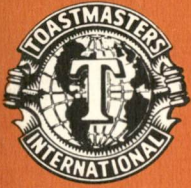


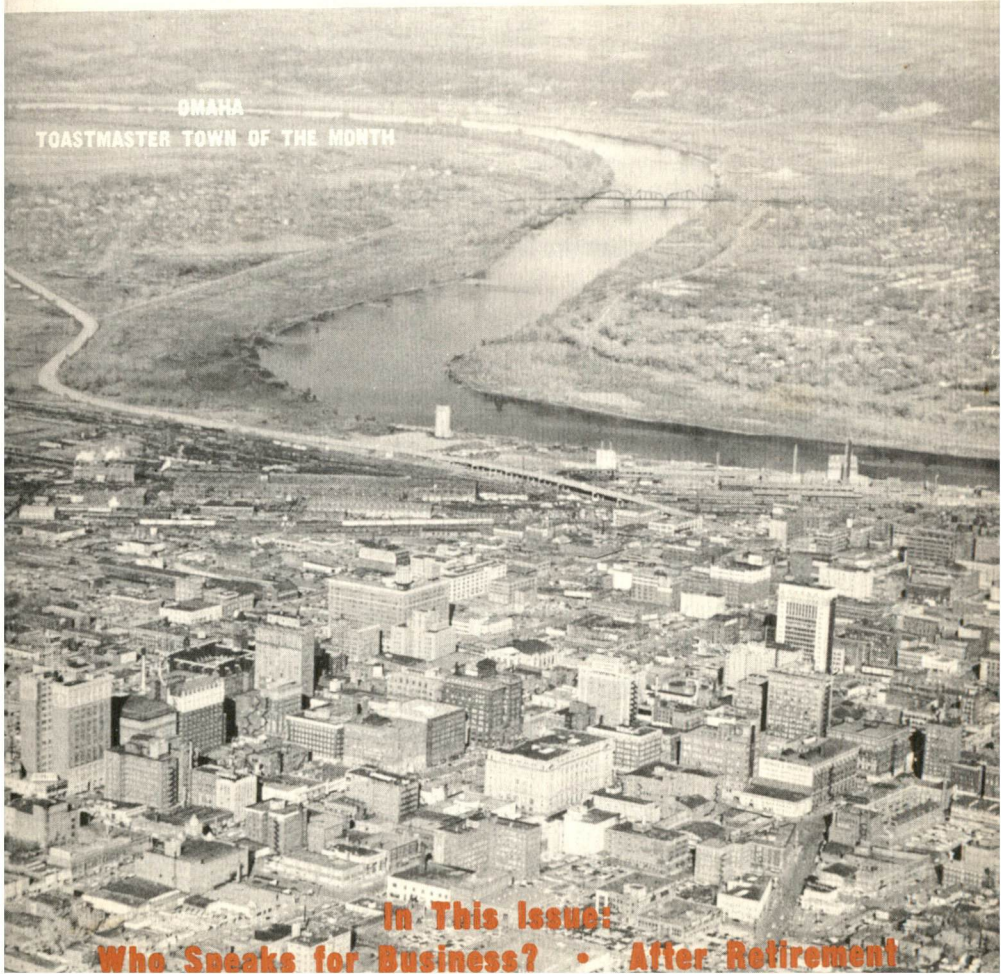
FEBRUARY, 1960



# THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

OMAHA  
TOASTMASTER TOWN OF THE MONTH



**In This Issue:**  
**Who Speaks for Business? • After Retirement**

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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 31 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

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

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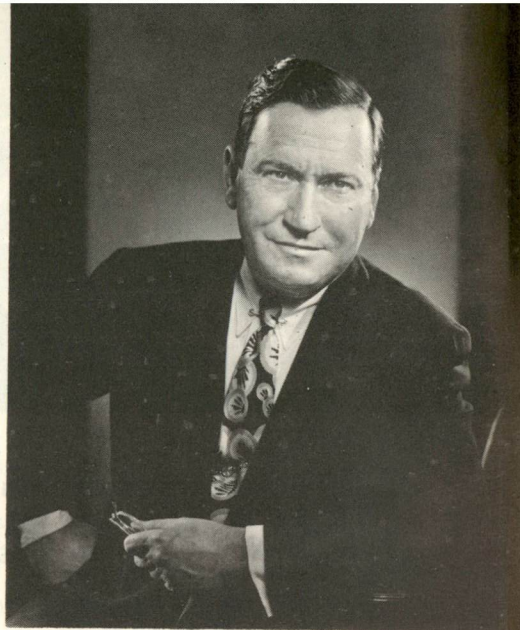


136 The Toastmaster, Santa Ana, California

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*Benjamin F. Fairless was born in Pigeon Run, Ohio, son of a coal miner. He sold newspapers at the age of five, worked his way through high school by serving as the school janitor. He taught school for two years, saving his money to attend Worcester College and Ohio Northern University. He began his career in steel with the Central Steel Company of Massillon, Ohio. By 1928, he was president of his company. When his firm merged in 1930 to form Republic Steel Corporation, he joined the new organization as executive vice president. In 1935 he went to United States Steel as president of one of the subsidiary firms. In 1938, he became president of the parent corporation and later chairman of the Board. In 1955 he was named president of American Iron and Steel Institute.*



*Karsh of Ottawa*

# Who Speaks for Business?

By BENJAMIN F. FAIRLESS

President, American Iron and Steel Institute

**M**OST OF US can recall some major turning point in our lives; an occasion when for the first time we saw clearly what had to be done—and did it. One of these points of decision that I'll never forget came at a luncheon on April 21, 1950.

The place was Baltimore. The occasion: a meeting of the Baltimore Association of Commerce where I had been invited to be the principal speaker.

Although until this time I had addressed many business, educational and social gatherings, I must confess I had never really spoken up for business. Like many of my fellow businessmen, I chose to ignore the unfair charges and innuendos leveled against business by the politicians.

This day, before an overflow audience, the time of decision had arrived. In a speech entitled "Detour Ahead," I accused certain government officials of being "self-styled" friends in Washington who were "literally hacking free enterprise to death on the pretext of saving its immortal soul."

I was amazed at the way the talk was received. Thousands of requests were received by U.S. Steel for reprints of the talk. But it had a much more far-reaching effect. For this was the first time that a businessman had dared to fight back seriously against political attacks. Other businessmen were immediately encouraged to speak out on this subject more frequently and freely.

Today there is no shortage of spokesmen for business. Associa-

tions such as the National Association of Manufacturers and United States Chamber of Commerce, speak for business as a whole. Other organizations representing specialized segments of industry such as American Iron and Steel Institute, American Petroleum Institute, and the American Association of Railroads, speak for those groups. And today, top executives of both large and small firms have come to recognize that while they were hired for their sales, engineering or accounting backgrounds, public speaking is an integral part of their job.

But today's spokesmen for business are not all top executives. Many are junior executives, men on their way up the ladder. And the audiences they address are not large national groups but community organizations, such as Rotary and Kiwanis Clubs and local Chambers of Commerce. Here the businessman of tomorrow gains that valuable experience of getting an audience's attention and holding it while he puts across the points of his speech.

I've often been asked, how important is public speaking training and experience to a young businessman? My answer is this: Once he has become thoroughly familiar with all the technical aspects of his job I can't think of anything more important for a junior executive to know than how to communicate effectively. Speech training, whether it is to prepare the businessman to address outside audiences or to help him present his ideas to groups within the plant can be of inestimable value.

When an executive appears be-

fore a group as a representative of his company he is doing more than merely making a talk. He also is helping to build the company's image in the minds of his audience. How sincerely and effectively he presents his speech can very well determine whether the audience forms a favorable or unfavorable image of the man's company.

Recognizing this responsibility, many forward-looking companies have established speakers' training courses.\* These courses are not limited to the higher echelon executives but extend right down to the first level supervisors. In the steel industry, with which I am most familiar, a number of companies have carried on speakers' training programs for years. They now have efficient speakers' bureaus with executives readily available for talks before local, state and national groups. One of the larger steel companies recently announced that in the last ten years its speakers have made almost 4,500 talks before some 325,000 people.

I'm often asked about the public speaking I have done, as president of U.S. Steel and more recently as president of American Iron and Steel Institute. The most frequently asked questions and my answers usually run something like this:

*How many speeches do you make a year?*

Although I have received as many as several dozen speaking in-

\* Many industrial firms sponsor Toastmasters clubs within their employee groups to provide this training.

vitations a month, I have always tried to limit myself to six or eight major speeches a year. There are two reasons. First, if I didn't limit myself I'd find little time for my other activities. And, second, if I spoke more often I'm afraid my speaking would grow stale. However, for a young man starting out on the platform circuit I'd recommend that he accept just as many speech invitations as he possibly can handle. Each appearance will be another step in perfecting his platform technique and effectiveness.

*What subjects do you speak on?*

After you speak for a while, you develop a reputation along a certain line. Mine is the defense of the free enterprise system. When I accept a speaking date I am expected to speak on my own subject. Although I have had some experience on foreign aid, serving as chairman of President Eisenhower's Citizens' Advisory Committee on Foreign Aid, even when I speak on that subject I tie it in with free enterprise.

*Do you write out your speech in advance?*

Very definitely. If a group of persons show me the courtesy of giving me their attention I think it is only fair that I give them in return a well-organized, well-prepared talk. Informal remarks are different of course. In that case I much prefer to speak from a few notes. And when I do this I notice my speech tends to ramble a bit.

*Do you rehearse your speeches?*

By all means. I wouldn't dare



speak without rehearsing the speech well. Even if I have no one to listen to me I read the speech aloud, sometimes before a mirror. Of course, whenever possible, it is much better to read it before some person to get his reaction. My grandchildren have heard most of my speeches more times than anyone else.

*Do you ever consciously try to use gestures or bodily movements, or voice inflections for emphasis or effect?*

Never. If I tried to gesture extensively or to play with my voice I would lose any effectiveness which I might have. An acquaintance of mine does a lot of speaking and I just don't enjoy listening to him because I always have a feeling he is being artificial. If gestures are not natural, they detract from a speech.

