

The TOASTMASTER

MAY, 1957

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IN PRAISE OF FOLLOWERS

“WILL you please send me a statement of the rules for leadership?” asked one of our recent correspondents.

The request was natural enough. Undoubtedly, like us, the writer had been subjected to a steady flow of advertising and adjuration which led him to assume that “leadership” could be bought like a bunch of celery, or acquired through practice like a good backhand in tennis.

What about “followership”? Somehow the cult of leadership has cultivated the notion that followership is to be avoided.

The letter started a train of thought however, which led us to certain general and tentative conclusions. We put them forth briefly for your consideration.

There are no rules for leadership. From Moses to Eisenhower, from Magsaysay to Nehru, from Bolivar to the nameless leaders of the recent Hungarian revolt, the expression of leadership has been so diverse and unexpected, its resources so rich, its predominant elements so varied that it defies rules and formulas.

True, a study of leaders who have been successful may enable you to list certain attributes common to them all, but can you say honestly that possession and exercise of those traits alone made them leaders? The initial spark comes from within.

It would be a terrible thing, and self-defeating, if an accurate set of rules rigidly followed, inevitably produced leaders. Everybody could read and lead. Only the illiterate need be followers. Gilbert & Sullivan considered a similar possi-

bility and in “The Gondoliers” permitted Don Alhambra Del Bolero to conclude:

“In short, whoever you may be,
To this conclusion you’ll agree,
When everyone is somebodee,
Then no one’s anybody!”

When all are leaders, none are. This way lies chaos and anarchy, in government, business or the professions.

Leaders there will always be. They may be good or bad—demagogues or saviours. But there can be no leaders without followers. Stated conversely, the ability to lead implies the ability to enlist followers. Unless men choose to follow, the man in front is no leader. He may be a pioneer or a martyr, but he is not a successful leader.

This brings us to our next conclusion. By their selection and decision as to whom they shall follow, it is really the followers who create leaders. This is a responsibility of the highest order, not to be left to the unthinking. We should take pride in being intelligent followers; it is only a disgrace and a danger if we are indiscriminating followers. The determination of leadership should be based upon the exercise of judgment in followership. This spells the difference between sheep or members of a mob, and thinking men.

Whom, then, shall followers choose to follow, if they would create good leaders? Doesn’t this call for evaluation? The man who evaluates creates sound leadership. This demands no apology. Toastmasters doesn’t teach leadership; it does develop the ability to evaluate. We think this is more worth while than promising to make every man a leader. —M.F.

The TOASTMASTER

For Better Thinking—Speaking—Listening

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ON THE COVER

*Danny Kaye of stage,
screen, radio and television,
and acclaimed exponent of
cheerful communication.*

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MAY, 1957

COMMUNICATION

Without Words



By DANNY KAYE

Danny Kaye, Brooklyn-born actor and comedian, is well known to everyone within reach of a stage or a movie or TV screen. After numerous night club appearances and a tour of the Orient in 1934, he appeared on Broadway in a number of musicals, including "Lady in the Dark" with Gertrude Lawrence, and "Let's Face It." His motion picture debut in 1944 as the shy, introverted hero of "Up in Arms," brought him further acclaim, and was followed quickly by other successes, including "Wonder Man," "The Kid from Brooklyn," "The Secret Life of Walter Mitty," "Inspector General," and "Hans Christian Andersen." Productions with his own company, formed in 1952, include "Knock on Wood," "White Christmas," and "Court Jester."

Danny Kaye's appointment as good-will ambassador to UNICEF was a tribute not only to his comic genius, but to the great kindness of heart and understanding that has made him a special favorite of children the world over.

OUCH" and "ha ha ha" are the only two words that are the same in every language. I discovered this while traveling 100,000 miles, visiting 32 countries and trying to get kids to laugh in 17 languages—none of which I speak.

Maybe I'd better explain. For

the past three years I have been operating as a sort of roving ambassador for an organization called the United Nations Children's Fund—UNICEF, for short. This is a non-political branch of the UN with one simple aim—that of eradicating sickness and hunger from all the children of the world.

In writing this article for THE TOASTMASTER, I felt that my experiences in talking and communicating with the men, women and children of many lands would be of interest. We had no common language—only actions and reactions. To you Toastmasters who recognize the great need for communication, my experiences may be of interest.

My job is primarily to call world attention to the work being done by UNICEF, by visiting their installations in all parts of the globe and then returning to tell what I have seen. At these installations, UNICEF does its medical magic to stop kids from saying "ouch" or its equivalent. Since my regular profession is entertainment, I did what I could to get the kids to say "ha ha ha" again.

I have made five trips abroad for UNICEF in the past three years. On my last trip through Britain, France, Spain, Switzerland, Italy, Greece, Yugoslavia, Turkey, Israel, Morocco and Nigeria, I was accompanied by a crew of CBS camera and sound technicians filming a special 90-minute "See It Now" broadcast for Edward R. Murrow and Producer Fred W. Friendly. This presented special problems. Not only must I communicate with children who didn't speak my language, but I must be equally understandable to millions of TV viewers.

I don't know what kind of ambassador I make. I know little about diplomacy and less about protocol. But I do get along pretty well with kids. That's because I follow one cardinal rule. If you want to communicate with a child, put

yourself on the child's level. Become a child with him. Sing his songs, dance his dances, play his games.

There's a lot of child in every adult. If an adult can allow that child in him to emerge in his meetings with children, he'll find it remarkably easy to communicate.

Frequently, I find it helps to allow the child to teach something to you. In Italy, I communicated with a group of young polio convalescents through the medium of a Neapolitan folk song, "Ciu, Ciu Bella," which they taught me.

In Spain, I got my message across by impersonating a Flamenco dancer whose knee buckles under him the first time he stamps his foot on the stage; in Turkey I taught a group of school children to sing "My Bonnie Lies Over the Ocean," which they learned phonetically. I must add here that sometimes in getting children to laugh, you get quite a few laughs yourself. One little girl sang "My Bonnie" in a voice so excruciatingly flat it reminded me of scratching my fingernails over a blackboard.

In my stage show I do an impersonation of a night club singer singing "Begin the Beguine" off-key. This little girl sounded as if she were doing an impersonation of me! I "broke up" and the audience roared, but fortunately I was able to make it appear that the audience was laughing at me.

In Yugoslavia, I sang jazz "riffs" to an orchestra and led them through a hopped-up version of "I Never Knew." In Israel, I did a pantomime of an American cowboy movie. In Nigeria I hopped into the midst of a native dance and

added a little of the Lindy Hop to their tribal rituals.

One particular incident stands out in my memory. A member of the President's staff in Turkey was sent to inform me of an appointment. He found me in the schoolyard of an orphanage, covered with dust from the yard, wearing one of the children's caps sidewise on my head and leading a "follow the leader" snake-dance through the antics of an orang-utan who has taken on too much coconut juice.

The emissary stared at my grime-streaked face for a moment, then cleared his throat decorously and announced:

"Your Excellency's appointment with the President is for 5:30 this afternoon."

That afternoon I assumed my ambassadorial mien and costume (for diplomatic functions, I put on my *dark* sport coat) and joined the President of Turkey in reviewing a children's parade.

I visited and spoke with Prime Minister Eden of Great Britain, the President of France, President Gronchi of Italy, the King and Queen of Greece, Marshall Tito of Yugoslavia, Prime Minister Ben-Gurion of Israel, the President of Turkey and the Sultan of Morocco. It would be hard to imagine more diversified political beliefs than are reflected by this group. Yet each man said the same thing about the children—that children represent the future of the world and unless the adults of the world assume the responsibility for providing these children with the opportunity to grow into useful maturity, there would be no world in years to come.

It's logical, however, that prime ministers, presidents, kings and queens should react the same to children, since all children are basically alike, and adults, who were once children, are not too different. They are only diverse.

We shot films of kids in every country and then we looked at this film in a CBS projection room after we got back. Scene followed scene and I found myself asking Fred Friendly:

"What country was this in? I don't remember it."

"Gosh, I don't know. You can't tell by looking," he would answer.

There was no way to tell what country the children were from merely by looking at their pictures. If they turned off the sound, the kids we photographed in Turkey could have been from Yugoslavia, or Greece, or France, or Britain, or South Bend, Indiana, for that matter.

Come to think of it, you can say that again for adults. It's not a bad thing to remember, when you're interested in communication.

In opening this report to you, I said that I had been entertaining kids in 32 countries during the last three years. I shall treasure the memory of their laughter, but entertainment was only my tool; my objective was communication.

My experience has taught me that neither geography nor language is a barrier to communication. If we do it with children, we can do it with adults. If the adults of today can communicate, understanding will follow, and we can hope for a better world. 🐉

LET'S NOT BE GOOD

By GEORGE D. FINNERAN

George D. Finneran of the Beechwold Toastmasters Club No. 859 of Worthington, Ohio, offers a "good" solution for too much of a "good" thing.

