



THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

ANNUAL REVIEW ISSUE

**The Toastmasters Club . . . its
meaning and values**

By Ralph C. Smedley

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Home Office**

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Toastmaster Articles of 1958**

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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.

the TOASTMASTER

For Better Thinking—Speaking—Listening

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The Toastmasters Club

... its meaning and values

By RALPH C. SMEDLEY

MY CONCEPTION of the Toastmasters Club, and of the training which it affords, while based on certain fundamental principles of education, is quite largely the result of experiences and observations through the past fifty years, when those principles have been put into practical use.

Our work is based primarily on the principles of learning by doing and improving through practice and criticism, principles in which I strongly believe. Back of these, there is Herbert Spencer's definition of education. He held that education is a process of drawing out and putting into use the talents and abilities which are present in the person to be educated, rather than of pouring into his mind information from the exterior.

Added to these basic concepts is my conviction that the power to communicate is one of man's greatest endowments. I believe that all civilized life grows out of that ability, and the uses made of it. I believe that the improvement of man's ability to communicate his ideas is a means of improving life

in all its phases, and that the progress of civilization depends on this improvement.

It was the very evident need for practical help in the art of communication which led me to organize the Toastmasters Club in the first place. Men in my community needed this aid, and they were glad to accept it when it was offered in an attractive and practical manner. The beginning was to meet a local need. There was no vision of future growth into a great organization.

My belief in the principles of learning by doing and improving through criticism led to the use of the methods which have served through all the years in the work of the Toastmasters Clubs.

The Toastmasters Club, as I see it, is a voluntary association of men who desire to gain facility in the art of communication.

These men can be encouraged to develop and use their own initiative and originality for their own improvement. It has been my privilege to share with all of them the results of my own experiences, and to try to stimulate them in using their resources.

It has been my conviction that formal courses should not be offered in the Toastmasters Club, but I have been compelled to prepare certain materials which our members classify as "courses," in order to give guidance which was apparently needed. It appears to me to be desirable that the members should work out their problems, and then exchange their experiences, helping each other by pointing out better ways, as well as warning against ways which have not been found successful.

This is the course which we have followed as we have grown, and as men have asked for definite guidance. It has been my purpose to offer suggestions, leaving the application of these suggestions to the men, who will carry on in the manner best suited to their needs.

In the course of years, as we gained experience, it was seen that our processes had values far be-

yond the mere training of men to face audiences and speak their ideas. Communication was seen to have its effects in almost every phase of life. Improvement was needed not only in public speaking, but in all use of words, whether spoken or written. Training in speech had definite values in many lines of improvement. Some of these may be listed thus:

It leads to the discovery of hidden abilities, bringing these latent talents into use, and thus enriching the man's life.

It broadens the man's conception of how to live with people.

It helps in the integration of personality.

It brings out for use the leadership traits and abilities, and thus helps to prepare the man to be a leader.

Dr. Smedley (right) receives proclamation of Toastmasters Week from Santa Ana Mayor Dale Heinly, as Maurice Forley, TMI Exec. Dir. and Warren Bunge, Pres. Club No. 1 assist

Santa Ana Register Photo



It opens the way to more creative and constructive living for the man who takes full advantage of the opportunities offered.

Thus our work has led us into fields of service far beyond the obvious task of training men for public speaking. Our responsibilities have been increased as we realized our task of opening the larger fields to those who come into membership.

Not every man follows through to gain the additional benefits. Not every club operates so as to give its members the most effective service. We fall short of the ideal of perfection, but we know that the individual member or the individual club has been helped, in proportion as the vision of possible accomplishment has been made clear, provided that the strong purpose has been present, either in the member or the club.

Men who have developed ability in leadership through working and serving as officers in their own clubs have gone on to wider fields of service in area and district affairs, and those who have exerted themselves to serve well have gained much in these enlarged fields of experience. Some few have gone on to the directorship of Toastmasters International, in which they have made personal gains in proportion to their willingness to learn. All have been helped to meet opportunities for leadership in their business or professional affairs, and in work for other organizations.

In common with many other agencies designed to help men, the Toastmasters Club is limited by the

purpose of its members and by the sincerity of their desire for self-improvement. I know of no method whereby we can overcome the reluctance of men to think and plan and work to a purpose.

It may be said that most of our members come into a club to achieve some definite purpose. That purpose may be to learn to speak in public, to overcome fear, to gain skill in conducting a meeting, or to be a contest winner; or it may be any one of many purposes. It is our obligation to help them to adopt the best purpose, and then to work to accomplish.

When this immediate purpose has been achieved, the man is likely to drop out, unless the leadership of the club has been so good that he has been awakened to a realization of the further possibilities for him. No doubt this is the simple explanation for much of the turnover in membership.

It appears to me that the obligation of the leaders of the movement, both those in the Board of Directors and those in the Home Office, is to offer supervision, explanation, suggestions, advice and inspiration wherever needed or desired, and to cooperate with local leaders so that our purpose may be fulfilled, in the helping of every member of every club to gain what he needs.

Training for this task is indispensable, and such training must proceed from those who are experienced to those lacking experience. Such help should be given in a cooperative spirit and manner, not so much by prescribed rules as by helpful suggestion.

At San Diego, in 1951, I stated:

"Education is our business. It has been so from the beginning. I do not know just why or how I happened to hit upon the idea that adult education could be handled in a social atmosphere, entirely apart from the formal classroom and standard academic procedure; but in some way I got that notion, and I have lived to see it not only recognized, but actually used, in circles where it was frowned upon a generation ago. There was evident agreement in my mind with the thought which Shakespeare had expressed long before when he caused one of his characters to say: 'No profit grows where is no pleasure taken.'"

To my way of thinking, the Toastmasters Club is a very simple and practical use of the principles of education, applied to the helping of men in the effort to improve their capacity for living and wise enjoyment of life.

Simplicity has always been a characteristic of the club operation; and it should characterize all the work of the organization, from the higher executives through regions and districts and areas, always with the clear purpose of helping the local club to help its individual members.

Personal contacts between those who are prepared to lead and those who need help in leadership are essential. Much information must be transmitted through the printed page, but the most effective method of transmission is through training sessions in which qualified leaders present information and conduct discussion.

If we should ever lose this sense of fellowship, of personal, friendly relationships, we might easily become just another high-grade correspondence school. The personal touch, in all levels of our work, is one of its distinguishing features. We are working together.

I still hold to my opinion that we should not prescribe "courses," but should make the principles and ideals clear to all, permitting the men to deal with their own problems and to use their own resources so far as possible. It is our task to set up goals and standards and processes, which we can recommend to our clubs for use.

Fundamentally, I believe that the ability to communicate is a God-given talent, which ought to be used by all for the good of all. It is our privilege to help bring this talent into greater usefulness, so

that it may be applied to the building of a better world, through the building of a better society made up of individuals who must act in groups. I believe that in bringing improvement in the way

of "better thinking, better listening, better speaking" to individuals, we are contributing to the improvement of the society which is made up of these individuals.

I like the way that Orison S. Harden phrased his conception of speech training, when he wrote: "The ability to talk well is to a man what cutting and polishing are to the rough diamond. The grinding does not add anything to the diamond. It merely reveals its wealth." ♦

To keep club members active . . . Use 'em . . . or lose 'em!

By ROBERT O. DONOVAN

BACK in my grammar school days, I remember my fourth-grade teacher describing the coal mines of that time. She told of the blind donkeys which hauled the coal carts along the black underground tunnels. They were blind, she stressed, because of the eternal darkness in which they worked. Since they had no opportunity to use their eyes, they soon lost their sight.

Frankly, now that I'm older, I rather doubt that story. At any rate, I've been told that those particular donkeys have long since plodded their way to the glue factory. Modern methods of hauling have made them obsolete.

But whether those blind donkeys were fact or fancy, my teacher got her point across—*things you don't use, you stand to lose*. Even members of a Toastmasters club!

You club officers who are reading this, suppose you keep tab on your absent members for a few meetings. Make a check list. I think you'll find that your absentees are, to a large extent, the men who did not have an important part on that program or an active part in your club's management.

It's easy for a Toastmaster to tell himself, "Guess I'll skip this

one—I don't have anything to do except table topics anyway." If he has a speaking assignment or some other active part in the meeting, he'll usually work things out to be there. After all, that's the training for which he paid his initiation fees and his dues.

"But everyone can't be on every program," you'll undoubtedly object. Well, let's take a look at the situation and see just how many actually can. Let's assume that a normal—or average—program for a thirty-man Toastmasters club will require:

- 1—Presiding Officer
- 1—Invocator
- 1—Toastmaster of the evening
- 1—Topicmaster
- 1—Master Evaluator
- 5—Speakers
- 5—Evaluators

This adds up to fifteen. On the face of it, it looks as though just half of the thirty members are really needed for that particular meeting.

But let's take another look. How many other worth-while assignments could be made to give some of the others a part in the show?

First of all, is there a club officer who does not have one of the above

assignments? Then tell him that you want a report, an announcement, or some other utterance from him—or them, if there is more than one. Notify him in advance so that he has time to plan. Make it a real announcement, too, of something important.

Then appoint a timer, a grammarian, a whisker-counter or any other such participant as you may need. Appoint these men, too, in advance. Then get them to do the job in a way which will let them speak for a minute or so. There are many ways to vary both the tasks and the speaking parts so that they do not become dry or stereotyped. This will require thought, imagination and planning in order to develop new slants. Bring the participants in on the planning. Encourage them to develop those new slants which enliven meetings.

Do you have any members of committees who do not have a part on tonight's program? Have them report on the progress of the committee. Have them bring up some item of business. Here again advance assignment is important. Before they decide to skip this one meeting, give them a part in it, and give them a chance to make that part worthwhile.

