



MAY, 1961

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

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

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

"As a man speaks, so is he."—Publius Syrus, 43 B.C.

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The TOASTMASTER

For Better Listening—Thinking—Speaking

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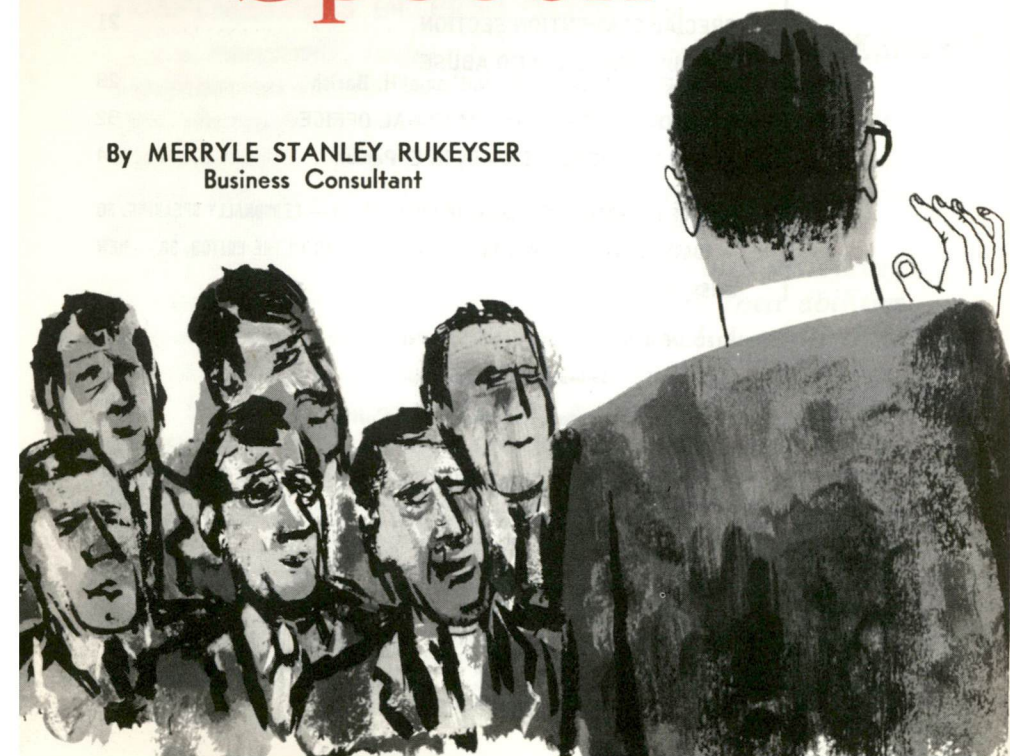
136 The Toastmaster, Santa Ana, California

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Rx for a Successful Speech

By MERRYLE STANLEY RUKEYSER
Business Consultant



THE COMPETITION these days for men's time and money underscores the sheer waste of putting on the platform a time server with nothing to say.

The pro, standing before the microphone, knows that "now is life's most precious moment." The speaker, orbiting in space, may never again cross the path of a particular audience. Accordingly, if the listeners are not somewhat inspired, improved, informed or entertained, then an opportunity is muffed—perhaps forever.

With the nuclear age accelerating the race which H. G. Wells said was going on between education and catastrophe, the speaker with convictions will aspire to leave his audience at least a little better prepared than before the speech for adjustment to the challenge of a changing world.

The speaker should remember that George Horace Lorimer, the great *Saturday Evening Post* editor, once observed: "There are no dull subjects—only dull writers." The business or professional man, however limited in oratorical ability, can do better if he speaks out of his

own special knowledge and experience than if he reads the polished, warmed-over remarks of a ghost writer.

When I was in my twenties, I had not yet fully sensed the difference between the written and the spoken word. I was talking in downtown New York before a small trade association, and, as the principal speaker, had laboriously prepared an elaborate script. As light fare, the hosts presented ahead of the principal address a few remarks by a veteran named Cattell, who was the gray-headed statistician of Philadelphia. His theme—regularly repeated whenever he faced an audience—was that Philadelphia was the great innovator of businesses, such as Wanamaker's and Horn & Hardart's Automats, and that eventually New York developed when Philadelphia firms opened branch offices. Cattell made his spiel with wit and humor. Despite his advanced years, he never used notes. Just before I was about to be introduced, he said: "I can't understand why any one uses a manuscript. If a man is not interested enough to



remember his subject, how does he hope to interest any one else?"

Since Mr. Cattell was a one-speech man, his observation was not precisely scientific. Nevertheless, it made a lasting impression on me. Following this elder statesman on the platform, I dramatically held up my thick manuscript before the audience and said I was convinced that there was much in what Mr. Cattell had said. Accordingly, I tore up the script and have never used one since, except when required to do so by the rules of network TV and radio. As an intermediate step toward liberation from the slavery of cut and dried preparations, I used to bring to the rostrum carefully worked outlines of my address. But this seemed only a few degrees less harmful than the prepared manuscript. Both the script and the outline tend to come between the speaker and his audience.

For many years, the outline has been only in my mind. Then I am free to relate myself to audience reactions, and to get the sympathetic response which is heightened by the effect of ad libbing. Frequently when I am speaking at conventions in cities where there is a client newspaper which runs my nationally syndicated McNaught financial column entitled "Everybody's Money," I ask the newspaper to send me bulletins of the latest important national and international news. When I start out by reading such bulletins and commenting on them, I can dramatize the extemporaneous approach, and alert my audience that it will not be subjected to a canned speech.

When talking to specialized trade groups, I always undertake to inform myself in advance what major problems they are currently grappling with. Then I try to relate my discussion of the general economic and social climate to the particular manner in which it affects this industry. As an outsider, dealing with the totality situation, rather than with special interests, I try to show areas where the profit motive of the particular trade may coincide with the public interest. This approach frequently lifts the sights of listeners, and gives businessmen a better sense of social usefulness.

The informed and independent speaker renders service as a social interpreter in heightening two-way understanding between business executives and customers, between business and labor, and between management and stockholders, suppliers, and governmental officials. But the speaker misses his opportunity and wastes audience time if he unethically panders to the prejudices of special interests, and makes no contribution to better mutual understanding.

Even worse than the personality without convictions who for a fee says whatever he thinks people want to hear rather than what he believes to be true and significant is the professional dispenser of shock treatment, who attacks what he knows to be good merely to get attention. Such frivolity when the whole concept of a free-choice economic society is in a battle for survival against Soviet economic dictatorship is indeed ill-timed.

I heard Bertrand Russell speak in

New York on "companionate marriage" in the Gay Nineteen Twenties. At the outset, he said: "This topic is so fraught with emotion that I hope you will bear with me if I approach it from the standpoint of logic and reason." This made a deep impact on the audience.

Thus, when I speak on serious topics as an appraiser of the economic scene, I try to lighten my treatment by reference to dramatic personalities on the business stage and to anecdotal material. This approach widens audience willingness to submit to what Graham Wallas, the British sociologist, once described as the "terrific pains of thinking." In my book, it would be unfitting to abuse the patience of a lay audience by giving a purely theoretical discussion taken bodily out of an academic economic seminar.

As a matter of fact, in our contemporary business civilization, our human adventures in earning, saving, and investing money are topics high in the range of human interest. A competent speaker is rewarded by repeat invitations from the same groups through the years. This is always gratifying. For through masterful salesmanship a good bureau can sell any speaker once. But, if the platform personality proves to be a dud, there is no obligation to reorder.

I recall when Will Rogers addressed a convention of the American Bankers Association in New York. He came in after the banquet, and said: "I see you folks

have eaten. I want to make it clear that I just came in, so that, if I'm rotten, you haven't lost anything."

One night when the Albany *Times Union* gave a big dinner to celebrate the opening of its improved printing plant, it invited many luminaries. I was seated at the head table next to Joe E. Lewis, the night club entertainer. Lewis had been brought on to speak, but he got wearier as the local politicians droned on for hours. Finally Lewis was brought to the loudspeaker. He said, "I've had a wonderful evening—but this wasn't it."



In every speaker's manual, there should be a repetition of the old gag about the Missouri farmer who sold his mule to a neighbor. The seller whetted the appetite of the buyer by stressing the extraordinary productivity of the animal. But he cautioned the new owner that the mule was sensitive, expected an attractive stall, and always wanted to be treated kindly.

After the deal had been made, the buyer talked to the mule with extreme courtesy, but got no reaction. Finally he called the seller. The farmer came over. He inquired whether the stall in the barn was attractive, and when he saw it he conceded that it was. Then he asked: "Have you spoken to the mule in a kind, friendly manner?" The buyer indicated that he had. Then the seller took a barrel stave and swatted the mule hard.

"How come?" asked the buyer. "You told me to use kindness!"

The seller said: "Before I talk to the mule, I always do this to get his attention."

Getting attention, however, is only a means to an end. The goal should be to open new windows in the minds of listeners, and give them fresh ideas, information, and inspiration, which they can apply in their own lives as businessmen, parents, community leaders and citizens. The analysis is left hanging in the air unless the speaker points to an action program, showing listeners how to adjust themselves to unfolding opportunities.

A speaker needs a point of view, and a sense of perspective. Before a practical trade convention, the talk should be forward looking, and should give an interpretation of moving forces at work. History is okay for background, but the businessman is confronted with the obligation to make current decisions about future events.

In forward planning for business, personal and family life, the practical fellow must set up hypotheses about the future. If he is intelligent, he knows that, in these projections, he is necessarily taking calculated risks. For business and living are not riskless adventures. The prudent man aspires to make

forward plans on the basis of experience, expert advice, and intelligent judgment.

A speech should last not one minute longer than it interests an audience. Only dictators such as Khrushchev and Castro talk for seven hours at a stretch. Unless the speaker has an unusual flair for bright and entertaining presentation, a half hour is enough. Some, of course, can hold the attention span longer.

Of course, one of the hidden values of platform performers is that audiences like to see in the flesh personalities that they have known heretofore through their writings or broadcasting or through general reputation. Up to now, no mechanized device achieves the vital two-way feeling of a personal appearance.

