

APRIL, 1958

The TOASTMASTER

IN THIS ISSUE:

What Qualities Make A Speaker Effective?

By Robert T. Oliver

Do-It-Yourself Psychotherapy

By Philip B. Phillips

Also: Try a Book Review; Duties of a
Critic; Don't Hide Your Candle; A Key
to Success; How Much in Five Minutes



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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 2600 clubs which are located in every state of the Union, every province of Canada and in 28 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."—Publius Syrus, 43 B.C.

the TOASTMASTER

For Better Thinking—Speaking—Listening

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INDEX

WHAT QUALITIES MAKE A SPEAKER EFFECTIVE?—By Robert T. Oliver.....	2
DO-IT-YOURSELF PSYCHOTHERAPY—By Philip B. Phillips.....	10
TRY A BOOK REVIEW—By Adrian D. Smith.....	14
ACROSS THE DESK—By Ted Blanding.....	16
PERSONALLY SPEAKING—By Ralph C. Smedley.....	18
A KEY TO SUCCESS—By Samuel McDonnell.....	25
THE DUTIES OF A CRITIC—By M. Lattey.....	28
DON'T HIDE YOUR CANDLE—By Mal Johnson.....	30
HOW MUCH IN FIVE MINUTES?—By Charles Willeford.....	34

CLUB TO CLUB, 20—CONVENTION, 26—EDITORIALLY SPEAKING, 32—BOOK REVIEW, 33—LETTERS TO THE EDITOR, 38—JUST IN JEST, 39—NEW CLUBS, 40.

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APRIL, 1958

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what qualities make a speaker EFFECTIVE?

"IT'S NOT WHAT you say that counts," President Dwight D. Eisenhower said in 1952, laying down his own personal code of political campaigning, "but whether they believe you when you have gone." In politics and in many other areas of human relationships, there is so much of saying—and so little of believing, especially after the speaker has gone.

The eloquence and the weighty evidence, the intricate reasoning and the dazzling phrases, the penetrating power of a man with a message and the skill of voice and manner to present it—all this may rouse a packed audience to frenzied and sincere applause while the words reverberate from the platform. Then comes the restfulness of the night, and the duties of the next day, and a casual forgetfulness of the enthusiasm of the evening before.

It's not what you say that counts, but whether they believe you when you have gone.

The place was the basement of a Methodist Church in a small Pennsylvania town, where one hundred members of the congregation had gathered for a potluck supper and to listen to Reverend Ralph Abernethy, a Negro pastor from Montgomery, Alabama. The speaker told no tale of bitterness but a simple unemotional recital of the efforts of the Negro population of that former capital of the Confederacy to gain the right to ride the city busses without segregation. There was little in his speech to remember—except the vast depth of quiet determination when he said with slow solemnity, "We are tired of Jim Crow! We aren't going to have it no more." His audience believed him when he left.

Last summer I spent in Australia, making some 200 speeches myself during a 90-day trip around that huge and progressive country. One of the opportunities I cherished was to attend several meetings of a national club that is somewhat like

By ROBERT T. OLIVER

Dr. Robert T. Oliver, Head of the Department of Speech at The Pennsylvania State University, is also the author of 16 books, including "The Psychology of Persuasive Speech" and "Syngman Rhee: The Man Behind the Myth," and editor of two magazines, "The Korean Survey," a monthly, and "Today's Speech," a quarterly. World traveler and lecturer, he still finds time to act as Manager of the Korean Pacific Press of Washington, D. C., and Consultant to the R. O. K. Government in Seoul and to the Korean Delegation to the U. N.

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our *International Toastmasters*, in which businessmen gather for lunch and talks, seeking to improve their skills in oral communication. On each occasion they asked me, as a visiting American Professor of Speech, to evaluate what they were doing—and each time my comments were designed to be hardly kind. I felt as a surgeon must feel when he has to cut into living flesh to remove a diseased section in order to restore healthfulness to the patient.

Unhappily, the well-meant program of speech self-education was being largely misdirected. It was basically wrong, for it aimed at *correctness* and *impressiveness*, rather than at effective communication.

Each speaker left his place at the table to mount a small platform, where his separation from the group was emphasized, and where he gave the appearance of being on trial. Criticism dealt largely with his diction, articulation, and sentence-construction—and with his



poise, ease, and use of gestures. All of this, I told them as earnestly as I could, was undermining rather than strengthening the very skills they were seeking to implant.

When a man has a message to deliver to his fellows, it is the message that counts, more than its packaging. Instead of being "separated" from his listeners, every effort should be made to make them feel that he is one of them, one with them, in spirit, in purpose, and in manner. A real leader is, first, genuinely "one of the group," and secondly, superior to the group—in knowledge, in courage, in insight, in skill. But always and forever, we influence our fellows only as we first make it clear we are with them—and are interested in *them*, not in a display of ourselves.