After having checked these, do you still have some left-over members without any part to play? Then make them assistant Sergeants-at-Arms for the evening. Let them introduce visitors, sit next to them during the meeting, and really explain Toastmasters to them. Make this one a before-the-meeting assignment, too.

Robert O. Donovan is an Electronics Engineer in the Navy Department, Bureau of Ships. He is a member of the Anchor Toastmasters 1110 of Washington, D. C., and the Governor of Area 13, D. 36.

If you still have not used up all your surplus members, well, there's no rule that says you can't have six speakers for once. Many clubs do so frequently. Another speaker requires another evaluator. That makes two more jobs to be done.

Do you get the idea? There is no need for any Toastmaster not to have a scheduled training assignment in every program. If your Educational Vice-President and his committee really get down to some careful advance planning, everyone can feel that he has a worthwhile part in the program.

The only thing you may have to worry about is the time schedule. You'll have to limit the time used by each participant, and watch the time rigidly. This is an important part of Toastmasters training.

Aim to have every Toastmaster come to every meeting with an assignment that makes him important to that program. Inspire him to develop new and entertaining twists that will add spice to each session. It may be more work for your program committee, but if you will give it a try you'll see attendance increase, club spirit improve, and training opportunities multiply.

Surplus Toastmasters? There "ain't no such animal"!

Don't lose 'em—Use 'em!

How much in 5 minutes?

By CHARLES WILLEFORD



IN THE summer of 1948, as a young first sergeant, I had the privilege of taking the three-day examination for Regular Army Warrant Officer, along with two hundred other non-commissioned officers in Japan. Those of us who were competing for instructor vacancies had to deliver a five-minute lecture to three stern-faced field officers in a little room, each of them resting in easy chairs armed with clipboards and pencils and rating sheets. Our instructions were clear.

"You've got five minutes," the captain in charge of this phase of the examination told us. "Not four and a half minutes, and not five minutes and ten seconds. Each of you will use one graphic aid, and your time begins when I open the door and announce your name. If I am forced to open the door and call you out at the end of five minutes you will also have failed. Any questions?"

At this point, a young master sergeant staggered into the room carrying a heavy, water-cooled 30-calibre machine gun and tripod. He put the weapon down, and wiped his streaming brow.

"You're late," the captain informed him coldly.

"Sorry, sir," the sergeant replied. "Had to pick up my training aids for my lecture." Turning abruptly, he left the waiting room again. A couple of minutes later he returned, this time carrying an M-1 rifle, a Browning automatic rifle with bipod, and a 60-mm mortar. He unloaded these weapons beside the machine gun.

"What kind of a five-minute lecture are you giving, anyway?" the captain asked him, staring wide-eyed at the arsenal.

"The Description, Nomenclature, Functioning, and Employment of Infantry Weapons, sir."

In addition to the Captain there were about thirty NCO's in the waiting room, but none of us laughed. We all felt sorry for the young sergeant. In order even to hit the high spots of his announced subject he would have needed a minimum of two hours! The captain was equally as kind. Picking the M-1 out of the pile, he handed it to the sergeant and advised him to confine his talk to the rifle.

The sergeant still didn't finish his talk on time. At the end of five minutes the captain had to go into the lecture room and get him. He was still talking. . . .

Perhaps this example of too much subject for the allotted time seems extreme, ridiculous, in fact. I assure you that it is not. I have been a member of Toastmasters for more than three years now, and here are some of the five-minute talks I have listened to:

NATO: Its Purpose and Scope
Segregation: The North vs. The South

The Marshall Plan
Employment of the Handicapped: A National Problem

As subject matter, the topics I've listed are excellent, and any Toastmaster would enjoy a carefully prepared fifty-minute lecture on any one of them. I sincerely doubt, however, that any speaker could cover one of the above subjects well in the short period of only five minutes.

To the new Toastmaster, five minutes seems like an hour, and to make certain he can get through those long agonizing minutes he has a tendency to amass too much material, and select too much subject for the time allowed. This is understandable in the case of the novice speaker, but experienced Toastmasters are often equally as guilty.

Naturally, a Toastmaster desires to speak on a subject he is interested in, and he wants to sell his audience on his own interests. But in a five-minute talk, he can accomplish his aims only by localizing his material—by cutting it down to size.

The Toastmaster who gave the talk on NATO, for instance, could have narrowed his subject down to a listing of the member nations. A colored chart as a visual aid, and a

pointer, in addition to a verbal explanation, could have given every member of his club a knowledge of who belonged to NATO—and not one man in a hundred really knows all of the member nations.

The speaker concerned with segregation could have given a five-minute talk on segregation in his own city. The problem stated, two, or possibly three local anecdotes, and a summing up, could easily be accomplished in five minutes. If the man was really concerned with the segregation problem he could give follow-up talks of five-minute duration on segregation in the local schools, in local public places, etc. But to cover the problem on a national scale in a five-minute period is virtually impossible.

Choosing a subject for a five-minute lecture isn't easy. But why should it be easy? The extra thought and effort put into reducing weighty material down to a clear, concise, complete five-minute talk is its own reward.

When the five-minute talk is finally mastered, the Toastmaster will then be able to approach the fifty-minute lecture with well-earned confidence and a certainty of success.

Charles Willeford is Past President of the Rucker Toastmasters, Ernest Harmon AFB, Newfoundland, and at present a member of the West Palm Beach Toastmasters No. 2222. By profession a novelist, his published books include Proletarian Laughter, Pick-Up, and High Priest of California. A new novel, The Black Mass of Brother Springer, has just been published by Beacon Publications.

By FRED DeARMOND

The care and feeding of Guests

IF I MAY BE FORGIVEN one more parody on the noble bard. . . . The quality of hospitality is not strained. It leaveth a warm glow in a stranger's heart. It smooths the rough edges of human association. It is the same in spirit whether in Muleshoe, Texas or Trois Rivieres, Quebec.

And yet you have felt a friendly atmosphere in some clubs that made them stand out in memory. In others you've sensed a sort of refrigerated atmosphere like that in some banks where you went to ask for a loan.

A Toastmasters club should have a distinctive type of hospitality. Not the boyish exuberance of the Lions. Not the old-school-tie mixing of a University Club. Not the forced joviality of a Ministerial Alliance. Something different from all these. It is based on common interest in better communication and public speaking. A Toastmaster should in the very nature of things be more articulate than others in expressing his good will.

But how many clubs put their best foot forward in making guests feel at home? Are they treated as you would treat an honored stranger in your home?

In my various saunterings I have visited civic clubs from my home town in Springfield, Missouri to Berkeley, California to Stroudsburg, Pennsylvania to Rome, Italy and intermediate points. The ways of caring for and feeding guests seem to vary as much as local customs, dialects, and political faiths vary.

At the New York Rotary Club, which meets at the great Commodore Hotel, I was registered and taken to a special table placarded "Visitors." It was curious to find myself seated next to a man from Springfield, Ohio. But much as I enjoyed meeting him, I would have preferred at the moment to fraternize with New Yorkers in their native habitat. The special tables for visitors didn't strike me as in line with the Missouri idea of hospitality.



Then I was taken in charge by a chemist who spoke polished English. "Fine country and people you have in America," he said. "But why do you make real trade with this country impossible through your high duties on watches?" Following a discussion of protective tariffs, to show that he had no hard feelings he volunteered to translate for me the substance of the day's speech, made in German.

A man with much experience as a club greeter gave me these essentials for meeting a visitor and putting him at ease:

1. *Get his name straight. Be sure you can spell and pronounce it correctly.*
2. *Find out where he lives.*
3. *Ask his business or profession.*
4. *See that he is seated and served his meal and introduced.*

Getting these things done calls for organization, my friend explained. Even a small club should have a committee responsible for seeing that guests are not slighted. Within the committee, definite assignments should be made. Its members should be asked to arrive at the meeting place a few minutes early. When the meeting is over, someone should make sure of shaking hands with the guest and expressing gratification at his presence.

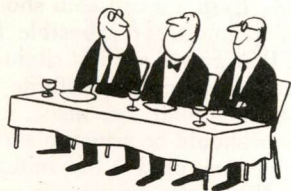
When the guest is seated, if it is at a table for four to six persons, he should be introduced to each of them. If it's a long table, introduce him to the man on each side and perhaps two facing him on the opposite side. Enunciate his name very distinctly.

By contrast, at a luncheon in Baton Rouge, Louisiana, I was turned over to a member of the Fellowship Committee, who at once recalled someone in Springfield with whom he was acquainted. Having established this bond of fellowship, he asked what my vocational classification was. Then he took me to a table and seated me beside a fellow journalist member. At once, we had something to talk about. It ended with my newly-found acquaintance inviting me to call at his office—he was a newspaper editor—while I was in Baton Rouge.

At the Lucerne, Switzerland, Rotary Club I was presented with two attractive Swiss souvenirs.

The greeter or casual host should extend himself a bit in probing for common grounds for conversation during the meal. This may well start with the man's home city. If he comes from Alton, Illinois, you may remember that the famous abolitionist editor, Lovejoy, was lynched in Alton. Or maybe you once visited Alton, or have a friend there. Both are subjects for conversation. A complimentary remark about a visitor's home town or state is a good way to start warming him up.

Many clubs present souvenirs to out-of-town guests. Others hand them copies of the club publication and some pass out booklets on local tourist attractions. Booster talks by the president in his welcoming remarks should be restrained, usually on the light or facetious side.



Methods for formal introduction of guests vary widely, principally depending on the size of the club. At the Dallas Rotary Club there were so many guests that they were asked to line up in the front of the dining room and parade down the speaker's rostrum. As each visitor passed the

microphone he gave his name, home city, and business. Then, as he left the rostrum, the visitor was asked to step on a scale and announce his weight. When all had weighed, a handsome gift was awarded to the heaviest man. To climax the affair, the president next asked one ponderous Dallas member to step up and weigh himself. As he announced, "326 pounds," the president added, "We just wanted to show you boys that no matter how big you are, Dallas grows 'em bigger."

