

AUGUST, 1959

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

SAN FRANCISCO—TMI CONVENTION CITY



IN THIS ISSUE:

THE YEAR IN REVIEW • SPEAKING OF STARS

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... a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than half a million men through its program of self-expression and self-improvement. There are now more than 3,000 clubs which are located in every state of the Union, every province of Canada and in 31 other countries.

A Toastmasters club is an organized group providing its members with opportunities to improve their abilities to speak in public, conduct meetings and develop their executive abilities. In congenial fellowship, ambitious men help each other through actual practice, mutual constructive criticism and the assumption of responsibilities within the organization.

Each club is a member of Toastmasters International. The club and its members receive services, supplies and continuing counsel from the Home Office.

“As a man speaks, so is he.”—Publilius Syrus, 43 B.C.

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the TOASTMASTER

For Better Thinking—Speaking—Listening

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The Zeiss projector
is giant visual aid in
planetarium talks

*A noted astronomer tells
how to make a technical
talk entertaining when*

SPEAKING OF STARS

By CLARENCE H. CLEMINSHAW

FOR CENTURIES, man has stared at the stars in wonderment, awed by the pinpoints of light flickering in the firmament. Vaguely he knew these stars had a relationship to his own world. Occasionally he saw a star shooting across the sky, but he knew not why it had happened nor where it was going.

Now men of science have begun to unlock the secrets of space. Soon we will touch the planets and man will embark on a great new age of discovery.

Overnight, the scientist finds himself shoved onto the speaker's platform. Working with the in-

struments of his profession, he has had little occasion to explain his findings to the layman. Now the layman wants to share his knowledge; wants to understand space as he has learned to understand the phenomena of his own world.

Today, in all areas of science, there is a growing demand for more effective communication between men of science and the citizens they serve.

Speaking is an important part of my job, as director of the Griffith Park Planetarium for the City of Los Angeles. Public lectures and demonstrations have always been part of a planetarium tour. But

since the space break-through, we are facing a new type of audience. We still have our share of students, amateur astronomers and curious sightseers, but we also have a vast number of men, women and children from all walks of life, anxious to learn the story of space.

How do you tell a story which has taken thousands of years to unfold? How do you present a kaleidoscope of constellations in a few short minutes? How do you keep the story current so that your audience can relate it to the developments they've read and heard about? We believe the answer lies in the effective use of visual aids.

It must be remembered that lecturing in a planetarium theatre differs considerably from other forms of public speaking. During most of the program the room is dark, so the audience does not see the speaker, who therefore has no reason to use gestures. His hands are occupied with the control of the planetarium projector and the use of the optical pointer. Like a musician at the console of an organ, he hits the keys and pulls the stops that produce the motions of celestial bodies, which results, according to the ancients, in the "music of the spheres." He does this for nearly an hour without the use of any written notes.

There has been considerable development in these visual aids since 1930, when the first Zeiss planetarium projector in America commenced operation in Chicago. However, the words of Philip Fox, first director of the Chicago Planetarium, still provide a fitting definition for a modern planetarium:

"The visitors come to see a stirring spectacle, the heavens brought within the confines of museum walls. Not a trivial plaything, a mimic aping firmament, but the heavens portrayed in great dignity and splendor, dynamic, inspiring, in a way that dispels the mystery but retains the majesty."

The Zeiss machine is a composite slide projector which throws images on the interior surface of a great hemispherical dome. All the stars visible to the naked eye are reproduced so realistically that the observer feels as if he were outdoors, looking at the heavens under the clearest of conditions. It is possible to compress days and even years into minutes, and to show the sun, the moon and the naked-eye planets and stars, all in their proper places for any instant of any year for centuries in the past and in the future, as they might be viewed from any place on the earth.

The Zeiss projector resembles a giant dumbbell about 12 feet long. Each of its 32 projectors contains a system of lenses and a thin copper plate perforated with holes of 65 different sizes to represent stars from the brightest to the faintest that can be seen with the naked eye. Invisible pencils of light, corresponding to each star, are projected on the dome.

As the earth turns on its axis each day, it causes the stars to appear to rise and set. The turning of nature's sky is so slow that we find it difficult to visualize the daily circles which the stars appear to describe. The planetarium projector speeds up time so that we see a whole day passing in a few min-



Dr. Cleminshaw at the console of the Zeiss projector

utes. Also by turning the projector on another axis, we can show the observer how the sky appears from any place on earth.

The images of the sun, the moon and the five naked-eye planets are produced by individual projectors in the Zeiss instrument. The accurate reproduction of the movements of these seven objects and of lunar phases requires a high degree of optical technique, mechanical skill and astronomical knowledge.

When the projector is speeded up to travel rapidly through time, we do not see the daily turning of the sky. We imagine that the earth has stopped rotating on its axis, and we see the results of its yearly revolution around the sun. Watching the planetarium sky for ten minutes can give one a better conception of the motions of the planets than might be acquired in a lifetime of outdoor observing.

In addition to the planetarium instrument itself, which was made

in Germany, many other projectors have been built in the shops of the Griffith Observatory to produce such effects as sunset and sunrise colors, eclipses, meteors, a comet, northern lights, a rainbow, the mythological figures of the constellations, and travel to the moon and planets. The last effect is achieved by several "space-travel" projectors, which cause any object which we desire to visit to enlarge until it is many times its original diameter.

The illusion of space travel is heightened by projecting on the dome what appears to be the inside of a space ship. The space ship picture has a large window through which the approaching moon or planet can be seen. The ship can be turned so that the rotating earth appears in the window.

With all this equipment and the whole universe to talk about, it is obvious that we are never at a loss for subject matter. Formerly it was

the custom to change the subject once a month. There is now a tendency at some planetaria to run some shows for two months. During the last few years, we have run our summer show for as long as three months, because it is the most spectacular and because there are so many tourists in Los Angeles during the summer.

Each planetarium show lasts about one hour. The lecturer wears a lapel microphone, which is connected to a speaker located above a screen at the top of the dome. His introductory remarks before the stars appear usually last about ten minutes. This gives time for the eyes of the visitors to become adapted to the darkness. During this interval lantern slides are often shown. Here again we are using a visual aid to introduce and explain a technical subject.

The program begins at sunset. Music is played as the twilight fades and the stars appear. This is a bit of showmanship which establishes a mood for the speaker and indicates to the audience that the lecture is going to be both entertaining and instructive. After two or three minutes, the lecturer points

out objects in the sky with an optical pointer which projects a luminous arrow. No matter what the subject, there are some basic thoughts which we feel should be said in every talk, such as the difference between a star and a planet and why the heavens appear to move around the North Star.

Lantern slides are occasionally used during the main part of the lecture. For example, a very faint and tiny patch of light is pointed out in the constellation of Hercules. It can just barely be seen with the naked eye. After the audience has finally found this little spot of light, there is projected at that place in the sky a photograph made with a telescope showing a glorious cluster of thousands of stars. The great light-gathering ability and the magnifying power of a large telescope are thus brought out in a very dramatic manner.

To illustrate the great distances in astronomy, we use a series of diagrams in which the scale is changed many times. Another way to explain these vast distances in readily understood terms is in the travel time of a 10,000-mile-per-hour space ship, which would reach

the moon in one day and the sun in about one year. The last planet, Pluto, would be passed after 40 years, but we could not live long enough to reach the nearest star. It would take a 10,000-mile-per-hour space ship 300,000 years to reach it.

Experience has taught us that we must translate our technical subject into a series of easily understood illustrations if we are to communicate effectively with our layman audiences. This requires some careful research on the part of the technical speaker, but it means the difference between an entertaining presentation and a dull recitation. It took time for us to find a way to describe the heat of the sun so that it could be quickly visualized, but once we had a simple example, we found our audiences greatly impressed. We ask them to picture a column of ice, two miles in diameter, reaching from the earth to the sun. If they started to drive across this ice bridge at 100 miles an hour, it would take about 100 years of continuous driving to reach the sun. But if all the sun's heat were concentrated on this ice, it would melt in one second!

Even a child can understand this illustration. Incidentally, in general, we make the same approach

to children as to adults. Special shows are given for school groups and the school show remains about the same throughout the year.

We believe the time we spend in developing our lectures and visual aids is making a real contribution to the education of those who come through our doors each year—approximately 60,000 youngsters at our school shows and 200,000 paid admissions at our other presentations.

Few Toastmasters will be called upon to explain the story of the stars and few will be blessed with such an array of visual aids as we enjoy, but to technical speakers on any level, we offer from our experience this advice:

Use showmanship to give dramatic impact.

Use visual aids that speak for themselves.

Rehearse with your visual aids to eliminate technical difficulties.

Illustrate technical points with examples related to the experience of your audience.

Man is reaching for new worlds to conquer. Toastmasters in technical fields can use their speech training to help their fellow men better understand this great new age of adventure. ❖

The things we don't know are innumerable large. We can discover them and I believe we will—if we aren't afraid to keep on asking questions.

