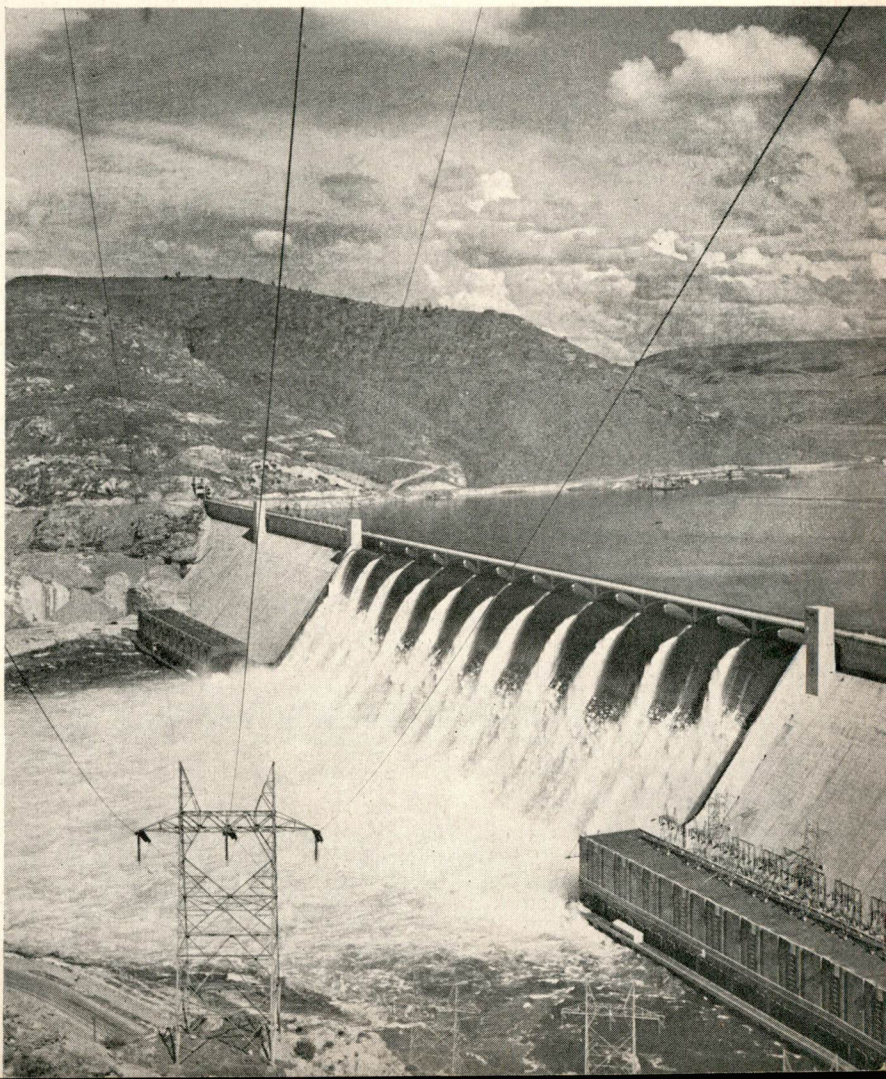


THE *Toastmaster*

MONTHLY PUBLICATION OF TOASTMASTERS INTERNATIONAL

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TOASTMASTERS INTERNATIONAL, Incorporated in 1932, is a non-profit educational organization of 800 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

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

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Toastmasters visiting the convention in Spokane in August this year will return home with plenty of material for future speeches. A highlight of the convention will be a specially conducted tour of Coulee Dam and powerhouse, with Grand Coulee Dam Toastmasters No. 350 acting as hosts. The visitors will receive information, literature and plenty of enthusiasm from their hosts, and will get inside information about this great engineering project.

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By WILBUR M. SMITH, Administrative Associate

Are you a leader, — or a boss?

You can be sure your co-workers know, but do you?

You'd better find out. Otherwise, you will lose your chance to increase your success as a businessman.

There is a vast difference between a leader and a boss.

People like to work with leaders. They hate to work under bosses. The business world is overloaded with bosses, short on leaders, — so the constant search for leadership goes on.

Which are you? Leader, — or boss?

You don't have to take an aptitude test, you don't have to visit a psychiatrist to find out. The answer lies in what you say to your fellow workers.

The boss fails to inspire those about him. The leader stimulates everyone with whom he comes in contact. Both the boss and the leader

have the important duty of telling their colleagues what to do. But the boss controls both the work and the worker. He insists that the job be done his way. Not so the leader. He guides the work. He permits the worker to use his own methods and encourages him to develop his abilities. The boss believes that "I" is the most important word in handling people about him. By choosing "you" as his favorite word, the true leader reduces the emphasis on his own importance. The boss talks much of his accomplishments. The leader gives prominence to the achievements of others.

If your conversation around the office is filled with encouraging phrases such as, "You know how to do this, Chuck. How should we start?" or "Pete, you've certainly grasped the problem," you are using the language of a leader. If, however, you pride

yourself on a granitelike attitude, seldom saying a kind word, snatching papers from employees' desks, saying, "I'll show you how to do this and how to do it right!" — watch out! Your bossy traits are showing!

Short right jabs to the body by a scrappy boxer win acclaim in the ring. But continual walloping of your everyday associates with hard, sharp remarks hitting

at the very heart of good personal relationships won't ring the bell for you as a leader.

Are you a boss, — or a leader?

Remember what you said yesterday and how you said it. Listen to what you say today. Plan what to say tomorrow.

Leadership ability is within every man's reach. The philosopher Lao-Tse wrote:

**A leader is best
When people barely know that he exists,
Not so good when people obey and acclaim him,
Worse when they despise him.**

**Fail to honor people,
They fail to honor you.**

**But of a good leader who talks little,
When his work is done, his aim fulfilled,
They will all say, "We did this ourselves."**

OPPORTUNITY — ACCOMPLISHMENT

By HARRY M. BANFIELD, of Oregon Toastmasters Club, of Portland.

To grow, to increase, to win strength, to march forward, to be worth more today than yesterday — that is your opportunity and mine.

But, you will ask, where shall we find such opportunity?

The answer is simple: History teaches us that man has erred for ages — we have found supposed truths to be errors. One device is succeeded by another, better one. Creeds and religions arise — and then better ones are born. Things of today will change. So will those of tomorrow.

Furthermore, right in itself will not prevail just because of its righteousness. Right, too, must have apostles, zealous advocates and defenders. Therein is found our opportunity.

Refuse to stand still. Refuse to accept anything as final.

God has granted to you and to me the right to *life — opportunity — accomplishment*. Let no man nor group of men take it from you.

Speeches for Special Occasions

By LEWIS C. TURNER, President



May brings with it a day on which we pay tribute to our patriotic dead. It presents problems to the speaker who is asked to deliver a Memorial Day address.

Too often, this is taken as a chance to make a political speech rather than to remind people of their debt to former citizens and to present-day society.

One can start such a speech with quotations from famous citizens, such as Washington, Nathan Hale, Lincoln, and other great patriots. Next, one should try to arrive at an acceptable definition of patriotism in terms of today's responsibilities.