Since Toastmasters Clubs are necessarily limited in membership, many prefer to have the host member introduce his own guests, with the principal greeter or the president introducing any visitors from other Toastmasters Clubs who came without hosts. This method is quite satisfactory—if the introducer speaks up clearly and doesn't try to make a speech out of an introduction.

The president will do well to inform himself in advance about any guests who may be notables in any respect. Then in his welcome he can specially recognize these men. A public official, a foreign visitor, an artist of distinction, a veteran with a distinguished war record, an officer of the International or a president or past president of another Toastmasters Club—these and others are sure to be pleased by this gesture.

Very few visitors know what a Toastmasters club is, and how it differs from any other civic or fraternal organization. A brief explanation of procedure by the

chairman, for the special benefit of guests, is in order. The function of the Table Topics Master, the Toastmaster for the evening, and the Speech Evaluator will be news to the visitor. If he is permitted to vote on the speech award for the occasion he will be made to feel like one of the group.

When time permits, it is a very ingratiating move if during the course of the program the visitors are invited to "say a few words." Because of the club's objective, this is appropriate at Toastmasters meetings to an extent not true of any other organization. In your city and every other there are clubs in which 75 per cent or more of the members have not been on their feet and said anything at a meeting in the past six months.

Toastmasters rightly stresses participation with all the emphasis that Rotary places on attendance and "Service above self," or Lions on "tail-twisting."

Remember, though, that there are two classes of men—those who hate to make a speech nearly as much as to visit a dentist, and those whose favorite music is the sound of their own voice. Insofar as you can judge them, try not to embarrass those in the first class,

and tactfully provide convenient terminal facilities for the second class.

Generally speaking, if a club has hearty fellowship among its own members, this spirit is sure to rub off on its guests. Too many brotherhoods are like the one I visited at its regular luncheon in a large Chicago hotel. Six men seated themselves at our table—four members and two guests. All the members had to introduce themselves to each other as well as to us guests!

Without, I hope, seeming invidious or a Chamber of Commerce booster, let me cite an experience related by a business acquaintance I made in Annapolis, Maryland, recently. When he learned I was from Springfield, Missouri, he was almost rapturous. "I'm an Elk," he said. "I stopped in Springfield on a tour across the country to rest for an hour, and went to the Elks Club. I met one of your fellow citizens (*he named the man*) and he showed me all over the town, took me to a golf club—everything. I stayed a day and a half, and I'm certainly fond of your town." All because of one hospitable clubman. It's good advertising, too! ♦

Whenever you find anyone who is outstandingly successful and popular, you will find a person who is outstandingly tactful. Tact is merely doing things in the way the other person would like them done, rather than in the way you yourself would do them if you had only yourself to please.

—Donald Laird



BOARD MEMBERS MEET IN SANTA ANA: *First row, left to right: Hylton, Nelson, Spangler, A. Hamilton, Smedley, Carper, Gibney. Second row: Haeberlin, Graham, Wangrud, Bixby, Newman, Hoche, Hornaday. Third row: Holmes, Forley, Steigleman, Sanders, E. Hamilton, Anderson, Ramseyer, Hodde*

THEY CAME, THEY SAW, THEY CONCURRED . . .

If you're bucking for board member, don't be a clock watcher!

This advice could be offered by any of the 20 officers and directors of Toastmasters International who met late last year at the Home Office in Santa Ana. In a busy two-day session, the board members spent an accumulated total of nearly 440 man-hours in the conduct of Toastmasters business.

For the first time, the board was composed of representatives from each of the 16 zones which make up Toastmasters International. All officers and directors were present.

Following a tour of Home Office facilities, the board retired to the secluded Greenbriar Inn—a short distance from the Home Office—to hold its business session, which was preceded by an eight-hour Executive Committee meeting.

President Aubrey B. Hamilton presided at the opening session, which included reports from the President, Executive Director and Founder.

Hamilton announced that the Board of Trustees of the newly-formed Toastmasters International Foundation will hold its first meeting late this month. In addition to Hamilton, the trustees are Maurice Forley, Executive Director, Toastmasters International; O. J. Phillips, Director of Sales, Olin-Mathieson International Chemical Corp., New York; Ethan Allen Shepley, Chancellor, Washington University, St. Louis, and J. A. Taylor, Vice-Chairman of the Board, First Western Bank and Trust Co., Los Angeles.

Executive Director Forley told board members that the organization is continuing to grow, both in new members and new clubs. He said more than 150 inquiries and applications for Gavel Clubs have been received in recent months. To assist in the formation and servicing of military clubs, Forley said Col. Robert T. Engle, USAF, has been appointed armed forces consultant. The Executive Director also reported that Home Office procedures have been revised and that progress is being made in the revision of educational materials.

At the conclusion of his report, Forley introduced Don Perkins, recently appointed manager of the Public Relations Department at the Home Office.

The importance of educational assistance for district and area officers was emphasized by Dr. Ralph C. Smedley, Founder. He suggested that more attention be given to the planning and conduct of Zone Conferences.

Committee meetings and board discussions of committee reports filled most of the two-day session. Meeting at all hours of the day and night were the Executive; Organization, Planning and Administrative; Educational; Conferences, Convention and Meetings; District and Club Operations, and Public Relations committees.

Before adjourning, the board:

Approved Aug. 23-29 as the dates for the 1959 convention in San Francisco.

Adopted a new system of budgeting and financial reporting for TMI.

Adopted a manual of management operations.

Adopted a policy bulletin on formation and re-formation of districts.

Approved a provisional district dividing District 43.

Referred division petitions of District 11 and District 43 to District and Club Operations Committee.

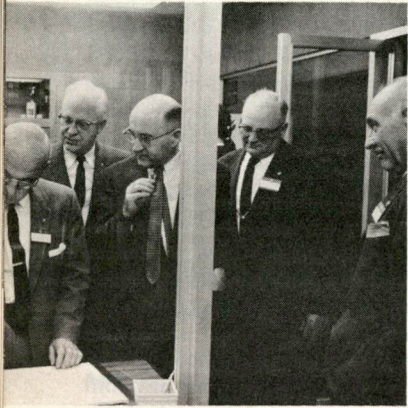
Adopted Zone Conference rules for 1959.

Endorsed the inter-organization relations program with the American Cancer Society, Boy Scouts of America and the National Foundation as outlined by the Executive Director.

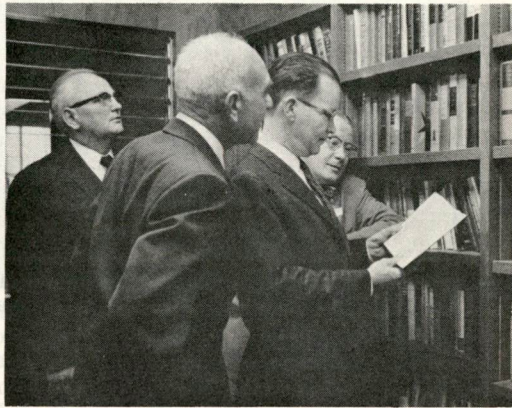
Approved a policy on expense grants for district officers.

Approved the President's trip to Alaska in response to an invitation from Alaska's Acting Governor Waino E. Hendrickson. (A full report on President Hamilton's Alaskan trip will appear in the February issue of **THE TOASTMASTER.**)

A BOARD'S EYE VIEW OF THE HOME OFFICE . . .



.. started with signing the guest book . . .



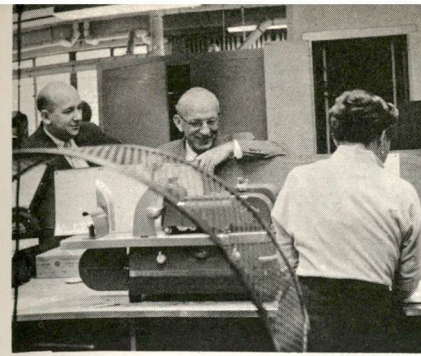
then a visit to the library . . .



and a look at the day's publicity.



While the Founder visited with directors . . .



others studied mailing procedures . . .



looked at highway markers . . .



inspected offset printing press and . . .



finished product—a Certificate of Merit.



They found their names among 75,000 Toastmasters . . .



a coffee break, then on to formal TMI business.

Notes from the Home Office

When the editor vacates his editorial chair and invites his readers to occupy it in his stead, the result is the Second Annual Review Issue of THE TOASTMASTER MAGAZINE, a re-presentation of articles which have captured and held sufficient interest to justify an editorial curtain call.

The First Annual Review Issue was presented in January, 1958, as an experiment, and not without some trepidation. In one instance, the editor was introduced as "the man who made 11 issues stretch over a whole year!" The readership reception, however, was better than we had dared to hope, and encourages this second venture.

The underlying purpose of a review issue is still three-fold: (1) to offer a "readers' choice" of helpful articles in one handy issue for easy reference and use, (2) to give the new member a chance to catch up on helpful articles he might otherwise miss, and (3) to provide a survey of the scope and range of our interests, a record of what has been accomplished by some and what can be accomplished by others.

We repeat: Our index this month is neither an honor roll nor the record of a popularity contest. We would hesitate to select "best" and prefer the encomium of "representative." It is interesting to note

that reader selections were evenly balanced between articles on the arts of speech and on Toastmasters procedures.

To avoid reprinting of articles too close to their original appearance, the TOASTMASTER year was established as from September 1957 to September 1958. This prevented the inclusion of two articles which received a high number of votes—"Invocation, the Proper Prelude," by Frank C. Cothrell, and "Gosh, I've Gotta Preside," by Ernest Wooster. These will be eligible for the 3rd Review Issue.

To reader fans of Mr. Wooster's amusing and enjoyable explanations of parliamentary procedure, we promise another of his articles in the next few months.