—Charles F. Kettering



Dr. Clarence H. Clemenshaw is director of the Griffith Observatory (left) of Los Angeles, Calif. He assumed this post in 1958, after having been assistant director—and part time instructor at the University of Southern California—since 1936. With Dr. Dinsmore Alter, director emeritus of the observatory, he is the author of a book, "Pictorial Astronomy", published by Thomas Y. Crowell Co.

LIMITATION
OR
OPPORTUNITY?

Of Time and the Speaker

By ADRIAN D. SMITH

RECENTLY I SAW on an executive's desk a small plaque which read: "I can spare a minute. Tell me all you know."

I found this minor cynicism, this mildly sarcastic invitation, amusing. But with a perverseness common to most of us, I thought of the invitation in another context.

I thought of a newcomer to our Toastmasters club preparing a talk for us. We've told him he must limit his talk to six minutes, plus or minus a minute. And we've told him that if he goes outside these bounds he must give the talk over again.

THE TOASTMASTER

Six minutes! I picture the newcomer scratching his head and asking himself, "What can I say in six minutes? Why, that is barely time enough to get started!"

It's easy to sympathize with the newcomer. Six minutes *isn't* very much time. It's entirely possible he has something to say that can't be covered in the time allotted him. He may be charged with ideas about the evils of bureaucracy or laden with thoughts about child delinquency. Six minutes, he says, *isn't* enough!

Yet, from other points of view, six minutes *is* enough. A consideration of the matter from these various vantage points will satisfy the newcomer that our six-minute rule has merits beyond his immediate appreciations.

First, let's look at it from the aesthetic point of view. G. K. Chesterton wrote: "All art is limitation. The essence of a picture is the frame." The meaning of this? Chesterton is saying that what the artist leaves out of his picture is as important as what he puts in. The artist may leave out details to focus attention on a dominating figure; he may leave out background elements to give greater emphasis to elements in the foreground; or he may soften or mute the foreground to give depth to his canvas.

Consider the camera fan and his practice of "cropping" a snapshot. Many times he makes a commonplace snapshot a thing of beauty by cutting away the top, or a side, or the bottom. He has given proportion, balance, intensity, or unity to what remains by cutting away the irrelevant or distracting.

A speech may be considered a work of art. And, as in painting and photography, what the speaker leaves out is as important as what he puts in. A speech must have unity or a dominant theme and anything which fails to contribute to it must be excluded.

In short, six minutes is time enough for a speech—for a six-minute speech, that is. This short speech can be as much a work of art as one that lasts for two hours. The challenge is the same in either case: to use only the relevant, to be as careful with the elements you exclude as with those you use. Witness Lincoln at Gettysburg.

Second, let's look at the time requirement from what might be considered a more practical point of view. Consider a batter in baseball. He's "on deck." As he awaits his turn at the plate, he swings *two* bats. He continues to swing them until he takes his stance at the plate. Then he throws one aside, keeping his favorite.

Why has he swung two bats?

It is because, when he discards one of them, the bat remaining in his hands will feel light; because he has practiced with two, he will have better control of the one when he actually faces the pitcher.

The device is common—to handicap oneself in practice so that we can face the real test with a fund of reserve strength, sharpened control, and stamina. An old proverb says: "A child is no burden to a horse which has carried a man."

What is true in so many other areas is also true of speech. The speaker habituated to our club's six-minute limitation will not be



bothered when asked to talk for 20 minutes. When freed of the club's time limitation he will experience an influx of confidence and strength. He will be swinging with one bat. He will be moving from restriction to freedom—a much more congenial transition than that from freedom to confinement.

Third, let's look at this matter of time from the point of view of the audience. Have you ever heard a program chairman complain that his speaker spoke for only 12 minutes when he was scheduled for 20? I doubt it. How many times have you heard an audience complain that a talk was too short? Not many, I'll wager.

No, Mr. Newcomer, these are not the complaints you have heard. The chances are that you will never hear them. Audiences—your audiences—appreciate brevity. It is always wise to leave an audience while it is still interested, mentally asking for more.

You will make friends in your audience and endear yourself with program chairmen if, when you are scheduled for a 15 minute talk, you speak for 15 minutes. Not 18, not 20, but 15!

Faced with crisis, the man of character falls back on himself. He imposes his own stamp on action, takes responsibility for it, makes it his own. . . . Difficulty attracts the man of character because it is in embracing it that he realizes himself.

—Charles de Gaulle

Finally, let's consider our club's time requirement, Mr. Newcomer, from the standpoint of your fellow club members. When you joined our club, in a sense you made a deal with them; you agreed to listen to them if they would listen to you. You agreed to help them if they would help you.

There are, of course, only so many minutes in an evening. Our rule guarantees you your fair share of the evening, your share of the help the club can give you.

Yes, Mr. Newcomer, our six-minute rule is more than an arbitrary club pronouncement or a hindrance to full expression. It is a limitation. Yet within this limitation you can serve the demands of art; you can practice under the most favorable conditions; you can please your audience; and you can work purposefully with your fellow club members for your mutual advancement. ♦

Adrian D. Smith, past president of the Lansing, Mich., Toastmasters 639, is a frequent contributor to THE TOASTMASTER. He is Senior Project Engineer, Oldsmobile Division of General Motors Corporation.

Here's one club's formula for

Successful Summer Meetings

By F. O. BARRETTE

IS YOUR CLUB one of the many which resign themselves to poor attendance and lagging interest as summer approaches? Have you thrown up your hands, admitted defeat, and cancelled meetings for the duration?

You don't have to! Our club, the Seven Hills Toastmasters 1578 of Cincinnati, Ohio, has found the formula for summer meetings which equal and even exceed winter meetings in attendance, interest and enthusiasm.

Like all great formulas, it's very simple. It was developed by the MROFER administration of our club. (Toastmasters will recognize at a glance that MROFER is "Reform" spelled backwards.) We found it in the old adage, reworded slightly: *The way to a Toastmaster's faithful attendance is through his salivary glands.*

At our outdoor summer meetings, Toastmasters know that both steaks and speeches will be of top quality, properly trimmed and prepared—and grilled to the individual taste. The corn is strictly on the cob and for eating purposes only. Salad and table topics are tossed with skill and finesse. To "better thinking, listening, speaking" we add "better eating."

There's no difficulty about a meeting place. Meetings are held at the homes of various members. We've followed this plan each summer, and we've never lacked for invitations. It makes for wonderful fellowship, too.

Speeches and programs vary, but the menu stays the same. We've never had a complaint, and we've had increased attendance at each meeting.

Cost of these "cook-out" meetings to each member is small, as food is purchased by member Paul Gallo, whose nickname is "I Can Get It For You Wholesale." Beverages are furnished by the club.

The Seven Hills Club is happy to pass its formula on to other clubs, hoping they will find their summer meetings as successful as ours have been. ♦

F. O. (Pete) Barrette is an industrial engineer with the Ford Motor Co. He is past president of Seven Hills Toastmasters No. 1578 of Cincinnati, Ohio.





The Year In Review

By AUBREY B. HAMILTON
President, Toastmasters International

IT IS MY PRIVILEGE as President of Toastmasters International to report significant events in the life of our organization during the past year and to comment upon the growth and progress we expect in the future. I shall make an official report at the convention in San Francisco this month. Through this article I am able to share the highlights of that report and some personal philosophy with readers of THE TOASTMASTER.

Since August 1958, we have been represented by the largest Board of Directors in our history. My 21 colleagues on the Board are representative of our membership in the variety of their talents and in their purposeful and enthusiastic dedication to our objectives. It has been a special privilege for me to serve with them as they have deliberated, counseled and acted for our best interests.

The past year marks the first year of service of Maurice Forley as Executive Director. I would be remiss if I did not publicly acknowledge the outstanding leadership and unstinting service that have marked his performance of his duties. Under his direction our Home Office staff has performed an increasingly valuable service to our growing membership.

Public Relations:

Individual Toastmasters clubs and districts have long enjoyed outstanding prestige in specific localities. As Toastmasters International spread rapidly across the world, it was necessary for time to elapse before the contribution of our program to various communities became known and appreciated. I can assert without qualification that the past year has witnessed our greatest progress in acquainting the public

with our objectives. Such gain is largely due to an exceedingly effective public relations program.

In the past year, Alaska and Hawaii were admitted as states of the United States of America. With the sanction of our Directors, I paid official visits to these new states on behalf of Toastmasters International. On the trip Mrs. Hamilton and I made to Alaska in November, 1958, Acting Governor Hendrickson graciously accorded us a reception at the Governor's Mansion in Juneau, and personally attended the evening banquet. At a joint press conference, Toastmasters International offered and he accepted a proposed program to encourage our clubs to highlight Alaska in club and community programs, to acquaint people with our 49th state. Recently I visited our 50th state, Hawaii, and presented a similar program to Governor Quinn. The professional publicity coverage of these events by our public relations consultant in New York, David Resnick, and by our Home Office manager of public relations, Don Perkins, has resulted in more complete newspaper and other media coverage than any we have enjoyed hitherto. These services have helped improve the general aspects of our program.

