

the

TOASTMASTER

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The Toastmaster

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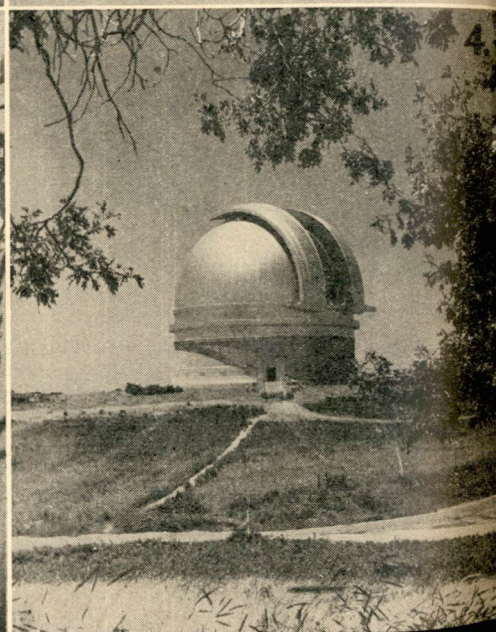
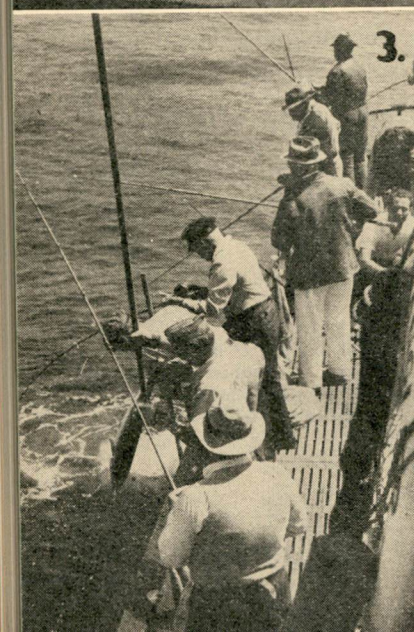
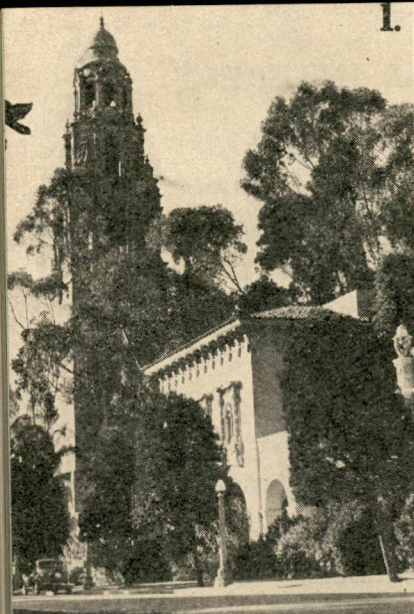
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The TOASTMASTER Magazine is published quarterly, on the first of March, June, September and December. It is sent to all accredited members of Toastmasters Clubs. It is not for sale or circulation outside of the organization, except in so far as it may be placed in school and city libraries. All communications having to do with the magazine should be addressed to

THE TOASTMASTER
Santa Ana, California



BEHIND THE SCENES

Once more we offer apologies to contributors whose material has been crowded out of this issue. Much is held over for future use. To those who have provided the good articles and the news items in this issue we extend thanks, and to those who fail to find their contributions we offer as our excuse the limitations of space.

For the June issue of the *TOASTMASTER* we request that material be sent in as early as possible. May 15th is the final deadline on all news items. These should be sent to Cletus J. Owens, 154 North New Hampshire Avenue, Los Angeles. Other material should go to the office of the Secretary of Toastmasters International at Santa Ana, California.

Back Numbers of the magazine are still available to those who wish to complete their files. A few numbers are out of stock, but most of them are still on hand in sufficient quantity to meet the demand. Send twenty cents in stamps for a complete set of past issues, or send two cents for each number desired if you do not need all of them, and they will be forwarded without farther cost or delay. New members and members of new clubs should make it a point to obtain these old issues which contain a great number of articles dealing with various phases of speech and of club practice.

"Constructive Criticism" is out of print and out of stock. In its place we offer a new, stream-lined treatise on "Speech Evaluation" which ought to be even more useful than the former book. People just didn't like the word "criticism" and so we have dropped it from the title of the new publication. "Speech Evaluation" means much the same thing, but it sounds better. This new book, like its predecessor, sells for twenty-five cents a copy, and it should be made available to all members so that they may gain the fullest and clearest understanding of our technique of criticism, comment and evaluation.

1. California Tower, but one of the many beautiful buildings in San Diego's 1400-acre Balboa Park. Scene of the 1915-16 and 1935-36 Exposition. This, like most of the other buildings in the Park is of Spanish Renaissance architecture and according to authorities, they are finest specimens in the United States.

2. Yachting on Glorietta Bay, Coronado, near San Diego, is but one of the many year 'round aquatic sports enjoyed in this area.

3. Some of the finest deep-sea fishing along the Pacific Coast is to be found in the waters off San Diego. Here, annually, thousands of sports fishermen bring in good catches of sword fish, bluefin and yellowfin tuna, barracuda, yellowtail and white sea bass, in addition to various types of "Bottom fish."

4. The giant dome on Palomar Mountain, 69 miles northeast of San Diego which next year will house the 200 inch mirror now undergoing grinding operations. Costing \$6,000,000 this world's largest telescope will have required four years to construct. It will be so powerful, according to scientists, that the moon will appear only 28 miles away.

SAN DIEGO

Historically, San Diego — Toastmasters International's 1940 Convention city — dates back to the advent of civilization in California, and from that distant time nearly two centuries ago, is traced much of the romance, color and culture that today blend perfectly into this community's life. Despite the development from outpost to metropolis, with industry and commerce teeming on its shores, those early day influences persist and add much to the city's lure.

The Army and Navy

Calmed by the protecting reaches of scenic Point Loma, the waters of San Diego Harbor provides a vast anchorage area for 130 of the navy's giant fighting vessels. Every type of craft from the mammoth aircraft carrier to the small but potent submarines can be found in the San Diego waters.

No Pacific Coast city boasts a greater abundance of Army, Navy and Marine Corps shore establishments than are found in San Diego. This city is one of the outstanding Naval operating bases in America. Afloat and ashore the fighting forces of the Nation found at San Diego represent an expenditure of more than \$300,000,000, including \$50,000,000 in buildings.

Here are located the Navy's largest aeronautical base, the world's finest Naval training station, a superb Naval hospital, and the nation's second largest Marine Base — the home of the Fleet Marine Force. The Army, the Navy, the Marine Corps and the Coast Guard are represented in this city by a personnel of more than 50,000 officers and men.

Balboa Park

One of the city's great assets is world-renowned Balboa Park. Situated in the heart of metropolitan San Diego this 1400-acre park area abounds with a rare natural beauty. The central part was the site of two expositions which left a heritage of buildings famous for their beautiful architecture. During the period of the 1935-36 exposition a variety of collections, including some of the cultural and scientific exhibits, were housed in these buildings whose architecture is a striking example of Spanish Renaissance.

Today, their doors open for the cordial welcome of thousands of visitors, may be found the great Natural History Museum, the magnificent Fine Arts Gallery which contains a permanent collection valued at more than \$1,000,000, the unique Spanish Village Art Center, the magnificent California Tower building and a host of other institutions offering elaborate and fascinating displays.

The world's third largest zoo under the management of the San Diego Zoological Society maintains an internationally famous educational and scientific exhibit in an environment unique in that wild beasts live as they do in their natural haunts. The only pair of mountain gorillas in captivity are among the outstanding exhibits. Cage-type quarters for lions and other dangerous animals, unique

compounds for camels and elephants and a series of dams and lakes for aquatic birds are among the many unusual features of the gardens.

Palomar

Eyes of the scientific world this year are focused on San Diego county where the largest telescope and astronomical observatory is nearing completion. On a plateau near the summit of beautiful Palomar mountain, the observatory structure now stands, a tribute to the engineering genius of the designers and builders.

Only 69 miles from the heart of San Diego's metropolitan area, Palomar mountain is situated in one of the most beautiful mountain sections of Southern California.

Enroute to the giant observatory, tourists travel over broad all-paved highways. The scenic route chosen for the new million dollar "Highway to the Stars," affords travelers a rich opportunity to enjoy the natural splendor of this inspiring sight.

The Missions

Many travelers, seeking the most from their vacations in the west, drive south on the coast route to San Diego where they can view of the state's first mission, beautiful Point Loma, a landlocked harbor bustling with commercial and military activity, and visit world-famed Balboa Park.

All the romance of San Diego — California's birthplace — is woven about its three Missions. Those hallowed monuments of an olden time tell of a courage founded on faith — a courage possessed by mild-tempered Franciscan Fathers who brought to a land of desolation and barbarism new, civilizing, Christianizing benedictions. The same spirit which moved the early Fathers in their heroic deeds, their many kindnesses, lives today in San Diego — lives as a part of that romance for which San Diego is noted.

Under the leadership of the Franciscan Padre, Junipero Serra, two expeditions set sail from Mexico in 1768 and a year later established California's first mission in San Diego. Founded July 16, 1769, Mission San Diego de Alcalá today stands as a monument marking the most significant event in the early history of California.

Well preserved is the Mission San Diego de Alcalá. Thousands of tourists yearly make it a point to visit this romantic structure nestled in fertile San Diego Mission Valley. It was here that the first irrigation dam and ditches in California were built and where the first palms and olive trees were planted.

And so as the pages of history are turned back 169 years and one learns of the many religious triumphs credited to the Franciscan Fathers humbly, courageously carrying on their work in those Missions of San Diego, it is obvious why these Missions today form so great a part of San Diego's romantic and spiritual life.

THE PRESIDENT'S MESSAGE

RALPH R. GUTHRIE

Our movement continues to grow through the addition of new charters. California, the home state, still leads in new clubs, but it is interesting to speculate on how long this will continue if and when some of the chapters in other metropolitan areas begin to spread the work as it has been pioneered from the Los Angeles base area and the Northwest. When this happens we shall be headed east on some future convention tour.

Our goal for the present year is twenty new clubs. With fourteen of these already chartered it should be easy to complete the quota. In fact, if only half of the new clubs now in formation apply for charters this spring, we shall reach and pass the mark. It must give satisfaction to every member to know that the benefits of our work are thus being extended.

Mrs. Guthrie and I recently motored to Albuquerque and El Paso, and at each place the club members and their ladies greeted us in fine meetings. We shall not soon forget the hospitality extended to us. El Paso had been visited by Sheldon Hayen in 1938 but ours was the first official visit to Albuquerque. We were again impressed with the importance of official visitation and with the splendid spirit displayed by these groups on our frontier. We hope that these chapters which are now isolated by distance will be successful in sponsoring their own neighbor clubs by extension into near-by communities.

To promote better fraternal relationship I urge that every member develop the habit of studying the "Rendezvous" section of the magazine when he travels, so that he may visit other clubs or club members in cities through which he may pass. The experience will be pleasant for both guest and host.

Have you planned your vacation date so that you may attend the San Diego Convention? It is not too early to make such plans. I especially urge the isolated clubs to send on one or more of their best men. They will make contacts and receive inspiration which will result in lasting benefit to the home chapter.

ADVERTISING — JEKYLL OR HYDE?

By A. J. SCHREFFER

Progressive Toastmasters Club, Huntington Park, California.

Whether advertising is a boon or bane is a question on which viewpoints are as far apart as the poles. Experts disagree, and the layman has his own ideas. The "It's Jekyll!" — "It's Hyde!" argument promises, like Tennyson's brook, to go on forever.

That squabble interests us bystanders because advertising touches the lives of all. Its influence is felt before we are born, with polite suggestions to prospective layette buyers. After we shuffle off there are still the folks who sell memorial urns or headstones, trying to be helpful. We scarcely turn around but we meet advertising in some form — over the radio, in newspapers and magazines, on billboards, or through the mail. Even the dominie advertises parish activities and pleads for support.

The "advertising feud" has grown in proportions and intensity to where Reader's Digest, with fine impartiality, devotes space to informative articles such as "Cosmetic Comedy" and "Guinea Pigs, Left March!". When anything is potential interest-material for several million Digest readers, it has moved from the sideshow into the big tent.

Boiled down, the controversy centers on three criticisms leveled at advertising, namely:

1. That it is dishonest.
2. That it causes higher prices (than for unadvertised articles).
3. That it's an economic waste.

On the con side, professional consumer groups and government consumer agencies turn out reams of recommendations, designed to "protect" buyers from advertising's pitfalls. Pro-wise, the advertising profession carries on fervid public relations campaigns to present advertising's achievements, and to warn against the perils of down-with-advertising propaganda. Small wonder that the average citizen is befuddled.

The real place and the true value of advertising in our American way of living are of especial interest to us, for two reasons. First, there is much in common between public speaking and advertising. The principles of one apply to the other. Both seek to gain attention, arouse interest, explain, prove, convince, and produce action. Each has a pre-determined purpose. In both there is the appeal to

the self-interest of the hearer or reader, as a means of attaining the purpose sought.

Second, a fundamental part of our training in public speech is the development of ability to judge intelligently and criticize constructively. Recognizing the mutuality of principles involved, we are able to evaluate advertising much as we judge a speech.

Let's look at two local examples of advertising, to see how they stand up against the three criticisms cited. The products — citrus and avocados — are typical of Southern California. They are noteworthy because their producers, relying upon advertising, scuttled the theory of some economists who insist that the only justification for production is to supply a demand. Growers foresaw that demand could come only if consumers **knew** about citrus and avocados; and that it would take advertising to acquaint them with these fruits. So they embarked on a program of demand-stimulation, to pave the way for marketing current and future crops.

Citrus Here we have 32 years of advertising by California Fruit Growers Exchange, the growers' cooperative marketing agency, with some 14,000 grower-members. In citrus the name Sun-kist is as well-known nationally as are Wrigley, or Ford, or Westinghouse, in other fields.

During the last ten years the Exchange has spent 16 million dollars in advertising oranges, lemons and grapefruit. Consumers must find something believable, something helpful in that advertising, because per capita consumption in this country is now around 80 oranges per year. Back in 1907, when CFGE started citrus advertising, the figure was around 31.