"**T**HAT was a pretty good meal we had tonight."

"Earl Edmondson did a good job as Toastmaster."

"I feel that George Wheaton has made a good president."

What kind of talk is that? If there is one word which is overworked in our daily speech, it is the word *good*. A good meal—a good man—a good deal—a good fight—a good speaker.

Granted that the word "good" is an extremely flexible and versatile one; that there are over one hundred definitions for it in the dictionary; that it will fit almost any situation where we wish to express approval; still, aren't we overdoing its use? Can't we find other, more descriptive, more expressive, more exact words to convey our feelings—our thoughts—our meanings?

We are all in Toastmasters for one basic purpose: to improve our ability for self-expression. Aren't we neglecting a primary tool when we content ourselves with a flat, vague, weak and colorless adjective when we could be using sharp, precise, forceful and imaginative ones?

You don't have to be a genius—a Milton, Shakespeare or Dickens—to have a vocabulary that is adequate and capable of expressing what you feel and think. You know words which will convey the idea you wish to put over. The words you need are not out-of-the-ordinary ones, found only in the dictionary. They are words which we run across daily in our reading, and whose meaning is instantly clear to us when we read them.

I'm not suggesting that we use words like "titillating," but cer-

tainly we can use the word "exciting." I believe the word "magnanimous" would be a little overpowering in an ordinary conversation, but certainly we all know the meaning of "unselfish." If a stranger asks what kind of climate Ohio has, it's not necessary to floor him by telling him that Ohio has a salubrious climate, but we're certainly giving him very limited information if we tell him that Ohio has a good climate. Let's tell him it's healthy, stimulating, invigorating.

How do we go about selecting and calling to mind the right word for a particular situation? Simply reflect for a second. What does the thing, person or event which you describe do to you? You saw a movie last night. You liked it. Why did you like it? Did it thrill you, or excite you? All right, your word is "thrilling," or "exciting." You've seen the Grand Canyon. Did it impress you? "Impressive." Did it awe you? "Awe-inspiring," or "awesome."

You have an intimate friend who is a lawyer. (Note that you do not have a "good" friend. You have an *intimate* friend, or a *close* friend.) Someone asks you "What kind of a lawyer is James?" You can say "He's a good lawyer." Or, you can be emphatic, and say "He's a darn good lawyer." In a general way you express your opinion. But suppose you say "James is highly talented, intelligent, resourceful, energetic and honest." Haven't you painted a better picture?

I happen to have a camera called a Stero-Realist. The pictures are

three dimensional and give the impression of depth. Last summer I took some shots of my children at the lake. If I had taken those pictures with a conventional camera, using black and white film, they would have recorded everything. And in years to come, those snapshots would have provided a great deal of pleasure for me and the children. They would have recalled fond memories.

But when I look at that three dimensional picture, in color, it doesn't bring back memories. I'm there! I can feel the warm sun, the hot sand, hear the splash of the waves, feel the bite of the sand flies. I'm re-living the experience.

That's the effect we should strive for in our conversation. We can use flat, black-and-white words like "good," or we can use warm, colorful, living words like:

<i>attractive</i>	<i>neat</i>
<i>benevolent</i>	<i>obliging</i>
<i>considerate</i>	<i>prudent</i>
<i>dependable</i>	<i>quaint</i>
<i>efficient</i>	<i>resourceful</i>
<i>friendly</i>	<i>stable</i>
<i>gracious</i>	<i>trustworthy</i>
<i>honest</i>	<i>upright</i>
<i>innocent</i>	<i>virtuous</i>
<i>just</i>	<i>wistful</i>
<i>kind</i>	<i>youthful</i>
<i>likable</i>	<i>zealous</i>
<i>mannerly</i>	

Are there any words in the above list whose meaning is not instantly clear to us? Of course not. They are all familiar to our ears. Let's make them familiar to our tongues.

We don't have to learn these words; we already know them. Let's use them. ☺

Weapon against Fear

By JOHN F. O'CONNELL

Lieutenant Colonel John F. O'Connell is an Air Force career officer on duty at the Pentagon. He is a member of the Arlington, Virginia, Toastmasters Club No. 1130.

TEN years ago this month I was standing at attention before a group of senior Army officers in Seoul, Korea. We were grouped together in the heavily oak-paneled office of a Major General. The occasion was a proud one for me as the Adjutant read a glowing citation which awarded me a meritorious medal.

About half way through the reading, I suddenly became conscious of myself, the other people and the imposing grandeur of the office. My legs began to tremble and my stance at attention assumed a variation of tilts. The trembling rose to other parts of my body until it reached such a crescendo that I thought I would faint. The citation seemed interminable; but for the military discipline which had been instilled in me for five years, I would have succumbed to an overwhelming impulse suddenly to bolt for the door.

As it was, I violated every military precept that the situation demanded. I bent my ankles inward, hung my head, removed my hands from my sides and clasped them behind my back, scratched my neck, bent my ankles outward—all indicative of the pain and misery I was suffering.

But finally it was over and the Major General approached to pin on the medal. My antics subsided long enough for him to do so and as he shook my hand I detected an

understanding and sympathetic look on his face. My proud occasion had turned into one of the most humiliating experiences of my entire life, and its ghosts were to haunt me for the next ten years!

Yes, I said *Ten Years!* For during that time I lived and relived every detail of that occasion whenever I was called upon to speak before a group. Like a specter it rode my back in the day-to-day fear that I would be called upon to speak—especially to senior officers. Like a thousand-tentacled octopus it bound me tight.

When I returned to the United States, I realized a life-time ambition by entering a law school in Cleveland, Ohio. I thought that my daily contacts with people who could speak would be sufficient to rid me of my specter. But such was not the case. The realization of how well other students could speak and argue their assignments only served to fill me with more fear. I even attended a public speaking course for six weeks and received an "A." For a time I was jubilant—but this was shortlived. The six weeks were too short to overcome four years of fear.

After graduating from law school and passing the Ohio State Bar, I received military assignments for the next six years which brought me in contact with people and groups of people. But the story was the same—the specter was still

there. Oh, I was improving—in fact so much so that people whose sympathies I sought would tell me that they hadn't noticed the slightest bit of nervousness. But I didn't believe them—or rather, I didn't want to believe them. Finally, in September of 1955, I attended the Air Force Command and Staff School at Maxwell Air Force Base in Montgomery, Alabama. This is a select school for Air Force officers and is designed to further their military careers and advancement. Our class had 1000 officers and a public speaking course which spread itself over the entire nine months. Here was a golden opportunity, for the Air Force expects its officers to be able to stand up on their own two feet. I conditioned myself mentally that this school would see the death of my specter.

One day I noticed this message on the bulletin board: "Anyone interested in more public speaking experience and in forming a Toastmasters Club, please meet in the auditorium at 1100 hours today!" I asked several officers who were standing nearby to explain this "Toastmasters Club." The replies were varied, such as: "It's a club for people who are afraid to speak"; "It's an elite club of the best speakers in the country." At 1100 hours I was in the auditorium and received the correct explanation. That night several of us were guests of Toastmasters Club #1334 in Montgomery, and two meetings later we became members.

That was a year ago. I attended every weekly meeting in Montgomery and when I was transferred to the Pentagon, where I am now sta-

tioned, I joined Club #1130 in Arlington, Virginia.

But that isn't the end of my story. In fact for me, it's only the beginning. For this month I was called upon to speak to a group of 100 senior Air Force officers in the Pentagon. The room was an impressive one with its sound-proofing, oak desks and end tables and red leather plush chairs. Oh, yes—a Major General was there; in fact, several Major Generals were there!

As I sat in the back of the room awaiting my call, the specter of ten years ago raised its ugly head. But this time I only smiled, for I had the answer—the only weapon to such fear—*my training in Toastmasters*. These weekly meetings, not with people who are the elite speakers in the country, but with people who have the same difficulties that I have and who become elite speakers only through hard work and sweat—these weekly meetings had taught me one big lesson: *Whenever you find yourself in a speaking situation, let your Toastmasters training take over!* Yes, this is a true and valuable lesson for every Toastmaster to learn! The fact that you get on your feet *every week*, whether it be for one and one-half minutes or for five minutes, you are conditioning yourself to react in the same manner on every speech occasion. So let yourself go! Relax and feel the smooth way in which your Toastmasters training will shift you from one speed to another until you actually "purr" through your entire speech.

I know; I just traded ten years of misery for one of confidence and happiness! ☺



Keith Oliver is an Account Executive with WJIM-TV of Lansing, Michigan, and Treasurer of the Capitol City Toastmasters No. 639.

What Shall I Talk About?

By KEITH R. OLIVER

HERE'S a situation that's familiar to most club members: It's a few days before the next meeting, and you're to be on the program for a six-minute speech. You're racking your brains for a topic.

"What shall I talk about?" you ask yourself. "Where can I get a good idea?"

