

The TOASTMASTER

JULY, 1957



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READING IN REVERSE

WE ARE considering the advisability of changing the format of this magazine. The cover will be where the back page advertisement usually appears; the back page advertisement will appear where the cover is now.

There are many practical reasons for the new format, which will be carried through the entire magazine. We present a functional, or physiological, rationalization. We have noted that our correspondence usually has the angle of the right-handed writer—or as the author of each letter would say (and often does), his letter offers us the right slant.

As the majority of our readers read from left to right, they hold with the left hand and turn pages with the right. This contravenes nature and basic Toastmasters principles. The responsibility for holding, balancing and adjusting the magazine to the correct reading distance should be delegated to the better-trained hand. Toastmasters has always maintained that responsibilities should be delegated to those who have trained to receive them. Therefore, we know our new format is consistent with the principles of our organization.

Our change is in accord with the trend of the times. Raymond Loewy, Henry Dreyfus and other industrial designers are acclaimed for their efforts to relate the artifacts of life to the facts of physiology. If cars and houses and ice boxes can be adapted for the convenience of the human structures using them, it would seem inexcusable if we failed to make the

far simpler adaptation we propose.

There is yet another utilitarian reason for our change of format. Have you ever watched someone glance through a magazine? They make a quick acquaintance with its contents by leafing, usually from back to front. Perhaps in revealing this truth we are throwing light on one of the major hitherto unrecognized causes of the profound confusion affecting modern life! Most men acquire their information and ideas back-end foremost! We give this stirring thought to the world as an incident to our research.

Since most men open a magazine from its rear, they look at the right hand page first. Obviously, the only logical place for the rest of the article is to the left of its opening page. Articles should begin where the reader begins.

But none of these is the motivating reason for our proposal. Assuming that most readers will not read this explanation, these unsuspecting readers, creatures of habit, will be taken aback; they will be confused when they get our proposed issue. Inevitably, they will ask "Why?"

Now you have our real reason for the change. We want readers to ask "Why?", because questioning men are thinking men.

Only those who learn to ask "Why?" as they go through life, who do not take its offerings and conditions for granted, really see with fresh, appreciative eyes. Only such men learn to evaluate and get the greatest riches from life.

—M.F.

The TOASTMASTER

For Better Thinking—Speaking—Listening

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

VOLUME 23 NUMBER 7 JULY, 1957

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JULY, 1957

COMMUNITY SERVICE

pays Double Dividends

By JAMES A. HESS

James A. Hess is Assistant Director of Civic Relationships, Boy Scouts of America. He has been active in Scouting, as Scout and Executive, for more than twenty-five years. He represents BSA in its relationships with the principal local and national civic organizations.

WHEN I am told that men join Toastmasters clubs for the selfish purpose of helping themselves, and that Toastmasters International does not endorse any other cause or organization, I now understand the statement and appreciate it. Actually, it is a form of enlightened selfishness that pays dividends to many others.

As Assistant Director of Civic Relationships of the Boy Scouts of America, I have just returned from a two-month field trip. In the course of this trip, I talked with scouts, scout leaders and civic figures in many cities. I have learned that a Toastmaster's "selfishness" pays off. It pays off for others; it produces *double dividends*.

I want to express personal appreciation for the contributions of men who have worked to improve

their own abilities and then applied their increased skills to help others and to enrich the communities in which they live. This is the best kind of selfishness, for which no apology is needed.

Our organization, which is located in every part of America and in many other countries, is the largest of all those devoted to boys. In the United States alone, we have a membership of nearly four million boys and over a million leaders, mobilizing the talents of civic leaders of countless communities. It is probably safe to say that wherever Toastmasters International exists, Boy Scouts of America exists, and offers a laboratory for Toastmasters training with service to others. Our geography offers convenient opportunity, but Toastmasters principles stimulate helpful inter-

est, bearing fruit for generations to come.

Here are a few examples of activities, sometimes by Toastmasters clubs, sometimes by individuals applying Toastmasters training:

The Valley Forge Toastmasters Club of Morristown, Pennsylvania, sponsors as a temporary associate member any Boy Scout or Explorer interested in qualifying for his Public Speaking Merit Badge. Club members assist and train these Scouts and several have been approved as Merit Badge Counselors for this subject. Many other clubs are now following this lead.

In Spartanburg, South Carolina, the Toastmasters Club has been

planning and conducting district and troop Courts of Honor for recognition of Scout advancement over a period of several years.

At Owensboro, Kentucky, members of the Toastmasters Club have made appearances before other organizations urging their sponsorship of the Scout program and have actually served on the organizing committees following up these promotional efforts.

At Huntington, West Virginia, I was told that Toastmasters have been providing teams for the presentation of charters in a formal manner.

At Rochester, Minnesota, Toastmasters have regularly provided speakers in behalf of the Com-

Future Toastmasters receive Toastmasters training



munity Chest and nearby independent Boy Scout campaigns.

Of course, such examples can be multiplied many times over. These merely happen to be some which I have encountered during the past two months and serve to illustrate the type of services which Toastmasters are giving freely.

I find that teams from Toastmasters Clubs are assisting their local Boy Scout councils in many other ways. Some of these are:

(a) Appearing before community groups explaining Scouting and urging sponsorship.

(b) Serving as members of organizing and leadership training committees.

(c) Planning and conducting advancement Courts of Honor and encouraging individual Scout achievement.

(d) "Speakers Bureau" assignments in connection with the finance campaigns which support the Scouting program (among these are United Fund, Commu-

nity Chest, Independent Boy Scout Drives, Camp Capital Campaigns, and the promotion of Trusts and Endowments).

(e) Formal presentation of Scout Unit Charters before meetings of sponsoring institutions.

Many examples of each of these kinds of cooperation are already on record. Like other organizations concerned with the community welfare, we welcome Toastmasters Clubs and hope their members will take advantage of the opportunities offered, to apply their training in better speech, community education and improved leadership.

Through these avenues of service, Toastmasters are able to obtain a double dividend. First, in natural life situations, they are able to further improve their public speaking ability. Second, they may enjoy the special satisfaction which comes to those who have a part in developing good future citizens.

*In science the credit goes to the man who convinces the world,
not to the man to whom the idea first occurs.*

When I hear people say they have not found the world and life so agreeable or interesting as to be in love with it, or that they look with equanimity to its end, I am apt to think they have never been properly alive nor seen with clear vision the world they think so meanly of, or anything in it—not a blade of grass.

—W. H. Hudson.

LANGUAGE TROUBLES

By RALPH C. SMEDLEY

IF YOU have trouble with the rules of grammar and spelling, don't take your language trouble too much to heart. Many people of note have had similar trouble.

For example, George Washington had difficulty in spelling such words as *opportunity*, *separate*, and *Presbyterian*. Nearly every writer has made occasional mistakes in grammatical construction, or in choice of words.

More than a century ago, William Cobbett, in his book on English Grammar, landed heavily on the King of England, because of "inexcusable violations of good usage" in an address to Parliament in 1814.

Even the English Bible, that masterpiece of literary composition, in the Authorized Version, is open to some criticism on grammatical grounds. Bible readers are familiar with the passage in which Jesus asks His disciples, "Whom do men say that I am?"—a case in which the translators allowed themselves to become mixed up in the use of "who" and "whom." This is a common difficulty. The better wording, according to present standards, appears in the Revised Version: "Who do men say that I am?"

An example of the who-or-whom usage is afforded by the wording of a modern business letter: "Mr. Smith, whom you will note by our

letterhead is a director of this company, etc. . . ." That is so common an error that we need not mention its author.

Spelling is just a matter of putting letters together in various combinations, as grammar is a matter of combining words so as to make sense. So long as English is a living, growing language, both changes and mistakes are inevitable.

You can write a Latin sentence with a reasonable assurance that it is right. Latin is what we call a "dead" language. The form which was correct a hundred or a thousand years ago is correct today. The language of Virgil and Ovid and Caesar and Cicero does not change from one generation to another. It is set—fixed in form.

Our language is alive, and the condition of life is change and growth. Our language is continually growing and changing. It is difficult to set absolute rules and limits on it.

And now, having provided you with such excellent excuses for your occasional slips of speech, I must say that you will do well not to permit yourself to fall into habits of careless speech just because Washington could not spell, or because the King of England sometimes used the wrong word.

(Continued next page)

There are certain accepted standards of speech which you cannot afford to disregard. There are some rules which should be followed if you want to qualify as a good talker, using good English.

There are some confusing words in our language which deserve consideration, although one cannot hope to do much about them.

We have the annoying pair, "lie" and "lay," and right beside them are "sit" and "set." These words do take a severe beating at the hands of careless talkers.