Avocados The record here shows 14 years of advertising by Calavo Growers of California, likewise a cooperative marketing association, with some 1,750 members. Here, advertising provided the one practical way of introducing to American consumers a tropical fruit that was known to only a relative handful of people in the United States two decades back.

From 8 carloads in 1924 to nearly 900 in 1939 is the story of California avocado consumption, built up through Calavo advertising. No high-powered campaigns — just persistence, in terms of "Here's a good thing you'll want to know about."

Oddly enough, of these two industries built on advertising, one is large and the other small. It's not a case of advertising's being the implement of bigness. The avocado growers have done, on a modest scale, what their citrus brethren have accomplished in a big way.

Other than disparity in size, there is considerable similarity in our examples. Each group of producers has, to some extent, shaped American eating habits by making available an enjoyable, palatable, nutritious and beneficial food. In each instance the advertising has been introductory and then largely educational. Stressed has been the self-interest of the present or prospective user of citrus or avocados, in terms of enjoyment, economy, smartness, ease of prep-

aration, or versatility. In citrus, healthfulness, too, has been publicized.

It's to be assumed that this has benefited the growers, that it wasn't all altruism. But have American consumers been helped or hurt by citrus and avocado advertising?

Honesty There are no exaggerated claims, there is no vocabularial sleight-of-hand. Copy has been helpful in approach. Consumers have been shown the multiplicity of uses to which citrus and avocados are adaptable, for greater "money's worth," pleasure and convenience. Seventy-five percent of the oranges are now consumed in the form of juice. Consumers believed, when grower-advertising emphasized its convenience.

All Exchange advertising having to do with nutritional or dietetic properties of citrus is based on scientific research, carried on at leading universities of the United States. CFGE has long seen the wisdom of conservatism in copy of this character. No "health appeal" advertising has been released to consumers by the avocado cooperative — although nutritional claims could be profitably exploited — simply because growers have been content to rest their case on the appetite appeal and "newness" of their fruit.

Prices Prices paid by consumers for citrus and avocados were formerly in the luxury bracket. Now they are down, in bumper crop seasons, almost to potato and onion levels. The consumer gets more value as a result of constant improvement in quality, through better cultural, grading, packing and distributing practices.

And how much of the consumer-price is represented by advertising cost? On lemons and oranges, one-third and one-quarter of a cent per dozen, respectively; on avocados, one-sixth of a cent per fruit, this season. The advertising expenditure per unit is negligible. So far as the consumer is concerned, it is more than offset by the lower prices that come from large-scale production — made possible only by advertising.

Economic Effects Research by CFGE, as part of the citrus sales program, has added to medical knowledge, and benefited consumers in numerous ways. The use of hot lemonade in common colds helps consumers save many a dollar and avoid physical discomfort. Mothers have been taught the significant dietary fact that orange juice, by supplying Vitamin C, supplements milk for feeding babies and children. These are only two instances, yet both have become commonplace in consequence of educational advertising.

Challenging the charge of economic waste resulting from advertising is the 40 to 50 million dollar yearly transportation and refrigeration bill paid by California citrus growers. There would be fewer jobs for railroad men, truckers, steamship and ice plant employees (to say nothing of lumbermen, papermakers, printers) if advertising hadn't made citrus raising and marketing so gigantic an enterprise. Closer to home, some 40,000 persons are directly employed in citrus

groves and citrus packinghouses in California. Avocado industry figures, less impressive in size, show earning power created all along the line from grower to retailer.

Discerning Judgment To praise or to condemn advertising, in toto, would reflect shallow thinking. Judgment differs in individual cases. It would be as foolish to assert that all advertising is beyond reproach, as it would be to say that all speeches are perfect; but overemphasizing the detrimental unjustifiably tears down the beneficial in advertising. We need to be discerning, to discriminate — just as would be proper if the controversy involved automobiles. Over 340,000 persons have been killed on our highways in the past ten years. In the face of this appalling loss in lives and property damage, no one suggests abolishing automobiles. The economic benefits from motor vehicles far overbalance the losses.

Consumers get more and more real protection against fraud, through legislative enactments affecting advertising. The new Federal Food, Drug and Cosmetic Act has plenty of teeth. The Federal Trade Commission cracks down on dishonest or unfair business practices. Better Business Bureaus do the localized weeding out of the unscrupulous, the faker and the racketeer. The "gyp" in business eliminates himself in time, if the authorities don't get to him first, because the public isn't fooled indefinitely.

Advertising puts the finger of identity and responsibility on the advertiser. If this were not consumer-protection, it would still be consumer-guidance (with a vengeance!) in the event an advertiser were so shortsighted as to gamble putting his name on a product that the buyer can unmistakably identify as one to be "skipped" the next time. Only merchandise of merit, sold at the right price, can warrant repeat sales — without which, advertising fails; for no product can live on "one-time" business, any more than a speaker could carve a career out of one-time appearance.

We have no way of knowing a man's speaking ability until he gets up to talk (advertise his ideas). Nor do we pre-judge, on the basis of someone else's performance. But when he has spoken, we form our judgment critically, intelligently and fairly. In weighing the merits of public speaking we learn to distinguish the exaggerated, the insincere, the crass and the downright absurd. Just so, by analytical reasoning and common sense, we can learn to measure the worthwhileness in the appeal of specific advertising to each of us.

Then, when Advertising taps on the door of our consciousness, seeking admittance, we can decide for ourselves whether the visitor is the benevolent Dr. Jekyll, or the malevolent Mr. Hyde — and, in either case, what reception we individually choose to extend.

EDITOR'S NOTE: This article by Toastmaster Schrepfer is published as an example of good speech construction, and as a demonstration of how one may find in one's own work the material for a most interesting and useful discussion of a current topic.

THE AREA COUNCIL

In District Number One, Governor Ted Blanding is making excellent use of the Area Council as a means of promoting club interests. With some fifty-eight clubs to supervise, Governor Blanding finds it difficult to make individual visits to all, and he also finds it hard to get at the best results while sitting in a regular club meeting with its established program.

To meet this situation he has established the policy of holding Area Council Meetings once in three months. In such a meeting, the Deputy Governors of the various clubs in the Area come together for an evening of study of club problems, and for the purpose of planning inter-club events. There are nine Areas in District One, with clubs ranging in number from the nine clubs in Orange County to some Areas with only three or four chapters. Excellent results have been gained from this practice of holding what may well be called "clinics" in the various Areas, and the plan is recommended to other districts as a means of holding all clubs to their best possibilities.

Growing out of this experience it is likely that the Lieutenant Governors of the First District will ask the San Diego Convention to adopt a resolution providing (a) that in so far as possible, each club elect as its Deputy Governor a past president, and (b) that the Deputy Governor be made a member of the Executive Committee of his club.

With the growth of our movement it is becoming increasingly necessary for the District Governor and his Lieutenant Governors to take on added responsibility for the welfare of the local chapters under their care. The Deputy Governor, who has been more or less a man without duties in the past, is coming to be a key man and one who work will be vital. This is just another instance of the way our movement adapts itself to the demands imposed by growth.

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Voice Recording

The why and how of voice recordings for the speaker will have a major place on the program at the San Diego convention. Recording apparatus will be in use for those who wish to try it. A demonstration of how to use recordings in the educational process will be presented.

THE FARMER BECOMES A SPEAKER

By R. KEITH METS, of Holtville Toastmasters Club.

(This talk, given by Toastmaster Mets at the joint charter meeting of Holtville Toastmasters and El Centro's "Laconian" Toastmasters, strikes a new note in our program of service. It deserves careful reading.)

Of all people to be interested in public speaking, it would seem that a person engaged in farming, which is my business — and please notice I said "business" — would be the last person in the world to expect to be materially benefited by learning the art of speech. But I want to be a Toastmaster.

All industry is rapidly changing its methods to meet the new conditions which confront us. In common with the other lines, farming is changing and entering upon a new order.

The abundant fertility of newly-claimed lands which was enjoyed by past generations is mostly skimmed off. We of today have to settle down to our farming on a scientific and business-like basis in order to meet the competition of able business men who are being attracted to the field of agriculture because of its challenge to business methods and its handsome returns on well managed agricultural investments.

Thus, you see, farming has changed from the old idea of a man who tills the soil, sows his crops and receives as a reward such return as Nature may permit him to reap in the harvest. Or rather, let us say that farming has changed from "the occupation of farming" to "the business of farming." It must naturally follow that we farmers must increase our ability to learn and understand the newest developments in our business.

In fact, we might contribute some of the new ideas ourselves, which is all the more reason for us to strive to perfect our ability to express new ideas and methods to others. The measure of success which a farmer may achieve beyond that of a skilled laborer is definitely dependent on our ability to influence and direct the work and activities of other people from an executive capacity. This, you will grant, is the case in agriculture as in any other field of business.

With reference to executive ability, I believe that one-half of such ability is composed in part of an inherent and in part of an acquired ability to plan and organize new ideas, and even old ones, into new applications more efficient and practical than the methods in current use.

The other half of executive ability lies in being able to speak clearly, tactfully and convincingly to one's associates in order to coordinate and promote the activities of these people into an orderly working unit, executing the plans and methods one has effected.

The desire of all of us to study, practice and develop ourselves into better speakers, so that we may win greater success in our various fields, has brought me, a farmer, very enthusiastically into the membership of the Toastmasters Club.

★

WHAT YOU MEAN TO PALM SPRINGS

By FRANCIS F. CROCKER

(Delivered at the Charter Meeting of the Palm Springs Toastmasters Club.)

This town needs *you*. Every community has certain natural attributes and *you* are the foremost one. When I say *you*, I mean you, John Chaffey, you, George Pooley, you, John Russell and you, Culver Nichols, and everyone sitting at this table.

Ralph Smedley, the Founder, in his speech of presentation, has aptly described the value of an individual to his community, particularly if that individual has had training in public speaking and has the will to make full use of his abilities, not for himself but to further the welfare of the town in which he lives.

A town's reputation is not made by its location, by its industries, but by its people. What that town is or ever will be is determined by the attitude, the morals, the unselfishness of its citizens. Without the will to do and do well, the finest natural setting may spawn a cesspool — a slum, while with all the handicaps imaginable a veritable paradise may rise and be known the world around for its culture and beauty.

What your town's future depends on, whether it be Palm Springs, Riverside, Santa Ana or Pomona is *you*, the individual, and nothing else. As you sit at this table an idea may be born in your mind which, if expressed, may mean everything to your community, but without expression it dies before birth. But expression is not enough in itself. *You* must have the patience and unselfishness to see it through whether it take a week, a month or years.

You should use every waking moment to plan not just for your own welfare and that of your family, but for the welfare of your neighbors and their children. You must rack your brain for ways to improve the general weal of the whole body politic. Sanitation,

police protection, the schools, the streets, should be an immediate concern of *yours*.

If your street has holes in it that threaten the safety of all who drive it, why wait and complain, hoping your neighbor will see that the street is repaired. Go yourself and find out why it isn't cared for. If your schools are not up to the quality they should be, investigate and see that they are improved. It all rests with YOU, no one else.

One individual with an idea and the will to do can make a town. You from Palm Springs well know when I cite the example of what one woman with the idea and the will did here. Mrs. Nellie Coffman, under many handicaps, created something that will go on through the years. *You* from Riverside have your Frank Miller, now dead. No one can dispute that the effect of the ideas and thoughts of that man, expressed and followed, will show their results for many a year, and the loss of him and his abilities is a grave one for your city if others with like unselfishness and the will to do don't pick up the civic burdens he carried and march on.

The indifference of the individual, his self-centered protective shell, is the curse of our system of government. We can't have progress unless *you* the individual take your place and do *your* part, be it large or small. We have some now sitting at this table, our Mayor, City Council and others who have done a great deal. They have given of their time unselfishly, but they can do only a small part of what *can* be done. Try to visualize the results if each of us sitting here had given just a fraction of the time these gentlemen have given to improve the general conditions of this village.

You can't sit back and say "Let George do it" because that "George" was never born. *You* must do it and I am not speaking to the man sitting next to you, but to *you*. *You are the one!* You must give of your time, *your* money, *your* peace of mind to see what *you* can do. Don't sit back and criticize what others do but do *yourself* and pass the critics by.

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Speech Evaluation

They were walking home from the village kirk on Sunday morning. Mrs. McTavish said to Mrs. Macleod:

"And hoo did ye like the young man who preached today?"

"Weel, I had jist three fauts to his sermon," replied the discerning Mrs. Meleod.

"And what were these?"

"Firstly," she said, "It was read; secondly, it wasna well read; and thirdly, it wasna worth reading."

MEMORY AS A FACTOR IN SUCCESSFUL SPEAKING

By LEWIS C. TURNER

Director of Adult Education, Akron Public Schools, and President of Akron Toastmasters Club.

As chairman of a college lecture committee, I once had the privilege of visiting with Russell Conwell for about two hours. At this point in my school career I had become much interested in public speaking and took this opportunity to ask him what he considered the most important point in successful speech. He replied that he thought many speakers would profit most by restricting their discussion to three or four main points, using as many pertinent illustrations as needed. He followed this statement with remarks that indicated that he believed the average speaker could not do justice to more than three or four points and that the audience could not remember more than two or three anyway.

Twenty-five years of experience in making speeches and sixteen years of teaching special groups have led me to conclude that memory is a vital problem with the audience and a determining factor in successful speaking. By successful speaking, I mean achieving one's goal of informing, persuading, getting action or entertaining.

Memory is not a great factor in successful speaking because it is necessary to be able to recall exact words in order to do the job well. It is a factor to be reckoned with because the beginner feels that he has to recall the exact words of his speech and in the process of giving all his mental energy to this effort, destroys all chance of having an attractive, effective delivery.

A would-be swimmer obtains no enjoyment from that sport until he learns to let down to the place where he does not use his energy to keep himself afloat but simply to pull himself forward; then, swimming becomes as easy as walking and no more tiring.

An effective speaker learns to think while on his feet, and to meet the challenge of the audience expressed vocally and by facial expression, but he cannot do this if he is trying desperately to recall exact words or the position of these words on a certain page.