Another aspect of our accelerated public relations activity has been the establishment in the U.S. of national cooperative programs with the Boy Scouts of America and the American Cancer Society. In these, we have not departed from our traditional position of withholding specific endorsement of organizations, but we have utilized

them to achieve relationships which have created opportunities for specific service by our members. These organizations have generously publicized the joint program in their numerous units and publications, and our members have profited by accepting the speech opportunities which have resulted.

Growth and Progress:

The growth of Toastmasters International has continued at a rapid rate. On February 7th, in Nashville, Tenn., I had the privilege of addressing the organizational meeting of District 63, a significant testimonial to growth. This meeting highlighted the advantages which come to our members through the district structure, and emphasized the desire of responsible club officers to have close liaison with a district.

A milestone in our history occurred in May, when Charter No. 3000 was issued to the Professional Toastmasters Club of Minneapolis. Our Home Office staff has labored diligently to keep pace with our growth. Substantial investment in new equipment has been made to service our expanding membership. Changes in Home Office procedures, institution of improved accounting methods and similar adjustments have been made. Educational and organizational materials are in process of continuous revision. New instructions have been prepared for training district officers. TM Topics has been inaugurated.

The Board of Directors, through its several committees, has promoted notable advancement in our

work. The Zone Conference program this year has been pointed toward the basic purpose of orientation of district leadership, and has resulted in intensive, practical and uninterrupted sessions of small groups designed to insure the type of leadership necessary to aid the development of strong, active clubs.

A management manual has been adopted for effective internal communication. Long-range needs are under study.

I am proud to report that district and club work continues to be strong. For instance, the spring conferences of Districts 35 and 36 were outstanding examples of the increased prestige our organization has developed as our strength has increased. Each district reported an official banquet attendance in excess of 400 persons. Educational sessions were heavily attended and stimulating. Programs and reports reflected meticulous preparation, responsible delegation of authority and widespread membership participation.

Bulletins and communications received from clubs this past year indicate an extremely high level of officer performance and a desire on the part of the members for continuing improvement. This is evidence of the creative and cooperative attitude required to develop the speech ability of the individual member.

Our growth in numbers, prestige and performance reflects credit upon many. I have mentioned our directors, Executive Director and Home Office staff, our district and club officers. However, this record would not have been possible with-

out the wholehearted participation of each individual Toastmaster, and the record of growth and improvement is simply the total of thousands of individual contributions. There is an added measure, however, in the continued inspiration and guidance we have received from our Founder, Dr. Ralph Smedley. I am especially pleased that during my administration we have been able to publish his personal reminiscences, marking the completion of his 80th year. In this book he shares with us the lore and history of Toastmasters International.

The Foundation:

During the administration of Paul Haeberlin the Board of Directors sponsored and approved the organization of the Toastmasters International Foundation, chartered November 3, 1958, as a not-for-profit corporation, under the laws of Missouri. The President and the Executive Director serve ex officio as two of its five trustees, and it has been my special privilege to be the first president to serve in this capacity. The Foundation's initial year has been devoted to organizational meetings and to a series of communications and exchanges of correspondence with recognized educational, civic, philanthropic foundations and leading educational institutions. This was for the purpose of exploring joint research programs and other avenues of cooperation for the development of effective techniques of oral communication, organizational relationships and speech and leadership practices. We have been for-

tunate in securing the services of Trustees at large whose special talents are of great advantage to the Foundation and will benefit all Toastmasters as the work of the Foundation progresses. I know that each successive President and Board of Directors will be conscious of the tremendous potential resource and development which can be realized by and through the Foundation and that their efforts will continue to be directed toward its growth and prosperity. The strong national and international relationships that can be developed will enhance the prestige of Toastmasters International and can cause it to be a beneficiary of the talents available in many countries in the field of communication.

Some Personal Observations:

One final comment as a retiring president's prerogative: When this article is published, I shall have enjoyed nearly 20 years of membership in Toastmasters. During that

period I have observed a growth in number of clubs and breadth of program unparalleled by any organization known to me. Each year has brought new and stimulating experiences within the framework of membership. I shall ever be indebted to my fellow members who have entrusted me with the responsibility of office, from my local club to the presidency of Toastmasters International. My contribution has been small in comparison with the benefits I have received. There is no finer company of men anywhere than those motivated by allegiance to the objectives of Toastmasters International.

As I leave the office of president, I pledge continued effort in the ranks toward the common goal shared by every member imbued with the spirit of our Founder—the realization of one's self through service to others by means of effective communication. ❖

A simple experiment will distinguish two types of human nature. Gather a throng of people and pour them into a ferryboat. By the time the boat has swung into the river you will find that a certain proportion have taken the trouble to climb upstairs in order to be out on deck and see what is to be seen as they cross over. The rest have settled indoors, to think what they will do upon reaching the other side, or perhaps lose themselves in apathy and tobacco smoke. But leaving out those apathetic, or addicted to a single enjoyment, we may divide all the alert passengers on the boat into two classes—those who are interested in crossing the river, and those who are merely interested in getting across.

—Max Eastman

NOTES *from the* HOME OFFICE

FLASH! Navy Lieut. Comdr. **Walter Schirra** of Toastmasters Club 1778, Patuxent River, Md., is one of the seven American airmen selected for Project Mercury, the U.S. man-in-space program. Commander Schirra's father was a World War I ace. The Commander and his wife, Josephine, have two children, Marty, 8, and Suzanne, 1.

The select seven-man group is known as the *Mercury Astronauts*, and their I. Q.'s range from 134 to 147. Pictured in the April 20 edition of *Life* magazine, Commander Schirra was shown blowing into a tube to test his lung capacity—a simple test for a seasoned Toastmaster.

We hope to have more on Commander Schirra in a future issue of THE TOASTMASTER, but for the moment, we want to let you know there is no limit to how far you can go as a Toastmaster.

* * *

Recognition in another area has come to Toastmaster Clarence J. Enzler of Potomac Club 827, Washington, D. C. Toastmaster Enzler is being acclaimed as the author of "My Other Self," an inspirational book described by one reviewer as having the "hallmark of a spiritual classic."

Through Toastmasters training, Enzler has overcome the affliction of stuttering. He has won numer-

ous speech contests. He placed second in the Zone contest last year at Atlantic City. He is past educational vice president of the Potomac Club and is well-known in Washington as a speech writer for Secretary of Agriculture Ezra Taft Benson.

Retail price of "My Other Self" is \$3.50, but through an arrangement with the publisher, Toastmasters may purchase the book for \$2.50 by ordering through Toastmaster L. Kenneth Wright, 3020 Porter Street, N.W., Washington 8, D. C.

* * *

Toastmasters International has never employed paid promoters to organize its clubs, but Norman Wanek made money when he suggested that a club be formed for employees of the Schering Corp., a pharmaceutical manufacturing plant in Bloomfield, N. J. Wanek, assistant training director for the company, received a \$25 award for submitting the idea through the company's suggestion system.

Pity the plight of Grammarian Ben Maigue and "Ah"-Counter Mining Belamide of Club 1800, Cavite City, P.I. They were confronted with table topics presented in eight languages—English, Spanish, Tagalog, Ilocano, Pangasinan, Cebuano, Illongo and Chavacano. Grammarian Maigue, who knows only three languages, found him-

self beautifully cornered. And although "Ah"-Counter Belamide didn't understand most of the speakers, he noted all the "ah's" but wound up stammering himself when told the "ah's" he counted were idioms of the language.

* * *

"Through Toastmasters my life's ambition has been realized," writes George Figureida of Club 231, Taft, Calif. Figureida, a talented sculptor, quit his job in the oil fields of Central California to take his wife and two children on a two-month tour of the United States. En route, he plans to exhibit his work, hoping to attract the attention necessary to start him on a professional career. He has received encouragement from many persons prominent in the world of art.

Figureida explains that Toastmasters training gave him the confidence to strike out on his own. And if he doesn't make it this time, he says, "You'll hear from me from another club somewhere. I'll be under TM tutelage again, saving for another stake to begin another journey."

* * *

POSTSCRIPTS: When Win Bratcher of Club 266, Atlanta, Ga., gave an illustrated talk, instead of using normal punctuation, he used the technique of breaking cups and saucers at climactic moments. No report yet as to whether the club has been asked to change restaurants. . . . Central Montana Toastmasters Club 479 reports that students for its Speechcraft course include the mayor, police chief and fire chief of Lewiston, Mont., and



Sculptor Figureida and some of his work

the mayor of Moore, Mont., plus officers of many fraternal and service organizations in the two cities. . . . We've found several good ideas in club bulletins recently received at the Home Office, but we can't pass them on because club and district numbers are missing, which makes it impossible to identify the source. . . . Club 159, Fort Wayne, Ind., reports that one of its charter members took Basic Training in 1940; now, after 19 years, he has rejoined the club and is going through Basic Training for the second time. . . . If members of Club 2801, Gordon, Neb., ever face a noisy audience, it won't bother them. They've received plenty of experience at the regular meetings which are held in a restaurant which has no door between the kitchen and their meeting area. They compete with the noise of an ice cream machine, the banging of pots and pans, the rattle of dishes and the shouted orders of the waitresses. ❖

We Penetrate Beyond Our Walls

By DEAN F. BERKLEY

IT WAS TIME to tuck the children into bed, and as I opened the bedroom door I could hear my neighbor practicing the piano. I could hear the music clearly, yet I knew the windows were closed. Suddenly it occurred to me that perhaps my own piano playing penetrated beyond my walls.