I like this definition of patriotism which I have constructed from a human interest story that I sometimes use: "Patriotism is doing for your country, state, community or school, what it needs, when it needs it."

Make a point of the fact that one can be patriotic in peace times as well as in war.

We shall never stop or prevent war except in peace times. You don't stop wars after they get started.

We need more patriots like General Billy Mitchell, not afraid to champion an unpopular cause if they believe that it is good for the country.

Here is a good point to introduce some simple act of patriotism. Tell of the neighbor you saw, who went into the street and swept up the broken milk bottle so that it would not cut tires. That was what the street needed at that time.

Then there was the boy at school who stopped to pick up the paper blown on the newly cut lawn. This is doing something, not just shouting about it.

You can conclude by mentioning some of the character traits exemplified by great men. Ask the audience to honor these men by using honesty, kindness, sympathy, initiative and the other traits that we associate with our greatest citizens.

Be sincere and honest, and don't evade issues; and above all, don't orate. Thus your Memorial Day speech may be a true success.

THE Toastmaster

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MUST TOASTMASTERS SAVE THE WORLD?

Should Toastmasters, as an organization, take on some service task, adopt some cause for promotion, become advocates of some project for human betterment?

On the basis of experience, the answer is negative.

There are many other organizations which devote themselves to such tasks, with notable accomplishments as the result. Toastmasters are different.

In the Toastmasters Club, the effort is directed to the improvement of the individual, to the end that he may better fill his place in society. Trained and developed through Toastmasters, he is prepared to work, speak and lead in the affairs of his community. He may engage in the

activities which appeal to him, and may thus give aid to many projects, but he does these things because he has been prepared for them.

The character of society is not something apart — a separate entity. It is the composite of the characters and ideals of its citizens. Character is not changed in the mass. It is an individual matter. Each person must choose and decide for himself. The choice of the majority becomes the direction of the society or the nation as a whole.

Far more important than the support of any one proposal is the careful evaluation of all, and the personal dedication to the one or more projects which appeal to the individual. This personal evaluation is something which the Toastmaster should be well prepared to make. It should lead him to wise decisions.

The American ideal has not developed through a mass movement. It began in the awakening of the individual to his own possibilities, and it continues today in direct ratio to man's consciousness of his personal relation to the general welfare. The greatest service to be rendered by the Toastmasters movement is in the awakening and developing of individual men, and in stimulating them to be and do their best.

formula
P + E + P + I + T = Progress

By RICHARD B. DAVIS, Lieutenant Governor of the provisional Deep South District

A mathematician or a scientist might object to this formula as inconclusive, or too comprehensive, or as being impossible to prove.

A Toastmaster may accept it without any trouble as conveying a statement of principles for him and his club.

The words of the formula are *Planning, Evaluation, Practice, Instruction and Timing*. Add these together and you have real *Progress*. In these words are to be found the essential elements of club activity, of good meetings — even of a good speech.

Planning is essential for a purposeful, smooth, successful meeting. There must be a plan of action with a complete agenda of the entire proceedings. Who are the speakers? What are their subjects? How much time does each require? Who presides over the program? Who is responsible for each part of it? What is the closing time? These points are known well in advance of the planned meeting.

Evaluation is the key to success for the club and for its individual members. "How am I doing?" is the question in every man's mind. The

answers should be constructive, with suggestions for improvement, always tempered with kindness. The types of evaluation must be varied as to form and content so as to cover all aspects of speaking. Otherwise the process becomes tiresome, humdrum, a monotonous routine.

Practice is a distinguishing characteristic of Toastmasters training. The club helps its members to gain practice in all sorts of situations, similar to those that every leader must face in a career dedicated to the improvement of mankind. The experienced Toastmaster is never a stranger to any situation which may arise on the platform or around the banquet table. He has prepared, through practice.

The instruction given in the Toastmasters Club is different from that received in schools and classes. Toastmasters instruct each other, using the abundant materials provided by Toastmasters International, and presenting, in addition, prepared talks on various aspects of public speaking. Not only do the

members make practice speeches, but they actually prepare and deliver talks on speaking with great benefits both to themselves and their fellow members.

Timing of speeches and of the entire meeting is another essential in which the Toastmasters Club is a pioneer. All of us have suffered through poorly planned meetings or speeches which dragged out to dull and interminable lengths. We know how it goes when a speaker does not know when to sit down, or when a chairman does not know how to end the meeting. One definition of a speech, which can be equally well applied to the meeting, is that it should be like a lady's dress — long enough to cover the subject, but short enough to be interesting.

This Man Got Results

Extract from a letter written by a Toastmaster whose promotion caused him to move to a city where there is no Toastmasters Club. It will not take him long to start one.

During the less than two years that I was in the _____ Toastmasters Club, I made more progress in self-improvement than I had made in many years previously. My training in the club led me into a great deal of community work, which gave favorable publicity and reacted helpfully on my business. The activities which resulted from my training in the Toastmasters Club led to my being asked to take over as Agency Manager for an important life insurance company in my new location.

I am now using knowledge gained from Toastmasters every day of the week in conducting sales meetings, in speaking, and in inspiring men and planning and organizing my work. I firmly believe that good training in speech prepares men for executive capacities and I am convinced that Toastmasters training is the most valuable type of educational work available to the businessman of today.

A poorly timed speech or program is a sure-fire prescription for boredom.

What you are after, as a member of a Toastmasters Club, is *progress*.

You want to go ahead, to climb heights, to overcome obstacles, to move along toward your goal. *Progressive Training* for better speech and better leadership is the program of Toastmasters. Progress results when meetings are *planned*, when *evaluation* is adequate, when *practice* is made possible, when there is systematic *instruction* and careful *timing*.

Add all these together and you have *progress*. Omit any one of them and you will have a club headed for the bone-yard.

I Hate Toastmasters

By LAMBASTICUS

Yes, sir, I hate Toastmasters.

I have reason to hate it, for what it has already done to me, and what I know it is going to continue to do. It has just about ruined my listening.

I have been a member for I don't know how many years, and have been active. I have held many offices, and have reveled in the opportunity that was mine to carry on for dear old Toastmasters. I have traveled the highways and byways of the county, urging everyone to join a Toastmasters Club and partake of the delicious nectar such as was served nowhere else, and which would provide a mental stimulus to affect their own lives, and the lives of all with whom they came in contact.

Little did I realize how true this would prove to be in my own case, and still less did I realize just how bitter this nectar might become.

Today I am no longer the master — I am a puppet dangling at the end of strings under remote control. No longer is attendance at my Toastmasters Club an hour of



delight, pleasure and inspiration. The sweet nectar which I once sipped with such joy has turned to wormwood and gall.

I envy the man who has never been a Toastmaster. I envy him his pleasure in listening to the speaker at his service club, or to his minister on Sunday morning, or to his boss at the Monday morning sales meeting. His is the happy lot, for he isn't bothered one whit when a particularly poor speaker is presented. He just dozes with the rest of the audience, and when it is over goes placidly back to the job.

But what about me? I can't do that. I have been taught to listen attentively and analytically.