My students sometimes say to me when I tell them not to memorize a speech word for word, "What, then, are we to

memorize?" My answer is, "Ideas." What difference does it make what words you use as long as they make clear, convincing, entertaining statements?

The discussion thus far points to another phase of speaking which is basic. I refer to correct speech preparation. The right kind of memory work is of major importance in this correct preparation. Let me describe the usual method of preparation as related to me time after time in class by beginning students. I shall relate it in the first person in order to make it as direct as possible. "I take the subject assigned or one that I choose from a list given by the instructor, and go to the library. The librarian asks for what subject I need the information and supplies me with more material than I can use. I browse through the material and make notes on what I think is interesting. When I have finished I return the books, go home and try to write a speech from the notes."

That, as I see it, is definitely **not** the way to prepare a speech. In the first place the student made a big mistake by going to the library before he had thought out a brief outline for the speech and oriented himself with reference to his personal convictions. If the subject is "The Traffic Problem in Akron," he could at least have organized his thinking to the point where he had this outline—

I. What is wrong with present regulations?

II. The remedy is this:

III. I suggest this action:

If he had made this brief outline, he would have had three major purposes in his reading and in his talking with friends: to gather criticism, suggest a remedy and work out a solution. He would not have **browsed** through books but would have read with a purpose. He would not have wasted hours at home trying to fit his miscellaneous notes to some hazy outline.

You may be saying at this place, "Where does the memory come in?" This is the point I am glad to make. It does not need to come in; it is unnecessary. We assume that the student has constructed the outline and has learned it by thinking about it in relation to his speech.

His speech making then becomes a matter of speaking on the first point as long as he has anything interesting to say. When that is done, he turns to the remedy and does the same thing. When the remedy is completed, he makes his appeal. If this method is followed he does not use all of his mental ability in memory work but devotes it to an intelligent analysis of his problem.

It is not necessary to have an unusual memory in order to be an effective speaker. Its importance is overemphasized and is thus a great deterrent to prospective students.

There are two or three phases of memory of less importance that have not been mentioned but which are worth some discussion. These involve the basic principles of memory that are found in all memory systems; repetition, impression, association. One question

is this: If I have a certain amount of time during the day, say forty-five minutes, that I can use to perfect a speech, how can I best use that time? The answer involves the first principle of repetition. Use fifteen minutes of it in the morning, fifteen at noon and fifteen at night. Our memory track is something like the rut in the road. It is worn deeper by constant use.

Sometimes one has the problem of committing to memory a long lecture of over an hour in length. Here I should point out again that the type of preparation will have much to do with the ease of learning. For three summers I had this problem of memorizing to solve. I was in school work but spent the summer lecturing on Chautauqua. We left for an Eastern city as soon as school closed. Here we spent a week in preparing lectures for delivery. We had to write two lectures during our spare time in school work and generally arrived at the central office with little done toward memorizing them. Some men nearly wore themselves out in trying to accomplish the job in one week. I found this method very practical. If I had ten pages of typed material, I would memorize the paragraph at the top of each page. Then I would read the lecture aloud to myself. After doing this I placed the sheets on the desk and vowed to go all the way through without stopping. This is what happened; I started off well with the first paragraph which I had learned. As I went on the memory of what followed became dim. By the time I reached the bottom of the page, I was in deep water, but I grabbed for the paragraph at the top of the second page and went on. In this way, I struggled through the hour and a quarter lecture in twelve minutes with some continuity. At this place I went out and walked around the block; then I came back, read the lecture aloud and went over it again. This time I consumed twenty minutes in giving it. In two days I had the two lectures well prepared. I should add that I had written the lectures myself. I knew the content fairly well. The method may not work so efficiently unless you write the lecture.

The problem of memory, a major one to many students, will solve itself if you have the right kind of preparation; good delivery is never accomplished until one is free to use his whole effort in that field.

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Deep Sea Fishing

Fishermen who would know the thrill of hooking a real denizen of the deep should arrive at San Diego a day or two before the convention opens. Arrangements have been made for special rates and accommodations for our delegates on the fishing barges. It is a rare opportunity for sport.

For information about vacation attractions and recreational possibilities, write to J. Clark Chamberlain, 600 Electric Bldg., San Diego.

THE TOASTMISTRESS CLUBS

Mrs. Walter F. Hansen, President of International Toastmistress Clubs undertook to give a definition of the word "toastmistress" recently when she presented a charter to the new Toastmistress Club of East Los Angeles. Since the dictionary is quite conservative in its treatment of this word, we give you her interpretation:

"A Toastmistress is a woman who can preside over any kind of group meeting — not just a dinner meeting. She is not merely an introduction specialist nor one who can make a five minute speech. A real Toastmistress is one who can conduct a forum, a discussion, a panel, a conference — one who knows when, where and how to use the various forms of procedure. Speech and leadership cannot be separated. A Toastmistress is not one who makes sweet little talks about the weather, or about the rise and fall of women's skirts, or gives rehashed material from a magazine. When she speaks she really says something. She contributes her opinions and her reasoned judgments, never fails to participate when called on, and never apologizes for her efforts. She expects critical listening and accepts comments gracefully and appreciatively."

The roster of Toastmistress Clubs now includes 3 in Arizona; 15 in California; 1 in Hawaii; 2 in Illinois; 1 in Texas; 3 in Washington; 1 in Wyoming. Several other chapters in these and other states are now on the way. Extension work is under the direction of Mrs. Ernestine F. White, 566 48th Avenue, San Francisco, who is glad to answer all inquiries about establishing chapters.

Preparations for the Second Convention of International Toastmistress Clubs, to be held in Santa Barbara on August 12, 13 and 14, are well under way. Committees are at work on plans and the quality of both entertainment and program are assured. For information about the convention, address the General Chairman, Mrs. Eleanor Craig, 615 Sutton Avenue, Santa Barbara, California.

"Improvement of society begins with the improvement of its individual members." These wise words of Rosseau may be taken as the theme for the convention.

MEN — OR BIRDS

By CLARENCE H. BAILEY, *Seattle Toastmasters Club.*

"The trouble with you birds . . ." — a certain general critic started his criticism with these words. An inelegant expression, perhaps, but nonetheless in some respects apropos.

Many speakers are like birds. When the little bird is in its nest the only time it opens its mouth is when the mother bird is perched on the side ready to drop food into the insatiable maw.

Seemingly many fledgling orators have this same fault. At Toastmasters' meetings the only time they open their mouths is when they are eating. When they get up to speak their lips and tongues become paralyzed. Odd grunts and mumbles come forth instead of clear cut and concise words and syllables.

Following out the bird analogy, there is one thing which makes my pin feathers itch and that is the way over fifty per cent of would be orators pronounce names. For example, "Mr. Toastmaster and fellow Toastmasters, it is my pleasure to introduce Mr. Ugglebub Mumble Spitooey." Or . . . "My name is Mamble Pamble Wamble."

When time allows one says to the guest, "Pardon me, but I didn't catch your name, how do you spell it?"

"It is an easy one," is the reply, "just plain R-o-b-e-r-t S-m-i-t-h."

But it is not enough to pronounce names clearly. Every word and syllable should come out as clean cut as a Thanksgiving turkey's neck.

Doctors have often said they do not know what the tonsils are for. One thing is sure, they are not to be used as vocal chords. Words were never meant to be formed in the back of the throat. The lips and tongue should be used for this purpose.

But it is not enough to enunciate words clearly. Some thought should be given to proper pronunciation. Even in simple words the sound of the letters is important. Polysyllabic words do not make a fine vocabulary. One "jist" for "just" or "becuz" for "because" can make any speech bristling with ten dollar words droop like a brood hen caught in a thunder storm.

Let the speaker speak the right words correctly and clearly and he will be heard with pleasure.

NEIGHBOR GLENN HUMANIZES PARLIAMENTARY PROCEDURE

By CLYDE A. SMITH.

"The Gentleman is out of order!"

His voice rang clearly, definitely as I entered the school auditorium.

The 300 seats were nearly all occupied. The rural sections "Down the valley" were well represented.

My farmer neighbors were in good mettle. It was School Election time — and a holiday.

These men of the soil were no ordinary people. Among them were lawyers whose hair, like the rest of ours, was curling slightly around the collar. Bankers, who by choice had yielded to the call of nature, were there. The Chairman was a Harvard man. Through the windows of his brown, weather beaten face, two eyes gleamed like the "Twin Lamps of Wisdom."

Neighbor Glenn, whose quarter section joined mine, beckoned me to sit beside him. His hair was thinning at the top and greying at the temples. He sat, half a head above those around him, and his kindly smile gave one the feeling of being in the presence of benevolent intelligence.

As I sat down beside him, a stir occurred in the rear of the room. Eyes turned as a swarthy, foreign looking young man arose, and in an angry voice called: "Mr. Chairman, I move that this assembly go on record as being opposed to efficiency and economy in our School System."

The gavel fell with a bang.

"The Gentleman is out of order and will please take his seat."

"I demand a reason" said the swarthy one.

"You shall have two sufficient reasons" said the Chairman. "A minor reason is that, technically, you did not have the floor. The second and more important reason is that your motion is factious and dilatory." He continued with finality: "We shall continue with the regular order of business. Is the Nominating Committee ready to report?"

"Mr. Chairman:"

"The Chair recognizes Mr. Royal."

"Mr. Chairman, the Nominating Committee desires to place

the names of Joe Reed, Sam Kinchler, and Ed Parsons as candidates for School Trustees."

"Are there any other nominations?" The Chairman paused and carefully looked over the room. "There seem to be no further nominations. What is your pleasure?"

"Mr. Chairman" said Mr. Royal as he arose. The Chairman nodded to him. "I move that the nominations be closed and that the Secretary be instructed to cast the unanimous ballot of this assembly for Mr. Reed, Mr. Kinchler and Mr. Parsons."

"I'm sorry" said the Chairman, "but the motion to cast a unanimous ballot is out of order. Do you wish to modify your motion to strike the word 'unanimous'?"

"Yes," answered Mr. Royal.

The Chairman restated the motion as corrected and "I second the motion" was heard.

Upon putting the motion to a vote, a hearty chorus of "Aye" was heard, and two "Noes."

"The motion is carried" announced the Chairman.

By now my head was full of puzzled confusion and what followed escaped me. I turned to neighbor Glenn with a rattle of questions: "What right did the Chairman have to refuse the dark young man's motion? Doesn't anyone have a right to make any motion he wishes? What did he mean by not having the floor? Everyone heard his motion, didn't they? What did they need a Nominating Committee for? Weren't we all capable of making the right kind of nominations? Why was it out of order to move that the Secretary cast a unanimous ballot?"

Crowsfeet began to form at Glenn's temples as he quizzically half smiled. "Tonight after supper" he said as if in a pleasant reverie, "we'll get together and look into this. I'm a little rusty myself."

As I did my chores that evening, I pondered on his answer. He certainly concealed a lot, and revealed nothing more than the impression that beneath that spacious, balding dome "Wisdom lingered where knowledge once had come."

A dozen times I looked out my South window before I saw neighbor Glenn through the dusk as his "seven league" stride carried him up the hill, while a finger of light from his own window seemed to be pointing the way for him.

I opened the door. "By gosh, Clyde, it's getting colder. North-west wind coming up. I believe it'll snow before morning, sure as shootin'" was his hearty greeting.

He stepped inside and took from his bulging jacket pocket an old corn cob pipe, a huge bag of "Corn Pone" smoking tobacco and a small, thumbworn book that was to play an important part in my initiation into the study of Parliamentary procedure that fascinating evening. But that's another story — a story in which I hope to tell how my mental confusion was dissolved in a simple manner by the homely reasoning and native philosophy of Neighbor Glenn.

THE GOVERNOR GETS AROUND

Ernest C. Davis of Portland, Governor of District Number Two, has been giving his district thorough coverage. His report on activities for the past two months reads like a lively travelogue. Here is what he reports:

Friday morning, January 12th, my phone rang with a call from Spokane. It was Lieutenant Governor E. Roy Van Leuven. He had arranged an elaborate banquet in Ephrata, Washington, for the local speakers' club, with the Spokane Toastmasters putting on the program. He wanted me there.

Fortunately, my work was taking me to Seattle that day and I assured Roy that I would travel the more than 400 miles to join him at Spokane on Monday. "But where is Ephrata?" I asked. Came the reply: "It is 130 miles from here, and we think nothing of the trip." The program was to start at 6:15. We left Spokane at 3:45 and reached the Bell Hotel entrance at exactly 5:30. When the meeting was over we returned to Spokane in exactly the same time. Two hundred sixty miles for a Toastmasters meeting! And it was worth every mile of it. Ephrata has a population of less than 1,000 people and more than 200 were seated in the hotel dining room, while the counter of the coffee shop was filled. Representatives were there from Moses Lake, Quincy, Davenport and Wenatchee, and Roy Van Leuven put on a show they will not soon forget.

Before I left Seattle, Roy had written me to cancel my leaving time for Montana because all four clubs in Spokane were holding a joint meeting for me on the next evening, Tuesday, the 16th. This I did. The two Toastmasters Clubs, the Toastmistress Club and the Junior Toastmasters Club were there. This is another meeting I shall never forget, and I am most appreciative to everyone for their kindness to me.

Returning from Montana I again visited the Monday Toastmasters Club at Spokane on February 5th. Next morning I was back in Seattle, taking breakfast with Lieutenant Governor John Jewett, after which I visited by telephone with Director Clarence Bailey and Past President Raymond Huff. That night I visited Seattle Toastmasters Number Five and saw a beautiful ceremony in the installation of new officers. John Jewett and I left the meeting early and hurried over to the Number Two Club's meeting where we really entered into a club's problems. I know these men have the answer to their problem and will soon be right out in front. I am depending on you, Number Two.

On February 14th, the Seattle Club Number Four held its fourth birthday party, and when they have a party it is tops. To all the members of that club, thanks for a wonderful evening. During the meeting one of the guests from Everett said that his club will soon be holding their birthday party. Don't forget my address.