The human mind is an all but impregnable fortress. Many who have worked hard at the job of influencing public opinion will agree with

Frank Grimes, of Abilene, Texas, who summed up his thirty-five years of writing editorials by saying: "We doubt if we ever changed anyone's opinion about anything . . . Basically, opinions are like fingerprints; they never change, and no two are alike in every respect."

Most of us have "won an argument" in the warmth of an evening's conversation, only to find that the next day our amiable opponent has stubbornly retreated back into the same error from which we had fondly thought to have liberated him. Opinions do change, of course, but most often involuntarily, or by deliberate free choice arising from experience and observation. Minds are like balky mules; when pushed, they dig in.

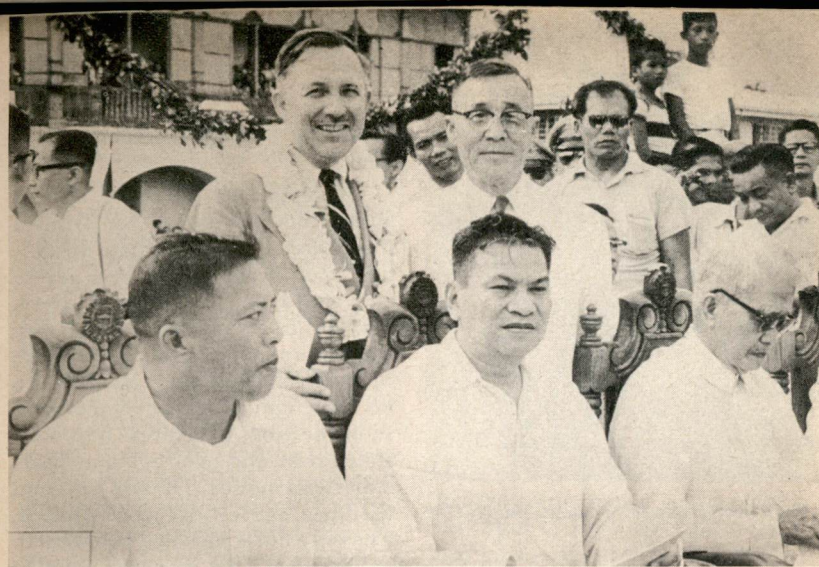
Nevertheless, the fact is that some arguments and pleas do penetrate and exert influence—whereas a great many others roll off the surface of the minds of listeners like raindrops spattering off a tin roof. The secret of successful persuasion is to find what it is that makes them "believe you when you have gone."

Ralph W. Gerard, in an article entitled "What is Memory?" in the September, 1953, issue of *Scientific American*, estimated that our human brains are so sensitive that each one-tenth of a second is "a frame of reference," and in each such interval we are capable of receiving up to 1,000 impressions. But as Norbert Wiener, the father of *cybernetics* (the science of the transmission of information), reminds us, "It is not the amount of information that is sent that is important, but the amount that can penetrate and become a trigger for action."

Experimental observation of many speech situations shows that we speak, normally, about 165 words a minute—but we think at the rate of 500 words a minute—three times as fast. The speaker who would exercise influence must remember that his audience is doing more than just passively assimilating what he says; it is also thinking for itself. Varina Howells Davis, wife of the President of the Southern Confederacy, Jefferson Davis, explained her husband's great success as an orator by saying, "He never forgot the members of his audience sit one by one." They sit not as a mass, but as individuals—listening, evaluating, remembering (or forgetting) in terms of their own individual "sizing up" of the character and dependability of the man who speaks.

What counts most of all is what Aristotle highlighted in his book on *Rhetoric*, more than twenty-three hundred years ago: "the proof of the person." Is the speaker the sort of man his listeners *want* to believe?

In September of 1956 it was my privilege to spend some four hours with the virile President of the Philippines, Ramon Magsaysay, whose accidental death in an airplane crash stunned the world on St. Patrick's day, 1957. When I went to Manila, neutralism was exercising a hypnotic appeal through large areas of Southeastern Asia, for it seemed to offer a safe route of escape for the weaker nations from the conflict between the Soviet Union and the major Western democracies. Agitators from both the left and the right were demanding the cancellation of American military



At the Barasoin churchyard, site of the 1st revolutionary congress, during the ceremonies marking 58th anniversary of the first Philippine Republic.

Seated, from left: Governor Alejo Santos of Bulacan, President Ramon Magsaysay and former President Emilio Aguinaldo of the first Philippine Republic. Standing, Dr. Robert T. Oliver and Minister Young Kee Kim of Korea.

bases in the Islands and adoption of an isolationist foreign policy for the Philippines. It seemed a magic solution for avoiding the gathering war—Cold or Hot—at no cost and with promise of much gain. "Why not," these agitators were asking, "work both sides of the street? Let's get everything we can from both sides, without risking attack by either."