When William James, the Harvard philosopher, finished his talk before a Lyceum Group in Iowa, a personable young lady came up to him and said: "Professor, I didn't understand a single word you said."

Professor James straightened up, and adjusted his glasses. "Well, miss," he retorted, "at least you've had an opportunity to see what a thinking man looks like." ♦

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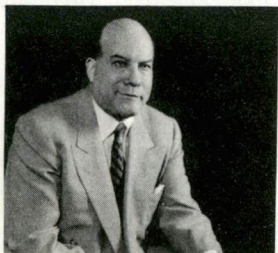


Photo by Fabian Bachrach

Are you a "Tuesday-evening-at-6" member or do you assume . . .

The Responsibility of a Toastmaster

By JACK GOLDBERG

IN EVERY OFFICE there are both *employees* and *workers*. In every Toastmasters club there are both *members* and *Toastmasters*. And the line which divides them is wide.

The Toastmaster has profited by his training and is willing to exert himself to share the benefits with others. The member passively allows him to do so. On the one side of the line are those who are exerting themselves, pulling; on the other, those willingly waiting to be pulled.

Most of us assume we are Toastmasters. We consider ourselves on the right side of the line, striving to make ourselves better Toastmasters, better speakers, better leaders, better men. I imagine most of us during the course of our club experience have at one time or an-

other been called "Toastmaster of the Month," "Toastmaster of the Year." We may even rise to be known as "Mr. Toastmaster" in the district, be held in esteem by our International structure. Yet the big question, the challenge which separates the sheep from the goats, is: *What are you doing for yourself outside of Toastmasters?* How do you perform outside your club? How are your presentations to the man who signs your pay check, to other organizations, to the public at large?

I know club members who are expert speakers. They can spellbind their club into awarding them best speaker cups every time they stand up. Yet these same men turn green when asked to accept outside engagements. They flounder helplessly before their own top manage-

ment. They avoid offices, chairmanships or participation in community activities.

In my opinion, these men do not deserve the name of "Toastmaster." They have not learned to accept the principle: *Never miss an opportunity to participate.* They need more than additional training. They need perking up. Confidence. A sense of purpose. They need to accept a real challenge.

Frequently it isn't only the members who need perking up. Many clubs need shaking well, until something good comes from them.

We all agree that a Toastmasters club is not primarily a dinner club. Yet there are clubs, unfortunately, which have not accepted the responsibility of being primarily an educational club. They do not make their members pull. The newer members, perhaps, may pull through the first three or four speeches, then they, too, begin to coast. The club has forgotten about improvement. The members come together just to talk—about better listening, better thinking, even about better speaking, or about executive ability. They only talk about it.

The responsibility of a Toastmasters club is to go all out to offer its members opportunities to improve their ability to speak in public, conduct meetings, develop executive ability. Clubs should offer challenging programs at every meeting, not just once in a while. They should encourage their members to work hard on every assign-

ment. In short, they should produce Toastmasters rather than just a long roster of members.

We hear a great deal about membership drives. Let's put the cart and the horse in their proper positions. How about more and better "educational drives"—concerted efforts to train existing members more thoroughly before trying to fill those blank spaces on the rolls?

Isn't it sickening to attend a club meeting and listen to five or six resumes of articles from current magazines? Are these members being encouraged—no, *made*—to think? Are they being shown how to plan and prepare for a speech—a real speech? Behind each speech should be an abundance of personal experience. If we lack personal experience then let us have vicarious experience: read books, study methods and procedures, observe, talk to people. The preparation for a speech, the research and study which goes into it, is a major factor in becoming a Toastmaster.

When one does become a Toastmaster, he can expect a certain amount of prestige. Those who know the value of Toastmasters training look upon you with admiration, realizing that you are a man who is interested in spending time and energy for self improvement, a man who may one day become a leader of men. When you have been accorded this recognition, you must also accept the obligation which accompanies it. *No-*



blesse oblige. You have become a model for others in speaking and presiding. You can no longer be a "Tuesday-evening-at-6" type of member. You must be a real Toastmaster.

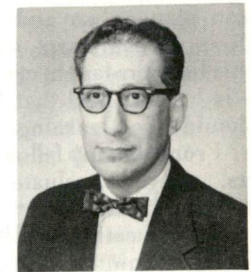
I recall the first moment of obligation I faced because I wore a Toastmasters button. It was a number of years ago, just one week after I joined the Fairborn (Ohio) Club 896-40. I was attending a meeting on civil defense. A question was asked. No one volunteered to answer. After some hesitation I rose; I even took a few extra minutes to explain the answer. Now, this was no great feat—unless you know that before I became a Toastmaster I would never in the world have done it. Because I was wearing a TM button, I felt obligated to stand up and speak, was goaded into accepting the challenge.

Facing our obligations and ac-

cepting the challenge of being a Toastmaster bring their own rewards. When the various supervisors in your department start clamoring for your services, when the boss selects you to give the next presentation to "Mahogany Row," when civic groups seek you out to be a committee chairman or their president—you have arrived. Accept these invitations and be grateful to the challenge of Toastmasters.

The greatest gap in nature is the one existing between two minds. Only effective communication can close this gap. There will always be the need for the man who can communicate. The Toastmasters program reaches out to meet this need. Then how can we, as Toastmasters, refuse the challenge? It is a personal challenge, and we accept it with the personal responsibility of being a Toastmaster. ❖

Jack Goldberg joined the Fairborn (Ohio) Toastmasters 896-40 in 1954, and has served as club president, area governor, educational chairman and lieutenant governor of District 40. He was one of the speakers at the 1959 TMI convention in San Francisco, and holds Beyond Basic Training Certificate #168. He is manager of contract technical services program at Air Materiel Command, Wright-Patterson Air Force Base, Ohio.



Thought is perhaps the forerunner and even the mother of ideas, and ideas are the most powerful and the most useful things in the world.

—George Gardner, *Illinois Medical Journal.*

One of the greatest opportunities
in Toastmasters is . . .

The Educational Speech

By JULES B. SINGER

THE OBJECTIVE of an educational speech is speech education. Not education on banking or insurance, on golf or stamp collecting, but on the art of speaking—specific suggestions your audience can use on the rostrum.

Toastmasters clubs frequently produce good speakers, men who can stand up before an audience and acquit themselves satisfactorily. The great speaker—the man who can play on an audience as though it were a harp, who can make his listeners laugh, cry, cheer, fight—is harder. And that is what we should be learning. From whom? From you, my fellow Toastmasters, as you evaluate. From you, as you educate.

In your educational talks you can show us how to improve the *content* of our speeches. You can demonstrate how to improve the *forcefulness* of our delivery. Better speeches, better speakers—this is what you can lead us to if you will put your energy and creativity into it.

This takes thinking. It takes digging. It takes preparation. I have tried to develop some subjects that you can use as mental vibrators. Many of them are not new—but when you add your new viewpoint you can make them fresh and refreshing.

1. *Planning a speech.* Too many speeches ramble. They jump instead of building to a climax. They leave us confused instead of convinced. Show us how our speeches can be better conceived, better structured, better developed.

2. *Speech objectives.* I'm sure you know the story about the three bricklayers. The boss asked each what he was doing. The first said, "I'm laying bricks." The second said, "I'm making \$3 per hour." The third said, "I'm building a cathedral." The boss fired man number three. His friend asked, "Why?" "The dope is supposed to be building a garage," came the answer.

Some of us think our objective is to talk for five minutes. To

others, the objective is to win a cup. What's the real objective? *To sell a specific idea to an audience.* Tell us how to do it.

3. *Grabbing the mind.* The first 15 seconds can make a speech soar or sink. Your audience invariably gives full attention to those opening words. That's the headline! A spiritless start and you're a dead duck, the speech a dull dud. Teach us how to trap the attention.

4. *The socko conclusion.* How many of you go to hear the great symphonies? Beethoven, Brahms, Schubert, all have one thing in common. They give that closing finale a wallop that almost knocks audiences out of their seats. A friend of mine used to tell a story about his visit to an insane asylum. He met a man who appeared so rational, he started questioning him. The patient explained that his wife and her family had railroaded him to the asylum. My friend was indignant. He promised to report the matter to the authorities. As he was leaving, the patient gave him a tremendous kick that sent him flying down the stairs, "Why did you do that?" he asked. "That's so you won't forget!" Show us how to conclude our speeches so that our audiences won't forget.

5. *Humor and pathos.* Tell us how

to use these elements in our public speaking.

6. *Colorful words.* Point out the clichés we use. Teach us how to keep our phraseology fresh.

7. *Techniques.* You can bring us dramatic ideas on devices that will make us more effective . . . The pause? Teach us how an opening pause helps capture the attention. A whole speech could be given on timing.

8. *Grammar and style.* Show us how to use better grammar, how to improve our sentence structure, how to simplify our style.

9. *Projection.* Most of us stand here with an invisible wall between us and our audience. Encourage us to tear it down, to get to the in-nards of our listeners.

10. *Emotions.* For many people it's easier to shake the mind than to break the heart. Deliver an educational talk that will give us insight into the art of rousing the emotions.

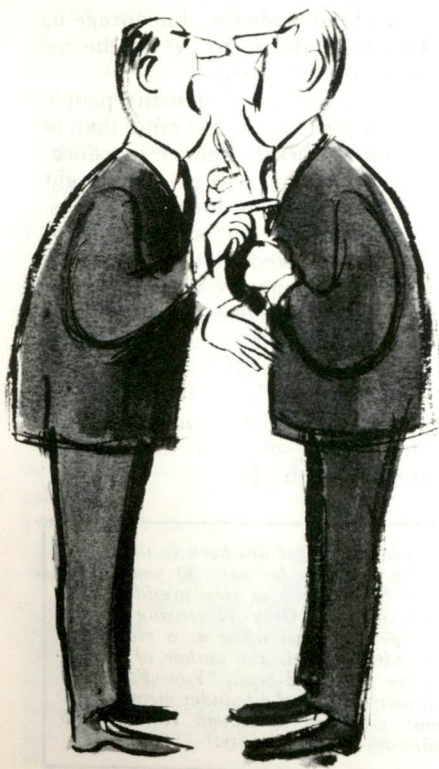
These are ten suggestions. I haven't covered gestures, enthusiasm, confidence, visual aids, diction. Ideas for educational talks are all around us. Never a meeting goes by but you don't think of some way you could help a fellow Toastmaster do a better job. Make that the subject of your next educational speech. ♦



Jules B. Singer has been in the advertising business for over 30 years. Last year he resigned as vice president and director of the Grey Advertising Agency to open his own office as a marketing consultant. He is the author of the recently published book, "Your Future in Advertising," and a founder member and past president of Rough Riders Club 1876-46, New York City.