Returning to Portland for a brief interval, I left again on February 18th, headed for Twin Falls, Idaho. On Monday night, the 19th,

there came into being another member of Toastmasters International. Here is a group of men who take their work seriously. They are in it to get out of Toastmasters everything it has offer. By their own initiative they were advanced beyond the average club of long standing. It was a genuine pleasure to present a charter to this club which is certain to develop into a valuable part of the community. Their president, Gerald Wallace, has done good work in getting them established on a firm footing. My congratulations to him and my thanks to the entire club for the wonderful reception they gave me.

Next, over to Boise for Tuesday night. Here is undoubtedly one of the finest clubs in our movement. They are serious, capable, dependable, always willing to render aid as a part of the very inner workings of their community. Their membership is of the highest type. Thornton Wyman, the president, is doing excellent work, and Secretary Robert Miller would almost commit murder rather than miss a meeting. And my thanks to all of you for the excellent reserved seat for the world premier of "Northwest Passage."

I had two hours to spend in Baker, Oregon. The officers of the club met me for conference on club problems. Here is an example of what official visitation can do. My first visit seemed to help, and the second one even more. This club feels itself a part of us now, enjoying the things they have always wanted but were unable to have while we neglected them on account of their distance.

On the same day, Wednesday, the 21st, I visited the Walla Walla club. It is always a pleasure to meet them. Financially sound, with good programs, excellent personnel, fine discipline and able critics, all things point to continuing success in this club. Next day I moved over to Pendleton, Oregon, to usher in another new member of our growing fellowship. Lowell Stockman, their president, did himself proud that night. Many of us could take a lesson from the snappy routine of the program. Months ago I sat with the first interested group in Pendleton and have kept in close touch with them since, and to have the honor of presenting their charter was an honor indeed.

On February 8th, I drove over to Hillsboro, Oregon, to meet with a group of men interested in establishing Toastmasters in their city. At that time they elected their officers. On the 17th, Alfred Amacher, one of the members, phoned me to get the application papers to them at once, so we shall soon have another new member club, the Hillsboro Tostmasters.

As I close this report a letter comes from Roy Van Leuven telling me that I just have to be in Spokane next month to speak before the Chamber of Commerce, which is having "Toastmasters Day." I consider this a high tribute to Toastmasters International. And Roy has half a dozen new clubs taking shape in his jurisdiction from which we shall be having charter applications before long.

You may look for the Northwest to be at San Diego in large and enthusiastic delegations for the convention.

The Toastmaster

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OUR

PURPOSE

"To think clearly; to speak convincingly; to listen tolerantly; to consider honestly." Do these words express in any adequate way your conception of the purpose of the Toastmasters Club in promoting better speech? Can you phrase the thought better? Does it say enough, or too much? The statement here given was formulated by one of the editors of the TOASTMASTER Magazine in an attempt to condense into a few words our fundamental aims. You are invited to try it in your own words.

A GOOD WORD

There is a tendency on the part of many of our members to invent and use a made-up word "toastmastering." This is questionable practice. Let's avoid it in our speech. The general term "Toastmasters" when applied to our movement and its work would seem sufficient to cover all requirements. Instead of saying "I have found great help in 'toastmastering'" let's say "I have found great help in Toastmasters." Our organization has put a wealth of new meaning into the word, but there is no danger of overloading it at present. Remember that we started as a club, grew into an organization, and may now claim to have become a movement. In each case the correct word has been "Toastmasters." It was the Toastmasters Club, then the Toastmasters organization, and now it has become the Toastmasters Movement. We have used the word in a distinctive fashion, so let us continue to give it distinction.

CORRECT SPEECH

The correct use of good words is one mark of a gentleman. And correct speech is not beyond the reach of any man of ordinary education. The trouble is that few of us do as well as we know how to do. Our errors in speech are mostly the result of carelessness in grammatical constructions, in enunciation and in pronunciation. What most of us need is not more training, but more practice of what we

already know. Instead of enrolling in classes to learn speech, or investing in books or magazines for the same purpose, what we need is to review the good old rules of grammar which we learned in school days, and to use them. Every Toastmaster should have at hand a copy of some good school grammar and a good, up-to-date dictionary. These should be used for reference on every occasion. Their instructions should be followed. This plan will help any intelligent person to become a master of good English.

STOP THE GRUNTS

Older members of Toastmasters Clubs can remember the campaign we waged years ago to eliminate the "grunts," the "ah-h-h's," the unnecessary syllables from our speech. Many a man learned to get along without the "ur-r-r's" to his own advantage and the satisfaction of his hearers. The time has come for a new emphasis on this point. Many new members and some old ones are falling into the "grunt" habit again. It is a silly habit, and one which can be cured by a reasonable amount of care. Let all Toastmasters cooperate to correct this error and to promote clear-cut, well enunciated speech.

USING NOTES

If you need notes when you speak, use them without hesitation or apology, but use them right. If notes are written or typed on small cards which can be held in the palm of the hand, they can be used without bothering anyone. If they are laid on the table, so that the speaker is continually looking down at them and spoiling his eye contact, they are bad. If written on large sheets of paper which are waved about by the speaker, the notes become a nuisance. The question is not whether notes may be used or not, but rather, how to get them properly used so that they will not interfere with the speech.

GET TO THE POINT

If a speech has no definite purpose, it is not worth delivering. The speaker must know his purpose and how he is going to achieve it. Then he is ready to speak with force and sincerity, and his audience will listen. No speech is complete if it lacks the "so what?" as Dr. Richard Borden has so aptly called it. Before you start preparing delivery on your next speech, force yourself to write the specific purpose of the speech in one sentence. Then build the speech to accomplish that specific purpose, and you will get results.

DOLLAR A NIGHT

By HARRY W. MATTISON, *Minneapolis, Governor of District Six*

Come times in the career of every Toastmaster when he will try to estimate the value of his membership in dollars and cents; when he will try to determine the intrinsic worth of his experience; when he wishes to justify his expenditure in due, in time, and in effort; when his wife, friends or associates challenge the whole scheme in general and the "drain" upon him in particular!

On such occasions let every Toastmaster (or prospect) think it out in terms of returns. See whether he really gets his money's worth after all!

On the average, a session at a professional speech class will cost the enrollee one dollar, perhaps more. He gets organized class instruction, of course, and very likely his full return for both time and money spent — but in any case it will cost him a dollar. The instructor and the class will criticize him, and he may be bored by a re-hashing of things he already knows, and by the interminable speeches of the others.

In Toastmasters it is different. The cost is only a few cents per session. The speeches are few and the criticism is the honest reaction of the audience itself, — something which cannot be obtained at any price in a speech class, or in any ordinary meeting.

Basically, then, I venture within the portals of a Toastmasters gathering with the avowed and deliberate intention of getting my dollar's worth out of it in one way or another. If I am a speaker, it is easy. It is worth a dollar of any sincere man's money to have the opportunity to present his views to an impartial audience, no matter what the subject may be, — and to get the benefit of the critics' remarks (audience reaction). But quite apart from all of that, the sheer satisfaction of contributing something to the success of the meeting, to the pleasure and distinction of the Toastmaster, is worth a dollar.

If I am a critic, I can easily get a dollar's worth of good out of the practice of listening analytically, for here I must listen, analyze, correct, evaluate, compare and condense the whole of my observation into a gem of a two-minute speech. What a magnificent developer! How more alert I must be, and how long I shall remember it than when the words are poured into my ears by an instructor.

If I am the general critic, all the more opportunity to improve my capabilities, for now I observe and criticize the critics, too. My dollar's worth? You bet!

If I am the Toastmaster, I am learning better to do the little daily things in life such as presiding at a luncheon gathering, or dinner at home, or just as plain host to a group of friends in the living room. I am learning to be collected and composed in the face of usual and unusual situations. I am progressing in the very art of living.

If I am not otherwise on the program, perhaps I shall be called upon for a two-minute trigger talk. In any case, there is the table topic, and I am prepared to rise to the occasion and say something constructive, or at least relate a refreshing anecdote.

Should all of these fail, I am everlastingly prepared with some report, suggestion, or remark, — something that *must* be said to the group. They may want to crucify me for it, but I must say it, for I am determined to get my dollar's worth out of this evening.

* * * * *

If I have passed too lightly over the speaker-critic phase of Toastmastering, let me add a thought here. The world will never know how many hot tempers have been subdued and brought into control by the simple development of learning gracefully and gratefully to *accept* criticism; nor how many executives have been built up by having been trained to *give* criticism without "bawling a man out." I declare that in this field alone my very personal gain has been substantially in excess of the quota: Dollar a Night.

* * * * *

No matter how I figure it, I am compelled to accept the minimum value of one dollar per attendance at Toastmasters. Multiply this by the number of times I attend per year, subtract the nominal dues, and I have an imposing remainder or profit approaching fifty-two dollars in a year. Can you beat it?

★

A Business Arrangement

The attorney explained to his client: "I charge five dollars for advising you as to just what the law permits you to do. For giving you advice as to the way you can safely do what the law forbids, my minimum fee is one hundred dollars."

A SOUND INVESTMENT

By ASH CHAMBERLAIN, *President San Diego Toastmasters Club.*

When contemplating an investment we should carefully analyze the proposition. Does it appear sound? What return may we reasonably expect?

Many of us are contemplating the trip to the TMI convention at San Diego next July. Attendance at the convention will require an investment of time and money. Let us consider this proposition from three angles.

Recreation

At a convention we expect to be entertained by seeing interesting things, meeting interesting people, and enjoying good fellowship.

With the largest naval base in the United States, situated on a bay more beautiful than Naples; blue skies almost filled at times with aircraft of every description; beautiful Balboa Park with its famous zoo, forests of trees and tropical plants; Palomar Mountain, the home of the world's largest telescope; Old Mexico, the land of *mañana*; deep sea fishing at its best; with these and hundreds of other worth while attractions it is not a question of "What is there to see and do?" but "How much will time permit me to see and do?"

You will meet and become better acquainted with the founder of the first Toastmasters club; some of the men who started, fought for and nursed TMI through its early existence; and many of the men who are actively engaged in keeping Toastmasters abreast the need for such an organization today. A gathering of Toastmasters is a guarantee of good fellowship.

Education

The convention at San Diego will be the focal point for the experiences and ideas of the members of more than 150 clubs. There will be addresses, committee reports, panel discussions and remarks from the floor which will be a help to you in solving the problems confronting your club. Has your club considered the value of speech recording? Does every member in your club take some part in every meeting? Do you have a full membership and a waiting list? Do you sponsor Junior clubs? You will hear all these and many more questions of vital interest discussed at San Diego.

Inspiration

No one would want to attend a TMI convention if he couldn't have fun; no serious minded man would want to attend if he couldn't take home some constructive ideas; but that intangible something which maintains our enthusiasm, sustains our efforts and beckons us on to higher attainment is inspiration. If you have attended a former TMI convention we won't need to discuss the subject. If you have never attended you have something to look forward to. Ask the men who trekked across the desert to Tucson or those who crossed the continent or the Pacific to San Jose.

The dividends in enjoyment, enlightenment and inspiration you will receive from your trip to San Diego in July will be limited only by your receptivity. If you are seeking a sound investment you will certainly find it in attending the 1940 convention of Toastmasters at San Diego, July 24, 25, 26 and 27.



THE CLUB OF THE YEAR

GORDON R. HOWARD

All club secretaries have received instruction sheets concerning the "Club of the Year" competition. If any secretary has lost his copy, he can secure another by writing to Secretary Ralph C. Smedley for it.

Report blanks will be ready by May 1st, and at that time all clubs desiring to be counted in the competition may receive them. The reports must be sent in by June 1st.

Every club should be interested in seeing how it ranks on a competitive basis with the other clubs. All clubs have an equal chance, for the judging will be done on a percentage basis. It is to be hoped that many clubs will check themselves up on the contest points, and that they will not only send in their entry blanks, but that they will direct their activities to the end that their entry may win honors for them.

If there are points on which you need further information, write to me, addressing Gordon R. Howard, 3906 Gage Avenue, Bell, California.

NEWS OF THE CLUBS

The Beverly Hills Toastmasters, fearing that Treasurer Hobba might find out and levy an excess profits assessment against them, have found a way to whittle down a large treasury balance and at the same time enable the members and their wives to become better acquainted. The group celebrated Washington's Birthday at a dinner dance at the Del Mar Beach Club, Bill Forrer writing the check. Experience in the T.M. club has made many of these men feel at home in important offices in local Rotary, Lions and Optimists clubs.

The Anaheim Toastmasters met jointly with the Fullerton Club for a number of months but now with an increased membership are holding programs in Anaheim on the second and fourth Tuesdays of each month. Such an arrangement might be a sensible solution of the membership problem in certain other small communities.

The Aberdeen (Washington) Club has adopted a number of suggestions brought back from the San Jose Convention by its delegate, F. B. Richardson, one being that of having each new member make his first talk about himself. Harry Kelsey of this club has perfected a new electric timing device with red and green lights, and has offered to give anyone interested the specifications.

Many clubs could profit by following the practice of the Cincinnati Pioneer Toastmasters in sending various community organizations a mimeographed pamphlet listing the names and occupations of seasoned toastmasters and selected subjects they have successfully spoken on at the club. At a recent meeting this Ohio club varied its program by asking one speaker to read his speech, the next to speak from notes and another to speak without notes. At various meetings clergymen, professors of speech, and other well known speakers have been brought as guests and invited to criticize the toastmasters with highly beneficial results accruing from their professional criticism.

Our Canadian brethren in the Victoria Club are "right on their toes" again. On December 20th they sponsored a Y.M.C.A. Xmas banquet to a house of about seventy-five people including directors, the staff and residents of the Y.M.C.A. Seasoned toasts and renditions by vocalists and instrumentalists featured the program. Such an opportunity to speak to large groups is needed by every Toastmasters Club.

At another meeting — "Radio Night" — a microphone and transmitter were set up in an adjoining room, the listeners in the club room expecting the loud speaker to emit anything from the familiar "Listen To It Fizz" to the politician's "My Friends." Not only was the experiment highly enjoyable but it afforded the speakers an opportunity to prepare radio speeches which require exactitude in wording and to receive the reaction of listeners as to tone quality, voice emphasis, and general interest achieved without recourse to the eye effect that is created by the speaker's presence.