Amazing walls are penetrated.

Go back nearly 20 centuries. It was midnight—a night of storm and earthquake. Two men were in a jail, singing. They did not know their actions on that night would penetrate the heavy walls of their dungeon. Yet what Paul and Silas said and did on that occasion so long ago will last as long as men receive the message of Christianity.

We jump to 1678. John Bunyan is seated at a bare writing table in an English prison. To release internal tensions and relieve tedium, he jots down his thoughts. Bunyan would have been the last person to believe that what he was doing would penetrate beyond those seemingly impenetrable walls. Yet what he wrote there has become one of the most influential books in the history of Christendom—*Pilgrim's Progress*.

In Fräuenberg there stands a drab two-story house. On the second floor is a plain, bare room, which in the 16th century was the workroom of a monk named Copernicus. In imagination we can see him peering into the heavens, night after night, then hastening to jot down his observations. Copernicus would have scoffed at the suggestion that what he was doing would create one of the major scientific revolutions of mankind. He was only attempting to prove that his theory was true—that the earth rotated daily upon its axis and that the planets revolved around the sun.

An illusion held by many people is that we may choose to penetrate beyond our walls or not, depending on the occasion. The truth is that *we have no choice*. Whether the walls be physical, social, economic or political, what we do and say reaches beyond them. Our only choice lies in the degree and quality with which we penetrate these walls.

As Toastmasters we have no choice whether we penetrate beyond the walls of the meeting room, our homes, our offices. It is some-

times apparent, however, that we fail to recognize that we control this in degree and quality.

Why should this concern Toastmasters? There is a compelling reason for our becoming more and more evangelistic in penetrating beyond our walls.

A critical view of American public address causes one to sharpen his concept of the role of Toastmasters. On every side we see our highly-trained professional groups failing to communicate effectively. Doctors, lawyers, scientists, management executives trapped in the prisons of their specialized vocabularies are unable to reach out and refute the slurs of their detractors. Both degree and quality of their efforts are inadequate. As a result we have needless controversies, popular misconceptions, even in some cases open hostility—all stemming from lack of proper understanding.

My own profession is that of educator. For the last decade or so, critics of our public schools have had a field day lashing out with every conceivable line of attack. The schools have been charged with responsibility for every imaginable ill.

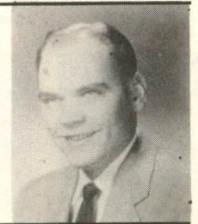
Yet most institutions training school administrators do virtually nothing to develop competency in

the art of communication. One need not work long with the public schools before he detects an inability on the part of most educators to penetrate beyond their walls in terms of public address. Rarely does one find an educator joining a Toastmasters club to improve his communicative ability. Rarely does he share the opportunity such a club offers to develop greater skills for leadership in a profession under attack. It would appear that if inroads are made in standards, curricular practices, teacher preparation and school organization by some of the critics of our educational system, it may be because of the inability of educators to speak effectively with the American people. We, too, must *penetrate beyond our walls in terms of degree and quality*.

Fellow Toastmasters, have we, as exponents of the art of communication, penetrated our walls with enough evangelism to encourage others to become more effective in their own efforts? Have we spread the gospel by word and example? This is a challenge we must take seriously. Toastmasters can play a vital role in upgrading American public address.

The next time you go to your club meeting, remember: *we penetrate beyond our walls.* ❖

Dr. Dean F. Berkley is past governor of District 41 (So. Dak.). A former public school teacher and administrator, he is now Assistant Professor in the School of Education of Indiana University, and a member of the Bloomington (Ind.) Toastmasters 482.





F—Maurice A. Shenbaum



2—Les Bridges



3—Robert A. Englund



4—Roger L. Sherman



5—Howard G. Gray



6—Max J. Perras



7—Robert H. Gray



8—Guy G. Thompson



17—Edward A. Engelhart



18—J. Lockhart Whiteford



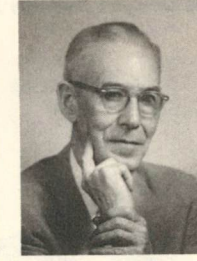
19—Harold C. Lounsberry



20—Everett D. Bolstad



21—Ralph D. MacColl



22—James Quinn



23—William W. Macdonald



24—Dr. Leo Anderson

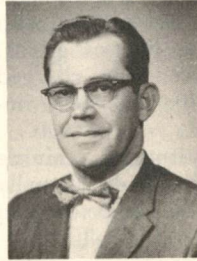
Meet our 1959-1960 District Governors



9—E. William Parker



10—Walter J. Stowman



11—Kerele C. Keller



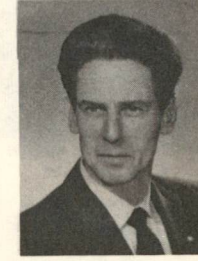
12—Virgil True



25—Julian I. Cristol



26—Leslie V. Ward



27—Ronald B. Camp



28—Frederic N. Lyon



13—William J. Bebble



14—Mei Dale S. Jeffers



15—Donald A. Durrell



16—Travis W. Freeman



29—Howard E. Flanigan



30—Dean Kline



31—Maurice F. Byington



32—Howard I. Bond



33—Homer Moulthrop



34—David N. Tufts



35—Ralph E. Howland, Jr.



36—William E. Spicer



37—Dr. F. L. Smith



38—George J. Flannery, Jr.



39—Raymond H. Grady



40—Ray L. Magly



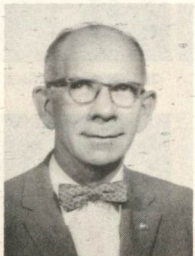
41—Arthur E. Dracy



42—Alfred E. Pallister



43—Warren E. Leavitt



45—Joseph F. Murphy



46—Karl M. Schau



47—1st/Sgt. Donald F. Muller



48—Joe T. Porter, Jr.



49—Franklin Sunn



50—Samuel C. Hathorn



51—John N. Clauser



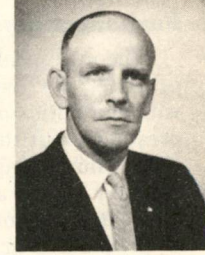
52—John L. Hastings



53—Gilbert S. Gruber



54—Paul M. Dauten, Jr.



55—William L. Mekeel



56—Edward G. Bossom



57—Gordon A. Dickie



58—J. D. Crook



59—Ensio J. Tosolini



60—J. Geoffrey Cudlip



61—Lloyd G. C. Taylor



62—Robert F. Smith



63—Wylie A. Bowmaster

1959-60
District
Governors
(cont'd)

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

Parliamentary Practice for All

When we speak of parliamentary practice, we usually associate it with the duties of the chairman or president, but that is not nearly a wide enough application. Every member of an assembly needs to have at least some understanding of procedures in order to be an intelligent participant.

Even the best informed and most experienced presiding officer can be hampered in the performance of his duties by situations created by the ignorance of members of the group over which he presides. When this ignorance is intensified by an ambition to be heard and observed, the problems really become bad.

The unversed member offers motions which are out of order, or questions the propriety of motions which are entirely in order, or he interrupts debate on a question by introducing extraneous matter, or he proceeds in various other ways to throw the meeting off the track, simply because he does not understand how business is properly carried on.

Parliamentary practice in the club is essential, not only to give members experience in presiding,

but still more important, to train them in participation. For this reason, it is especially important that all such practice efforts be carefully planned, so as to demonstrate the right methods and avoid confusion. Some clubs have made the mistake of turning parliamentary practice into disorderly, more or less ridiculous exhibitions, the net result of which is to add to the confusion in the minds of the participants.

It is a very wise plan to devote the table topics period of the club meeting to parliamentary training, once a month. With well-planned projects carried through in orderly manner, the members can gain much good from such a policy.

What Comes After Basic Training?

This is a question frequently heard. My own answer usually is, that more speaking comes after it. But what shall we talk about, and how shall we prepare speeches unless we are told how and why?

That attitude reflects a sad lack of imagination and originality, but it is all too common. Many men fail to realize that in the 12 Basic Train-

ing projects, there are the foundations for speaking, the basic principles which can be applied to a vast field of speech, and that the application of these principles is something which should be acquired by the man who goes through the manual.

For example, Project Three—"Be in Earnest"—can be used in preparing and delivering many talks. It is certainly not enough to make one speech "in earnest" and then forget it. The same is true of the other projects. Look at Project 10, "Special Types of Speech." There is material for at least half a dozen speeches.

The wise Toastmaster finds in his Basic Training the inspiration for not less than 20 or 30 talks. The more talks he makes, using these basic principles, the better he will progress.

But after he has made the two or three dozen speeches centered on the manual, what comes next?