*Do you become apprehensive or nervous before making a speech?*

No, not any more. I used to get a little frightened but I'm accustomed to it now. I've found the best insurance against getting nervous is to be well-prepared. If I were not prepared I would be very frightened at any time.

If I had to sum up in one word the most desirable quality a speaker should have I'd say "sincerity." The audience expects a speaker to present his thoughts well. Beyond this, effective speech and speaking rest on presenting facts and believing what you say. If a speaker isn't sincere his audiences know it very soon. But if he knows his facts, is prepared and presents his talk sincerely and well, he can look forward to the greatest reward a speaker can receive—the whole-hearted approval of his audience. ♦

## OFFICIAL CONVENTION CALL

TO ALL CLUBS:

In accordance with Article V, Section 4(b) of the By-laws of Toastmasters International, you are hereby notified that the 29th annual convention of Toastmasters International will be held at Atlanta, Georgia, on the 18th, 19th and 20th of August, 1960, at the Dinkler Plaza Hotel.

All Toastmasters are earnestly urged to attend.

**Board of Directors, Toastmasters International**  
**By Emil B. Nelson, Chairman**

# Table Topics

## *an important part of Toastmasters training frequently overlooked*

By WILLIAM A. KOLB

IN MANY of our Toastmasters clubs, one part of the program fails to get the recognition it deserves. This is *table topics*.

One reason why the topic session does not receive its full due is that members fail to realize the opportunities it offers. Much can be achieved in this 15 to 25 minutes.

The purpose of table topics is to give men training in extemporaneous speaking, to teach them to speak on their feet. It is not the time to try to "stump" someone, to place him in an embarrassing situation, in a spot where he will have difficulty in extricating himself. Stay away from this temptation; even though it might provide amusement, the amusement is only temporary, and it is far more likely that such a procedure will arouse resentment rather than amusement. Plan your topics and present them so that those called upon will be able to express ideas, effectively, with full opportunity for variety in voice, hand and facial gestures.

The topicmaster is the man on whom the spotlight shines for this time. He is instrumental in setting the pace for the evening; he can give it a boost towards rousing success or dampen the entire atmosphere with a humdrum, lackadaisical routine. Therefore it is vitally necessary for the topicmaster to

plan his evening's presentation properly, if it is to be of any success at all.

The topicmaster must first turn his attention to the type of topic he believes will furnish a lively and interesting session. He can choose from a variety of ideas. He can call upon quotations, newspaper clippings, current events, questions, pantomime, stories—the list is practically endless. However, he should use his ingenuity and try to make his table topics session just a little bit different, to give it just that extra bit of imagination that will provoke interest, add the charm of novelty.

It is not enough to select a theme and make sure that there is enough material for all the people present at the meeting. There is another step which must be taken, and this is the step which will determine your success as a topicmaster. This step consists in *planning your material to fit the person on whom you expect to call*. Make them synchronize. This makes for better table topics speeches and for a livelier session.

In addition, plan your comments between speakers as much as possible. This is not an easy task; you cannot be entirely sure that every member will be present, and your remarks must fit into what has just

been spoken. Therefore your planning must be somewhat elastic, but by it you will have a guide, a direction line, which will help you to keep things moving at a brisk pace.

Now a word or two about your comments between talks. As topicmaster, it is your responsibility to start the ball rolling, and then *get out of the way*. You are not the star of this show; you're only the director. Refrain from too much talking. Remember, you are not there to give a speech. The speeches are to be made during the formal part of the program. This is a session for comments. The comments should be interesting, pertinent, lively and provocative, but I repeat: they are *comments*, not formal speeches. Neither topicmaster nor participant should forget this as he speaks in the topic session.

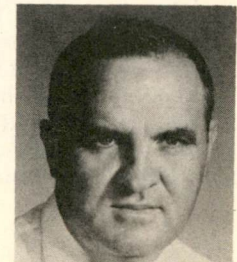
It is the duty of the topicmaster to stay in the picture with just enough comment to give each speaker a chance to say something, and to build a connecting bridge between comments. He is, in short, the acting chairman. It is his task to introduce each speaker in a very few words, and to direct and guide the discussion so that it never degenerates into a dull routine or follows a too well grooved rut. Each speaker should be made to feel important, conscious that he has something to say that will interest his audience.

As I said earlier, the topicmaster carries the ball in making this session a success. But as in any other enterprise, he needs the cooperation of his fellow members. They too have a responsibility—the responsibility of paying careful, considerate attention to what is being said. The laws of courtesy demand that there should be no conversations going on during the topic session. The impromptu talks should be listened to as carefully as are the prepared speeches. Only in this way can both speaker and listener derive the greatest benefit.

Table topics provide the opportunity for Toastmasters to receive valuable experience in presenting thoughts and ideas quickly and effectively. Many times we do not take advantage of this opportunity to put into practice the things we have learned from our Basic Training Manual. Do we remember about voice modulation, gestures, eye contact? Too often we direct our remarks directly to the topicmaster and ignore the others, thereby losing most of the value of the exercise.

A pamphlet, "Table Topics," was presented to you when you became a Toastmaster. If you haven't looked at it lately—and even if you have—dig it out and study it. It will help you to make the next table topics session the outstanding part of the program. ♦

*William F. Kolb is past president of Ferguson (Mo.) Toastmasters 525, has served as secretary-treasurer of Area 3, District 8, and is a member of the District 8 Speakers Bureau. He is assistant to the general traffic manager of Orchard Paper Co., St. Louis.*





Guest of Honor Maj. General M. R. Tidwell is introduced by Conference Chairman Enrico Severino prior to the General's welcoming speech



District Governor Paul Ehrle conducts morning business session of successful conference at Wright-Patterson AF Base



Lobby display of door prizes consisting of authentic plastic and steel desk models of aircraft donated by major aircraft companies

Past Int. Pres. T. Vincent McIntire presents winner's trophy to Fritz Bauchwitz, Fairborn 896, at speech contest of District 40 Conference

## *It's fun to run a*

By TED J. SCHUTAWIE

**T**HE DAY WAS SUNNY; we hoped it would rain. The forecast was cool and fair: we rooted for a torrid tornado. Ticket returns were still coming in; people should stay at home with their children more often!

We were the housekeeping committee for the District 40 Toastmasters Conference and Speech Contest. In the six years we have held District Conferences, we have never had more than 225 in attendance. Sagacious old-timers "figgered around" 185 for our function.

The Wright-Patterson Air Force Base Officers Club was the host for the conference. There are two Toastmasters Clubs on the base, and two directly and four indirectly related with Base working personnel.

We picked the attractive theme: "Speaking Power is Peace Power." Then we went to work. Brochures were printed; our committee men and their opposite house-sharers proselytized far and wide; clients, large and small, were badgered for some 30-odd door prizes; paper

## *District Conference*

stacked upon paper, prizes crowded upon prizes, and the southwestern Ohio mail and electrical facilities were approaching an overload similar to one in a thunderstorm the week before Christmas. In fact, we smugly quoted 225 as an accurate figure to the club caterer. She was somewhat apprehensive; we were crowding our space.

To back all our publicity and bush-whacking, we printed and mailed 1000 tickets to all District 40 club presidents. We imagined that with a little extra effort we

might come within the 5% catering cushion on our project's attendees. Again the sage oldtimers "figgered around" 60 for the fun luncheon; we quoted 85 to the caterer.

Six days prior to the big day we had 265 actual returns and several frantic phone calls to report that checks for tickets were already in the mail.

We called the caterer, whose hair was becoming prematurely gray with our problems, to extend our figure to 300.

Now, to feed 300 persons pre-

sents no problem, but the art of logistics becomes increasingly involved because how in tarnation can you raffle off 30 prizes, have a raised table of honor, and set up speakers' (11 of them) and timing tables in a room originally designed to feed 200!

It was at this point that our wistful wishes mentioned at the beginning of this article became sincere and fervent. Our District-wide publicity had caught like wildfire and 300 people were immigrating to our little club. All roads led to Wright-Patterson Air Force Base. It was at this junction that we apprehensively reviewed our past lives. It was small consolation to feel that we could be the first Toastmasters to be lynched by unseated and unfed fellow Toastmasters.

At 11 a.m. on the big day the traffic started and did not diminish until the evening Speech Contest at 6:30. Our wonderful caterer bore up under the impact of 100 for the fun luncheon and she only shrugged her shoulders in the French attitude of *c'est la vie* when we quoted 300 plus for the evening ceremony. We would actually have to use three rooms; what good is a speech con-

test with your audience listening in three rooms? It was here that we pulled the neatest trick of the century. We told everyone to disappear during the half-hour intermission after eating and prior to the contest. When they returned, the tables were gone, and all seats were arranged auditorium-style in front of the head tables.

And we did have a wonderful time! From our honored guests, Major General M. G. Tidwell, legal officer for the Air Materiel Command and his wife, down to the 367th member in the audience—everyone was witness to the gayest, wildest, and grandest conference ever held in District 40 if not in Toastmasters International. We realized a 37% return on 1000 tickets mailed throughout an area encompassing Southern and Southwestern Ohio and the adjacent areas of Indiana and Kentucky.

And what was the secret? Simple: 1. *Pre-planning*—we started five months in advance; 2. *Male and female cooperation*; 3. *An attractive agenda*; 4. *Personal visits to other areas*; 5. *Blood, sweat, tears and blind faith in the adage "Where there's a will, there's a way" (if you have enthusiasm).* ♦

*Captain Ted J. Schutawie is past president of Enon (Ohio) Toastmasters 2421. He has been with the U. S. Air Force since graduation from Penn State University in 1951, and is assigned to Special Weapons with the Air Materiel Command at Wright-Patterson AF Base in Ohio.*



# SPEECH MAKING AS A CREATIVE PROCESS

By PALMER WRIGHT

CIVILIZATION HAS BEEN called "the victory of persuasion over force."