The Toastmasters of La Mesa and El Cajon on January 30 spent

a highly profitable evening debating the question: Resolved, That The California Reemployment Plan Would Reduce Farm Surpluses and Alleviate unemployment. Seven affirmative and seven negative speakers were allotted three minutes each. Judge Robert Burch gave the decision and former T.M.I. President Wm. A. Dunlap, surprise guest of the evening, acted as general critic.

Imagine a man at the Pasadena Toastmasters Club making his maiden speech with knees knocking and voice quivering. A doctor is present to convince him something must be wrong with him, a lawyer to tear his argument to shreds, two dentists to force his mouth open, a chiropractor to persuade him he has nervous disorders, and an undertaker to dispose of him if scared to death. Boys, all you need now is a New Deal politician to assure him he is ill clad, poorly fed and under-privileged.

Congratulations, Lincoln-Douglas Club of Springfield, Illinois, for systematic choosing of subjects weeks in advance. Many a poor speech is due to delay until the last minute in selecting a subject.

The Waterloo Toastmasters, in their weekly mimeographed bulletin sent to members, have an honor roll for perfect attendance as well as "dog house" list. The sheet is replete with inspirational thoughts for toastmasters. A commendable practice of this club is the reviewing of "Tips to Toastmasters" by a speaker, followed by general discussion.

From the Danville, Ill., Toastmasters comes a plan for fitting an evening's program into a general theme. To quote two examples:

Feb. 12—Favorites

My Favorite Radio Program
My Favorite Book
My Favorite Actress
My Favorite Friend

Feb. 19—Philosophy

Yogoism
Stoicism
Spiritualism
Eddy-ism

The Minneapolis Club, declares Mr. R. N. Kindwall, is definitely out after the "Best Club of the Year" prize. Both the Toastmasters and Toastmistresses Clubs were on the air February 4 publicizing the aims and purposes of the movement. Do not be surprised to hear of a third T.M. Club in Minneapolis soon and also a Junior Club and another Toastmistress Club. The "Gavelier" published regularly by the Minneapolis Toastmasters is a breezy and inspirational paper.

The Russell H. Conwell Toastmasters Club of the same city is making a determined drive to enlarge its membership. (Bringing in guests of high standing in the community and greeting them with carefully prepared programs would work wonders in many of our clubs.) We wish you luck, boys.

Watsonville, California, Toastmasters went on the air with a complete meeting broadcast over KHUB on February 22nd. It was a good program and an excellent experience for the members.

Long Bach Gavel Club Toastmasters outdid themselves with their mid-winter party for the ladies, held in the main dining room of the

Hotel Robinson, with 60 men and women present. Sheldon Hayden served as guest critic for the contest speakers, and Robert T. Tyo, vocalist, won much applause by his clever songs. The contest to select the club's representative in the Area Contest was won by James Moore, a veteran Toastmaster, with Kepas Kinsman placing second and Roy Webb third.

Many of our clubs have become air-minded, with good results. Quincy, Illinois, enjoyed an evening by Jack Sexton, dramatic critic of local station WTAD, as one of a series of guest critics brought in to give variety to the comments.

This club has been speaking for the Community Chest, the Junior Chamber of Commerce, "Forward in Forty Movement," the Park District and other good causes.

In Imperial Valley, California, the Toastmasters Clubs are doing a fine community service in a series of radio broadcasts devoted to the discussion of local problems and interests. The three clubs, Cactus Gavel Toastmasters and Laconian Toastmasters of El Centro, and the Holtville Toastmasters, are taking turns in this work, with a growing audience and increasing interest.

Toastmasters of Columbus, Indiana, have been experimenting with voice recordings with good results. A new combination phonograph, radio, public address system and recording machine is being manufactured under the name "Recordio" which has been found most useful in club recordings.

Dana Chapter of Toastmasters, at San Juan Capistrano, California, held its local speech contest at a joint meeting with the Rotary Club on February 12th. With the ladies and the Rotarians present there was a splendid audience to enjoy a program of notable speeches, with a dance following the formal meeting.

Southgate, California, Toastmasters worked out a new form for use by the judges in grading the speech contest which is attracting widespread attention because of its excellence. This club is making plans for an unusual installation of officers early in April.

The Santa Barbara Club, among others, has decided to enforce the famous section 9 of Article I of our By-Laws on the theory that if the Club is worth attending at all, it is worth attending regularly, and that membership in "Toastmasters" should indeed be regarded as a privilege. The evening of January 3 was devoted to a frank discussion by the entire membership on ways and means of improving the club — an excellent way to start the year. To quote President Tom Ralph, "As an example of self-analysis by a group of men, it will stand out in my memory as an all-time high."

Club No. 58, in the typical Hollywood tradition, is issuing a spicy but business like weekly bulletin. Friendly personal remarks in the obituaries of last week's performers, the super box-office possibilities of this week's verbal gladiators, and a warning to next weekers to gird for the fray, characterize the sheet.

The Fresno Toastmasters are now broadcasting from 6:30 to 6:45 p.m. every Tuesday for 17 weeks over station KARN a program called "Stories of the San Joaquin." Each evening two speakers deal with phases of a subject of especial interest to central California listeners. Our guess is that Fresno will have a new type of membership problem with prospects clamoring to join.

The Quaker Towne Club at Whittier reports a full membership and a waiting list. Recently the club gave programs before the Whittier American Legion and the Pico American Legion.

E. Roy Van Leuven of Spokane, Washington, Lieut. Governor of Area 4 in that state, informs us that several new clubs can be expected in Northeast Washington soon. Member clubs in T.M.I. are staging regular programs for commercial clubs, chambers of commerce and other organizations in prospective neighboring cities. Declares Mr. Van Leuven, "We are really putting Toastmasters International on the way."

Huntington Park Number One Toastmasters Club is now making the newspapers with accounts of activities. Good work deserves good publicity.

On February 13 the Los Angeles Downtown Club gave an excellent account of itself in a regular program for a "Ladies Night" Valentine Party at the L. A. Athletic Club followed by dancing at the Biltmore Bowl. This group is embarking on a newspaper publicity program based on the belief that the presence of a prominent guest speaker in itself makes news that the big metropolitan papers will really accept.

Guy S. Allison, of Glendale Toastmasters Number One, writes the account of a remarkable five-way speech contest which was conducted during February. The clubs participating were Glendale Number One, Glendale Jewel City, Griffith Park, Hollywood and Huntington Park Number One. Each selected five speakers to compete in five meetings, and there was a great exhibition of really high-powered speech. Notable publicity was given the work by the newspapers. The Glendale News-Press of February 19th gave a front page banner headline to the contest, with a five-column spread of pictures and story about it. All these clubs which participated are on their toes, with rosters filled and other men waiting a chance to get in.

At Baker, Oregon, an unusual program was staged on February 12th, when the Club observed its fourth birthday with a meeting in the ballroom of the Baker Hotel, honoring five of the members who were married within the last eight months. The ladies were there. "The turnstile clicked 57 times," writes Secretary J. E. Durr, "and all seemed to enjoy the event. Even while we honored the five newly weds, we made them pay, as they were the speakers on the program. But as compensation, we presented a small gift to each bride at the conclusion of the program."

THE RECORD OF GROWTH

During the past three months we have gone on to a total of 157 charters issued. The list is like this:

- 147 The "Pegasus" Toastmasters Club of Los Angeles, being the second chapter organized among the employees of the General Petroleum Company.
- 148 Tulsa, Oklahoma, a chapter organized through the good work of Vergil Edwards, of Minneapolis Toastmasters. The club has a large proportion of oil men in its membership, but reaches out into other lines of business as well.
- 149 Twin Falls, Idaho takes the second charter issued in that state. The club at Boise has waited for more than three years for a neighbor to move in, and Twin Falls Toastmasters promise to be genuinely good neighbors from the start.
- 150 Santa Cruz, California Toastmasters Club has been sponsored by the club at Watsonville, assisted by Roy A. Hohberger, chairman of our committee on programs. It starts off under favorable auspices. Include Santa Cruz on your itinerary when you come to the San Diego convention.
- 151 The Toastmasters Club of Akron, Ohio owes its existence to the good work of Lewis C. Turner, assistant to the Superintendent of Schools in Akron, and director of adult education in the schools of that city. Himself an experienced teacher of speech, Mr. Turner found in our movement just what was needed for the continuation of work by his students, and a splendid chapter results.
- 152 Two years ago, a club was established at El Centro, California, promoted by Malcolm Macurda, who had been thoroughly trained in Toastmasters technique while a resident of Santa Ana. Now comes a second club in El Centro, taking the name "Laconian" Toastmasters, and promising to rival its sponsor club in enthusiasm and achievement.
- 153 Holtville is another city in the great Imperial Valley of California. Located just a few miles from El Centro, Holtville now has its own Toastmasters Club, which is working with El Centro Toastmasters to promote chapters in Calexico and Brawley. Everything else grows faster and bigger in the Imperial Valley, so Toastmasters may follow suit.
- 154 Pendleton, Oregon, Toastmasters Club has grown out of the good work being done in the Second District under the leadership of District Governor Davis. This club starts with a membership made up of leading men who will be better leaders when they have gained experience in the club.
- 155 To Palm Springs, California, went Morris F. Richardson, formerly a member of the Ventura Toastmasters Club. When he told the progressive people of Palm Springs about our work they demanded organization, and today, in that beauty spot of the

desert, a strong club is at work, with Richardson serving ably as its president.

- 156 Englewood, Illinois, is a suburb of Chicago. Its chapter of Toastmasters in the Englewood Y.M.C.A. was organized through correspondence and is proving itself a useful activity for the Y members. This is our second chapter in the "Windy City." More will follow.
- 157 Visalia is one of the beautiful cities of California's great San Joaquin Valley. It had the aid of Reedley and Fresno in establishing a Toastmasters Club which bids fair to be one of our best. Already there are stirrings of interest in near-by Tulare, and in Lindsay and Delano, where clubs will soon come into being. Visalia is the gateway to The Sequoia National Park, as Fresno is to Yosemite. Each should be a point of interest for travelers coming to the convention at San Diego in July.

★

Forrest B. Richardson of Aberdeen Toastmasters Club, twice winner in the District Speech Contest, was elected to the city council of Aberdeen at the last election by an overwhelming majority. He gives full credit for his success to the training he has received in the Toastmasters Club.

Cincinnati Toastmasters gave good aid in the chartering of the new club at Akron, Ohio. A delegation braved unfavorable weather to make the trip and carry words of welcome to their new neighbors.

Danville Toastmasters ably assisted Past Director Roy T. Burns of Springfield, Illinois, in chartering the new chapter at the Englewood Y.M.C.A. in Chicago. Several new clubs in Illinois are in prospect, with the hope of establishing a district in that state before long.

★

Entertainment at San Diego

Toastmasters and their families who come for the convention will find a warm welcome and elaborate provisions for entertainment awaiting them. Deep sea fishing, inspection of military and naval establishments, excursions to old Mexico and other points of interest, parks, theaters, social events of all sorts are among the plans being made by the Conventinon Committee. It is a rare chance to combine a wonderful vacation with attendance at a truly great Convention.

THE WAR AND RETAIL CREDIT

By LEONARD W. COX, *Victoria, B. C., Toastmasters Club.*

The outbreak of war has created new problems in the field of retail credit which the credit executive must face with courage, backed by the application of intelligent credit control methods. And in seeking a solution to those problems it is only natural that we should turn back to a study of a similar situation which faced business just a quarter of a century ago — the World War.

In that war, Canada had under arms about half a million men and women. The population at that time was around eight million. So it can be said, with some degree of accuracy, that one out of every eight adult persons was engaged in some form of military service.

This had the effect of calling back into industry men who had retired years before. In addition to this, women played an increasingly important part in our national economy.

Industrial plants changed from a peace to a wartime basis and stepped up production. With the centralization of industry, and the closing of many plants not engaged in essential wartime production, which in turn created unemployment among the workers, there was a tendency for thousands of people to leave their home communities, thus creating a serious problem for many credit departments.

Various moratoriums came into effect, having for their object the relief of debtors engaged in military service. Debts could not be collected by legal process. Contracts entered into prior to the man's enlistment were not enforceable until after peace was declared. Retailers were forced to carry large sums in accounts receivable, with a consequent loss of working capital which, in many cases, forced them eventually into bankruptcy.

With the establishment of conscription, retail stores were reluctant to open charge accounts for that class of customer who might be liable for military service. There was a tendency to tighten up on credits. We find that cash sales formed a larger part of the total sales volume, and, generally, retail store profits were well maintained.

The present situation presents a somewhat different picture. Although the war is now almost six months old, no great dislocation of industry has been occasioned by the calling up of large numbers of men to the colors. Whereas at the outbreak of the last war recruiting offices were besieged by crowds of men wishing to join the armed forces, recruiting at the present time is being voluntarily controlled and, in some cases, discontinued entirely.

It becomes evident that Canada's part in this conflict will be mainly the responsibility for furnishing the materials required for the prosecution of the war. This means that industry will be greatly stimulated. Skilled mechanics in all branches of wartime industry will command high wages. As in the last war, women will play an important part in our industrial life. The family income will, in many cases, be increased, and the opportunities for the retailer to increase his sales volume will be multiplied thereby.

The objective before the credit executive at all times is to secure an increase in sales volume, to keep the assets in a liquid condition, which in turn furnishes ample working capital for the operation of the business, resulting in an increase in net profits. With this objective in view the wise credit man will seek to adjust his business to conform with the new conditions, basing his judgment upon the lessons of the past.

He will give new applications for credit more than ordinary consideration. The prospects of increased sales volume will tempt many retailers to neglect the ordinary safeguards when considering the credit risk involved. It is an old maxim that "bad debts are made in good times." Special attention should be paid to the setting of credit limits. Where a customer's income has not been increased, it should be realized that, with a general rise in the cost of living, more of the income may have to be used for necessities. Keep this in mind when accepting applications for credit in what may be termed the non-essential or luxury lines.

He will discourage long terms. We have seen during the past few years installment terms extended to absurd lengths. It became a matter of competition in terms. In many cases no down-payment was required and terms extended sometimes beyond the life of the merchandise. Many times the right to re-possession, when exercised, resulted in a loss to the firm which could not be recovered from the debtor. We cannot tell what the future has in store for retailers. To that end it should be our endeavor to keep our assets in a liquid condition.