* * * *

Dr. Ralph C. Smedley, one of the world's foremost exponents of the short, succinct, closely-timed talk, recently made the longest speech of the year—not in words, but in distance. The occasion was the Charter Meeting of Club 2845 in Jacksonville, Florida, and the charter was presented to the club by Founder Smedley via long-distance telephone. The new Toastmasters listened to the speech through speakers attached to a telephone outlet.

Dr. Smedley spoke from his office at Corona Del Mar, at 5:00

p.m. California time, and was thus able to be a guest at the dinner held at 8:00 p.m. Florida time. A three-way hook-up enabled Executive Director Forley, just closing his desk at the end of a hard day's work at the Home Office in Santa Ana, to add a few words of congratulation.

This is the third telephone speech which Dr. Smedley has made to Jacksonville. The idea originated with the Telephone Toastmasters Club 2198, whose members are employees of the local telephone company.

* * * *

Most recent addition to the Home Office staff is Don Perkins, manager of the newly-formed Public Relations Department.

Perkins started his public relations career in 1940 at North American Aviation, Inglewood, California. During World War II, he was assigned to Gen. Curtis LeMay's public relations staff on Guam. In covering the activities of the 20th Air Force, Perkins wrote the first news release on the atomic bombing of Hiroshima.

Following the war, Perkins served for more than three years as public relations representative for Mayor Fletcher Bowron of Los Angeles. While in the Mayor's office, he also provided public relations service for the Los Angeles Department of Airports, Municipal Art Commission and the City Planning Commission.

After leaving the Mayor's office, Perkins was an account executive for Margaret Ettinger Public Relations, Hollywood. His clients included Irene Dunne, Dorothy Kirsten, George Montgomery, Louella

Parsons, the late Victor Young and Theodora Lynch, who at that time was the wife of Paul Getty, reputed to be the world's richest man.

Prior to joining Toastmasters International, Perkins was Public Relations Director for the Los Angeles Chapter, National Safety Council. He was also Executive Secretary of the National Safety Council's Motion Picture, Radio and Television Committee.

Toastmasters' new Public Relations Manager is a member of the Public Relations Society of America and the Advertising Club of Los Angeles.

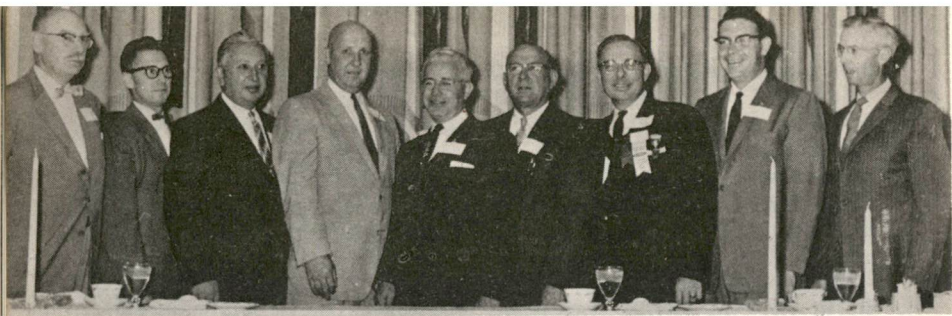
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The Central States Speech Journal, publication of *The Central States Speech Association*, features in its autumn 1958 issue an article by Dr. Seth A. Fessenden, Research Director of Toastmasters International. The article, entitled "A Clique in the Class" is a scholarly and scientific study of sub-groups inevitably formed within larger groups, whose presence may be either hindrance or aid to the group leader. The article provides a method for identifying and measuring the strength and influence of these groups.

* * * *

Toastmasters who attended the Pittsburgh convention will be especially interested in the September 15th and October 1st numbers of *Vital Speeches*, in which the addresses given before the convention by Dr. Robert T. Oliver and Mr. Wallace Jamie are published.

Vital Speeches is a bi-weekly magazine which presents the outstanding speeches of our time.



IMPOSING ARRAY of past and present high brass assembled from all parts of Colorado for Ladies Night-Officer Installation of Acacia (Denver) Club 1357. Left to right, Dist. 26 Ed. Chmn. Kenneth Beebe, Past Dist. Governors Anthony

Lemback and Melvin Jabara,, Past Int. Dir. Cliff Smith, Int. Dir. Hal Carper, Past Int. Dir. Gordon Merrick, Lt. Gov. Oliver Deckert, Area Gov. Bert Stover and Lt. Gov. Lesley Ward



FIRSTS: Will Goldie (right) Founder and 1st Gov. Dist. 18 (Scotland) is honored at special meeting of First Canadian Club 38, Victoria, B.C., and inducted as club's 1st honorary member by Barrie Goult, 1st Gov. Dist. 21. This was TM Goldie's 1st trip to Canada. 5 clubs participated.



WHY DO YOU WANT IT? Public Service TM 1422 (San Antonio, Tex.) pose with sentimental "won't-throw-away" articles collected secretly by Topicmaster Wesley Story for hilarious session. Left to right: Story, Phil Goodwill, Gu Halter, A. E. Schweppe, Leonard Haller, Jac Pongrass, Warren Schattenberg, Dick Weirus, Willie Howerton



BIG MOMENT in a Toastmaster's life is receiving Certificate of Merit for completion of Basic Training. Past Int. Dir. John Lamparter (right) presents certificates to Neal Suppiger and Stanley Meng at Ladies Night meeting of Indianapolis (Ind.) Club 385

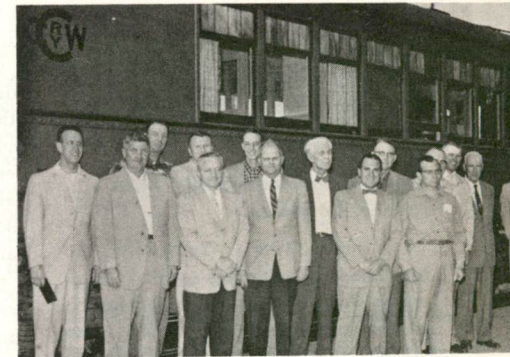
Spotlight on Special Events

TOASTMASTERS OF 24TH CEN: Ohio Ad Club TMs 1028 (Columbus) show men of future re-creating lost art of speech by forming TM club. Off-

cer titles have been lost, so guess produces officers below—all ends well since initial letters spell "Smedley." Skit was presented before officers of Areas 2, 3, 4, D-40



HAVE RAILROAD, WILL TRAVEL; Charles City (Iowa) Club 1062 accepted invitation of TM H. O. Frudden (extreme right) for trip and club meeting on board the Charles City Western Railway's club car. TM Frudden is pres. of the railway



"HAVE A TABLE TOPIC," says Art Beeman to Glenn Bowlus, presenting bowl of Chinese fortune cookies at meeting of Rose Bowl Club 456 (Pasadena, Calif.). Members talked for one minute on message inside cookies

TENSE MOMENT in skit "Of Moose and Me" written and acted by CPA Toastmasters (Portland) for meeting of Oregon Society CPA's Tax Institute. Gene Pompa, Don Littlefield, Roy Marvin, Bob Isler, Chuck Lutten express concern over "victim" club pres. Mel Coffey



CLUB TO CLUB

Twin City Toastmasters No. 1142 Little Rock, Arkansas:

When the Arkansas State Bar Association started to present a weekly panel TV program on subjects of current interest, they ran into a snag—no experienced and qualified moderator available. Panel member Byron C. Smith had an idea, and brought the problem to his Toastmasters club.

Club members take turns in moderating the program, getting valuable experience and having a fine time in the process.

* * *

Telco Toastmasters 2680 Monroe, Louisiana:

A surprise "This Is Your Life" program honoring outgoing secretary E. P. Jenevin was a feature of the recent officer installation meeting of this club, whose members are employes of the Southern Bell Telephone Company.

TM Jenevin is being transferred to another city, and as an expression of appreciation of his contribution to the company over the years and of regret at his leaving Monroe, the program was planned around his personal and professional life. Six speakers related incidents which constituted milestones in the Jenevin career; program was climaxed by presentation of a plaque containing symbols of those milestones.

New officers were installed by District 29 Governor Lionel J. Addamus.

Mainland Toastmasters No. 2231 LaMarque, Texas:

"Club offices are worth campaigning for," was the thought behind recent club election activities. Each nominee was advised in advance and asked to appoint an aggressive campaign manager, to campaign actively, and give a four-minute speech in his own behalf on election night.

Candidates showed up at the meeting with banners, posters, slogan buttons and other gimmicks for wooing voters, and the ballyhoo was long and loud. The keynote address was followed by the campaign speeches, each terminating in a 30-second demonstration staged by campaign managers.

Club members are keeping track of pre-election promises and expecting great things of the new officers.

* * *

Norfolk Toastmasters 686 Norfolk, Virginia:

Norfolk Toastmasters Club 686 is cooperating heartily with the mayor's "Citizens' Committee to Keep Norfolk Clean." A speakers bureau is being organized and Club Pres. E. K. Richardson, chairman of the committee, solicits any speaking material or suggestions which have proved successful where Toastmasters have participated in similar campaigns. Please mail to him at 5419 Argall Crescent, Norfolk 8, Virginia.

OEC Gavel Club No. 3 Seoul, Korea:

Charter for Gavel Club No. 3 was officially accepted by club President Alexander F. McGimpsey from Mr. William Warne, Economic Coordinator of the United Nations, at a recent meeting in Seoul. Pres. McGimpsey returned the compliment by presenting Mr. Warne with a pin as honorary member of the club and the title of "Honorary President."

OEC (Office of Economic Coordinator) is the Korea Mission of the International Cooperation Administration (ICA). ICA is a function of the Mutual Security Pact as promulgated by Congress. ICA is charged by Congress, under the stewardship of the State Department, in the providing of information, training and advice in the application of modern methods and techniques for solving basic economic problems; in coordination with the Military to furnish defense support as regards economic resources where such defense support is deemed necessary.