You shuffle through some recent magazines, looking for a good current subject. You finally find a topic that interests you a little; you read the article, and then you write up a rehash of what you have read, which will be your speech.

Comes meeting night, and you stumble through your talk, struggling to remember all the details that were in the magazine article.

Comes evaluation time, and you know what the verdict is going to be:

Your speech was disorganized and lacked real vim and conviction in its delivery!

Now, perhaps you're thinking that the solution to the problem just presented would be to read that magazine article a week or two before your speech night and give yourself more time to memorize the details. Well, certainly the more advance preparation the better, but the real answer to the problem lies elsewhere.

The real answer, the effective answer to the problem of finding good ideas for speeches is to capture those ideas days, weeks, months, even years before you speak on them!

"But how?" you ask. "I never get any good ideas for speeches!"

Oh, yes you do! You get hundreds of them over the course of a few days. The trouble is, you let them get away from you. Then when you want them, you can't seem to drag them out of your memory.

For example: What about the last time something or somebody

got you really upset, and you spouted off to your wife or girl friend all evening about how "something oughta be done about it!" Then two days later you had forgotten all about the subject because you were busy and didn't have time or opportunity to "do something about it."

Or what about the other morning while shaving when you got that bright idea about your work? Or those good thoughts you had the other day while driving along the highway?

I don't know what thoughts they may have been, but I believe that everybody gets them, and that they get them at odd moments, not just when they're sitting down *trying* to get some ideas for a speech.

It's long been known that writers and painters get ideas at odd moments. But writers and painters are wise enough to grab on to those ideas whenever they come, and jot them down or sketch them out in a handy notebook always kept near. Then when the time is available,

they look over their notes, develop their ideas, add more to them, and pretty soon they have a complete article, story, book, or painting.

Toastmasters need to work the same way. They need to have with them in pocket, desk, briefcase, car—some handy, convenient place—a small, inexpensive notebook ready at all times to catch good ideas before those ideas slip away.

Then when a speech date is coming close, all the Toastmaster needs to do is to go to his notebook for a good stock of personal ideas and thought-starters on subjects that are of close interest to him, topics about which he can be forceful and convincing because they are his own, not someone else's thoughts that he speaks.

Try the notebook system. You'll surprise yourself at all the really good ideas you actually do have over a short period of time, and no more will you draw a blank when you ask yourself the questions:

"What shall I talk about? Where can I get a good idea?"

Good English is that form of speech which is appropriate to the purpose of the speaker, true to the language as it is, and comfortable to speaker and listener. It is the product of custom, neither cramped by rule nor freed from all restraint; it is never fixed, but changes with the organic life of the language.

—ROBERT C. POOLEY, *Modern Language Journal*

Truth ever has most strength of what men say.

—Sophocles



IT'S not too early to begin planning for summer. As a matter of fact, most of us have been doing exactly that all winter and spring. We sit at our desks and dream of the seashore, the mountains, hungry trout rising to the lure in the cool of the evening, the purr of a car engine as it eats up level miles of highway.

Come to think of it, those aren't really plans. We don't get to the planning stage until we begin to check our supply of sunburn lotion, citronella, fishing tackle and spare tires.

Summer brings pleasure, relaxation, enjoyment. But let's not kid ourselves. It also brings *problems*. And as May approaches, with June coming over the horizon, it's time to consider those problems and figure out how we are going to meet them. *Don't get caught with your plans down!*

Summer brings problems to clubs. There is the problem of *attendance*. Members leaves on vacation, to be gone two weeks, three weeks, or a month. Or perhaps a

stepped-up social calendar causes even stay-at-homes to be remiss in club obligations. Then there are the usual problems of inertia, ennui, and general desire to slough responsibility, or at least to postpone it until autumn. There is the heat. One solution comes to mind—quick, easy and completely ineffective. You can disband the club for the summer. Simple, isn't it?

But wait a minute. Like all solutions that seem so very simple at first glance, this one brings its own problems along with it. And those problems are not quite so easy.

Are you sure you can pick up again in September where you left off in June? This isn't easy to do. You have wasted precious time. Maybe three or four members have lost interest, and never do return. Those who pick up again are rusty; it's hard to get back into the swing. You have not only paid for something you didn't get—three months of Toastmasters training—but you have set your club and yourselves back an additional time. It's harder to start than it is to keep going.

Summer can be a productive time. The wise club will face it with plans so interesting that Toastmas-

ters activities will take front rank in summer pleasures. Change the pace of meetings. Make summer different; make it *fun*. Vary your place of meetings. Try a picnic, a barbecue, or a patio get-together. Try speaking outdoors. You'll find it stimulating to attract and hold the attention of an audience replete with hamburgers and watermelon.

Summertime is the time to work on the easy, informal, entertaining type of speech. Try a story-telling night, and bring your wives along. There's something about a campfire that is conducive to good story telling. Make it a "tall tales" evening, and invent impossible and exciting achievements. Baron Munchausen with his incredible exploits. Paul Bunyan and his blue ox Babe, and Pecos Bill may be with you in spirit. They make stimulating companions to an outdoor evening.

Naturally you will have some members away on vacations. Plan for this. Select one meeting early in the spring, and ask each Toastmaster to write a notation of his summer plans, giving the dates when he expects to be away from town. Most people plan their summer vacations far enough in advance so that this should be easy. Then simply eliminate the expected absentees from the planned summer programs. This will keep the Toastmaster of the evening from being caught in an embarrassing situation.

Suppose that a number of Toastmasters are away on vacation, enough to make a sizable hole in the total membership. Does that mean that the stay-at-homes must languish in empty solitude? Not at

all! If there aren't enough of your own club members to make a decent quota, how about the other clubs in the area? They may be having the same problem. Here is an occasion where two problems joined together may produce not a greater problem, but a solution. Hold a joint meeting. Invite not only one other club, but two or three—as many as you like. Get acquainted. You'll find this will pay off in many ways.

It's fun to get together in a "flying squadron" and do some visiting yourselves. Fill up a car or two and attend meetings of other clubs in the vicinity. You'll find the same worth-while results—new ideas, stimulation, and new friendships.

If your club has been meeting in the evenings, and you find the hot weather just too much to take after a hard day's work, how about a few breakfast meetings for a change? Clubs who have tried this report increased enthusiasm and interest. The special advantage of a breakfast meeting lies in the fact that no other event is competing for your time. Summer mornings are pleasant; a good breakfast and a good meeting make a wonderful start for a good day.

Keep your summer meetings informal. Let sport shirts and slacks be the accepted costume. Vary your place of meeting for variety and interest. Plan programs of interest; try something new and different. Vary the time limits on your prepared speeches for a change of pace. Plan an evening of book, play and movie reviews.

Most of all, have *fun*—and make your summer Toastmasters time the best time of the year. ☺

LAY THAT JAWBONE DOWN

By ROBERT J. SCOTT

Robert J. Scott is a member of the Conoma Toastmasters Club No. 454 of Oklahoma City, and at present serving as Treasurer of his club.

IN THE year 1127 B.C., or thereabouts, the fifteenth chapter of the Book of Judges tells us that a young man named Samson found the jawbone of an ass, and put forth his hand and took it, and slew a thousand men therewith. This and other feats of strength catapulted him to the top of the heap. He became a very important man in his country.

In 1877 and the other years of that frontier era, the man who could draw his six-shooter from its holster in the shortest time and shoot the straightest after he got it out, had a chance to blast his way to the top. But in 1957, modern civilized man is compelled to rely on other agencies than force.

One of the most effective implements he can employ to defeat opposition, both animate and abstract, is the knowledge and intelligent use of words. By abstract opposition, I mean those adversa-

ries which hang themselves around the necks of some of us like millstones, and which retard our progress and development. Some of these are self-consciousness, lack of conversational ability, underdevelopment of the social impulse and other negative characteristics.

Stuart Chase, author and economist, says in his book *Power of Words*: "Complex human thought is impossible without words." He goes on to say: "The evidence indicates that it is language that gives man his unique place in nature. With his power to manipulate words, and so to reason on many levels, he surmounts the need of fang and armor." In other words—he eliminates the necessity of the six-shooter and the jawbone of an ass.

The contrast between the vocabularies of people and the significance of this, ranges through the

years, almost literally from the cradle to the grave. Educators report that vocabulary is the one almost infallible index to the student's intelligence quotient, regardless of age. The pupil with the widest vocabulary is almost always the most acute in all other ways.

There is certainly a definite distinction between the potential, through the medium of words, of the deaf mute, the man who can use no words at all, and that of the man with a complete command of language which he ably employs. But the point here is that in between these two—the deaf mute at the bottom of the scale and the highly articulate individual at the top—there are innumerable gradations, each one occupying his place on the scale with respect to those above and below him, according to his understanding of and sound usage of words.