He will follow his collections with more persistence. So many of us, when our sales volume is mounting rapidly, overlook this most important part of our work, that of collecting according to the terms of sale. Big sales do not always spell success — it requires profits. And profits on paper or in your accounts receivable are not real. They must be converted into cash. The wise credit man does not overlook the importance of a closer supervision of accounts with a more persistent collection follow-up.

And so, in summing up the situation which faces us, and considering its effect on retail credit, it is well to emphasize that the fundamentals of sound credit-granting have not changed. Those of us who are pursuing a sound credit policy need not be unduly alarmed. But we must be "eternally vigilant" in the matter of opening new charge accounts, in the supervision of accounts receivable and in the matter of an efficient and prompt collection procedure. As the war progresses, upon the credit executive will fall more and more the responsibility for the building up of a profitable retail credit business. And that responsibility, cheerfully accepted, and efficiently handled, must inevitably result in profit not only to his employer but to himself as well.

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Deputy Governor, Chas. B. McAllister, Luhrs Tower
68. Phoenix, Ocotillo Chapter—Tuesday, 6:15 P.M., Y.M.C.A.
Secretary, Sam R. Burford, 1313 West McDowell St.
Deputy Governor, W. T. Wishart, 917 W. Willetta
103. Phoenix, Palo Verde Chapter—Thursday, 6:15 P.M., Y.M.C.A.
Secretary, George F. Soule, 56 Mitchell Drive,
Deputy Governor, Dr. Kenneth Peterson, 1329 North 2nd Street
104. Prescott—Wednesday, 6:15 P.M., Hassayampa Hotel
Secretary, Perry Shook, 526 Pleasant Avenue, Prescott
Deputy Governor, J. C. Nave, Box 188
74. Tucson, Old Pueblo Chapter—Saturday, 12:45 P.M., Pioneer Hotel
Secretary, Albert W. Gibson, Box 990
Deputy Governor, H. P. Ratcliffe, Post Office
16. Tucson, Sahuaro Chapter—Tuesday Noon, Pioneer Hotel
Secretary, G. Benner Kelly, 45 East Broadway
Deputy Governor, Dr. T. D. Fridena, 920 N. Sixth Avenue
32. Tucson Toastmasters—Thursday, 7:45 P.M., Y.M.C.A.
Secretary, Harrie B. Stewart, Box 481, University Station
Deputy Governor, Arthur Softley, 3231 North First Avenue

CALIFORNIA

34. Alhambra—Thursday, 6:30 P.M., Elks' Club
Secretary, L. V. Prante, 347 Teresa, San Gabriel
Deputy Governor, Ralph Kiser, 722 Bradshaw St., Los Angeles
2. Anaheim—2nd and 4th Tuesday, 6:30 P.M., Marigold Cafe
Secretary, Walter F. Taylor, 609 S Dickel
Deputy Governor, G. Millard Parks, 227 North Emily Street
115. Arcadia—Monday, 6:15 P.M., Masonic Temple.
Secretary, Robert L. Walker, 20 Bonita Street, Apt. 5
Deputy Governor, Hoyt R. Curtis, 319 Hoyt Ave., El Monte
69. Azusa—Wednesday, 6:30 P.M., Dick's Cafe
Secretary, V. G. Stanfield, Y.M.C.A.
Deputy Governor, H. S. Jackson, 630 Soldano
124. Bell, "Industrial Toastmasters."—Wednesday, 7:00 P.M., Grotto Cafe
Secretary, L. F. Brown, 6230 Fishburn, Bell
Deputy Governor, Walter Meyer, 6423 Gifford, Bell
43. Beverly Hills—Wednesday, 6:30 P.M., Albert Sheetz Beverly Cafe
Secretary, Vern Cadieux, 820 Princeton St., Santa Monica
Deputy Governor, Frank B. Goodspeed, 9039 Ashcroft Ave., Beverly Hills
46. Burlingame—Wednesday, 6:00 P.M., The Town House
Secretary, Howard Thirkell, 454 Chatham Road
Deputy Governor, William Brown, 40 Stanley Road
139. Catalina Island Toastmasters Club, 2nd and 4th Wednesdays, 6:30 P.M.,
Country Club
Secretary, William Heiss, care S. C. I. Co., Avalon
Deputy Governor, Judge Ernest Windle, Catalina Islander
132. Corona—Wednesday, 6:15 P.M., Corona High School Cafeteria
Secretary, A. E. Gale, 715 Victoria Ave.
Deputy Governor, George E. Stanley, 114 West 11th
9. Coronado—Wednesday, 6:30 P.M., La Avenida Cafe
Secretary, Bertrand Chombeau, 455 Alameda Boulevard
Deputy Governor, John P. Purcell, 812 H Avenue
76. Covina—Tuesday, 6:00 P.M., Longworth's Cafe
Secretary, Jesse C. Hood, 440 E. Puente St.
Deputy Governor, Donald Spencer, 827 E. Bonita Ave.
109. Eagle Rock—Wednesday, 6:30 P.M., Martha Washington Tea Room
Secretary, Jack Frost, 7288 No. Figueroa
Deputy Governor, Walter Dorrance, 5128 Argus

120. El Centro—Monday, 6:15 P.M., California Hotel
Secretary, Allen Bailey, Box 993
Deputy Governor, Harry Burton, 6th and Len Rey Streets
152. El Centro No. 2—Tuesdays, 6:15 P.M., California Hotel
Secretary, Robert G. Rayburn, 749 Wensley Ave.
135. Fresno, Sierra Chapter—Monday, 6:00 P.M., Commercial Club
Secretary, R. H. Mumm, 1455 Van Ness
Deputy Governor, M. J. Lowell, 2100 Tulare St.
37. Fullerton—Monday, 6:30 P.M., Kibel's Cafe, 108 S. Spadra
Secretary, Homer Bemis, 124 W. Wilshire
Deputy Governor, Hiram E. Smith, 1404 W. Commonwealth
8. Glendale No. 1—Tuesday, 6:15 P.M., Sunshine Corner
Secretary, Chester Bryan, 2111 Glen Ivy Drive
Deputy Governor, O. B. Werner, 1129 E. Orange Grove
29. Glendale "Jewel City"—Thursday, 6:15 P.M., Sunshine Corner
Secretary, George Buffington, 111 East Broadway
Deputy Governor, Harold H. Dixon, 125 W. Chestnut St.
125. Glendale "Griffith Park" Toastmasters—Tuesday, 6:30 P.M., Sunshine Corner
Secretary, Leo J. Krier, 730 Ruberto Ave.
Deputy Governor, McDonald Curtis, 615 N. Lafayette Place, Los Angeles
70. Gonzales "Y.M.C.A. Toastmasters"—Tuesday, 6:45 P.M., Alpine Lodge
Secretary, Anthony W. Amaya
Deputy Governor, Richard Force
58. Hollywood—Tuesday, 6:15 P.M., La Gourmet Cafe, 6524 Sunset Blvd., Hollywood
Secretary, Arthur D. Lafferty, 2585 Providencia Ave., Burbank
Deputy Governor, G. E. Ellingson, 4074 Farmdale Avenue, North Hollywood
153. Holtville—Monday, 6:15 P.M., High School Cafeteria
Secretary, M. G. Meek, Box 268
116. Huntington Beach—2nd and 4th Tuesdays, 6:15 P.M., Golden Bear Cafe
Secretary, Jack Renfro, R. D. 1, Box 590
Deputy Governor, Clive L. Adams, 514 California Ave.
14. Huntington Park No. 1—Wednesday, 6:15 P.M., Cole's Cafeteria
Secretary, Gordon Esterly, 8128 San Carlos, South Gate
Deputy Governor, William Roberts, 2735 Independence Ave., South Gate
18. Huntington Park "Progressive"—Tuesday, 6:15 P.M., Cole's Cafeteria
Secretary, Perlle M. Phinney, 6914 Bear Ave., Bell
Deputy Governor, A. J. Schrepfer, 4129 E. 56th St., Maywood
114. Inglewood—Tuesday, 6:30 P.M. Potrero Country Club
Secretary, Raymond A. Walter, 1278 Browning Blvd., Los Angeles
Deputy Governor, C. O. Phillips, Bank of America
106. King City—Tuesday, 6:15 P.M., El Camino Hotel
Secretary, J. G. Holtorf
Deputy Governor, Dr. G. A. Starbird
62. Laguna Beach—Monday, 6:30 P.M., "Garden of the Gourd"
Secretary, Sam Durand, 622 Ramona St.
Deputy Governor, Maurice Van Dyke, 1496 Santa Cruz St.
22. La Jolla—Alternate Thursdays, 6:30 P.M., Spindrift Inn
Secretary, Joe L. Richardson, 408 Commonwealth Bldg., San Diego
Deputy Governor, T. A. Parker, Jr., 1142 Virginia Way
126. La Mesa and El Cajon, "Mt. Helix"—Tuesday, 6:30 P.M., Alternate La Mesa
and El Cajon.
Secretary, E. Lloyd Ellis, care La Mesa Scout
Deputy Governor, Ray De Burn, R. 1, Box 1217A, La Mesa
53. La Verne—Wednesday, 6:45 P.M., Bonita High School
Secretary, Mort C. Morrison, 2448 5th Street, La Verne
Deputy Governor, Raymond Soper, 1976 7th Street
11. Long Beach "Gavel"—Monday, 6:00 P.M., Masonic Temple, 835 Locust
Secretary, George Tvo, 1115 E. Hill St.
Deputy Governor, O. R. Cordray, 5352 Long Beach Blvd.
35. Long Beach "Toastmasters"—Thursday, 7:30 P.M., 309 Heartwell Bldg.
Secretary, Paul Stubbs, 2891 Eucalyptus Ave.
Deputy Governor, Albert A. Beckman, 3506 Wilton St.
3. Los Angeles—Tuesday, 6:30 P.M., Rosslyn Hotel
Secretary, Tom Lucas, 5036 1/2 S. Denker Ave., Los Angeles
Deputy Governor, Richard Thompson, 3614A E. 60th St., Huntington Park

131. Los Angeles "Angel City"—2nd and 4th Wednesday, 6:30 P.M., Hershey Arms
Secretary, Joseph J. Kelly, 713 Imogene St., Los Angeles
Deputy Governor, Walter W. Allee, 4966 Mt. Royal Drive
50. Los Angeles, "Angeles Mesa"—Tuesday, 6:15 P.M., Eleda Restaurant, Crenshaw
at 43rd
Secretary, Berge Lion, 3711 Olympiad Drive, Los Angeles
Deputy Governor, Gordon Eastman, 5857 7th Ave.
141. Los Angeles, "Downtown"—Tuesday, 6:15 P.M., Los Angeles Athletic Club
Secretary, G. Thomas McElwrath, 10th Floor, Garland Building
Deputy Governor, Brown McPherson, 160 So. Larchmont Blvd., Los Angeles
136. Los Angeles "General"—2nd and 4th Tuesdays, 5:30 P.M., Stowell Hotel
Secretary, Roger Duke, 2304 Melville Drive, San Marino
Deputy Governor, Marvin F. Shoes, 2615 W. Norwood Place, Alhambra
85. Los Angeles, "Highland Park"—Monday, 6:15 P.M., Hawaiian Cafe, 5607 N.
Figueroa
Secretary, Aubrey Lankford, 138 So. Ave. 54, Los Angeles
Deputy Governor, Al Kaser, 5321 Lincoln Avenue
147. Los Angeles "Pegasus"—1st and 3rd Tuesday, 5:30 P.M., Rosslyn Hotel
Secretary, John H. Clark, 318 E. Sunset Canyon Drive, Burbank
44. Los Angeles, "Southwest"—Monday, 6:45 P.M., Potrero Country Club, Inglewood
Secretary, Ellis Ward, 11936 S. Budlong Avenue, Los Angeles
Deputy Governor, Ellsworth P. Minner, 2041 West 84th Place
20. Montebello—Wednesday, 6:00 P.M., Methodist Church
Secretary, Wilfred Cash, 145 North Greenwood
Deputy Governor, J. C. Butler, 104 S. Maple
108. National City—Wednesday, 6:15 P.M., Episcopal Parish House
Secretary, George Johnson, 708 E. 8th St.
Deputy Governor, Harold P. Requa, Jr., 120 Division St.
88. Oakland—2nd and 4th Tuesdays—6:15 P.M., Women's City Club
Secretary, Emil Schlemann, 85th Ave. and East 10th St.
Deputy Governor, Marvin Sherman, Central Bank Bldg.
78. Oceanside—Tuesday, 6:15 P.M., Oceanic Cafe
Secretary, Phillip B. Lukei, Box 327
Deputy Governor, Wild Adamson, Box 225
72. Orange—Thursday, 6:30 P.M., Sunshine Broiler
Secretary, Ross Atherton, 348 South Grand
Deputy Governor, James N. Good, 253 North Harwood
66. Pacific Beach—Monday, 6:15 P.M., Baybridge Cafe, Ocean Beach
Secretary, Edwin C. Fremo, 3542 Herbert St., San Diego
Deputy Governor, Verne O. Gehringer, 2010 Beryl St., Pacific Beach
155. Palm Springs—Tuesday, 6:15 P.M., Village Coffee Shop
Secretary, F. G. Ingram, Box 1
33. Palo Alto—Tuesday, 6:00 P.M., Wilson's Restaurant
Secretary, R. C. Coppock, Jr., 1862 Waverly Street
Deputy Governor, Oscar Anderson, 2741 Cowper St.
6. Pasadena—Wednesday, 6:15 P.M., YMCA
Secretary, Barnett Atkinson, 43 Annandale Road
Deputy Governor, George Raffi, 808 Old Mill Road
12. Pomona—Monday, 6:15 P.M., St. Charles Grill
Secretary, Ellison F. Smith, 583 Lincoln Avenue
Deputy Governor, Leonard Lee, 470 North Garey Avenue
110. Pomona "Downtown"—Thursday, 6:15 P.M., Dixie Tavern
Secretary, Forest G. Thomas, 1582 Ganesha Place
Deputy Governor, William E. Parker, 349 E. Center
27. Redwood City—Monday, 6:00 P.M., First Methodist Church Social Hall
Secretary, M. L. Gelber, 42 Arch Street
Deputy Governor, B. E. Meyers, 19 Fulton St.
93. Reedley—Thursday, 6:30 P.M., Reedley High School Cafeteria
Secretary, Walter Rice, P. O. Box 143
Deputy Governor, Cameron M. Cairns
130. Riverside—Wednesday, 6:30 P.M., Y.M.C.A.
Secretary, L. B. Gould, Y.M.C.A.
Deputy Governor, A. J. Pancook, 4301 Laroewood
142. Sacramento, "Capital City"—Fridays, 6:30 P.M., Y.M.C.A. Building
Secretary, Gerhard M. Krumbeln, 1217 25th St.
Deputy Governor, Reginald West, 1808 2nd Ave.