Six Ways to WIN an Argument

By FRED DeARMOND



WE ARE LIVING in an age saturated with sweetness-and-light conformity. Vulgar dissension is frowned upon by the best people. If you want to get on in the world, let error pass unchallenged. To argue, we are told, violates the most express commandments for winning friends and positive living. Every test on salesmanship advises the novice not to argue as he values his economic life. "No" is about to be stricken from the American-English vocabulary and replaced by "Yes, but . . ."

It's high time some iconoclast rose up and opposed this counsel of all take and no give. The kind of friends you can't argue with are likely to be zeros on your friendship balance sheet. A man who never argues is worse than a zero; he's on his way to becoming an intellectual eunuch. And most successful sales presentations are arguments pure and simple. But an argument doesn't have to be a brawl.

So, let's look at some of the strategies that will win arguments—ways of disagreeing without necessarily being disagreeable. (On occasion it's necessary to be a bit disagreeable.)

1. Ask questions.

When an apparent fallacy is hurled at you, don't attack it head-on. Use a flanking movement. Start by asking a question. You never put your cause to the hazard with a question. It may serve more than one purpose. First, when the devil's advocate is asked to clarify an objectionable statement he may rephrase it in a way which reveals that after all you find no substantial disagreement with his amended po-

sition. Don't rush into an argument without defining and delimiting the area of disagreement.

Second reason for opening your attack with a question is that you may in that way uncover some particular weakness in your opponent's position. Someone remarks that he has no use for "that lousy ABC Corporation." You are nettled by the crack, but you hold your voice down and ask, "Why do you say that?"

"Because that outfit was in cahoots with a Nazi cartel before the war."

Now you have him where you want him, since this is a point on which you are informed. Instead of making a blanket defense, you explain that far from being "in cahoots with" the enemy, the ABC people, through a business deal, were able to get from prewar Germany certain patent rights on an industrial process unknown in the United States and later valuable in our prosecution of the war.

The third principal object in asking questions is to hang your adversary on the horns of a dilemma where he will be gored whatever answer he makes.

During the famous Lincoln-Douglas debates, Lincoln continually and relentlessly asked questions designed to point up the differences between the two men on the issue of slavery extension to the territories. In answering these questions as he did, Douglas mortally offended the Southern or pro-slavery wing of the Democratic party. This led to the nomination of two Democratic candidates for President in 1860 and the consequent

victory of Lincoln and the Republican ticket.

Had Douglas answered Lincoln's questions in a way to deny territorial settlers the right to exclude slavery, he would have alienated the North, from which his votes came in the Democratic National Convention of 1860. He was hooked if he answered either way.

2. Don't give the obvious answers to questions asked of you.

Every strategy of war or argument has its defensive as well as its offensive aspects. You, too, will be asked questions, and if you are to win arguments you must learn how to field them. Your first cagey reaction should be, Why is he asking me this? What does he expect me to answer?

At a luncheon club table where I was a guest, two fellows were arguing about inflation. Joe was an advocate of the "demand-pull," free-public-spending school of economic thought. He said he believed that a "reasonable" amount of inflation was all right. Bill ascribed the "cost-push," high-wage theory as the cause of inflation, identified himself as a "tight money" man, and said that even "creeping inflation" is bad.

"Let's look at it this way," Joe began. "You'll agree, won't you, that the first aim in trying to attain economic well-being is full employment?"

"No, Joe, I don't agree with that statement," Bill answered. "I'll go along with economist Henry Hazlitt, who says that full employment is neither definable, attainable, nor unconditionally desirable."

The point was debatable, of course, but Bill had scored by refusing to fall into Joe's trap by accepting his major premise. Thereby he upset and disconcerted Joe's line of argument.

3. *Attack rather than defend, wherever possible.*

Most effective controversialists try to avoid arguing defensively. Unless you can manufacture "perfect squelches" to order and on the spur of the moment, the most you can expect from taking a strictly defensive position is a drawn battle. You are then in the situation of a baseball team that would play a whole game in the field, and never come to bat.

If you enjoy hitting hard blows, use every opening to batter down your opponent's position. Do some leading. The toughest hombre I know in intellectual fisticuffs often takes the aggressive in his colloquies. One of his pet views is that the courts and penologists and parole boards are making of this country a happy hunting ground for criminals. If there is someone of the opposite faith present in company, Steve may start shelling him in this fashion: "Ed, I wondered about your feeling as you read of the capture last week of those two criminals who butchered a whole farm family in Kansas? Did you notice that they were paroled convicts, as seems to be the case about half the time?"

Caught off guard, the chances are that Ed makes a weak answer. He has been blitzed.

If you are opposing a weak or crackpot proposition it may be sufficient to use straight refutation.

You simply ridicule and try to demolish the opposition's arguments. We are dealing now with those arguments in which you are not trying to convince your opponent so much as to convince listeners.

But if the other side takes a strong or popular position, you will have to go farther than this. Suppose, for instance, you are contending with a man who has pronounced ideas for a world state that he believes could outlaw war by abolishing nationalism. You are not prepared to accept that solution, but it is sufficiently plausible that you must offer a constructive alternative. You will not defend the United Nations. You are still more disinclined to defend world politics as practiced before the last war. Under present circumstances you grant that geopolitics are not as they should be.

You argue then, that a world state organized around the U.N. or any other scheme so far offered is impractical because we have not one world but two. You contend the best hope for peace is a powerfully armed NATO, which might be extended by taking in Japan and the other non-Communist nations of the Far East to make certain of maintaining a balance of power between the Communist World and its opposite number, the Free World.

4. *Subject hostile evidence to critical scrutiny and appraisal.*

In any argument always remember this: If you admit your opponent's premise you will have to wind up agreeing with his conclusions.

Insist on rigidly excluding all matter that is irrelevant or not in

dispute. Don't hesitate to question first-hand testimony that doesn't square with facts or reason grounded in your own mind. Ocular evidence is often the most unreliable of all, as any trial lawyer will attest. I know a man who can easily "prove" that "space brothers" landed on his farm from a flying saucer. His evidence: "I saw them; and when they had gone I picked up a very strange pup that they left. I raised the dog. If you'll come down to my place you can see for yourself, if you doubt me."

A seeker after truth often has to repel fallacies by standing on the preponderance of the evidence. I once sat in a lurid tug-of-war where three of the contestants were obviously either Communists or dedicated Communist sympathizers. "How can you say there's no freedom of speech and press in Soviet Russia?" asked the most malignant of the Pinkos. "Have you ever been there?"

"No, and I haven't been to the North Pole either but the weight of the evidence convinces me that it's mighty cold up there," was the answer flung back by one of the anti-Communists in the circle.

5. *Appear to accept an opposing premise, but draw from it a contrary conclusion.*

Fast footwork is as helpful in argument as in boxing with a known slugger. Tom Reed, fighting speaker of the House, undertook to rebuke what he regarded as "equalitarian bilge," which always has its spokesman in every group. There were many ways he could have answered a certain speech in that tenor made in the House, but none

more forceful than this ironical selection from the Congressional Record: "Whenever I walk through the streets of New York and look at the brownstone fronts, my gorge rises. I can never understand why the virtue, which I know is on the sidewalk, is not thus rewarded. I do not feel kindly to the people inside. But when I feel that way I know what the feeling is. It is good, honest, high-minded envy. When some other gentlemen have the same feeling they think it's political economy."

6. *Reduce your opponent's arguments to their ultimate absurdity.*

Take an opposition premise and see where it would lead if you followed it out the window, as composers used to be told they should follow copy. That's what Dr. Henry Wriston was doing when he replied to Henry Wallace's howler that "Men and women cannot really be free until they have plenty to eat."

Said Wriston: "If a balanced diet is the indispensable preamble to liberty, the Pilgrims must have been wrong after all, for they fled from plenty to scarcity in order to secure freedom."

You may be sure your adversary wants to conceal or mitigate these ugly implications in his argument. Don't let him get away with it. When you are hard-pressed yourself, cast around for some saving diversion. Challenge an unimportant fact or minor premise of the opposition. Admit his point but add that it has no relation to the real issue. Turn the argument back into your own channel. Ask an embarrassing question. ♦

ZONE CONFERENCES

THE PROGRAM FOR THE 1961 ZONE CONFERENCES has been revised by the Board of Directors to include an *Idea Exchange Panel*, which will be scheduled simultaneously with the District Officers Session.

The District Officers Session is scheduled from 9 a.m. to 12 noon, and from 1 p.m. to 4 p.m. as a training session for the incoming district officers. To encourage freedom of discussion, attendance at this session is limited to district officers.

The Idea Exchange Panel is designed primarily to provide an opportunity for constructive participation by members who are not district officers, but who are sufficiently interested in Toastmasters activities to attend the business meeting, speech contest and banquet at the Zone Conference. The session will be conducted as an open discussion meeting led by a panel of past district governors or past district officers, with a past Director as chairman. If a past Director is not available for this assignment, the Zone Conference chairman will appoint a chairman from among the past district governors. No formal program or agenda will be planned; members may submit questions to the panel, engage in discussions and exchange ideas on all phases of Toastmasters activities presented by the assembly.