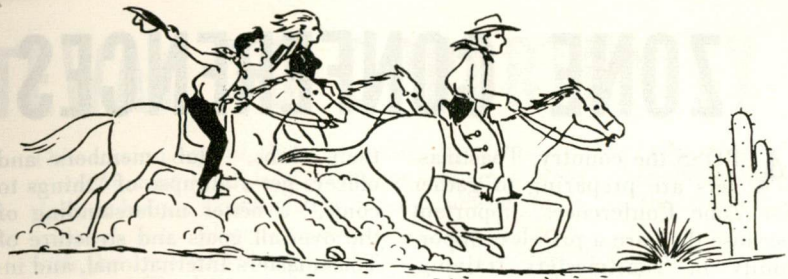
There is a broad gulf between the low-salaried clerk and the important business executive; between the struggling trial lawyer and the highly successful master of court-room technique; between the would-be salesman and the top-flight salesman; between the ineffective preacher and the truly great preacher. Without attempting to make any composite and comprehensive comparison of any two of these, we can nevertheless be sure that one of the elements is the difference between their acquaintance and judicious use of words.

Certainly being able to talk well is not a panacea for all the personality ailments and weaknesses that the human race is heir to. It is, however, a very important help.

We must remember, in attempting to resolve any single psychological aspect of us humans, that we cannot apply a dogmatic, inflexible rule. There are so many separate and distinct attributes entering into the make-up of each of us, that no final result in action is directly traceable to the propelling force of one single trait. For example, we know that there are many men, not particularly good talkers, who have developed other positive qualities to the point of such success that they have carved for themselves important places in their fields.

The only way we can arrive at a reasonably satisfactory and logical conclusion as to cause and effect in this area of thought, is to keep constantly in mind two modifications which must always be considered in connection with any rule we may formulate. One is *generally speaking*; the other, *everything being equal*. It is safe to say that generally speaking and everything being equal, the man possessing superior experience with ability to use words properly, is more prosperous in his business, more successful in his social relationships, and happier with himself.

So although Samson was a great man in Biblical times and the two-gun man was a powerful figure in pioneer days, compared to the man of 1957 who can fluently and effectively use his native tongue, both Samson and the two-gun man were far in arrears. Also, any of us modern men, including Toastmasters, are sound asleep at the switch if we do not go all out in an attempt to develop fully the possibilities of words. ☪



Headin' for the BIG Roundup

Yipee! Ride 'em, cowboy!

The West—the real, rootin', tootin', six-shootin' West, is waiting to welcome all Tenderfoot Toastmasters as they convene in August. And pardners, if you've never had a real western welcome, Texas-style, why, you ain't had nothin' yet.

The Local Activities Committee for the International Convention has prepared a welcome and a bang-up (we mean that literally) opening to surpass all openings. You are invited to a real western round-up at the famous Godfrey Ranch. And if you don't get the thrill of a lifetime, well, then, you're just not thrillable, and you'd better stay home.

Buses will transport Toastmasters and families from the Statler Hotel to the Godfrey Ranch, where they will be met by the famous Sheriff's Posse from Fort Worth. Here under Texas stars (and if you don't believe that Texas stars are bigger and brighter than ordinary stars, one visit will convince you) you will enjoy a Texas barbecue dinner. Cowboy orchestras will provide the music, and there will be exhibitions of western square dances.

A famous Texas speaker will highlight the occasion, and of course, our own Toastmasters dignitaries will share the spotlight.

The Local Activities Committee is determined that the wives and families of convention-attending Toastmasters shall have never a dull moment while their spouses espouse Toastmasters training. Among other things, they have planned a fabulous style show at the even more fabulous Niemann-Marcus department store, where tomorrow's fashions are highlighted today.

There is a plan afoot whereby the children may be left at nearby Dude Ranches to enjoy a taste of Western life while their parents are engaged in more adult pursuits. If Junior comes back talking like a combination of Hopalong and Roy Rogers, and insists upon a six-shooter with real bullets, don't say we didn't warn you.

See you at the convention, August 22!

ZONE CONFERENCES... GATEWAY TO OPPORTUNITY

ACROSS the country, Toastmasters are preparing to gather for Zone Conferences, important because they are a priceless opportunity in Toastmasters training. May and June are banner months in Toastmasters.

With the growth of Toastmasters International, Zone Conferences have become increasingly important. They have proved their value; they provide training, inspiration and an opportunity for Toastmasters to become acquainted, with benefit to themselves and

their clubs. Club members and officers get a glimpse of "things to come," a better understanding of the over-all goals and structure of Toastmasters International, and incentive to seek training opportunities beyond club level. The conferences are held yearly in each of the twelve Zones at some centrally located point, easy of access to all 53 districts.

One of the features of each conference is the District Officers Training Session for newly-elected District and Lieutenant Governors.

This session equips them to build a strong and vital field organization; it brings Toastmasters International into closer relationship with the District Officers and club members. The District Officers also receive training in administrative and executive techniques to insure an efficient district operation.

Members of the Board of Directors of Toastmasters International attend each conference. They bring to the educational program their understanding of the goals and structure of the International or-

ganization; they take away with them increased knowledge and renewed faith in the organization they serve.

The Speech Contest is an annual feature of the Zone Conference. Here the winners of the District Conferences compete to become Zone representatives in the Regional Contests and the International Speech Contest.

From newest member to International Director, the Zone Conference holds rewards for every Toastmaster.

1957 ZONE CONFERENCES

ZONE	DISTRICT	DATE	LOCATION
A	32	June 22	Tacoma, Wash. Winthrop Hotel
B	33	June 15	Kennewick, Wash. Kennewick High School
C	27	May 18	Fresno, Calif. Hacienda Motel
D	50	June 15	Long Beach, Calif. Wilton Hotel
E	16	June 8	Oklahoma City, Okla. YMCA—125 N.W. 5th
F	24	June 8	Omaha, Nebraska Castle Hotel
G	42	June 1	Winnipeg, Manitoba Royal Alexandra Hotel
H	19	June 22	Davenport, Iowa Blackhawk Hotel
I	28	June 22	Toledo, Ohio Commodore Perry Hotel
J	36	June 8	Washington, D.C. Willard Hotel
K	53	June 9	Hartford, Conn. Hotel Statler
L	43	June 15	Nashville, Tenn. Hermitage Hotel

ZONE CHAIRMAN	BOARD MEMBERS ATTENDING	
Richard Breon Tacoma, Wash.	Emil H. Nelson St. Paul, Minn.	William C. Patten Albuquerque, New Mex.
Voyle Wood Richland, Wash.	John W. Haynes Los Angeles, Calif.	Robert A. Moore Sacramento, Calif.
Milton S. Levy Fresno, Calif.	Robert A. Moore Sacramento, Calif.	John W. Haynes Los Angeles, Calif.
Al Hallquist Inglewood, Calif.	Fred H. Garlock Los Angeles, Calif.	T. Vincent McIntire Zanesville, Ohio
Dr. R. M. Craton Oklahoma City, Okla.	George J. Mucey Washington, Pa.	J. O. Grantham Waco, Texas
Phil Negley Omaha, Nebraska	Gordon G. Armstrong Mobile, Ala.	Glenn H. Holsinger Seattle, Wash.
Robert Pippus Winnipeg, Manitoba	Paul W. Haeberlin Amherstburg, Ont.	Clifford E. Smith Ft. Collins, Colo.
Harold C. Lounsbury Davenport, Iowa	Robert N. Wood Raleigh, N. C.	Fred H. Garlock Los Angeles, Calif.
Charles C. Mohr Sylvania, Ohio	Phillip H. Ogden E. St. Louis, Ill.	Odell F. Hartz Memphis, Tenn.
L. Kenneth Wright Washington, D.C.	Odell F. Hartz Memphis, Tenn.	Aubrey B. Hamilton St. Louis, Ill.
Vincent J. Marzullo New Haven, Conn.	T. Vincent McIntire Zanesville, Ohio	Donald Ramseyer Cincinnati, Ohio
Dr. C. S. Simmons Nashville, Tenn.	Alex P. Smekta Rochester, Minn.	George J. Mucey Washington, Pa.

December 10, '47

I promise to pay
to Cheung Jang you team
knowing

BY YOUR acceptance of election as a club officer, you have, in effect, committed yourself to an I.O.U. "I.O.U." is common parlance for a promissory note, wherein promissor, in return for something of value he has received, promises to pay a stated amount for it within a stated period, usually with interest.

The *value* you have received from your fellow members is the ever-ready audience interest, the evaluation and good fellowship, climaxed by their vote for you as an expression of their faith and confidence in you. Clearly, you owe them something.

By taking office, you have accepted the implied obligation to repay them. In a sense, the amount of payment is implied by the title of your office. Every officer, from President to Sergeant-at-Arms, knows the duties inherent in his office. Performance of these duties is the payment due.

But what of the interest? Every lender is entitled to a fair return on his investment. How shall you acquit yourself of your obligation to give your fellow club members

something more than the adequate performance of official duties? These latter are the minima they have a right to expect from you. How shall you give them back a little more than they gave you? What profit can you offer them on their investment in you?