- Secretary, Norman Taylor, 125 Winham St.
 Deputy Governor, Thomas L. Craig, 301 Lorimer St.
 San Diego—Monday, 6:00 P.M., University Club
 Secretary, Jerry Heilbron, 866 Sixth Ave.
 Deputy Governor, Thomas M. Hamilton, 626 Commonwealth Bldg.
 San Francisco, "Downtown Chapter"—Tuesday, 6 P.M., Olympic Hotel
 Secretary, R. A. Meador, 417 Montgomery
 Deputy Governor, M. M. Lembke, 417 Montgomery
 San Francisco "Golden Gate Chapter"—Tuesday, 6:15 P.M., Y.M.C.A.
 Secretary, Ken Wade, Central Y.M.C.A.
 Deputy Governor, Clarence Moeller, 52 Central Ave.
 San Francisco "Mission Toastmasters Club"—Thursdays, 6:15 P.M., Venice Cafe,
 3074 16th Street
 Secretary, Edwin P. Hunt, 3156 22nd Street
 Deputy Governor, Dr. R. D. Spieth, 2517 Mission St.
 San Jose—Tuesday, 6:15 P.M., Tiny's Restaurant
 Secretary, A. Wayne Elwood, Food Machinery Corporation
 Deputy Governor, Dr. S. A. Brandon, Medico-Dental Bldg.
 San Juan Capistrano "Dana Chapter"—Monday, 8:00 P.M., High School Cafeteria
 Secretary, W. C. Draddy, San Juan Capistrano
 Deputy Governor, Harvey J. Larkin, San Juan Capistrano
 San Luis Obispo—Friday, 6:30 P.M., Gold Dragon
 Secretary, William Mercer, 1354 1st Street
 Deputy Governor, Harold J. Yackey, 1123 Pismo Street
 San Pedro—Monday, 6:15 P.M., Army and Navy Y.M.C.A.
 Secretary, Fred Brand, 564 39th Street
 Deputy Governor, Wilder Hartley, 1217 13th St.
 Santa Ana "Century Club"—Tuesday, 6:15 P.M., Rossmore Cafe
 Secretary, Ernest Wooster, 627 Orange Ave.
 Deputy Governor, Dwight Hamilton, 1st National Bank Trust Department
 Santa Ana "El Camino"—Thursday, 6:15 P.M., Daniger's Cafe
 Secretary, Ben Schiagel, 1130 N. Lowell
 Deputy Governor, E. M. Sundquist, 312 W. 3d St.
 Santa Ana "Smedley Chapter No. 1"—Wednesday, 6:15 P.M., Daniger's Cafe
 Secretary, D. H. Tibbals, Y.M.C.A., Santa Ana
 Deputy Governor, Fred Walker, 1302 N. Main
 Santa Barbara—Wednesday, 6:30 P.M., El Paseo
 Secretary, Vincent H. Grocott, 1312 Anacapa St.
 Deputy Governor, Chauncey Chamberlain, 2322 Wellington Ave.
 Santa Barbara "Noventa"—Tuesday, 6:30 P.M., El Paseo
 Secretary, Eric L. Balkwill, 1710 San Andres St.
 Deputy Governor, R. B. Romero, 2501 Orella St.
 Santa Cruz—Thursday, 6:00 P.M., St George Hotel
 Secretary, Fred Darke, 44 Riverside Ave.
 Deputy Governor, Harold McFall, P. O. Box 877
 Santa Maria, "Seminar" Toastmasters, Wednesday, 6:30 P.M., Frances Cafe
 Secretary, Alvey G. Bruner, 507 W. Park Ave.
 Deputy Governor, Everett A. Rinehardt, 226 E. Tunnell St.
 Santa Monica—Wednesday, 6:15 P.M., Sovereign Terrace Dining Room,
 Secretary, R. J. Wichmann, 1132 24th St.
 Deputy Governor, Glenn W. Hovey, 465 22nd St.
 Santa Monica "Bay Cities"—Thursday, 6:45 P.M., Eiler's Cafe, 2222 Wilshire
 Secretary, Leslie Smith, 3944 Alla Road, Venice
 Deputy Governor, Dave McFarlane, 925 Harding Ave., Venice
 Santa Monica "Crescent Bay"—Monday, 6:15 P.M., Red Door Patio
 Secretary, Fred Weichman, 621 Washington
 Deputy Governor, Steward Allen, 1653 Berkeley
 South Gate Toastmasters—Tuesday, 6:15 P.M., Van Matre's Inn, Huntington Pk
 Secretary, Charles Wells, 240 N. New Hampshire, Los Angeles
 Deputy Governor, Francis Scott, 8468 California, South Gate
 Stockton—Thursday, 6:00 P.M., Y.M.C.A.
 Secretary, R. M. Pedersen, Y.M.C.A.
 Deputy Governor, R. M. Pedersen, Y.M.C.A.

24. Ventura—Thursday, 6:30 P.M., Sunset Grill
 Secretary, E. Arthur Fowler, 40 S. California St.
 Deputy Governor, Paul M. Woodside, 1710 Marisol Drive
 157. Visalia—Tuesday, 6:15 P.M., Motley's Cafe
 Secretary, Harley L. Engel, 1410A West Main St.
 26. Walnut Park—Monday, 6:30 P.M., Cole's Cafeteria
 Secretary, John B. Watkins, Jr., 8424½ Mountain View, South Gate
 Deputy Governor, Thomas M. King, 2425 Flower Street, Huntington Park
 133. Watsonville—Thursday, 6:15 P.M., Muzzio's Restaurant, 18 Front St.
 Secretary, Al Miguel, Pajaro Valley National Bank
 Deputy Governor, J. W. Howell, Y.M.C.A.
 30. Westwood Village—Monday, 6:30 P.M., Jones's Cafe, 348 North Beverly Drive
 Secretary, W. J. Hamrick, 1145½ Wooster St., L. A.
 Deputy Governor, W. J. Hamrick, 1145½ Wooster St., L. A.
 19. Whittier "Quakertown Chapter"—2nd and 4th Thursdays, 6:15 P.M., Dinner
 Bell Ranch
 Secretary, John L. White, 569 Franklin
 Deputy Governor, Archie MacGregor, 627 N. Milton
FLORIDA
 28. Orlando—Friday, 6:15 P.M., Elks Club
 Secretary, S. A. Singleton, 23 S. Main St.
 Deputy Governor, Frank A. French, 4 Church and Main Bldg., Orlando
HAWAII TERRITORY
 113. Hilo, "Hawaii Chapter One"—1st and 3rd Thursday, 5:30 P.M., Hilo Boarding
 School
 Secretary, Van L. Hixson, 104 Keawe, Hilo
 Deputy Governor, Joseph P. Akau, 5 Professional Bldg.
 119. Hilo, "Hui Olelo o Hilo"—Monday, 12 noon, Hilo Boarding School
 Secretary, Edward Cabrinha, Hawaii Motors Supply Ltd.
 Deputy Governor, John Beukema, Hilo Recreation Center
IDAHO
 61. Boise—Wednesday, 6:00 P.M., Hotel Boise
 Secretary, Robert Miller, c/o Idaho Power Co.
 Deputy Governor, Paris Martin, Noble Building
 149. Twin Falls—Every other Monday, 6:15 P.M., Rogerson Hotel
 Secretary, Loyal I. Perry, Fidelity National Bank
 Deputy Governor, Claude Detweiler, Detweiler Brothers
ILLINOIS
 96. Chicago—No. 1—Monday, 6:15 P.M., Central Y.M.C.A., 19 S. LaSalle St.
 Secretary, Lester K. Prentiss, 3406 W. Foster Ave.
 Deputy Governor, Bertram Crawford, 6236 N. Mozart Ave.
 156. Chicago "Englewood" Chapter—Thursday, 6:30 P.M., Englewood Y.M.C.A.
 Secretary, J. F. Kavanaugh, 6545 South Union Ave., Chicago
 51. Springfield—Thursday, 6:00 P.M., Y.M.C.A.
 Secretary, Herman G. Kreitner, 219a West Adams
 Deputy Governor, Robert W. Williamson, 418 East Oak
 Danville—Monday, 6:00 P.M., Grier-Lincoln Hotel
 Secretary, Gerald Parker, 1223 Sherman Ave.
 Deputy Governor, Clint D. Sandusky, 1009 N. Vermillion
 129. Quincy—Thursday, 6:00 P.M., Y.M.C.A.
 Secretary, Martin Melton, 324 Chestnut
INDIANA
 39. Columbus, Wednesday, 6:30 P.M., Colonial Inn
 Secretary, J. M. Jewell, 727 Lafayette Ave.
 Deputy Governor, Robert Crowe, 726 7th St., Columbus
 17. Indianapolis, No. 1—2nd and 4th Thursdays, 6:00 P.M., Y.M.C.A.
 Secretary, L. W. Tinsman, 6171 Burlington
 Deputy Governor, Walter Mercer, 4204 Carrollton
 42. Indianapolis No. 2—1st & 3rd Thursdays, 6:00 P.M., Y.M.C.A.
 Secretary, Clyde Raub, 4105 Byrum
IOWA
 101. Waterloo—Thursday, 6:30 P.M., Y.M.C.A.
 Secretary, Don C. Whitmore, c/o Mid Continent Petroleum Co.
 Deputy Governor, J. W. Adair, Gates Business College

MINNESOTA

91. Albert Lea "Y.M.C.A. Toastmasters"—Monday, 6:15 P.M., Canton Cafe
Secretary, W. W. Krueger, Box 565
Deputy Governor, Carl Hillstrom c/o Skinner Chamberlain Co.
82. Minneapolis, "Russell H. Conwell Toastmasters"—Wednesday, 6:00 P.M., Central Y.M.C.A.
Secretary, Stanley Stennes, 3114 Columbus Ave.
Deputy Governor, Walter H. Carlson 4016 21st Avenue, South
75. Minneapolis Toastmasters Club—Thursday, 6:00 P.M., Y.M.C.A.
Secretary—E. B. Batchelor, 4332 Xerxes Avenue South
Deputy Governor, C. J. Davis, 5115 17th Avenue South
134. Owatonna—Monday, 6:00 P.M., Park Drugs
Secretary, O. T. Jager, 222 State Ave.
Deputy Governor, L. R. Probst, 104½ W. Broadway

MISSOURI

99. Kansas City—Blue Valley Toastmasters, Friday, 8 P.M., Blue Valley Y.M.C.A.
Secretary, George K. Vaughan, 6604 E. 12th

NEW JERSEY

146. Newark Toastmasters—Mondays, 8 P.M., 501 Hirsh Tower, Elizabeth, N. J.
Secretary, Howard R. Smith, 720 Harding St., Westfield

NEW MEXICO

122. Albuquerque—Tuesday, 7:30 P.M., Y.M.C.A.
Secretary, Lawrence Van Landingham, 321 Stanford Ave.

NEW YORK

137. Yonkers—Monday, 6:00 P.M., Y.M.C.A., Yonkers
Secretary, Chester C. Slaybaugh, Central National Bank, So. Broadway, Yonkers

OHIO

151. Akron—Tuesday, 6:00 P.M., Y.W.C.A.
Secretary, George J. McKee, 1001 Whittier Ave.
102. Cincinnati "Pioneer"—Monday, 6:00 P.M., Central Y.M.C.A.
Secretary, Robert C. Yeager, 100 East Court Street
Deputy Governor, Ellwin Urton, Y.M.C.A.