1961 ZONE CONFERENCES

	Districts	Meeting Location	Date	Zone Chairman
REGION I	Robin Dick, Richard V. Keim			
Zone A	2, 7, 21, 32	Tacoma, Wash. Doric Motor Hotel	June 10	Howard I. Bond 7640 So. Yakima Ave. Tacoma 4, Wash.
Zone B	9, 15, 17, 33	Yakima, Wash. Chinook Tower Motel	June 17	Lee W. Bickerstaff 206 Larson Bldg. Yakima, Wash.
REGION II	Max Sacks, Paris Jackson			
Zone A	4, 12, 27, 39 49, 57, 59	Oakland, Calif. Jack London Square	May 20	Gordon Dickie 1885 Thousand Oaks Blvd. Berkeley, Calif.
Zone B	F, 3, 5, 50 51, 52	Los Angeles, Calif. Chapman Park Hotel	June 10	Robert W. Feindel 10555 Bloomfield St. No. Hollywood, Calif.

1961 ZONE CONFERENCES (Continued)

	Districts	Meeting Location	Date	Zone Chairman
REGION III	Dick Smith, Dr. Leo Anderson			
Zone A	22, 24, 26, 55	Denver, Colo. Cosmopolitan Hotel	June 17	Harvey Kolesar 3737 Garland Wheatridge, Colo.
Zone B	16, 23, 25 44, 56	Santa Fe, N. M. La Posada Inn	June 24	Jack Gilliam 1105 Caminito Alegre Santa Fe, N. M.
REGION IV	Helge Olson, Arthur Dracy			
Zone A	20, 41, 42, 64	Winnipeg, Manitoba Marlborough Hotel	June 10	J. D. Tindle 32 Buttonwood Bay St. Boniface 6, Manitoba
Zone B	6, 19	Minneapolis, Minn. Parkway Motel	June 3	Jack R. Pelinka 13414 Garfield Ave., So. Savage, Minn.
REGION V	John J. Franczak, Ralph G. Iverson			
Zone A	30, 35	Des Plaines, Ill. O'Hare Inn	June 24	William B. Gobel 58 Bonnie Lane Clarendon Hills, Ill.
Zone B	8, 54	Chanute AFB, Ill.	June 17	William H. Stoermer 507 N. Base St. Morrison, Ill.
REGION VI	John D. Puddington, Charles C. Mohr			
Zone A	10, 28, 62	Mansfield, Ohio Mansfield-Leland Hotel	June 3	Edward R. Andrea 1501 Wooster Road Mansfield, Ohio
Zone B	11, 40	Huntington, Ind. Hotel LaFontaine	June 10	Robert Leiman 853 Oak St. Huntington, Ind.
REGION VIII	Walter P. Moran, Thomas R. McDonald			
Zone A	31, 34, 45, 46 53, 60, 61	Montreal, Quebec Queen Elizabeth Hotel	June 3	Lloyd G. C. Taylor 30 Black St. Valleyfield, Quebec
Zone B	13, 36, 38	Pittsburgh, Pa. Penn Sheraton Hotel	June 10	Elwood Weissert 337 Lincoln Ave. Carnegie, Pa.
REGION VII	Bill Hylton, Fred J. Payne			
Zone A	29, 43, 48, 63	Biloxi, Miss. Edgewater Beach Hotel	June 3	Moses E. Brener 830 Audubon Bldg. New Orleans 16, La.
Zone B	14, 37, 47, 58	Greenville, S. C. Jack Tarr Poinsett Hotel	June 10	Bruce B. Ballenger 7 Deerfield Road Greenville, S. C.

CORPUS CHRISTI—

Toastmaster Town of the Month

IN 1519, ON THE FEAST DAY of the "Body of Christ," explorer Alvares Alonzo de Pineda dropped anchor in a lush, semi-tropical bay on the coast of Texas. Inevitably he named it "Corpus Christi," and the city which was to grow around it took the same name.

The Corpus Christi area was an operating base for smugglers in the 19th century, and many tall treasure ships lie sunken beneath the water near Padre Island. But the real treasure of the region lies in its natural resources. The rich soil produces an abundance of cotton, sorghum grain, flax and vegetables. The area is also a major cattle raising country; close by is the famed King Ranch, largest in the world. There are over 20,000 oil and gas wells within a 150-mile radius of Corpus Christi, and the city is located in the center of the great Texas shrimping grounds.

In the comfortable climate of the temperate breezes of the Gulf of Mexico, the 220,000 citizens of Metropolitan Corpus Christi enjoy a wealth of cultural and recreational activities. Schools, colleges and libraries flourish, the Corpus Christi Symphony Orchestra presents six or seven concerts a year, an active Little Theatre group maintains its own buildings and workshops, and the South Texas Art League and the Art Foundation maintain a permanent exhibit as well as special shows at the Centennial Museum. The 110-mile-long Padre Island beach promises to be the tourist mecca of tomorrow as pending bills in Congress propose to make the Island a national park.

Three Toastmasters clubs are established in Corpus Christi, with a majority of the members associated with the town's basic industries, including Reynolds Metals, Celanese, Columbia Southern, Corn Products, Great Southern Chemical, Pontiac Refining, Sinclair, Southern Minerals, Delhi-Taylor Oil, American Smelting and Refining, Suntide Refining, and Southwestern Oil and Refining. The first club, Corpus Christi 993, was formed in 1951. In 1954 a second club, Nueces 1620, was formed, and in 1955 officers of the Naval Air Station established Club 1409. Not to be outdone, Corpus Christi ladies organized the Coastal Bend Toastmistress Club in 1956.

Corpus Christi has been called "the last industrial frontier," and its swift, steady growth shows there is almost no limit for the city or for Toastmasters.



Exchange Awards

Warren K. Wildasin, past president of King Boreas Club 208 of St. Paul, was recently presented with the club's Toastmaster-of-the-Year award. The award is presented to the member who has attended the most meetings, been most active in TM activity above the club level, and received the most points for bringing new members, holding club office, giving Basic Training talks and in similar categories. TM Wildasin received the award from Club President George A. Jungkunz.

This is the second year the award has been made, and in an interesting coincidence, last year the award was won by TM Jungkunz, and was presented to him by TM Wildasin.

**King Boreas Club 208-6
St. Paul, Minn.**

* * *

Celebrates 25th Anniversary

At the recent 25th anniversary celebration of Hoosier Club 42 of Indianapolis, guest speaker Immediate Past President Emil H. Nelson told the club: "Looking back is not enough. For the success of Hoosier 42 or any Toastmasters club is not found by looking backward, but by looking toward the future—by looking 'beyond the horizon.'" He went on to say that a successful Toastmasters club is the result of much careful thinking and planning to meet the needs not only of today but of years to come.



Warren K. Wildasin (L) receives Toastmaster-of-the-Year award from Club 208 President George A. Jungkunz.

Toastmasters visiting Club 42 have remarked that the club must have no problems, because of its long years of existence. While the club feels that there is no magic formula, there are a number of basic areas which have aided us, and which can help any Toastmasters club.

The club must provide an incentive for participation and attendance. This can be done through well-prepared, varied programs. A good weekly club bulletin works wonders in arousing and holding member interest. The success of a club also depends on the training it gives its members, and the feeling of genuine fellowship and friendship it generates.

**Hoosier Club 42-11
Indianapolis, Ind.**



"First Wisconsin" enjoys Past Members' Night.



Vice Admiral H. A. Yeager (L) receives honorary membership in TMI from Captain Cy Fox, president, Club 2034-5.

Club Presents Programs

During the last six months, the Castro Valley Toastmasters 961 have been invited by a number of civic clubs to present a typical Toastmasters meeting as a part of their programs. At the latest one, a condensed version of a typical Toastmasters meeting presented to the local Lions Club, the program was recorded and was later broadcast from radio station KBBM, Hayward, Calif.

**Castro Valley Club 961-57
Castro Valley, Calif.**

Past Members Night

First Wisconsin Club 228 of Eau Claire recently held a "Past Members Night" which brought out more than 30 of the old timers, including the club founder, Rev. Clarence Guthrie. The club was founded by Guthrie in 1940 and received its charter in 1942—the first charter issued in Wisconsin. Headed by President Warren Barberg, the club has in its active membership many of the city's outstanding young men, including Billy Olson, former Olympic ski jumper and Eau Claire County Clerk, Ray Running, city finance director, and Rev. Dale Smith. Also a member is Past President Gene Aumann, now governor of Area 4, and Carl Hohman, believed to be the oldest active Toastmaster—in point of membership years (1953)—in the state.

Picture shows, left to right, Warren Barberg; Lt. Gov. D. 35 Gordon Groseth, Chippewa Falls; Carl Hohman; Billy Olson; Rev. Clarence Guthrie.

**First Wisconsin Club 228-35
Eau Claire, Wisc.**

* * *

Honorary Membership Extended

Captain Cy Fox, USN, president of Coronado Surf and Sand Club 2034, recently presented an honorary membership in the club to Vice Admiral Howard A. Yeager, USN, Commander Amphibious Force, U.S. Pacific Fleet. In addition to the certificate of honorary membership, Admiral Yeager was given a TM lapel pin, a TM decal which he proudly displays on his car, and a subscription to THE TOASTMASTER magazine, in recognition of his support of the Surf and Sand Club and his extensive efforts on behalf of Navy-community relations through public addresses.

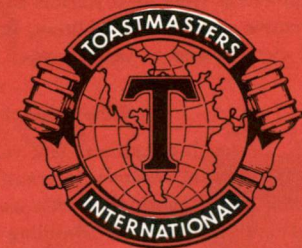
**Surf and Sand Club 2034-5
Coronado, Calif.**

SPECIAL CONVENTION SECTION

HOTELS

PROGRAM

PRE-REGISTRATION



SEATTLE • JULY 27-29, 1961

CHET HUNTLEY, DISTINGUISHED NBC RADIO and television commentator, and Virgil Partch, nationally syndicated cartoonist known to millions of newspaper and magazine readers as "VIP," will be among more than 100 program participants at the 30th Annual Convention of Toastmasters International, July 27-29, at the Olympic Hotel, Seattle.

