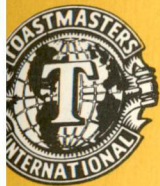
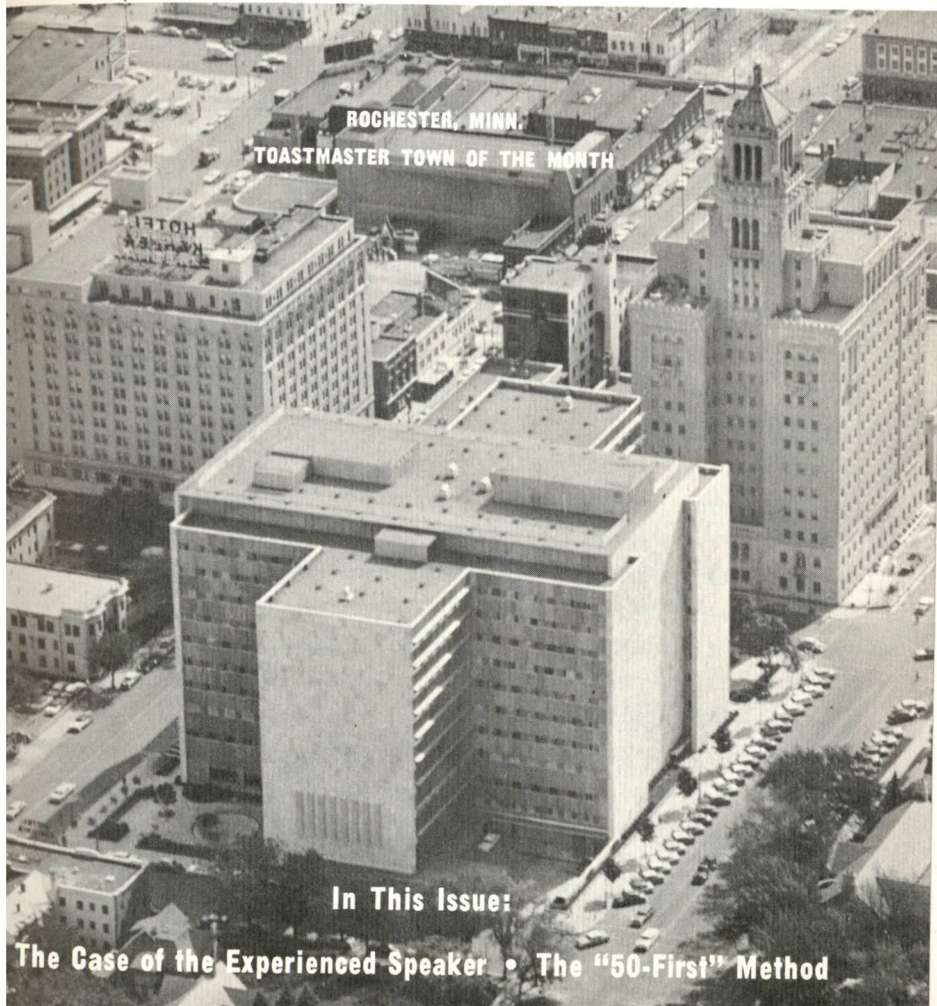


APRIL, 1960



# THE TOASTMASTER

OR BETTER LISTENING, THINKING, SPEAKING



ROCHESTER, MINN.  
TOASTMASTER TOWN OF THE MONTH

In This Issue:

The Case of the Experienced Speaker • The "50-First" Method



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... a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than half a million men through its program of self-expression and self-improvement. There are now more than 3,000 clubs which are located in every state of the Union, every province of Canada and in 34 other countries.

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.”—Publilius Syrus, 43 B.C.

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# The TOASTMASTER

For Better Thinking—Speaking—Listening

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# The Case of the Experienced Speaker

By MIRA JILBERT

**A** NEW ALLOY, developed by Republic Steel Corporation in cooperation with Toastmasters International, has been in evidence lately in Detroit and Michigan.

In the usual sense, an alloy is a mixture of two or more metals deliberately selected to obtain the desirable physical and metallurgical properties of the various components.

In this case, however, we are talking about a man—Richard C. Gerhan—who is basically a metallurgical engineer but with the added qualities which are to be derived from his ability as a public speaker. There is a general opinion that engineers are notoriously poor speakers, that the kind of mind that makes a good engineer is not the mind which can transpose ideas

into words, but Mr. Gerhan is an example which emphatically disproves this theory.

Here we have an “alloy” of two different ingredients to secure the finer qualities of each component, the engineer and the experienced speaker.

The first of these components, the engineer, began as a laborer with Republic Steel Corporation and worked up through the Open Hearth, the Blast Furnace, the Rolling Mill, the Strip Mill. He interrupted his work to enroll in Case Institute of Technology, and in due time returned to Republic with an engineering degree, to fill a role as a metallurgist. Thus, even in this single factor in the combination there is a mixture of practical working background and scientific training.

The experienced speaker, the second component, started to develop about ten years ago when Mr. Gerhan began to appreciate the value of speaking ability. Observing the people with whom he came into daily contact, he realized how important it was for us to be able to communicate our thoughts to others, to express ideas in a way which would convince the listener and carry him along with the thought. Through a friend he was introduced to Toastmasters International and joined a club. When

he took this step he utilized his scientific background in his new avocation. Hard work and intensive practice went into every speech he prepared—and there were many of them—and his enthusiasm took him through the various offices to the presidency of his club, Fisher YMCA No. 674, District 28.

With typical thoroughness, he set up a “speech laboratory” in the basement of his home which is in constant use in perfecting his delivery technique. It is used not only by himself but by his fellow Toastmasters, and incidentally by his young sons who are learning early

that it pays to be able to win an argument. This laboratory contains a lectern and a blackboard; one wall is a huge mirror to judge the effectiveness of one’s gestures and general appearance; there is a tape recorder to judge the improvement of voice projection.

Early last year, Republic Steel Corporation decided to set up a Speakers Bureau in the Detroit district. This was an extension of a public service feature which has been sponsored by the corporation for many years, to provide trained speakers at no charge to civic organizations, church clubs, service clubs, technical groups and parent-teacher organizations. Dick Gerhan was a “natural” for this ac-





tivity. Already trained and established as a speaker of ability, he led the way and has become a star attraction.

In his Toastmasters education, Mr. Gerhan had learned to put into practice a policy of delving deeply and thoroughly into numerous subjects. A man who is interested in speaking learns first to be an excellent listener with an open mind to retain what he hears. He reads extensively and he keeps up-to-date on current events. He increases his familiarity with many, many subjects. In short, he becomes a well-rounded, confident and resourceful individual. He is never at a loss for the right thing to say, and he learns to appreciate this quality in others.

As one instance of this over-all versatility which Toastmasters training fosters, Mr. Gerhan became interested in economics. He did a tremendous amount of reading and research on the subject, and from this research developed a clever and concise talk on inflation. He called his story "The Case of the Vanishing Dollar" in deference to the present day interest in detective stories. This is not a new or untried subject, for many businessmen and industrialists have tackled it, but Mr. Gerhan approached it in a new and effective way. Starting with an imaginary and symbolic "holdup," he dramatizes the roles of both victims and Public Enemy No. 1, as he characterizes inflation. His audience literally perks up its ears and he carries it along in his persuasive way to realize its own implication in this problem. He has the facts. He cites figures to show average

earnings and annual rate of dollar devaluation, to prove an annual loss to each person in his audience of \$130 on salary alone. Going on, he considers savings, insurance and pension benefits, to show a further loss to every listener of \$108 a year.

True to his Toastmasters background, he injects humor and visual aids to portray his arguments. He tells you, for instance, that a nickel still goes a long way today because "you can carry it around with you for weeks before you can find something to spend it for." Figuring that Federal taxes eat 13% of the gross income of the average man, he says that figuring your income tax is "like the girl getting ready to go to the beach—you take off as much as the law allows."

Using charts, he projects a picture of a skilled worker in the tool and die industry in Detroit, Michigan, where the total wage cost—total wage cost—to purchase tools and dies from an independent producer is \$7.90 per hour, compared to \$3.00 per hour in England, or \$2.38 in France, or \$1.60 in Italy. A worker on the assembly line for a large automotive manufacturer in Detroit, he says, is paid a current base rate of \$2.51 per hour, compared to \$1.05 per hour in the United Kingdom, or only 69 cents per hour in Cologne, Germany. Gerhan declares that wages, production and prices must be brought into balance, and tariffs are not the answer nor is deficit spending.

He demonstrates that this continuing spiral will bring increased taxes and further devaluation.

He talks about cost depreciation,

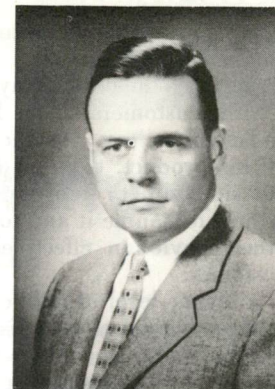
particularly in the steel industry where he has first hand knowledge. He does not go into the recent steel labor difficulties in his talk, but it is natural that in a discussion period afterward, he is questioned about it, and when this happens, he is ready to go into that situation with characteristic perception and clarity. As a matter of fact, his customary study and research has already prepared him for this course.

Mr. Gerhan's keen insight into this problem of inflation is all the more surprising when you consider that he is not a professional economist by any means. It is a real tribute to his Toastmasters discipline.

This talk, written and delivered by Mr. Gerhan, has become the most popular item on the Speakers Bureau's bill of fare. He has given it at least 50 times to a total audience of over 2500 people, including such groups as the World Trade Club of Detroit with 200 listeners, the Detroit Chapter of the American Society of Metals with 350, and a combined Rotary-Lions meeting. The complete speech was recently printed in "Vital Speeches of the Day," issue of January 15, 1960. His future bookings on this one talk extend six months ahead.

Mr. Gerhan averages at least three speeches a week with an approximate listening audience of 300 people. His wide range of topics includes technical and non-technical subjects in addition to this inflation talk.

The gains to be derived from this program of preparation and performance are manifold and mani-



**Richard C. Gerhan** is a metallurgist with the Detroit office of Republic Steel Corporation, contacting and advising the automobile manufacturers and other users of steel, and he is president of Fisher YMCA Toastmasters No. 674, District 28.

A graduate of Case Institute of Technology, he has done graduate work at the University of Pittsburgh. He entered the Army Air Corps as a private, and after serving 3½ years in the Alaska-Siberia theater of operations, was discharged as a first lieutenant.

Besides his Toastmasters membership, he is active in the Economic Club of Detroit, the American Society for Metals, Y.M.C.A., and his neighborhood Improvement Association.

Mr. Gerhan is an active member of the Republic Speakers Bureau, and recently has been featured on the financial pages of newspapers for his talk on inflation, "The Case of the Vanishing Dollar."



fest, both to the individual and to the company he works for.