While the speaker drones along, I sit there and figuratively tear my hair, marking a mental critique sheet with the man's shortcomings from opening to conclusion. I can't go to sleep, because I have been taught to appraise every speech I hear at my Toastmasters Club, according to Borden or some other formula. I can't enjoy the speech, because it is not well done. I just sit there and writhe.

Toastmasters did that to me!

I used to think that my minister was a great speaker. His messages on Sunday morning sometimes stayed with me until I got home. Never was I the least bit critical of him until I became a Toastmaster. That taught me to evaluate. Now I sit there hoping and praying that the old fellow will regain some of the inspiration and fervor he used to show in the days B. T. M. (Before Toastmasters) but knowing very well that he hasn't a chance.

I used to thrill to the voice of the demagogue, whether in person or on the radio. I marveled at the logical and reasonable way in which he presented his cause, and I thoroughly enjoyed every minute of the harangue.

Not so today. Now I have answers to all his questions before he has finished asking them, and his bursts of ora-

tory leave me cold. The mechanics of the political speech are interesting, but I now suspect its purpose, and it carries to me a most unsavory aroma.

Unconscious of the arts and fine points of speech, I used to be able to enjoy any entertaining talker. If he grunted, or hesitated, or mixed up his argument, I didn't know any better than to take it. If he didn't hold my attention, I rested.

Toastmasters spoiled all this for me.

No longer am I easily entertained. No longer can I remain calm and unruffled when a chairman, through lack of ability (and an agenda) keeps my committee in session hours after it should have adjourned. No longer can I endure the toastmaster who takes up the time of the speaker whom he is supposed merely to introduce.

And so I say, I hate Toastmasters.

Would that I might, by some miraculous means, return to my former state of blissful ignorance, so that I could listen to the boresome speaker without getting red flashes before my eyes. Would that I could forget to listen analytically — just listen in ignorance.

I fear this is impossible. All I can do is go on having fun hating Toastmasters.

A Lesson From McGuffey

More than a century ago McGuffey's School Readers were standard textbooks in American schools. Our great-grandparents studied them, and from them learned something about American and world literature.

But Dr. McGuffey was not content with merely teaching the young to absorb the words from the printed page. He was an enthusiastic advocate of reading aloud, and much space in his books is devoted to instructions on how to read well.

Here are some paragraphs taken from Section I of the *Eclectic Fourth Reader*, setting forth his ideas about reading. Where the author uses the word *reading*, the modern reader should substitute the word *speaking*. When this is done, the instructions written one hundred years ago become as modern as this morning's newspaper.

Directions for Reading

The great object to be accomplished in reading as a rhetorical exercise is to convey to the hearer, fully and clearly, the ideas and feelings of the writer. In order to do this, it is necessary that the reader should himself thoroughly understand those sentiments and feelings. This is an essential point. It is true, he may pronounce the words as traced upon the page, and, if they are audibly and distinctly uttered, they will be heard, and in some degree understood, and, in this way, a general and feeble idea of the author's meaning may be obtained.

Ideas received in this manner, however, bear the same resemblance to the reality that the dead body does to the living spirit. There is no soul in them. The author

is stripped of all the grace and beauty of life, of all the expression and feeling which constitute the soul of his subject, and it may admit of a doubt whether this fashion of reading is superior to the ancient symbolic or hieroglyphic style of communicating ideas.

At all events, it is very certain that such readers, with every conceivable grace of manner, with the most perfect melody of voice, and with all other advantages combined, can never attain the true standard of excellence in this accomplishment. The golden rule here is that the reader must *be in earnest*. The sentiments and feelings of the author whose language he is reading must be infused into his own breast, and then, and not till then, is he qualified to express them.

In accordance with this view, a preliminary rule of importance is the following.

Rule. — Before attempting to read a lesson, the learner should make himself fully acquainted with the subject as treated of in that lesson, and endeavor to make his own the feelings and sentiments of the writer.

For this purpose, every lesson should be well studied beforehand, and no scholar should be permitted to attempt to read any thing which he can not easily understand. When he has thus identified himself with the author, he has the substance of all rules in his own breast. It is by going to nature that we find rules. The child or the savage orator, never mistakes in inflection, or emphasis, or modulation. The best speakers and readers are those who follow the impulse of nature as felt in their own hearts, or

most closely imitate it as observed in others. As the first and most important step, then, let the reader or speaker enter deeply into the feelings and sentiments which he is about to express in the language of another. This direction is placed at the threshold of this subject, because the prevailing fault in reading is listlessness and dullness, and the principal cause of this fault is want of interest in the subject which is or ought to be before the mind.

The directions which follow upon the subject of reading are derived from observing the manner in which the best and most natural speakers and readers express themselves, and are presented to the learner as a standard for imitation, and by which he may judge of his deficiencies and departure from nature, and correct himself accordingly.

"Thanks" says the Editor

Many subscribers remember to notify us when they change addresses. This enables us to keep the mailing lists corrected up to date. But some still forget, and their magazines go astray, or are returned to us, much the worse for handling in the mail. It costs you but a penny postcard and a moment's work to let us know when you make a change, and it saves trouble and expense for all of us.

When you write the Home Office or the magazine, please show your name and full address, typed or legibly written. Add the name and number of your club. Then there is no question about identification, and your order can be filled promptly.

Too Late to Speak

"Is there further discussion of the question?" the chairman asked. "If not, we will take the vote on the motion as stated."

The motion was adopted and the meeting adjourned. Out on the sidewalk, five minutes later, there was a lively discussion. Men who had sat in silence during the meeting were loud in their protests.

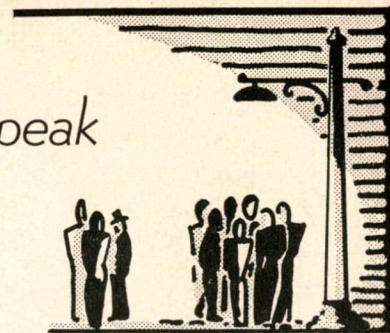
"Now why did they go and do a fool thing like that?" one man wanted to know. "I'll tell you what I think about it," and he launched into an intelligent argument.

"That's all very well, Jim," said a friend, "but there's no use talking about it now. Why didn't you speak out in the meeting, before we voted?"

"Aw, I can't talk that way," Jim confessed. "You know I'm no public speaker. But I know what I think, and I'm telling you —" and so on, far into the night.

Did that sort of thing ever happen to you?

It has happened to many good people, who sat still until action was taken, and then yelled about it when it was too late. Such a person



comforts himself with the thought that he can't "make a speech," but when he gets into the informal group, he proves that he can speak if he will.

Speak up for yourself.

If you are sitting in a meeting or a conference in which you have a right to be heard, say something. Take your part in the discussion — that is, if you have ideas worth expressing. Don't get up merely to stammer and grunt something about agreeing with what has been said. Make your own contribution to the thinking of the group.

The "floor" belongs to the one who claims it. The man who speaks up and then sits down is the one who helps to guide the action. He shows indications of leadership qualities. If his ideas are good and well presented, he attracts favorable attention.

Don't miss your chance to be heard. Stand up, speak up, and then shut up. People will like you for doing those three things, if you do them quickly.