Of all the creative arts, speech-making or rhetoric is most directly dedicated to persuasion. In this one as in most other arts there are emotional kinds of persuasion and there are rational or intellectual kinds of persuasion. Both are important, and successful artistic creation effectively fuses the two.

When Picasso said "Art is not truth; art is a lie which makes us see the truth," he was referring to the subtle role of artistic emotion in persuasion. The speechmaker in his "emotional" persuasion is a hypnotist seeking control of his audience and their reactions. He is more concerned with emotional agreement than rational understanding.

Another path to truth is reason. The speechmaker in his "intellectual" persuasion is a pedagogue or teacher attempting the education of the individual minds in his audience. He is more concerned with critical understanding than agreement. It is clear that effective and constructive persuasion must combine the emotional and intellectual approach. The speaker must be both hypnotist and pedagogue.\*

The creative product of the novelist, the painter or the poet is final. The creative act is finished. The fruits are left to posterity. But when the composer, the dramatist or the choreographer finishes his creative act, creation is not yet finished. There remains the creative act of the musician, the actor or the dancer to complete the whole. In the same way, a speech consists of two creative acts—preparation and delivery. But in this case the author and performer are one. A better understanding of the creativity of speechmaking will come from our careful distinguishing between these two separate creative acts.

### The Creative Act

What is a creative act? In a much discussed book,\*\* 38 writers, scientists, composers and artists describe in their own words the nature of creation in various fields. As can be readily understood, there is little obvious agreement among them all. Yet, in spite of the diversity of their fields, there are a few

\*William Muehl presents a stimulating and psychologically brilliant discussion of this combination in "The Road to Persuasion," Oxford University Press, 1956.

\*\*Breuster Chiselin (Ed.), "The Creative Process," University of California Press, 1952; Mentor paperbound edition, 1955.

common threads in keeping with all their accounts.

These people speak not of being conscious of ideas as much as being possessed by them. The creative process consists of a certain series of interactions between the conscious and unconscious parts of the mind. In general, the creative process can be described as consisting of three stages: *pre-inspiration*, *inspiration*, and *post-inspiration*.

The pre-inspiration stage is the educational groundwork of knowledge, habit and life experience which must be the springboard for the coming time of inspiration. The study of the scientist and the daily practice of the composer fall into this stage.

### Inspiration

With the inspiration stage, the moment has arrived ("Eureka—this is it"). It is spontaneous and cannot be forced. Some of the contributors like the experience to hypnosis. In some way, the spontaneous direction of the unconscious works with conscious abilities to produce a new ordering of ideas, feelings or symbols.

With the post-inspiration stage we come to the consolidation, rearrangement, filling in, verification, and the distasteful chore of cutting. This may take far more time than the inspiration stage, but the finishing touches are essential. Also, this "puttying of holes" can be laborious, because the intellect must toil more painfully, now that the wellsprings of the originating inspiration have ceased to flow naturally.

Without asserting that your

speeches are creative masterpieces, it can be said that any good speech involves the three stages of this creative process in some degree. Let's consider such a process in the light of each of the two creative acts of the speechmaker: the act of *preparation* and the act of *delivery*.

Speech preparation has much in common with writing. Here the pedagogue is dominant, organizing and manipulating subject matter for maximum comprehension. But one must always avoid the dangerous habit of writing for the eye rather than the ear. As Dwight Macdonald has put it, "something written to be read by the eye goes much too fast for a listening audience; the ear is slow and emotional, while the eye is quick and intellectual." Speech writing usually serves its purpose best if it exists as brief guiding notes and not as detailed sentences.

### Three Stages

Consider the three stages of the act of preparation. There is the pre-inspiration work of jotting down ideas, collecting stories and quotations, and gathering selected materials. Then when the day of the speech approaches, and you have been groping about for a speech, the moment of inspiration arrives. Something jells within; a happy organization of your ideas and collected gems stands clear before you. At least it seems so until the post-inspiration struggle when you are desperately trying to trim your speech to the time limit, to weed out

things that don't sound as good as they read, and to provide the final balance of opening-argument-illustration-conclusion.

Now your creative act of preparation has resulted in something that sounds quite good to your wife, but already you rightfully suspect that it won't flow to the audience as you desire. It remains for that creative act of delivery to transform this framework of notes into a stimulating speech. It is here that the hypnotist is dominant, conversing confidently to an enraptured audience as to one person, being carried to dramatic heights of communication by the response of the listeners. Rapport can now become complete and unfettered, because the preparation has provided such a satisfactory resource box of tricks that there can be no

lack either of confidence or of ideas.

The pre-inspiration stage of the act of delivery consists of all the short talks, conference presentations during your job, all the longer speeches that you have ever given in the past, and even your practice in telling stories during conversation. It contains the evaluations of these, whether by others or by yourself. It is the sum of your past experience of speaker-audience relationship. In addition it includes your present efforts to size up your audience, to get the feel of the relationship between you.

### The Delivery

Now as you stand before tonight's audience there comes that





moment of rapport—that instant when you know your words have reached your audience. Perhaps it comes after an unexpected slip of the lip brings everyone to laughter, and you along with them. Perhaps it occurs when you realize from the silence and rapt attention that those words of yours have kindled a warm bond of understanding. It is at this point that one of your most difficult tasks arises. *You must brutally sacrifice some of the first creative product for the sake of the second.* Yes, you must be ready to alter or omit parts of the speech you have so painstakingly prepared for the sake of the dynamic relationship that you now hold with the audience.

For one thing, many of those ideas sounded good when you thought of them, but the spirit isn't quite up to the feelings you have now that you are in contact with your listeners. And as you stand there actually functioning, you can sense that some things aren't in proper tune for the ear. Above all, you're inspired by a grand conversation, and sentences flow from you that were totally unplanned, but all the more effective. So you must delete some of the old to allow for the new.

### Post-inspiration Stage

The post-inspiration stage in your delivery arrives when your duty to the rules of speechcraft begins to take precedence over that "carried away" feeling that would let you talk all evening. You must force yourself to wind up in order to meet the time limit. You must struggle to provide an adequate conclusion within that allotted time.

And in meeting these obligations to your speech, to your fellow speakers, and to your audience, you must coordinate your wind-up with all that you have already said.

So these are your two creative acts, preparation and delivery. "But," you may object, "for the good speaker, it is all one act." Yes, with experience there is more and more integration between the two, and this is the sign of true speech progress. However, by realizing the separate problems of these two creative acts, the speech maker has the best hope of achieving that integration, of providing a solid artistic basis for his talents of persuasion. ❖



*Palmer Wright, member of the Tittabawassee Toastmasters 1655 of Midland, Mich., is a chemical engineer in plastics research, with the Dow Chemical Company.*

# Keep It Simple

By SCOTT OLMSTEAD

*Past educational vice president of Olympia, Wash., Toastmasters Club 84.*

WHILE YOUR SPEECH is still in the outline stage, before you have attached those colorful, attention-arresting phrases, take your editorial hatchet and start whacking. Sever all unnecessary big words and substitute simple, clear, easily understood words.

It's a great temptation to use a few "Cadillac" phrases, but remember, your purpose is to be understood. You want your audience to carry something away from the meeting with them. They are more apt to do just that if you present your thoughts in everyday language.

Regardless of what you think of the commercials which bombard the public each minute of every day over the air, they have one virtue. They are crisp, clear—no big words, no obscure phrases. You know exactly what is being said.

Many of our words are *written words*; that is, they can be read fairly easily but cannot be spoken with 100 per cent assurance of understandability. You've heard many speeches classed as "dry." Why? Not the subject matter; any subject can be presented interestingly. It's the words that dry it up. Nothing puts an audience to sleep more quickly, or starts them squirming faster than too many big words in a speech.

If you doubt this, try the following test. Read the next few lines to your audience. Then, before you read the closing four words, ask how many understood what you read. The show of hands should be a lesson to you!

### NOW HEAR THIS . . .

*Here's a quantitative framework with marginal qualitative allocations to formalize the procedure for further refining and implementing your objectives. In promulgating your esoteric cogitations, or articulating your superficial sentimentalities, beware of platitudinous ponderosity.*

*Let your conversational communications possess clarified conciseness, compact comprehensibility, coalescent consistency and concatenated cogency. Eschew all conglomerations of flatulent garrulity, jejune babblement and asinine affectation. Sedulously avoid polysyllabic profundity, pompous prolixity, psittaceous vacuity, ventriloquial verbosity and grandiloquent vapidty.*

*Shun double-entendres, prurient jocosity and pestiferous profanity, obscure or apparent, and above all to get your point across . . . keep it simple!*

## NOTES *from the* HOME OFFICE

**We're used to Toastmasters clubs** being organized in unusual places, but it did set us back a bit the other day when we received word that a new club wanted to be listed in two states! Club 3084-63 is in Bristol, Tenn., and in Bristol, Va. The state line runs down the center of the main street. The two cities have separate governments and the club members come from both states. We just hope the question of states' rights never becomes an issue in the club.

\* \* \*

**In a letter to the editor** of his union paper, Toastmaster George F. Gibson of the Douglas Aircraft Co., Long Beach, Calif., wrote:

"... I am writing in behalf of Toastmasters Club 1368, known as the 'Globemasters.' It is a club whose motive is to enable men to think clearly, concisely and forcefully and to express those thoughts briefly. . . . We carry no torch for either management or labor. We are not company men, but we do not look upon the company as Public Enemy No. 1. We have members affiliated with both branches of Douglas Aircraft who are learning to understand each other better without losing our loyalty to either UAW Local 148 or to the company, both of which are necessary if we are to maintain the capitalist system as opposed to communism.

"Toastmastering teaches labor members to meet management upon its own ground, using good English and making clear to management exactly what we want in the way of higher standards of living. It teaches management to express to labor in good English . . . the things that are necessary to maintain the business in a solvent manner.

"We feel that every Steward, every member of the Bargaining Committee should belong to Toastmasters, as well as every major officer; for here upon strictly neutral ground, they could learn to express better their motives and their ambitions and could talk the language of both labor and management.