In the revised edition, published in 1956, an attempt was made to answer this question. Pick up your book and turn to page 59, where you will find "Program Suggestions for your Future." In the five pages following you will find suggestions for projects and programs which will engage your attention for a year or two, and which will pay good dividends.

If any Toastmasters Club has made use of these suggestions, it has not come to my attention. If

you know of any such case, I wish you would report it to me.

And yet the projects suggested are interesting, useful, inspiring to any man who will tackle them. The only reason I know why these have not come into general use is that they are not spelled out, digested, detailed. They are left to the originality of the local club's Educational Committee for implementation.

So what comes after Basic Training? A whole world of opportunity in the field of speech for the man who will use it. Among other things, there is the ambitious "Beyond Basic Training" book which is available to men who are really in earnest. The man who is willing to tackle this series of projects, and who will put serious work into it, can find here guidance in speech which will last him for years. But it will take faithful study and serious practice.

Basic Training is only the beginning of the speaker's career. It helps him to lay the foundations on which he can build as fine a structure as he will. But if he is going to build, he must do some work. The progress he will make depends entirely on the work he is willing to do.

And that is what comes after Basic Training as I see it.

Do you disagree with me? Do you have some better suggestions to offer? I shall be delighted to hear from you. Share your ideas.

I am always humbled by the infinite ingenuity of the Lord, who can make a red barn cast a blue shadow.

—E. B. White



Founder Ralph C. Smedley holds conversation with Governor Egan of Alaska (right) at Spring Conference of District 52 (Los Angeles, Calif.) where theme was "Alaska—Frontiers Unlimited." District Governor John L. Hastings assists. Call was made through the cooperation of the Pacific Telephone Company and the Taku Toastmasters of Juneau, Alaska



Vic Sheppe, Gov. Area 5, Dist. 50 (Calif.) presents Speech Merit Badge to Scout Tom Flannagan, with smiling approval of Explorer Scout Don Long. Occasion was the Court of Honor, finale of series of educational speech programs conducted by area TM's



President Arthur G. Sellers of Franklin TM's 524 (Columbus, Ohio) congratulates "Mrs. Columbus" (Mrs. C. D. Heil) on winning district competition in Mrs. America Contest



3000th: Int. Vice President Emil H. Nelson (right) presents charter to Ralph Hegman, Jr., president of Club 3000, Professional Toastmasters of Minneapolis



Blue Mountain Club 618, Walla Walla, Wash., believes in big things, as shown when Walton Lloid, area governor, presents incoming Pres. Robert Jones with oversized gavel



Ed Rochlitz, Arcata Club 2452 (Calif.) shows Dist. 57 Gov. Conrad Wingefeld how to make two neckties from one at Fun Luncheon of Dist. 57 Spring Conference in Santa Rosa



TM's Hal Smith, L. K. Rhoads, Warren Novak of Yawn Patrol Club 1852 spark the cast of Omaha (Nebr.) Traffic Club's minstrel show. One-third of cast of 45 were Toastmasters

CLUB TO CLUB

Reading for Good Speaking

"We as Toastmasters are most interested in the form of communication which enables us to project orally our thoughts, ideas, concepts and precepts in a manner which embodies confidence, sincerity and clarity." With these words our club started its "reading" program, challenging members to read aloud, without advance preparation, selections ranging from the Bible to the essays of Lord Chesterfield.

Members agreed this was one of the best programs, and expressed appreciation to Ed. V-P Joe Weir for it and the many other good ideas which have kept the club members on their toes.

Longview Toastmasters 2208
Longview, Texas

* * *

Family Affair

Toastmastering runs in this family.

President of Evergreen Toastmasters of Tacoma, Wash., is Crompton H. Ogden. Serving a concurrent term as president of Gray's Harbor Club 79, Aberdeen, Wash., is son John B. Ogden. To add to the family interest in communication, Mrs Ogden—wife of Crompton and mother of John—is a member and past president of the Golden Key Toastmistress Club of Tacoma.

District 32, says Governor Howard I. Bond, feels that this is something of a record, and wonders if any other district can make the same claim.

District 32
Washington

New Morning Club

Saturday morning at 6:45 may seem to most people like a good time for sleep, but in Crete, Nebraska, 24 charter members of the new Crete Toastmasters 1725 are up and speaking. Crete is a college town of about 4,000 population.

The new club was sponsored by the Sunrise Club of Lincoln, Neb., which also presented a lectern to its newly-launched protege. District Governor Wayne Falk of Omaha presented the charter, and Elvin Schultz, Crete Club president, accepted it for the club.

Crete Toastmasters 1725
Crete, Nebraska

* * *

Speechcraft Proves Value

Every club has a membership problem at some time or other, and our Western Electric Club 1691 had a bad one. We were down to 13 members when we decided to try Speechcraft.

Our club is open to all male employees of the Western Electric Co., and there are two clubs within the plant. Ed. V-P E. H. Knudsen undertook the organization of the Speechcraft course. Letters were sent to fellow employees explaining the project, which would be given to them without fee. We had applications from 20 men; 17 completed the course and 14 were received into membership. The other three will become members this Fall. Our new, enthusiastic membership now stands at 27.

We strongly suggest that any club which is sick, discouraged, indifferent or what have you, get going on Speechcraft; it is the transfusion of life. And the older club members get valuable help while giving it to the Speechcrafters.

Western Electric Club 1691
Indianapolis, Ind.

* * *

For Better Communication

Highlight of the District 59 conference recently held at Fallon, Nev., was a demonstration of Indian sign talk given by George Smith of the Nevada Indian Service. After delivering talk on communications, Mr. Smith donned Indian headgear and gave talk in signs; was later besieged by members for more demonstration. Mr. Smith is director of adult education in the Indian colonies of Northwestern Nevada.

District 59 has also completed recently a course in Officer Training and Parliamentary Procedure, offered to the public and especially to officers of various local organizations. Course was held at Reno High School, consumed approximately ten weeks of weekly meetings, and was accounted a tremendous success by a large number of enthusiastic participants.

District 59
Nevada

* * *

Successful Start

Our charter party was held in the Eldorado Theatre at Eldorado, Saskatchewan, with 45 members and guests present.

We feel that the success of our new club was assured when, at the first meeting after the charter party, seven guests applied for membership.

Charter was presented by J. H. Jackson of Edmonton, Alberta, Area Governor.

Beaverlodge Toastmasters 1706
Eldorado, Saskatchewan



Past Gov. Elmo DeWhitt, George Smith and Gov. Roger Joseph Sr. talk "Indian" at Dist. 59 Conference



Club tribute to Tony Kruta

Tony's Life

When Tony Kruta was told that he was to repeat his Icebreaker speech of several years ago, he did not suspect that he would be interrupted after his first few words by fellow-members Malcolm McLean and Jerry Lopinot, who proceeded to tell his story on a "This Is Your Life" program. In this way club members expressed their appreciation to Tony, who, in addition to being a hard-working and cooperative member, has always kept the club in cake or sweet rolls on every special event.

A large cake, baked in Tony's own bakery, but without his knowledge, was a special feature of the program.

East St. Louis Club 845
East St. Louis, Ill.

It's tough going when you try to be

Funny All the Way

By WALTER HOLLAND

"I NEED A NURSE" was the title of my talk at the annual meeting of the Virginia Nurses Association. It was supposed to be a funny talk, but the gals took me seriously. In payment they gave me—a nurse!

And was she ever a doll—yes, sir, a cute little uniformed eight-incher with jointed knees and Dynel hair.

Oh, well. If you can't be funny for money you can still have fun with dolls. The would-be funnyman will knock himself out for a mere doll—or less. It's a kind of sickness you get. Maybe a psychiatrist can cure it, but it takes a long time.

*Nellie the nurse—
some doll*



You can catch this sickness and get on the after-dinner circuit as a funnyman almost by accident. That's the way it happened to me.

What happened was this: I had made a

speech in a Toastmasters speech contest. It was entitled "Give the Ladies a Hand." I thought it was moderately funny, but who was I to dispute my audience?

There was an item in the paper. A sweet lady read the item, phoned, and asked me to appear as the main speaker on the Husbands' Night program of her Garden Club. You get a bid like that and, brother, you're off!

And I do mean—*off*.

Family, friends, golf, job, poker—all the dear, familiar habits are put aside as you try to round up and put together material for a full-length, feature-of-the-evening humorous talk. It's one thing to use a touch of humor here and there in your "straight" talks. It's quite another thing to be *funny all the way!*

Yet there are always some of us who must try. So I am emboldened to pass along a few pointers gleaned from my own attempts on several different occasions. If you're going to be funny, you've got to work at it.

The Flying Start. To make sure you get off the ground, *write*



*Author Holland
gets off to a
good start—
his first yak*

your own introduction. The chairman of the meeting is always glad to work with you, to set the tone or to rig the springboard for your first *ad lib*. (That's the one you have practiced so carefully.)

For example, the chairman may state that you are a charter member of the SPEHTOJOJA—the Society for the Prevention, Encouragement and Humane Treatment of Old Jokes and Old Jokers of America. Thus he hands over to you an audience already warmed up and waiting for Freddie.