Also participating in the program will be Dr. Ralph C. Smedley, founder of Toastmasters; George J. Mucey, International president; Herman E. Hoche, first vice president; International directors Robin Dick, Arthur E. Dracy and Ralph G. Iverson, and Maurice Forley, executive director.

Les Bridges, immediate past governor, District 2, is serving as general chairman of the Host Committee. Included in the committee's plans for entertaining delegates is a salmon bake for the Thursday International Night program. Serving with Bridges as committee chairmen are Gene Henderson, Activities general chairman; Bill Franz, Host; Lloyd Jones, Hospitality; Harvey Gangon, Program; Ralph Bruksos, Promotion general chairman, and Warren Lawless, Publicity.

District chairmen are Paul Barlow and Bob McGrath, District 2; Ralph Bone-durer and Ed Miske, District 7; William Samson and Allen Simpson, District 17; Robert Baird and Jim Sowerby, District 21, and Lionel Schmitt and Richard Taylor, District 32.

Business Meeting and Election

President Mucey will preside at the opening session Thursday morning which will feature greetings from local officials and reports from the president, the founder and the executive director. In addition, he will preside at the afternoon business meeting and election and at various other events during the three-day convention.

Educational Sessions

Herman E. Hoche, International first vice president, will serve as general chairman for the educational sessions. International Director Ralph G. Iverson will be chairman of the Friday morning session on "Building Better Clubs." Chairman for the Friday afternoon session on "Building Better Programs" will be International Director Arthur E. Dracy. The Saturday morning session on "The Toastmaster and Modern Communications" and "Building for Better Living" will be conducted by International Director Robin Dick.

Fellowship Luncheon

Virgil Partch will speak at the Fellowship Luncheon, Friday, July 28. Partch's cartoons have appeared in *True Magazine*, *Look*, *The Saturday Evening Post*, *Punch* and *MacLean's*. His syndicated cartoon, "Big George," appears in approximately 100 daily newspapers. Partch is the author of 10 books, including "VIP Tosses a Party," "Water on the Brain," "Here We Go Again," and "Man the Beast." He is on the faculty of the Famous Artists School, Westport, Conn., and a member of the Balboa Island Skulling and Punting Club in California. Partch lives with his wife and three children at Capistrano Beach, Calif.

President's Banquet

Chet Huntley, who will speak at the President's Banquet Friday night, was born in Montana and studied pre-medicine for three years before winning a national oratorical tournament in 1932. He subsequently studied speech and drama and was graduated from the University of Washington in 1934.

Following a short radio career in Seattle, the nationally known newscaster covered assignments for a number of West Coast stations. In 1955, Huntley joined the National Broadcasting Company.

(Continued on page 27)

George J. Mucey



President of TMI will preside at Annual Business Meeting July 27 and other convention events.

Dr. Ralph C. Smedley



Founder of Toastmasters will conduct traditional Breakfast with the Founder, Saturday morning, July 29.

Herman E. Hoche



1st Vice President of TMI will be general chairman of the three educational sessions at the convention.

Program Personalities

Chet Huntley



World-famed NBC radio and TV commentator will be featured speaker at President's Banquet, Friday, July 28.

Virgil Partch (VIP)



Nationally famous syndicated cartoonist and humorist will be speaker at Fellowship Luncheon.

Maurice Forley



Executive Director of TMI will head District Officers Training Session, Wednesday, July 26.

Ralph G. Iverson



TMI Director will head First Educational Session on "Building Better Clubs," Friday, July 28.

Arthur E. Dracy



TMI Director will preside at Second Educational Session — "Building Better Programs," Friday, July 28.

Robin Dick



TMI Director will be chairman of Third Educational Session, "Building for Better Living," Saturday July 29.

SPECIAL CONVENTION REGISTRATION

30th Annual Convention

Seattle, Washington

July 27-29, 1961

If this registration form is completed, mailed and postmarked to Toastmasters International, Santa Ana, California (or if you live in districts adjacent to Seattle and register through your local organization) prior to midnight, June 15, 1961, the registration fee is \$5 instead of \$6. Pre-registration for ladies is \$1 instead of \$2.

**TO: TOASTMASTERS INTERNATIONAL
SANTA ANA, CALIFORNIA**

Please have my Convention Registration ready when I arrive, and also my tickets for the following events as checked:

_____ Membership Registration @ \$5.00 (to June 15).....	\$ _____
_____ Ladies Registration @ \$1.00 (to June 15).....	\$ _____
_____ Ticket(s) International Night Salmon Bake (Thursday) @ \$2.25.....	\$ _____
_____ Ticket(s) Fellowship Luncheon (Friday) @ \$3.75.....	\$ _____
_____ Tickets(s) President's Banquet (Friday) @ \$6.50.....	\$ _____
_____ Ticket(s) Breakfast with the Founder (Saturday) @ \$3.00.....	\$ _____

EARLY BIRD SPECIAL* (may be purchased until June 15, 1961)

_____ Book(s)—Men @ \$18.00.....	\$ _____
_____ Book(s)—Ladies @ \$15.50.....	\$ _____

TOTAL REMITTANCE.....\$ _____

* Includes one registration and one ticket for International Night, Fellowship Luncheon, President's Banquet, and Breakfast with the Founder.

I enclose my check for \$_____ (make checks payable to Toastmasters International). It is understood that my badge and tickets will be waiting for me at the PRE-REGISTRATION DESK at the Olympic Hotel, Seattle, Wash.

(Signed) _____

(Please Print)
Name _____ Club No. _____ District _____

Wife's First Name _____

Mailing Address _____

City _____ Zone _____ State _____

Make Your Hotel Reservations Now for

Toastmasters International Convention July 27-29, 1961

HOTEL RESERVATIONS for the 1961 International Convention at Seattle should be made through the Seattle Hotel Association. Room rates are listed below. Use the Reservation Blank on the opposite side of this page. Please specify your first, second and third choice hotel.

All requests for reservations should give: (1) anticipated date and hour of arrival; (2) date and approximate hour of departure; and (3) names of all persons who will occupy the accommodations.

All reservations must be sent to the Seattle Hotel Association—writing direct to the hotels will only delay your confirmation. In reserving motel accommodations, include deposit equal to one day's rental.

Since all requests for rooms will be handled in chronological order, you should mail your application as early as possible. All reservations will be confirmed.

HOTELS:	Single	Double Bed	Twin Beds
OLYMPIC HOTEL (Convention Headquarters)	9.00-13.00	12.00-16.00	15.00-18.00
EARL HOTEL (1 block from headquarters)	6.00	8.00	10.00
EMEL MOTOR HOTEL (½ block from headquarters)	9.50	11.50-13.50	12.50-14.50
HUNGERFORD HOTEL (1 block from headquarters)	6.00	8.00	12.00
MAYFLOWER HOTEL (4 blocks from headquarters)	7.50- 8.50	10.00-12.50	not available
WINDSOR HOTEL (2 blocks from headquarters)	7.50- 9.00	10.00-11.50	12.00-13.50
CITY CENTER MOTEL (13 blocks from headquarters)	7.00	9.00	12.00
DORIC 6TH AVE. MOTEL (8 blocks from headquarters)	9.50	11.50	13.00
DORIC TOWNE MOTEL (10 blocks from headquarters)	9.50	10.50	11.50

FILL IN

CLIP

MAIL

APPLICATION FOR HOTEL ACCOMMODATIONS

SEATTLE HOTEL ASSOCIATION

315 Seneca Street
Seattle, Washington

Please reserve the following accommodations for me for the 1961 annual convention of Toastmasters International, July 27-29:

Hotel Preference	Kind of Accommodations Desired
1st Choice _____	Single room at \$ _____ to \$ _____
2nd Choice _____	Double room at \$ _____ to \$ _____
3rd Choice _____	Twin bedroom at \$ _____ to \$ _____

Other type _____

Arrival Date _____ Hour _____ A.M. _____ P.M.

Departure Date _____ Hour _____ A.M. _____ P.M.

THE NAME OF EACH HOTEL GUEST MUST BE LISTED: Include the names of all persons for whom you are requesting reservations and who will occupy the room(s).

NAMES OF OCCUPANTS

INDIVIDUAL REQUESTING RESERVATIONS

Name _____

Club No. _____ Dist. No. _____

Address _____

City _____ Zone _____ State _____

If the hotels of your choice are unable to accept your reservation, the Hotel Association will make the best reservation possible elsewhere.

Huntley has traveled extensively throughout the world and has lectured in the United States from coast to coast. His honors include the George Foster Peabody Award for Radio News (1953), the Alfred I. du Pont Commentator of the Year Award (1957), the Billboard Award for best commentary in a news show (1957), the Overseas Press Club Award for Best Radio-TV Interpretation of Foreign Affairs (1957), the NEA School Bell Award (1958), the American Council for Better Broadcasts Award (1958), and Neiman Fellows Award (1958).

Huntley is currently doing a 15-minute NBC-TV Network telecast with David Brinkley each weekday, a half-hour telecast each Sunday, a daily five-minute NBC Radio Network broadcast and various other radio and TV special assignments.

Other Events

Regional Speech Contests will be held Friday afternoon with the International Speech Contest climaxing the convention on Saturday afternoon.

Dr. Ralph C. Smedley, founder of Toastmasters, will conduct the traditional Breakfast with the Founder on Saturday morning.

President Mucey will preside at the District Officers Orientation Session on Wednesday afternoon, July 26. Participating in the session will be Maurice Forley, executive director, and members of the Home Office staff.

Post Convention Tours

Many delegates are expected to visit nearby Victoria and Vancouver, British Columbia. J. W. McEvay, governor, District 21, reports Toastmasters in the two Canadian cities plan a warm welcome for visiting Toastmasters. Passports are not needed by Americans for travel in Canada, but they must show proof of American citizenship when returning to the United States.

For delegates who prefer a more extensive vacation, Pan American Airways is providing an eight-day tour of Hawaii, leaving Seattle late Sunday afternoon, July 30, and returning Aug. 6. Price of the trip, which includes transportation, hotel accommodations, meals, and an island tour, is \$359.29, plus tax. Tour members may arrange for an additional week in the Islands if they desire. Reservations are being handled by Bill Wunch, Whitley Travel Agency, 621 17th Street, Denver, Colo.