Your Investment

By HAROLD M. MILLER of General Toastmasters Club of Los Angeles

A savings account is a net worth asset, provided it is available for immediate use when needed. It becomes a basic factor for securing credit.

Membership in a Toastmasters Club furnishes you the savings account. Your own application of practical experience in the performance of assignments will constitute your deposits in this account. The interest on such deposits is paid in benefits which accrue through associations with men and the building up of confidence in your integrity and ability.

The man on a salary saves for retirement in old age, and to meet unforeseen expenses. The man in business saves to increase his working capital.

The granting of credits and loans depends in general on three conditions. These are:

First, financial and moral standing.

Second, credit record, and ability and purpose to repay.

Third, the purpose for which the loan is requested, plus the desire to succeed.

These are the rules of thrift as applied to money.

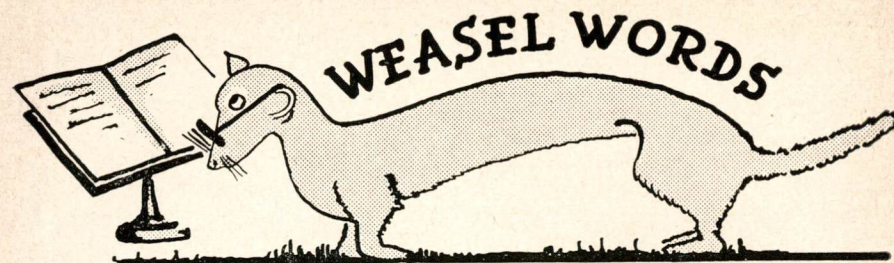
Consider these rules as they apply to talent and mental assets.

Results will be realized in (a) the development of your character towards the end of establishing a high moral standing; (b) proof, through performance, of your ability to assume and discharge an obligation; and (c) a fixed and definite purpose to reach a goal of achievement which is worthy of your best efforts.

In addition to all this, your membership in a Toastmasters Club is the means of merchandising every personal ability without in any way depleting your reserves. That is, you "sell" yourself to your fellow Toastmasters in every speech you make. You gain in popularity and in their esteem, and perhaps you may be led thereby into some new opportunity or position which will pay cash dividends.

Your Toastmasters Club offers you a sound investment, not of money, but of time and ability, with the prospect of liberal returns, which may be in money as well as in satisfaction and enlargement of life.

Membership in your Toastmasters Club is the soundest and best investment you can make. Prove your capacity for thrift by the deposits you make in this savings bank, and collect your dividends.



By RALPH C. SMEDLEY

Theodore Roosevelt is said to have coined the phrase.

There were certain expressions which annoyed him. He said that they sucked the life and force from speech just as a weasel sucks the blood from its victim.

Among his favorite aversions were "in my humble opinion," and "as you might say," and "in other words." When there was something to be said, he wanted it said plainly, without hedging or side-stepping.

Today we speak of such overused expressions as "trite," or "hackneyed," or if we wish to be formal, we call them "cliches." The three terms carry the meaning of commonplace, or worn out.

We get *trite* from the Latin. There is a verb form, *tritus*, meaning to wear out by rubbing. In England, a *hackney* is a horse hired out, with the result that he is worn out by hard work. The word has come into common use to suggest the idea of being put to commonplace or unworthy use. *Cliche* is a French word,

meaning to stereotype.

Whichever word we use, we convey an impression of the commonplace.

The words which we condemn as trite are in themselves good words. It is repeated use which makes them objectionable. We may take it as an axiom: "Any word when used too often is a bad word."

When you use even the best word over and over again, it weakens your speech. When you pick up some wisecrack or some slang phrase and keep repeating, your speech becomes tiresome. You wear the words down by hard use — and you wear the listeners down by the same process.

"I wouldn't mind having Bill Neighbor loaf in my office," said a word-weary Toastmaster, "if he would just quit promising 'to make a long story short.' He can't talk about anything without dragging that phrase into it. And whenever he says, 'Well, to make a long story short,' I know that I am in for a long one."

That is the way people are affected. They are too polite to tell you, but they dread having to listen to your hackneyed talk.

Some of the common expressions are apologetic in nature. They reflect nervousness in the speaker. Take these few for examples:

as you might say
in other words
so to speak
in my humble opinion

Others are supposed to be humorous in effect. No doubt the first time we heard someone end a list of particulars with "or what have you?" it sounded clever, but that was long ago. Now, when we hear it, we know that the speaker has merely run out of ideas. Here are some samples of the supposedly humorous cliché,

in our midst
the psychological moment
filthy lucre
our young hopeful
that grand and glorious feeling
last but not least

All too well known are the "gushing" words—big words dragged down to little uses. There is *awful*, in all its variations — *awfully* nice, an *awful* lot of people, and all other awful uses. Others are:

elegant	horrible
swell	wonderful
frightful	marvelous
grand	ghastly

And then there are words used merely as fillers, or to cover up uncertainty and nervousness, such as:

incidentally	and so
meanwhile	by the way
elsewhere	each and every

Every word in these lists is a good word in its place, but it can be very bad when it gets out of place. It is out of place when it occurs more than a reasonable number of times in a speech.

The way to protect yourself against overuse of overused words is to set a watch on your daily conversation. When you find yourself giving any word or phrase too large a place in your talk, suppress it. Find other words to do the work. Fine yourself one cent every time you use one of the forbidden expressions.

Are things "simply out of this world" for you? Does "I'll tell the world" take the place of many words of affirmation?

Perhaps you are "sitting pretty," or maybe you are "shooting off your mouth," or you "sailed into" your opponent and "took the hide off" or "laid him out."

Those are colorful phrases — once. They fade with repetition, and presently they are washed out — worn down — stereotyped.

If you were a poultry raiser, you would chase the weasels out of your chicken yard.

Being a word user, show at least this much consideration for your vocabulary. Kill the clichés. Clear up the detritus. Use fresh words.

Across The Desk

By TED BLANDING, Executive Secretary of Toastmasters International



Since the return of full competitive marketing, every magazine and newspaper carries advertisements of short courses in personality development, speech training, or success in business. Those of us who have been with Toastmasters a long time realize that there is no short cut to any of these three desired ends.

How to be successful should be taught by those who are successful. The officers of your Toastmasters Club have a chance to reflect the success of Toastmasters International by making sure that the club

operates effectively. This is why "Job Training via Toastmasters" has been chosen as the theme for the Spokane Convention. The program will present helps for every sort of occupation. It should be understood that when we say "job training," we refer to the broad interpretation of the phrase: one's responsibility to one's profession or business, to society, and to life.

Your Toastmasters Club must be available as a business training ground for the members. The officers must take full advantage of the ideas, suggestions, and units of work offered through the regular monthly mailings coming to them from Toastmasters International.

Someone once said, "A club and its service to the members is not unlike one of our modern appliances. It can be a very attractive piece of equipment and can perform a remarkable service if the operators will see that it is properly plugged in to the source of energy."

Effective club performance cannot mean a short cut to success, but it can give a valuable business training in oral expression, personality development, and public relations.