"There would be no cold war between the U. S. and Russia if the masses of both countries could speak a common language. If two men call each other names long enough without knowing each other well enough to speak a common language or to know how the other lives, what his motives or ambitions are, it will inevitably lead to trouble.

"Eugene V. Debs once said, and wisely, 'If Socialism is wrong we should oppose it with all our strength! If it is right, we should fight for it. But to do either intelligently, we should know something about it.'"

**You think being a district officer** is an easy life? Then consider the case of Howard E. Flanigan, governor of District 29. Flanigan's car broke down while he was driving from Mobile, Ala., to Pensacola, Fla., to install the new officers for Club 2552. He and Mrs. Flanigan were finally rescued by a passing farmer who drove them to the meeting.

And then there was the Strothers' incident. John S. Strothers, Sr., is lieutenant governor for District 25. Strothers traveled 356 miles to present a charter to Club 3047 at Fort Hood, Texas. On his way back to Dallas, his car broke down and he spent six hours waiting for daylight and help with the temperature at 21 above zero!

\* \* \*

**When Florian Lapointe** of Chisolm, Me., was lieutenant governor of District 45, he was invited to be the guest speaker at one of the clubs in his district. The club assigned its top evaluator to criticize his talk. The evaluator went all out. It was the best speech he had ever heard. The opening was excellent. The body was superb. The voice was perfect. Tone, diction and grammar were of the highest calibre. The delivery was smooth, clear and authoritative throughout.

Lapointe was overwhelmed until he learned that the "hearing aid" the evaluator was wearing was not a hearing aid at all, but a transistor radio. The evaluator had not heard a word of his speech. He had been listening to Bishop Sheen!

\* \* \*

**HAPPY BIRTHDAY . . .**  
*to Dr. Ralph C. Smedley, founder of Toastmasters International. Dr. Smedley will observe his 82nd birthday on February 22.*

**Congratulations to artist** Robert Bannister, administrative vice president of Club 1922 at Fort Sam Houston, Texas. Word has been received that Bannister's painting, "The Vision of Joseph Smith," will be hung in the Mormon Temple in Salt Lake City.

\* \* \*

**Recently Executive Director Maurice Forley** wrote an article for "The Personnel Administrator," titled "Industry Profits by Toastmasters." The article, which tells how Toastmasters training fits into company training programs, created so much interest it has been reprinted and is being distributed to members of the American Society of Training Directors and to members of the Personnel and Industrial Relations Association. Clubs that would like to interest companies in their area in Toastmasters may order the reprints from the Home Office for 2½ cents each. Single copies will be sent without charge.

\* \* \*

**The Home Office** has just received an order for a president's and past president's pin to be sent to—believe it or not—the Alexandria National Cemetery! Well, better late than never.



# Did Shakespeare ever belong to Toastmasters?

By L. J. Daly

THE BARD OF AVON pre-dated our organization by several hundred years. Yet if we read his works, we can see that he speaks eloquently and knowingly of every aspect of our club meetings.

For instance: What happened before the meeting opened? The club president issued his instructions to the sergeant-at-arms:

"Hang out our banners on the outward walls." (*Macbeth*)

The meeting begins. The club president rises, looks over the attendance, shakes his head and remarks sadly:

"What, no attendance—no regard, no duty?" (*Taming of the Shrew*)

Toastmaster Bob Smith rises to give the invocation:

"God shall be my hope.

My stay, my guide, and lantern to my feet." (*Henry VI*)

"Now the pledge" (*Troilus and Cressida*) introduces the Pledge of Allegiance.

The business meeting proceeds. Whatever business may be brought up before the club, one item is always on the agenda:

"What of the treasury—give me your good report." (*The Winter's Tale*)

Naturally, the treasurer's report always leaves something to be desired. The president shakes his head sadly:

"There is more owing her than is paid." (*All's Well that Ends Well*)

This brings us to that time in the meeting when the door flies open, and in comes the last member, exclaiming:

"I am come, I dread, too late." (*Anthony and Cleopatra*)

Table topics seem to have an especial appeal for Shakespeare. He mentions it on many occasions:

"Sudden and extemporal speech." (*Henry VI*)

"Speak suddenly!" (*Henry VI*)

"Where did you study all this goodly speech?

It is extempore, from my mother wit." (*Taming of the Shrew*)

"What's to say?" (*Henry VI*)

When it comes to the more formal part of the program, the planned and prepared speeches, Shakespeare has even more to say. He covers every aspect. For instance, he quotes the timer:

"Be checked for silence,

But never timed for speech." (*All's Well that Ends Well*)

He also covers the duties of the chief evaluator of the evening, calling him:

"A critic, nay, a night watch constable." (*Love's Labour's Lost*)

"I am nothing if not critical." (*Othello*)

Frequently the evaluator has to cover an icebreaker speech, and perhaps a speech given by a member who is considerably more advanced in his training than is the critic himself. Here, too, the Bard finds something to say:

"Your abilities are too infant-like for doing much alone." (*Coriolanus*)

"You can do it, sir, you can do it!" (*Henry VI*)

"Alas! What poor ability's in me to do him good?" (*Measure for Measure*)

"When Thersites opens his majestic jaws

We shall hear music, wit and oracle." (*Troilus and Cressida*)

"He had the dialect and different skill

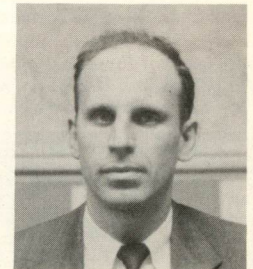
Catching all passions in his craft of will." (*A Lover's Complaint*)

Did Shakespeare anticipate our Toastmasters organization? Who can say? At any rate, he manages to sum the whole matter succinctly:

"Happy are they that hear their distractions and can put them to mending." (*Much Ado About Nothing*)



L. J. Daly, member of Compton, Calif., Toastmasters 464 and secretary of District 51, writes: "My life always seemed so singularly brilliant until you asked me to outline it . . . now I'm appalled at how little there is to say . . . I put in seven years with the Army Air Force, two of them in China. Since the war I have been connected with the credit industry and now manage a credit bureau in Fullerton, California."





For excellent service as Area 6 governor, W. G. Sinclair, Jr., receives trophy in surprise ceremony of Grand Rapids (Mich.) clubs on his departure for Detroit. Spelling out the suitable sentiments is Les W. Barton, immediate past gov. Area 6, D. 62



Pearl Harbor TM's 123 stage mock dedication of Honolulu's new jet airliner terminal as George Wallace, (r) interviews projected passengers Les Anderson (Alaska bound, left); and Don Burns, enroute to Tahiti, (seated). Ralph Turner foretells future as Hawaiian kahuna



Presidents' Humorous Speech Contest of D. 40 (Ohio), recently staged by host club Urbana TM's 2770, drew large and enthusiastic crowd. Participating were (l-r, standing) W. G. Sutton, pres. Marysville TM's 2798; Richard Barcafar, pres. Springfield 2159; William P. Graves, past pres. Springfield 659 (1st place winner); A. L. Kearney, past pres. Springfield 722; Sam Russell, past pres. Urbana Club 2770  
Seated, l-r: Leroy Pound, Marysville, Area 10 governor; Gerald O'Meara, Urbana pres.; Jack Goldberg, Lt. Gov. D. 40; Roy Robinson, sec. Urbana TM's 2nd place winner

# HERE AND THERE WITH TOASTMASTERS



Long Lines Club 3040 (New York City) gets off to flying start as guest speaker Dan Daniels of Broadway Club 1000 demonstrates dead-pan technique in humorous speech



Dr. Paul Walsh, Deputy Firing Chief, Vanguard I (center) discusses problems of space age at joint officer installation of TM clubs of Area 6, D. 31, Quonset Point, R.I. Lt. Gov. D. 31 Paul Moffat (l) and Area 6 Gov. Forrest Rathbun also attended

Pres. Ken Rose (l) of First St. Paul Club 167, is installed in office by Int. Pres. Emil B. Nelson, also a resident of St. Paul. D. 6 Gov. Max Perras and Area 8 Gov. Gil Thoele assist



Area 7 Gov. Homer McCormick (l), D. 4 Gov. Roger Sherman, and Lt. Gov. Bob Offenbacher laugh it up at area humorous speech contest, San Francisco



Cedric M. Thompson, pres. of Medford (Mass.) Lions Club (l) yields gavel to Peter S. Quinn, pres. of Minute Men TM's of Lexington, for program demonstrating typical TM meeting. Assisting, (l-r) Frederick J. Bumpus, toastmaster; Warren Kunz, chief evaluator; Roger Olsson, topicmaster



# CLUB TO CLUB

## Club Serves Community

The Joseph M. Budde Club 2365, composed of non-commissioned officers of Reese Air Force Base, is proud of its record of community service. During the last six months the club has: presented approximately 20 Boy and Cub Scout charters under the nationwide coordinated program of TMI and BSA; made speeches to ten civic groups on behalf of the "Share in America" Savings Bond selling campaign by the U. S. Treasury Dept.; volunteered to assist the Lubbock Chamber of Commerce in the "Project Alert" program by discussing communism with various city groups, women's clubs, high schools and church gatherings.

It is evident that we are, and can, contribute an unaccountable amount of good will toward community relations with the civilian populace, and . . . are making strides toward being a club worthy of recognition. However, our past successes were possible only through the efforts of our membership . . . History is a wonderful subject, but what will the future be?

**Joseph M. Budde Club 2365-44**  
Reese AFB, Lubbock, Tex.

\* \* \*

## Musical Invocation

Toastmasters have many talents, as proved at the charter meeting of the Root River Club 1526, of Spring Valley,

Minn., when members John Miller, Ben Sanford and Harold Casperson opened the meeting by singing the Doxology in place of the more usual type of invocation. The trio sang two more numbers at the close of the meeting.

Area 11 Governor Stan Dickinson wonders if more clubs have members whose musical talents can be used to enhance special club meetings as effectively as the Root River trio's contribution.