Magsaysay had few arguments with which to refute these appeals—except the tremendous weight of his personal integrity. That afternoon I went out with him to hear him give two public speeches that were simple but powerful. "We are not that kind of people," was the burden of what he had to say. "What we believe in is threatened—and we Filipinos stand with our friends."

And all through the Islands the political dopesters were agreed on one basic point: Magsaysay was unbeatable at the polls. The people believed him after he had left. A greater testing time has now arrived—do they still believe him after he has died? Therein is a crucial question for the free world.

One of the most interesting speech situations at which I have been present was a conference between President Syngman Rhee of the Republic of Korea and U. S. Secretary of State John Foster Dulles, in July, 1953. President Rhee had recently released some 27,000 anti-Communist prisoners of war, rather than let them be "interrogated" by Chinese Reds in an effort to force their return to Red China—and Secretary Dulles had come to Seoul



The author at the 38° in Korea, March, 1949

to persuade him to agree to the Truce which the United Nations and the Communist invaders of Korea were about ready to sign. The situation was tense, and two men of remarkable personalities had come together to try to work out a solution.

Mr. Dulles' introductory comments were both forthright and conciliatory. "Mr. President," he said, "in the past the United States has done some things which were very harmful to Korea. Some of this has been because of ignorance—we just didn't know enough about the Asian situation at that time. Sometimes it was because of commitments and responsibilities which we have in other parts of the world and to other Allies. And you, too, have done some things we don't like very well. Now, why don't you and I forget the past—wipe it all out—and start off afresh. Let's do our best to think together to work out a program for the future that will be

good for both your country and mine."

This approach, of course, laid an admirable foundation for fruitful discussion of the immediate difficulties. But the problems were severe and could not be charmed away. Mr. Dulles went on: "What you want more than anything else is the re-unification of your country. So do we. The peaceful, democratic re-unification of Korea has been stated over and over again as basic American policy. It still is—and will be, until it is accomplished. The only difference is—you want to accomplish it by war; we want to accomplish the same result by peaceful negotiations. Won't you agree that it is better to solve the problem around the conference table than on the battleground?"

To this President Rhee replied, "Of course, we would prefer to achieve a solution in peace, rather than through war. No country has suffered so much from the war as we have. We have lost two million people in casualties and our whole nation is devastated. The war is more costly to us than to anyone. But you know as well as I do that there is no peaceful solution. When the United Nations refuses to settle the issue by fighting, do you imagine the Communists will agree to give up their hold on North Korea peacefully, just to prove they are gentlemen? I know they won't, and so do you.

"The real question is whether the United Nations is going to admit it has failed in Korea and just drop the matter without getting any solution. This would be disastrous for our nation. But it would also be a

disaster for the United Nations. Its prestige would suffer and that would mean it will be far less effective in the future as a peace-enforcement agency. Also, you will be leaving here in Korea the same division as before—and just as it has already resulted in war, it will surely do so again."

These talks continued for three days. During the first day it was established that the United Nations would insist upon signing the truce—and President Rhee agreed that, although he would not sign it, the Republic of Korea would "not obstruct it" for at least a period of ninety days.

For the next two days the talk revolved around a much more thorny issue: what would happen if the Communists should refuse to agree to a peaceful re-unification of Korea? President Rhee insisted that the United States should guarantee to renew the war, in case the negotiations failed. Secretary Dulles insisted that the United States was entering into negotiations with the expectation of success—"We do not start a conference expecting it to fail." "But," President Rhee replied, "what if it does fail? Surely, you must have some alternate plan in mind. What will you do if they do not agree?"

This was the point at which the talks finally broke off—left in an area of indecision. No commitments were made. No solution was reached. Both men are personalities of strong character and great good will. Both are statesmen of a high order. Both are confronted, as is the whole world today, with a problem for which no easy solu-

tion exists. What if the Communists do not agree—must it then be war?

This, too, is the question that squarely confronts the delegates in many of the debates at the United Nations. In the fall of 1952 I attended the General Assembly discussion of the Korean question, as a consultant to the Korean Delegation. At this session Andrei Vishinsky made a speech that lasted four and a half hours. As a speaker, he was terrifically effective. With his mass of wavy, snow-white hair and his red countenance, he was a striking figure. He knew and used all the tricks of oratory—waving his hands, gesticulating with his head, using facial expressions, and varying his voice through a wide range of tonal qualities. During this speech the galleries were crowded

The author with President Syngman Rhee of Korea



—and during the full 270 minutes, no one left, even though the dinner hour came and went. This was speaking of a high order—with all the fateful charm of a cobra poised to strike.

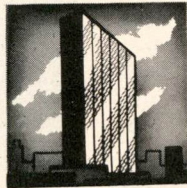
The next day Secretary of State Dean Acheson undertook to answer Mr. Vishinsky. Mr. Acheson took his place at the table with a huge pile of manuscript before him. His talk lasted for four hours, and during this entire time he seldom raised his voice and generally sat impassive, with little bodily action—not often even raising his eyes. Once again the galleries were packed with visitors—and once again, nobody left during the entire length of the speech. Each man was extraordinarily effective—yet by vastly different means.