OKLAHOMA

148. Tulsa—Monday, 6:15 P.M., Alvin Hotel
Secretary, E. W. Evans, Danciger Oil & Refineries, Inc., Hunt Bldg.

OREGON

55. Baker—Monday, 6:15 P.M., The Nook Cafe
Secretary, Jonas Durr, 2105 Campbell
Deputy Governor, Lyman Patton
145. Eugene Toastmasters—Tuesdays, 6:15 P.M., Seymours Cafe
Secretary, Carroll O. Groshong, 757 Willamette St.
98. Klamath Falls—Monday, 6:15 P.M., Willard Hotel
Secretary, Myrle C. Adams, P. O. Box 726
Deputy Governor, Frank Gray, 23 N. Orange, Medford
67. Medford—Monday, 6:15 P.M., The Nook
Secretary, Orville A. Kingman, 211 First National Bank Building
Deputy Governor, Frank Gray, 15 W. Main
154. Pendleton—Wednesday, 6:15 P.M., Busby's Cafe
Secretary, Gordon S. Hertz, P. O. Box 377
31. Portland—Monday, 6:00 P.M., Chamber of Commerce
Secretary, Ralph Walstrom, 415 S. W. 6th
Deputy Governor, Ernest C. Davis, 1231 N. W. Hoyt
94. Portland No. 2—Monday, 6:00 P.M., Chamber of Commerce
Secretary, Merle Brown, 534 N. E. Couch Street
138. Salem—Tuesday, 6:15 P.M., Marion Hotel
Secretary, Richard E. Staples, 2029 So. Church
Deputy Governor, William E. Hanson, 820 N. Church

PENNSYLVANIA

144. Pittsburgh Toastmasters—Monday, 8:00 P.M., Downtown Y.M.C.A.
Secretary, L. H. Larson, 7 Wood Street

TEXAS

92. El Paso, "Y.M.C.A. Toastmasters"—Wednesday, 7:30 P.M., Hotel Hilton
Secretary, A. L. Holm, Central Y.M.C.A.

WASHINGTON

79. Aberdeen—Monday, 6:15 P.M., Elks' Club
Secretary, John B. Adams, Becker Bldg., Aberdeen
Deputy Governor, Herb Fovargue, 715 E. Wishkah
60. Bellingham—Monday, 6:00 P.M., Hotel Leopold
Secretary, Oliver Larson, 2905 Meridian St.
Deputy Governor, Marlyn B. Byron, P. O. Box 443
63. Bremerton—2nd & 4th Tuesdays, 6:30 P.M., Various
Secretary, Phillip W. Roberts, 503 Eighth Street
Deputy Governor, T. C. Blomberg, 500 Cambrian, So.
118. Centralia—Tuesday, 6:30 P.M., Lewis-Clark Hotel
Secretary, Burdette M. Carter, 516 W. Main St.
Deputy Governor, Elroy McCaw, Lewis and Clark Hotel
117. Everett—Tuesday, 6:00 P.M., Elks Club
Secretary, G. M. Platt, 4213 Rucker Ave.
Deputy Governor, Dr. Carl M. Day, 1418 Hewitt Avenue
25. Olympia No. 1—Tuesday, 6:00 P.M., Hotel Olympian
Secretary, W. R. Chapman, 227 East 14th
10. Seattle No. 1—Monday, 6:00 P.M., Washington Athletic Club
Secretary, W. S. Coon, 310 Alaska Building
Deputy Governor, Arthur Armstrong, 210 Title Insurance Building
23. Seattle No. 2—Tuesday, 6:00 P.M., Chamber of Commerce Building
Secretary, Dr. George Fuller, Cray Building
Deputy Governor, A. L. Ployart, 1333 Dexter Horton Bldg.
41. Seattle No. 3—Monday, 6:00 P.M., Washington Athletic Club
Secretary, R. P. Morton, c/o W. P. Fuller & Co.
Deputy Governor, James H. Powell, 201 17th Ave., No.
52. Seattle No. 4—Thursdays, 6:00 P.M., Elk's Club
Secretary, Max J. Schwensen, c/o Elks' Club
Deputy Governor, Ray Giusti, 601 Pine Street
71. Seattle No. 5—Tuesday, 5:30 P.M., Gowman Hotel
Secretary Robert A. Martin, Northwestern Mutual Fire Association
Deputy Governor, W. J. Gowdy, Northwestern Mutual Fire Association
47. Spokane—Monday, 6:00 P.M., Desert Hotel
Secretary, George Benton, W. 231 Euclid
Deputy Governor, Willard Meyerhoff, W. 1314 Maxwell
105. Spokane "Tuesday Toastmasters"—Tuesday, 5:30 P.M., Model Cafe
Secretary, W. E. Morris, 508 Chronicle Building
Deputy Governor, Al Anderson, Shell Oil Co.
13. Tacoma—Monday, 6:15 P.M., Tacoma Hotel
Secretary, Oscar W. Adams, 3589 E. G. St.,
Deputy Governor, Maynard C. Falconer, 813 So. Anderson
81. Walla Walla—Wednesday, 6:15 P.M., Whitman Hotel
Secretary, George L. Cheney, 1020 Bonsella
Deputy Governor, Maurice Ahlquist, Hilltop Ranch, Touchet, Washington
40. Yakima—Monday, 6:15 P.M., Donnelly Hotel
Secretary, James V. McCabe, Miller Bldg.
Deputy Governor, Joseph H. Dietzen, West Side National Bank

WYOMING

97. Casper—Monday, 6:30 P.M., Townsend Hotel
Secretary, C. J. Parker, 124 N. Beech
Deputy Governor, H. M. Graham, 224 S. Fenway St.

CANADA

59. Vancouver, B.C.—Monday, 6:15 P.M., Quadra Club, 736 Granville Street
Secretary, Richard J. King, 2950 West 5th Ave.
Deputy Governor, Charles J. Ferber, 1343 West 41st Ave.
38. Victoria, B. C.—Wednesday, 6:15 P.M., Y.M.C.A.
Secretary, John Pearson, 1250 McKenzie St.
Deputy Governor, A. McCabe, 1814 Lulie St.

ENGLAND

140. Leeds—Thursday, 6 P.M., King Charles Hotel
Secretary, J. C. Berwick, 46 Sandhill Oval, Alwoodley, Leeds
45. Southport—Wednesday, 8:00 P.M., Kardomah Cafe, Lord Street
Secretary, R. E. Riley, 141 Manchester Road

SCOTLAND

86. Glasgow—Wednesday, 6:00 P.M., Ca'doro Restaurant
Secretary, W. Goldie, 120 Union St.
Deputy Governor, D. A. MacCallum, 93 Hope Street

DISTRICTS AND AREAS

DISTRICT NO. 1—Ted Blanding, District Governor, 2546 Valencia Street, Santa Ana, Calif. (Includes all California south of the Tehachapi Mountains except San Diego and Imperial Counties).

- Area 1—James E. (Pat) Donegan, Lieutenant Governor, 307 E. Chapman Avenue, Orange, Calif.
Includes Anaheim, Fullerton, Santa Ana No. 1, Santa Ana El Camino, Santa Ana Century Club, Orange, Laguna Beach, Huntington Beach and San Juan Capistrano
- Area 2—John Mattern, Lieutenant Governor, 1518 Bentley Ave., West Los Angeles, Calif. Includes Southwest Club, Angeles Mesa Club, Los Angeles, Angel City, Downtown Club, General Club.
- Area 3—Harold Crane, Lieutenant Governor, 621 21st Place, Santa Monica, Calif. Includes Hollywood, Beverly Hills, Westwood Village, Santa Monica, Crescent Bay, and Santa Monica "Bay Cities" Club.
- Area 4—Leonard J. Lee, Lieutenant Governor, 470 N. Garey Avenue, Pomona
Includes La Verne, Pomona, Azusa, Covina, Pomona Downtown, Riverside and Corona.
- Area 5—R. I. Sturm, Lieutenant Governor, 651 Burchette St., Glendale, Calif. Includes Glendale No. 1, Jewel City, Griffith Park, Burbank, Eagle Rook, and Highland Park.
- Area 6—Jack Call, Lieutenant Governor, 160 W. 83rd St., Los Angeles
Includes Huntington Park Club, Huntington Park Progressive, Walnut Park, Montebello, Whittier, Bell, and South Gate.
- Area 7—Paul W. Davidson, Lieutenant Governor, 1752 Calle Poniente, Santa Barbara, Calif.
Includes Santa Barbara, Ventura, San Luis Obispo, Santa Maria and Santa Barbara Noventa
- Area 8—Cecil L. Lacy, Lieutenant Governor, 146 E. Huntington Dr., Arcadia, Calif. Includes Pasadena, Alhambra, Arcadia.
- Area 9—Royal S. Riddle, Lieutenant Governor, 128½ W. 6th St., San Pedro, Calif. Includes San Pedro, Long Beach Gavel, Long Beach Toastmasters, Avalon, and Inglewood.

DISTRICT NO. 2—Ernest C. Davis, District Governor, 1231 N.W. Hoyt St., Portland, Oregon.

- Area 1—John Jewett, Lieutenant Governor, 217 Pine St., Seattle, Washington.
Includes Seattle Clubs 1, 2, 3, 4, and 5, Everett and Bremerton.
- Area 2—Oscar W. Adams, Lieutenant Governor, Tacoma Times, Tacoma, Wash.
Includes Tacoma, Aberdeen, Olympia No. 1 and Olympia No. 2.
- Area 3—Earle D. Griffin, Lieutenant Governor, 306 Medical Bldg., Bellingham, Wash.
Includes Victoria, Vancouver and Bellingham.
- Area 4—E. Roy Van Leuven, Lieutenant Governor, 123 14th Ave., Spokane, Wash.
Includes Spokane, Yakima, Walla Walla and Pullman.
- Area 5—Frederick H. Eley, Lieutenant Governor, 776 N. 14th St., Salem, Oregon.
Includes Portland Clubs 1 and 2, Salem, Baker, Medford, Klamath Falls, and Eugene.

DISTRICT NO. 3—Harold M. Clark, District Governor, 123 N. 2nd Ave., Phoenix, Ariz.
Northern Arizona Area—Henry S. Stevens, Lieutenant Governor, 603 Luhrs Tower, Phoenix, Ariz. Includes Phoenix, Maricopa, Ocotillo, Palo Verde and Prescott.
Southern Arizona Area—Herbert Bloom, Lieutenant Governor, 145 East Congress Street, Tucson, Arizona. Includes Tucson, Sahuaro, Tucson Toastmasters and Tucson Old Pueblo.

Central Arizona Area—John R. Arnhold, 316 Title & Trust Bldg., Phoenix.

- DISTRICT NO. 4—B. E. Myers, District Governor, 19 Fulton St., Redwood City, Calif.
Includes all California north of the Tehachapi Mountains.
- Area 1—Vining Fisher, Lieutenant Governor, 2517 Mission, San Francisco, Calif.
Includes San Francisco Golden Gate, San Francisco Downtown, San Francisco Mission, and Oakland.
- Area 2—W. E. Brown, Lieutenant Governor, 40 Stanley Road, Burlingame, Calif.
Includes Palo Alto, Redwood City and Burlingame.
- Area 3—William K. Rickers, Lieutenant Governor, Food Machinery Corporation, San Jose, Calif. Includes San Jose and Santa Clara County.
- Area 4—Don Gilchrist, Lieutenant Governor, Box 199, Gonzales, Calif.
Includes Salinas, Gonzales, King City and Watsonville.
- Area 5—Ralph Pedersen, Lieutenant Governor, Y.M.C.A., Stockton, Calif.
Includes Stockton.
- Area 6—Dr. Menno S. Gaede, Lieutenant Governor, Reedley, Calif.
Includes Reedley and Fresno.
- Area 7—Reginald West, Lieutenant Governor, Y.M.C.A., Sacramento, Calif.
Includes Sacramento and Sacramento County.
- DISTRICT NO. 5—Francis Ide, District Governor, 9501 Beaumont Drive, La Mesa, California. Includes San Diego and Imperial Counties. Clubs at Oceanside, La Jolla, Pacific Beach, Coronado, San Diego, Escondido, El Centro, National City, La Mesa and El Cajon.
- DISTRICT NO. 6—Harry W. Mattison, District Governor, Monte Bldg, Minneapolis, Minn. Includes Minnesota, Wisconsin, Iowa and the Dakotas. Clubs: Minneapolis, Minneapolis "Russell H. Conwell Chapter", Albert Lea, Waterloo.

JUNIOR TOASTMASTERS CLUBS

2. Anaheim Junior Toastmasters—Tuesday, 12:15 P.M., Room 14, High School Building; Secretary, Robert Larson, 610 S. Indiana St.
5. Bell Junior Toastmasters—2nd and 4th Tuesdays, 7 P.M., Bell High School Secretary, Audrey Dodd, 4317 Bell Avenue, Bell, Calif.
8. Glendale Junior Toastmasters—Thursday, 6:15 P.M., Glendale Presbyterian Church
Secretary, R. A. Danz, 1107 Scofield Drive, Glendale
7. Montebello Junior Toastmasters—Wednesday, 1:50 P.M., Montebello Jr. High Sch. Secretary, Britton B. Basore, 500 Whittier Blvd., Montebello
Secretary, Lois Gregg
1. Pomona Junior Toastmasters, Wednesday, 6:00 P.M., members homes
Secretary, Miss Hazel Jones, 416 West Center
6. Salinas Junior College Y.M.C.A. Toastmasters—Monday, 11:50 A.M., Salinas Jr. College
Secretary, Harry Knowles, R. D. 1, Box 240, Salinas
9. Santa Monica Technical School Junior Toastmasters Club—Tuesday, 12:00 noon, School Auditorium
Secretary, Lucinda Wilke, 437 12th St.
3. State College Junior Toastmasters, San Diego
Secretary, Bob Crowningshield, Rt. 1, Box 399-M, Spring Valley, Calif.
4. Spokane Junior Toastmasters—
Secretary, Harold Downie, 1417 Shannon Ave.
10. University of Arizona at Tucson, Thursday, 11:45 A.M., Park Avenue Tea Room
Secretary, Frederic B. Clark, Jr., 843 E. Third St.
11. "The Little Egyptian" Junior Club—Villa Ridge and Ullin, Illinois; Alternate Mondays, Villa Ridge and Ullin, 7:00 P.M.
Secretary, Shirley Stone, Villa Ridge
12. Hilo Junior Club—2nd & 4th Thursdays, 5:30 P.M., Hilo High School
Secretary, Helen Ann Cran, 61 Halai Street, Hilo
13. Huntington Park Junior Club—Tuesdays, 6:15 P.M., Huntington Park High School
Secretary, Patricia Lawhead, 3906 E. 57th Street, Maywood
14. Sweetwater Junior Club—1st and 3rd Thursdays, 6:00 P.M., Sweetwater Union High School
Secretary, Chester Thomas

NOTE: Please notify the Editors of the TOASTMASTER promptly when any changes or corrections are to be made in the listings on The Rendezvous pages.

THE PURPOSES OF TOASTMASTERS

The fundamental purposes of the Toastmasters Club are to build personality, develop leadership and create general usefulness through practice and development of ability in speech. To this end the club seeks:

1. TO IMPROVE its members in oral expression of thought.
2. TO DEVELOP their ability to appear effectively before audiences.
3. TO PROVIDE constructive criticism and comment on all speeches, giving each speaker the benefit of "audience reaction."
4. TO DEVELOP the habit of "critical listening."
5. TO PROVIDE instruction and experience in chairmanship and parliamentary procedure.
6. TO PROMOTE good fellowship among congenial men, interested in speech improvement.

THE BENEFITS OF TOASTMASTERS

Membership in a Toastmasters Club stimulates constructive, purposeful thought and study, and helps discover and train a man's ability for leadership. Specifically, it results in:

1. OPPORTUNITY to master the difficult art of short short and better speech making.
2. ABILITY TO appear effectively in speech before any audience.
3. ABILITY TO listen critically and properly evaluate speeches of others.
4. DEVELOPMENT of latent capacities for leadership and service.
5. PERSONAL advancement through stimulation of mental processes and development of helpful friendships.