On one level, the day-by-day contact with customers, this background enables a man convincingly to sell his product, to be at home in any situation, to know instinctively how to handle it and to convey this conviction effectively to his customer.

On a higher level of public relations, the advertising value is considerable. As a representative of his company, Mr. Gerhan (or any trained and experienced speaker)

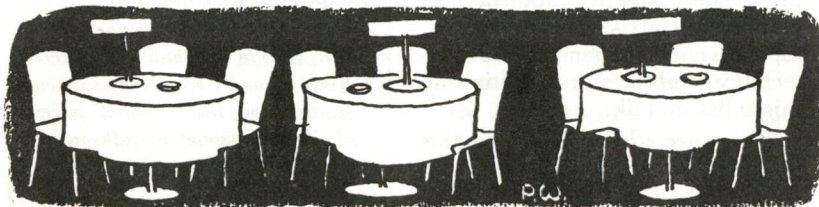
sells his company in a telling way. The popularity of a well prepared speech and a proficient speaker can only enrich the reputation of the man and his company. While it is not active and direct salesmanship, nevertheless it serves this purpose even more effectively because it is indirect.

And so Richard C. Gerhan, our "alloy," has become, with the help of Toastmasters, not only an able and confident speaker, but at the same time a better and more valuable engineer. ♦

**Mira Jilbert** is executive in charge of the Detroit Republic Speakers Bureau, arranging bookings and other details in the Bureau operation.

*She has been secretary to top officials in the automotive field, and at one time was assistant to the executive secretary of one of the largest Rotary Clubs in the country. During World War II, as assistant club officer at an air base officers club, she handled the entertainment program and other phases of club operation.*

*Now secretary to the district manager of Republic's Detroit office, she finds the Speakers Bureau an interesting additional assignment.*



A new idea  
for speech  
contests

# The "50-FIRST" Method

By ROY PAETZKE

ONCE UPON A TIME there was a sales manager who was faced with a choice of which of two applicants to hire for a sales position. Since both applicants seemed to be about equally well qualified, he decided to accompany each man for one day on an actual selling tour. At the end of this field test he rated them as follows:

	Salesman A	Salesman B
Voice	10	8
Appearance	10	2
Speech Structure	8	8
Development	8	8
Language	10	2
Manner	8	6
Speech Value	8	8
Effectiveness	0	10
	62	52

He noted that the rating showed Salesman A to be equal or superior to Salesman B in all traits except the last—effectiveness. B made 10 sales; A made none. However, since A scored a total of 62 points against B's 52, the manager hired A, and the company lived happily ever after.

All right, have it your way; in real life it wouldn't happen that way. If the sales manager were training a salesman, he might use such a rating sheet for the purpose

of pointing out the salesman's weak points and making suggestions for improvement. But if he simply wanted to know which man is the better salesman right at this moment, he would consider only one thing—the number of sales made. Therefore, the story is a fairy tale, and you wouldn't encounter such a situation in real life.

Unless, of course, you happen to attend a Toastmasters speech contest! There you may suddenly find the judges using a rating sheet very similar to the one our hypothetical sales manager used. The contest speakers will not be told what they should do to improve their speaking, they are not being trained, they are simply being rated and judged on the basis of their present public speaking ability. Yet, despite the fact that the only basis for measuring present public speaking ability is the total effect of the contest speech, the rating sheet allows only 12½ per cent of the total score to be based on effectiveness.

How can we remove speech contest judging from the realm of fantasy? If the "rating sheet" method is unrealistic, by what method should it be replaced? Well, the "50-first" method outlined below has served this writer



well for many years both at contests and in the classroom. It is a variation of the "normal curve" method of grading students, and is applied to the judging of speech contests as follows:

Give the first speaker a score of 50. The quality of his speech does not matter, in fact, you can give him 50 before you leave home to go to the contest. Listen to his speech. Then listen to the second speaker. Decide—was the second speaker better than the first? If so, give him 75 points. Or was the first speaker better? If so, give the second speaker 25 points. It doesn't matter *how much* better or worse the second speech was; the second speaker always gets either 25 or 75.

Let's say that you considered the second speech better, so you gave the second speaker 75. Now listen to the third speech and compare it to the first two. If it was better than either, give the third speaker 88 (half-way between the second speaker's 75 and the highest possible, 100). If it was poorer than either, give him 25 (half-way between the first speaker's 50 and the lowest possible score, 0). If it was better than the first speech but not as good as the second, give him 68 (half-way between the previous speakers' scores).

Continue in the same manner until all contestants have spoken. Then give your first-place vote to the speaker with the highest score; your second-place vote to the second-highest score; and so on.

**ED. NOTE:** *Toastmasters are invited to comment on Mr. Paetzke's suggested changes in judging speech contests.*

Note that, under this system, the scores show which one of any two speeches was the better, but not how much better; disregard the number of points between scores. The order in which the contestants speak affects their absolute score, but not their relative score, as shown in the six examples below. In each case A gave the best speech; B, the second-best; C, the third-best; and D, the poorest.

The order of the letters indicates the order in which they spoke, while the numbers show the score they would have been given:

<b>Example 1</b>	<b>Example 2</b>
D 50	A 50
C 75	B 25
B 88	C 13
A 94	D 7
<b>Example 3</b>	<b>Example 4</b>
D 50	A 50
C 75	D 25
A 88	C 38
B 82	B 44
<b>Example 5</b>	<b>Example 6</b>
C 50	B 50
D 25	C 25
A 75	D 13
B 63	A 75

Depending upon his place on the program, Speaker A received scores of 94, 50, 88, 50, 75, and 75; yet in all cases, his is the highest score in the group. Speaker D, with scores of 50, 7, 50, 25, 25, and 13 scored lowest in each group.

It's a simple, effective system. ♦

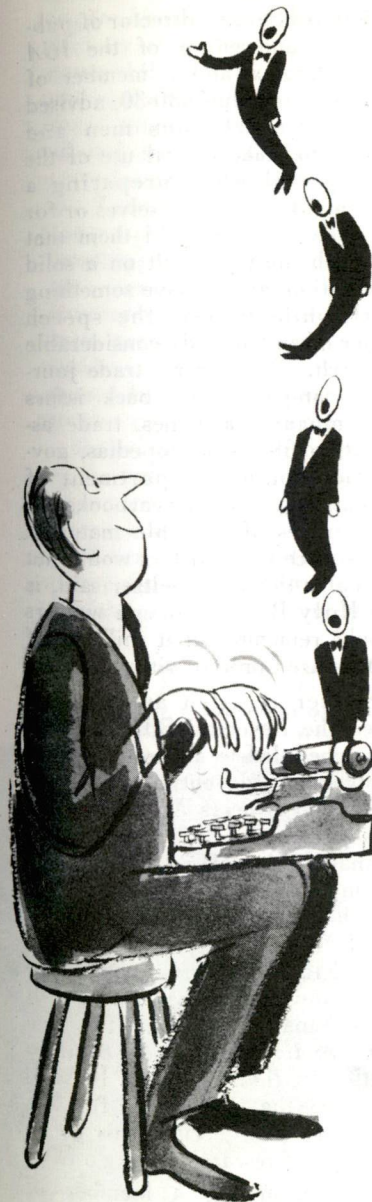
*Roy Paetzke is a member of Bismark Toastmasters 717-20, of Bismark, N.D.*

# The ghost of a speaker

By CLIFFORD G. MASSOTH

FOR MANY PEOPLE, the term "ghost writing" seems to have a connotation of something unethical. Yet there is really no good reason for this attitude because the person who prepares a talk for a senior officer in his company is merely doing a job that needs doing.

Generally, the job of ghost writing speeches for company officials is the assignment of a public relations man. His task is similar to that of the treasurer who prepares a financial statement, or the secretary who writes a letter to the stockholders. All of these assignments are done in the name of the president. He doesn't prepare them, but he is the symbol of the company. In the same sense, the public relations man who writes a talk for a company official is doing a job the official would do if he had the time. It is that simple.





Because public relations people are regularly involved in ghost writing speeches, five Toastmasters in the Chicago area—experienced in the art of preparing speeches—were invited last year to present a panel on the subject before the Chicago Chapter of the Public Relations Society of America, an organization of nearly 3,000 public relations practitioners, with chapters throughout the nation.

Toastmaster Andrew J. Tobin, public relations director, Norge Division, Borg-Warner Corp., introduced the panel. Tobin, a member of Club 614-30, pointed out that the preparation and delivery of a speech is one of the toughest, most challenging and most enjoyable of all public relations assignments. In asking representatives of the nation's top speaking organization to present the panel, he said the members of the Public Relations Society hoped to become more articulate when they didn't have a typewriter between them and their audience.

William Gobel, past governor of District 30, served as panel moderator. Good speakers, he said, are not necessarily good writers. He also stressed the importance of timing a speech to fit the occasion. Because many executives read their speeches, the ghost writer should help them improve their reading. This can be done, he said, by urging them to reduce their normal reading speed, eliminating difficult words from the speech, using a typewriter with large type, putting the speech on half sheets of paper, and underlining certain sentences and phrases so that the speaker can

use voice modulation to make the speech come alive.

Bernard Seltzer, director of publications and editor of the *IGA Grocer-Grams*, and a member of Toastmasters Club 830-30, advised the public relations men and women to make liberal use of the blue pencil when preparing a speech either for themselves or for someone else. He told them that a speech must be built on a solid foundation, and to have something worthwhile to say, the speech writer often has to do considerable research. The library, trade journals, company files, back issues of company magazines, trade association files, encyclopedias, government offices, Department of Commerce, industry yearbooks, all are sources of valuable material. One source most writers would not normally think of, Seltzer said, is the Holy Bible. Speech writers should remember that millions of people are familiar with the Bible.

Seltzer recalled an occasion when the Reverend Billy Graham was scheduled to address the 30th anniversary convention of the Independent Grocers Association. It was an unusual situation for Mr. Graham. His staff asked for background information on the IGA so that he might have something on which to base his speech. Nothing seemed to be quite right until someone found in a 30-year-old issue of the company magazine the *Ten Commandments of Good Business* written by the founder of IGA. It was just the right tie-in for Mr. Graham. Seltzer cited this as an example of research paying off.

John Hancock, a member of

Toastmasters Club 156-30, and manager of promotional advertising for United Air Lines, discussed delivery of a speech. Although he doubted if the public relations people could get their executives to spend much time on rehearsal, he offered suggestions for them to pass along to their company speakers. Teach them to breathe deeply and properly, he told them. Deep breathing is relaxing and gives the voice more resonance. Throat muscles should be relaxed for the same reason and if the voice is within normal speaking range, it should be dropped a little to give greater projection and resonance.

Knowing the voice capabilities of the person giving the speech is important for the speech writer, Hancock said.