The extent to which you are able to return in beneficial services to others a little more than they have asked, and indeed a little more perhaps than they expect of you, spells the measure of your success. In truth, in this or in any other job, it is the measure of accomplishment that distinguishes the successful man from the adequate man.

If you are the kind of officer who strives earnestly to give your club a little more than you have received, you are the kind of man who probably will do the same in your job. Such personal characteristics are not divested at the club-room door. Ergo, your administration of your Toastmasters office is a testimonial to your capacity for success in the offices of life itself, and your performance will be remarked.

Make a list of what you intend to

do for your fellow members; use the list to measure your accomplishment.

For example, consider what you owe to the newer members of your club.

To these newer members, just starting their Toastmasters training, you owe *encouragement*. This means far more than a pat on the back or a constructive evaluation. It involves careful attention to their particular problems. Arrange for coaching if this would benefit them.

The new Toastmaster joined because he felt the need for training, and because he desired the fellowship of the club. Your obligation is to see that he obtains both in full measure. This means that he must participate fully in all club functions. Don't fall into the easy way out, of letting competent older members carry the ball exclusively in club programs and special events. See that the newer members are included, according to their abilities, and that their responsibilities are continuously upgraded as their potentialities develop.

What about the older members, those further along in their Basic Training? These members have mastered many of the essentials of Toastmasters training. They no longer approach each speech assignment with wavering knees and wobbly larynx.

To them, you owe *opportunity*. They need a challenge that will hold their interest and stimulate their enthusiasm. They have a right to expect lively, well-planned meetings, meetings in which they can get their teeth into things and really bite. Give them simulated situations,

training in parliamentary procedure, opportunities for leadership training. You owe it to this group to see that their interest does not wane through boredom.

There is also the matter of *evaluation*. The older member has the right to demand and receive sharper and more inclusive evaluations as he progresses in his training. He knows he is doing better; he must be shown that he can go still further. If you do not give him this thoughtful evaluation, you have only yourself to blame if he loses interest and soon drops out.

To the club as a whole, you owe the *sharing of the Home Office material*. Each month, club officers receive from the Home Office a mailing, containing helpful suggestions and ideas. These are not supposed to stop with the club officer. They belong to all the members, and should be shared and used. It is your responsibility to accept these helps and use them for the benefit of the club.

If you fail in this, your fellow members have the right to demand *why*; to insist that they receive full measure of the helps they need.

Pick out two or three main points for club achievement that you consider to be important objectives. Work on these. Decide on them in discussion with your immediate past officers, who will give you the benefit of their experience.

When the term ends and the note matures, you can mark it "Paid in Full." The satisfaction this brings you will more than repay you for your efforts. Ask the man who burned the mortgage. 🐼

What's going on

Charter Parties Across the World...

There was a time not so very long ago in the history of Toastmasters International when the chartering of a new club was a matter of intense interest to all Toastmasters. Today, with new clubs being chartered at the rate of over 350 a year, *The Toastmaster* can no longer focus the spotlight on each individual one. We present here a quick world tour of Toastmasters recent charter parties, starting at . . .

Fontainebleau, France, where the 2199th Toastmasters Charter was presented to M/Sgt. John J. Swanson, President of the Fontainebleau Club, by Col Henry B. Hohman, Base Commander at Hq. Allied Air Forces Central Europe. Representatives of the three American military services plus several Royal Canadian Air Force men comprise the club membership.

Pres. John J. Swanson receives charter from Col. Henry B. Hohman at Fontainebleau (AAFCE Photo)



Presentation of gavel to new Pres. Grady R. Pendleton, Mildenhall Tm's

Crossing the Channel to **Mildenhall, England**, a town in Suffolk, we drop in on a festive evening with the **Mildenhall Officers Toastmasters**, who are combining a charter presentation with a Ladies' Night and election of club officers. This three-in-one package drew a full house of Toastmasters, wives, and guests. The "down-to-earth" (their phrase, not ours) campaign speeches by candidates resulted in the election of Captain Grady R. Pendleton, Jr., USAF, to lead the club for the next six months.

Next stop the **Azores Islands**, where at Lajes Field the **Mid-Atlantic Toastmasters Club No. 2107** is receiving its charter from Maj. Robert E. Wirt, President of the Lajes Field Toastmasters No.

Mrs. Lionel F. Johnson cuts first piece of charter party cake for Pres. Cameron



1910, the first Toastmasters club formed at this mid-Atlantic U.S. Air Force Station. Sixty members and guests attended the dinner meeting. Toastmaster was M/Sgt. Ralph M. Randerson, who with M/Sgt. Charles W. Cameron, President of the club, spearheaded its organization.

Landing on the east coast of the U.S. in the cold gray dawn, we find it is not too early for the **Early Risers Toastmasters of Bloomfield, New Jersey**, who are receiving their charter at what is



Bernard Sherman receives charter for "Early Risers" from Dist. Gov. Robert A. Gibney (46) New York, while Edward M. Bien, Essex County Area Gov., approves

probably the earliest charter party on record—at least for New Jersey. Time: 7:00 A.M.

The Early Risers meet at 7:00 A.M. for a one and one-half hour program once a week, in the cafeteria of the Schering Corporation. The majority of members are Schering employees, although men from other concerns in the Bloomfield area are welcome in the club.



Cmdr. Holl accepts charter from John Wuest, Area Gov. (Official U.S. Navy Photo)

Halfway across the country we touch down at **Hutchinson, Kansas**, where the **Hutchinson Naval Officers Toastmasters** is accepting Charter No. 2329. Commander Trygve A. Holl, President, receives the charter from Mr. John Wuest, Area Governor from Wichita. The event took place at the Commissioned Officers' Mess at the Naval Air Station in Hutchinson.

Last stop, **San Francisco**. Here the big news is not a charter party, but the formation of a new district of Toastmasters International. Due to the tremendous growth of clubs in the San Francisco Bay area, District 4 is being divided. The new district will be composed of clubs of Alameda, Contra Costa and Marin Counties. A big celebration is being planned.

Cdr. J. M. Hirst presents Area 13 trophy to Lt. Harry Firth, who will represent the area in the Speech Contest. Lt. Ray Lackore, runner-up, looks on (Official U.S. Navy Photo)



EVALUATION makes the difference

By ALEXANDER COON

Alexander Coon, Chief Deputy County Clerk of Reno, Nevada, has been a member of the Sparks Toastmasters Club No. 1449 since 1945. Club 1449 has the reputation of being the "critical" club of the area—see page 30, "Letters to the Editor."

IT SEEMS to me that many of us arrive at a point in our Basic Training program where we begin to take criticism for granted. With devised reasoning we mis-direct the attentive ear. Are we as grateful for appraisals as our purpose here warrants?

Criticism is the guide and aid in showing us the way to reach our objectives in our efforts in Toastmasters. Without these expressed opinions and judgments, our organization is not too different from many others throughout the country. *Evaluation makes the difference.* It is the continuity of friendly, frank criticism of audience reaction which leads us to the goals that each of us has set for himself.

To be grateful for gained attributes is an integral part of experiencing a greater fullness of accomplished aims. We can all recollect places where it would have been to our betterment had we accepted a few hard-to-take admonitions—or even to have been receptive to them. Great or small, the unappreciated lesson loses its point and tends toward our undoing. Gratitude is commensurate with the object in view at the outset. It depends upon whether one is reaching for everlasting qualities or immediate returns. What do we most desire, in general?

A new member of Toastmasters wants either tangible profit or intangible realizations, or a little of both. Any man wants material gains, usually measured in dollars. Along with that, he would like advancement in the form of a more authoritative position on the social or economic ladder. We all seek these things—it's a popular prayer. Certainly we don't turn our backs on them.

But if this is all we ask for, then we can only be grateful for what we receive and for only as long as we retain such material benefits. Money is all too easily lost. Tenure of office ends when we feel we have scarcely started. Fire and flood can swallow up our tangible properties. Gratitude for material things alone has strict limitations. It is gratitude with greed.

The Toastmaster who operates in this manner may get what he wants quickly, then quit his club, casting his training aside as an item expendable. He has gained what he wanted—but he is missing many other valuable assets.

As a new Toastmaster reads down our Manual's list of basic gains, on the intangible side he may consider the item "ability to think." This may also be termed "mental discipline," "tolerance," "a general broadening," "increased useful-

ness"—here are a few more securities he can take with him. To realize these qualities fully, he must inject *gratitude* into his Toastmasters training. This applies particularly to the appraisals and evaluations he receives. For if he disregards the criticism, his loss is greater than his gain. When he attends the meetings not only to deliver speeches and hear those of others, but also to take the benefit of the evaluations regardless of to whom or what they apply, then he lights his mind and warms his heart.

These, the intangibles, are the things I am seeking in my training. I am not alone in my thought of gratitude. Although I have no glittering concrete gains of my own to demonstrate, I do know a number of men who have received advancement and increased compensation in their work. It was a joy to hear them humbly say to the club that the boost was a direct result of their Toastmasters training.