JOB TRAINING

Nineteenth Annual Convention

August 24 - 27

Getting Down to Business

This convention is planned to help the individual right where he lives and works. It will deal with the man in his own business or profession.

Toastmasters Training for Success

How Toastmasters training contributes to occupational success will be the theme for discussions, seminars and speeches.

The Salesman

will look at his selling.

The Salesmanager

will look at his salesmen.

The Advertiser

will consider how speech techniques fit into publicity problems.

How to Write Letters

that produce results will share attention with use of direct mail methods.

Conference Techniques

for business management will show how to "talk it over" for results.

The Purchasing Agent

will find how important is his practice in evaluation of sales talk.

The Accountant

will find out how to make facts and figures come to life.

SPOKANE TOASTMASTERS INVITE YOU.

Make this year's vacation an investment in yourself and your future.

VIA TOASTMASTERS

of Toastmasters International

Spokane, Washington

Practical Applications

The professional man as a speaker will have his innings. Ethical publicity for lawyer or doctor, architect or engineer, and successful public relations for teacher or preacher, all through Toastmasters training, will be studied.

In Everyday Life

The entire program is planned to help make practical application of the training to the daily problems of life by the average Toastmaster.

Of course there will be time devoted to club management and individual speech problems, and to business, recreation and social enjoyment.

Group Discussions

Two full afternoons will be dedicated to group sessions on various themes. Friday afternoon will bring seminars on the convention theme, "Job Training via Toastmasters." Saturday afternoon provides the "Individual Toastmasters Workshops."

Speeches

The usual "fun luncheon" and the speech contest finals will provide entertainment for all. Business of the organization will be transacted at the Friday morning session.

DISTRICT NINE WANTS YOU TO BE THERE.

"Hi-tee-em!" is the greeting from the Northwest.

What's Going On

They Planted a Sign



Photo by Glendale News Press

Glen - Eagle Toastmasters Club No. 556, of Glendale, California, made an event of placing a sign to direct visiting Toastmasters to their meetings. This being the first Toastmasters Club in Glendale to erect such a marker, the members were proud of their achievement. In order to get permission to place the sign, which is located near the intersection of Colorado Boulevard and Verdugo Road, it was necessary to go through a long process of permits and approvals by city departments clear up to the City Council itself, but perseverance won.

Shown in the picture are: H. R. MacNair, Jr., president; Sam Dickerson, past secretary; Paul Crouch, past president and deputy governor; Howard Williams, club representative in Area Speech Contest; and D. L. Paddock, past president.

Beyond Basic Training



Probably few Toastmasters Clubs can tie the performance of the club at Grand Coulee Dam, Washington. Here on a recent evening, nine members received their copies of *Beyond Basic Training*, all of them having received their certificates of merit in *Basic Training*. Starting out together on the advanced training are Frank Pomeroy, O. J. Tillman, Clarence Sears, Bud Burley, Albert Kelso, Tom Jose, Harold Laurance and Dick Karnes. The missing ninth member is Boyd Hanna. Passing out the books is Harold Wersen, who has since completed his *Basic Training* and applied for "Beyond." So far as is known, this is the largest group to whom the advanced training course has ever been presented at one time.

The Honor List Grows

With more than 1300 *Basic Training* certificates awarded, and with 250 men enrolled in *Beyond Basic Training* for 18 months of serious work on advanced projects in speech, the educational services of the Toastmasters Clubs are making a deep impression on the general membership. It is reasonable to expect that within the next 12 months the total of certificates will reach 2000, and that at least 500 men will be enrolled in the advanced course.

Special events for both groups of men will be a feature of the Spokane Convention in August.

There will be a breakfast for all who have secured their certificates of completion for *Basic Training*. There will be another breakfast open only to those who are enrolled in *Beyond Basic Training*. There is a possibility that one or two men may be prepared to receive certificates on the advanced course at the convention.

The Royal Family



Photo by St. Paul *Pioneer Press*

Each year, during the St. Paul Winter Carnival, the King Boreas Toastmasters Club stages "The Dinner of the Kings." This social event helps wind up the activities of the entire carnival royal party.

Following the dinner, both Toastmasters and the royal party engage in a well-planned program, followed by dancing. The current King and Queen, with their retinue of princes, ladies in waiting, the royal guard and the King's Prime Minister are special guests. All past Kings and Prime Ministers are also guests. The King Boreas Toastmasters Club was christened by royalty, for Carnival King John Scott, Rex the VII, signed a special charter granting the right to use the name. All the leaders of the carnival are prominent St. Paul businessmen, and they look forward each year to this special event staged in their honor by King Boreas Toastmasters.

In the picture, C. A. J. Abbott, president of the Toastmasters Club, gives a brief lesson in chairmanship to uniformed Kings Edward Hampe, Robert Albrecht, Thomas J. Gibbons, Frank Madden, Lambert S. Gill, and Clarence A. Maley.

The most famous "King" pictured is Gibbons, who battled Dempsey in 1922, at Shelby, Montana, and who has for many years been the popular Sheriff of Ramsey County.

—Reported by A. E. ANDERSON, of
King Boreas Toastmasters Club No. 208

In Iowa



At Jefferson, Iowa, Charter No. 774 was delivered to President T. Ernest Johnston (left) by Paul R. Brasch, Governor of District 19. Visitors from Fort Dodge and Waterloo were present to welcome the new club into the organization. Carleton Sias, of Waterloo, a director of Toastmasters International, brought greetings in behalf of all the Toastmasters Clubs.

According to Colby

At Mt. Helix Toastmasters Club, La Mesa, which is near San Diego, Topicmaster Bill Patterson stirred up a lively discussion by introducing as a background the newspaper column written by Frank Colby, and read by many Toastmasters. Participants were asked to do one of three things: (1) to analyze a word; (2) discuss a pet peeve in word usage; (3) define and use a selected word in common use. Mr. Colby's "Take My Word For It" newspaper feature offers abundant material for such use in your club.

Santa Monica Demonstrates

Crescent Bay Toastmasters Club, of Santa Monica, California, put on an interesting event when they transferred their meeting to the large conference room of the Santa Monica Board of Education Building, and invited the public to attend. The response was gratifying. The speakers gained a new experience in addressing a larger audience, and a new interest in the work was created among the visitors, reports President Nathan Hack.

At Seattle

District Governor George Montgomery presents the charter to Rainier District Toastmasters Club, of Seattle, Washington. Charter President John Merrill is the receiver. The club meets on Monday evenings at the Rainier Fieldhouse.

With this addition to its roster of Toastmasters Clubs, Seattle passes the two dozen mark, and with other clubs now preparing for charters, the number will be brought very nearly to 30. Los Angeles and Minneapolis are warned to look to their laurels.



High Lights from High Pointers



—Photo by Ted Hodge

“Toastmasters Speak, Listen and Criticize” was the headline which was given by the High Point, North Carolina *Enterprise* to an article about the High Point Toastmasters Club, which gave a keen and understanding interpretation of the work of the organization. The meeting which was reported was made more notable by the presence of four visitors from Raleigh, the State Capital. These men were Robert N. Wood, formerly a member of the High Point Toastmasters, and now connected with the Farmers’ Cooperative Exchange at Raleigh; Claude Beckwith, Assistant Attorney General of the State; J. L. Swain, professor at North Carolina State College; and Frank Cranor, insurance underwriter, of Raleigh. Also present were the president of Greensboro Toastmasters Club, and several other guests.