During the Toastmasters International Convention, Seattle will be celebrating Seafair Week, a maritime mardi gras which attracts thousands of tourists. Hotel and motel space will be at a premium. Toastmasters are urged to make early reservations on the hotel reservation form on page 26 of this issue of THE TOASTMASTER magazine.

WHAT TO WEAR IN SEATTLE

The average daytime temperature in Seattle in July is 70 to 75 degrees. The minimum night temperature is around 60 degrees. Ladies will be comfortable in summer clothes. Jacket dresses and summer suits are good for the cool early morning and evening hours. A light-weight coat will be needed for the late evening hours. For the salmon bake, it is suggested that ladies wear low heeled shoes and a jacket or sweater with casual clothes.

The History, Use and Abuse of Gestures



By NATHANIEL H. BARISH

THE FIRST GESTURE ever used with human speech was the raised arm, lowered swiftly in a straight line. The arm was extended with a club, and the gesture was employed a million years ago by a cave man who was telling his wife to stop gossiping and make supper.

The first recorded gesture of human history was the extended arm. It was used by Eve in the Garden of Eden when she said to Adam, "Here, darling. Have an apple." For that gesture, man has paid dearly ever since.

As Homo Sapiens (and I stress *sap*) became more fluent in speech, he became more eloquent in gesticulation. Things became so bad that Hamlet had to tell the players, "Nor do not saw the air too much with your hand, thus; but use all gently: for in the very torrent, tempest and, as I may say the whirlwind of passion, you must acquire and beget a temperance, that may give it smoothness." More than 300 years ago Shakespeare

recognized that ham belonged in the meat market, not on the platform.

Unfortunately, the bard's sound advice was not heeded, and down through the years actors and pub-



lic speakers went on waving their arms like windmills. You may recall some of the more flamboyant gestures (and the lines accompanying them) of the plays of the last century, such as the outstretched arm and pointing forefinger: "Go and never darken my door again!" Or the wide open arms, "I love you!" Or the averted palm, "I hate you!"

It was not until comparatively recently that people began to un-

derstand and accept the concept known as "The Barish 28th Law of Ocular Perception." This states, "Any movement whatsoever on the part of the speaker takes the attention of the listener away from the words which are being spoken." We have all seen speakers, in person or on television, who have a tendency to wave their hands up and down. Pretty soon you are so busy watching their hands you lose track completely of what they are saying.

There are other examples, such as the speaker who constantly pounds the lectern to emphasize a point, or the one who is always shaking his finger at the audience. Your eyes, your attention automatically go from the words to the movement.

A gesture can add emphasis to the words if it is used properly and at the right time. For example, suppose your speech contained the statement, "The continuation of this extravagant policy will snap the back of the economy." If, just as you said the word "snap," you were to pick up and break a small piece of wood, the sound of the

snapping would emphasize your words and drive home your point with telling force. On the other hand, if you were to pound the lectern while speaking the same sentence, the meaningless gesture would detract from the impact of your words.

Always be certain, therefore, that you fit the motion to the word. Remember that a gesture in speech is like a left hook in boxing—the shorter the distance it travels, the more devastating is the effect. ♦



Nathaniel H. Barish is a member of Garden State Toastmasters 1049-46, Irvington, New Jersey. Formerly a professional singer, he is now associated with a pharmaceutical company.

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

Then and Now

Fifteen years ago, the eyes of Toastmasters were on Seattle, for that was the locale of our 1946 convention, our first real convention since 1941. The war had prevented holding conventions for four years.

Our convention at Santa Cruz, California, July 16-19, 1941, was our last general convention before our entrance into the war, and during those days, large assemblies were not permitted. When we adjourned at Santa Cruz, it was with the expectation of meeting in Seattle the next year, but that was a pleasure to be deferred, but not forgotten.

And so, when the war ended in 1945, and normal conditions permitted the resumption of normal activities, we turned again to Seattle. There were not so many Toastmasters eyes to be turned on that city then as there are today. We then had 425 clubs, located in 33 states and in Canada and Scotland. There were 21 districts and about 10,500 members. Compare that with today, and you will see that Seattle has a larger task on hand than 15 years ago.

Our Home Office at Santa Ana had just moved into its new quarters in the Community Center Building, and the staff consisted of about nine persons.

It was a great convention that we held at Seattle that year. Franklin

McCrillis retired as our president and Joseph P. Rinnert was elected to succeed him. Both these veterans will be on hand this year, working for the success of this convention, as will others who served so well in 1946.

The development of our work is reflected in the program planned for this year's convention, with its variety of interesting events, but now as it was 15 years ago, all is planned for the inspiration and benefit of the individual members and their clubs. Provision is made for practical demonstrations of club work, and every man who attends may expect to carry home with him many ideas and methods for improving the work of his own club as an educational force.

The visit to the "great evergreen playground of the Pacific Northwest" will constitute a pleasant vacation for many, but the serious purpose of the convention must be kept in mind by every attendant. There will be much important work to be done, not only in the educational sessions, but in the consideration of essential business, and in the election of new officers and directors. Certain constitutional amendments are to be considered, providing for the changing conditions in our growing organization. Every delegate should inform himself fully on these measures, and be ready to vote with understanding of the issues involved.

The leaders who will be elected

will face a wonderful opportunity for training and growth as they serve the members. To them, and to all other officers, whether in the local club, the area or district, we offer as a pertinent suggestion the wise words of William F. Loerke, governor of District Five, who recently expressed himself thus: "Just being elected to office does not make a man a leader, but it does obligate him to become one."

Watch the Small Details

Do you know how to fold a letter to fit the envelope which is to carry it?

Do you always show the return address on the outside of the envelope when you prepare a letter for mailing?

Do you write your name legibly as you sign a letter? And do you identify yourself so the recipient will know which Bob Jones he is hearing from?

A great many people overlook some or all of these simple details, thereby causing considerable inconvenience to those whom they address.

The matter of folding a letter correctly may seem insignificant, but to the careful person, there is something undignified—even repellent—about finding a letter all bunched up in an envelope which it could have fitted easily, with the right folding. If you are not certain about how to perform this simple task, ask someone who knows. It would take too much space to explain it here, but it is worthy of your attention.

You would be surprised at the number of communications which come to our Home Office with no

identification on the outside. Some of them show no address even on the inside, and some of them carry illegible signatures. In a good many cases, we have to seek identification by the postmark, which shows us the city of mailing. Then we have to hunt up the clubs located in that city, and try to find among the members listed a name which may possibly be the one we seek. Imagine the amount of time which can thus be wasted!

Another small detail is the uncertainty about certain words related to the position of the speaker. There is endless confusion between *lectern* and *podium*. When a Toastmaster writes to tell us that he has been adversely criticized for "leaning on the podium" while speaking, I am inclined to reply that I would like to see him lean on the podium while he is talking. The podium, as you can learn from the dictionary, is the floor or platform on which the performer stands.

Even if he gets the right word, and leans on the lectern, he often misspells the word and writes "lecturn," which always gives me a bad turn.

Isn't it rather silly to waste time on such little matters when there are so many important things to be considered? Perhaps so, but carelessness, even in minor details, is not a good habit.

"Trifles make perfection, and perfection is no trifle." So said Michaelangelo, and another appropriate remark on the subject comes from Angelique Arnauld, who wrote: "Perfection consists not in doing extraordinary things, but in doing ordinary things extraordinarily well." ❖

Presenting

Your Candidates

for International Office

THE NOMINATING COMMITTEE presents the following candidates for election as officers of Toastmasters International at the annual business meeting to be held during the 30th Annual Convention of Toastmasters at Seattle, Washington, July 27, 1961.

For President: Herman E. Hoche
For 1st Vice President: Frank I. Spangler
***For 2nd Vice President:** Bill Hylton
 Richard Newman

** Stated in alphabetical order at the request of the nominating committee.*

(Signed) Paul W. Haeberlin, Chairman

Russell V Puzey	Roy D. Graham	Forest Highland
Nick Jorgensen	Bertram H. Mann	Willard Bixby
Evans T. Hamilton	Edward T. Brown	Raymond G. Castle
	Howard E. Flanigan	



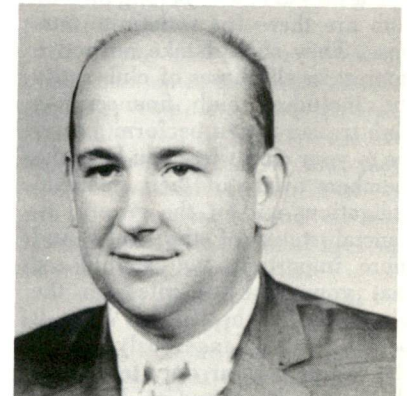
HERMAN E. HOCHÉ, nominated for president of TMI, is the present 1st vice president of the organization. Since his retirement from the U. S. Navy (with the rank of Commander), in October, 1960, he has been a member of the firm of James A. Hamilton Associates, Hospital Consultants, of Minneapolis, Minn. He also serves on the faculty of the University of Minnesota, giving graduate courses in Hospital Administration. Previous to his retirement, Commander Hoche was executive assistant to the Chief, Naval Medical Service Corps, U. S. Navy Dept., in Washington, D. C.

Commander Hoche has been a member of eight different Toastmasters clubs, and at present holds membership in two—Gopher 183-6 of Minneapolis, which he joined upon moving to that city, and Silver Spring 1314-36, Silver Spring, Md., which voted him honorary lifetime membership in recognition of his many services to the club and to Toastmasters.

FRANK I. SPANGLER (R), nominated for 1st vice president, is completing his term of office as 2nd vice president of TMI. A member of Milwaukee Club 466-35, he previously served as a member of the TMI board from 1956-1958. He is manager of electric data processing operations for the A. O. Smith Corporation of Milwaukee, Wisc. Recently he was elected vice president of the A. O. Smith Corporation Credit Union, largest credit union in Wisconsin, which he had served as a member of the board of directors since 1954.