**Root River Club 1526-6**  
Spring Valley, Minn.

\* \* \*

## "Americana" Theme

"Early Americana" was the recent theme at Scott Air Force Base Toastmasters Club when the officers played host to members of two other local clubs, Bi-County 826 of Columbia, Ill., and St. Clair 496 of Belleville. Table topics presented by Colonel Robert "Buck" Engle, consultant on military clubs for TMI, had an early American flavor and eventually led to a minor war between Bostonian Tom Connolly and Walt Williams of Tennessee. Prepared speeches followed the "Americana" theme.

The meeting, which was a Ladies Night affair, was thoroughly enjoyed by a record attendance of Toastmasters and their ladies.

**Scott Officers Club 1690-8**  
Belleville, Ill.

## Aid Church Fund Drive

Proof that the designation "Toastmaster" denotes a special standing in the community was evident recently when members of the Boothhill Club of Billings, Mont., were called upon for special assistance to a group of Lutheran churches in their annual pledge, fund-raising campaign.

The Toastmasters were treated to a mock "visitation" presented by three church layman leaders. Club members evaluated the presentation, stressing the importance of organization, preparation, poise and appearance. They went over the mock presentation with verbal fine-toothed combs, offering many constructive suggestions for improvement. Each of the church leaders then returned to his congregation and held his own training session for the teams of visitors who would call upon their fellow church members.

The "visitors" all agreed that they had embarked on their mission better trained than ever before, and as a result, the first phase of the pledge drive more than surpassed early expectations.

**Boothill Toastmasters 429-17**  
Billings, Mont.

\* \* \*

## New Club in Japan

Members of the new Samurai Toastmasters Club at Fuchu Air Station, Japan, really had something to talk about recently as they celebrated their official acceptance into TMI and their new charter 3033. The club is composed of non-commissioned officers at the base, and was formed with the aid of Torii Toastmasters and Ivan A. Miller of the 6000th Support Wing.



**Boothill TM's (l-r) Lonnie White, Aubrey Darneille, Marshall Caswell, James Janke, Howard Hultgren evaluate church fund-raising presentation**



**Samurai Toastmasters hold charter meeting**

At its charter meeting, the Samurai Club presented honorary memberships to Colonel Lewis B. Meng, 6000th Support Wing commander and to Mr. Miller.

**Samurai Toastmasters 3033-U**  
Fuchu Air Station, Japan



*Paul Harding dismembers bird for No. 7 speech.*

### Hands Up Speech

"Dissecting the Bird" was the title of a "Hands Up!" speech delivered by Paul Harding at a recent meeting of the Esco Toastmasters of Portland, Ore. Paul brought in a roast chicken and demonstrated step-by-step carving procedures to the accompaniment of a clever line of chatter.

Members made short work of the bird, served after the meeting with home-made bread and red wine. Paul was awarded the club's Golden Glottis trophy for best speech of the evening. Club members deny any connection between the speech award and the repast, and insist that "payola" has not invaded the Esco Club.

**Esco Toastmasters 2358-7  
Portland, Ore.**

\* \* \*

### Rumbles in Rhetoric

The SEC Roundtable Toastmasters of New York City recently issued a challenge to six Toastmasters clubs in the area to a series of "Rumbles in Rhetoric." Weapons specified were: split infinitives, tingling participles, execrable expletives, hysterical hyperboles, synthetic similes and mangled metaphors.

First joust was with the High Noon Club 1200. At the end of the fray, damages were assessed—one crestfallen speaker for the Roundtablers, one baffled evaluator for the High Noons.

**SEC Roundtable Club 1041-46  
New York, N. Y.**

\* \* \*

### Novel Table Topic Session

The Long Lines Toastmasters recently had an enjoyable and different topic session. Topicmaster Paul Karelson skillfully conducted a mock radio news program which went something like this:

"Tonight we're going to be radio news correspondents. We go on the air in about 15 seconds so I won't have too much time to brief you. You see, you've all been given assignments of news stories to cover. That is, you were supposed to have been given them—but due to a slip-up on my part, you never received them.

"But knowing what great imagination and experience you fellows have, you're going to report your stories anyway. Of course, you'll have to make them up as you go along.

"Whoops! There's the warning signal. We're on the air . . . 'Good evening, ladies and gentlemen. Welcome to your regular 5:45 news round-up. For our first report on what caused that big explosion which woke the entire town up at 3 o'clock this morning, we switch to Kalamazoo, Michigan—Gus Gustafson reporting.'"

John Kelleher, Bob Burke, Ed Russell, Bill Fahr, Jack Cella and Jim Paul gave on-the-spot coverage of other news events, while Announcer Roy Woodruff delivered a commercial for the sponsor—"Granny's Home Made Oregon Cranberry Sauce."

**Long Lines Club 3040-46  
New York, N. Y.**

### President Visits Nevada

Making the first visit by an International officer to the state of Nevada, International President Emil H. Nelson recently addressed Toastmasters of District 59 in Reno. During the evening, he awarded Pres. Howard McMullen of Sparks 1449, the Certificate of Merit for completion of Basic Training, and was presented with a silver belt buckle by District Governor Ensio Tosolini. Immediate Past Governor Roger Joseph was toastmaster of the evening.

During his Nevada stay, President Nelson inspected the site of the 1960 Olympic Games, to be held in February at nearby Squaw Valley.

**District 59  
Nevada**

\* \* \*

### Club Holds "Dr. Smedley Night"

A recorded address by Dr. Ralph C. Smedley was the highlight of a recent meeting of Lancaster, Pa., Toastmasters. Members of the new Conestoga Club 1090 and representatives from clubs in Ephrata, Hershey, Hallam, York, Middletown, Reading and Philadelphia joined in observing "Dr. Smedley Night."

District 48 Governor George Flannery presented the new Conestoga Club with Charter 1090, and Dr. Armand G. Sprecher, past governor, installed officers of both clubs. Speeches were given on the history of the Lancaster Club and the history of Toastmasters International.

Dr. Smedley's address was introduced by International Director Walter P. Moran. After the address, the first presentation of the Dr. Ralph C. Smedley Evaluation Award was made to Richard S. Warren for his consistently outstanding evaluations in the past. At future club



*Int. Pres. Emil H. Nelson inspects site of 1960 Olympic Games with TM Martin Seltzer of Reno Club*



*Lancaster Toastmasters and guests assemble for "Dr. Smedley Night"*

meetings, the award will be presented at the discretion of two members of the Educational Committee to the person giving the best evaluation of a speech during the program.

**Lancaster Toastmasters 1723-38  
Lancaster, Pa.**

Visual aids can help you

# Illustrate Your Speech

By CONRAD T. WINGEFELD

**T**HE SURPRISING FACT about visual aids in Toastmasters training is that we make so little use of them.

Yet we are flooded, we are surrounded with various forms of visual aids in our everyday lives. We sit before our TV screens. Billboards line our highways. We read picture magazines, look for illustrated articles. But, with the exception of Basic Training speech No. 4, "Hands Up!" I would be willing to wager that not one speech in ten makes use of this important aid to speech presentation.

Used effectively—and don't get me wrong; a large percentage of our TV and billboard displays do not come under this classification—visual aids and props can be a most effective addition to your speech, helping to make it more stimulating, interesting and meaningful.

*But*—and this is a very big *but*—to get the most effective use out of these speech assistants, it is necessary to observe a few basic and simple rules.

*First: Make your aids appropriate to your speech.* Display samples, pictures or charts relating only to

the subjects you are speaking about. Resist all temptation to go afield, no matter how inviting or interesting the picture or chart might be in itself. In other words, don't talk about potatoes and then hold up a bunch of carrots, no matter how fine they may be. If you illustrate with charts, make them relate closely to your subject matter. In speaking about the growth in number of cars on the highway, present a chart portraying that rising curve. A graph illustrating how many people carry driver's licenses would not emphasize your point. In short, use your props to *illustrate* your speech, to give your listeners a picture of what you are actually talking about.

*Two: Have all your props ready before you speak.* Don't come to the speaker's rostrum and then proceed to set up elaborate props. Such last second preparation breaks the smooth continuity of the meeting, distracts the audience's attention, and delays your speech.

If necessary, arrive a few minutes early and set up your props before the audience arrives. If a very elaborate setup is necessary,

try to arrange to be the first speaker on the program. Otherwise, have your arrangements made, but out of the way of the other speakers, and where they can be drawn into view in a few seconds' time.

*Three: Keep your props simple.* Don't get so involved in working with complicated props and various types of charts, geegaws and what-not that you fail to get your message across. Remember, these are aids to the talk, and not vice versa.

*Four: Use visual aids large enough so that you can be sure they can be seen by your entire audience.* There are few of us who have not at some time or other experienced the frustration that comes from having a speaker display a chart or picture that was impossible for us to see. To avoid doing this to your listeners, it is necessary to have some conception of the size and type of room in which you're going to speak. But don't take chances; stay on the safe side and keep your visual aids large and clear. Far better too big—within reasonable limits for handling, of course—than too small.

*Five: Use your visual aids correctly.* In other words, remember that they are there for the audience's enjoyment, not yours. If you

are displaying them on an easel, don't stand in front of the easel and block your audience's view with your body. Stand at the side and use a pointer to call attention to various aspects you wish to bring out. If you are holding your aids, then *hold them up*, and show them to the audience. Don't stand and admire them yourself. When you're through making your point, put them down and out of the way, so they will not distract the attention of your listeners.

And one last warning! Don't pass out any material to the audience before or during your speech unless it is absolutely necessary for your listeners to see it or use it while you are actually speaking. You run the danger of having them spend their time reading, instead of listening to you.

There is a much-quoted adage that claims: "One picture is worth 10,000 words." We've never been exactly sure of the truth of this, having a mental reservation that it depends on the words and on the picture. Certainly we don't want Toastmasters replaced by a series of pictures. Good, appropriate visual aids, however, will help you achieve your speech purpose if you remember to incorporate them into your speech and to use them well.