The picture shows Arch Schoch, president, conducting the meeting, which was held in the Gold Room of the Gibson-Borden Ice Cream Co. The members are giving attention to a speaker at the end of the table, who is not shown in the picture.

High Point and Greensboro Toastmasters held a joint meeting in April for the installation of new officers. They are encouraging the formation of a new club in Raleigh, which has good prospects for success.

Those Lonely Wives

Blackhawk Toastmasters, of Waterloo, Iowa, have developed an unusual custom for the benefit of their ladies. On the first meeting night of each month, the wives of Toastmasters have dinner together in an adjoining room, and after dinner enjoy a session at bridge or canasta. The plan has been popular with both the wives and the Toastmasters, according to a report from Vice-President George Rowland.

Starting at Saginaw



—Photo by Saginaw News

“Every Man a King” was the way Saginaw *News* headlined the report of the chartering of Club No. 781. We quote from their account in the *News* of February 24, as follows:

At most dinners there is just one toastmaster. At the dinner last night, every man was a Toastmaster. The occasion was the charter night for the Saginaw Toastmasters Club. As the Saginaw chapter was welcomed into District 28, which comprises Michigan and Ontario, the presentation was made. In the picture are shown: John C. Sommer, vice-president of Saginaw Toastmasters; Harvey D. Spaulding, president; Paul W. Haeberlin, of Windsor, Ontario, district governor; and Don Harris, of Bay City, district lieutenant governor.

St. Louis Honors Bert Mann

Unanimously, and over the vigorous protest of Bert Mann, St. Louis’ newest club was named “The Bert Mann Toastmasters Club, No. 802” as a fitting tribute to the one man who has done more to build Toastmasters in the St. Louis region than any other.

Bert is a member of Tyro No. 194, the second oldest club in Missouri. He has served in every club office and was President twice. He has served as Area Governor, District Governor (District No. 8) and as a member of the Board of Directors of Toastmasters International, and is still doing everything he can to further the Toastmasters movement in this section of the country.

So far as we know, he is the only living Toastmaster, other than Founder Ralph Smedley, to be honored by having a club named after him.

—Reported by GEORGE BOARDMAN PERRY, Lt. Gov. of District 8

It's a Good Idea

Do we need "intermediate" coins, of values of 2 1/2 and 7 1/2 cents, to facilitate business, and to help people keep from being overcharged in small transactions? There is an organized movement to secure such coinage, the theory being that these fractional coins would result in savings and in better adjustment of prices. Your Toastmasters Club can spend a profitable discussion period on this subject. That there will be wide difference of opinion is a foregone conclusion. If detailed information on the project is desired, it may be secured from the American Institute for Intermediate Coinage, 202 South Hamilton Drive, Beverly Hills, California.

Selecting Judges

The Toastmasters Club of Zanesville, Ohio, adopted the suggestion made last fall that evaluators as well as speakers be given recognition for good work. In the "contest for critics" which this club has used, the best evaluator was named at each meeting. Thus, when the time came for the club's contest to select its representative for the Area Speech Contest, the men who had ranked high as evaluators during the past five months

were selected to act as contest judges, insuring fair and capable performance. This item is reported by Toastmaster Chet Sanders, who has recently been elected a member of the Falls Township Board of Education, which in turn elected him Clerk of the Board, giving him an opportunity for further exercise of his skills acquired in the Toastmasters Club.

Headlines

Blackhawk Toastmasters Club of Waterloo, Iowa, reports an interesting variation in Table Topics. The toastmaster gave each speaker a newspaper headline. The speaker had to supply the story to fit the headline.

A Serial Story

"Watch," the bulletin of Wilson Avenue Toastmasters Club of Chicago (note the way they combine the initials to give their bulletin its name) reports a novel discussion topic presented by member Russell Puzey, who is also Governor of District 8. He introduced "John" and "Nancy" to the group, explained that they were about to depart on a plane trip around the world, and that they were strangers as they started. On the way they met and became interested in each other. Their

marriage, which took place after they returned to this country, was the happy culmination of the romance. The details of the trip from start to return were left for the members to fill in, as a sort of continued story, and it produced a narrative, in two-minute chapters, which was full of interest.

Salesmanship Practice

University Toastmasters Club of Seattle provided a drill in selling talk when Topicmaster Jim Henry called upon each member in turn to sell the man at his right some article of value which the speaker carried on his person. The record of sales is not reported, but there must have been some trading.

The Next War

The National Security Resources Board has recently released information about plans for M-Day — the start of World War III. These plans are being detailed so as to be put into operation almost instantly on the opening of hostilities. As reported in the news, the rules will affect every person, in his daily living, his work, his earnings, his spending, his savings, his investments, and his taxes.

This is a matter which may profitably be discussed in any Toastmasters Club. It should

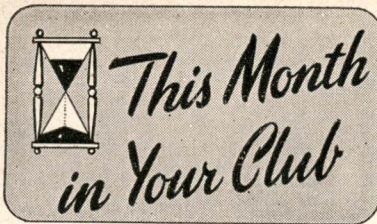
be used as a theme for a panel discussion, or for an integrated program which allows opportunity for general discussion. The information has been published in various magazines and papers. There is an excellent presentation in *U. S. News and World Report* of February 24, from which material for speech and discussion can be obtained.

South Gate Plans Programs

At South Gate, California, Toastmasters Club, theme programs are much favored. These men attribute their success to careful preparation.

For the "big" programs, such as ladies' events and guest meetings, the program committee meets with the chairman of the special committee in charge of the event to arrange things so as to put every member on the schedule. Starting with the toastmaster, they work on through speakers and individual critics and the rest, and then assign every man who is otherwise unassigned as a speaker on the Table Topics. In this way, every member is assured of the chance to appear before the larger audience.

This club uses the *Speechcraft* manual as the basis for the year's educational program. Each week, a member gives an assigned talk based on *Speechcraft* materials.



May is the month of

District contests and conferences

Plans for International Convention

Completion of Club-of-the-Year entries

Preparation for summer

May is the month of adjustment for new officers. Installed in April, they have had their first few meetings, and are getting into the swing of things. The term of office is short. Not a week can be wasted.

The president is the leader.

He gets his committees and fellow officers to work without delay. They make their plans for effective training through well-arranged programs. They face problems and seek solutions.

The members do their part, for that is the way they get the good of it. They accept assignments, fit themselves into the plans, and learn all they can.

You, as a member, want the most and the best for yourself. You will get it by cooperating with the officers,

and by using every duty assigned you to give you added training.

Please, Mr. President, don't muff a single chance. Make every meeting count.

Better Education

May is the month for your club to provide speech training for various occasions. This is readily done by simulated situations. The officers have been advised to present simulated programs covering almost any situation from a meeting of the local City Council or P.T.A. on to a conclave of the General Council of the United Nations. Such events take planning, but they pay dividends.