"When your job is to prepare a speech for someone else, you face a wide variety of circumstances.

You may have an officer who speaks with the fervor of a homing pigeon heading for the dove cote. It is easy," he said, "to write a speech for him because you can open the box of adjectives and let yourself go. Or your officer may be one from whom the poignant story of the little match girl would sound like the final stock market quotation on a downtrend. Most speakers fall in a middle area where just a little attention to the fundamentals of voice modulation and voice control will pay big dividends."

As the last speaker on the panel, I tried to spell out the various steps in ghost writing a speech. From experience I have learned that a busy executive seldom has a very good idea of the full talk he would like to make. But he does have one or two ideas that he wants to put across. The first step is to go to

*"Here's how to prepare a public relations speech," say TM panel members (L to R) John Hancock, Bernie Seltzer, Cliff Massoth and Bill Gobel, to Dale O'Brien, president of the Chicago Chapter, PRSA. Not pictured is TM Andrew J. Tobin, who arranged the program*





him and get those ideas. Use them as the backbone of the talk you are going to write. Of course, those ideas alone are not going to be enough.

The second step is to do something that not many speech writers do. That is to go to the organization before which your man is going to make his talk, and say to the people there, very simply, "I'm giving our president a hand in preparing his material." It may be a university before which he is going to deliver a commencement address; it may be a national association where he will speak at the annual meeting; it may be a service club. Whatever it is, go to them and say, "I am here to get some material." You will probably be talking with people who have public relations responsibilities. They will be practical enough to know that a president doesn't have the time to sit down and write and rewrite a talk. They will give you the information you need. That visit should eliminate the chance of making a stupid error that happens when the speech writer does not know what the organization is about or what the meeting is about.

The next step is to prepare the talk as a formal speech in proper English. This is the one you will hand out to the press and to the people who come up afterward and say, "I'd like to have a copy."

Then you prepare the speech for delivery. Instead of a speech, it should sound like a talk. Break up some of the finer, long sentences. Throw in some half-sentences—some one or two word ejaculations. These devices help to make the talk

sound natural. Skip the jokes unless the speaker is a natural, robust humorist. Adding a few jocular remarks along the way, however, does add a sense of friendliness.

Now you have a natural sounding talk. But remember this—you are not going to give the talk. Your officer is going to give it. That means the talk should be *him*, as nearly as you know him. It should reflect his enthusiasm, his interest, his personal philosophy. If you are going to use a quote, quote Henry Ford, not Marcus Aurelius, unless he happens to read Marcus Aurelius. One of my executive friends is in great demand as a speaker. One reason for his popularity is that he wants to say something, and say it in short order. Often when he is invited as a luncheon speaker, he is given an opportunity to speak for 30 minutes. He aims his talk at 15 minutes. When he is a dinner speaker, he is offered up to 45 minutes, but he aims at 20 minutes. Such a speaker makes up for all the bad timing in the rest of the program. When he is through the program is back on schedule.

Most executives on the speaking circuit are willing to say something if someone will help them get the material. The ghost writer who does his job well, performs a useful service for both the speaker and his audience. ♦

*Clifford G. Massoth is public relations officer of the Illinois Central Railroad. He is a member of Central Toastmasters 96 of Chicago, and has served on the editorial committee of TMI. Prior to his appointment as PR officer, he edited the Illinois Central Magazine.*



“We may  
be a  
little late . . .”

By ELIZABETH SANDLIN

**I**F ANYONE were to give me a word association test and say “Toastmasters,” I would immediately answer, “Bridge Club.” To me, the two things are synonymous for the simple reason that every other Thursday night, Red—my husband—is late to bridge club because of Toastmasters.

It all started when Joe Fleming, the managing editor of our local daily and a good friend of ours, stopped me on the street to ask me if Red would be interested in Toastmasters.

“It’s a good way to learn self confidence,” he said. “I’ve been a lot more at ease in making speeches ever since I joined. Or is Red so used to talking he doesn’t need any help?”

I called the kids back from the curb where they were preparing to set paper cups floating in a mud puddle, and thought about it.

“No,” I admitted. “He does fine

at school when he’s talking to high school students, but he gets real nervous in front of adults, and does all sorts of wild things. When do you meet and where and I’ll tell him about it.”

“Every Thursday night at the Avalon Cafeteria.”

“Oh, that won’t do at all!” I exclaimed.

“Mommy and Daddy go to bridge club on Thursday night and we have a baby sitter,” announced Sally, having decided the conversation was more interesting than sailing boats.

“And she gets real mad when there are ball games on Thursday nights,” Timmie went on to explain.

I quickly agreed to have Red call Joe, and hurried the children off to the car, mentally compiling my lecture. My “Telling-Mommy’s-Business-To-Everyone-In-Sight” lecture.



But it was true. Besides being a teacher, Red is a football official, and football season around our household gets pretty hectic, with Tuesday and Friday night games, and with "B" squad games thrown in on Thursday nights occasionally. I debated whether to mention the Toastmasters matter at all—a policy of laissez-faire seemed the more discreet one. But in the end, honesty and my better nature prevailed, and I told him.

"There's a new meeting you can go to on Thursday nights if you want to," Timmie announced as he slid into his chair at supper. "A man in town told Mommy about it."

Red looked at me inquiringly.



"Oh, yes," I said. "Joe Fleming wants to know if you're interested in Toastmasters. They're having a new member campaign or something." I brought the tea to the table and sat down. "But it meets on Thursday nights," I added.

He thought about it a while.

"Only from six to seven-thirty," he said. "It's a dinner meeting, I hear, and I'd be out in time for bridge club."

Now that is what is known as *Famous Last Words*. Only I don't know why anyone ever calls them "last" because I hear them every other Thursday night, and in all likelihood, will continue to do so.

"I'll be back at seven-thirty," he says. "I won't be late to club."

Every other Thursday night he says it. And every other Thursday night, for nearly a year now, I've said—or in words to that effect, "You'd better be." And then I've gone to the phone to call the hostess and say, "We may be a little late. This is Red's Toastmasters night and if we're not on time, just go ahead and serve the dessert."

But after all the haggling over the 7:30 p.m. closing time, I will have to admit that it has been worth it. Red has loved every minute of it, and for a person who was supposedly reticent about public appearances, he's shown surprisingly little resistance to making speeches.

In fact, to be more to the point, he'll make a speech now at the drop of a hat.

Only I don't intend to drop any more hats.

Take the time he made the speech about redheads.

He was supposed to be working on a Vocational Education banquet, painting the house, hunting up substitute teachers for Sunday School, and fixing a cabinet door that wouldn't close. Instead, he spent two weeks hunting up redheads.

"Did you know Napoleon was a redhead? And Thomas Jefferson?" he'd ask excitedly, returning home from another trip to the library.

"Have you fixed that door yet?"

"No, but I will. Say, did you ask Betty to see what she could find in her Britannica Yearbooks?"

"Strange as it may seem to you," I'd tell him, "The Encyclopedia Britannica doesn't see fit to include a heading called 'redheads'."

"I know a redhead, Daddy," Sally would say, "There's a boy in my kindergarten named David—"

"I've made a rough draft here," and he'd hand me the third rough draft for that week. "When you have time, you type this up, and we'll see how it sounds."

It must have sounded all right, because I remember that was the first night he brought home a little trophy that's awarded each week. The winner keeps it for a week, then takes it back the next meeting. This I discovered as he was moving my best potted ivy to the floor.

"No, no," I cried, "I'll find a nice spot for it."

I had plenty of opportunity to find a nice spot for it, for he brought the cup home several times. Even I was duly impressed—even after I discovered that only the scheduled speakers competed for it each week. Then the kids started begging for it in their rooms. Last summer I dusted it over and over; since Red had the good fortune to win it the last meeting of the spring, it was our privilege to keep it all summer.

When the first meeting of the fall season rolled around, I decided that I would actually miss the little silver cup. I said so to Red. I added that I was trying to decide what I would put in its place.

"Oh, don't worry," Red assured me. "I'll bring it back because I've got some real good ideas I've been thinking about. Some of them will require some work for you, but now with both children in school, you won't mind running to the library and typing for me."



I could see it all plainly. Here we were starting on another year of "Do you think I fiddle with my coat button too much when I talk?" or "What speech mannerisms have you noticed in me?" or "Find out the statistics on Duncan school enrollment for the last ten years, will you?"

And I could visualize myself the rest of the year, at the telephone, dressed in my best bib and tucker, with the baby sitter in the living room, saying, "This is Liz. We may be a little late tonight . . ." ♦



Elizabeth Sandlin (Mrs. Hoyt N.) lives in Duncan, Oklahoma, with high school teacher husband Red and Tim (9), and Sally (6). A graduate of the University of Oklahoma with a degree in Journalism, she is a promising freelance writer. Red is a member of Cosmopolitan Toastmasters 2132-16, currently educational vice president of the club.



# NOTES *from the* HOME OFFICE

In Tokyo, J. K. McCollum of Torii Toastmasters 1373, has been instrumental in interesting a group of Japanese businessmen in Toastmasters. The men have started a club and expect to apply for their Toastmasters charter in the near future. Americans from the Torii Club and Samurai Club 3033 who regularly visit the Japanese club report that the experience always sends them back to their own club with new enthusiasm for Toastmasters.

During a recent visit, M/Sgt. Rodney H. Irwin of the Samurai Club asked the acting president of the Japanese club why the meetings were conducted in English rather than in Japanese.

"Because," the acting president said, "speaking in English is the hardest way for us to learn the proper technique of speaking. If we learn in this manner, we will be that much better when presenting ourselves to our fellow Japanese in our own mother tongue."

**Mixmasters is the name** that teen-agers at Yamato High School in Tachikawa, Japan, have taken for their speakers club. Sponsored by the Tachikawa Air Base Club 1333, the club is composed of both boys and girls. Mrs. Royce F. Davenport, an English teacher at the school, has been the guiding light of the club. Her husband is a long-time member of Club 1333, the oldest Toastmasters club in the Far East. The Yamato High School

is a school for the children of American military personnel.

**Even a little bit** of exposure to Toastmasters is better than none. Take the case of John Honaker of Fairborn, Ohio. Mr. Honaker read in the paper that Fairborn Toastmasters Club 896 was presenting a "Rules of Order" program. Feeling that he needed some training in parliamentary procedure, he attended the meeting. After only one night's training in parliamentary law, he was elected mayor of Fairborn. And if that isn't a testimonial for Toastmasters training, we've never seen one.

**District 22 Lieut. Governor Art Bone** is another man who has learned it pays to belong to Toastmasters. Recently an area governor sent him a post card which was promptly delivered to him in Springfield, Missouri. Nothing unusual about this, except that the card was addressed to Willow Springs, Missouri. The postmaster at Willow Springs is a Toastmaster. He remembered that Governor Bone had visited his club. He sent the card to Highway Patrolman George Kahler, also a Toastmaster, who once lived in Springfield. Toastmaster Kahler forwarded the card to Governor Bone.