Conrad T. Wingefeld, immediate past governor of District 57, Calif., is a member of the Berkley Toastmasters Club 57. He is office manager for the Zellerbach Paper Co. of Oakland, Calif.



Use your  
Toastmasters  
training

# After Retirement

By ERNEST S. WOOSTER



FOR THOSE UNEASY Toastmasters who find that this era of "youth-knows-all" is harrassing their accumulating years into frantic futility, there is hope. There is a new world to be explored and conquered.

If you are one of those for whom the calendar has turned over so many times that the boss is about to tap you on the shoulder and say, "Sorry, Bill, you've had it," you may entertain some apprehensions.

Not at first. Your initial entry into the world of those permanently disengaged from salaried toil will give you a happy freedom, a holiday with no back-to-work ending. But after a few of those trips you've looked forward to so long, they become like the experience of the bride who rode with her husband on his garbage truck. The places were different, but the atmosphere was the same.

There may have been a million things you had been planning to do in this long, long leisure. After you've finished about a quarter of

a million or so, however, they begin to lose their importance. It's the loss of the contacts and associations that's the real spirit-breaker. You don't get much companionship out of a cellar hobby or backyard gardening.

When the boss finally decides he can conduct his business without you, you'll find yourself in the company of some 15,000,000 conscripts into the army of the permanently unemployed.

Don't be misled by the Horatio Alger stories of elderly persons who are making millions, holding down important jobs or carving out new careers. After all, how many Grandma Moses' are there? These late-in-life successes are like albino crows—interesting, but not numerous enough to give after-60 life a brilliant hue.

But there is an opportunity for the after-60 Toastmaster to do something about this period, which gerontologists usually refer to as "the aging process," the "later years" or the "sunset years." You

can head a rescue party for these lonely derelicts of business and industry, the widows, and all those who sit hopelessly in easy chairs rocking themselves daily closer to the grave because they don't know what else to do. Loneliness is one of their most dangerous ailments.

You can use your Toastmasters training to organize these denizens of the old-age jungle into clubs, giving them new purpose in life by bringing them companionship and activity.

It may be one of the most useful things you have ever done.

Most of the "old-age" clubs are dominated by praiseworthy do-gooders who just can't imagine that the poor dears they think they are helping might want to do anything all by themselves. They forget that the oldsters were the dominant generation only a few years ago.

So they lay out delightful little juvenile programs, usually consisting of checkers, cards and croquet, with a slight seasoning of such exciting occupations as viewing home movies or travel slides.

I'm an Old Toastmaster. I belong to a group of Senior Citizens. But ours is no kindergarten. We brook no aid or assistance. We use the Toastmasters formula of "Do-it-ourselves." We did receive the part-time use of city recreational buildings, one of which we furnished throughout at a cost of around \$1800, and to which we are from time to time adding dollar outlays.

Some of our members have passed right by sponsored clubs in their own communities to join us. It's not because they love labor, but

because they want to be in a club which runs its own affairs.

Our local Chamber of Commerce recently gave us a Certificate of Recognition for our civic services. Our employment bureau finds jobs for members. Our aid and care committee assists the surviving spouse in the event of death, and obtains assistance and equipment for all members who are ill.

We devise our own programs. We have a choral group. Our own orchestra plays for our twice-a-week dances. We have over 700 members who have paid membership fees.

Any Toastmaster can use his Toastmasters training to lead a group of retirees to independence and usefulness, to companionship and activity. He can help to vacate many a rocking chair. He can direct the remnant lives of forgotten and despairing people into patterns of greater satisfaction and of usefulness. He may relieve some three-generation homes of irritations, and bring one-room occupants into congenial company.

He will accomplish all this by inspiring these older folks to *do-it-themselves*.

There's a good place for the Toastmaster who is about to retire if he wants to make use of his Toastmaster-learned skills in a new field.

It's a challenge, an opportunity, and a duty. ♦

*A 30-year Toastmaster, Ernest S. Wooster is a charter member of the Santa Ana, Calif. Toastmasters Club 15, and president of the Santa Ana Senior Citizens Club.*



# PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

## Wisdom from the Past

There are few problems in Toastmasters work which are altogether new. Most of them have been faced in the past, and we can learn from the experiences of years ago. For example, in the September, 1936, issue of THE TOASTMASTER the following paragraph appeared:

"No Toastmasters Club which permitted its meetings to degenerate into unworthy exhibitions has yet been permanently successful. Any club whose members get into the habit of carelessness in preparation and delivery of speeches, or of disregard for the values of thoughtful criticism, will soon find itself slipping in attendance, in interest, and in the esteem of its community. The people on the outside think highly of us and expect much of us. So do our new members. So should we all. If the visitor or the new member finds himself in an atmosphere of unclean stories, low ideals, and careless conduct, he will not take long to decide that this does not merit his time and attention—and he will be right. Every club is under obligations to maintain its work on the highest standards of

morality, manners and scholarship. If it does not deserve that much bother, it is not worth keeping up. Discourage filth. Demand the best that is in your members. Be satisfied with nothing less than the best from them, and the best for them."

Read those sentences with your own club in mind. Then try to apply this wisdom from more than a score of years ago to the situation of today. Realize that your club has a right to exist and to claim the time and attention of busy men only in proportion to the worthiness of the work it does in providing programs of merit for its members to enjoy and profit by. Toastmasters must always be more than just a club. It is an education and an inspiration to men, or it is not worthy of existence.

## We Must Be Examples

Do you make full use of your Toastmasters training and of the skills which you have acquired? Do the people with whom you talk have occasion to note any difference between your speech and that of others who have not enjoyed such training?

The man who is or has been a

Toastmaster ought to keep in practice in his improved speaking, not only by using it in public address, but by bringing it into play whenever he talks. Our daily conversation offers an opportunity to practice the principles of public speaking. Here is the challenge to think before we speak, to arrange our thoughts quickly and to phrase them correctly, to choose the right words, and to pronounce them correctly and clearly. Perhaps most important of all is the opportunity to listen respectfully and attentively, and to appraise the value of what is said.

One reason why so much of our conversation is useless and futile is that we talk so carelessly and thoughtlessly, completely failing to realize that every conversation is, in effect, a "public speech" and that it can be used as a convenient method for improving our speech habits.

But equally important is our conduct when we have to say something in other groups. Suppose you are presiding over a committee, or over a board of directors, or over some club meeting. Does your conduct on such an occasion mark you as a man who knows how? Suppose you have to make a report to such a meeting, or to participate in a discussion of some problem of importance. Do you arrange your thoughts and present them in the logical, concise and clear manner characteristic (we hope) of a man with Toastmasters training? Do your associates in the meeting listen to you with notable interest because of the worthiness of what you

say, and the manner in which you say it?

Here is a good place for some searching self-evaluation.

On all too many occasions, I have heard Toastmasters, even in the discussion at a district meeting, speak in a manner which reflected little credit on their training.

To my way of thinking, any meeting of Toastmasters should be an example of good order, good communication, and good conduct in general. Whether it is a committee of a local club, or a meeting of the District Council, or a discussion in a District or Zone Conference, or even in the International Convention, the proceedings should present a demonstration of good planning and exemplary conduct in the management of the meeting and in the participation by the members. Other people expect it from us. We should hold ourselves to high standards of performance. We should frequently engage in self-evaluation, critically reviewing what we have said and how we have said it in some informal period of talking.

Continuous practice and self-evaluation are the price of becoming and remaining good talkers. We ought to require good performance of ourselves, partly for our own good and partly for the sake of the impression we make on others, who may remark, on the side: "I thought that fellow was a Toastmaster, but I can't see that he talks any better than the rest of us."

Far better is it to hear the comment: "That speaker must belong to a Toastmasters Club. He talks like a Toastmaster."

## For a Wonderful Program

For an evening of education and entertainment, devote a program to speeches on the Seven Wonders of the World. This will lead the speakers into some neglected fields of study, and will open their eyes to much which they have forgotten, if they ever knew it; and will provide material for a series of speeches really worth hearing.

Limit each speaker to five minutes, and the seven speeches will not make the program too long. If the talks are well prepared and well presented, the audience will not object to the time it takes.

What are those Seven Wonders? Oh, you remember them, don't you? There were the Pyramids of Egypt, you know, and the Hanging Gardens of Babylon, and—and—well, wasn't the Colossus of Rhodes another? And then there was—ah-h, some temple or other—I associate it with "Great is Diana of the Ephesians"—ah! That is it—the Temple of Diana of Ephesus!

Now what interest can we have in that temple? We have bigger buildings than that right here in the U.S.A., or even in London or

Paris. But it was listed as one of those Wonders, so there must have been something about it. I'll look it up.

That finishes my list, so here we go to the encyclopedia for the rest of the wonders. We find the Pharos of Alexandria, the Statue of the Olympian Jove of Phidias, and the mausoleum of Artemisia at Halicarnassos. That makes up the seven.

What a list of words! What a lot of study it will take! But then, it may be interesting. Certainly it will introduce our club to a lot of unusual information, and it will give the speakers something to work on at the library.

For another good program of cultural value, we might have an evening with the Seven Wonders of the Modern World. We could list the Eiffel Tower and the Atlantic Cable, the phonograph and the wireless and the A-bomb, jet planes and many other things. Make up your own list; but don't overlook this idea for a wonderful program—for two of them, in fact. Put your imagination to work, you Educational Vice President, and you can produce results.

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*Iron rusts from disuse, stagnant water loses its purity and in cold weather becomes frozen; even so does inaction sap the vigors of the mind.*

—Leonardo da Vinci

*Where there is much desire to learn, there of necessity will be much arguing, much writing, many opinions; for opinion in good men is but knowledge in the making.*

—John Milton

# Say and Write What You Mean

By E. A. THOMPSON

**S**INCE BUSINESS is a very general activity, most people being engaged in business in one way or another, the language that belongs to it is widely used and deserves some consideration on the part of those who study English.