If your club has not yet presented the "Home Town" program, recommended for April, schedule it for May. It is one of the most interesting and valuable speech experiences you will have.

Ask the Educational Chairman to tell you about the list of special occasions for speech listed in the *Progressive Training* bulletin for May. Refer to your *Basic Training* book, Assignment No. 10. Are you getting adequate experience in these various types of speech?

This is the month for "How To" talks in the educational program. One such talk at each meeting for the month will be good training.

The Speaker's Library

Everyone who talks needs a library of his own, even if it is a small one.

Certain books are indispensable to the public speaker, and even to the conversationalist who wants to be rated above the average.

The dictionary is fundamental.

It deals with three essential facts about words: spelling, pronunciation and meaning. No one can safely use words without knowing those three things about them.

In addition, the dictionary deals with word derivations, a most interesting study for one who cares to know where words came from, but not so vitally important as the knowledge of meaning and pronunciation.

The dictionary reflects the best current usage in words. When the language changes so rapidly as English does, it is difficult for the lexicographers to keep up with it, but they do their best. Even so, a dictionary more than two or three years old is not altogether a safe guide. Always note the date of publication in your dictionary.

Assuming that you have a good dictionary — one of the several authoritative works now available, and one of recent issue — make sure that you know how to use it.

First, you must know how to spell the word in question, for that is the only way to locate it in the word list. Next, you must understand the system of phonetic markings used in this dictionary. Not all such books use the same diacritical marks, and unless you understand them, you are helpless in following the pronunciation. Third, you need to read the definitions with discrimination. Many a word has half a dozen uses or meanings. You must select the one which fits your need.

The unabridged dictionaries offer certain encyclopedic services, in addition to meaning and pronunciation. For example, if you look in Webster's Unabridged, under the classification *flag*, you find not only a picture of the American flag, but references to *Betsy Ross flag* and *Cambridge flag*. When you look up these listings, you come across some interesting historical data. Then you can turn to *Star-Spangled Banner* and add to your information.

By all means use the cross-references in your dictionary. It has more than you think.

Remember that while knowing a thing is important, knowing where to look for it is still more vital.

(Next month: What and Why Is the Thesaurus?)

HOW WE TALK

GOLDEN WORDS

Many of our common words stem from the precious metal. They contain hidden metaphors, or references to matters of mythology or ancient history which need to be understood if we are to use the words well.

Gold brick, either as a noun or a verb, has its place in American colloquial speech. It refers, of course, to the ancient swindle, in which a block of base metal was covered with a thin golden coating, and then sold to the victim as a solid bar of pure gold. When one is "gold-bricked" today, he is cheated, or swindled, or hoodwinked.

The *Gold Coast* is a section of the western coast of Africa, so named because of its production of gold. The title was applied to a line of dormitories in Cambridge, Massachusetts, used by Harvard students who did not have to pinch pennies. It is used also of any frontage of living quarters, such as the lake front in Chicago.

The *golden apples* grew in a garden which was Gaea's wedding present to Hera, and which was guarded by the nymphs, or Hesperides. Three

of the ladies of that day staged a beauty show, at the suggestion of Eris, goddess of strife. Hera, Athena and Aphrodite were the contestants for the title of Miss Hesperia, and much trouble resulted.

The *Golden Fleece* was the pelt from the ram which bore Phrixus through the air to Colchis. It was placed in a sacred grove by Aetes, king of Colchis, where it was guarded by a sleepless dragon until Jason managed to break through and steal it.

The *golden calf*, a symbol of wealth as the object of supreme desire, was the image made by Aaron in the absence of Moses, as related in the thirty-second chapter of Exodus.

The *Golden Horn* was an early name for the harbor of Constantinople, given because of the beautiful curve of the shore line, and the great riches of the imports which entered it.

The *Field of the Cloth of Gold* was the term applied to the spot where Henry VIII of England met Francis I of France, in 1520. Located between Ardres and Guines, the place was wonderfully decorated for the occasion, hence the name.

Goldenmouth referred to St. Chrysostom, in allusion to his eloquence. It is a direct translation of the Greek *chrysos stoma*, gold mouth.

Recommended Reading

What is the most stimulating and worth-while book you have read lately? Will you share it with others? If so, write to the Editor, Ralph Smedley, and tell him about it. Say what it was, why you read it, and just what you got from it. Your suggestions may be passed on via this page.

Americans in general are said to do comparatively little good reading. Toastmasters may be expected to be above the average in their book work.

Keep in mind the words of Samuel Rogers: "A man who attempts to read all the new productions must do as the flea does — skip." Compare with this the wise observation from Macaulay: "A page digested is better than a volume hurriedly read."

And now for suggestions for May.

We have been dipping into some heavy books in recent months. Perhaps we should relax with the advent of spring. You may enjoy *Lydia Pinkham Is Her Name*, by Jean Burton. It is one of the newer books, and it reveals much more than just the facts about the great medicine woman. Its value is in the story it tells rather than in the way it is told. There is interest in the picture of medical practice just one hundred years ago, as related in the second chapter. Further interest comes in the final chapter, where we learn that Mrs. Pinkham, in her ignorance of the things which

modern research has made common knowledge, had stumbled on to elements which gave to her Compound definite values, and which may have helped to make life less painful for multitudes of people who used it.

This is not a great book, but it is worth reading for the picture of life in America.

For further enjoyment in the way of Americana, read *David Harum*, by E. N. Westcott. David is a quaint character, full of homely wisdom and dry humor.

There was a quotation from *David Harum* in the April issue. On page 21, under the heading "Condensed Speech," there was a paragraph of Harumesque wisdom, but the credit line was omitted. You will find it along with many other entertaining sayings if you take the advice to read this book in May.

For another enjoyable evening, look into Booth Tarkington's stories. This clever man from Indiana wrote voluminously. You should read *The Gentleman from Indiana* and *The Magnificent Ambersons*, at least. The latter, as well as *Alice Adams*, won the Pulitzer Prize. Get acquainted with Penrod and Sam. Your city library can help you locate them.

NOTE:

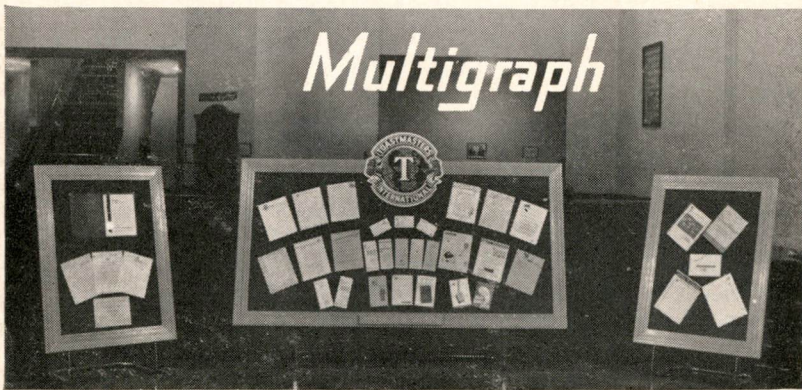
Thanks to the many who responded to our question about "Recommended Reading." It is gratifying to know that so many of you follow the suggestions. The feature will be continued so long as it serves our readers well.