**Toastmaster Ralph Turner, Club 654-8**, is assistant postmaster for Decatur, Ill. When it came

time for him to make his "Hands Up" Basic Training speech, he picked a subject dear to his heart—the proper way to wrap packages for mailing. Illustrating his talk with a variety of packages, he presented a dramatic demonstration of right and wrong packaging techniques. Club members acclaimed it one of the best "Hands Up" speeches they had ever heard.

Toastmaster Turner's speech didn't end with his club. He subsequently presented his packaging demonstration on a Decatur television station. The Post Office Department was so impressed it ran an outline of the TV presentation in the December, 1959 issue of *Postal Service News*, suggesting that post offices throughout the country use the idea to instruct the public in the proper method of preparing Christmas gifts for mailing.

In telling the Home Office about Toastmaster Turner's contribution toward improved postal service, Ellis Arnold, a member of Turner's club, said, "It is good when a Basic Training speech will accomplish its objective of training for the Toastmaster and then go on and live to do further good in real life situations. . . . It happens so often that Toastmasters trained men can and do put their talents to work outside of their club that it cannot be an accident."

**POSTSCRIPTS:** Leave it to the thrifty Scots to get membership in two Toastmasters clubs for the price of one. Two years ago, Allen McGregor left the Quill Toastmasters Club in Edinburgh, Scotland, and moved to Tonawanda, New



*Eugene L. Brissey (second from left), president of Tachikawa Toastmasters Club 1333 (Japan), presents a gavel to Raymond P. Cogle (left), Yamato High School faculty advisor to the teenage speakers' club recently formed at the school. On hand for the presentation were teenagers Sandra Casey and Kirby Bowman.*

York, where he became a member of Buffalo Pioneer Club 506-34, in nearby Buffalo. Now, the Buffalo Club has authorized him to confer honorary membership in their club to members of the Quill Club in Edinburgh. . . . The Texas Savings Bond Committee has asked Toastmasters in District 25 to help in a statewide Savings Bond campaign. . . . When Reporter Sid Porter of the Orlando *Sentinel* attended a meeting of De Land Club 2922-47 as a guest, he was so carried away he gave a speech and later reported in an excellent feature story on the club that, "Members learn to think fast on their feet and to help each other, but there's no appearance of a Gasbags Anonymous setup. Brevity is emphasized as a virtue." . . . G. R. Peel, president of Sterling Toastmasters Club 1184-26, Sterling, Colo., didn't have to join Toastmasters to learn how to conduct a table topics session. He learned the hard way. He's the father of 12 children! . . .



# Double "E" for Toastmasters

By CHARLES E. JOHNSON

REMEMBER THE BLUE BANNERS with the big "E" of World War II? These were government awards to industries; the "E" signified efficiency.

Fellow Toastmasters, let's win for ourselves and our clubs a double "E"—for effective evaluation. Our clubs will improve, we as individuals will improve as we give full value to this vital office.

Criticism is an important and honorable human function; we should not be afraid of it. Without criticism, civilization would be static. The man who invented the wheel was one of the world's first critics.

What is it that makes Toastmasters' so effective as a leadership group? I submit that one important element is our method of evaluation. There are many other speech-training organizations in existence; it is my belief that few of them can take in a rough, everyday sort of fellow and turn out the polished man in so short a period of time—and painlessly, too. Our critics are our eyes and ears where we would otherwise be blind and deaf. They see the progress we have made and the places where improvement is possible.

Now ask yourself: Does your club enjoy the best possible form

and standards of evaluation technique? Are there ways in which you can make your club better through improved evaluations?

Let me offer some suggestions:

## 1. Honor the Office

When your name appears on the schedule as evaluator, are you impressed with the importance of what you will do on the meeting night? Do you prepare in advance? Are you willing to spend some time thinking about the things you will be looking for in your effort to help the speaker improve? If you know that you will evaluate a numbered Basic Training speech, are you willing to spend 15 minutes of your time reviewing your Manual, getting yourself in the mood of the speech?

Think of yourself as the speaker. You've spent hours preparing, rehearsing, polishing the speech. What kind of man would *you* like as a teammate for those few important minutes of actual speech delivery?

## 2. Evaluate the Effort

The speaker who is going through his Basic Training speeches has been asked to attempt specific things. Evaluate with these in mind. Each of the Basic Training speeches is an exercise in ac-

quiring one of the fundamentals of good public speaking. Each skill is being added to those previously acquired. How can we effectively offer help when we are only half aware of what the speaker is trying to do? Sometimes we criticize a man who has just offered his ice-breaker for not using his hands effectively. The poor fellow was just following the Manual. It was written in the knowledge that for most of us making our first speech, we would do well just to get up there, stay for five minutes and get back to a chair under our own power.

Sometimes the evaluator misses completely any real criticism of what was being attempted. You may recall the scene from the play, "Mr. Roberts," where a young ensign samples a steaming pot in the galley. He critically tells the cook that the soup tastes like dishwater. But that's what it was!

If the speaker has made a good pot of dishwater according to instructions, let's not be complaining about the taste of the soup. The question is: will the dishes wash well in it? To prevent these blunders, we should find out well in advance of the meeting whom we'll be evaluating and what speech he is making. Then we must remember to *evaluate the effort*.

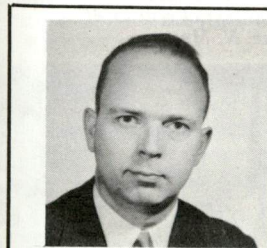
## 3. Wreath the Rod with Roses

Poor Richard said in his famous *Almanac*: "Blame-All and Praise-All are two blockheads." We need the correction criticism brings. The Shepherd's Psalm tells us the rod comforts the sheep. But the real comfort of the rod lies in its warning, "Step too far out of line and in danger and you'll be in trouble."

When the speaker has really failed he should be "blamed," told that he has failed. Praise should be limited to effort that really deserves it. In our evaluations we may even go so far as to ask the speaker to repeat an assignment when such repetition is in his best interest. We need the rod; the trick is to soften the blow with a few beautiful roses.

Criticism should not be a job undertaken lightly. Hold in mind the importance and honor of the evaluation part of the program. Honor the office. Put some real effort into your performance as evaluator. Find out what speech and what speaker you'll evaluate. Then you will be able to evaluate the effort of the speaker.

Remember to offer your criticism in a spirit of friendly brutality, not so harsh it injures, nor so weak it has no effect. Let your evaluation be constructive, inspiring, a south wind bringing life. ❖



Charles E. Johnson is president of the Tuesday Bell Club 1599, District 30, and club achievement chairman for the district. He is a staff accountant at Illinois Bell Telephone Company in Chicago.





TMI Director Emmit L. Holmes (R) receives plaque for outstanding Toastmasters services from Dist. 29 Gov. Howard Flanigan at "Emmit L. Holmes Testimonial Dinner" in New Orleans. Director Holmes also received Honorary Citizen Certificate from City.

## TM CLUBS MAKE THE NEWS

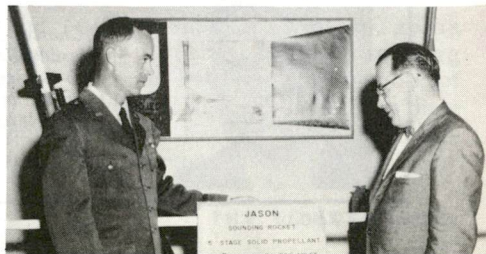


TMI Paul Ritter (2nd from L) "US" Club 1120, Montebello, Calif., congratulates Boy Scout Guy Churchhouse on winning speech. Scout Commissioner Vic Jensen, (L), Marco Montoya, Jacque Cashman, Alex Herrera, Joe Fresquez, Joel Parker, Craig Allen approve. (Story page 21)

Laugh-o-meter measures audience response to tall stories of Progressive Club 264, Tulsa, Okla. (L-R) Jack Pope, winner; Dr. Jack Campbell, Topicmaster; Ivan Robertson, guest



Lt. Col Howard C. Rose, pres. Kirtland AFB Club 2065, (L), explains Jason Sounding Rocket to TMI Pres. Emil H. Nelson during presidential visit to Albuquerque, N. Mex.



TM G. Bert Floresca (center), 1st pres. of Club 2948-U, Baguio, P.I., takes oath of office before Senator Ambrosio Padilla of the Philippines. Mr. Floresca was chosen one of six councilmen at first election of City of Baguio, held on city's 50th anniversary

Dist. Gov. Ensio J. Tosolini (R) cuts birthday cake at meeting of Area 1, Dist. 59, in Sparks, Nev. (L-R) Lt. Gov. Alex Coon, Past Area 1 Gov. Jack Buckholz, Dist. Ed. Chmn. Artie Valentine, Reno Club 178 Pres. Franklin B. Pritchard, Past Dist. Gov. Elmo DeWhitt, Sparks Club 1449 Pres. Howard McMullen, Dist. 59 Treas. Bill Griswold



Quartet of past presidents stage dramatic skit for Minneapostolites 2540-6, Minneapolis, Minn. (L-R) E. P. Baggenstoss, G. I. Smith, W. G. Brodie, J. S. Hartly



Peter Jackson, Pres. Ottawa (Canada) Club 1935, (L) hands gavel to Postmaster General the Hon. William Hamilton, as Ed. V-P Doug. MacKechnie looks on. Postmaster General Hamilton, honorary member of club, was feature speaker at recent meeting



Farmers Insurance Group 2582, Colorado Springs, Colo., receive gift model of "Project Vanguard" satellite from Roger Nettleton (R) of Mountain States Telephone Co., at "science" meeting





# CLUB TO CLUB

## Boy Scout Public Speaking Classes

U. S. Toastmasters Club 1120, Montebello, Calif., recently conducted a series of classes in public speaking for representatives from seven East Los Angeles Boy Scout Troops. Toastmaster Paul Ritter instructed the boys in the rudiments of good speaking as outlined by TMI.

Upon completion of the course, the seven Scouts received their Public Speaking Merit Badge from Scout Commissioner Vic Jensen. Guy Churchouse and Marco Montoya were selected as outstanding speakers and invited to present their speeches before the club. All seven Scouts attended, accompanied by their parents.

According to Commissioner Jensen: "Without the wonderful help of Toastmasters Club 1120, we would not have been able to give such a complete course to the Scouts, as we do not have the training in speech making that the Toastmasters have in their club work."

Club 1120 heartily recommends this activity to all clubs as a meaningful and rewarding project.