"Lie" and "sit" are intransitive verbs, while "lay" and "set" are transitive verbs. A transitive verb is one which passes an action over from its subject to its object. Thus, a man can "set" a hen, or he can "set" a trap. He can "lay" his hat on the table, or "lay" down the law to someone.

On the other hand, an intransitive verb expresses an action which does not pass over to an object. The man can "sit" down or "lie" down, but it is very bad form for him to "set" or "lay" when the words describe his own personal attitudes.

Your rule is that when something is set or laid, as an egg or a hen, use "set" and "lay," but when one reclines or reposes, the use of "sit" and "lie" is indicated.

There are certain differences which must be allowed in deference to common usage. Such usage comes under the head of "idiomatic" speech. When you have set a hen on the nest, she properly sits there, but it would sound silly to speak of a "sitting" hen. We are so accustomed to the "setting"

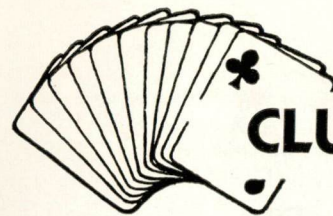
hen that we may as well use that phrase. And if you were to drive out into the country and try to buy a "sitting" of eggs, the farmer's wife would think you were trying to kid her.

Consider the past forms of these verbs. While "sit" is the present form, "sat" is the past. That is, I sit in the chair, but I sat in the chair a while ago, and perhaps I have sat there for an hour. "Set" is simpler. There is just one form for all tenses. We set the hen today, or we set the hen yesterday, or we have set the hen where she is to stay. At least, we have no confusion in the tenses of "set."

But take a look at "lie" and "lay." The past form of lie is lay, and trouble starts. It increases with the perfect tense, which is "lain." You may lie down now, but you lay down a while ago, and you have lain there for an hour.

Someone must have worked hard to produce such a confusion as to use the present form of one verb for the past form of another. But it may help you to know that "lay," the transitive verb, takes "laid" in both the past and the perfect tenses. Thus you may lay the egg today, or you laid it yesterday, or you have laid it, supposing you are an industrious Rhode Island Red hen.

Dr. Frank H. Vizetelly, noted authority on the language, has said: "Slovenly speech is as clearly an indication of slovenly thought as profanity is of a degraded mind. Therefore, let us heed the advice Shakespeare has given us—'mend your speech a little, lest you may mar your fortunes.'" 🐔



CLUBS are TRUMPS

By H. A. LECKENBUSCH

AFTER you have been a member of a club for six months or so, about the time when you get another bill for the semi-annual dues, you should feel it is time for you to take inventory on what you are getting out of Toastmasters. What is it doing for you? Are you getting your money's worth?

When you have thought about that for a while, turn the questions around. What are you putting into the club, what are you contributing in time, thought, energy, ideas?

You have begun to see by this time some of the things which you think are wrong with the club, things which you think need improvement. Perhaps you have withheld judgment and not voiced your opinions until you understood the operations, learned to know the officers and the individual members better.

By the end of six months of active membership, however, you should begin to voice some of the things you have been thinking, feeling, observing. You advance your ideas tentatively, asking the other members to corroborate or correct you. One way to begin is to say, "Now I think that the club is wonderful, it is fine and important, but are we doing all that we might? I would like to have a discussion about Program Variety. Are we using Parliamentary Procedure effectively? Are our Club Officers efficient in their ad-

ministration toward a better Club? Are they participating in Area and District Conferences? I wonder sometimes if we have not lost sight of our true purposes. I also wonder if we could not work toward those purposes more intelligently or more effectively."

If presented in the right spirit, you should arouse enough curiosity about your ideas for some of the other members to open their minds and ask for your suggestions. You do not give any solutions; you raise the question of responsibility. You wonder if some of the committee members, for example, could not take their jobs a little more seriously or do a little more work than they are doing. You ask this as a member trying to increase your own contribution.

Good leadership must be backed up with good membership. Loyalty to the club, willingness to do the task assigned, satisfaction in doing it, and pride in belonging—these are the marks of the good Toastmasters member. In Toastmasters, as in business, there is no room for idlers. The club, the sum total of its members, has no added strength when weak members are carried along and coddled. The club's success depends upon each man's "producing—or else." By helping himself, each member helps others.

(Reprinted from *The Lectern*, Bulletin of Dist. 46.)

TRY A Club Gag

By JAMES T. COULSON

James T. Coulson, Fire Marshall of the Santa Ana Fire Department, is newly-elected President of Santa Ana Toastmasters Club 15.



The author guides the group in a quiet discussion

THERE'S nothing like a good running gag to stimulate club interest and to provide practice in parliamentary procedure.

The Santa Ana Toastmasters, Club No. 15, can endorse this statement on the basis of experience. A running gag has been as valuable to us, in our own way, as his stinginess is to Jack Benny, or Bing Crosby's money is to Bob Hope. Like most of the good continuing humorous themes, it all came about spontaneously.

Club No. 15 is one of the oldest Toastmasters Clubs in existence. We are an offshoot of Smedley No. One, and have been in continuous operation for over thirty years. We're very proud of our charter, which was framed when the club first received it and has been displayed prominently at club meetings ever since.

There aren't very many of the old club charters left. Many of them have been lost as clubs

changed meeting places, or altered their names and received new charters. Only the very oldest clubs have received charters like ours. The old-time ones were printed on paper instead of parchment, were a little larger in size than the present ones, and in a little different style. Our particular charter has the names of the original club members signed around the margin. It's getting a bit yellowed around the edges—thirty years is a long time—but we honor it all the more for that.

Recently we learned that Dr. Smedley is making a collection of Toastmasters memorabilia, and was anxious to secure one of the old charters for it. So the club decided that we would have our charter photostated, and the photostat framed. The original charter would be presented to Dr. Smedley for his Toastmasters Museum. President Bernie Glasser appointed Toastmaster Joe Farber to attend

to the details of photostating and framing. Joe gets things done, and this was done promptly.

Just as promptly, the bill was presented to the club. Joe never loses an opportunity to further his Toastmasters training, and he itemized his expenses in a masterful speech. He had everything listed, including reimbursement for time expended, mental anguish, wear and tear on shoe leather, gasoline, car,—he didn't leave out a thing. Members listened intently as the sum kept increasing, struggling to add the figures and losing track as the list went on. Finally, with a histrionic flourish and a passionate peroration, Joe announced the grand total—*one hundred and fourteen dollars*.

Ouch! If a firecracker had exploded in the middle of the business meeting, it couldn't have caused more excitement. Mister Chairman! Accept it! Disavow

it! Throw him out! Pay the man! I move—I object—I appeal—I amend—I move to table!

If you think that was the end of it, you don't know Joe—or Club 15. When the business meeting was opened the following week, the matter of Joe's bill was immediately brought up. It sounded as though every club member had spent the entire week thinking up reasons why the bill should or should not be paid, and figuring out ways to keep the question open in accordance with parliamentary techniques. It was clear that the club was divided into "pay the man" and "we'll never pay it" sides, each with logical reasons which they were eager to express. For the first time in ages, copies of Robert's Rules and "The Amateur Chairman" were in evidence around the table. Members borrowed them back and forth and thumbed through them hastily, try-



Al Steckler, Pres. Bernie Glasser award payment to Toastmaster Farber

ing to find ways to amend an amendment to an amendment of an amendment. They really gave the President a rough time. Before the session was over, every member had been heard from at least once, and many of them considerably more than that. We had discovered that a business meeting could be even more exciting and interesting than the program.

The gag kept growing. "To pay or not to pay" elicited the most contentious table topic discussion in months. Speeches were made championing the cause of poor down-trodden Joe, and other speeches flayed this monster who would batten on the club's treasury. Club attendance reached a high level as Toastmasters ap-

peared each week ready to defend or defeat the cause.

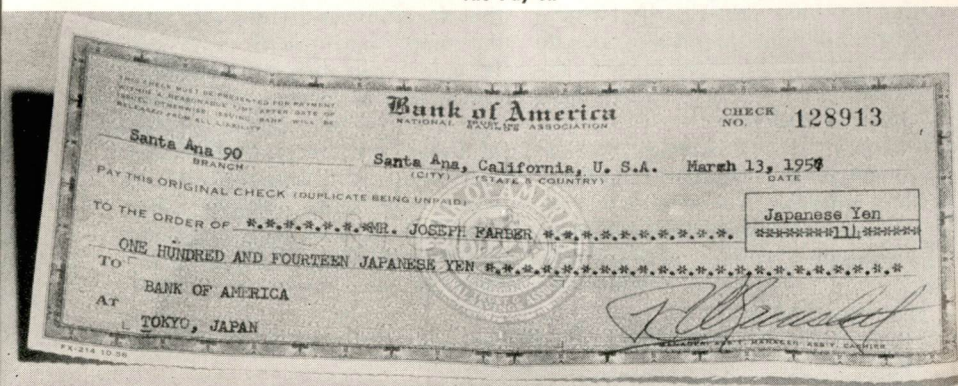
After several weeks, Toastmaster Al Steckler, who up to this time had been one of the strongest advocates of "no pay," changed his mind. Al works for the Bank of America, and understands finance. He convinced the club that the bill should be paid, and produced a check drawn on the Bank of America in Tokyo—for exactly one hundred and fourteen Japanese yen. Value in American money—thirty-four cents.