OEC Gavel Club membership is open to the ladies and gentlemen of OEC, the Military of the U.S., personnel of the American Embassy and other Americans stationed in Seoul.

* * *

Jay Cee Toastmasters 625 Des Moines, Iowa:

Parliamentary procedure is easy!

At a joint meeting of Des Moines Jay Cee Toastmasters 625 (host) and Des Moines Esquires Toastmasters 2388, (guests), District 19 Governor John B. Miller of Nevada, Iowa, demonstrated a technique learned at the TMI Dallas (1957) convention. In presenting parliamentary procedure, a felt disk glued on a thumb tack makes a marker to keep track of motions before the house.



Bette Moyle, 1st feminine Ed. V-P of OEC Gavel Club receives pin from Pres. Alexander F. McGimpsey

John B. Miller shows proper parliamentary procedure





Area Gov. James R. Willis, Lt. Gov. Henry M. Anderson greet TMI Past Pres. T. Vincent McIntire, 2nd V-P Don Ramseyer at Dist. 40 Council

**District 40
Central and Southern Ohio:**

Over 65 Toastmaster officers from central and southern Ohio attended a District 40 Council meeting in Columbus for a business and educational session. Topics discussed were: Training for area governors, public relations, and parliamentary procedure. Reports of the International convention and a club presidents' humorous speech contest concluded the meeting.

Special guests were Past Int. Pres. T. Vincent McIntire and 2nd Int. Vice-Pres. Donald Ramseyer.

* * *

**Knickerbocker Toastmasters No. 137
New York, New York:**

"Know your city" might have been given as the theme for an unusual event staged by our club recently. We hired a sightseeing bus and toured lower and midtown Manhattan, assigning each Toastmaster in attendance some landmark or section of the city as a topic. Route was carefully planned so that bus and speaker arrived at subject point simultaneously.

A large and enthusiastic turn-out, including guests from other N. Y. clubs, testified to the attractiveness of the event, which was planned and directed by committee chairman Peter Byrne and Ed. V-P Cleve Campbell.

**Lakehurst Toastmasters Club
Lakehurst, N. J.:**

Twenty-three foreign military officers representing twelve different countries were guests at a recent meeting. The officers, in the U. S. for a course of instruction at Monmouth Army Base, were spending the day observing facilities and activities at the Naval Air Station at Lakehurst.

Countries represented were Norway, Iran, Viet Nam, Ethiopia, Republic of Korea, Jordan, Turkey, Greece, Austria, Netherlands, Pakistan and Denmark. Exchanges of ideas and views made for an interesting and stimulating session.

* * *

Ted Blanding, former Executive Director and Past President of Toastmasters International, has been appointed to the Board of Governors of Chapman College. This college is one of the oldest in the west and is a four-year, undergraduate liberal arts college with programs leading to baccalaureate degrees. It is located in the city of Orange, Orange County, California, and the Board of Governors is composed of 30 prominent leaders of the five western states.

Since leaving Toastmasters, Blanding has entered professional activities as a Specialist in Voluntary Associations and a Consultant on Systems and Procedures.

Members will also be interested to hear that another Past President, Paul Demaree, heads the evening college and summer schools at Chapman since his retirement as Superintendent of Schools in Anaheim, Calif.

PERSONALLY SPEAKING

By RALPH C. SMEDLEY

Who Does the Work?

It takes work, and plenty of it, to create and maintain a good Toastmasters Club.

And who is supposed to do this work? The club officers, naturally, are responsible for it, as leaders and planners. Working with their committees, they devise the plans and programs which shall be purposeful, enjoyable and resultful for all members.

But the responsibility is not theirs alone. Every member shares in it, because every member is entitled to the benefits which come only through the sharing of responsibility. The privilege of working, together and individually for personal improvement, is one of the great values in Toastmasters training. A man gains in proportion to what he invests in the work.

All this is by way of saying that while officers and committee men carry the principal responsibility, this is shared by every member of the club, and the success of the club depends upon the manner in which the members individually do their part.

You cannot have a club without members, and you cannot gain and hold members unless you have a worthy club program to offer them. Such a program, offering progressive training opportunities presented in an attractive, entertaining manner and properly publi-

cized in advance, is the fundamental requirement for every Toastmasters Club.

If your club is having difficulties in membership or attendance, check up on the programs being offered, and the chances are ten to one that you will find right there the solution for your problem.

**Orderly Procedure is
Important**

Why do men join a Toastmasters Club? In most cases, the answer is because they want to learn to speak before an audience and they need to overcome their fears and to develop self-confidence.

There are other values involved which are not so obvious nor so generally recognized but which are important. Among them are learning how to conduct meetings—how to preside over groups—how to participate in an orderly fashion in the transaction of business in assemblies. In a word, this means training in parliamentary procedure.

On the basis of long experience, I venture to say that the one way to gain skill in such procedure is to practice it. You can read books about it, and you can memorize rules of procedure until your brain is in a whirl, and yet not be prepared to conduct a meeting. The only way to gain that skill is to practice it.

(Continued next page)

In our Toastmasters Clubs, we do not advocate lectures on parliamentary procedure, except as they may be incidental to the practice which the club carries on. We urge the plan of directed parliamentary practice, which introduces the members to correct procedures and trains them, both in presiding over meetings and in participating in the transaction of business. Unfortunately, some of our clubs have a tendency to make a joke out of their parliamentary practice. There are some voluntary humorists in almost every club who like to get laughs by introducing frivolous and dilatory motions, and who try to confuse the presiding officer. Such "monkey business" may be all right once or twice a year, but as a general practice it should be frowned upon and, if possible, eliminated.

Almost as bad as the frivolity is the undirected practice which has no special objective and does not get anywhere in particular. To help the clubs develop themselves in parliamentary skill in a very simple manner, the Educational Bureau provides a series of scripts or outlines for this purpose.

One series of such scripts presents the entire procedure somewhat in the form of a short one-act play. Each member has a part to read, and as each man holds the script in his hands, he has a record of the proper procedure.

Another series, entitled "Streamlined Scripts," consists of paragraphs of instruction which can be followed by the participants. In this case, the chairman has the complete outline in his hands, while

each member has a numbered slip directing him as to what his part in the performance is to be. In this, as in the other plan, the practice is directed to the accomplishment of a specific purpose.

Thus, one script is devoted to the proper method of introducing business. Another deals with amendments. Still others take up such matters as limiting debate, introducing resolutions, receiving reports, approving minutes, elections and voting, special types of motions, and similar matters of importance. Any group that will take the trouble to go through one of these directed practices will learn a great deal from it.

The members of your club are entitled to this kind of instruction and practice. The scripts are available on order at the Home Office, where further information may be had on inquiry.

While it is not our purpose to produce technical experts on parliamentary procedure, it is our obligation to give our members a reasonable amount of practice. Two things are to be watched most carefully in this process: First, do not make a joke of parliamentary procedure. Second, do not waste time in purposeless, poorly directed practice. The time usually allotted to table topics in your meeting can be profitably used occasionally for parliamentary practice. This provides all the values involved in the table topics, because it gives every member a chance to participate. I strongly recommend that at least once a month the table topics period be devoted to directed parliamentary practice.

Whose are We?

By MAURICE FORLEY

"I think Toastmasters is a wonderful organization," writes Lewis J. Woodruff, a member of Club 106 of Richmond, California, "but because your organization is such a good idea," Mr. Woodruff worries about us. He asks (1) "Why other clubs have not been formed which attempt to emulate the principles of speech improvement as developed by Toastmasters" and (2) "Whether it is possible legally to protect or preserve Toastmasters principles for this organization alone." He asks further, (3) "If others obtain our materials and copy our methods, how are we to maintain our individuality?" and finally, Mr. Woodruff observes (4) "So far Toastmasters seems to be holding its own—but what about the future?"

We can give you some facts and answers to the first two inquiries. We can only offer opinion and observation on the last two concerns.

1. *Imitators.* Other clubs and nationally organized groups have imitated us. It's been going on for years. A number are imitating us now. It is quite probable that there will be imitators in the future. Those groups depending entirely upon what they have borrowed from us and from others are evanescent; they flourish and vanish. Some fail for one reason; some fail for another. In each venture, there has been some dissimilarity at a crucial point—some Achilles' heel.

The fact that we continue to grow, and imitators continue to fail, is reassuring to Toastmasters whose primary concern is the continuity of our existence. It also suggests that the secret of our success does not rest entirely in our methods and materials.

2. *Protection.* We owe it to our members to take all reasonable, legal steps to safeguard our insignia, our name and our published material since these properties are part of the assets of the non-profit corporation which we are obligated to maintain in the interests of our members. For this reason, we have acquired an imposing collection of trade-marks, service marks and copyright registrations evidencing our ownership or rights. When necessary, we have taken steps to protect our organization, and its members.

As an organization, we are not unduly concerned about the actionable situations in which we are deprived of membership fees from those who have joined other groups under the impression they were becoming Toastmasters. Our riches are not primarily financial. We grow richer from what we give to others. One measure of our success is the number of members who eventually leave us, having achieved what they sought in Toastmasters. A more impressive evidence of our success is the growing number of men who have remained active in their clubs for

five, ten and fifteen years—recognizing that no member ever gets all that his club has to offer.

We frequently give advice and counsel in response to requests from some of our imitators. We give them our material. We do not believe in holding our cards too close to our vest. We neither have nor could we obtain exclusive rights to the principles of good public speaking, self-improvement, evaluation and good fellowship. We have no monopoly on these principles. The world would be a sorry place were it possible to establish such a monopoly. In fact, not enough groups help their members in these respects. We wish there might be more. We would like to see all men improve themselves. Other groups may use other methods with good effect. Any honest effort by others to stimulate better listening, better thinking and better speaking contributes to better understanding among men and better relations between them. We do not frown because they possess no Toastmasters charter.