When you write to a person you are really talking to that person from a distance. In talking to a person you do not say "Your esteemed remark of a moment ago is hereby acknowledged and contents duly noted." You do not follow up with "Beg to advise that shipment went forward on tenth instant, and hoping same will be found to your entire satisfaction, we remain." (At least I hope you don't.) But if you do, then your speaking and writing and probably your thinking also need to be revised.

Listen to these gems of archaic Business English. Listen also to what I think of them and you will never, I hope, address a letter to me with such frills and embroidery:

## I Beg to Advise

Beg if you must, but get out on the pavement to do your begging.

Don't reduce any self-respecting business house to such underground levels. Say what you have to say and don't preface it with such soft-soap as "beg to advise."

## Contents Duly Noted

If you have not noted the contents of the letter that you are answering you are in no condition to answer it. It would be downright insulting not to read, and note, a serious letter that comes to you.

## Esteemed Favor

This is not a synonym or an alibi or an alias for the good old Latin word *letter* and used this way the two words *esteemed* and *favor* mean the same thing. Call a spade a spade unless you treat business as a masquerade.

## Your Kind and Appreciated Letter

Always and everywhere evince courtesy but don't paste it on so thick that there will be more icing than cake. The total composition tone must convey kindness and consideration but if you fingertip

courtesy you run the risk of getting yourself accused of insincerity and artificiality.

### Attached Hereto; Enclosed Herewith

If a thing is attached it is very likely to be hereto. If a thing is enclosed it is very likely to be herewith. You may attach something to something in an envelope besides the letter proper, but it would not be good to do so. I suppose you may say that you enclose something herewith in contradistinction to therewith, meaning by the latter, another letter. But this would be precious and far fetched. Don't quibble.

### Ultimo, Instant and Proximo

These words were used in epistles five or six centuries ago just to show off Latin learning, and to impress the recipient of letters with the fact that the writer could calculate time by the calendar, then a new and complicated document. Nowadays Latin is a dead language and everyone can read a calendar.

### Permit Us to Inform You

Inasmuch as you are at some distance (or you would not be writing) I am helpless about the matter of permission. In the name of all

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that is paraphrastic, wordy, and diffuse I ask what *do* you mean?

### I Would State

Why not give the unassuming little Anglo-Saxon word *say* a chance in competition with the high sounding *state*. And why use *would*? You fully intend to say something, so why beat about the bush?

### Hand, Matter, Pleasure, Per

"In regard to the matter of your esteemed favor we take pleasure in handing you herewith as per your request" and so forth. Just abstain from these word horrors or see your doctor for a heavy anaesthetic.

### Wishing, Hoping, Trusting, Anticipating

When your letter is finished it's finished. Don't frame it off with such ancestral blather as "Hopefully anticipating your favorable reaction to this unusual opportunity." Don't clinch a message with a grand and elaborate participial getaway.

This article is directed to you and I am,

Cordially yours,

*E. A. Thompson is a member of the Hong Kong Toastmasters Club 1364-U.*

*The things we don't know are innumerable large. We can discover them and I believe we will—if we aren't afraid to keep on asking questions.*

—Chas. F. Kettering

# WHY be a Toastmaster?

By FRANK CURTIS

I HAVE A QUESTION to ask Toastmasters everywhere: *Do you have an answer ready when someone asks, "Why are you a Toastmaster?"*

I have; in fact, I have two—one for the seriously interested person and one for the merely curious type.

To dispose of the second type first: I tell him, "I belong to Toastmasters because it's fun and it helps me in business, social and home life." If I see a spark of interest, I launch into the answer I keep for the seriously interested inquirer.

This man usually knows something about Toastmasters; perhaps he has heard of someone who has been helped by our training and is anxious to receive such assistance himself. To him I say: "Toastmasters training helps me in *thinking*—and in *listening* and *speaking*." This often comes as a shock to our questioner; many people believe that the only thing we do in Toastmasters is talk.

Everything starts with thinking, I say. In order to make a suitable talk, write a good letter or carry on an interesting conversation, first you have to think. In Toastmasters we learn how to think and to organize our thoughts. Table topics help us to think quickly. Our planned speeches give us time to think more thoroughly, to pick and choose our best ideas and material.

The second part of our training is in listening. We call it *evaluation*. To give a speaker constructive criticism, it is necessary to listen and remember what the speaker said. After a few sessions as evaluator, we learn to pay close attention to every speaker and to everyone with whom we have dealings.

Speaking, the third part of our training, is generally considered the most important. It is the result of our serious application to the first two parts. It is very important for us to express ourselves concisely, in plain, understandable words—and to do this while we are on our feet. Our progress here comes from table topics and programmed speeches.

After a few meetings, anyone who listens and thinks, finds he is making better sense in daily conversation, is making fewer useless statements and is more easily understood. Being a Toastmaster makes it easier to influence and convince other people. It helps in business, social and home life.

All of this costs so little in time and money.

Where else can you get so much for so little? ♦

*Frank Curtis is a member of the Diablo Toastmasters Club 598, D-57 Walnut Creek, California.*

OMAHA—

## Toastmaster Town of the Month

A SIGNAL from Washington, D. C. could make Omaha, Nebraska, the most important city in the free world. Omaha is the home of the Strategic Air Command. In time of war, the SAC nerve center just outside the city of Omaha would spring into action. In a matter of minutes, Omaha would become the hope of free nations everywhere.

The people of Omaha hope that signal never comes, for theirs is a peaceful city, content to serve as one of the great metropolitan centers for mid-America. Omaha, situated on the west bank of the Missouri River, is located at the nation's crossroads. It lies near the heart of America's agricultural empire. With 19 meat packing firms, it is the world's largest livestock market and meat packing area. It is the world's largest producer of butter and the nation's largest producer of fruit pies. It is the second largest food processing center in the United States, fourth largest railroad center, site of the nation's largest Federal Reserve Land Bank and home of the world's largest health and accident insurance company. The Omaha area is an industrial complex turning out 1½ billion dollars worth of manufactured products annually.

To the 309,000 people who live in Omaha, manufacturing, processing and commerce are only part of the story of their city. There is the story of Father Flannagan's Boys' Town ten miles west—a story that has touched the hearts of millions. There are fine educational institutions: Municipal University of Omaha, Creighton University, University of Nebraska College of Medicine, Duchesne College and College of St. Mary. There are 68 scenic parks covering some 3,300 acres. There is the new \$7-million Municipal Auditorium and Ak-Sar-Ben (Nebraska, spelled backwards) with its Coliseum offering a variety of recreational and agricultural attractions. There is the Joslyn Art Museum, the Omaha Community Playhouse and the Symphony Orchestra.

And there are Toastmasters clubs—15 of them to be exact. The first Toastmasters club, Omaha 229, was chartered May 13, 1942. The newest club, South Omaha 2842, was chartered Sept. 23, 1958. Together with other clubs in District 24, they form one of the most active districts in Toastmasters International. Omaha Toastmasters take an active part in community affairs. Many of them are on call as speakers for other organizations.

The name Omaha comes from an Indian word meaning, "those who go upstream or against the current." Toastmasters of Omaha are showing the same progressive spirit, as they help to make their community a better city.



## JUST IN JEST

This is still the land of opportunity. Where else could you afford to spend so much for so little?

Kansas City scout Bubber Jonnard received a letter from an aspiring young pitcher who asked for a chance to prove himself. "I have a fast ball like an intercontinental missile, a curve that arcs like a satellite, an inshoot that looks like a profile of Jayne Mansfield, and a drop that dives like the Nautilus."

"Did you bring him in for a look?" Jonnard was asked.  
"I sure did," grinned Bubber. "Then I traded him to the Defense Department for two space cadets."

"My family is politically mixed up," the woman told the canvasser. "I'm a Republican; the old man's a Democrat; the kid's wet; the cow's dry; and the cat's on the fence."

The guest at the dinner party, arriving late, found a seat reserved for him near the head of the table, where a goose was being carved.

"Oh," he exclaimed, "so I am to sit by the goose!"

Then, observing the lady on his left, he made haste to amend an awkward phrase. "I mean," he said, "the roasted one, of course."

The customer at the lunch counter was struggling valiantly with his not-so-choice cube steak. Finally he put down his knife and said to the proprietors: "It's a shame to fry a tire that still has so much tread on it!"

*It's best to remember that half the people aren't interested in your personal troubles, while the other half are glad you're getting what you deserve.*

*There is a lot more begging done on expensive letterheads than with tin cups.*

*Middle age is when each day makes you feel two days older.*

*"They say that paper can be used to keep a person warm."*

*"I'll say. I once owned a mortgage that kept me sweating for 15 years."*

*On a snowy morning, the path of least resistance is likely to be the one the milkman took.*

*Almost everyone knows the difference between right and wrong. But some just hate to make decisions.*

*When you see a father and son having a man-to-man talk today the one with the beard is the son.*

*Our definition of disillusionment is finding a corn pad when drinking champagne from a slipper.*

*Gay blades have a weakness for skating on thin ice.*

*Our tax system is based on the law of supply and demand. We supply the amount the tax collectors demand.*

*Fog is stuff that is dangerous to drive in—especially if it's mental.*

# 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)

Commendations for Radio Station WHIT, New Bern, N. C., are in order. For the past nine months, the Toastmasters Club of New Bern has presented a half-hour radio program from 10 to 10:30 every Wednesday morning.

All Toastmasters have the opportunity to appear on the radiocast. On one program, a panel discussion by Toastmasters about "Industry in New Bern" was presented, and as a result, a large local firm wanted to sponsor the Toastmaster program on a full-time basis.

We New Bernians feel that the extemporaneous nature of radio conversation provides a Toastmaster with a keener repartee and speaking poise.

We highly recommend radiocasts to all clubs throughout the country.

Carl H. Durham, Sec.  
New Bern Club 2991-37  
New Bern, N. C.

My husband was one of the organizers of the Gibraltar Toastmasters Club (2819-30)—The Prudential Insurance Company of America group.

His enthusiasm for Toastmasters has stimulated my interest. Each month I read *The Toastmaster* and benefit from its contents.

Our three growing sons will be Toastmasters.