**US Toastmasters Club 1120-F  
Montebello, Calif.**

\* \* \*

## Present Flag

The Mayor was pleased, and the Lakeshore Toastmasters of Kenosha, Wisc., rendered a never-to-be-forgotten

honor and service in presenting a new 50-star United States Flag to Kenosha Mayor Eugene R. Hammond. The flag, with the standard suitably engraved, was presented at a Ladies' Night dinner, and now has a place of honor in Mayor Hammond's office. The event was given good coverage by the Kenosha *Evening News* and Radio Station WLIP.

**Lakeshore Club 2791-35  
Kenosha, Wisc.**

\* \* \*

## H. S. Students Participate

One faculty member and 21 students of the American High School in Wiesbaden, Germany, were guests of Weisbaden Club 2154 at a recent meeting. The young guests displayed clear, independent thinking and a willingness to express their opinions on subjects proposed by Topicmaster Jim Moore, such as: "Should students be allowed to have cars while in high school?" and, "Should the driving license age be raised to 18 years?"

The enthusiasm demonstrated by the young adults crystallized as the guests indicated their interest in forming a Gavel Club. It would seem that this one evening has given the spark to a number of future Toastmasters.

**Weisbaden Club 2154-U  
Weisbaden, Germany**

## Toastmasters Week

Amid excellent publicity from the local press, radio and TV stations, "Toastmasters Week" was celebrated recently in Fresno, Calif. Mayor Arthur L. Selland signed the proclamation, spot announcements and interviews with local Toastmasters were heard on the air, and many excellent writeups and pictures appeared in the newspapers. Climax of the week was a 30-minute Toastmasters meeting televised by KFRE-TV at the excellent viewing hour of Sunday noon.

Toastmasters of the area have formed a publicity committee to tell the story of Toastmasters through local media, short programs before local Service Clubs and personal contacts. A speakers bureau of over 50 club members has been established, ready to speak for any civic cause.

Another event of Toastmasters Week was the presentation of "The Story of Toastmasters" to the Fresno County Library.

**Area 2, Dist. 27  
Fresno, Calif.**

\* \* \*

## Successful Speechcraft

When the Cheyenne Toastmasters 798 announced the annual Speechcraft course this spring, the members were gratified but not surprised to find an enrollment of 21 enthusiastic Speechcrafters. "Actually," they say, "the picture represents only a small portion of the people who are really wanting to learn the rudiments of public speaking. The newspapers in our town have been most cooperative with our whole-hearted community efforts, but then this is to be expected, for Toastmasters is of benefit to everybody."

**Cheyenne Toastmasters 798-55  
Cheyenne, Wyo.**



**Fresno Mayor Arthur L. Selland proclaims "Toastmasters Week" before (L to R) George W. Gregory, pres. Club 565; Howard L. Crouse, area 2 gov.; Walter Steinhauer, publicity chairman; Travis Whitford, pres. Club 135; David Crow, asst area 2 gov.; Keith Hargrave, pres. Club 693; William J. O'Neil, Jr., pres. Club 1850**

## Achievements Honored

A scroll outlining his achievements during 21 years as a member of Toastmasters was recently presented to Barrie Goult by his fellow members of the First Canadian Club 38, Victoria, B. C. Mr. Goult has served as club president, area governor, district lieutenant governor and as first governor of District 21, the first district formed in Canada. In addition to the scroll, he was presented with a personal letter of commendation from Founder Ralph C. Smedley.

The dinner was attended by over 60 members and guests, and was followed by dancing in the Harbour Room of the Pacific Club. Club President Jack Sutherland made the presentation of the scroll.

**First Canadian No. 38-21  
Victoria, B.C.**





**Lt. Roberto Puz addresses Toastmasters di Napoli as speakers (L to R) Wing Commander Brian Davis, Col. Cevdet Oz and Col. Owen Chambers await their turn**

*Official NATO-South Photo*



**Fort Wayne president and past presidents inspect club achievement award**

**Award Presented**

Award night recently held by the Fort Wayne Toastmasters 159 saw ten of the 13 active past presidents in attendance. The occasion was the presentation of the "Top Ten" award for club achievement. Club 159 has been top club in District 11 for six years and has ranked second in points for club achievement in International competition for the second year in a row.

Photograph shows Lt. Gov., Dist. 11 J. E. Duquette, also a past president of the club, presenting the award to Jackson Lehman, president. Also, (L to R),

Ernest Walker, George Rey, Delman Weaver, Duquette, Charles Montgomery, Stanley Sole, Lehman, Leland Rice, Charles Knarr and Albert Schmid—a club president surrounded by past presidents.

**Fort Wayne Club 159-11  
Fort Wayne, Ind.**

\* \* \*

**Celebrate Anniversary**

Toastmasters di Napoli 2703 recently celebrated their club's second anniversary, which coincided with the 100th dinner meeting of the organization. The club is composed of officers and civilians from the six NATO nations who are stationed at Headquarters Allied Forces Southern Europe.

Speakers of the evening demonstrated the international flavor of the club, as members listened to Wing Commander Brian Davis, Royal Air Force; Colonel Cevdet Oz, Turkish Army; Lieutenant Roberto Puz, Italian Navy, and Colonel Owen Chambers, U. S. Marine Corps.

**Toastmasters di Napoli 2703-U  
Naples, Italy**

\* \* \*

**Hear Guest Speaker**

The Bolling Air Force Base Toastmasters 2601 entertained Major General Albert M. Kuhfeld, Assistant Judge Advocate, Hq. USAF, as guest speaker at a meeting held at the Officers Club. General Kuhfeld spoke on "The History of Military Justice," tracing the evolution of military law from 400 B.C. to its status in today's military life.

Silver cups were presented to Toastmasters Capt. F. A. Bryson and Col. Edwin B. Miller for best member talks of the evening.

**Bolling AFB Club 2061-36  
Washington, D. C.**



Small compact size  
Measures 3 1/2"x4"x4"—weight approx. 14 oz.

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Numbers below lights tell speaker how many minutes he has left to talk.

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# A Morning Toastmasters Club?

*Yes, say members  
of O. T. C. Yawn Patrol  
1852 of Omaha*

By RICHARD MARTIN

**T**HE TIME IS 7 a.m.—sharp. The president hits the brass bell, the signal for all members to rise and join in Yawn Patrol's opening ritual—a great big eye-opening, muscle-awakening arm stretch. The invocation follows; another meeting of O.T.C. Yawn Patrol Toastmasters Club 1852 is under way.

This scene is repeated every Monday morning in the Persimmon Room of the Castle Hotel in Omaha, Nebraska, home of Club 1852.

The initials O.T.C. stand for Omaha Traffic Club, which sponsored the Yawn Patrol group within its membership in 1955. About half of the present 29 active members are employed in the field of transportation: railways, trucking, etc. Club membership is a bit low at present, members admit, since

several Toastmasters have recently been transferred by their employers to other cities, but the club is confident that new members will be forthcoming to bring the club roster up to its customary 35.

A club which meets at 7 in the morning? With an enthusiastic membership, a high rate of attendance? How do you account for it? What makes a successful early morning Toastmasters club?

Actually, the success of a breakfast club is determined by the same factors which make any Toastmasters club successful. First of all is a keen interest on the part of all members for self-development in the art of communication. This is basic, essential. Next—a prime ingredient—we have the continuing interest of charter members, past officers, and members who have completed Basic Training. These men form the hard core of any club, and from them new members catch the spark.

There is another, an additional ingredient, found only in a morning club. This is a special feeling of individual pride—pride in getting together so early in the morning for the purpose of self-improvement through Toastmasters training. It is part and parcel of our club; we feel that it has been a major contributing factor in club growth.

There are, however, some definite and tangible advantages which a morning club has over an evening club.

1. For men who must do a considerable amount of traveling in the course of their jobs—and this is a very real problem for men in

the transportation field—and for men who have a busy week of evening meetings, a Monday morning club fits into their schedule more easily than any other time. Attendance and participation are easier to maintain. One of our members recently transferred from an evening club for this reason alone.

2. Since breakfast is a less expensive meal than dinner, the cost of membership in a morning club is lower.

A strict time schedule is essential for a successful morning club. We start at 7 a.m. sharp and must adjourn at 8:30 sharp. This means that the presiding officer must adhere to the schedule without faltering if the program is to move successfully to its 8:30 conclusion. This also insures effective use of the executive committee and other standing committees, since the time for full club business meetings is necessarily limited.

One disadvantage of a morning club is the problem of joint meetings with other Toastmasters clubs. For some reason, most evening clubs fail to recognize the tremendous stimulation of early morning get-togethers. As a consequence, joint meetings at 7 a.m. are apt to be pretty far apart.

Exchange speaker-critic teams are not so difficult to develop. The early morning challenge is frequently accepted by enterprising individual Toastmasters. Many who accept for the first time find the atmosphere so friendly, awakening, and stimulating at this 7 a.m. dawn's early light that they are happy to return again and again. Our own members welcome the

chance to visit evening clubs on an exchange basis—and frequently sell the merits of a morning club!

A morning club's activities are not confined to the morning meetings only. A list of other activities of our members shows the value of getting started early in the day. For instance:

One member is chairman of the Omaha Civil Defense Speakers' Bureau. Three members are speakers of the Bureau; at one time our club had eight members participating in this activity.

Three members were part of the Speakers' Bureau for the City of Omaha for United Nations Week.

Five members recently participated in an impromptu speaking program before the Sertoma Club.

Several members were part of a Speakers' Bureau for National Traffic Week.

Five members made up a team in the United Community Chest Drive of 1958.

One member is club achievement chairman for District 24.

One member is assistant area governor (educational) for Area 2 of District 24.

If you are ever in Omaha, stop in and participate in our morning meeting. Remember—7 a.m. on the dot, every Monday the year around, Castle Hotel, Omaha. Yawn Patrol welcomes you—and we have plenty of good, strong, hot coffee available. ♦

*Richard Martin is president of Yawn Patrol 1852-24, and compensation and organization development manager of the Fairmont Foods Co., Omaha, Nebr.*



# PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

## Room for Improvement

No speech is ever so good that it could not be better. Every person who is honestly striving to improve himself in speaking wants suggestions that will help him do better. He may feel slightly complimented when an evaluator says, "Your speech was good. I can offer no suggestions for improvement." But the comment does him no good, except to feed his ego.

That evaluator confesses that he is not an analytical listener, or that he is not much interested in helping his fellow Toastmaster. He reflects no credit on himself when he fails to give constructive suggestions to the man who looks to him for good advice.

Too many of our members fail to recognize the real values of evaluation, and they neglect the work of preparing to evaluate. They do not master the art of analytical listening. By their neglect, both they and their club are the losers.

Evaluation (or constructive criticism) does not call for fault-finding, although if there are faults they should be mentioned, with suggestions for correcting them. Neither does it imply unreasoned

praise. Evaluation is appraisal, calculating the real value, and showing how it can be enhanced. The evaluator who says, "You cleared your throat once or twice, and you put one hand in your pocket, but otherwise it was a very fine speech" does nothing to help the speaker, and certainly does nothing to demonstrate his ability as a listener.