This, of course, is your cue to mention the two Old Jokers you just happened to overhear in the lobby on your way in. And one of 'em said to the other . . .

The Snuggle-Up. What the Old Joker said should, if possible, have some bearing on your particular audience. In other words, your purpose is to get with your audience—technically, *to snuggle up*. Key your jokes to this group. Slant your general remarks to them.

The Stumbling Style. If you

can't make a good straight talk because you just don't happen to be one of those fluent guys, then try the humorous talk. Here your natural stumbling can be spread over your material in such fashion that you build up a reputation as a rib-tickling kind of bumbling funnyman.

This tactic is closely related to the *Artful Confusion*, where you appear not to get the point yourself. (It's even funnier if you really *don't* get the point, but this is difficult to contrive. Don't depend on it.)

Make Your Own. If you're really on the alert, sometimes you can make up your own stories and find they are far better than any you got out of *Joe Miller's Joke Book*. Keep your ears and eyes open and be ready to pull a switch.

For instance, at the Nurses Association banquet, I chatted with the president of the organization during the meal. She told me she was engaged to marry a man who was studying to be an undertaker. Now I ask you, ladies and gentle-



Always leave them laughing and they'll come back for more

men—who *couldn't* make something out of that?

Protective Coloration. Try to blend in with the crowd. Be one of their boys. Jazz it up in their own genre. Drop those g's if it makes you fit in better. Don't talk Brooklynese to Kentuckians, even if you are from Brooklyn.

The Pause that Permits. Shaggy dogs have pause. Other jokes need some too. Give the folks *time*—give them time to laugh, to roll in the aisles if they must. Not simply after the joke, either. Often the *educated hesitation* works wonders within the joke.

Now, here are three final points that are majors:

1. The Straight Relief. In a "straight" talk we often plant humor for comic relief. Similarly, it's important to build some "straight relief" into your full-length funny speech.

The need for this will depend on the type of audience, the occasion, time, place. Just be sure to load up with plenty of "straight stuff" for possible use between the jokes. Then you can use it if you feel the need. You may even become known as a "Humorist-Philosopher."

2. The Titillating Title. Give your talk a catchy title and ask the chairman to use it in introducing you. This is like the pitch pipe for the Barbershop Quartet. It starts you out on the right key.

Another value of the exciting title

is its built-in publicity potential. I gave the program chairman of the Society of Women Accountants my title, "Are Women People?" It was printed in their bulletin and mailed to the newspapers as a matter of routine.

The editor of the Women's Page was intrigued. So a fine story made the Women's Page, complete with mugshot of Humorist-Philosopher.

3. Build Your Exits. It shouldn't happen to a shaggy dog, but I've had it happen to me. I'm rolling along with the jokes and the *et cetera*, but something's wrong.

I'm talking too long. I had it made, but I didn't quit when I was ahead. The audience is bored. I know it—but I don't know how to break loose from my carefully constructed sequence.

So I learned the hard way. Now I prepare, in advance, various smooth exits to use when needed.

So here's my last word of advice—if you must make full-length humorous talks, funnyman, hold them to a half-hour or less. At least do this until you know—for *sure*—what you're doing.

I wish you health, happiness, and many dolls! ♦

Walter Holland, member of the Richmond Toastmasters 1275, District 36, is assistant director of information for Southern States Cooperative, a farm supply organization.

BOOK REVIEW

SAY IT WITH WORDS by Charles W. Ferguson. Published by Alfred A. Knopf, New York, 1959. Price: \$3.50. Order from Toastmasters International, Santa Ana, California. Calif. clubs include 4% sales tax.

THIS IS A BOOK—and a captivating book—by a man whose combined experience of speaking, writing and editing (he is a senior editor of *The Reader's Digest*) is second to none. His practical experience has been enriched by a wide range of reading. Although the author quotes extensively from other authors, you will lay the book down, not with a desire to quote, but with an urge to become quotable.

"Say It with Words" is clear evidence that love of language is the beginning of wisdom in its use. Mr. Ferguson's purpose is to release us from the fear of language to which we are so prone. "I emphasize the enjoyment of language," he says, believing that only enjoyment can lead to venturesome use. Adventuring with words is our lost heritage. "We (have) become corrupted by what Shelley calls the world's slow stain, and we must become as little children to recover what we need not have lost. . . . We run to verbal fattiness. We embrace abstractions, cushion our thoughts with them." To young children, however, words are exciting, living things. Mr. Ferguson's aim is to restore to us the child's natural love for language, his use of visual imagery. And the restoration is for essentially adult ends.

The book is not directed to the arty-crafty, nor to the professional writer or speechmaker, but to us average folk who want to talk more effectively to our friends and colleagues, to write better office memos, to compile more lively business reports.

"Say It with Words" will give you lasting captivation in the way that a bouquet of flowers cannot. It is a scholarly work written for the layman, containing a fount of information and wise counsel on the effective use of language, and which continually bubbles over with wit and humor. The stress is on the effective, as distinct from the proper, use of language. The approach is therefore dynamic, not aridly academic. Mr. Ferguson is no dessicated egghead. The book echoes the music and reflects the color which the author seeks to restore to our speaking and writing. Yet there is nothing ornate or grandiloquent about his style. The book is eminently readable.

Don't miss this book. When you have finished it you will *want* to use language well. You will have acquired a new awareness of what Christopher Fry meant when he said, "The pleasure and excitement of words is that they are living and generating things."

—IAN D. MCINTYRE
Past Governor Dist. 18,
Glasgow, Scotland

This Month in San Francisco

TMI's convention is

THE TALK OF THE TOWN

FROM THE BAY BRIDGE to Fisherman's Wharf, from Telegraph Hill to Golden Gate Park, from Chinatown to the Sheraton-Palace Hotel, San Francisco will be Toastmasters' Town, August 27-29.

Advance reservations for the 28th Annual Toastmasters International Convention indicate the 1959 meeting will set new attendance records. Convention officials, who have been planning the event for many months, promise delegates three days jammed with activities unparalleled in the history of Toastmasters.

Starting with the annual business meeting Thursday afternoon, Aug. 27, the convention will move on to the gala International Night program Thursday evening. Educational sessions will start Friday morning and continue through Friday afternoon and Saturday morning. Regional Speech Contests will be held Friday afternoon. Highlights of Friday's program will be the Fellowship Luncheon and the President's Banquet. Dr. Ralph C. Smedley will be host at the Breakfast with the Founder, Saturday morning. Following the International Speech Contest Saturday afternoon, the convention will close with a dramatic finale.

Special activities for the ladies have been planned by the Host Committee from Districts 4 and 57. The Ladies' Hospitality Room will be open throughout the convention, staffed by Chinese hostesses. Tours have been arranged for the ladies for Thursday and Friday afternoon.

All delegates are invited to join the Chinatown tour on Saturday night. The tour will be conducted by the Chinatown Toastmasters Club.

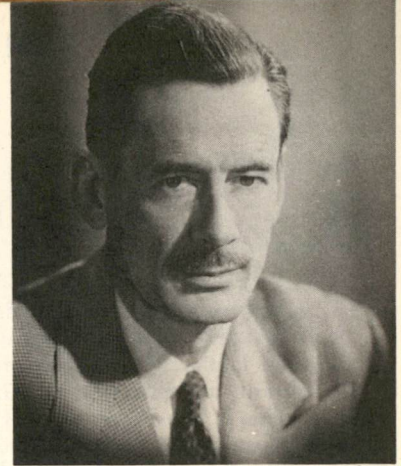
Teenagers accompanying their parents to the convention will find a special room in the Sheraton-Palace set aside for their use.

Camera fans will find San Francisco a photographer's paradise, with the bridges, Chinatown, Fisherman's Wharf and the cable cars as back-grounds for their picture taking. Of particular interest to photographers will be the giant Toastmasters emblem in flowers in the Arboretum in Golden Gate Park.

At the International Night program, Toastmasters will see the colorful Chinese Girls' Band from St. Mary's School, hear greetings from overseas clubs and listen to an address by **Dr. William H. Pemberton**,



Charles W. Ferguson



Dr. William H. Pemberton

member of Toastmasters Club 1755, San Rafael, Calif. Dr. Pemberton, a consultant psychologist and chairman of the California Board of Medical Examiners' Psychology Examining Committee, has done graduate work in sociology in Europe and has traveled in 45 countries. He will speak on "International Understanding—An Impossibility?" Also on the International Night program will be the presentation of an award from the Toastmasters International Foundation to **Dr. Frank C. Baxter**, professor of English, University of Southern California. Dr. Baxter will be honored for his contribution to the art of communication on television and on the lecture platform.

John Puddington, District 10 Governor, will be toastmaster at the Friday Fellowship Luncheon. Skits by Toastmasters clubs and a comedy magic act by Toastmaster Robert Offenbacher, Governor, Area 7, District 4, will provide the entertainment for the luncheon program.

Charles W. Ferguson, senior editor, *The Reader's Digest*, will speak at the President's Banquet Friday night. Ferguson has been a member of *The Reader's Digest* staff since 1934, and a senior editor since 1942. He is the author of five books, including the recent national best seller, "Naked to Mine Enemies: The Life of Cardinal Wolsey." His latest book is "Say It With Words."