However, that wasn't the end of the story. Joe accepted the check, all right, but discovered that it would cost him forty-six cents to collect it. At the next business meeting, he popped right up. He's billing the club for the forty-six cents now. Do we pay it, or don't we?

As the recently-elected club President, I've presided over only two meetings, although I've been a club member for two years. In the past two weeks I've pored over Robert's Rules more than I ever did in the past two years, trying to find ways to check the check gag, which threatens to run indefinitely.

Running gags can make learning fun.

The Pay-off



SIMPLICITY

is the badge of eloquence

By H. R. NOVROS

WRITING a speech and writing for publication may have some things in common, but not all. Need we be reminded that there is some difference between the spoken word and the written word? Pick up your newspaper, magazine or book and reread a paragraph or two from something you remember having previously enjoyed. Study the language, the words and sentence structure.

Now try to imagine how it might sound were it to be the verbatim presentation of a speech. Doesn't it sound a bit stuffy—stylized—unnatural? Yet you were not disturbed when you first read it. Perhaps you found added pleasure in the author's use of words and phrases. Now you realize that were the same author to have presented his article as a speech, he would have altered his language to accommodate the ears of his audience. At the same time, he need not have been less eloquent. For simplicity is the badge of eloquence, in writing and speaking.

There are a few basic reasons for the accepted differences between spoken and written words. When we read, there is more time to appreciate language in its more complex and embellished forms. Listening to a speaker, we are

given but one fleeting opportunity to hear and digest his message. We cannot rehearse as easily as we can reread. Therefore the address must be couched in such words and phrases as might be normal usage to the speaker and at the same time approach the usual conversational style of the average listener.

Let us assume that you have two tasks to perform. One is to deliver a speech before The League of Women Voters on the subject of a public referendum to authorize a special bond issue for the purpose of financing new roads; the other, to write a magazine article on the same subject. Suppose you complete the article first. Would reading it before the group constitute a good speech? I believe not. The article would not suffer but would be enhanced, by including technical material and statistics along with argument. It would be moderately formal and devoid of many personal references. Readers are not a captive audience. They may peruse all or part of the article, or pass it up altogether. You therefore address your article to readers who may be presumed to have a background or basic interest in the subject, and build from there.

(Continued next page)

The speech would be less formal, and quote a minimum amount of statistics and technical facts. It would be attuned to the level of a particular audience—an audience that must, in a sense, be considered as captive. It would endeavor to establish a personal relationship and common interest between speaker and audience. There would be many personal pronouns—I's, we's, you's, and our's.

The speech would employ the technique of repetition for emphasis: "We need more roads—yes, ladies, we need more and more roads." As speaker, you might resort to questions and their answers: "Is a hundred million dollars a lot of money to spend on roads? Well, let's see if it is . . ." The speech would contain many connecting phrases such as "Now, anybody know that . . ."; "It's no secret that . . ." For color and warmth, you would use figures of speech, such as similes or metaphors. You might inject an epigram or two, or relieve monotony with an anecdote.

All this resolves itself down to one word—*style*. Style should reveal the real personality of the speaker while being adapted to the medium of expression. It should be as natural as your own demeanor in your own drawing-room. If you try gimmicks, trick words and phrases, unnatural forensic gestures, it becomes *stylizing*, and your verbal and physical antics upstage your message.

On occasion, Toastmasters are required to read a speech. The danger here lies in the common error of not writing it in language

you normally employ when you speak. Regardless of how well the speech is read, the audience will soon sense that it is not extemporaneous. Their reaction will be: the speaker lacks sincerity, does not know his subject too well, is plagiarizing, may have employed a ghost writer—or that he should have had the thing mimeographed and distributed in the first place.

Look at yourself in the mirror as you rehearse the speech you intend to read, and ask yourself: "Does this sound like me?"

Too often a speech is written out, then blue pencilled over and over again; the dictionary and thesaurus are combed through and Bartlett is plundered for quotations, the sources of which the writer has never seen. The result: a beautiful, dramatic or humorous composition or essay. Then the speaker stands before his club, places the script on the lectern and says: "*Mr. Toastmaster, fellow Toastmasters: By all ordinary standards, the evidence for dating the Dead Sea Scrolls within the first two centuries B.C. and for determining that they are a small portion of the library of an ascetic sect . . .*" and it sounds like nothing else than an article which may be read by anybody, not necessarily the author. It becomes a kiss through a veil.

If you feel that you must write out a speech that is not to be read, (1) see to it that the language is all yours, and (2) after having studied it at home, *leave it there*. Deliver it in your own natural style, remembering that simplicity is the badge of eloquence. 🍀

ACROSS THE DESK

By TED BLANDING

Executive Secretary
Toastmasters International



The other day I attended a meeting of the plan-making committee for the "People to People" program. This is a movement whereby cities "adopt" other cities in different countries to promote better understanding through exchange of letters, photographs, local products and other items on a person-to-person level. This method of combatting communism was suggested by President Eisenhower as more effective and less costly than "Voice of America" or diplomatic level affairs.

After the meeting I had a long talk with the visiting United States Information Service representative, who showed much interest in Toastmasters. He believes that our clubs, offering a forum wherein men exchange ideas freely and constructively, constitute a great factor in the fight for freedom.

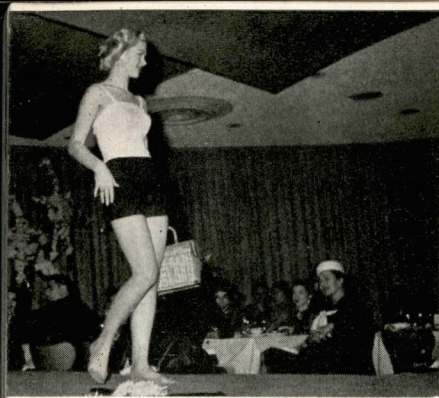
I thought of the men, who having benefited from their own Toastmasters training, carry the idea with them as they travel the world. I was particularly reminded of Adam Aitken.

Adam is a Scot whose work has taken him to the Near and Far East. A result of his stay in Hong Kong is the Hong Kong Toastmasters Club. Transferred to Bangkok, he initiated the Bangkok Toastmasters. Lately Adam has been traveling; even without the friendly notes he sends frequently to the Home Office we would be able to trace his route. Requests for information on how to establish a Toastmasters Club have been coming in from Cambodia, Iran, Vietnam, Pakistan, India. The Iran and Pakistan clubs have already been chartered.

Returning to my desk, I found a letter from the President of the Madrid Toastmasters. One paragraph was particularly interesting. It said: "I have a plan for a third TM club in Madrid, to be kicked off in October and to be built around a group of English-speaking people of several nationalities. The prospect is intriguing."

Intriguing, yes. Important, too—beyond the bounds of our abilities to comprehend at this stage of world history.

"How far," mused Shakespeare, "that little candle throws his beams! So shines a good deed in a naughty world."



“LOVELY TO LOOK AT,

Neiman-Marcus Fashions . . .

DAAME FASHION, that glittering, capricious, captivating essence of the feminine, will play hostess to the ladies who attend the 26th convention of Toastmasters International at Dallas in August. How could it be otherwise? Dallas is the home of the fabulous Neiman-Marcus Specialty Store—the outstanding style center of the country.

Through the efforts of the Local Activities Committee, a Neiman-Marcus fashion show luncheon has been scheduled as a special event for ladies, to be held on Saturday, August 24th. The Empire Room of the Statler-Hilton, the official convention hotel, will be the setting. There in air-conditioned comfort, Toastmasters' ladies—and Toastmasters, too—may watch the world's most glamorous models display the fashions of today and tomorrow. Many of the models will be familiar through their pictures in *Vogue* and other high-fashion magazines.

A Neiman-Marcus fashion show is more than an event—it is an experience. Not often does a store become a living legend. Before its advent, people looked to New York and Paris for *haute couturiere*, for the fascinating, perfectly “right”

clothes that make up the secret dream of every woman. Now the well-dressed woman (and not only the chic, magnificently-dressed Texan woman) turns to Neiman-Marcus. Joan Crawford telephones from Hollywood for her gowns and wraps. Mary Martin cables from London or from whatever spot she may be singing, for a special outfit. Mrs. Eisenhower called upon Neiman's for her inaugural gown.