It is time for a revival of interest in true evaluation. I recommend that every Toastmasters club make provision, during the next two months, for some thoughtful, carefully prepared talks on the art of evaluation, or analytical listening. Refer to your copy of *Speech Evaluation* for material, and show your members how to evaluate effectively, for their own sake as well as for the good of the speakers whose work they appraise.

There is plenty of room for improvement in our evaluation as well as in our speaking.

## The Big Brothers

The Big Brothers of America are doing a good work in helping boys who are in need of counsel and guidance and encouragement.

But we have, in Toastmasters,

another kind of Big Brothers, variously called coaches, or guides, or mentors, or advisors, whose privilege it is to work with the new member in getting him adjusted in his work in the club. Whatever he may be called, the coach is a very useful person, who should not be overlooked.

When a new member is welcomed into the club, he needs to be helped to understand what he has joined, and what it will do for him, and what he must do for himself. He needs suggestions on how to use his *Basic Training*, and what to do with the several folders contained in his "Greetings" packet which he received at induction. He needs coaching on his "Ice Breaker" and on the first four or five projects in B.T. He can profit by some suggestions on how to evaluate, and on how to listen to his evaluators, and on how to perform when his turn comes to act as toastmaster of the program. Things which are commonplace for the older, experienced member, are quite puzzling for the beginner. If these items are explained, he is much more likely to continue in membership and to gain the greater values.

This task is a great opportunity for the older member. In helping the new man, the older one is reminded of his own problems and how he met them. He becomes a teacher, and so he learns from what he imparts to his pupil. In personal interviews with the new member, he finds worthwhile information and experiences.

Every club should follow this plan of appointing an experienced

member to act as the coach or counselor for each new member when he is admitted to membership. This coach then assumes responsibility for giving advice and information to the new man placed under his care. He helps the novice select speech subjects and prepare his talks, and then gives him private, personal evaluation on his efforts. It is a useful service, good for both men. If your club is not using this practice, start on it now.

## What to Talk About

Many of our members have difficulty in selecting speech subjects. Many of them have material in their own work, profession, business, hobby, which would be thoroughly enjoyed if well presented, but they do not realize the interest in such subjects. Here is a scheme for helping them and for improving the interest in your programs.

Ask the members to list some subjects which they would like to hear discussed by their fellow members. Then pass this information along to those who can profit by the suggestions.

Perhaps there is a banker in your club. Someone would like to hear him explain how bank exchange is handled, so that a personal check sent by someone in California to the Curtis Publishing Company, to pay the subscription to the *Saturday Evening Post*, comes back from Philadelphia, having been paid at face value, without additional cost to the one who wrote it. There is a vast amount of speech material in the



explanation of how such matters are handled.

There may be a stock broker, a savings and loan officer, or an investment counselor, who could give an enlightening account of his service. There may be a printer, a real estate agent, an insurance man, an electrician, a physician, or a radio announcer, any one of whom can tell an interesting story of his daily occupation.

You may have in your club a city official, a policeman or a member of the fire department, a building inspector or a member of the planning commission. Someone would like to hear him tell about his duties and responsibilities. Let the members indicate their lines of interest, and the chances are that the man called upon to tell about his work from the inside will make a better than usual speech. I once saw a man in the storage battery business make use of this plan in an effective way. He brought a storage battery, such as you use in your automobile, and demonstrated how it works, and what treatment it needs to keep it in good order. He gained experience in a speech



of demonstration, and overcame some of his difficulties with gestures, while presenting information of interest and practical value to his hearers.

Another member, a builder of houses, talked on the relative merits of renting and owning your own home. He used charts and graphs. He gained much for himself while telling his listeners facts which they needed to know.

An insurance man worked up a fine speech on the history of insurance, all the way from Lloyd's of London to the modern insurance company. He learned from his research, and the audience learned from his speech.

There will be added interest in the program if the members are encouraged to ask their fellows to talk about the things they know best, the matters of everyday work; and those who make use of this homely and convenient material will learn to appreciate their occupations more fully. It is a good plan, working to the mutual benefit of all concerned. Try it on your club. ♦

*You cannot teach a man anything; you can only help him to find it within himself.*

—Galileo

To keep new members,  
make them feel

# Welcome and Wanted

By EMIL NYMAN

**T**WO PROBLEMS confront our Toastmasters club, and it would seem, from report and observation, many other Toastmasters clubs have the same trouble. Maybe it is only one problem, with two sides, like a coin with two faces. One side, of course, is the perennial problem of increasing membership for greater club effectiveness. The other—the reverse of the coin—is the problem of keeping new members after they have been inducted into the club.

New members, it would seem, are all too frequently frightened away after one or two meetings. Most of our membership turnover exists in the transient bulk of roll call names. How can we keep them interested, help them become active performers, true Toastmasters? Are we overlooking something? Perhaps we older members should re-evaluate ourselves. There may be some attitudes, some behavior patterns we could adopt which would make our new members want to be a part of our club family.

Come to think of it, there's a hint for one rule, right there. We can

emphasize the "we" and "our." One of the first impressions an initiate should get upon joining a Toastmasters club is of fun, humor, comradeship. Toastmasters do not undercut each other; they are purposefully helping each other develop finer personalities by suggesting better ways of doing and saying things. A guest should be able to see at his first meeting the affection and concern members have for their brothers in training. This shows in the greetings, the comments, the congratulations, the interest in achievements outside of the club, the personal concern for the welfare of each others' families, the regrets for disappointments and losses.

Of course a guest is always received with a cordial greeting and a warm, friendly handshake. But we can add more to these ordinary civilities. We can, for instance, make a point of remembering the guest's name. Recalling names and making the proper associations is one of the skills we develop in Toastmasters. It might be helpful and acceptable for one speaker of the evening, after addressing the



chair, to call the guests by name. This reinforces the introductions previously made, and helps us fix in mind the names of our guests. Then when the guest appears at a second meeting, everyone should make a conscious effort to greet him by name—and to help others to do the same. Names are important, and remembering them will make our guests feel welcome.

And when the guest has become a member, what then? His welcome should continue, but it is unwise to rush him into activities for which he is not ready. Sometimes we tend to push beginners into the cold water too suddenly, when standing on the bank for a time might make them eager for the first plunge. Let's not schedule a new member's icebreaker until he is ready for it. It is also poor policy to cast a neophyte as general evaluator or toastmaster of the evening until he has attended enough meetings to have gained some confidence.

Then there is the matter of evaluation. Here we should be careful to observe the positive and overlook the negative aspects of the neophyte's early speeches. Here we can show our affection and concern for the well-being of men who are just beginning their Toastmasters ca-

reers. The first speech should always have feelings of pleasure associated with it. It is an achievement, a victory. A pat on the back from several members after the meeting makes the beginner look forward to his next appearance.

Sometimes the core of the club seems to lie in the "old pro's." The newcomer feels out of place, fears that he will never be a member of the charmed circle. He says to himself, "I will never be able to talk like that." This attitude can be dispelled by the "old pro's" themselves, by a show of interest in the beginner's progress and willingness to help. By their attitudes they can suggest, "This is a lot of fun, a great game. Come on and play. Some day soon you'll be carrying the ball."

From time to time the club should review the rewards of long tenure and faithful attendance. We can receive much from our Toastmasters training. Through it we gain new insights and acquire new cultural attitudes.

Let's not be guilty of scaring away the men who might also gain these advantages. Let's try a little applied psychology, if you can call it that, and make our guests and new members feel welcome—and wanted. ♦

*Emil Nyman, a former elementary school principal, is now instructor in Education at Westminster College, Salt Lake City, Utah. He is past president of YMCA Toastmasters 719-15, which he joined in 1949. An enthusiastic worker in the Boy Scouts for 38 years, he is the author of a book of short stories for Scout campfire use, "Stories About Slim, a Cowboy."*



THE TOASTMASTER



## It's Dixie in '60

**S**OUTHERN SKIES, the scent of magnolias, old-time southern hospitality, inspiration, education, new ideas, leadership training and good fellowship: all these are on the agenda for the 1960 convention of Toastmasters International. Atlanta, Georgia, is getting ready to welcome Toastmasters from all parts of the globe when they meet August 18-20 at the Dinkler Plaza Hotel.

Dixie Toastmasters are hard at work under the leadership of William H. Marsh, Club 298, and Carlton E. Selph, Club 289, chairman and co-chairman of the host committee. District 14 Toastmasters, 850 strong, are preparing an authentic, old-fashioned Southern welcome for their confreres. The charming and historic old city has many points of interest for the visitor, and Georgia club members are anxious that their guests see them all, especially since this is the first Toastmasters International convention to be held in the deep South.

At the Home Office, plans are maturing rapidly. Delegates are promised three days of learning and fellowship, packed with new and vital ideas. Inspiring speakers, educational sessions, replete with ideas and techniques for service and self-improvement, and the traditional Toastmasters special events will be bigger and better than ever.

Theme of the educational sessions will be the familiar phrase which THE TOASTMASTER carries on its cover: *For Better Listening, Thinking, Speaking*. "These are the basic principles of our organization," says Executive Director Maurice Forley. "They are the goals of our training. We plan to emphasize them at the educational sessions."

Now is the time to begin making plans for a visit "way down South in the land of cotton,"—for Dixie in '60!





# Take your

By DONALD MOFFAT

**W**HAT HAPPENS to passengers standing on a bus when the driver makes a sudden and unexpected turn? The same off-balance lurch happens in the minds of your audience when you change topics unexpectedly.

Even if the level of your speech is perfectly tailored for your audience, you can confuse and lose them. The reason is, no matter how narrow a field your speech covers, you discuss it in several sub-topics, or sub-subjects. If the listeners don't know when you are changing from one to another, their mental inertia keeps them going in the previous direction. They try to apply your new thoughts to your old topic.

There are two ways to keep your audience from falling when you make a turn. The first way is to tell them in advance what sub-topics you will cover. Do it indirectly if possible. On the other hand, the brute force method is sometimes best: "I am going to talk about —, —, and —." They will then be alerted to watch for the turns. If you list four or more sub-topics, repeat the list of topics and be sure the audience knows how far you've gone through the list.

Use this same method during the speech to warn of smaller turns within a topic. Near the beginning of a speech on railroads you might say, "Their functions are easily understood if we examine separately three types of rolling stock: engines, freight cars, and passenger cars." Then, after completing the discussion on engines, you say, "Freight cars can be further broken down into open beds, partially enclosed, and totally enclosed." Being specific in this way has the added advantage that the audience knows totally enclosed cars are the last of the freight cars, and they will go with you when you move on to passenger cars.

