J. Finnerty made a hit with his speech and demonstration of "The Mousinette", his "better mousetrap" which is a built-in feature of the lady's garter.

Officers' Quarters

You can make your work easier, Mr. President, and make a good record for your term, if you'll watch a few simple things.

1. Have the Secretary remind you, before each meeting, of the items to come up for attention. The Secretary should know what is to be done, but it's your business to get it done. Don't wait until after the meeting has started to say, "Is there any business to come before us, Mr. Secretary?"

2. Go to each meeting prepared with a plan of what you are to do. Have your list written. Then you will overlook nothing, avoid embarrassment, and conduct a smooth and effective meeting.

3. Instruct your committees, in writing, as to what they are to do, making time and place clear.

4. Conduct the business of the meeting — omitting everything which can properly be handled by a committee—*before* the program. Then, when you resume charge again, following the speech program, you will not need to ask whether there is any more business. *You know* there isn't, because you have planned it so. Finish on the high note of the program; don't drop down to business again.

5. See that your Sergeant-at-Arms does not consider himself merely a policeman whose only function is to quell riots. He is a host, a greeter, custodian of the club's properties, the person

whose duty it is to greet the members, seat visitors and late comers, and look after the comfort of all.

6. Help your Vice-President in his membership work. Consult with him so that a threatened drop in membership or attendance is corrected before it occurs.

7. Keep variety in your programs. Work with the Program Committee and the Educational Committee in planning. Get your Toastmasters of the next month's programs to meet in the preceding month, and have them work out plans so that variety will be assured, with progress.

8. Help your major committees to think up useful projects for the clubs in their various lines. Promote inter-club visitations, or exchanges of speakers or critics. Make sure that some events for the ladies are planned. Home support of members is essential to club welfare, and one good way to secure this support is by bringing the ladies to a meeting occasionally.

In general, keep all the members working to make your administration a success. Use your head to keep the members active, and never forget that punctuality and showmanship are essential ingredients.

Remember: An "executive" is one who tells other people what to do, and then sees that things are done, even if he has to do them himself.

Stories You Can Use

It is suggested that Toastmasters share their good illustrations by means of this page. If you have a particularly good story or illustration, please send it in, with your suggestion as to when and how it should be used. We can make this page into a regular medium of exchange of good stories if you will help.

NOISY SPEECH

A famous clergyman was asked by a colleague why the loud, vehement preaching of his earlier days had given way to a quieter, more persuasive manner of speech.

The great preacher laughed. "When I was young," he said, "I thought it was thunder that killed people, but when I grew wiser I discovered that it was the lightning that carried the punch, so I determined that for the future, I would thunder less and lighten more."

SILENT APPLAUSE

"Do you think they approved of my sermon?" asked the new minister, hoping he had made a good impression.

"Yes, I think so," replied his wife. "At least, they were all nodding."

THE STANDPATTER

A summer visitor to a New England village was curious about an old man who came into town every day, sat in front of the postoffice, and spent the day talking with his cronies. Being told that the old man was nearly 100 years old, the visitor tried to draw some stories out of him.

"Well, sir," he began, "I guess you've seen a lot of changes in your day."

"Yep," the old timer agreed, "and I've been agin every one of them."

CONGRESSIONAL REPARTEE

When Thomas B. Reed was Speaker of the House of Representatives, the word "mugwump" was in common use. One day Mr. Williams, of Massachusetts, made a speech of which the Speaker disapproved. Mr. Reed left the platform and descended to the floor to reply to Mr. Williams. In the course of his speech he said:

"Mr. Speaker, the gentleman's erratic views spring from the fact that he is a Mugwump. And what is a Mugwump? Mr. Speaker, the best authorities agree that a Mugwump is an individual who has been educated beyond his intellectual capacity."