As with every legend, subsidiary and supporting stories contribute to the glamor of Neiman-Marcus. Most of them are absolutely true. They do sell \$5,000 to \$10,000 mutation mink stoles to whimsical millionaire oilmen who fly around Texas in their own DC-4s. They did provide an electric comforter for the pet lion of a wealthy Nebraskan. They did sell \$10,000 worth of clothes at one session to a young woman who walked into the store barefoot. (Oil had just been discovered on her land.) They do provide unusual Christmas gifts,—for example a gigantic brandy snifter containing several gallons of cashmere sweaters, jeweled blouses and frothy lingerie. And where else in the world can you find an egg, carefully blown and hinged, completely en-

DELIGHTFUL TO KNOW...”

. . . for Convention Wives

crusted with tiny, sparkling jewels? N-M sells them as the perfect case in which a man may present the lady of his heart with the all-important ring.

All these stories make interesting reading. Although they are true, they are only half the truth. Neiman-Marcus considers itself the store with the well-integrated split personality. While they can and do cater to the icing on the top of the upper crust, they sell even more to the family-budgeted group that might be termed the upper-mass market. Not long ago, the store featured two ads, back to back, in the *Dallas Morning News*. One featured mink coats priced up to \$5,975. The other showed budget wool suits for \$50.00.

Many years ago, co-founder Herbert Marcus made a statement that laid down the policy of the store. He said: “Any store can dress a few women beautifully. What we want to do is to dress a whole community that way.” Subsequent events have proved that he was limiting his own territory. Substitute “country” for “community” and you have the Neiman-Marcus of 1957.

Toastmasters count it a major coup to be able to offer this fash-



ion show as a convention event. It has been planned as an all-inclusive show, featuring a general collection of daytime, casual and evening clothes. Primarily it will exhibit wearable clothes which will be of interest to the women in attendance at the show. It will also be balanced in its appeal to coeds, young marrieds, and women of middle-years charm. Here you may see your most glamorous *you*, or envision your most glamorous daughter or grand-daughter.

As every woman knows, a style show is a place where you go to dream. It is also a stimulus to ideas and a guide to discrimination. While your husbands have been thinking about speeches, the Neiman-Marcus show will leave you speechless—but filled with ideas.

Every woman attending the convention will undoubtedly head for the Neiman-Marcus store at her first opportunity. This Mecca of the feminine heart holds treasures not to be seen anywhere else in the world. The fashion show at the Statler-Hilton will feature all these.

And Toastmasters—don't think you are being excluded in this invitation. Since when has looking at beauty been exclusively a feminine prerogative? ☺

THE ELECTIONS COMMITTEE REPORTS:

The Elections Committee reports its selection of the following men whose names will be placed in nomination for offices in Toastmasters International at the business meeting to be held during the 26th Annual Convention, August 22, 1957, at Dallas, Texas.

J. Clark Chamberlain, Chairman

President: Paul W. Haerberlin of Club 299, D. 28, Windsor, Ontario, a Toastmaster for 14 years, has held all offices in Toastmasters International up to and including 1st Vice-President in 1956. He is an Insurance Executive associated with the North American Life Assurance Co. of Detroit and lives in Amherstburg, Ontario.

1st Vice-President: Aubrey B. Hamilton, who last year served as 2nd Vice-President of Toastmasters International, is an attorney in St. Louis, Mo., and a member of Club 170, D. 8. He has held all club, area and district offices and has been a member of the Board of Directors and Secretary of Toastmasters International. He has been a Toastmaster for 17 years.

2nd Vice-President: Emil H. Nelson of St. Paul, Minn., a 16 year Toastmaster, is president of Emil H. Nelson, Inc., Realtor and Insurance. He has been a Director, Treasurer and Secretary of Toastmasters International and has held all offices in his club, No. 221, and in District 6.

Secretary: Robert N. Wood, Director, Membership Relations, of the Farmers Cooperation Exchange of Raleigh, North Carolina, is a member of Raleigh Toastmasters No. 843, D. 37. In addition to club, area and district offices, he has served as a Director of Toastmasters International for two years and during 1956-7 was Treasurer of the organization. He has been a Toastmaster for 11 years.

Treasurer: J. O. Grantham is Manager of Employee Relations for Airforce Plant No. 66, Phillips Petroleum Co., McGregor, Texas. A 10 year Toastmaster, member of Club 716, D. 25, Waco, Texas, he has been a Director of Toastmasters International, and is Chairman of the Local Activities Committee for the Dallas Convention.

NOMINATIONS FOR DIRECTOR

Willard F. Bixby of Novelty, Ohio, is an engineer with the B. F. Goodrich Chemical Co. and member of Club No. 351, D. 10. He was one of the organizers of his district, and as Governor promoted the adoption of its present constitution and bylaws. He has been a Toastmaster for 13 years.

Harold J. Carper of Denver, Colo., is Vice-President of Carper Bros. Dental Laboratory, is a member of Acacia Toastmasters Club 1357, and immediate past Governor of District 26. He was Hospitality Chairman for the Denver Convention in 1953 and Toastmaster of the Fellowship Luncheon at the Los Angeles Convention, 1955, and also helped organize District 55P in Wyoming.

Evans T. Hamilton of Portland, Ore., is a partner in the Fraser Paper Co. He has been a Toastmaster for 13 years, member of Club No. 31, D. 7, has held all club, area and district offices and in 1953 was a member of the Bylaws Committee of Toastmasters International.

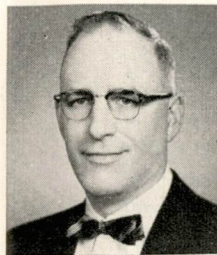
Herman E. Hoche is a Lieutenant Commander at the U. S. Naval School of Hospital Administration, National Naval Medical Center in Bethesda, Maryland. He has been a Toastmaster for 9 years, member of Club 1314, D. 36, has been Lt. and District Governor, and has served on a number of International Committees. In 1956 he was coordinator of the Detroit Convention.

Paul W. Hornaday of Los Angeles, member of Club 494, D. 50, is head of the Paul W. Hornaday Construction Co. A 12 year Toastmaster, he has held all club, area and district offices. During his term as Governor, District 1 was re-organized into Districts 50, 51 and 52.

Russell E. Moen, member of Club 370, D. 20, of Fargo, N. Dak., is Ass't Credit Manager for Standard Oil Co. (Ind.). A 10½ year Toastmaster, he has held all offices in his club, has been Area Governor and District Lt. Governor and Governor. He established D. 42 in Canada, and established 6 clubs.

Fred J. Payne, Office Manager, Operating Dept. of the Illinois Central Railroad, lives in Memphis, Tenn., and is a member of Club No. 949, D. 43. A charter member of his club, he assisted in organizing District 43 and helped increase the district by 25 clubs. He has been conference leader and general chairman of several Zone Conferences and Governor of D. 43.

Frank I. Spangler is Production Control Supervisor of the A. O. Smith Corporation of Milwaukee. A member of Club No. 466 for 9 years, he participated in starting over 14 clubs, was one of the organizers of District 35 and served as Governor, was Chairman of Zone H Conference in 1956.



DON'T FORGET TO VOTE!

By now Presidents of all clubs have received a Credential Certificate and Proxy form, either of which should be properly executed if your club expects a voice and a vote in the annual business meeting of Toastmasters International.

The business meeting is an important session of the International Convention in Dallas. It will be held on the afternoon of August 22, and officially opens the convention. Business of the corporation will be transacted, and officers and directors elected for the coming year.

Each Toastmasters Club is entitled to two votes at this meeting. It is to be hoped that each club will have two properly accredited delegates present at the convention. If this is impossible, however, it is important that the proxy form be duly executed and sent to a Toastmaster in good standing who may represent your club and cast the votes according to the club's desires. In most cases the club will find no difficulty in selecting the individual to whom they wish to give the proxy. In case you are in doubt as to a suitable person, it is suggested that your District Governor is a logical recipient. Names and addresses of all District Governors may be found on the inside back cover of THE TOASTMASTER.

Pictures and brief biographies of the candidates for officers and membership on the Board of Directors will be found on pages 16 and 17 of this issue of your magazine. Choose your officers carefully and instruct your delegates as to your club's wishes. Here is the place and the means by which you can make your ideas about Toastmasters International known.

The only form acceptable to the Credentials Committee will be the official Credential Certificate or the official Proxy form. No copies and no facsimiles will be accepted, nor will any written or typed proxies be acceptable.

The right to vote is one of the most jealously guarded rights of a democratic institution. Do not forfeit that right through carelessness or forgetfulness. Make sure that your club Credential Certificate and/or Proxy is filled out.