Vishinsky put on a show seldom equalled in that oratorical arena. Mr. Acheson achieved an equal or greater effect with the cold precision of logic and the relentless piling up of facts. But at the conclusion there was a vast difference—the difference between the lightning and the lightning bug. For the audience—the delegates and the galleries—*believed Secretary Acheson when he had gone.* The structure of facts he had erected stood immovably where he had placed it, and could not be forgotten or ignored.

The United Nations is not often a setting for great speaking—any more than is the Congress or any other legislative body. But on occasion great oratorical effects are achieved—or great efforts fail.

When the United Nations met in Paris in 1948 it was again my privilege to be present. The Russians were then maintaining their blockade of Berlin and the danger of world war seemed fearfully close. In that session of the General Assembly the great English Labor Party Minister of Foreign Affairs, Earnest Bevin, rose to make a direct appeal to the Russians to help find a way to peace. His voice shook with emotion as he turned, on the rostrum, to address directly the Soviet Delegation and to appeal for an end to the Iron Curtain. “Let there be light!” he pleaded. “Drop down the curtain, and let ideas march back and forth across the borders. Let us seek understanding and solution of our problems!”

A few days later a special meeting of the General Assembly was called to hear Prime Minister Jawaharlal Nehru, who had flown in from India to add his own appeal for peace. In many ways Nehru was a most attractive figure. He



came dressed in a shabby overcoat, which added to the ascetic effect of his thin countenance. He mounted the podium with the tired air of a man who was devoting his life to service. His voice rang out with an unmistakably sincere appeal. But his words were strange to hear. He spoke as though the world struggle meant only that two power blocs were contending for advantage. And he appealed to the Communists and to the West alike to “drop the aggressiveness.” “The small peoples of the world

want peace,” he said. “India wants peace. Let us have peace!”

And during the next few days the corridors buzzed with talk of these two addresses. What they said of Ernest Bevin was, “He is without question a great man and a great statesman.” And what they said of Nehru was, “He sounded like a child. He doesn’t seem to understand the nature of the world in which we live.” Once again the great test was applied: whom did they believe when the oratory was cold and the chamber emptied? This is always the question that counts.

President Eisenhower’s “code for effective campaigning” leaves much to be desired. It can not please the logician — who knows that what counts are the facts and the logic, not the personality of the speaker. But it does echo a fundamental ob-

servations made one hundred years ago by Ralph Waldo Emerson and well proved in the experience of the race: “What you are stands over you and shouts so loud I cannot hear what you say to the contrary.” In the long run, it is character that counts. A leader who can be trusted will be followed—even if it happens that sometimes he mistakenly leads in the wrong direction. For the people know that behind and beyond the problem there must be a man capable of dealing with it. And more important, even, than the facts, which are always interwoven in confusing detail, is the foundation upon which civilized society must rest—the iron rock of unshakable integrity. The speaker who is known to possess it will always be believed, when the lights are out, and the meetinghouse doors are closed. ❖

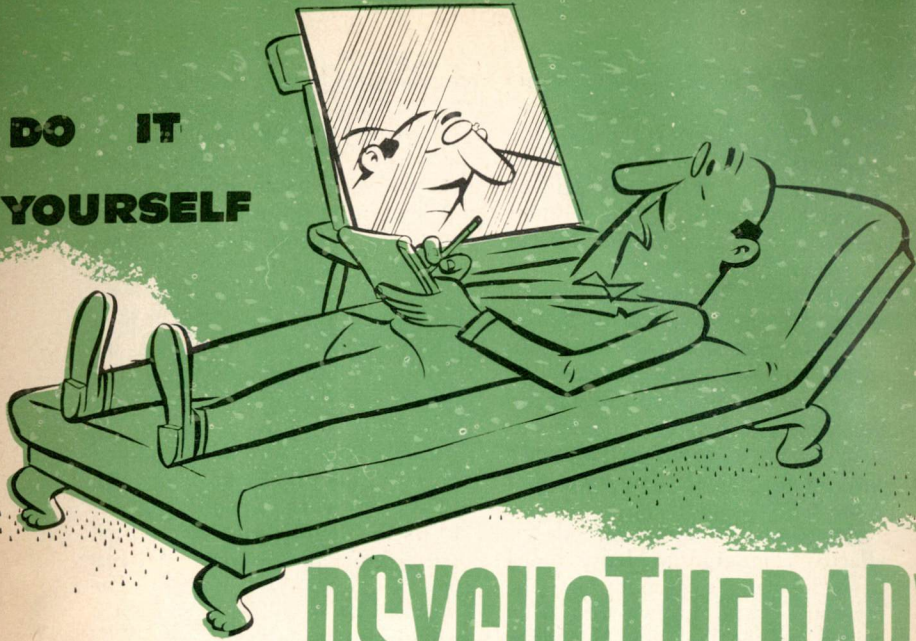
OFFICIAL CONVENTION ANNOUNCEMENT

The Board of Directors of Toastmasters International announces that the Annual Business Meeting and the twenty-seventh Convention of Toastmasters International will be held at Pittsburgh, Pennsylvania, on the 14th, 15th and 16th of August, 1958, at the Hotel Penn-Sheraton.