THE RECORD OF GROWTH

Club No.	Name	City and State	District
817	Ashland	Ashland, Ohio	10
818	Stockham	Birmingham, Alabama	14
819	Minneopa	Mankato, Minnesota	6
820	Logan College	Normandy, Missouri	8
821	Washington Athletic Club, Thursday	Seattle, Washington	2
822	Northwestern	Seattle, Washington	2
823	Carnation	Los Angeles, California	1
824	Statesboro	Statesboro, Georgia	14
825	Sidney	Sidney, Montana	17

On Wilshire Boulevard

The Multigraph Company of Los Angeles asked permission to display materials turned out in the Home Office of Toastmasters International. For weeks this exhibit was kept in the show windows of the Company, on busy Wilshire Boulevard, where thousands of people read about Toastmasters, and where many Toastmasters looked with pride on the quality and beauty of the products placed at their service. Such recognition should be appreciated by all Toastmasters.



Potpourri

When I meet a man who cannot give me his idea in plain words that are easily understood, I'm apt to think that he doesn't know what he is talking about.

—Irving Bacheller — OXEN OF THE SUN

To be thrown upon one's own resources is to be cast into the very lap of fortune; for our faculties then undergo a development and display an energy of which they were previously unsusceptible.

—Benjamin Franklin

The great trouble today is that there are too many people looking for someone else to do something for them. The solution of most of our problems is to be found in everyone doing something for himself.

—Henry Ford

The number of millionaires I am personally acquainted with, Venus de Milo could count on her fingers.

—Wally Boren — SYNDICATED COLUMN

The Constitution of the United States declares that all men are born equal — the British Socialist Labour Party declares that they must remain equal.

—Winston Churchill

Of all inventions, the most remarkable is that of speech, names, the register of thoughts; which are notes for remembrance, or signs, for transference. Truth consisteth in the right ordering of names in our affirmations. Words are wise men's counters — they do but reckon by them; but they are the money of fools.

—Thomas Hobbes — THE LEVIATHAN

The following are uncertain as to origin, so that no credit is given.

When you make a speech, brother, cut off both ends and give me the middle.

When people behave themselves, they don't make headlines.

The way to pick up a story (or speech) is the way you pick up a puppy — a little before the middle.

Only the free individual can really cooperate.

The speaker sat quietly while the chairman made a long and flowery speech of introduction. At last, rising to his feet, the speaker remarked: "After an introduction like that, isn't it funny what pops up before you!"

THE QUIZZER

Match These Words

By GRANT HENDERSON

"Fourscore and seven years ago," President Lincoln delivered an address on the Gettysburg battlefield, at the dedication of the National Cemetery. In his speech, Mr. Lincoln said: "The world will little note, nor long remember, what we say here." The world did note his words, and has remembered them through the 87 years that have passed since he uttered them. These words cannot be forgotten.

Each word in the middle column below appears in the famous address. In the column to the left there is a word synonymous to some word in the middle column. The right column lists words which are antonyms.

Choose the synonyms and the antonyms and match them to the words to which they are related. The correct matching, by numbers, is shown below.

Synonyms	Principal Words	Antonyms
1. Continue	1. Liberty	1. Basely
2. Suitable	2. Created	2. Contemptibly
3. Disregard	3. Equal	3. Desecrate
4. Allegiance	4. Endure	4. First
5. Pass away	5. Final	5. Restraint
6. Appropriate	6. Live	6. Death
7. Recollect	7. Altogether	7. Infamous
8. Amplified	8. Fitting	8. Embellish
9. Independence	9. Proper	9. Partly
10. Tantamount	10. Consecrate	10. Different
11. Wholly	11. Detract	11. Continue to live
12. Depreciate	12. Remember	12. Disloyalty
13. Ennobled	13. Forget	13. Recall
14. Beginning	14. Nobly	14. Wrong
15. Fashioned	15. Advanced	15. Perish
16. Exist	16. Honored	16. Effectually
17. Promoted	17. Increased	17. Retarded
18. To no purpose	18. Devotion	18. Decease
19. Freedom	19. Highly	19. Annihilated
20. Last	20. In vain	20. Bondage
21. Devote	21. Birth	21. Curtailed
22. Honorably	22. Freedom	22. Forget
23. Nobly	23. Perish	23. Improper

THE KEY

5 — 23
9 — 22
14 — 21
18 — 20
6 — 16
16 — 16
1 — 19
23 — 23

12 — 18
17 — 17
16 — 13
17 — 17
15 — 17
14 — 14
2 — 2
13 — 13

22 — 22
8 — 8
11 — 11
10 — 10
9 — 9
8 — 8
7 — 7
3 — 3

18 — 6
5 — 5
4 — 4
15 — 15
10 — 10
19 — 19
11 — 11
5 — 5

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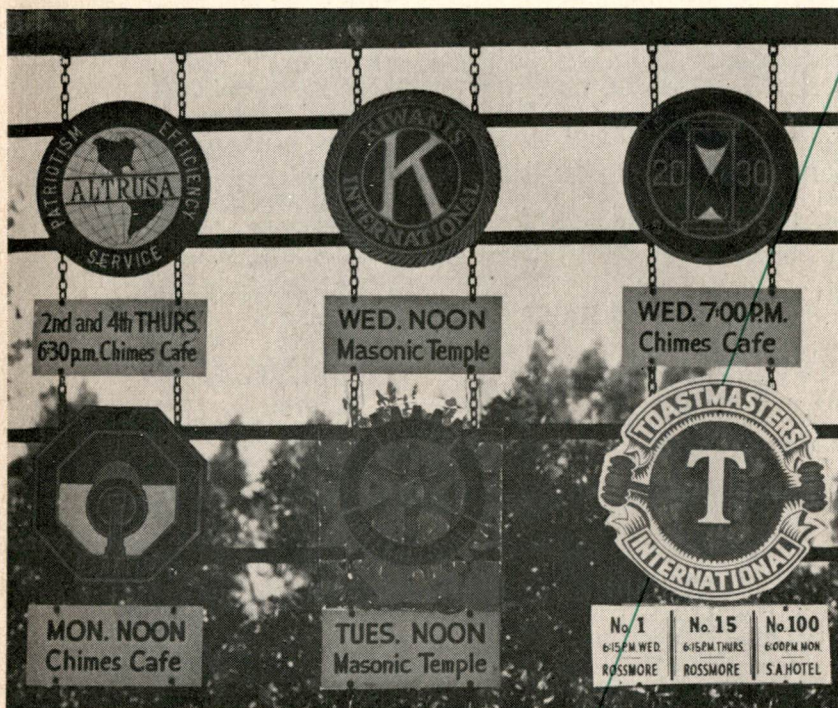
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- 28 Paul W. Haerberlin**
703 Security Bldg., Windsor, Ont.

When writing to the Home Office, please address your letter to
Toastmasters International, Santa Ana, California

Mr. James F. Bean
 1134 Fair Oaks
 South Pasadena California
 Sp. P. 4/51

IN EVERY CITY ONE CLUB STANDS OUT



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