RICHARD NEWMAN (L), nominated for 2nd vice president of TMI, was a member of the board of directors from 1958-1960. He is production co-ordinator for the National Broach and Machine Company of Detroit, a resident of St. Clair Shores, Mich., and a member of St. Clair Shores Toastmasters 2695-28. He was governor of District 28 during 1957-58, a member of the Local Activities Committee for the 1956 International Convention at Detroit, and chairman of the Club Achievement Awards Committee for the 1960 Atlanta Convention.



BILL HYLTON (R), nominated for 2nd vice president of TMI, is president of Bill Hylton, Inc., a real estate company of High Point, N. C., and a member of High Point Toastmasters 582-37. This year he completes his two-year term as a member of the TMI board of directors, where he has been chairman of the Convention, Conference and Meetings Committee. During 1956-57 he was governor of District 37, and played a large part in the formation of that district. At the 1960 convention, he conducted the Saturday morning educational session.

It is the duty of all clubs to vote either by proxy or through their representatives at the International Convention. Because the officers elected will direct the activities of Toastmasters International for the coming year, members should give careful consideration to the qualifications of each candidate.

TMI officers and directors (nominated at the 16 Zone Conferences) will be elected at the annual business meeting, July 27, 1961, Seattle, Washington.

*Sometimes he's the forgotten man,
but we couldn't operate without . . .*

The Club Treasurer

By R. E. PANIAN

THE OFFICE of club treasurer is a plain, ordinary, straight-forward matter of money. Although Toastmasters International is a nonprofit educational organization, this does not mean that clubs should be insolvent or operate on any but a business-like basis. The successful, healthy club operates on a sound fiscal policy and a realistic budget, and these are the responsibility of the club treasurer.

Toastmasters who belong to your club are there for a definite purpose. They should take an active interest in all phases of club activity, including club finances. As club treasurer you perform a service to your club when you keep the members aware of their financial obligations and of the general financial status of the club. And more important, you should see that your club operates on the black side of the ledger. When it begins to veer dangerously toward the red, it is your duty to suggest that steps be taken to halt this trend.

How do you keep the members informed of their financial condition? First, you should remind every member periodically of his financial obligations to the club. This keeps him conscious of his

status and gives him advance notice of dues payable. You should notify him verbally or by sending him a statement. You should never descend to nagging or pleading. Keep it on a business basis.

Second, you must report periodically to the executive committee and to the membership on the financial standing of the club. A treasurer's report need not be an unduly complicated affair. If you are a C.P.A. and enjoy long, detailed reports, by all means make them. But a simple, direct statement of condition, showing income, expenditures, dues receivable and bills payable will suffice, and probably be more understandable to club members at large. There is only one cardinal rule: *you must account for every penny of club money.* Receipt of payments and evidence of dues received must support your entries. Your report should also show how actual club operation compares with the club budget.

Now, how do you accomplish the task of putting your club in the black and keeping it there? Here are a few suggestions:

1. *Assist the president in formulating sound fiscal policies for the club.* It is part of your job to ob-

tain at the beginning of your term of office a clear picture of the plans for your club, and to appraise these plans in the light of financial expenditures necessary. Work with your club president in setting up a realistic budget for the six months or year during which you will be responsible for the funds.

2. *Collect all dues and initiation fees when they are due.* Club members are human, and most humans require a bit of prodding before they part with money. Don't be afraid to prod, to be good-humoredly aggressive. A successful financing institution has a policy: "Ask for your money, ask again for your money, and keep on asking for your money until you collect." This could well be your watchword. Remember, collecting dues is what your fellow members elected you to do.

Your club policy should be to collect dues in advance. In this way, you will have the money on hand when the time comes to pay the club's semiannual per capita to the Home Office of Toastmasters International. It is also part of your job to assist the club secretary in preparing the semiannual report.

3. *Check your club bylaws to determine what approvals are required before club monies can be spent.* If expenditures are determined by action of the executive committee, make sure that club members are informed of these actions. Let them know where their money is going and why. After proper approval, pay all club bills promptly.

4. *Regardless of who has the authority to approve expenditures, it*

is your responsibility to participate actively in all discussions concerning club finances. Only you are in the position to advise the club or the executive committee authoritatively of the financial effects of their decisions. You are now the expert on finances. Be reasonable, firm and practical. The club members will respect your advice and counsel.

5. *When the treasury is low or shaky, analyze the causes.* What went wrong? Where are you overspending? If the situation becomes acute, see that some fund raising is used to build up the treasury again. Suggest a speechcraft course. Or try a gimmick. Many good ideas can be obtained from a careful reading of *TM Topics* or the Club News section of *THE TOASTMASTER*. Get all the members in on this project, interest them in thinking up good new ideas.

6. *At the end of your term of office, pass on to the newly elected treasurer complete club records.* Naturally you will keep income and expense ledgers so that they will be available for audit at the end of your term. Instruct the new treasurer in the methods of keeping the club financial records.

It's a big job, this business of being club treasurer, and an important one. But there is no satisfaction greater than that of knowing you are helping to keep your club alive, healthy and satisfactorily solvent. ♦

Robert E. Panian of the Minute-men Club 2161-F, Downey, Calif., has served as secretary-treasurer of Area A-5, Founders District.

TOASTscripts

★ ★ ★ ★ ★

A salute to Toastmasters at McChord Air Force Base, Wash. At a recent Ladies Night program, McChord NCO Toastmasters Club 1594-32 had as honored guests the parents of an adopted 12-year-old boy who was born deaf and blind. Under the chairmanship of Alden L. Massie, club members are conducting a paper drive to raise funds to help the parents provide special training for the boy. The boy is attending a school at Wichita, Kansas—one of the two schools of its kind in the United States.

Reporting on the paper drive project, Wilfred Woollett, Jr., governor, District 32, said, "They realize that Toastmasters throughout the world generally serve as members of speakers bureaus for the backing or promotion of civic drives, etc. This service is, of course, extremely limited in the case of the NCO Club by virtue of its position in the Air Force and location at the McChord Air Force Base. The manner and degree to which they have been and are continuing to assist in this paper drive at the AFB is a tremendous example of their Toastmasters obligation to serve their community."

Governor Woollett also reported that the recently chartered McChord Officers Toastmasters Club 1237-32 is off to a flying start with 39 members.

We'll bet there were some choice arguments presented when Natoma Toastmasters Club 2242-39 (Sacramento, Calif.) debated with members of the Folsom Prison Gavel Club. The subject was: Resolved That All Lawyers Should Be Abolished!

* * *

CONGRATULATIONS: To Toastmaster Alex Smekta of Club 271-6, who received 66% of the popular vote in his recent bid for reelection as mayor of Rochester, Minn. . . to Clinton A. Phillips, retired Marine lieutenant colonel, who reports that the soon-to-be-chartered Wall Street Toastmasters Club in New York is the sixth Toastmasters club he has helped to organize (the other five were in Korea, Hawaii and Italy) . . . to Howard Buie, president, Cape Fear Club 2879-37 (Fayetteville, North Car.), for being selected "Man of the Year" by the Fayetteville Junior Chamber of Commerce and for being named one of the three outstanding "Jaycees" in North Carolina by the State Junior Chamber of Commerce . . . to International President George J. Mucey who was one of two district insurance managers in the nation picked for a symposium at last month's National Association of Life Underwriters Convention at Fort Lauderdale, Fla.



JUST IN JEST

It's much better to sit tight than to try to drive that way.

A hypocrite is a guy who isn't himself on Sundays.

A mild little man returned from his wife's funeral on a windy, stormy day. He had just reached home when a tile was blown from the roof and hit him on the head. "My," he exclaimed, "she certainly got to heaven fast!"

A smart man is one who never gives the same advice once.

"My son's letters always send me to the dictionary," bragged the father of a Harvard undergraduate.
"You're lucky," replied his friend.
"My son's letters always send me to the bank."

Poor people have kinfolks, the well-to-do have relatives, and the rich have heirs.

The trouble with not having prejudices is, people think you're cowardly.

The only thing worse than being on the wrong side of an argument is being in the middle.

—Pat Kraft

Said the chairman of a certain society at its annual meeting, "In most associations, half the committee does all the work, while the other half does nothing. I am pleased to report that in the society over which I preside, it's just the reverse."

A good toastmaster is one who knows when to pop up and when to pop down.

—Changing Times

There were two sheep grazing in a meadow.

"Baa-aa-aaa," said the first sheep.
"Mooooo," replied the second.
Said the first sheep, "What do you mean, 'Mooooo'?"
"I'm studying a foreign language."

—Quote

A cynic is a person who thinks the only footprints in the sands of time are heels.

If you must worry, don't worry out loud. It wastes the time of others as well as your own.

—Arnold H. Glasow

"You've broken that lecture item off nicely!" snapped the editor to his foreman.

"What's the trouble?"
"You've cut out all the names of those present but two, and made me say, 'Scattered through the hall were J. Bronson Smithers and Mrs. Smithers!'"

It isn't the size of your vocabulary that counts. It's the turnover.

Small boy to father: "There's a special PTA meeting tonight; just you, my teacher and the principal."

A woman driver is a person who drives the same way a man does, except she gets blamed for it.

"I have unearthed an incredibly well preserved piece of early Roman carpentry," an archeologist wrote a museum curator.

"What are its dimensions?" the curator wrote back.

By return mail came the reply: "II—by—IV."

Letters to the Editor

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

Reference is made to the article "A Message to Mama" in your March (1961) issue.

I have been wondering for a long time why this thought has not been printed before. You owe Mrs. Weed a big bouquet for writing this sad state of affairs at dinner when the digestive system should be functioning smoothly, instead of with constant interruptions.

Do you think you can use your influence to have this idea carried into the regular meeting procedure where members eat first, enjoy conversation with those about them, and then proceed with table topics and the regular program thereafter?

I tried it at one of our meetings some time back. It did not take any longer and the Yellows really enjoyed talking to each other and eating dinner.