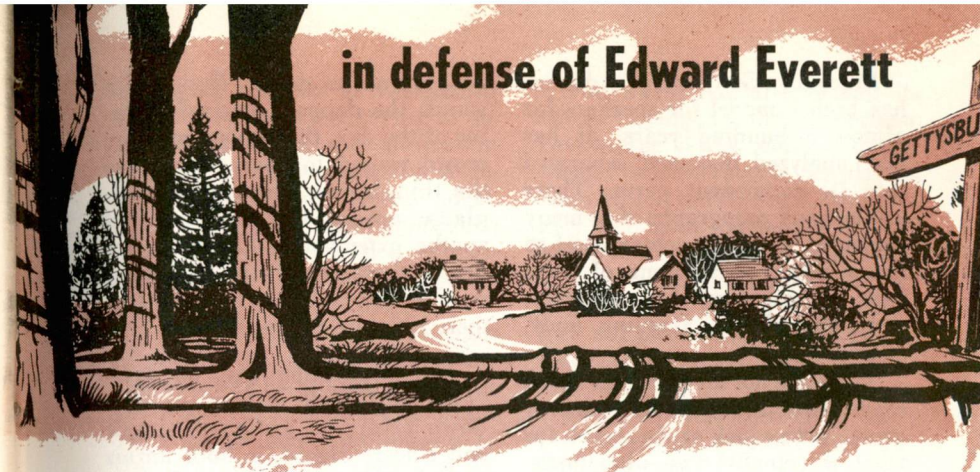
3.4. *Individuality and Future.* Do these broad policies adversely affect our individuality or our future, as our correspondent asks? We don't think so. The bright record of our steady growth and increasing success for more than a generation supports our conviction. *What we've got that makes us different—that makes us successful, we can't give away and others cannot take from us.* These are our intangible assets. They hold the secret of our individuality and the assurance of our future.

We are what a half million members have made us in the course of a generation. Call it tradition or corporate character—*esprit de corps* or *je ne sais quoi*: by any name the quality has made us distinctive. It is enduring; it is a source of pride to our members. As they share in it, they contribute to it. We are a reflection of the spirit of our members. We can never be more than what our members make of us. Principles, methods and materials are nothing without the hearts and minds of men to give them life and meaning.

Each of you comes to us for your own reasons. Each of you brings something a little different, something that enriches the whole organization and becomes a part of its collective character. Your individuality and your effort are the priceless ingredients which, mixed with what we offer, produce an organization which others imitate and men whom others would emulate. These assets are our greatest riches; they constitute our individuality. They cannot be given away or copied.

We therefore have only one observation to offer Mr. Woodruff in answer to his concern for our individuality and our future: In writing to us, you referred to Toastmasters as *our* organization. Toastmasters belongs to you, Mr. Woodruff, and all your fellow members. You, not we, are responsible for its individuality and future. Its distinctiveness and continuance are assured so long as it has your interest and your efforts in your *own* behalf.

in defense of Edward Everett



By DOROTHY GARSTANG

(Reprinted from November, 1957)

INJUSTICE has been done to the memory of Edward Everett—the man who also spoke at Gettysburg on November 19, 1863. It is time for a brief re-evaluation.

A man has a right to be remembered in terms of his greatest contribution to his country and his fellow men. In Everett's case, this contribution was his service when, as Minister to England in 1841, he successfully conducted the negotiations leading to the settlement of the Oregon boundary—a touchy matter in which war was narrowly averted.

There were other services which Everett rendered. He was for a time President of Harvard University, Governor of Massachusetts, U.S. Representative and Senator. In his later years, he joined the small group attempting to purchase Mt. Vernon and establish Washington's old home as a national shrine. His oration on Washington netted over \$70,000 for the cause.

It is unfortunate for Everett that, a man of ability, integrity, sincerity and conviction, he was once forced to stand on the same platform and compete for attention with the sublime utterance of a man of genius. Because of this accident, he has been subjected to unfair comparison and relegated to semi-oblivion. He is remembered as the man who prepared for months, spoke for hours, and came out second-best.

Elementary logic teaches us that there can be no true comparison between objects of different species. Unlike things cannot be compared. Genius and talent are unlike qualities. They can not be measured in the same terms. Genius is unique; it may be recognized and appreciated; it is difficult to evaluate. It is above and beyond talent.

What exactly did happen, that gray afternoon in the Pennsylvania hills?

Lincoln's Gettysburg Address has been a model for speakers for almost a hundred years. It has been analyzed, dissected, separated into its component parts. There are so many paragraphs of so many sentences; so many sentences of so many words each, none of them over so many syllables. Brevity, simplicity, clarity. Opening, body, conclusion.

These are not the elements which made Lincoln's speech forever great. Let us look at the speech for what it actually was—the impassioned utterance of a great truth, affirmed by a man of genius, at the precise time when such affirmation was necessary.

A legend has grown up around the Gettysburg Address, a legend that threatens to obscure its meaning and its value. This legend is what people in the entertainment world call a "natural." It has all the elements which appeal to the popular imagination. It is Cinderella at the ball. It is the bitter bit, the triumph of the rejected over the rejectors. It has drama, struggle, pathos, human interest. Like children reading a fairy tale we hug it to our heart and say, "If we had been there, we would have been on Lincoln's side."

It is not necessary to give up the beloved story completely. It is necessary to separate the essence of the speech from the drama of its presentation. This is difficult to do, for the drama is mighty. On one hand stands the awkward, ungainly, almost-disregarded President, who had been tendered an off-hand invitation to speak only because it was hardly possible in view of his

position not to do so. Beside him stands the dapper, successful orator of the day, the famous man the crowd waited to hear. There was the thundering, tumultuous applause accorded to Everett, the apathy extended to Lincoln. And finally there came the triumphant emergence of Lincoln's words, and their ultimate canonization.

The implication that an overconfident Goliath of bombast went down before an awkward, simple and sincere David, is both unfair and absurd. It is true that Everett had spent his accustomed long period of preparation on his two-hour, carefully memorized speech. But whether Lincoln spent a week or two weeks over his message, or whether he scribbled a few notes on the back of an envelope as he rode the train to Gettysburg, is immaterial. Lincoln prepared for his speech with over fifty years of living.

The judgment of the contemporary is rarely the judgment of history. Lincoln's speech was the affirmation of a great truth.

Truth is truth, the same yesterday, today and forever, yet truth often wears a veil and is not recognized by the casual glance. The truths which Lincoln stated and which are so universally recognized today, were hotly debated issues in 1863. Men differed on them not only in conviction and argument; they were passionately offering their fortunes and their lives for the side in which they believed. "We are met on a great battlefield of that war . . ."

Lincoln's words at Gettysburg were the voice of one crying in the wilderness, crying a re-affirmation of faith in democracy and a re-dedication to the democratic ideal. They came at a time when such affirmation and dedication were vitally needed, when "government of the people, by the people and for the people" stood in grave danger of perishing from the earth. They live as a watchword and a warning for whenever such times re-occur. They do not belong exclusively to America, nor to the period of the War Between the States. They belong to the entire world of free people who value their freedom.

If in order to study the speech there must be comparison, contrast and analysis, let us place it in its proper category—not against the polished sentences of Edward Everett, but ranged with the other great voices of history which have cried out in warning upon their times. It belongs with the Prophet Nathan's denunciation of King David ("Thou art the man!"), with the ringing "Repent Ye!" of John the Baptist, the thunderous "J'accuse!" of Emile Zola.

Advice and reprehension require the utmost delicacy; painful truths should be delivered in the softest terms, and expressed no farther than is necessary to produce their due effect. A courteous man will mix what is conciliating with what is offensive; praise with censure; deference and respect with the authority of admonition, so far as can be done in consistence with probity and honor.

—James Gates Percival

The world has always had its voices crying in the wilderness. God willing, it will continue to have them. From Socrates to Schweitzer, from Milton to Edward R. Murrow, they call upon the people to stop, to think, to understand. Sometimes they are heard; sometimes they go unheeded. But neither cups of hemlock nor public indifference can silence them. It is well for civilization that this is so.

The world has need of its warning voices, its Zolas, its Lincolns. Without them the people would perish and civilization decay. Yet the world also needs its Edward Everetts—its thinking men who through study, reflection and conviction, support and advance the cause in which they believe. They may, perhaps, be considered as the lesser prophets; they may never achieve that combination of inspiration, expression and timing that would raise them to the rank of major prophets. Their work should not be minimized because of this.

Though they may never stand as one of the pinnacles on the tower of truth, they are of the timbers that support the edifice. It is an honorable function. ✦

A Word to the Wives



By CAROLYN A. MOHR

I'VE been converted! I no longer refer to myself as a Toastmaster's widow, begrudging the time my husband gives to Toastmasters activities and feeling sorry for myself. Instead, I rather proudly refer to myself as *Mrs. Toastmaster*, and feel that I've really never had it so good. Toastmasters International probably has no more ardent female fan.

What happened to bring about this revolutionary change? Have I been imbibing too freely of Milton or am I angling for a mink coat or a trip to Bermuda? No, nothing drastic happened—let's say that I just got smart.

Nothing is more important, I'm sure you will agree, than family

happiness. And in order for the family to be happy it is necessary for the man of the family to be happy, relaxed and fulfilled. Magazines and papers these days are full of statistics stating that the life span of the average man is some six years or less than that of his wife. He is under constant pressure in this ever accelerating world and is beset with ulcers, high blood pressure, and even nervous breakdowns. These same magazines and papers tell us that it is up to us wives to do something about it, and one of the chief recommendations is to encourage relaxing outside activities. What better outside activity can you find than Toastmasters?