Visual aids are excellent for telling the audience you are changing topics. But make the change seem natural. If your bar graph will not be needed right away, don't expose it simply because it says, "Passenger cars" across the top.

A less direct way is, instead of saying you are starting on a new topic, say you are finishing the preceding topic. Start the last sentence on totally enclosed freight cars with, "And finally, for freight cars, it can be shown that —." Use of this method has the effect of

# audience with you

slowing the motion so that the audience is prepared for the next turn.

In longer speeches with several sub-topics there is excellent opportunity for a variety of methods of making transitions. First give a list of your topics. Then, as you complete topic A, slow the motion by saying you are completing topic A. After topic B, use a sentence that clearly puts you into topic C. Before going into topic D, repeat your original list and make it clear how you are progressing through the list.

The exact method is unimportant. As long as you somehow signal when turning, your audience will mentally stay on its feet.

A good speech outline acts, in effect, like a road map. It furnishes the speaker with a guide to where

he is going, and indicates also how long he expects to be on the way. It gives him his starting point and his destination.

In the same manner, the speaker's outline can also be a guide map to his audience. If the speaker is careful to indicate his main points, his sub-points and his transitions, his listeners follow him with confidence, realizing that he is familiar with the road, knows the various turns, and will pull up at the destination at the right time, taking his audience with him. They are sure he will not go back and re-trace his ideas; that he won't waver.

Well-travelled highways have signs indicating sharp or unexpected turns. A good speaker uses same system, indicating his moving from one topic to another. ♦



*Donald W. Moffat is an electronic engineer at Motorola's Western Military Electronic Center at Scottsdale, Arizona. He also teaches electronics in the evenings. He is past administrative vice president and present secretary of Scottsdale Toastmasters 2013-3.*





ROCHESTER, MINN.—

## Toastmaster Town of the Month

"TORNADO!" Residents of the quiet little Minnesota town on the Zumbro river heard the cry one hot August night in 1883. Ten minutes later the town lay in rubble, with a score of people killed and many injured.

An ill wind—but not without its traditional good. Today Rochester, Minn., is world-famous as the home of the Mayo Clinic and St. Mary's Hospital, and of the Mayo Foundation for Medical Education and Research. Its 50,000 citizens are hosts to nearly 500,000 visitors yearly.

It all started the night of the tornado, when Dr. William W. Mayo and other local physicians set up temporary quarters to care for the victims, assisted by the Sisters of the Order of St. Francis, in summer residence at their Rochester convent. Following the tragedy the Mother Superior decided to build a hospital to be operated by the Order. This hospital enabled Dr. Mayo and his two brilliant sons, Drs. Will and Charlie, to expand their small country practice into the world's largest association of physicians in private practice of medicine. In 1915 the Mayo Foundation was established.

Rochester is also an agricultural center, with many large creameries, canning factories, wholesale grocery and commission houses, and varied industries. Recently International Business Machines established a large modern plant within the city. Rochester is proud of its municipally owned and operated hydro-electric plant and water works, its Mayo Civic Auditorium.

The city is also proud of its three active Toastmasters clubs—Rochester 271, Olmsted County 564 and Zumbro Valley 1013. The Mayor of Rochester, genial and popular Alex Smekta, now serving his second term, is a constant example of the benefits of Toastmasters training. Mr. Smekta held every office in Club 271 and in District 6, becoming a member of the International Board of Directors in 1956.

A recent Toastmasters activity is a speakers bureau organized by Clark Pahlas, Director of the Olmsted County Historical Society and member of Club 564, to tell the story of American history and heritage. Members have spoken to the YWCA "Know Rochester" group and to the Newcomers Club, and have a busy schedule ahead.

Clubs are growing in the district, reports Area Governor Stan Dickinson, who recently officiated at the charter party of the sixth club in the area, Root River 1526. Richard Muyres, president of Club 564, adds: "Rochester Toastmasters realize we must put Toastmastering to work. A lifetime of training is of little value if it isn't put to use."



## JUST IN JEST

*Let's look at it this way: If you didn't have to pay all that money in taxes, you'd probably just go out and spend it anyway.*

◆◆◆  
"Miss Jones," said the baffled office manager, "how do you do it? You've been here two weeks now, and already you're one month behind in your work!"

◆◆◆  
*A thoughtful man is one who gives his wife a birthday present without mentioning her birthdays past.*

◆◆◆  
To make mistakes is human, and so is trying to get out of correcting them.

◆◆◆  
*A hypocrite is a person who preaches by the yard but practices by the inch.*

◆◆◆  
"You know," said the blonde steno coyly, "a lot of men are going to be miserable when I marry."

"So?" commented the brunette. "And just how many men are you going to marry?"

◆◆◆  
Girls marry so young nowadays that practically any minute now you can expect a book by a 21-year-old author titled "I Was a Teen-age Spinster."

◆◆◆  
"My husband is worried about his memory letting him down," said the chatty old lady in the doctor's waiting room, "and I must say it's getting none too good lately. Why, only last night he was trying to call some man's name to mind for hours and he just couldn't pin it down. Then this morning he was even more worried because he'd clean forgotten which fellow it was whose name he couldn't remember!"

*It's a free country, but along around April one begins to think that the upkeep is pretty costly.*

◆◆◆  
Two natives of a little New England village met on the street one afternoon, and after a long discussion of hunting, crops, weather, and what have you, one of them said,

"Say, how's your better half?"  
The other man looked at his questioner with disdain. "She's all right," he said, "but look here, man, you're mighty careless with your fractions."

◆◆◆  
*Maybe the reason they're called the opposite sex is that every time he thinks he's fooled her, it's the opposite.*

◆◆◆  
*A fool and his credit card are some party.*

◆◆◆  
A man insisted to his psychiatrist that he had swallowed a horse. No amount of persuasion could change this conviction, so in desperation the psychiatrist agreed to "operate." He planned to put the patient under for a few minutes, then, while he was still unconscious, bring a horse into the operating theatre.

When the patient came to, the doctor pointed to the horse and said, "Well, that won't worry you any more."

The patient shook his head. "That's not the one I swallowed," he said. "That's a bay. My horse was white."

◆◆◆  
*By the time a man gets to greener pastures, he can't climb the fence.*

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



# 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)*

Thank you for the two copies of the January (1960) issue of *The Toastmaster Magazine* containing the reprint of my article "Common Speech Practices That Annoy Audiences." I am happy to know that this article was given a paragraph in Matt Weinstock's column in the *Los Angeles Mirror-News*. Thank you for the fine treatment which you gave to the article in the January issue.

Ralph N. Schmidt, Chairman,  
Department of Speech  
Utica College, Utica, N. Y.

Congratulations on your success in making an interesting and helpful magazine of *The Toastmaster*. I have been helped by *The Toastmaster* magazine and I have also been impressed by the number of times I have seen it quoted in other publications. I am indeed proud to be part of the organization that produces such a fine publication. May your success continue and grow.

G. S. Brown,  
Visitation Valley Club 2034-4  
San Francisco, Calif.

Your recommendation that Toastmasters support Driving Safety (*The Toastmaster*, December, 1959) was acted upon promptly and effectively by the Naval Gun Factory Toastmasters Club No. 1979. It gave 13

"Drive Right or Else" presentations to Navy and Marine Installations in the Metropolitan Washington area just prior to the December holidays.

Over 4,000 servicemen benefited to the extent that for the first time in many years no sailors or marines in this area were involved in serious accidents or fatalities during the Christmas or New Year's holidays.

Lew Witz,  
Ed. V-P, Club 1979-36  
Washington, D. C.

Our Personnel Branch which includes training and development of employees serves several agencies of the Department of the Interior in the Portland area. Many employees of these agencies participate in Toastmasters. We have two groups for men and a like number for women employees. We consider the Toastmasters' activity fulfills a need for development in the area of speech.

Thank you very much for . . . the opportunity to review the article by Mr. Maurice Forley (Industry Profits through Toastmasters).

Thomas E. Delaney,  
Employee Development Officer  
United States Department of  
the Interior  
Portland, Ore.

One good reason for recording speeches on tape—I have been confined to my home this last three weeks, due to illness, but have not missed a single speech.

The recorded speeches are brought to my home where I can listen to them at leisure.

At Nechako Toastmasters, Club 2046-21, we record all speeches.

R. A. Bateman  
Club 2046-21  
Kitimat, B. C.

In the belief that you are interested in various methods used by individual clubs to attract attention to the aims and benefits of Toastmasters, I want to tell you of our most recent venture. On Wednesday, January 20, our group joined forces with some members of the Toastmasters Club of Augusta, Ga., to put on a sample meeting for the TV audience of WJBF-TV. The show lasted only 30 minutes, but this was ample time for an explanatory introduction, four table topics, one prepared speech, a master evaluator, and a grammarian. The studio offered us this 30-minute section of their schedule at 6 p.m., so it was widely viewed, and from all comments, well received.

Most studios seem more than willing to offer such times to groups such as ours at no cost—there was no advertising during the entire 30 minutes. We heartily endorse this means of gaining favorable publicity, invaluable experience, and a chance to explain the goals of our organization. Perhaps you will see fit to tell other clubs of this event, in the hope that they too will want to clear their throats in front of a "live" camera.

P. A. Peacock, Sec.  
Club 1355-58  
Aiken, S. C.

Mr. Glenn Sanberg, our executive vice president, and I, have been very much impressed by the fine February issue of *The Toastmaster*, which contains several articles "for better listening, thinking, speaking."

Since we are beginning preparation of our own speaker's kit, we would like very much to reprint some of this material for our own use—with due credit, of course, to your magazine. We were particularly interested in Ben Fairless' article, "Who Speaks for Business?", Ted Schutawie's "It's Fun to Run a District Conference," and "Speech Making as a Creative Process," by Palmer Wright.

As your Executive Director, Maurice Forley, is a member of ASAE, we thought it best to contact you for assistance in the matter.

Thank you for your help and congratulations on producing such an interesting and informative publication.

Lee W. Weinrich,  
Director of Public Relations  
American Society of Association Executives  
Washington, D. C.

We have an ambitious program mapped out for the next four months. You will be hearing more of it later, I am sure. However, for the present we are having a son and daughter evening on the 4th of February; on the 18th we hope to build a program around civic government and have the mayor or his representative as guest speaker. Then we will host the Halifax Ladies Public Speaking Club at our meeting on March 3rd.

Our Speechcraft Course has given new life to the club. It renewed the interest for existing members and we obtained many applications to fill existing vacancies.