I. Louis Cook
Antlers Club 725-6
Minneapolis, Minn.

In the January (1961) issue of *The Toastmaster* magazine, I noticed that you now have available a counter card to display the pamphlet "Introducing Toastmasters." I don't know where you got the idea, but our club has been using a counter display of our very own for some time. . . . It is quite attractive and has influenced over a hundred people to read the pamphlet. . . .

I sincerely hope you have a great demand for your display and urge Toastmasters clubs everywhere to use them. We have found this method of advertising to be an excellent way of reaching the individual who wants to be a Toastmaster.

Robert C. Suchor
Admin. V.P. Club 1608-30
Skokie, Ill.

(We got the idea from Toastmaster Tom Strotman of Club 2436-F, West Covina, Calif.—Ed.)

The December issue of *The Toastmaster* magazine, under the heading of Home Office Toastscripts, solicited a query regarding "families" enrolled in Toastmasters.

We wish to inform you that Quannapowitt Toastmasters Club 849, meeting in Boston, Massachusetts, has a similar situation in its club. This interesting circumstance, while it has been a source of much amusement to all of our members when it comes to inter-family evaluation, has improved the quality of our weekly meetings.

Fred Meagher, Jr., six years ago became the first member of the family to join. He has moved through the chairs and has been a past president for three years. His father, Fred Meagher, Sr., next became a member May 4, 1959, followed by his brother-in-law Fred Connolly March 11, 1960.

Robert H. Booth
Sec. Club 849-31
Boston, Mass.

Seeing the great potential we have for helping our community through Toastmastering, I have organized a Toastmasters Civic Speakers Bureau. Last year, informally organized, we delivered approximately 100 speeches for local community organizations.

The response to our efforts has been so great that we are now in demand and have speaker projects scheduled ahead for the entire year. As our speakers deliver speeches to the various civic groups in our county, we physically exhibit what Toastmaster training can do for a man. The Mobile area Toastmasters clubs are gaining in membership as a result. . . .

Philip D. Borsarge
Gov. Area 3, Dist. 29
Mobile, Ala.

It was with much pleasure and surprise that I picked up the March copy of *The Toastmaster* and saw a very familiar sight on the cover. For two years (1957-1959) while on duty as a Military Advisor to the Chinese Navy, my family and I lived practically in the shadow of the "Spring-Autumn Twin Pagodas" and the oddly structured "Half-Mountain" in the background. . . . There are actually two identical pagodas about 300 feet apart which are excellent examples of Chinese architecture and are indeed a worthwhile tourist attraction. No one leaves Taiwan without having his picture taken in the foreground of the pagodas as is evidenced by the enclosed Christmas card photo of my family in 1958.

W. J. Moore
Admin. V.P. Club 133-57
Alameda, Calif.

I have appreciatively preserved Mr. Matthew M. Epstein's article "A Human Interest Talk" in *The Toastmaster* for October, 1960.

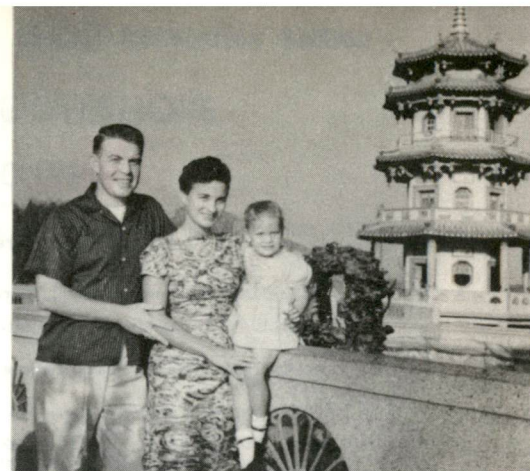
As Brotherhood chairman for B'nai Brith and Kiwanis Clubs I shall be able to enrich my talks this year at our Annual Brotherhood Rally in our community. In order to reciprocate and enlighten you on the "anonymous" quotation, I enclose a clipping and the photo of the little-known American reformer Ernest Howard Crosby of the last century. The corrected lines are: "No one could tell me where my soul might be,

I sought for God—but God eluded me,
I sought out my brother, and found all three!"

These powerful words are now records of history. They inspired a corporal at the Allied Prisoner Camp on the Japanese River Kwa Noi. These words transformed the lives of the prisoners. Hope, faith and inner strength replaced desperation. Men shared food they had fought over before. They even forgave the enemy guards.

The corporal and prisoners found all three!

Louis Forgash
Past Pres., Club 2353-13
Weirton, West Va.



Other TM clubs have heard of our Wings of Gold Chapter here on the Naval Air Station, Pensacola, because the Editor has very kindly chosen to use several articles we have submitted.

Recently, a guest mentioned something we hadn't really considered. He said, "I've never seen such a group of highly educated men who were still trying to advance their personal talents and abilities." As naval officers and civil service personnel, we look upon ourselves as pretty average men. However, an informal survey yielded some interesting data. Enough in fact for a little friendly challenge to some other TM clubs!

Our Chapter, 1836-29, has 31 members who together hold 40 degrees from various colleges. Only seven members do not have a college degree. Thirteen hold one, seven have two, three have three, and one has four degrees. Three of the TM's are nearing additional degrees. Does any club have more than 77% of its members with college degrees, or average over 1.29 degrees per man?

Another interesting point for a military club is that no original members are still active since the charter was received in 1955, but two men have been members over five years. Our TM's are very active in community affairs and "outside speeches" are routine, but because of our changing membership, no one seems interested in area or district leadership. Is this a common problem in military chapters?

We'll watch *The Toastmaster* magazine for any replies to our friendly challenge.

Philip B. Phillips
Pres., Wings of Gold 1836-29
Pensacola, Fla.

New Clubs

(As of March 15, 1961)

- 32-3 KINGMAN, Arizona, *Kingman*, Thurs., 6:30 a.m., Oswalds Cafe.
- 336-39 BEALE AFB, California, *Beale*, alt. Tues., 11:45 a.m., Non-Commissioned Officers Open Mess.
- 437-11 BAKALAR AFB, Columbus, Indiana, *Bakalar*, 2nd & 4th Tues., 5:30 p.m., Bakalar Base Club.
- 773-29 ENTERPRISE, Alabama, *Enterprise*, Mon., 7 p.m., Rawls Hotel.
- 1014-32 FORKS, Washington, *Forks*, 2nd 4th & 5th Thurs., 6:30 p.m., Antlers Cafe, 1st & 3rd Thurs., 8:00 p.m., Forks American Legion Hall.
- 1204-43 ARSENAL, Arkansas, *Pine Bluff Arsenal*, 2nd & 4th Mon., 12 noon, Pine Bluff Arsenal Officers Open Mess.
- 1339-19 AMES, Iowa, *Roadoe*, Mon., 6 p.m., Pine Room of Memorial Union, Iowa State University Campus.
- 1832-22 WICHITA, Kansas, *Worthy Sirs*, 1st & 3rd Mon., 6:30 p.m., St. Peter Claver Parish Hall, 11th & Indiana.
- 2211-17 WHITEFISH, Montana, *Whitefish*, 2nd & 4th Wed., 6:30 p.m., Frenchy's Chinese Gardens.
- 2500-58 COLUMBIA, South Carolina, *Richland*, Mon. 6:30 p.m., Henry's Restaurant.
- 2685-58 CHARLESTON, South Carolina, *Charleston NANTS*, alt. Mon., 5 p.m., Joe's Restaurant.
- 2992-37 WILMINGTON, North Carolina, *Cape Fear*, Mon., 7:30 p.m., Plant Work Center, Southern Bell Tel. & Tel. Co.
- 3046-25 MESQUITE, Texas, *Mesquite*, 1st & 3rd Mon., 7 p.m., Lido Motel, Highways 80 & 67 East Dallas.
- 3209-35 MILWAUKEE, Wisconsin, *Bellwaukee*, alt. Mon., 5:15 p.m., Bockl Bldg., Restaurant.
- 3218-26 DENVER, Colorado, *C.P.A.*, Wed., 6:15 p.m., Argonaut Hotel.
- 3219-48 BIRMINGHAM, Alabama, *Eastwood*, Thurs., 7 p.m., Grace Methodist Church.
- 3237-46 NEW YORK, New York, *Wall Street*, alt. Wed., 4:30 p.m., Athenium Room, George's Restaurant, 80 Broad Street.
- 3240-61 BEAUHARNOIS, Quebec, Canada, *Beauharnois*, Sun., 10:30 a.m., Recreative Center.
- 3246-61 EASTVIEW, Ontario, Canada, *Eastview*, Thurs., 6:15 p.m., M & P Restaurant, 320 McArthur Road.
- 3247-61 TRENTON, Ontario, Canada, *Quinte*, Tues., 6:45 p.m., Gilbert Hotel.
- 3248-27 MODESTO, Stanislaus County, California, *Wood Colony*, Thurs., 7:30 p.m., Hart-Ransom School.
- 3249-56 BROWNSVILLE, Texas, *Southmost*, 1st & 3rd Wed., 7:30 p.m., Landrums.
- 3250-19 MARION, Iowa, *Marion*, Mon., 6 p.m., K. V. Cafe.
- 3252-52 LOS ANGELES, California, *Olympian*, 1st & 3rd Tues., 5:30 p.m., Olympian Motor Hotel.
- 3253-U YOKOTA AF, Japan, *Yokota NCO*, Wed., 11:30 a.m., NCO Club Ballroom.
- 3254-29 BROOKHAVEN, Mississippi, *Brookhaven*, 1st & 3rd Mon., 6:30 p.m., Brown's Cafe.
- 3255-U CLARK AB, Philippine Islands, *Carabao*, Thurs., 11 a.m., NCO Club.
- 3256-U FORT GREELEY, Alaska, *North Star*, Mon., 12 noon, Officers Open Mess.
- 3257-11 INDIANAPOLIS, Indiana, *Maplecrest*, Fri., 6:15 p.m., Car-Bob Restaurant, 38th & Arlington.
- 3261-38 POTTSVILLE, Pennsylvania, *Pottsville*, 1st Tues., 3rd Mon., 6:30 p.m., Necho Allen Hotel.

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