I'm not suggesting that Toastmasters is a complete solution, but it certainly seems to be a step in the right direction. Where else can he go and be completely himself, saying exactly what he thinks? Of course, he might be criticized for it, but it won't be the kind of criticism that he gets from his boss, or his clients, or even, heaven forbid, the nagging criticism of his wife.

Where else can he give a speech, sounding off on some of his major convictions and minor gripes, and be assured of a group of interested and interesting listeners? Where else, other than on a psychiatrist's couch at \$25 an hour, can he lose so many inhibitions and at the same time gain self confidence and renewed assurance? Encourage him to be an active member and I will guarantee happy results.

I've seen men who as new members were painfully shy and nervous, blossom forth in the course of a few months to be self-confident and interesting. I've seen hidden talents uncovered, and I can't begin to count on the fingers of both hands the number of men in my husband's club alone who have gone on to more satisfying and better paying jobs as a direct result of their Toastmasters training. And I haven't said a word about the good will and fellowship that result when a group of

Mrs. Mohr can speak with authority on the role of "Mrs. Toastmaster." She is the wife of Charles C. Mohr, Governor of District 28 (Michigan).

men get together without their wives. Toastmasters is more relaxing, cheaper and more uplifting than poker, and probably just as much fun.

It's worth one night a week, isn't it? I certainly think so. But wait a minute, I'm not through yet.

Aside from the fact that as a result of his Toastmasters activities you will have a more relaxed, interesting and self-confident man-around-the-house, you find that you are learning a thing or two, also. Some of the Toastmasters training is bound to rub off on you. You will find yourself listening to speeches more critically and intelligently, and chances are that if you have to give a speech yourself in front of the PTA or something, you will be able to give a much better one just from knowledge you've gained purely by osmosis. Browsing through your husband's training manual and THE TOASTMASTER, helping him do research for a speech, learning and discussing new words, are not only surprisingly interesting and informative but help develop a closeness between you and your husband. Toastmastering is one masculine activity in which you can have a much greater share than you may realize.

It's often been said that behind every successful man there is a woman, and I firmly believe that behind every successful Toastmaster there is an enthusiastic wife. I'm glad my husband is a Toastmaster. Try a little positive thinking on the subject and I'm sure that you will be glad that your husband is one too. ♦

Evaluation is a TWO FOLD responsibility

By THOMAS J. TOOLE

EVALUATION, when properly conducted, can enrich a Toastmaster to a degree impossible to measure. Its chief purpose is to teach or instruct, not to praise or condemn. One of the most difficult, and at the same time most rewarding assignments that a Toastmaster can receive is that of the role of evaluator. Unlike other duties one may be called upon to perform as a member of a Toastmasters Club, the role of evaluator carries with it a twofold responsibility. One is to the speaker, the other is to the club membership as a whole.

No evaluation is adequate unless it provides an honest and sincere appraisal of the speech and the speaker. In performing an evaluation, one becomes at once critic and instructor.

In the role of critic, the evaluator must analyze the speech in relation to the man who delivered it. He must conduct this analysis with a critical attitude. In this area, the evaluator is called upon to exercise judgment because it is his responsibility to offer his own views and his own ideas as to the merits of the presentation. It is true that each of us differs in respect to the way that we judge a speech and form opinions on any

subject, but it is in the exercise of judgment that evaluation carries a serious responsibility and at the same time, provides the evaluator an opportunity for self advancement.

Every Toastmaster has a right to expect of his evaluator an adequate review of his efforts. Even the exceptional speaker, and there are many of them, is entitled to the best evaluation that his evaluator can give him. "You were in your usual good form" or "You did a fine job as was expected, Mr. Jones," is not an evaluation—it is merely an attempt to fill in the time. It is possible that Mr. Jones, aware that he is not in his "usual good form," may be expecting the evaluator to recognize the weakness in his speech and offer some instructive criticism. Mr. Jones would not be receiving full value for his efforts if the anticipated constructive criticism is not forthcoming.

The evaluator, as a critic, must assume the responsibility of analyzing the speech in order to determine what the speaker really meant and how his material was presented. He should approach his task with an impartial attitude and with the desire to show the speaker how he appeared before

his audience and how his speech was received.

All teaching is not done in the classroom. Each of us is called upon at some time in our lives to teach or instruct, or more explicitly, to impart knowledge to another human being. We may call it advertising, counseling or instructing, but the essential aim is to impart knowledge or information. The evaluation of a Toastmaster is designed to provide him with instruction to enable him to advance in the art of public speaking. In the final analysis, the evaluation *is* instruction.

As an instructor, the evaluator has an obligation not only to point out errors and mistakes but also to suggest methods by which they can be corrected or minimized. It is incumbent upon the evaluator to point up the good features of the presentation and offer encouragement as well as suggestions for improvement.

In the form of instruction the evaluation becomes a lesson in the art of speaking. An audience can recognize errors and inappropriate gestures made by a speaker whereas the speaker himself may be totally unaware of them. The evaluator should be prepared to pick up those errors and call them to the speaker's attention.

Each evaluation should be a stepping stone along the road toward effective speaking in that the speaker is taught one or more lessons which will enable him to express himself more effectively and which will help develop whatever potential talents and abilities he possesses. Unless the

evaluator constructs a stepping stone each time he performs an evaluation, he is derelict in his duty to the speaker.

Evaluation is intended primarily for the speaker, but since it is heard by all present, it can be considered as instruction for the club as a whole. Of course, we cannot know how often the good appraisal of a speaker has influenced the progress of other members of a Toastmasters Club, but that it does happen there can be no doubt. Therefore, the evaluator has a responsibility to his club. Every evaluation should be prepared in the light of that knowledge. The evaluator is a participant in the club's program and he should be prepared to provide a critical analysis and present an instructive discussion on the speaker whose efforts he has been assigned to evaluate.

The evaluator should seek to achieve a proper balance between criticism and instruction. At the same time, he should offer his views and ideas in a manner that will be interesting and instructive.

With a little effort each of us can learn to accept the twofold responsibility which good evaluation entails, and help each other to become better Toastmasters. ♦

Thomas J. Toole has been a member of the Wilkes-Barre, Pennsylvania, Toastmasters 256 for five years. He is the Assistant Governor of Area 5, D. 38, and employed in the Social Service Division of the Pennsylvania Department of Public Assistance.

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)

Many thanks for sending the marked copy of the November issue of *The Toastmaster Magazine*.

If I have learned anything from the excellent response given by your organization to our new Traffic Safety Speaker's Kit, it is "never underestimate the power of *The Toastmaster Magazine*."

Never have I found a group as eager to give their active support to the cause of traffic safety. Since you published my letter announcing the kit's availability in the August issue, requests have come, not only from throughout California, but also from most of the other 48 states, from several foreign countries, and from men in the Armed Forces stationed in many parts of the world.

We of the Governor's Traffic Safety Committee appreciate the growing support of Toastmasters in the fight to reduce the traffic death toll, and look forward to continued cooperation in the future.

W. A. Huggins, Ex. Sec.
Governor's Traffic
Safety Committee
Sacramento, Calif.

This in answer to the correspondent in the November 1958 issue who asked what advantages accrue to new members by charter members staying in year after year.

In the first place, the old pros do not consider themselves old pros. They feel they are still learning and they still feel the same exhilaration and uplift from a good per-

formance resulting from careful preparation and thorough study that they did in the beginning.

The longer one continues the less rapid is his progress. However, the inspiration, the sense of continuing education, of belonging and of contributing to one's fellow men continue forever. Long after one has gained some facility in speaking he learns a great many other attributes, such as listening, evaluation, tolerance, a new-found appreciation of his fellow men and of continuing education . . .

The questions raised in the correspondent's letter can be answered by simply changing some of the club habits—and incidentally, they should be changed often. Evaluation or criticism is not merely tearing down; it should be an analysis. If the speech is good, analyze why it is good.

I agree that it is a mistake to let the old-timer and the good speaker be paraded on special occasions. Nothing is more stimulating than for the newcomer to do a creditable job under a different set of circumstances. Don't let the old-timers repeat speeches. Switch to assigned subjects and long-range scheduling. In short, study progressive programming, assign subjects, evaluate and criticize constructively and you will have no problem between the old and the new members or with attendance or membership.

Russell V. Puzey
Past Pres., TMI
Chicago, Ill.

Recently I advised you that I had accepted the chairmanship of the Denver Centennial Commission for the 1959 "Rush to the Rockies" Celebration Speakers Bureau. Since then, I have been appointed by the Governor of Colorado as Chairman of the Speakers Bureau of the State Centennial Commission.

Through our Lt. Governors and the Area Governors outside metropolitan Denver, the Centennial Commissioners in the various areas in the state have been contacted, and each area and club has set up its own Speakers Bureau, working with the Commissioner to give talks before local groups of all kinds to publicize this event for next year. By the way, it is not just one big event, but a schedule of many events throughout the state all year long.

In the Denver area, the Area Governors have obtained a list of names, several from each club, for the Speakers list, and as the Denver office receives speaker requests, they are forwarded to me by card, and a speaker is assigned.

So far in the Denver area we have filled 15 speaker requests and have about 30 more scheduled for fall and winter. More requests are coming in all the time.

The Toastmasters filling these requests are very enthusiastic about the work. They all want more speaking dates. I receive calls for breakfast, luncheon, afternoon, dinner and evening talks, and have men available for all types of meetings.

Plans are also under way for the Toastmasters of the District to work the National Forensic League in the high schools of the state. Both of these organizations are working with teenagers in speech, and we will furnish help in organization, critique and judging.

I have found that a few clubs in the small towns in the District have been doing a little outside speaking, but by and large most clubs have done nothing along this line. It is my plan to get these men out of the clubs in their efforts, not only for their own improvement, but also for help in civic affairs.

Oliver E. Deckert
Governor, Dist. 26
Denver, Colorado

The article came out very well. Thanks for the nice set-up you gave it. I enjoy *The Toastmaster Magazine* and read it from cover to cover and some of the articles I read twice.