The three educational sessions on Friday and Saturday will cover "Toastmasters Materials and How to Use Them," conducted by Dr. Seth Fessenden, Director, Educational Research, TMI; "Speech Presentation and Evaluation," conducted by Dr. Smedley, and "How Are Your Relations?" conducted by Don Perkins, Manager, Public Relations, TMI.

Because of the anticipated record-breaking attendance, Toastmasters are urged to register and make hotel reservations without delay. Registration and reservation forms appeared in the June issue of THE TOASTMASTER. ♦

Toastmaster Town of the month



A TINY SETTLEMENT known as Yerba Buena with a Presidio and a Mission. This was San Francisco in 1776.

A brawling boomtown where animals and drunken men drowned in the mud in the streets. This was San Francisco in 1850.

A vibrant, majestic city, rich in civilized living, a center of art and culture. This is San Francisco in 1959.

Don Gaspar de Portola discovered San Francisco Bay in 1769. Seven years later, Col. Batista de Anza started the first settlement. When the United States declared war on Mexico in 1846, Capt. John B. Montgomery of the U.S. Navy sailed into the Bay and claimed the territory for the United States. A year later, the name was changed from Yerba Buena to San Francisco.

Today, San Francisco is a city with a touch of Old World charm. Its personality comes from its clanging cable cars and picturesque sidewalk flower stands; from its hillsides crowded with houses and from its mighty bridges; but most of all it comes from its people who have mixed the culture of many nations with the Western way of living.

San Francisco is a city of finance—the nation's second largest regional security market. It is a city of music and art. It is also a city of Toastmasters.

The first Toastmasters club in San Francisco—Golden Gate Club 56—was organized in 1934 and chartered in 1936. There are now 17 clubs in San Francisco proper, with dozens more in outlying areas.

The City by the Golden Gate has played a prominent role in the history of Toastmasters. George B. White, a San Francisco attorney, helped in the original incorporation of Toastmasters International. The first "Certificate of Merit" for completion of Basic Training was awarded in 1946 to Reuben Levitin, a member of San Francisco's Mission Club 128. The seventh International President of Toastmasters was San Franciscan William A. Dunlap. During his 1937-38 term, Dunlap instituted the first International Speech Contest. The trophy presented each year to the winner of the International Speech Contest is officially known as "The Dunlap Cup."

Dunlap was the official observer for Toastmasters International at the organization meeting for the United Nations held in San Francisco in 1945.

This month, 2,200 Toastmasters in the Bay area are waiting to welcome delegates to the 28th Annual Toastmasters International Convention, Aug. 27-29. They are anxious to show off their city, for they know that nowhere in the world is there another city quite like San Francisco.



JUST IN JEST

A fanatic is a fellow who has such a large chip on his shoulder, he loses his balance.

It was Junior's birthday, and the mailman brought him a book as a present from Aunt Alice. "What is it?" he asked gloomily.

"That's what they call a book, dear," replied his mother. "It's what they make a movie out of for television."

Before most people start boasting about their family tree, they usually do a pruning job.

Then there was the tycoon who had a new small sports car. When asked if it were air conditioned, he replied, "No, but I always keep a couple of cold ones in the refrigerator."

The first authoritative rule book on poker was written by a woman. Which explains where we get 11-card stud, pass three to the player on the left, and all red face cards wild except in the hole.

Some people get an awful lot of pleasure just from being shocked by other people's sins.

"Why do you keep snapping your fingers?" asked the psychiatrist.

"To keep the lions away, naturally," replied the patient.

"But there aren't any lions within 3000 miles of here!"

"Hooray! It works!"

Insomnia is when you can't sleep even on the job.

A man was selling tickets for a church benefit to a friend. The latter said, "I'm sorry I can't buy one. I won't be able to attend, but my spirit will be there with you."

"Good!" said the other man. "I have a \$2, a \$3, and a \$5 ticket. Where would your spirit like to sit?"

Blessed are the meek for they shall inherit the earth. They'll have a rough time straightening it out, too.

Usually the trouble with what just melts in your mouth is the way it bulges in front of a mirror.

"I'm warning you!" snapped the exasperated piano teacher to his young pupil. "If you don't behave, I'll tell your parents you have talent!"

Fathers shouldn't be too discouraged if their sons reject their advice. It will not be wasted—years later the sons will be able to offer it to their own offspring.

The FBI has over 150,000,000 sets of fingerprints. The average woman isn't impressed; she's washed more than that off the refrigerator.

The rookie pitcher, appearing in his first major league game, faced the initial batter confidently. He went into a wind-up and let fly his pitch. To his amazement the batter hit it—out of the park. The rookie glared as the batter trotted around the bases.

"You lucky stiff," he shouted bitterly, "you spoiled my no-hitter!"

Letters to the Editor

(Because of obvious space limitations we often print only pertinent portions of letters received. While only signed letters will be considered for publication, names of writers will be withheld on request.—Editor)

I really enjoyed your May, 1959, issue of *The Toastmaster* that carried the adaptation of my speech given before the Telephone Toastmasters Club in Orlando. . . . You might be interested in knowing that I can attest to the fact that your magazine is widely read, since I have heard from many, many friends throughout the country who read the article.

A. W. Webber, Dist. Mgr.
Southern Bell Telephone Co.
Orlando, Fla.

Eli Lilly and Company considers its Toastmasters Club an educational activity. As such, it qualifies for a 50% dues refund to all members attending 80% of the meetings or more. This is the same arrangement the company makes for individuals who attend university or high school classes. Eli Lilly and Company has always supported Toastmasters fully. The management considers it valuable executive training. . . . Mr. Lilly traditionally supplies the awards for our best five-minute speaker, our best two-minute speaker, and our most-improved speaker after each six-month period.

The company management supports us further by including us among the recognized employee activities. They provide us with a meeting place by placing the executive dining room at our disposal. They supply duplicating and mailing facilities for all club correspondence. They allow us to conduct our business on company time when necessary.

Douglas F. Brown
Eli Lilly Toastmasters 311
Indianapolis, Ind.

Something is bothering me. Mr. Ernest S. Wooster had a paper in *The Toastmaster* for May 1959 with the topic: "Does That Take a Two-Thirds Vote." In this paper he speaks of a two-thirds majority. I was under the impression that a majority is one (or one-half) more than one-half of those present and legally voting.

If I am correct, a majority vote and a two-thirds vote are not the same.

Paul C. Craig, M.D.
Reading, Pa.

You're right. However, "two-thirds majority" is an acceptable phrase in common use.—ED.

Our Club uses an electric timer . . . in the form of a robot, showing the green light first, then the yellow light one minute before the speaker's time is up, and finally the red light when the speaker must stop. An interesting and appropriate poem told to me by my young daughter, which poem she learned at school, in explanation of the meaning of the lights, goes as follows:

Red light, red light, what do you say,
I say stop and stop right away,
Yellow light, yellow light, what do you mean,
I mean wait until the light turns green,
Green light, green light, what do you say,
I say go, but first look each way,
Thank you, thank you, red, yellow, green,
Now I know what the traffic lights mean.

Julius G. Wulfsohn, Pres.
Johannesburg Toastmasters 113
Johannesburg, South Africa.

Here are my views as a new member of Toastmasters International on Mr. Barney Kingston's article in the May 1959 *Toastmaster* on suggested changes in requirements for Basic Training and club awards. . . . I very definitely approve that extra points be credited for outside speeches toward club awards. . . . outside speaking should either be post-graduation or voluntary extra-curriculum activity. We may be unjustly holding up completion of a man's Basic Training by insisting on his presenting an outside speech before getting his Certificate.

Many young men in industry who join Toastmasters International are working second or third shift, with little opportunity for outside activity without taking off from work. Such is true of our own local group where one-third of our men are working evenings. In some industries, completion of Basic Training constitutes a recommendation for advancement. Insistence on including an outside speech in the program could be cause for holding up a man's promotion. . . . I suggest we give some sort of post-graduation recognition or achievement award for outside speech activity with points toward Club Achievement Awards on a membership percentage basis.

John S. Carney
Postal Toastmasters 2983
Cleveland, Ohio

When I read William Tully's article on "Thank You" in the June *Toastmaster*, I was amazed that you would print such a heretical article. Yet before I could compose this rebuttal, I received a copy of a letter of congratulation to Mr. Tully from one of the members of my own club. . . . I feel there are many fallacies in the article. . . . Churchill, Eisenhower and just about any speaker you hear says "thank you"; they want to

conform. Also they have not had the benefit of Toastmasters training. . . . Dr. Ralph Smedley didn't sit down and arbitrarily list a number of rules just to be doing it. The rules and advice he gives are those obtained after many years of experience and of study of what makes a good speech. . . . If you feel you must thank the audience, do it in the following manner: Conclude your talk and walk to your seat. Remain standing and when the applause has subsided, thank them for the kind applause and state that it was a pleasure to talk to such an attentive audience. . . .