My point is that they did not drop their working tools after this one achievement. Their gratitude is great enough that they seek more and more of the intangible values of Toastmasters. They continue to attend meetings. If you ask them what they find of the greatest help in the program they will answer immediately—"Evaluation."

There is another example, on the other side. About the time I was making my Basic speech No. 3, I met an ex-Toastmaster from another club, an acquaintance and an affable fellow. We were having coffee-break conversation. I began with the question: "Is it true that you have quit Toastmasters?"

"Yes, it's true," he answered. "But you haven't finished Basic Training yet, have you?" I asked. "No, I had a couple of speeches left to go."

"That doesn't quite add," I told him. "How come you dropped out?"

He shrugged his shoulders. "Uh—it became a bore."

Now I know that this man had received good to excellent evaluations in his club. He simply had not accepted them or profited by them.

His plea of boredom coincided with my own complete study of the Basic Training Manual. Shortly before he told me of having "graduated" himself out of Toastmasters, I had been impressed with a statement on page 32 of the Manual. It reads:

Do not get the notion that when you have completed the work in this book, you will have "graduated from a speech course," or that you are an accomplished speaker. No one ever graduates in the Toastmasters Club. No one ever becomes so good that he cannot do better. There is always more to be learned.

I am grateful for the lesson the disgruntled Toastmaster taught me—an example of *what not to do*.

I want to take the better part of Toastmasters training with me when I go thither from this place. The greatest gratitude I have is for the frank, friendly evaluations that are given to me.

Whether you are seeking immediate returns, or looking for abstract values, gratitude for evaluation will bring wholesome, lasting gains. ☞

HOW WE TALK

Such strange things are heard on the television and radio!

Announcers and commentators tangle their tongues over ordinary expressions, and sometimes invent new words and new constructions. Then some of their listeners copy them, assuming that they must be right.

"Traffic is being diverted from the Freeway on account of two highway hamperments," announced the voice on the air, thereby adding another word to our vocabularies. Of course he meant that there were trammelments or hinderments or retardatory obstacles in the way. But did he know that the dictionary lists *hinderment* (chiefly Dial.) while his "hamperment" has not come to the attention of the lexicographers?

Another commentator, waxing eloquent as he discussed certain modern problems, wanted to know: "But how shall we improve this evil?" He is in almost as bad a fix as the one who wants to "solve a crisis," or to "adopt a criteria."

"The plans for this celebration are shaping up pretty good" came from another announcer, advertising a local celebration. That is a very common way of speaking—and I mean *common*. Of course he meant "pretty well."

Really, it is a shame, the way we treat that useful little word *real*. It is an adjective, unless you are talking about Spanish money, in which case it is a noun. But *real*, in ordinary use, is an adjective, whose purpose is to describe a noun. Thus we may have real dignity, or real efficiency, or real estate, or real life. But it is not good usage to be "real dignified," or "real efficient," or to do "real well," or to feel "real good." The addition of that final adverbial suffix, *ly*, really is a real help in our speaking.

"I would like to interdooce our speaker," said the chairman, and I wondered why he did not go ahead with his "interduction." No one was hindering him in his worthy purpose.

When a chairman states that he "would like to interdooce" someone, I feel like shouting, "Why the dooce do you want to interdooce him?"

The word is in-tro-duce, and it really is unnecessary (or should I say it is real unnecessary?) for the presiding officer to express his desire. The fact that he is up there, with a speaker on his hands, should be sufficient evidence that the introduction is his business, whether he likes it or not.

The same animadversion goes for the chap who says, "Mr. President, I would like to make a motion." All right, son, if you need exercise, go right ahead and wave your arms or stand on your head, but if you wish to introduce business, please say: "I move . . .".

—R.C.S.

THE TOASTMASTER'S BOOKSHELF

The Psychology of Persuasive Speech, by Robert T. Oliver, New York: Longmans, Green and Company, 1957. Price \$5.00. Order from Toastmaster's International, Santa Ana, Calif.

Throughout this book, Dr. Oliver has kept to his basic thesis that persuasion is "audience-centered." Persuasion is further defined by contrasting it with argumentation by pointing out that one who persuades does not pile up evidence and arguments and rely only on logical reasoning in an effort to overcome opposition to his ideas. Rather, one who persuades leads others to want to accept what he says. He speaks from common ground, retains a friendly attitude, and attempts to develop support for his point of view. Persuasion does not push; it pulls or leads.

The Psychology of Persuasive Speech is divided into five parts, the first of which deals with motivation. It is evident immediately that Dr. Oliver has a healthy respect for the power of persuasion, and that he would, if he could do so, limit his readers to persons whose motives are sound, sensible, and just. In this part the principles of human motivation are developed and then the essential ego-centric and social appeals that cause people to act are discussed in terms of these pressures.

In the second part of the book, the essence of what makes one person successful in his contacts with others is squeezed into the analysis of attention, suggestion, and identification. Attention is considered basic; suggestion is presented as the means of inducing belief; iden-

tification makes clear the common point of view between the speaker and his auditors. Oliver develops the theme that one who attempts to persuade others "does not contest, denounce, berate, or insist; instead he beguiles, entices, invites, and induces agreement."

In the third part of the book, thinking seems to be examined as a means to an end. Logic, emotion, and rationalization are discussed and compared. Oliver points out that logic and persuasion have much in common in reaching sound conclusions, but "the persuasive speaker must go on to get them accepted." Evidence and authority are needed, but often emotional aspects must be included to arouse in the minds of the listeners this sequence of attitudes: "It is possible that what he says may be true." "He is probably right." "He is most certainly right."

The last two parts of the book apply the psychological principles of persuasion to public speaking. In these the planning, organization, and delivery of the speech to convince, which leans heavily on the use of fact and reason to change belief, the speech to activate, which uses emotion and rationalization to secure action, and the speech to stimulate, which combines fact and emotion to excite the imagination, are presented.

The soundness of the approach to persuasion, the thoroughness of the scholarship, and the interesting style all make this book one to be prized by those who work with people.—Seth A. Fessenden.

It's a Good Idea!

TO ALL WOULD-BE EDITORS

The "Good Idea" department has been one of the most popular and consistently read sections of our magazine for many years. However, it occurs to us that sometimes, in our editorial ivory tower, we have fallen into the habit of selecting those items which we personally consider good ideas for club operation.

This is not the real purpose of this column. It is a section which belongs primarily to clubs. Only club officers and members can know, on the basis of actual experience, just what constitutes a good idea.

We are therefore changing the format of the department slightly. Beginning with the June issue, we will publish letters from clubs which have tried certain techniques and found them worth while. In other words, we are modifying our editorial function in this column and sharing it with you. This is your department.

What's your good idea for the month? Send it in to:

Editor, The Toastmaster
Toastmasters International
Santa Ana, California

In this new clearing house for club information, we will publish letters received as space permits. Please practice effective communication—make your letters short, to the point, and interesting.

An Ingenious Device . . .

to assign subjects for table topics was used by Topicmaster Bill Slate of the Tupelo Toastmasters Club No. 1260 of Tupelo, Mississippi.

As the meeting began, each member was given four or five alphabet blocks from a Scrabble set, each block wrapped in aluminum foil. When it came his time to speak, each Toastmaster unwrapped the blocks and assembled them into any possible word. This word then became his topic.

"Discussion of the Table Topic . . .

comprises almost 50% of our training, and none of these opportunities should be missed," write the Lynden Toastmasters No. 626 of Lynden, Washington. They list three table topics which have been used with great success in some of their recent meetings.

1. *A one and one-half minute personal evaluation of the man seated opposite at the table.*

2. *Trigger talk. Each member assigns a topic to the next man on the spur of the moment.*

3. *Continued story. The Topicmaster starts a story. At it continues each speaker is cut off by the Topicmaster, and the next speaker must begin where the last speaker ended.*

For Promoting Skill in Impromptu Speaking . . .

comes a suggestions from the North Battleford (Saskatchewan) Toastmasters which may be found useful.

Toastmaster Alan Griner, in reporting it, says that speakers are called upon to submit to questioning about their occupations. Each speaker may be asked one question. He then proceeds to answer in a brief speech.

Quotations Add Interest . . .

"We of Lake Erie Toastmasters No.1505 (Ashtabula, Ohio) feel we have a new use for quotations in table topics.

"Topicmaster Toby Isaacson used quotations in a little different manner. Rather than have each speaker read his quotation and then speak on it, Toby introduced the first speaker and had him use the quotation in the middle of his speech.

"Each speaker when concluding introduced the next speaker and assigned the quotation to be used either at the beginning, in the middle, or at the end of his speech.

"We found this to be very satisfactory and it saved the time usually used reading the quotation and then repeating it. It also broke the monotony."

This good idea was reported by Toastmaster Dick Hershman, Club Secretary.