Lionel Crocker
Department of Speech
Denison University
Granville, Ohio

I read with interest "Toastmasters in Action" in the October issue. Please send samples of the literature referred to in the article. We could certainly use some in a demonstration meeting in the very near future.

Wilbur A. Miller
Past Pres., Club 2788
Lincoln, Nebraska

Our group is enthusiastic about the fine articles you continue to turn out, especially "Radio Today" in the October issue. . . .

T. E. McLaughlin, Sec.
Club 512, Birmingham
Alabama

Don't hide your candle!

By MAL JOHNSON

THE fact that your Toastmasters club meets every week at a given time and place, is *news*.

Unfortunately this news does not always reach the local newspapers.

Every Toastmasters club at some time or another, is interested in obtaining members. The best way to do this is to let the general public know you have an active Toastmasters club in your community. It is a well-known fact that the best medium of reaching the majority of the public is through your local newspaper.

These suggestions should help your clubs get in the news:

1. Appoint a publicity chairman. A good idea would be to rotate this job every month so that every member has a chance to express himself. If a member of your club works for the local paper don't appoint him chairman unless he wants the job. He is probably writing half the town news already.

2. The publicity chairman should immediately contact the local newspaper. Talk to the editor, reporter or rewrite man who will handle your news items. Outline the purpose of Toastmasters International and give him the time, place, and dates of your meetings. Also give him a complete list of active members, their names, addresses, and occupations. It is very important this list be kept up to date.

3. Ask your newspaper man for his deadline. If your local news-

paper is a daily and your deadline is 11:00 A. M., get your news item into the paper by 9:00 A.M. If your local newspaper is a weekly and your deadline is noon Tuesday, get your item into the paper by Monday morning. By getting your news item in early it has a good chance of appearing on page two or three. Get it in late and you will wind up on the financial page or not printed at all.

4. Don't ever telephone a news item if you want it published correctly. Type your news item on any letter size paper. Always double space and use only one side of the paper. If you don't type or don't own a typewriter then print or write plainly, leaving plenty of space between lines.

5. Keep your news items interesting. Use plenty of proper names. The members of your club should be a good cross section of your community and their names are *news*. Make sure all names, dates, and places are correct.

6. Most newspapers write their own headings but it would be a good idea to put an interesting heading on your news item. It might give your paper an idea for a heading of their own.

7. Invite your local newspaper man to join your club. He will make an excellent member.

DON'T HIDE YOUR CANDLE UNDER A BUSH!



The only thing this world needs is a summit meeting held on the level.

Behind every successful man can usually be found three people—his wife and Mr. and Mrs. Jones.

We rather like this variant of the "Why did you climb that mountain" query:

Little Johnny plunked a handful of mud in his sister's mouth. His mother was horrified. "Why in the world," she demanded, "did you put mud in Janie's mouth?"

Johnny shrugged. "Well," he replied, "it was open."

Too many opinions which are expressed should have gone by slow freight.

The visiting General was having his first experience addressing an audience through a native interpreter. He was impressed when, after he had told a lengthy anecdote, the interpreter turned to the audience, spoke a few words, and the group promptly burst into hearty laughter.

"How did you manage to tell my little joke so quickly?" the General asked later. "I noticed that everyone appreciated it."

"Yes," replied the interpreter. "Story too long to explain. So I said, 'The General has just told a joke. Everyone please laugh.'"

Then there's the sad story of the misunderstood tycoon. Every time he added another son to the payroll he was accused of putting on heirs.

Said one bureaucrat to another: "So we made a blunder! Don't just stand there—label it 'Top Secret' and file it away!"

"Darling," said the lad, "now that we're going to be married, you should give up your \$50 a week job."

"Of course I will," she glowed. "Yeah," he replied gloomily. "The way I figure it, you're going to have to make at least \$75."

Two cows were grazing alongside a highway down which ran tank trucks of milk on their way to the distributor. On the side of the trucks ran the legend: "Pasteurized, homogenized, standardized, Vitamin A added."

Said one cow to the other, "Makes you feel sort of inadequate, doesn't it?"

Sometimes when we stop to think before we speak, it doesn't sound any smarter than if we had blurted it out in the first place.

Never have we seen a bird that wanted a nest that didn't get one. This is because birds, dumb creatures that they are, do not depend on conferences, committees and politicians!

New Clubs

(As of November 15, 1958)

- 241 KANNAPOLIS, North Carolina, (D-37), *Kannapolis*, Alt. Mon., 6:30 p.m., Chic's Restaurant, or such place as club designates.
- 603 PHILADELPHIA, Pennsylvania, (D-38), *Space Pioneers*, Alt. Thurs., 5:30 p.m., General Electric Co., Missile & Space Vehicle Dept., 3198 Chestnut St., Philadelphia, Pennsylvania.
- 421 LOS ANGELES, California, (D-52), *Round Table*, 1st & 3rd Tues., Jonathan Club, 545 South Figueroa Street, Los Angeles 17, California.
- 696 MODESTO, California, (D-27), *Banner*, Wed., 6:15 p.m., Covell Hotel, Modesto, California.
- 1069 DENVER, Colorado, (D-26), *Ciceronian*, Tues., 11:30 a.m., Salt Water Dumas Restaurant, Denver, Colorado.
- 1177 INDIANAPOLIS, Indiana, (D-11), *Meridian*, 1st & 3rd Thurs., 6:30 p.m., Central Hall Dining Room, 1808 Central Avenue, Indianapolis, Indiana.
- 1382 LONG BEACH, California, (D-51), *Gen-Tel-Men*, Alt. Thurs., 5:30 p.m., General Telephone Company, 1777 East 20th Street, Long Beach, California.
- 1998 LAFAYETTE, Louisiana, (D-29), *Lafayette*, Tues., 6:30 p.m., The Town House Motel, Lafayette, Louisiana.
- 2167 NANCY, Toul Air Base, France, (D-U), *Rocker*, 1st & 3rd Fri., 6:00 p.m., NCO Club, Toul Air Base, France.
- 2326 OXNARD, California, (D-12), *Early Bird*, 2nd & 4th Wed., 7:00 a.m., 101 Ranch House, Oxnard, California.
- 2230 WHITTIER, California, (D-F), *General*, Tues., 5:30 p.m., General Telephone Co., Plant Building, Los Nietos Road & Greenleaf, Whittier, Calif.
- 2305 ITAZUKE Air Base, Japan, (D-U), *Zebra*, Wed., 7:00 p.m., Amer-Asia Room, Zebra Club (NCO Club, Itazuke Air Base, Japan, APO 929).
- 2414 CANYON, Texas, (D-44), *Canyon*, Mon., 6:30 p.m., The American Legion Hall, Canyon.
- 2517 MILWAUKEE, Wisconsin, (D-35), *High Life*, 1st & 3rd Mon., 6:30 p.m., YMCA.
- 2692 SCRANTON, Pennsylvania, (D-38), *Jewish Community Center*, Thurs., 9:00 p.m., Jewish Community Center.
- 2737 MOULTRIE, Georgia, (D-14), *Moultrie*, Thurs., 7:30 p.m., Jeff Davis Restaurant.
- 2763 LITCHFIELD, Minnesota, (D-6), *Meeker County*, 2nd & 4th Tues., 6:15 p.m., Litchfield Hotel dining room, Litchfield, Minn.
- 2768 DAYTON, Ohio, (D-40), *Standard Register*, 1st & 3rd Mon., 5:00 p.m., Standard Register Council Conference Room, 626 Albany Street, Dayton 1, Ohio.
- 2777 PARSONS, Kansas, (D-22), *Parsons*, Thurs., 7:30 a.m., Parsonian Hotel.
- 2782 PORT LAVACA, Texas, (D-56), *Port Lavaca*, 2nd & 4th Tues., 6:30 p.m., Shellfish Cafe.
- 2801 GORDON, Nebraska, (D-55), *Gordon*, Mon., 6:30 p.m., Salad Bowl Drive Inn.
- 2816 SUDBURY, Ontario, Canada, (D-60), *Sudbury*, 1st & 3rd Fri., The Plaza Hotel, 35 Bellevue St., Sudbury, Ontario.
- 2825 CLEVELAND, Ohio, (D-10), *Greater Cleveland*, Mon., 8:00 p.m., Glenville YMCA 1111 St. Clair Avenue, Cleveland 8, Ohio.
- 2826 FLINT, Michigan, (D-62), *Thursday Noon*, Thurs., 12:10 p.m., Home Dairy, Flint, Michigan.
- 2830 CHICAGO, Illinois, (D-30), *Windy City*, Thurs., 6:00 p.m., 35 E. Monroe.
- 2840 JACKSONVILLE, Florida, (D-47), *Saturday Morning*, Sat., 7:45 a.m., Howard Biser's Restaurant, Jacksonville, Florida.
- 2851 SEATTLE, Washington, (D-2), *Restaurant*, Wed., 7:00 a.m., Clark's Round-the-Clock, Seattle, Washington.
- 2852 FT. EUSTIS, Virginia, (D-36), *Colonial*, 1st & 3rd Mon., 5:30 p.m., NCO Open Mess, Ft. Eustis, Virginia.
- 2853 SAN ANTONIO, Texas, (D-56), *Downtown*, Thurs., 11:45 a.m., Sommers' Cafeteria, 122 Main Plaza, San Antonio, Texas.
- 2855 PARK RIDGE, Illinois, (D-30), *Aetna*, Wed., 4:45 p.m., Aetna Insurance Company, 300 South Northwest Highway, Park Ridge, Illinois.
- 2859 LAS VEGAS, Nevada, (D-12), *TELCO*, Alt. Tues., 7:00 p.m., The Carson Cafe, 521 Carson, Las Vegas, Nevada.

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