HONESTY AND FRANKNESS

Probably most of the stories attributed to Lincoln never had anything to do with him, but they gain prestige from the association. Some of the best ones have to do with his political associates during the term he was president. Thaddeus Stevens and Simon Cameron had come into the republican party from opposite sides, and were frequently in conflict. In conversation, Stevens, a member of Congress, had spoken unkindly of Cameron. "You don't mean he (Cameron) would steal!" said Lincoln, who knew his aide pretty well, and did not list common theft among his failings. "Well, he wouldn't steal a red-hot stove," retorted Stevens, with bitterness. That was the sort of joke that Lincoln could enjoy, and he thought his Secretary of War should get some fun too, but Simon was not amused. He went into a rage, and sent off a demand for retraction. Unfortunately, he found Stevens only too ready to oblige.

"I said you would not steal a red-hot stove," the apology ran. "I now take that back."

The Voice of the Speaker

No. VI—Placing the Voice

This is a subject which properly requires the presence and aid of an experienced voice teacher to present it effectively. It is hard to prescribe exercises on the printed page which will carry you through to the desired end; but if you will follow these suggestions to the best of your ability, you will be helped, even though you work alone.

"Out of the Throat"

First, let us assume that you have followed previous lessons well enough so that you have learned something about deep breathing, and can relax your jaw and throat muscles. Our next problem is to bring your voice "out of your throat" where so many speakers seem to keep it.

Start by reviewing the "WOW-WOW" exercises prescribed in the preceding lesson. Having loosened up your facial muscles, say: "How now, brown cow?"

Open the mouth to the limits. Speak loudly, with clear, resonant tone. Imagine that the cow is forty rods away and that you are addressing her in authoritative tones. Speak persuasively, threateningly, angrily, pleasantly. Keep the throat muscles relaxed. Drop the jaw at each word.

"Hi-Ho!"

Second, we must get that sense of resonance more fully developed. Speak the name of that great state, Ohio. Separate the syllables, with wide opened mouth. Now, put variety into the pitch. Start at a low pitch with the first "O", then step up several tones on the "hi" and come down again

HI-
O- O.
on the final "o". It would look thus, in diagram:

If you can sing, even a little bit, pick up the lively tune from "Snow

HO-

HI-

White which runs "HI- HO." Never mind about "off to work we go." You stay right here and exercise your voice. Direct the call to someone two blocks away. Make the tones ring. You can do it if you let yourself go.

These exercises should make you feel pretty good—perhaps pretty foolish, too, but if you really put yourself into them, you will soon feel the effects in a general loosening up of tone, in a new resonance in your voice, and in easier opening of the mouth and relaxing of muscles.

"Front and Center!"

Third, we proceed to bring the voice "forward."

Of course, we understand that the tone is formed in the throat, by the vocal chords and their appurtenances, but you must feel the tones with your lips and teeth, actually on the tip of your tongue. That is what we mean by "placing" the tone.

A good way to start is by trilling the sounds. The trill is simply a flutter of the tip of the tongue. You can produce it by using words beginning with "r", or with combinations like "br", "dr", "pr", "tr", or "thr". Take such words as bright, dream, praise, tree-top, three, thrifty.

Prolong the trilling effect and feel the sound on your lips and teeth. Then try to get the same effect without trilling.

It will take practice—lots of it. Every day for a month devote a few minutes to these exercises for getting your voice out of your throat, not forgetting to review deep breathing and relaxation and enunciation.

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To the Ladies

from the Wives of the Convention Hosts

It is our earnest hope that no lady attending the Toastmasters International Convention shall either feel exhausted from a schedule that is too full, or at a loss for something to do while her husband is attending business sessions.

In addition to the social functions of the convention which you will attend with your husband—the sight-seeing tour, the ice show, the speech contest and the President's dinner and ball—we have planned two very special events: A Style Show Luncheon, and a luncheon at the beautiful Automobile Country Club overlooking the Minnesota River Valley.

A group of our ladies will be ready to escort those who wish to pursue individual interests during unscheduled hours.

Since August days in Minnesota usually are warm, comfortable cottons are favored for daytime wear. Because evenings are cool, a light wrap is desirable. Dress for the President's Dinner and Ball may be either formal or informal, as you prefer.

It is with genuine pleasure that we look forward to welcoming you to the Land of the Sky Blue Water. May you find it as irresistible as we do.

LOIS WRIGHT, *speaking for the Ladies of
Toastmasters of District Six.*