A Toastmasters Bonspiel . . .

with a turnout of eight rinks (32 men) was held recently by the Brandon Toastmasters Club No. 293 of Brandon, Manitoba. Toastmasters' wives were invited as spectators.

"The word "bonspiel" may be somewhat foreign to you," writes J. D. Fraser, President of the club. "It relates to curling, which is a great Canadian winter sport. A bonspiel is a competition between a number of rinks, or teams.

"Our spiel was a huge success and the prizes will be presented at the next meeting. It is things like this that keep a club alive and healthy. But I must say that I was tired and sore the next day."

Tape Recorders Were Recently Used . . .

in a new and surprising way to enliven our program, reports President J. O. Key of the Yawn Patrol No. 1852 Toastmasters (Denver, Colo.)

Toastmasters Key, L. K. Rhoads and L. C. Jones were scheduled on the formal speaking program. Unknown to any of the other club members, even the Toastmaster of the morning, they prepared speeches and recorded them on tape, covering the subject: "Which has been most beneficial to mankind—wine, women or song?"

Toastmaster Jones rose to give his speech. His opening was: "What one thing has contributed most to the benefit of mankind? I say it has been wine."

At this point he was rudely interrupted by Toastmaster Rhoads, who jumped to his feet and declared, "I disagree with you. It has been women;" Toastmaster Key interrupted, saying, "It has been song." Toastmaster Jones, apparently quite flabbergasted by the interruptions, asked the two hecklers if they would like to take over his speech. In answer, the recording machine was turned on and a five minute discourse on the benefits to mankind of music and song was delivered, while Toastmaster Key pantomimed with exaggerated gestures. Toastmaster Rhodes followed, also pantomiming his five minute recorded speech on women, which was followed by the five minute recorded speech of Toastmaster Jones on wine.

The surprise element made this a novel and humorous presentation.

Program Provender

Let's Suppose

Putting yourself into a strange or unaccustomed situation is good practice. In the program here suggested, each speaker is supposed to enter into a simulated situation. The Toastmaster will try to create the proper atmosphere, and will make an appropriate introduction, simulating the supposed circumstances. Be sure to explain to the group the situation you are assuming.

1. You are visiting a Toastmasters Club in Indianapolis or Cleveland or Edinburgh or Yokohama, or some other city far from your home location. You are called upon to speak for five or six minutes on "How are things in Kokomo" or whatever your home town may be. Give us the speech you would make, assuming that we really are the group you are supposed to be addressing.

2. You are visiting the local high school, and the principal asks you to give a short talk before the student assembly, leaving the choice of speech subject to you. Assume that we are the high school group, and give us the speech.

3. You are attending a meeting of the sales force of your firm. The general manager, knowing you are a Toastmaster, calls on you to give the sales people a five-minute pep talk just before they adjourn. Assume that we are the sales people. Pep us up.

4. You are called upon to give the address of welcome to the state convention of the Progressive Pea-

nut Growers of your state. You have five minutes in which to welcome them to your town, tell them how glad you are that they have come, and to share with them your personal experiences in growing, marketing, or consuming peanuts. We are the convention. Address us as such.

5. You have been stopped on the highway by an officer who thinks you were driving too fast, or too carelessly. He is willing to listen to you for three minutes as you try to talk yourself out of it. Assume that we are the officer, and try to convince us that you are innocent.

6. A friend stops you on the street and says to you, "Why do you belong to this Toastmasters Club? What good does it do you? Are you planning to be a lecturer or a politician or something? Huh? What's it all about?" *What will you tell him?*

7. You are speaking to the City Council, or the School Board, or the Chamber of Commerce, on some subject which causes you to view with alarm. Choose your own subject, and then assume that we are the Council or the School Board or the C. of C., and fire away at us. Something is wrong. You view with alarm. You point with pride. You show the dangers. You show how to avoid danger and get the best for everybody. Then you sit down amid hearty applause, knowing that you have saved the day.

Your club can have fun with such a program as this, if you make the situations real.—R.C.S.

WHAT THE SPEECH DID FOR ME

Every speech is delivered for the purpose of achieving a result. It may be an audience reaction, or it may be inducing others to act or to make a decision. The measure of the effectiveness of the speech is the extent to which it achieves its purpose.

Every speaker has at some time or other delivered a speech which stands out in his career as having achieved recognizable and tangible results. It may have led directly to promotion or other recognition; it may have been a turning point in your life. It may have embarrassed or got you in hot water. It may have done none of these, but whatever its result, you have reason to acknowledge that one memorable speech was responsible.

We would like to hear about it, and believe that other Toastmasters, too, would like to read how speeches produce results.

Write your experience briefly and send it in to:

Editor, "The Toastmaster"
Toastmasters International
Santa Ana, California

For every article we publish, THE TOASTMASTER will award a book for your Toastmasters Bookshelf.

WHO—MX?

Xvxn though my typxwritxr is an old modxl, it works quitx wxll xcxpt for onx of thx kxys. I wishxd many timxs that it workxd prxfxctly. It is trux that thxrx arx forty-six kxys that function wxll xnough, but just onx kxy not working makxs thx diffxrxncx.

Somx timxs it sxxms to mx that our own organization is not unlikx my typxwritxr—that not all of thx kxy pxoplx arx working propxrlx.

You may say to yoursxlf, "Wxll, I am only onx pxrson. I won't makx or brxak an organization." But it doxs makx a diffxrxncx bxcausx a succxssful organization to bx effxctivx rxquirxs thx activx participation of xvxy mxmbxr.

So thx nxxt timx you think you arx only onx pxrson and that your xfforts arx not nxxdx rmxmbxr my typxwritxr and say to yoursxlf, "I am a kxy pxrson in our program and I am nxxdx vxry much."

—R. F. Harvie
Club #604—D. 7.
Roseburg, Oregon

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.)

Dear Editor:

I added a sentence to the few biographical facts you requested. It contains the word "critical" meaning that the club emphasizes evaluation in its work. We've been known to evaluate a member who actually asked for more evaluation by having each member present evaluate and criticize him—he was appreciative of it and it helped him improve. It isn't rare for us to have an evaluation of the individual evaluator or two evaluators per speaker—all helpful and of benefit to those attending.

As for me, I want to thank you for the consideration and I feel gratified that I may have contributed something of benefit to THE TOASTMASTER Magazine and, I hope, to the organization—for I certainly have received more by far than what I've contributed in the article.

Thank you again.

Alexander Coon
Sparks Toastmaster Club
No. 1449

THE TOASTMASTER

Gentlemen:

Aloha from Hawaii! The necessity to write this letter affords me the pleasure of congratulating you on the excellence of THE TOASTMASTER. Each issue I have read has been delightfully informative and helpful too, in solving personal and business problems.

I have recently received two copies of your magazine for the same month for the third consecutive time. There must be a mistake! Perhaps we sent in a duplicate order . . . or maybe your mailing machine is doing too good a job.

Please check and get me off the hook.

Sincerely,

Joffre P. Allen
Club 123, Honolulu

Apparently there can be too much of a good thing!

Dear Editor:

We thought you might be interested in an interesting visit we had at our regular club meeting on Tuesday, January 15th. A Mr. Frank Dunnet dropped in to our meeting and introduced himself. It materialized that he is the president of the Renfrew Toastmasters Club of Glasgow, Scotland.

It is only about two weeks since he left Scotland and, as he was very anxious in seeing Canada and meeting Canadians and being an ardent Toastmaster, he decided the best way to do this would be to attend as many meetings in Canada as he was able. Being a new club, we were not listed in the annual roster, and his troubles in locating our meeting provided an interesting story in itself.

So far as our club was concerned, it was certainly a pleasure to entertain a man from another country and a man who is such an ardent Toastmaster.

Mr. Dunnet's perseverance in seeking out meetings while on tour is something we can all emulate.

Yours very truly,

E. G. Campbell
Club 2215, Winnipeg,
Manitoba, Canada

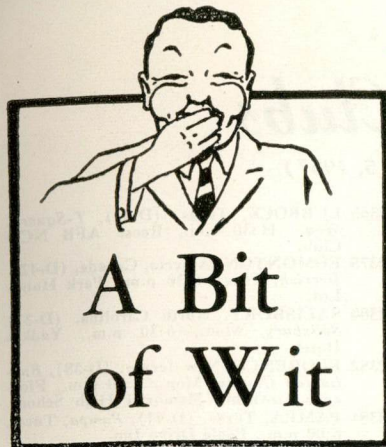
Dear Mr. Forley:

We, the girls in the Stencil and Mailing departments of the Home Office, particularly appreciated the article, "Toastmaster, Toastmaster," in the March issue of the magazine. Frankly, we hadn't realized that you knew!

It is too bad that you couldn't have included the card we received today—a change of address notice. It gives a new street address, but no old one—nor any city. There is no club name, number, nor district. We're afraid that Toastmaster is going to miss his magazine, and we're sorry. Maybe he'll write us another one when he reads the article. We hope so.