*One of the commonest but most uncritical faults of criticism—
the refusal to consider what it is the author intended to give us.*
—George Saintsbury

REVISION OF TMI BYLAWS MAJOR CONVENTION ITEM

Proposed revisions of the Bylaws of Toastmasters International will be submitted for action by delegates to the Dallas convention at the Annual Business Meeting, Thursday, August 22nd.

Decision of the delegates will have important influence on the future of the entire organization and make the convention an historic occasion for Toastmasters. For fifteen years there have been discussions and consideration of remedial legislation for those provisions which have not stood the tests of time and experience.

After months of research and consultation with many Toastmasters, Bylaws Committee Chairman Glenn Holsinger and his committee, in collaboration with Legal Counsel Joe Rinnert and the Home Office, drafted proposals which meet and resolve the major issues involved. After thorough study, the Board of Directors adopted the recommendations of the committee and a resolution to approve will be submitted to the delegates subject to their majority vote.

Copies of the revisions were sent to all clubs the first week in June. All procedural requirements of Article IX of the International Constitution have been complied with. Bylaws will be explained fully before the will of the delegates is solicited.

Major improvements effected include:

- 1) The International Board of Directors has been slightly enlarged, and their duties defined and clarified; the group has been given authority consistent with its responsibility for the welfare of the organization.
- 2) Fair and equitable representation on the Board for all clubs, areas and districts has been provided through election of Directors on a regional and zone basis reflecting geographic and numerical factors, with periodic adjustment.
- 3) The officer structure has been streamlined and made functional.
- 4) The number of standing committees has been reduced and their influence over TMI policies and plans increased.
- 5) Ambiguous language has been clarified and minor provisions not standing the test of time and usage have been eliminated.

The revisions of the Bylaws represent a major step in the growth and expansion of Toastmasters International. They provide a solid base for future growth and the development of even greater service. The Board of Directors and the Bylaws Committee are to be commended on their splendid and unselfish work.

What's going on

... hither and yon in Toastmasters

A note from Don Johnson, club secretary, informs us that the **Russell H. Conwell Toastmasters Club No. 82** of Minneapolis, Minn., celebrated its 20th anniversary on May 1, 1957. The club has one active charter member, and has met at the same place—the YMCA—for the entire 20 years. . . .

The Overland (Missouri) Toastmasters Club No. 583 recently sponsored a Speechcraft Course with great success. The course consisted of 30 lectures by TM's and lasted eight weeks. It closed with a gala "graduation night," a Ladies' Night and dinner, at which diplomas were awarded.

Some excellent publicity was given the event in the *Overland Community News*, and much interest in Toastmasters has resulted. . . .

Richard Mullin, Speechcraft Chairman, presents diplomas to "graduates"



Wisconsin's Governor proclaims Toastmasters Week

Governor Vernon Thomson of Wisconsin proclaimed the week of April 20-27 as **Wisconsin Toastmasters Week**, and praised the contribution of Toastmasters clubs in the development of leadership abilities. Governor Thomson signed the proclamation with a pen which was later awarded as first prize in the District 35 Speech Contest, held in Madison on April 27 as part of the annual Spring Conference. District 35 includes 34 clubs in Wisconsin and Northern Michigan.

The photograph shows, left to right, Robert C. Zimmerman, Secretary of State; Dr. Victor W. Stracke, Senior Lt. Gov. of District 35, Governor Thomson; Dr. Daro Buchanan, President of Madison Toastmasters (host to the Spring Conference); and John Turck, Junior Lt. Gov. of the district. . .

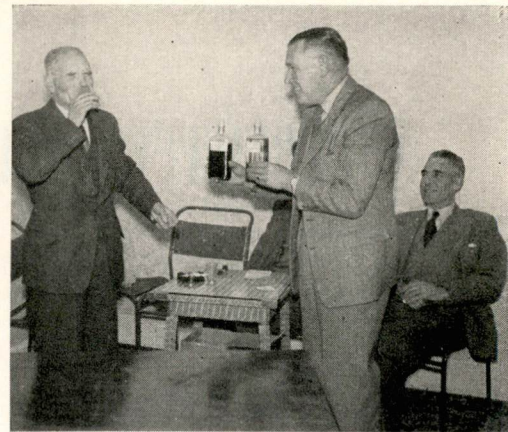
How would you like to speak under conditions when all the elements are raging unharnessed outside, threatening to blow the roof off your meeting room at any mo-

ment? Members of the **Bergstrom AFB Toastmasters Club No. 2225** of Austin, Texas, were faced with such a situation two weeks in a row as severe storms hit the area during March. The city was under a severe tornado alert.

Toastmasters often find it difficult to gain and hold the attention of listeners under normal conditions. But the speaker faces a real challenge when his voice is drowned out by the sound of driving hail and the noise of crashing window glass, plus the gusty roar of turbulent winds carrying the threat of tornadoes. Maintenance of eye contact is lost when speaker and audience are plunged into a black-out because of power failure.

After weathering (no pun intended) these distractions, Bergstrom Toastmasters feel that they are able to face any normal distractions a speaking situation can offer. . . .

From Scotland comes a note from the **Fraserburgh Toastmasters No. 1247**, reporting the club's first outing of the season—an Easter trip to Ellon. There at Toastmaster Sandy Skene's Hotel they held a meeting, featuring special attention on table topics. Club Treasurer Moir was accused of "flannelling his topic," and convicted after fair and impartial trial by his fellow members. He was sentenced to "take his medicine" which was prepared and administered by Topicmaster James Geekie, while Sergeant-at-Arms Willie McKillop stood by to see that justice was done. . . .



Toastmaster Moir downs his "medicine"

During National Radio Week the regular meeting of **River Raisin No. 1551 of Adrian, Mich.**, was conducted in the studios of the local station WABJ. Table topics and main speeches were on the theme, "Radio." . . .

The first Toastmaster in Japan to complete his Basic Training and receive the Certificate of Merit is Lt. Col. John M. Carney, Director of Personnel for the 1503rd Air Transport Wing, at the Tokyo International Airport. Toastmaster Carney was awarded his certificate by Lt. Stanley I. Toyama, President of the **Tokyo Toastmasters Club No. 1674**.

President Stanley Toyama presents Toastmaster Carney with Certificate of Merit



PUBLICITY A LA TOASTMASTERS

By SAMUEL F. MORROW

Samuel F. Morrow, D.D.S., is a captain in the U.S. Army Dental Corps stationed at Fort Smith, Ark. He is a member of the Fort Smith Toastmasters Club 1606 and at age 25 is probably one of the youngest past-presidents in Toastmasters.

LAST September six men met at the home of the outgoing president to discuss the situation of the club whose administrative offices they were about to assume. These men felt that the problems that needed attention most quickly and most forcefully were increased member interest and the acquisition of new members.

We determined to try a full-scale publicity campaign. The only definite statements of plan made at that time were, first, to take advantage of every chance for publicity that arose, and second, to have each phase of the campaign well under way before undertaking another. The executive committee was in charge under the leadership of the Administrative Vice-President.

The first opportunity for publicity came in October on the Ladies Night installation of officers. The club invited a photographer and reporter from the local newspaper to the dinner and meeting. The result was a generous three-column story and picture. The article was not just the usual list of incoming and outgoing officers, but a discussion of the meeting, the speech content of the various talks, and a general outline of the purpose of the club.

Near the end of the month, the Junior Chamber of Commerce announced the annual Christmas parade to welcome Santa to Fort Smith. Commercial and civic groups were invited to participate. Our club applied for and received permission to enter a float, then gave the matter to the publicity chairman for action. He planned to have a large banner made and placed over a foreign sports car owned by a member. When bids came in for the banner, however, they were all too high. Thus the executive committee found itself in the sign-painting business one night. The result was so pleasing that we could not understand why we had not planned to do it ourselves from the beginning.

On the day of the parade, thousands lining the streets learned for the first time of "THE TUESDAY TOASTMASTERS CLUB—Key To Your Future." Thousands more saw the same message on their television sets at home. This was the largest audience we as Toastmasters had ever reached.

This brought to mind the possibilities of radio. Two radio stations were consulted. They agreed to announce our weekly meetings, along with an invitation to the public to attend as guests.

For the month of November, we determined to place posters where Christmas shoppers might see them. If we had managed the fourteen-foot banner, why not posters only a tenth as big? So we went into the poster business. Each poster was made by hand and had not only a short explicit line of print, but an eye-catching drawing. These were placed with co-operative merchants.