Russ Hammond  
Club 1355-U  
Halifax, Nova Scotia



# New Clubs

(As of February 15, 1960)

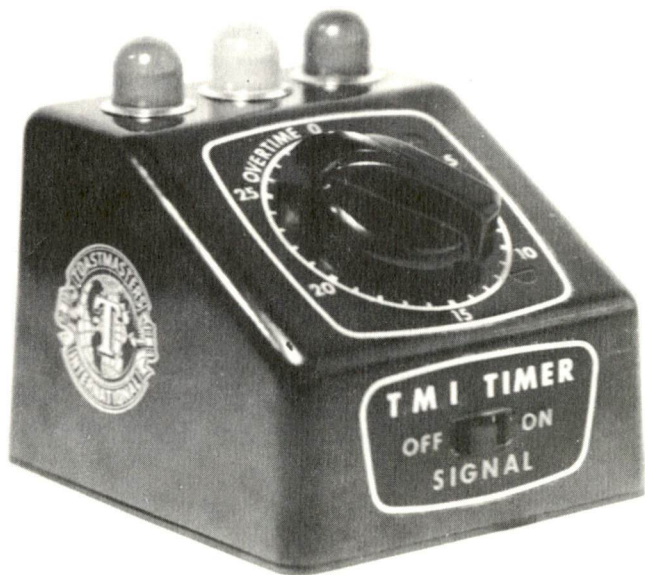
- 365-21 CASTLEGAR, B. C., Canada, *Castlegar*, every 2nd Thurs., 6 p.m., Marlane Ballroom.
- 1036-3 PHOENIX, Arizona, *Circle-Cee*, Wed., 7 a.m., YMCA, 350 North First Avenue.
- 1097-33 TOPPENISH, Washington, *Simcoe*, Tues., 8 p.m., Club Rooms, Mary Goodrich Library.
- 1454-41 BELLE FOURCHE, South Dakota, *Nation's Center*, 1st & 3rd Tues., 7:30 p.m., Corral Room, 1st National Bank.
- 1814-8 FREDERICKTOWN, Missouri, *Fredericktown*, 1st & 3rd Thurs., 6 p.m., Presbyterian Church.
- 1863-7 HOOD RIVER, Oregon, *Evening*, Mon., 6:30 p.m., H&V Cafe.
- 1956-25 WICHITA FALLS, Texas, *Daylighters*, Wed., 6:30 a.m., Underwood's.
- 2040-58 ROCK HILL, South Carolina, *Rock Hill*, Fri., 6 p.m., The Park-Inn Grill.
- 2072-8 CAPE GIRARDEAU, Missouri, *Cape Girardeau*, Tues., 12 noon, Idan-Ha Hotel.
- 2329-22 HICKMAN MILLS, Missouri, *Redbridge*, alt. Thurs., 6:30 p.m., Copper Kettle Restaurant, Hwy. 71.
- 2361-63 NASHVILLE, Tennessee, *Crossroads*, Wed., 11:45 a.m., YMCA.
- 2727-47 WEST PALM BEACH, Florida, *New West Palm Beach*, 1st & 3rd Thurs., 7:30 p.m., Howard Johnson Restaurant.
- 3066-25 FORT WORTH, Texas, *Dynamic*, Mon., 6:30 p.m., Ridglea Bowl.
- 3077-28 NAPOLEON, Ohio, *The Little Corporals*, 1st & 3rd Mon., 6 p.m., The Wellington Hotel.
- 3085-56 LACKLAND AFB, San Antonio, Texas, *Lackland NCO*, 2nd & 4th Wed., 6:30 p.m., Lackland NCO Open Mess.
- 3086-24 BEATRICE, Nebraska, *Beatrice*, Wed., 6:30 p.m., The Hotel Paddock.
- 3097-U CHATEAUROUX, France, *Speak Easy*, Mon., 7:30 p.m., Chateauroux Air Station NCO Club.
- 3101-47 WINTER HAVEN, Florida, *Imperial Polk*, Thurs., 6:30 p.m., The Park Restaurant.
- 3102-U TAINAN, Taiwan, Formosa, *Triple T*, Wed., 6:30 p.m., CAT Staff Club.
- 3103-18 DUBLIN, Ireland, *Eblana*, alt Wed., 5:45 p.m., Moira Hotel, Trinity Street.
- 3104-6 MINNEAPOLIS, Minnesota, *Rainbow*, Mon., 6:45 p.m., Rainbow Cafe, Lake and Hennepin.
- 3105-30 GREAT LAKES, Illinois, *Electronics Supply Office*, Tues., 12:30 p.m., Electronics Supply Office.
- 3106-63 COLUMBIA, Tennessee, *Midlanders*, alt. Mon., 6:30 p.m., Columbia.
- 3109-23 ROSWELL, New Mexico, *Noonday*, Thurs., 12 noon, The Nickson Hotel.
- 3111-12 OJAI, California, *Ventura County Employees*, 2nd & 4th Thurs., 7:30 p.m., Ventura County Court House Cafeteria.
- 3112-15 PRICE, Utah, *Carbon*, alt Mon., 7:15 p.m., Towne Cafe.

# DISTRICT GOVERNORS—1959-1960

- F Maurice A. Shenbaum  
 2. Les Bridges  
 3. Robert A. Englund  
 4. Roger L. Sherman  
 5. Howard G. Gray  
 6. Max J. Perras  
 7. Robert H. Gray  
 8. Guy G. Thompson  
 9. E. William Parker  
 10. Walter J. Stowman  
 11. Kerele C. Keller  
 12. Virgil True  
 13. William J. Bebble  
 14. Maj. Dale S. Jeffers  
 15. Donald A. Durell  
 16. Travis W. Freeman  
 17. Edward A. Engelhart  
 18. J. Lockhart Whiteford  
 19. Harold C. Lounsberry  
 20. Everett D. Bolstad  
 21. Ralph D. MacColl  
 22. James Quinn  
 23. William W. Macdonald  
 24. Dr. Leo Anderson  
 25. Julian I. Cristol  
 26. Leslie V. Ward  
 27. Ronald B. Camp  
 28. Frederic N. Lyon  
 29. Howard E. Flanagan  
 30. Dean Kline  
 31. Kenneth Archibald  
 32. Howard I. Bond  
 33. Homer Moulthrop  
 34. David N. Tufts  
 35. Ralph E. Howland, Jr.  
 36. William E. Spicer  
 37. Dr. F. L. Smith  
 38. George J. Flannery, Jr.  
 39. Raymond H. Grady  
 40. Ray L. Magly  
 41. Arthur E. Dracy  
 42. Alfred E. Pallister  
 43. Warren E. Leavitt  
 44. M/Sgt. Kenneth Gordon  
 45. Joseph F. Murphy  
 46. Karl M. Schau  
 47. 1st/Sgt. Donald F. Muller  
 48. Joe T. Porter, Jr.  
 49. Franklin Sunn  
 50. Samuel C. Hathorn  
 51. C. L. Hutson  
 52. John L. Hastings  
 53. Gilbert S. Gruber  
 54. Paul M. Dauten, Jr.  
 55. William L. Mekeel  
 56. Edward G. Bossom  
 57. Gordon A. Dickie  
 58. J. D. Crook  
 59. Ensio J. Tosolini  
 60. J. Geoffrey Cudlip  
 61. Lloyd G. C. Taylor  
 62. Robert F. Smith  
 63. Wylie A. Bowmaster  
 64. B. L. McGibbon
- 217 W. Valley Blvd., El Monte, California  
 3430 36th Ave. West, Seattle 99, Washington  
 2413 N. 68th Way, Scottsdale, Arizona  
 1634 Borden St., San Mateo, California  
 127 Millan St., Chula Vista, California  
 2109 Princeton Ave., St. Paul 5, Minnesota  
 312 Equitable Bldg., Portland, Oregon  
 1461 Johns Ave., Decatur, Illinois  
 S. 4025 Lee St., Spokane, Washington  
 342 Hayes Ave., Cuyahoga Falls, Ohio  
 1802 College Ave., Terre Haute, Indiana  
 736 W. Fir St., Oxnard, California  
 364 Bruxelles St., St. Marys, Pennsylvania  
 103 Briardale Ave., Warner Robins, Georgia  
 424 3rd Ave. So., Nampa, Idaho  
 527 So. Kenosha St., Tulsa, Oklahoma  
 310 E. Sussex Ave., Missoula, Montana  
 8 Woodview Terrace, Hamilton, Scotland  
 707 Putnam Bldg., Davenport, Iowa  
 316 12th St. N., Moorhead, Minnesota  
 260 Harvey St., Nanaimo, B. C., Canada  
 542 New England Bldg., Topeka, Kansas  
 504 Townsend Terrace, Las Cruces, New Mexico  
 616 Grant Ave., York, Nebraska  
 5508 Wheaton Drive, Ft. Worth 15, Texas  
 Box 1056, Greeley, Colorado  
 809 Barham Court, Modesto, California  
 2816 Vinsetta Blvd., Royal Oak, Michigan  
 711½ Jemison St., Mobile, Alabama  
 1660 Burr Oak Road, Homewood, Illinois  
 Britton St., Raynham, Massachusetts  
 7640 So. Yakima Ave., Tacoma 4, Washington  
 505 Washington Way, Richland, Washington  
 924 Lincoln Bank Bldg., Rochester, New York  
 P.O. Box 87, Oconomowoc, Wisconsin  
 3601 Connecticut Ave., Washington 8, D. C.  
 Box 737, Burlington, North Carolina  
 Box 375, Boothwyn, Pennsylvania  
 4735 Hixon Circle, Sacramento 20, California  
 2729 Vine St., Cincinnati 19, Ohio  
 S. D. State College, Brookings, S. Dakota  
 120 Chinook Drive, Calgary, Alta., Canada  
 1041 Savitz Drive, Apt. B. NAS, Memphis, Tennessee  
 3113 Aberdeen, Lubbock, Texas  
 13 Charles St., Sanford, Maine  
 48-57 Utopia Parkway, Flushing 65, New York  
 3924 Cambay Place, Jacksonville, Florida  
 1718 Mt. Miags Road, Montgomery, Alabama  
 1902 Komaia Drive, Honolulu 14, Hawaii  
 210 So. Bundy Drive, Los Angeles 49, California  
 9713 Kauffman Ave., South Gate, California  
 1121 So. Third St., Alhambra, California  
 42 De Leo Drive, Stamford, Connecticut  
 1616 Normandy Dr., Champaign, Illinois  
 408 West 1st Ave., Cheyenne, Wyoming  
 3721 Avenue O, Galveston, Texas  
 1885 Thousand Oaks Blvd., Berkeley, California  
 13 Ethelridge Dr., Greenville, South Carolina  
 910 Capitol Hill Ave., Reno, Nevada  
 51 Leacroft Cres., Don Mills, Ontario, Canada  
 26 Laurier St., Nitro, Quebec, Canada  
 2837 Wynes St., Saginaw, Michigan  
 3600 Timberlake Road, Knoxville 20, Tennessee  
 1001 Harper Blvd., Windsor Pk., St. Boniface, Man. Canada



*Introducing . . . .*



**New TMI Timer**

*See page 25 for details*