All Toastmasters are earnestly urged to attend.

Glen H. Holsinger, Secretary

DO IT YOURSELF



PSYCHOTHERAPY

No office nor couch
No doctor to pay
But personal growth
As you work your own way.

—PBP

THIS is the age in which the handyman has disappeared and the Sputniks have appeared. The Do-It-Yourself craze is another son of that famous mother, Necessity, born after World War II. Periodicals, adult education classes, and public performers have told us how to build hi-fi sets, repair the plumbing, adjust our automobiles, and install this and that. The ex-sergeants of two recent wars are now generals . . . general handymen, that is, around their own homes. Do-it-yourself has had only one serious rival in conversation during recent years and that is "nervous tension."

"Nervous tension" also has its champions. The pharmacologists have given us tranquilizers, post-graduate training centers have produced psychiatrists, and publishing houses have inundated us with books, magazine articles, and pamphlets, telling us how to relax and stop worrying. If we combined these era-making symbols we might find ourselves full of happiness pills, slumped quietly in an air-conditioned corner of our "mortgage manor" relaxedly attempting the multitude of "five-minute jobs" our ambitious spouses conjure up for us. I want to tell you how these two

By PHILIP B. PHILLIPS

signs of the times, nervous tension and do-it-yourself, may be combined more effectively.

I contend that the psychoanalysts and eclectic psychiatrists do not have a corner on this business of psychotherapy. By definition we could say that psychotherapy is an attempt to influence favorably the attitudes, emotional reactions and behavior of anyone who feels he needs such help. But psychotherapy is not restricted to the ivory towers of the specialists in psychiatry or psychology. Ministers are using psychotherapy in their sermons as they attempt to get their parishioners to lead happier, more useful lives through the guidance of the Scriptures. Lawyers who settle cases favorably for their clients are improving the emotional reactions of these clients. Successful salesmen are psychotherapists both for the customers and for the executives of the company for which they work. Neighbors, by being good neighbors, may enhance the emotional health of the neighborhood. Even fans at a football game or boxing match by their applause work psychological benefits upon the recipients of this acclaim.

Let's look behind these examples and see if there is a common background in a psychological sense. It has been said that our critical interpersonal relationships are what really affects our emotional health. There are probably only five such critical relationships for any of us. Hold up your left hand. The people who are really important to you may be represented by the fin-

gers of this hand. First, the thumb . . . this is a parent, either parent, for usually it is only one parent with whom we have a significantly important relationship. The forefinger is the boss . . . the one who directs our daily activities. How we get along with him is obviously important to our mental health. The middle finger represents a sibling, a brother or sister, with whom our daily contacts are important. This, too, might represent a colleague or a neighbor . . . call it a "peer" relationship. How we react to our equals is often a major matter in our mental health. The fourth or ring finger signifies our mate, and the importance of this intimate association is immediately obvious. The little finger represents a child, one of our own children—probably the one most like you—for interestingly enough it is usually only one of our children who directly affects our emotional state. While these are the five critical relationships which affect our personal emotional health, there is a common thread here, too, and that is "how do we get along with other people?"

It is essential that we do get along comfortably with other people because therein lies our ability or inability to satisfy three of our very basic biological drives. These are called by different names in different schools of psychology, but it is reasonably well accepted that man has a drive for self-preservation—call it an "ego" instinct. He has a biological drive for procreation—call it a "sex" drive, or a bid for immortality, if you prefer. And he has a drive to conform to the habits and customs of those about him

and be accepted by them. Call this the "herd" instinct, if you wish. Being able to satisfy these compelling forces in the human personality involves a good deal of "do-it-yourself" participation.

The element of "nervous tension" is readily apparent in all the efforts man makes to satisfy his instincts. The soldier in battle may have fine officers and an able sergeant, but a lot of his success in self-preservation depends upon his own skill, luck, courage, and training. The combat aviator may have an efficient plane, good leadership, and suitable ordnance, but his survival in those "moments of panic which intersperse hours of boredom" is often a do-it-yourself proposition. In man's manifestation of the sex drive his own initiative and masculinity are still critical factors even with the increasing "liberation" of the female. The "herd" instinct, or perhaps more appropriately the or perhaps more appropriately the "herd impulse," is that which makes us hesitate to speak up against obvious group opinion, which makes us uncomfortable when inappropriately dressed in social gatherings, which motivates us to conform to the social mores of the groups in which we move. When we oppose this herd impulse we develop nervous tension to varying degrees.