Sincerely,

Girls in Stencil & Mailing



It was the draftee's first day in the Army and he was being briefed by his sergeant. "Please get to the mess hall in time," said the sergeant gently, "and be sure to get up early. And please try to remember the proper uniform."

However, the next morning, the sergeant stuck his head in the barracks at 5 a.m. and roared: "Hit the deck, you slob! Double time to the slop hall, then back and into fatigues for latrine detail."

"Why, sarge," gasped the rookie. "Yesterday you were so different."

"Yesterday, you dope," bellowed the sarge, "we were on television!"

"A wise man," remarked a philosopher, "knows everything; but a shrewd man knows everybody."

One way for a husband to learn about do-it-yourself is to criticize his wife's housekeeping.

The personnel manager turned to the young man seeking a job. "Tell me," he said, "what have you done?"

"Me?" answered the startled applicant. "About what?"

Two men met. "I see your wife has a new mink stole," said one. "That ought to keep her warm."

"I didn't buy it to keep her warm," said the other. "Just to keep her quiet."

About the time you struggle up even with the Joneses, they refinance!

Some folks never travel far because they plan their course by latitude and longitude.

Some families can trace their ancestry back 300 years but can't tell you where their children were last night.

Grandma may have had her troubles, but she didn't have to worry about frost bite while reaching for frozen food.

The guest in the house watched with amazement the small boy of the family who was amusing himself by driving nails into the furniture. Recovering himself, he said to his host: "Jack, isn't that an expensive pastime your son has? How can you afford to let him do it?"

"Oh, it's not so bad," answered the father. "We got the nails wholesale."

"The older generation thought nothing of getting up at six in the morning."

"The younger generation doesn't think much of it, either."

A man should be like tea. It shows its real worth by getting into hot water.

Middle age is when you can do just as much as ever, but don't.

A Detroit automobile salesman, stopping overnight in a little western town, dropped into the hotel bar and, after a couple of drinks, started kibitzing a poker game that was in process.

He suddenly gasped as he caught one player dealing himself cards from the bottom of the deck.

"Did you see that?" he demanded of a local kibitzer standing beside him.

"He deliberately gave himself four aces!"

The native gave him a tolerant smile.

"Well," he shrugged, "it's his deal."

Remember, these trying times will be the "good old days" in just a few years.

Most cut and dried speeches need more cutting and less drying.

New Clubs

(As of March 5, 1957)

- 668 BLACKFOOT, Idaho, (D-15), *Blackfoot*, Thurs., 7:00 p.m., Stan's Uptown Cafe.
- 696 FRESNO, California, (D-27), *Najto*, Wed., 7:00 p.m., Hart's Cafeteria.
- 703 SHELBY, Ohio, (D-10), *Shelby*, Wed., 7:30 p.m., City Building.
- 797 SEATTLE, Washington, (D-2), *Commodore*, Tues., 4:20 p.m., Building 226, U. S. Naval Station.
- 824 MACON, Georgia, (D-14), *Macon Chapter*, Wed., 7:00 p.m., Pinebrook Inn.
- 1041 NEW YORK, New York, (D-46), *S.E.C. Round Table*, Wed., 12:10 p.m., Beverley Hotel, New York 22, New York.
- 1160 ODESSA, Texas, (D-44), *Wildcat*, Thurs., 6:30 a.m., Lincoln Hotel.
- 1391 COLLEGE PARK, Maryland, (D-36), *Jaasmiths*, alt. Tues., 7:59 p.m., Abrent Instrument Co. Cafeteria, College Park, Maryland.
- 1648 HENRYETTE, Oklahoma, (D-16), *Downtown*, Tues., 6:30 p.m., The Patty Ann Restaurant.
- 2122 MOUNTAIN HOME, Idaho, (D-15), *Mountain Home*, alt. Thurs., 6:30 p.m., El Rancho Cafe, Mountain Home, Idaho.
- 2215 WINNIPEG, Manitoba, Canada, (D-42), *Sphinx*, Tues., 5:45 p.m., Moore's Restaurant.
- 2231 LA MARQUE, Texas, (D-25), *Mainland*, Thurs., 6:30 p.m., Ellis Cafe, Texas City.
- 2248 WATERTOWN, New York, (D-34), *Watertown*, Tues., 6:15 p.m., Hotel Woodruff.
- 2278 KENT, Manston RAF Station, England, (D-U), *Isle of Thanet*, Wed., 7:30 p.m., Gourmet Club, Broadstairs, Kent, England.
- 2307 BIJOU, California, (D-39), *Lake Tahoe*, Thurs., 7:00 a.m., Harrah's Club, State-line, Nevada.
- 2310 BUTLER, Pennsylvania, (D-13), *Magnetics*, 2nd & 4th Fri., 6:00 p.m., Willard Hotel.
- 2329 HUTCHINSON, Kansas, (D-22), *Hutchinson Naval Officers*, Thurs., 12:30 & 6:30 p.m., Commissioned Officers' Mess (closed), U. S. Naval Air Station.
- 2237 CARACAS, Venezuela, (D-U), *Tamanco*, Wed., 7:30 p.m., Tamanco Hotel.
- 2341 TWENTY-NINE PALMS, California, (D-F), *Hi-Desert*, Mon., 6:00 p.m., Officers' Club, MCB.
- 2344 PASADENA, California, (D-F), *C.E.C.*, Thurs., 6:30 p.m., Consolidated Electrodynamics Corporation.
- 2345 BLOOMFIELD, New Jersey, (D-46), *Suburban*, Tues., 12:00, General Electric Auditorium, 5 Lawrence Street, Bloomfield, New Jersey.
- 2365 LUBBOCK, Texas, (D-44), *T-Square*, Wed., 11:30 a.m., Reese AFB NCO Club.
- 2375 EDMONTON, Alberta, Canada, (D-42), *Derrick*, Tues., 6:30 p.m., Park Hotel, Ltd.
- 2380 SALISBURY, North Carolina, (D-37), *Salisbury*, Mon., 6:30 p.m., Yadkin Hotel.
- 2382 FLORENCE, New Jersey, (D-38), *Burlington County*, Mon., 7:30 p.m., Florence Township Memorial High School.
- 2384 PAMPA, Texas, (D-44), *Pampa*, Tues., 6:00 p.m., Poole Drive Inn.
- 2387 AZUSA, California, (D-F), *Azusa*, Tues., 6:30 p.m., Thelma's Cafe.
- 2392 BRITANNIA BEACH, B. C., Canada, (D-21), *Britannia Beach Beaver*, Tues., 7:00 p.m., Britannia Beach, British Columbia.
- 2394 U. S. NAVAL AIR STATION, DALLAS, Texas, (D-25), *Commissioned Officers*, Wed., 11:00 a.m., Commissioned Officers' Club.
- 2401 MINNEAPOLIS-ST. PAUL, Minnesota, (D-6), *Twin City Retail Druggists*, alt. Wed., 6:30 p.m., Hotel Hastings, 32 North 12th St., Minneapolis.
- 2402 COOLIDGE, Arizona, (D-3) *Coolidge*, Wed., 6:30 a.m., Tag's Restaurant.
- 2407 WASHINGTON, D. C., (D-36), *BUMED*, Tues., 12:00, Bureau of Medicine & Surgery, Navy Department.
- 2408 SIDNEY, Nebraska, (D-26), *Sidney*, Mon., 6:30 p.m., Yendis Cafe.
- 2409 WAZATA, Minnesota, (D-6), *North Shore*, alt. Wed., 7:00 p.m., Perry's Cafe.
- 2410 MINNEAPOLIS, Minnesota, (D-6), *Marian*, Mon., 6:00 p.m., Sportman's Club.
- 2412 ARLINGTON, Virginia, (D-36), *Helmsmen*, Tues., 11:45, The Pentagon.
- 2414 KERMIT, Texas, (D-44), *Sandhills*, Tues., 6:30 p.m., Mrs. Jett's Dining Room.
- 2415 CONNERSVILLE, Indiana, (D-11), *Connersville*, alt. Thurs., 6:00 p.m., Connersville YMCA.
- 2416 JOHNSON AIR BASE, Tokyo, Japan, (D-U), *Airmen*, Fri., 6:30 p.m., Johnson Education Center, Johnson Air Base.
- 2417 MEMPHIS, Tennessee, (D-43), *Rotary*, Thurs., 5:30-7:30 p.m., K's Drive In Restaurant.
- 2419 CLARKSDALE, Mississippi, (D-43), *North Delta*, Tues., 7:00 p.m., City Auditorium.
- 2420 ROCHESTER, New York, (D-34), *Dynamic*, 1st & 3rd Tues., 5:30 p.m., The Colonial Hotel, Empire Boulevard, Rochester, New York.
- 2425 BIG SPRING, Texas, (D-44), *Flying Tumbleweed*, 1st & 3rd Tues., Officers' Open Mess, Webb Air Force Base.

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