Television again entered our planning when the committee met in December. It was felt that with a whole month for organization, an impressive presentation of Toastmasters could be done in January. Furthermore, audience coverage would be better since everyone would be settling down in front of his set again after the flurry of a busy Christmas season. A local television station agreed to present a Toastmasters program every three weeks during non-network time. The first program was planned as a group discussion of what Toastmasters is, what it tries to do, and how it goes about it. The second appearance featured a condensed Toastmasters meeting to demonstrate how effective speech could be gained through good evaluation. The rest of the program was taken up by a discussion of the value of Toastmasters training.

An interesting result of these appearances was a request for men from the club to speak on community projects and charity drives before the television camera. While it was always made clear that Toastmasters did not back the pro-

ject being discussed, it was made equally clear that the speakers were Toastmasters from the Tuesday Toastmasters Club.

Finally, we have announced in the newspaper and on radio the election of our new officers. Of course, this is the final phase only for this executive committee. It would be foolish to end such a campaign when the community is just beginning to become Toastmasters-conscious.

From our experience in this last six months, we offer these comments. First, this sort of thing is only difficult to start; once the initial inertia of the club is overcome, the campaign moves rapidly and effectively. Second, everyone approached for time or space gave freely and gladly. They even made suggestions to render our campaign more potent. Third, the members found they had more interest in the club and were more enthusiastic about it. Fourth, prospective members, when approached about visiting the club, were already familiar with its purpose and were curious about it.

Our publicity campaign proved to be all we had hoped—and more. It worked. The two problems I mentioned at the beginning of the article are no longer problems. Member interest is high. The community is Toastmaster-conscious.

We don't intend to stop our efforts, though. We're getting too much fun out of the planning, preparing, and executing of our publicity projects. We call it "Publicity a la Toastmasters" and it has become a very important item of our club program. ☛

Program Provender

Do You Know Your Own City?

Make it city or county or state. Adapt the speech titles to fit the use you make of it. Let each speaker lead a personally conducted tour of the point of interest assigned to him.

1. *The Park System*
2. *The Industries, or Industrial District*
3. *The Cultural Institutions, (libraries, museums, theaters, schools)*
4. *Attractions for Visitors*
5. *Why I Like to Live in . . .*

Another program on local matters can be built around subjects selected from the following list:

1. *How Our Town Began*
2. *Today in Our Town*
 - (a) *What is Right with Our Town?*
 - (b) *What is Wrong with Our Town?*
 - (c) *What Our Town Needs Today*
3. *Our Town in 1970*
4. *Great Men Who have Built Our Town*

Such subjects can be expanded and rearranged, so as to give a fair picture of "Our Town," and if you prefer to make it "Our County," adapt the subjects accordingly.

Try an evening with great explorers, or you can say "With Great Founders" if you like the pun. Select some of these "founders."

1. *Moses, Who Found the Promised Land*
2. *Jason, Who Found the Golden Fleece*

3. *Christopher Columbus, Who Found the New World*
4. *Balboa, Who Found the Pacific Ocean*
5. *De Soto, Who Found the Mississippi before Detroit Found the De Soto*
6. *Lewis and Clarke, Who Found the Northwest*
7. *James Marshall and Johann Sutter, Who Found Gold in California*
8. *H. M. Stanley, Who Found Dr. Livingstone*

You can add to the list if you like. Just limit it to discoverers, or people who "found" something.

Spend an evening with sports. Choose the sports and games which will hold the greatest interest for your members.

1. *Baseball: Origin, Development, Prospects*
2. *Basketball: Origin, Development, Prospects. How does it rate as a national sport, compared with baseball and football?*
3. *Football, an Ancient Game. Attack it or defend it*
4. *Golf, Bowling, Tennis, Ice Hockey, and other sports.*
5. *Why Sports? What is good about them? What, if anything, is bad?*

You can apply a similar outline to other types of sport, such as hunting, fishing, swimming, or any other interests as apply to your men or to your vicinity. —R.C.S.

SPEAK IT GENTLY

THERE seems to be an inherent reluctance with most of us to speak the harsh words relating to unpleasant experiences. Some people may like to "call a spade a spade," but many of us would like some more refined word for it.

This tendency has given rise to a form of speech which is technically called "euphemism." That word is a direct borrowing from the Greek verb *euphemizein*, meaning to use words of good omen.

Thus, instead of saying that a person is dead, we soften the expression by saying that he has "passed away," or "departed this life," or "paid the debt to nature," or "expired." We speak of him as "the late Mr. Blank," or say that he is "deceased." It all means the same, but it sounds less harsh.

The late lamented is served, not by an undertaker, but by a mortician, who operates a mortuary and who has a "slumber room" for the brief repose of the remains. The corpse is carried, not to a graveyard or burying ground for burial, but to a tomb, or sepulchre, or crypt, or mausoleum, or memorial park, or cemetery, to be interred or inhumed, or entombed.

In each case it seems that words are sought which soften the reality. But there are many other instances of the same desire. There is the barber, who operates a tonorial parlor, and the chap who gets a job, and at once becomes engaged as an employee, or mem-

HOW WE TALK

ber of the staff. Perhaps he is a janitor, but he bears the title of custodian, or building superintendent, or superintendent of maintenance.

There is no objection to the use of words which sound well, so long as they do not obscure the meaning, or give a feeling of stuffiness to what is said. Indeed, it is desirable that we have a varied and expressive vocabulary, and that we use different words to signify the meaning we have in mind, but we must be careful not to let our efforts to use unusual terms run away with clearness of expression. Above all, we must avoid the appearance of affectation. While elegance in words is desirable, clarity and directness and simplicity are no less so.

Dictionary Studies

Look in your dictionary for the answers to these questions:

1. What is the past form of *come*; *plead*; *dive*; *ring*; *spring*?
2. What is wrong with this: "His speech was plenty good."
3. Can you correct this one? "Television is the best media for advertising in today's world."
4. Do you know, or can you guess, how many columns the unabridged dictionary uses to explain the meanings and uses of the common verb, "set"? —R.C.S.

From Club to Club

(Make this your Club Bulletin Board. Send in your letters to Editor: THE TOASTMASTER, Santa Ana, California.)

Gray's Harbor Toastmasters No. 79, Aberdeen, Washington

Fred Adams recently presented a unique idea for table topics.

Fred presented to the club a prospective world traveler in the person of one "Tommy Toastmaster." The first speaker started Tommy on his world trip in Aberdeen, took him to a foreign country and left him in a very difficult situation. Each succeeding speaker was required to get Tommy out of his plight and take him to another country. The final speaker returned Tommy safely to his home in Aberdeen.

For an exciting stimulus to a table topics discussion, we highly recommend a procedure such as this for really putting the speakers on a purely impromptu basis.

* * *

Business Men's Toastmasters No. 100, Santa Ana, Calif.

One of our most stimulating table topics recently was titled, "Why, Daddy?" Questions assigned were of the type asked and answered in any Book of Knowledge—"What makes the wind blow?" "What are clouds made of?" "Why does iron rust?" The catch was that the question had to be answered acceptably in two minutes, and in language that a child could understand.

Another interesting meeting was held when Toastmaster Joe Coony, County Director of Agricultural Extension, turned the club into a laboratory when he called for a brainstorming session on

his current problem of promoting use of citrus fruits. Joe explained that he had already held a similar session in his office, but was anxious to get an "outside" point of view. Inside of five minutes, over fifty suggestions had been offered, twenty-three of which proved on examination to be helpful and valid.

* * *

Battle Creek Toastmasters No. 1027, Battle Creek, Michigan

A new organization COG (Committee Operation George) has been formed in Battle Creek, and is being spearheaded by members of the Battle Creek Toastmasters. Richard Hale, Bernard K. Barber and Chris Christ are the prime movers in the organization, which will address organizations throughout the area, telling the story of the community.

And here's an idea for those long-winded topic speakers. Each speaker is handed a match. He starts to speak as soon as the match is lit. As soon as the match goes out, he must stop. Topicmaster Stanley (Toby) Tobias introduced this on one of our sessions recently.

* * *

Capitol City Toastmasters No. 639, Lansing, Michigan

At a recent meeting, John Bayless earned the award for giving our club one of the most novel topic sessions it has been treated to in many a week.

John brought to the meeting the words and music of the American folk song, *Frankie and Albert* (or as it is better, if mistakenly, known, *Frankie and John-*

nie). He asked the participants to read the words, then asked them to assume that they were attending the trial of Frankie, charged with murder of the "man who done her wrong." He asked each participant to assume a definite role: witness for the defense, prosecutor, judge, driver of the hearse that carried Albert to his grave, and so forth.

It proved a marvelous exercise for the imagination. Each participant accepted his role with relish and we were treated to a splendid re-creation of the lives and times of the tragic pair.

* * *

Seward Toastmasters Club No. 1627, Seward, Nebraska

Club 1627 recently sponsored the first Area Humorous Speech Contest ever held in District 24. It may be that other districts have sponsored Humorous Speech Contests, but this was the first one for us.