Then what can we do ourselves to counteract the omnipresent "nervous tension"? We can exhibit desirable personal qualities in our relations with others. We can work to the best of our ability, strive for ethical dealings with others. We can be loyal to our superiors and understanding of our juniors. We

can show tolerance in dealing with less fortunate human beings.

But the average adult American male has other needs.

A man likes to be on friendly terms with his peers; he enjoys the opportunity to meet others at intervals and swap pleasantries (and stories). He likes to feel that he is developing his talents and personal proficiency—be it in golf, in his casting skill, or his salesmanship techniques. He likes to show off his talents in a socially accepted way; he likes the feeling of self-assurance that comes from being able to impress others and have them respect him, and we all like the satisfaction of a reward rightfully earned.

"This all sounds pretty solid, Doc," you say as you read, "but could you cite me some examples of people who have satisfied their needs in this way?"

"Surely." I reply, "glad to. W. C., a smooth-faced, slightly-built young man with a high-pitched voice; V. G., a retired officer recovering from a serious illness which necessitates his giving up his part-time business; S. N., J. B., P. A., all foreign-born physicians laboring under severe accents which make their professional acceptance difficult; B. P., an overworked professional man active in community affairs which add nothing to his income; C. N., a successful salesman with less education than his customers. I could go on and on."

"But what about them?" you ask. "How do they enter into this matter of do-it-yourself psychotherapy?"

Each of these men sought a personal goal. Each wanted to im-

prove his emotional outlook—enhance his adjustment to his fellowmen and progress along the road toward that elusive goal—"peace of mind." Possibly each could have found some degree of self-satisfaction through psychiatric treatment or at least could have developed insight into the cause of his particular handicap, or discovered why he sought the added goal.

But insight without action may not be curative. Action, if satisfying, may alleviate the need for insight into social goals. Each of the men cited above as examples sought goals common to many men. W. C. found acceptance by older men, in spite of his voice problem, and he rapidly gained self-confidence—sufficient that he earned a promotion into a more responsible assignment. V. G. found among a congenial and respectful group of younger men a real reason for living, and began to enjoy life for the first time in several years. The for-

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Dr. Philip B. Phillips is a Captain in the Medical Corps of the United States Navy and is head of the Department of Neuropsychiatry at the U. S. Naval Aviation Medical Center, Pensacola, Florida. He is a past Educational Vice-President of the Wings of Gold Toastmasters No. 1636-D 29. Dr. Phillips is a career naval medical officer and has decorations from both World War II and the Korean conflict. He is a Fellow of the Aero Medical Association, an Associate Member of the American College of Physicians and holds American Board certification in both psychiatry and aviation medicine. He is Chairman of the Educational Committee of the Florida Association for Mental Health.

eign-born physicians found a forum for their practice of English, kindly critics for their obvious deficiencies and a real appreciation of the American spirit of brotherly love. B. P. found an opportunity for a type of service he enjoyed. C. N. developed confidence in dealing with educated men, an acceptance of his weaknesses and a reasonable degree of help in earning a better recognition of his own true worth.

Each of these men achieved personal psychotherapy in a practical do-it-yourself manner. This traditional American approach, increasingly popular in recent years, is an intrinsic part of the organization to which you and I so proudly belong. The next time you mention Toastmasters, smile knowingly to yourself at the successful psychotherapeutic help which this unique organization has given to the most important man you know—you. ❖



TRY A

BOOK REVIEW

By ADRIAN D. SMITH

ARE you looking for a novel speech topic? Do you feel you have worn threadbare the themes that have provided you with material in the past? In short, do you feel talked out?

If this is your situation, try a book review. You will have a rewarding experience and it may very well be a first for your club.

Several members of our club have given such talks during the past year. But, when one of our members gave a review as an exchange speaker at a neighboring club we learned to our surprise it was the first such talk ever given there. Inquiry at two other nearby clubs revealed the book review as speech material was unknown to them also.

Yet, the book reviewer is by no means rare among public speakers. He is found frequently on the programs of women's clubs and he is not unknown before men's dinner and service organizations.

Definitely, the book review is a worthy speech topic. What, then, are the rules or guides to be considered in giving this kind of talk?

First, the book chosen for review must be topical. It must deal with matter that is of concern to the audience today. Quite obviously, a book on the economic causes of

World War I would spark little interest in an audience however great its merit from an academic point of view. Equally obviously, it would be difficult to conceive of an audience turning a deaf ear to even a clumsy review of Hermann Oberth's *Man Into Space*, a book published a month or so prior to the launching of Sputnik by the Russians.