A great man is not necessarily a good speaker so let's not ape his style just because of who he is. Lincoln, however, was not only a great man but is listed as one of the great speakers of all time. He was a humble, gentle man, but he did not end the Gettysburg Address like this: ". . . and that government of the people, by the people and for the people shall not perish from the earth.—Thank You."

J. Stephen Ogden, Pres.
Ashland Toastmasters 246
Ashland, Ky.

"Thank You" is one of the finest articles I have read in our magazine in a long time. . . . Since joining Toastmasters two or three years ago I have not ended my talks with "thank you" because . . . we're told not to. I have never felt comfortable in following this practice and when an article such as this comes along it really gives a fellow a boost.

When I close my next speech . . . I too will end with "thank you" like Eisenhower, Rockefeller, Churchill . . . and Tully!

L. L. Zimmerman
Ashland Toastmasters 246
Ashland, Ky.

New Clubs

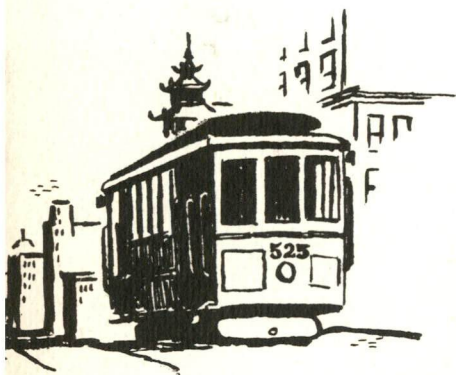
(As of June 15, 1959)

- 78 BRAWLEY, California, (D-5), *Wintergarden*, Thurs., 6:30 p.m., Planters Hotel.
- 176 SANDPOINT, Idaho, (D-9), *Sandpoint*, Wed., 6:30 p.m., Fairview Club.
- 201 LORAIN, Ohio, (D-10), *Lorain Council No. 637 K. of C.*, alt. Tues., 6:30 p.m., Gypsy Fiddle Inn, Route 6 & 2.
- 1263 TAMA-TOLEDO, Iowa, (D-19), *Tama-Toledo*, 1st & 3rd Mon., 6:30 p.m., Iowa Elect. Light & Power Company Building, Toledo.
- 1348 RIVERSIDE, California, (D-F), *Riverside Breakfast*, Thurs., 7 a.m., Mike's Cafe.
- 1385 NEWTON, Iowa, (D-19), *Newton*, Tues., 7 p.m., Public Service Rooms, Iowa Southern Utilities Building.
- 1624 SACRAMENTO, California, (D-39), *Chanticleer*, Wed., 6:45 a.m., Casa Cordova, Rancho Cordova.
- 1801 MERCED, California, (D-27), *Early Risers*, Fri., 7 a.m., Pine Cone Restaurant.
- 1813 DEER LODGE, Montana, (D-17), *Deer Lodge*, Tues., 6:45 a.m., Deer Lodge Hotel.
- 1930 TEMPERANCE, Michigan, (D-28), *Bedford*, Wed., 6:30 p.m., The Elder's.
- 1976 ROGERS, Arkansas, (D-16), *Rogers*, Sat., 7 a.m., Hotel Arkansas.
- 2052 VICKSBURG, Mississippi, (D-43), *Vicksburg*, 1st & 3rd Thurs., 6:30 p.m., YMCA (temporary).
- 2066 OKLAHOMA CITY, Oklahoma, (D-16), *Southwest*, April 30 and alt. Thurs., 6:30 p.m., Swyden's Restaurant, 4300 S. May; May 7 and alt. Thurs., 7:30 p.m., St. James School Hall, Blackwelder & S.W. 41st.
- 2138 WABASH, Indiana, (D-11), *Wabash*, Mon., 6:30 p.m., Wabash Cafeteria.
- 2145 LAREDO, Texas, (D-56), *Laredo*, alt. Mon., 7:30 p.m., Town & Country Restaurant, 1320 Guadalupe Street.
- 2441 RENO, Nevada, (D-59), *Gourmet*, Wed., 7:30 p.m., Villa Roma.
- 2491 WINSTON-SALEM, North Carolina, (D-37), *Elks*, 2nd & 4th Mon., B.P.O.E. Lodge 449, 410 High Street.
- 2542 OKLAHOMA CITY, Oklahoma, (D-16), *Motivators*, 2nd & 4th Mon., 6:15 p.m., YWCA, 320 Park Avenue.
- 2603 WASHINGTON, D. C., (D-36), *NRL*, Fri., Noon, U. S. Naval Research Laboratory.
- 2674 PLATTSBURGH AFB, New York, (D-34), *North Country*, Wed., 6 p.m., The NCO Club.
- 2913 SANDUSKY, Ohio, (D-10), *Sandusky*, 2nd & 4th Tues., Martin's Restaurant.
- 2938 UNIONTOWN, Pennsylvania, (D-13), *Fort Necessity*, 1st, 3rd & 5th Tues., 7 p.m., Finell's Hotel, Route 51.
- 2944 DALLAS, Texas, (D-25), *Pleasant Grove*, Thurs., 7 p.m., El Charo Restaurant, Pleasant Grove.
- 2961 CHARLOTTE, North Carolina, (D-37), *Sharon*, Mon., 5:30 p.m., Celanese Corporation (Office Building).
- 2986 CUMBERLAND, Maryland, (D-13), *Allegany*, Thurs., 6 p.m., Celanese Corp. of America.
- 2995 HOUSTON, Texas, (D-56), *Southwestern*, Mon., 6:30 p.m., Foot's Cafeteria, 5311 Richmond Road.
- 2996 WASHINGTON, D. C., (D-36), *Speechmasters*, Thurs., 11:15 a.m., YWCA, 17th and K Streets, N.W.
- 2997 GREENVILLE, North Carolina, (D-37), *Greenville*, Wed., 7:30 p.m., North Carolina State Highway Patrol Office.
- 2998 TAYLOR, Pennsylvania, (D-38), *Taylor*, Wed., 8 p.m., Taylor Field House.
- 2999 MEDFORD, Oregon, (D-7), *Presbyterian*, Mon., 6:30 a.m., First Presbyterian Church.
- 3000 MINNEAPOLIS, Minnesota, (D-6), *Professional*, Mon., 6 p.m., Grain Exchange Building, 4th Ave. & 3rd Street.
- 3001 WASHINGTON, D. C., (D-36), *Capitol View*, Tues., 6:15 p.m., The Penthouse, Department of Health, Education & Welfare, North Building, 3rd & Independence Avenue, S.W.
- 3003 GREEN COVE SPRINGS, Florida, (D-47), *Green Cove Zipper Fleet*, Tues., 12:15 p.m., COM, U. S. Naval Station.
- 3004 PITTSBURGH, Pennsylvania, (D-13), *Slipstick*, 2nd & 4th Tues., 6:45 p.m., Room 909, Union Bank Building.
- 3005 BRANDON, Manitoba, Canada, (D-42), *Sky-Hi*, Thurs., 6:15 p.m., Prince Edward Hotel.

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50. Samuel C. Hathorn
51. John N. Clauser
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59. Ensio J. Tosolini
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62. Robert F. Smith
63. Wylie A. Bowmaster
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3430 36th Ave. West, Seattle 99, Washington
6616 N. Cardinal Dr., Scottsdale, Arizona
1634 Borden St., San Mateo, California
127 Millan St., Chula Vista, California
2109 Princeton Ave., St. Paul 5, Minnesota
312 Equitable Bldg., Portland, Oregon
1461 Johns Ave., Decatur, Illinois
S. 4025 Lee St., Spokane, Washington
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364 Bruxelles St., St. Marys, Pennsylvania
103 Briardale Ave., Warner Robins, Georgia
424 3rd Ave. So., Nampa, Idaho
527 So. Kenosha St., Tulsa, Oklahoma
310 E. Sussex Ave., Missoula, Montana
8 Woodview Terrace, Hamilton, Scotland
707 Putnam Bldg., Davenport, Iowa
316 12th St. N., Moorhead, Minnesota
260 Harvey St., Nanaimo, B. C., Canada
542 New England Bldg., Topeka, Kansas
504 Townsend Terrace, Las Cruces, New Mexico
616 Grant Ave., York, Nebraska
5508 Wheaton Drive, Ft. Worth 15, Texas
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809 Barham Court, Modesto, California
2816 Vinsetta Blvd., Royal Oak, Michigan
711½ Jemison St., Mobile, Alabama
1660 Burr Oak Road, Homewood, Illinois
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505 Washington Way, Richland, Washington
924 Lincoln Bank Bldg., Rochester, New York
P.O. Box 87, Oconomowoc, Wisconsin
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S. D. State College, Brookings, S. Dakota
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13 Charles St., Sanford, Maine
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910 Capitol Hill Ave., Reno, Nevada
51 Leacroft Cres., Don Mills, Ontario, Canada
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Mr. J. J. Wittrig
2325 Midwickhill Dr
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See You
in
San Francisco

August 27-29

28th Annual Convention
Toastmasters International

Sheraton-Palace Hotel

Accommodations are limited—

Make Your Reservations NOW!