We had 60 men in attendance (we decided that for this first contest at least it would be better not to invite the ladies). The meeting was quite a success, and we have decided to make this an annual event in our area. We will also recommend that it be made an annual event in the District. We have the regular Speech Contest in the spring, and believe that the Humorous Speech Contest in the fall will do as much to stimulate activity and interest at that time as the regular contest does in the winter and spring months.

We think that this idea might well be adopted by other areas and Districts in Toastmasters because we feel that although most of our activity is of a fairly serious nature, there is a great demand for humorous talks, and many Toastmasters find that type of speech one of the most difficult.

Occidental Toastmasters No. 613, Los Angeles, Calif.

Occidental No. 613 has formed a club within a club. The idea was incorporated and put into practice during the last term of office and serves a twofold purpose. It keeps the interest of the member who, as a past president, may lose his former drive for the club. The second and more important purpose is that each past president is appointed to be personal counselor of a new member. In this endeavor he helps the new man with his topics, mannerisms, poise, etc.

With this individual added instruction, the new man can come along much faster. He has a definite place where he can solve his problems and in many cases he can give a preview of his speech, thereby solving many of his problems before he faces the club.

For any club having trouble in keeping its past presidents, we offer this as an idea. You will find that these men who have had the best of experience are a valuable asset, not to be lost but to be given a most active part in which to give others the benefit of all they have learned. Try it!

* * *

Wings of Gold Toastmasters Club No. 1836, Pensacola, Florida

I don't know if all Toastmasters are as proud of their local chapter as we here at the Wings of Gold Chapter on the Naval Air Station, Pensacola, are of ours, but we think we have an outstanding group.

I'd like to describe a recent meeting for the general interest of our Toastmasters. Today our Topicmaster chose as a subject "My Favorite Spot in the World for a Home." This cosmopolitan group made convincing plugs for spots ranging from Southern Japan to the Mediterranean, including San Francisco, San

Diego and several places in Florida. Two took the opposite view and spoke on their choice of the most unpleasant place to live, and both agreed on Greenland.

Toastmaster of the Day Norm Paxton had a full slate of 6 speakers scheduled. The diversity of subjects was striking. Otts Roessler, the Public Works Officer of the Basic Training Command, spoke on "Engineering Education in America's Future." CWO Fred Ratchford selected "The Diplomatic Role of the Naval Medical Research Unit in Cairo, Egypt." Captain Lew Collins, Staff Supply Officer, spoke on his experiences in having dinner with the Sheik of the Island of Bahrein. Jim Rominger, who has recently helped locate a refugee Hungarian family in this area, spoke on "Our Debt," citing the obligations of Americans to our refugees from Free Europe who have so long fought communism. Jack Goodwin, Executive Officer of the local photo school, spoke on "Is Radar the Fault?" citing the collision between the Andrea Doria and the Stockholm, emphasizing the false beliefs some people have of radar being like TV, and outlining clearly the responsibilities of Commanding Officers of naval and commercial vessels in the use of navigational aids. John Middleton, the Disciplinary Officer of the station, discussed the Naval Retraining Command as a potent force in rehabilitating the military offender.

We who listened intently to these thought-provoking speeches were impressed by the sincerity, the seriousness and the preparation these men exhibited.

ED. NOTE: *This report from the Wings of Gold Club concluded with a listing of the new club officers. It is noteworthy that this club may be unusual in having a psychiatrist as President—Captain Phillip B. Phillips, MC, USN.*

Fort Collins Toastmasters No. 375, Fort Collins, Colorado

The other night the Editor of our Club Bulletin, "Toastpoints," was in a neighboring town where he was making a talk. He ran into a friend from another club, and, over coffee, was asked: "What is your membership turnover at Fort Collins? It certainly is an enormous problem with us, and, I understand, with all the clubs."

When he was told how steady our membership has been, he was anxious to know the reasons why. Those reasons were instantly available:

1. The careful program planning.
2. The follow-through on the planning.
3. The conscientious, considerate, constructive evaluation.
4. The appeal of variety. (It is almost second nature for our speakers, topic masters and evaluators to weave the threads of the "Point of Emphasis" into their regular participation.)

* * *

Lake Harriet Toastmasters Club No. 400, Minneapolis, Minnesota

Taking a tip from the motion picture industry's practice of presenting "Oscars," Lake Harriet 400 Chapter, Minneapolis, awarded "Oscars for Oratory" at a recent meeting as a surprise substitute for table topics. Five members were handed a slip of paper with a name and the award to be given and were asked to make a two-minute talk awarding the "Oscar."

Winners who were asked to make acceptance speeches, were: Most popular speaker, Stan Lund; best attendance, Harry Hanson; most valuable evaluator, Cady Corl; most best performance awards during past year, Hosmer Brown; Toastmaster showing most improvement, Lincoln Hudson.

JANUARY-ANNUAL REVIEW ISSUE

Many new members write us regarding subjects which have been treated in THE TOASTMASTER during the year prior to their membership.

Many older members write us requesting additional copies of issues carrying articles which have appeared during the past year.

Some clubs and members ask us for a selection of typical past issues of the magazine to give friends, prospective members, business associates or employees.

As a convenience and service to all concerned, we are initiating a new practice. The January 1958 issue of THE TOASTMASTER will be the "Annual Review Issue" of this magazine.

You will select its contents.

Clubs and members are asked to select items appearing in THE TOASTMASTER Magazine from August 1956 through the August 1957 issue which they would like to have reprinted in the Annual Review issue. The criteria for selections are up to you. You may select any material of any kind—material which you liked, or which you want to re-read, or have in one volume for reference, or which you think would be most effective if made available to others.

Deadline for receiving your selections is September 1st

Club members may send us their nominations directly, or clubs may decide to send us nominations based upon a club program devoted to consideration and decision after speeches or discussion of subjects. We would like to receive tabulations of the club vote because expression of individual preferences helps us in selection of copy for future issues.

Send in your nomination to:

**Maurice Forley, Editor
Toastmasters International
Santa Ana, California**

To the vast majority of mankind nothing is more agreeable than to escape the need for mental exertion . . . To most people nothing is more troublesome than the effort of thinking.

—James Bryce

Letters to the Editor

Dear Mr. Forley:

THE TOASTMASTER magazine would serve me better if it contained less rah! rah! and more principles.

Yours truly,

Brent Tyler, President
Silver State Toastmasters
Reno, Nevada

Dear Sir:

Although I am only indirectly connected with the organization of Toastmasters, I thought perhaps you would like to know that as a wife of a Toastmaster I thoroughly enjoy your magazine too.

In fact here is a short synopsis of Toastmastering, dedicated to my husband:

Handsome fellow,
Nice guy!
No speaker—
Too shy.
Joined San Joaquin Toast-
masters
Club 64.
Now has confidence;
Ah—what's more
Hopes for promotion
And if it be so,
Have happier wife—
Make more dough.
So on Toastmastering
We both are sold!
Thank you kindly,
Tale is told!

Sincerely,

Mrs. LeRoy Wysuph
Stockton, California

Dear Sir:

Please refer to *WORD CLINIC* in the April issue. The last two examples, diagnosis and prophylaxis, are derived from Greek not Latin.

The process of borrowing Greek words for English use is almost as ancient as that of borrowing Latin words. The reason is the same. Large numbers of the world's great literary and philosophical works were written in Greek. Since English translations were almost unknown, familiarity with Greek and Latin was a necessary tool of the educated man.

To realize the extent of our debt to the Greek language I append the following:

Telephone, telegraph, chronometer, hippodrome, phonograph, anachronism, phobia (with all its variations except claustrophobia, which is half Latin and half Greek, a combination deplored by the purists), meter, thermostat, hemorrhage, hypocrite, helicopter.

It is interesting to note that most of the Oriental languages at the present time are borrowing from English in the same way, and for the same reasons.

Sincerely,

Dick Beaumont
Paso Robles (Calif.)
Toastmasters Club No. 1785

Dear Sir:

In my brief brush with Toastmastering, I have learned—among many other things—that confidence is a most essential item. From my first weak, quavering speech, consisting of some garbled unintelligent mish-mash (the subject of which escapes me) to my last 2-minute topic, I have felt the surge of new-found confidence. Recently one of the members of our new club displayed even more confidence and self-assurance.

At a recent District "speak-off contest," some of the scheduled speakers failed to appear, due to a torrential rain. The man who accompanied me to that meeting was Denis F. Daly. The Chairman of the program that night knew Denis and asked him, for the sake of completing the program, to participate as a contestant. The Chairman understood that he was a member of a club not yet old enough to receive its Charter. Denis accepted the challenge. Although a Toastmaster of only a few weeks, he had learned that a true Toastmaster never shies away from an assignment. As a result, he delivered an excellent speech. Needless to say, he did not win, but the point is—he came, he was challenged, he accepted the challenge!