Mrs. Edward F. Carleton  
Flossmoor, Ill.

May I pass on my thanks for the complimentary subscription to *The Toastmaster* which you entered in my name. I have enjoyed each issue, and I have been helped in preparing my talks and presentations.

Last year, when my daughter was taking "Speech" in high school, she showed a copy of the magazine to her instructor who, ever since, has been anxious to have my "used" copies. It seems to me that such teachers should have your "book" available for its inherent use and for the future Toastmasters in their classes. Do you have provisions for getting the magazine into teachers' hands? I would like to help "our" teacher, if possible.

Harry A. Harchar  
Editor, "Boys' Life"  
New Brunswick, N. J.

*Special subscriptions to THE TOASTMASTER are available for \$1.50 per year. Many clubs have found that a gift subscription to the Speech Department of their local high school is an excellent gesture in fostering good community relations and creating interest in Toastmasters.—ED.*

Thank you for the copies of the December *Toastmaster*, containing the reprint from "Comment." This, of course, is the highest type of flattery—so catch our buttons.

Robert E. Pohl, Jr.  
Pacific Press, Inc.  
Los Angeles, Calif.

Our Regional vice president, Mr. Merrill Grafton, was chairman of the Large Firm Division in the Community Chest-United Fund drive this year.

Mr. Grafton informed me today that the drive was a success and attributed much of this accomplishment to our Toastmasters Club 2385. Our club volunteered a team of speakers to assist Mr. Grafton and from all reports they were very effective.

The speakers were not without their usual evaluation, but this time it was in the form of audience reaction through the medium of their pocketbooks. Since the quotas were exceeded, it was obvious that the speakers succeeded in getting their central idea across.

Our district governor, Don Muller, has been encouraging outside speaking and I am pleased to report that our first group effort in putting our Toastmasters training to work in the community was a complete success.

Joseph R. O'Connor  
Area Governor, D. 47  
Jacksonville, Fla.

Can't we accept the fact that there are periods in club growth when we lose members for reasons not our fault? This doesn't keep us from being a good club. What causes a poor club is our defeatist attitude about our temporary lack of members that makes us accept poor performance because we are too small to matter. Nothing could be farther from the truth. The more acute our need for members, the more important it is for us to put forth every effort to make each small part of the program a conscientious performance prepared with effort and executed with pride. . . . Lack of enthusiasm . . . results in a monotonous program pattern and in turn members lack a sense of responsibility in filling assignments. No one person

can create or destroy the enthusiasm of a club. . . . Preparation plus enthusiasm will kindle a reaction in the visitor and membership will improve by the only sure-fire method known—individual contact.

Lew Boucher  
Central Montana Club 479-17  
Lewistown, Mont.

Thank you for printing the wonderful article "Speak for Safety" by Paul Jones, Director of Public Information, National Safety Council (December, 1959). For the past several years I have attended the National Safety Council and Federal Safety Conference in Chicago. During these conferences, many of the staff of the National Safety Council found out I was not only interested in safety, but also Toastmasters. The year the Boy Scouts of America launched their "Good Turn for Safety," I talked to some of the Boy Scout officials at the Safety Congress and suggested that perhaps Toastmasters would help the boys. This is now a proven fact—and made me proud to be a Toastmaster.

Now the article "Speak for Safety" . . . So many of Paul's comments strike home at the problems of safety—I know, talking, preaching and practicing safety is both part of my job in the Veterans Administration and my main civic effort in the Silver Spring, Md., community. . . . I know the value of getting the safety messages through to our listeners.

We are also letting the National Safety Council know how much we were pleased with this article. I feel I can guarantee you that members of the two Central Office VA TM clubs and the VA Gavel Club will, from time to time, "Speak for Safety," the same way Club 1314 has done in the past.

R. A. Bradley  
Club 1314-36 and 2920-36  
Silver Spring, Md.

# New Clubs

(As of December 15, 1959)

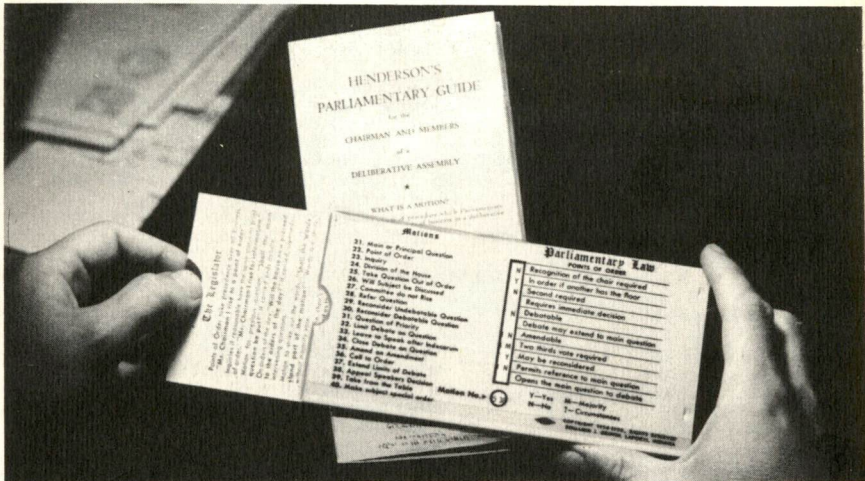
- 232 RICHFIELD, Minnesota, (D-6), 4-3-5, Thurs., 6:15 p.m., Minneapolis-Richfield, American Legion Post 435.
- 364 SPOKANE, Washington, (D-9), Geiger, Mon., 11:30 a.m., Geiger Field Officers Club.
- 774 GRINNELL, Iowa, (D-19), Grinnell, Wed., 6:30 p.m., Presbyterian Church.
- 1300 PALM SPRINGS, California, (D-F), Palm Springs Officer's, 1st Tues. & 3rd Thurs., 6:45 p.m., Training Room, Palm Springs Police Dept.
- 1400 FORT SILL, Oklahoma, (D-16), Red-leg Criers, alt. Mon., 11:30 a.m., Ft. Sill Officers Open Mess.
- 1430 WATERVILLE, Maine, (D-45), Elm City, 1st & 3rd Thurs., 6:30 p.m., Hotel Elmwood.
- 1944 CLARKFIELD, Minnesota, (D-6), Clarkfield, alt. Wed., 6:15 p.m., Laura's Diner
- 2083 CHICAGO, Illinois, (D-30), O'Hare Field, Thurs., 7:30 p.m., O'Hare Field.
- 2130 PICO RIVERA, California, (D-F), Pico Rivera, 1st & 3rd Mon., 5 p.m., Shangri La Restaurant
- 2470 FAIRBANKS, Ladd AFB, Alaska, (D-U), Denali, Mon., 12 noon, Ladd AFB Officers' Club.
- 2621 CHICAGO, Illinois, (D-30), Campbell, 1st & 3rd Tues., 4:45 p.m., Campbell Soup Company Cafeteria.
- 2666 GREAT FALLS, Montana, (D-17), Malmstrom NCO, Tues., 7 p.m., Jet Line Inn.
- 2688 ARUBA, Netherlands Antilles, (D-U), Aruba, 2nd Wed., 8 p.m., Trocadero, Oranjestad.
- 2780 OTHELLO, Washington, (D-33), Othello, Thurs., 6:30 a.m., Freddie's Cafe.
- 2922 DeLAND, Florida, (D-47), DeLand, 2nd & 4th Wed., 7 p.m., Rymals Restaurant.
- 3045 KINGSTON, Ontario, Canada, (D-61), Limestone City, Thurs., 6 p.m., British American Hotel.
- 3048 PALO ALTO, California, (D-4), Dynamic Speakers, Wed., 5:30 p.m., The Old Plantation.
- 3050 FORT MYERS, Florida, (D-47), Fort Myers, Thurs., 7 p.m., Johnny Shays Restaurant.
- 3053 HINTON, Alberta, Canada, (D-42), Hinton, Wed., 6 p.m., Athabasca Valley Hotel.
- 3063 GREENVILLE, Texas, (D-25), Greenville, Thurs., 6:45 p.m., The Washington Hotel.
- 3064 LEAMINGTON, Ontario, Canada, (D-28), Sunparlor, 2nd & 4th Tues., 6:30 p.m., Lakeshore Terrace Hotel, Kingsville.
- 3065 TEMPLE, Texas, (D-25), Temple, Thurs., 6:30 p.m., Kosels' Restaurant.
- 3068 LONDON, England, (D-18), First London, 1st & 3rd Wed., 7:45 p.m., The Railway Hotel, Station Road, Edgware.
- 3069 FORT WORTH, Texas, (D-25), Metropolitan, alt. Wed., 6:45 p.m., Birkley Coffee Shop.
- 3070 DREUX AIR BASE, France, (D-U), Druids, 1st & 3rd Mon., 7:30 p.m., Dreux AB Officers Club.
- 3071 FORT McCLELLAN, Alabama, (D-48), Fort McClellan, 1st & 3rd Wed., 11:30 a.m., Oasis Room, Officers Open Mess.
- 3075 RANCHO CORDOVA, California, (D-39), Raconteurs, Tues., 6:45 a.m., Casa Cordova.
- 3079 MIAMI, Florida, (D-47), Flamingo, 1st & 3rd Thurs., 12 noon, Officers Open Mess, 2858th Air Base Sqdn. Miami International Airport.
- 3081 SANFORD, North Carolina, (D-37), Sanford, 2nd & 4th Mon., 7 p.m., Larry's Restaurant.
- 3083 GATLINBURG, Tennessee, (D-63), Smoky Mountain, 2nd & 4th Tues., 6:15 p.m., The Mountain View Hotel.

## 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. Ferras  
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. Flanigan  
30. Dean Kline  
31. Maurice F. Byington  
32. Howard I. Bond  
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34. David N. Tufts  
35. Ralph E. Howland, Jr.  
36. William E. Spicer  
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38. George J. Flannery, Jr.  
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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
- 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  
38 Linden St., Fall River, 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  
1526 Chestnut St., Philadelphia, 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

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