For a book to be topical it is not necessary that it be in the day's news. John F. Kennedy's *Profiles in Courage* deals almost exclusively with the past. It recounts climactic moments in the careers of United States Senators who, taking counsel from courage only, took their stand in defiance of public opinion and fought for the right as they saw it. We have no concern with these men now long dead. We are, however, concerned with their courage, for this virtue is today as necessary for our national political health as it ever was in the past. The theme, not the characters, is topical.

A second requirement for an effective book review is that the book under consideration be related directly to the needs or aspirations of the audience. You may recall that to meet Dr. Richard Borden's second requirement for good speech organization the speaker must an-

swer the question, "Why bring that up?" That this question be answered fully is of the essence of the good oral book review.

Let's return to *Profiles in Courage*. Why should I be concerned because Daniel Webster on the 7th of March, 1850, lost his chance for the Presidency by reason of his defiance of his Massachusetts constituency in a Senate speech? Or what is it to me that Senator Edmund G. Ross of Kansas chose to sacrifice his political life to save a President from impeachment? The speaker must make his audience see and feel that the problems faced by Senators Webster and Ross have their counterparts today; that our problems of national defense, of thwarting Russian aggression, and a dozen other problems call for the same brand of courage.

A third requirement for a good review is that the audience be given a clear notion of the contents of the book. This does not mean that the speaker must relate in wearisome detail every point the author makes. If he is clever enough, the speaker can do the job in a single paragraph; but certainly he has failed if his audience is left without a clear view of the book he is talking about. Incidentally, the dust jacket of the book usually carries a blurb giving a concise statement of the nature of the book.

The real challenge to the reviewer is to convince his listeners that they should read the book. If he has achieved this much he can ask for no greater reward.

A note of caution is in order, however. In a favored place among the pests of the world is the man

who rides his hobby too hard, who attempts to foist on his fellows his every vagrant whim. And among these pests is the man beating the drums for the last book he has read. No, to do the job well it must be done with subtlety. Here, as in so many other areas, an honest, informed enthusiasm is the most effective tool. You can, forthrightly ask a man for money for a worthy charity but to entreat a man to read a book is bad manners.

Read some reviews. You may have noted an occasional one in your TOASTMASTER MAGAZINE. Most metropolitan Sunday newspapers carry book review sections. Of particular merit are those of the *New York Sunday Times* and the *New York Herald-Tribune*. Many of our popular weekly and monthly magazines, notably *Time* and *Newsweek*, have book departments. There are differences between written and spoken reviews, but, in general, the purposes are the same.

Make your next speech a book review. You will find it a rewarding experience. You will find yourself reading critically—and that means with a deeper and more lasting pleasure. You will find yourself reading with greater attention—and this, too, means greater ultimate pleasure. You will gain from the intellectual stimulation of reading a book; and, if you succeed in passing on some of your feeling, your audience will be a gainer, too. ♦

Adrian D. Smith, Past President of the Capitol City Toastmasters of Lansing, Mich., is Senior Project Engineer of the Oldsmobile Division, General Motors Corp.



ACROSS THE DESK

By TED BLANDING

Executive Director, Toastmasters International

Recently it was my privilege to be one of the 1500 citizens invited to participate in a conference on foreign aid, held in Washington, D.C. The meeting was called and very efficiently organized by Eric Johnson under White House auspices, for the purpose of focusing public opinion on the necessity for support of the Foreign Aid program—to provide information, eliminate misconceptions, elicit citizens' communications with their Congressmen and establish a continuing organization to maintain interest and to keep the public informed.

Never before have I seen so many bright stars of the political, industrial, educational and entertainment world gathered into one galaxy. I was impressed with the intense and bi-partisan—or perhaps I should say non-partisan—interest in a problem which must be solved if we are to continue to live in the world.

It was a pleasure to listen to such varied and authoritative speakers as President Eisenhower, former President Truman, Adlai Stevenson, Secretary of State John Foster Dulles, Dr. James R. Killian, Jr., Special Assistant to the President for Science and Technology, and James H. Smith, Jr., Director of the International Cooperation Administration, to list only a few. It was an even greater pleasure to have the opportunity of meeting many of them in person, and chatting with them between sessions. You may be sure that the subject of Toastmasters was discussed.

All the speakers emphasized the fact that the foreign aid program was a program of self-help—that the United States is helping itself, and does this by helping economically distressed nations to help themselves. It was stressed that if these economically distressed nations are able to move toward prosperity and the fulfillment of their aspirations under free and democratic conditions, there is less danger of their being attracted to Communism and its violent and totalitarian methods.

I was struck by the similarity of this "helping to help themselves" to our own Toastmasters basic ideal that all true improvement must be made by the individual himself, working with the help of his fellow-members to reach his desired goals.

The question and answer panel on the proposed mutual security program, presided over by Vice-President Nixon and made up of such members as C. Douglas Dillon, Deputy Under-Secretary of State; Mansfield D. Sprague, Ass't Secretary of Defense; James H. Smith, Jr., ICA

Director, and Dempster McIntosh, Manager, Development Loan Fund, was an example of the finest type of communication for development of audience participation and understanding.