After the meeting, all of the contestants, and many of the people in the audience, congratulated him on a fine, outstanding effort. His subject was "Confidence." It could not have been otherwise!

Yours truly,

Percy C. Manley, President
Miami (Fla.) Post Office
Toastmasters Club 2463

In the English House of Commons, many years ago, a very prosy member was making a long and dull speech, when a cynic noticed a fellow member leaning forward holding an ear-trumpet to his ear, eagerly trying to follow the speaker. Pointing his finger at the listener, the cynic exclaimed to those around him: "Look at that fool over there, refusing to avail himself of his natural advantages!"

◆◆◆
Heroine (in melodrama): Pray tell, is there no succor?

Disgusted Spectator: There sure is. I paid six bucks to see this show.

◆◆◆
Children are natural mimics. They act like their parents in spite of every effort to teach them good manners.

◆◆◆
A husband who asks his wife's opinion on anything just hasn't been paying attention.

◆◆◆
"My new development," confided the real estate broker, "will have swimming pools and playgrounds for the children, tennis courts and softball diamonds for the grownups, not to mention neon street lighting, a shopping center and continuous bus service."

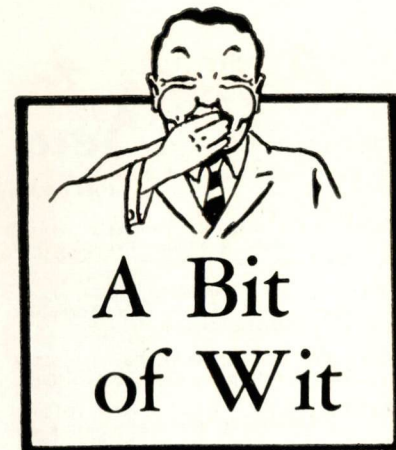
"Wonderful!" said his friend. "What type of homes are you building?"

"Darn," said the broker after a short silence, "I knew I'd forgotten something."

◆◆◆
A juvenile delinquent is a boy who does what you did when you were young—but gets caught.

◆◆◆
The easiest way to get ahead isn't very.

◆◆◆
The two men had been shipwrecked for years on a small uninhabited island. One day they spotted a bottle floating in the water. One of the men waded out, picked it up, and announced discouragingly: "The one we sent out last year came back. There's two cents postage due."



After the flood waters had receded, Noah spoke sternly to all the members of the Ark: "Obey the Lord's word," he told them. "Go forth and multiply."

All the animals left the Ark except two little snakes Noah discovered curled up in a corner. "What are you doing here?" he demanded. "Didn't I tell you to go forth and multiply?"

"We can't," was the disconsolate reply. "We're adders."

◆◆◆
Nothing's apt to disturb you so much these days as a feeling that maybe you're not neurotic.

◆◆◆
The best way to get a job done is to give it to a busy man. He'll have his secretary do it.

◆◆◆
Every man's income runs into four figures: the figure he reports to the income tax collector, the correct one, the one he tells his wife, and the figure she passes along to her bridge club.

◆◆◆
Producer: Wait until you see the tremendous war epic in which we use 9,000 extras!

Actor: Nine thousand extras! How can you afford it?

Producer: We use real bullets.

◆◆◆
If we could see ourselves as others see us, the chances are we'd deny it.

◆◆◆
The trouble with some after-dinner speakers is that they apparently have their dinner at breakfast time.

New Clubs

(As of May 10, 1957)

- 276 CHULA VISTA, California, (D-5), *Rohr*, Thurs., 6:30 p.m. Executive Dining Room, Rohr Cafeteria.
- 277 ONTARIO, California, (D-F), *Lockheed Aircraft Services*, Tues., 5:00 p.m., LAS Cafeteria, Ontario.
- 1751 RAY, Arizona, (D-3), *Ray*, 1st & 3rd Thurs., 6:30 p.m., Copper Queen Cafe.
- 1825 NATCHEZ, Mississippi, (D-29), *Natchez*, 1st & 3rd Wed., 7:00 p.m., Bellemont Motor Hotel, Natchez.
- 2285 BROOKLYN, New York, (D-46), *NSSO*, every other Mon., 12:45 p.m., Navy Ship's Store Office.
- 2383 U. S. NAVAL AIR STATION, WILLOW GROVE, Pennsylvania, (D-38), *Willow Grove Mach Busters*, 2nd & 4th Wed., 7:00 p.m., BOQ NAS Willow Grove, Pennsylvania.
- 2413 BROOKLYN, New York, (D-46), *Linotype*, Thurs., 12 noon and 5:00 p.m., Mergenthaler Linotype Company.
- 2418 CLEVELAND, Ohio, (D-10), *Warner & Swasey*, Thurs., 5:00 p.m., Warner & Swasey Company Cafeteria.
- 2434 PITTSBURGH, Pennsylvania, (D-13), *Fifty-Seven*, Mon., biweekly, 5:15 p.m., H. J. Heinz Company, Pittsburgh, Pennsylvania.
- 2437 JOHNSVILLE, Pennsylvania, (D-38), *Johnsville*, Fri., 12:00 noon, NADC, Johnsville, Pennsylvania.
- 2440 BENNINGTON, Vermont, (D-45), *Bennington Chapter*, 1st & 3rd Thurs., 6:30, Paradise Restaurant.
- 2453 LOS ANGELES, California, (D-51), *INSMAT*, 1st & 3rd Thurs., 11:30, Case Hotel 11th & Broadway, Los Angeles, California.
- 2454 CECIL FIELD, Florida, (D-47), *Cecil Field*, 1st & 3rd Thurs., 12:00, BOQ Mess.
- 2460 BRYN MAWR, Pennsylvania, (D-38), *Bryn Mawr*, 2nd & 4th Mon., 6:30 p.m., Haverford Hotel, Haverford, Pennsylvania.
- 2464 ROBBINSDALE, Minnesota, (D-6), *North-Hennepin*, Tues., 6:15 p.m., The Log Cabin.
- 2465 SAGAMIHARA CITY, Japan, (D-U), *Sagami*, Fri., 12:00 noon, Zama Hospital NCO Open Mess.
- 2469 PALMDALE, California, (D-12), *Northrop Palmdale*, Thurs., 6:30 p.m., Joshua Inn, Palmdale.
- 2471 OAKLAND, California, (D-4), *Naval Air Station Oakland*, 1st & 3rd Fri., 12:00 noon, NAS Oakland Canteen Dining Room.
- 2472 PITTSBURGH, Pennsylvania, (D-13), *Perrysville*, 1st & 3rd Tues., 8:30 p.m., St. Theresa School, Pittsburgh 13, Pennsylvania.
- 2473 NEWARK, Ohio, (D-40), *Newark Noon*, Tues., 12:00 noon, Center Cafe.
- 2474 FLINT, Michigan, (D-28), *Mid-day*, Wed., 12:15, Masonic Temple.
- 2475 JOHANNESBURG, South Africa, (D-U), *Old Johannian*, 1st & 3rd Tues., 7:00 p.m., Old Johannian Club.
- 2477 PORTLAND, Oregon, (D-7), *Esco Night Owls*, Wed., 1:00 a.m., Electric Steel Company.
- 2478 EDMONTON, ALBERTA, Canada, (D-42), *Edmonton Y.M.C.A.*, Mon., 8:15 p.m., Edmonton Y.M.C.A.
- 2480 NORWALK, California, (D-F), *Trinity Lutheran*, Mon., 6:45 p.m., Burkes' Family Restaurant.
- 2486 PAINESVILLE, Ohio, (D-10), *Diamond*, Thurs., 12:00 noon, Industrial Relations Auditorium, Diamond Alkali Company.
- 2487 RALEIGH, North Carolina, (D-37), *Faculty*, Tues., 12:10 p.m., N. C. State College Union.
- 2488 SAN BERNARDINO, California, (D-F), *Town & Country*, Wed., 6:30 p.m., McFarlan's Towers.
- 2489 STURGIS, South Dakota, (D-41), *Sturgis*, Thurs., 7:30 p.m., Sturgis Courthouse.
- 2490 HANFORD, California, (D-27), *Hanford*, Fri., 7:00 a.m., Peden's Cafe in Hanford, California.
- 2493 GREENSBURG, Pennsylvania, (D-13), *RIECO*, 2nd & 4th Mon., 5:00 p.m., R & IE Cafeteria, Greensburg, Pennsylvania.
- 2495 INDIANAPOLIS, Indiana, (D-11), *Hy Duty*, Mon., 4:45 p.m., 1124 Massachusetts Avenue.

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