As a matter of fact, Toastmasters International for some time has had its own program of furthering understanding of the democratic and free way of life, through its clubs established in countries outside the United States. These clubs provide a good example of the "people to people" understanding advocated by President Eisenhower. It is gratifying to see our clubs abroad continue to grow in number and increase in effectiveness.

I enjoyed the opportunity of renewing old friendships while in Washington. Soon after my arrival I received a call from Congressman D. S. Saund of Riverside and Imperial Counties, California. He said, "Ted, before we begin talking about anything else, I want to tell you that if it hadn't been for Toastmasters, I wouldn't be here in this job today."

Coming back on the plane I shared a seat with Paul G. Hoffman, who has matched his business success with a long record of distinguished public service, as UN delegate, adviser to Presidents and guiding spirit of the Ford Foundation. We discussed our recent experience, and as I listened to his comments on the Foreign Aid conference and the various issues as presented by the speakers, I was impressed with his ability to analyze situations and issues, and then to evaluate them with honesty and precision. I told him that he was in effect sharing with me a Toastmasters evaluation of content and performance which I appreciated. Mr. Hoffman was very interested in the work our clubs are doing throughout the world.

Adlai Stevenson, Eric Johnson and Ted Blanding sharing ideas on communication for understanding.



PERSONALLY SPEAKING

By RALPH C. SMEDLEY

A NOTABLE privilege was mine when, on February 19th, I presented a charter to the recently established Toastmasters Club in Freeport, Illinois.

One important fact distinguished this charter presentation from the hundreds of others in which I have participated. It was in Freeport, fifty-one years ago, that I organized the first Toastmasters Club for men.

Prior to that, I had used the name and the idea for a group of older boys in Bloomington, Illinois, where I was educational director of the Y.M.C.A. In Freeport, when I talked about the Toastmasters Club for boys in Bloomington, the men wanted it for themselves, and thus the second step in progress was taken.

When I left Freeport, in 1909,

after three years as general secretary of the Y.M.C.A. in that city, the Toastmasters Club continued for a few years, and then died from lack of guidance. For some forty-five years, Freeport got along without a club. You can imagine what a pleasure it was for me to return at this time to welcome a new Toastmasters Club into our fellowship.

District Governor Charles Hanford and the Toastmasters Clubs of Rockford had worked well in helping the men of Freeport to get started, and many of them were present for the charter meeting, as were other visitors from considerable distances. The meeting was typical, well organized and well handled.

One feature which attracted much interest was the presence of Leslie

Dr. Smedley presents Charter 2614 to Toastmasters Club of Freeport, Illinois. It is accepted by Admin. VP Robert Rowland, Sgt. at Arms Robert Jones, Sec. James R. Washam, Treas. Robert Head and Ed. VP Harold Horstmeyer. Pres. Robert Burridge was unable to be present because of unavoidable absence from the city.



Santa Ana Mayor Dale Heinly, Dr. Smedley and Club No. 1 Pres. Robert Elliott dedicate "Founder's Room."

T. Fargher, who was a member of the original group, fifty-one years ago, and who was a speaker at the very first program, on March 27, 1907. He was presented an honorary membership in the new club in recognition of his interest and service.

And so Toastmasters training returns to the place of its beginning. It is interesting to note that the new club operates on very much the same basis as that of the original group, emphasizing the same principles and methods which we were using half a century ago. Learning by doing and improving through evaluation were the methods followed at the first as they are today.

Freeport is a flourishing city of northern Illinois, notable for its industrial interests as well as for the fact that it is a center of insurance companies, serving a large field. At least four major insurance companies have their principal offices there, and as might be expected, these companies are well represented in the new club.

Another Memorial

My own club, the Number One Toastmasters Club of Santa Ana, chose my birthday as the time for a special meeting in which they dedicated as "Founder's Room" the room in the Santa Ana Y.M.C.A. in which that club was organized on October 22, 1924. With appropriate ceremonies, they placed a tablet in the room, making known to all observers the fact that the beginning of Toastmasters International was made there.

With regret I must inform you of the death of Wayland A. Dunham, well known to many of you as a past governor of Founder's District, and a faithful worker for Toastmasters for many years. He served for several years as editor of THE TOASTMASTER, retiring two years ago for health reasons. His passing was on February 22. Mrs. Dunham continues as a resident of Corona del Mar, where they had lived for several years. Her address is 603 Poinsettia Avenue, Corona del Mar, California.



In Seattle—King Neptune honors Pres. and Mrs. Haerberlin; Secretary Holsinger approves (story page 22).

AROUND the MAP

LATE BULLETIN!

Alex P. Smekta, member of the Board of Directors of Toastmasters International, has just been elected Mayor of Rochester, Minnesota, by an overwhelming majority. He takes office April 7th.

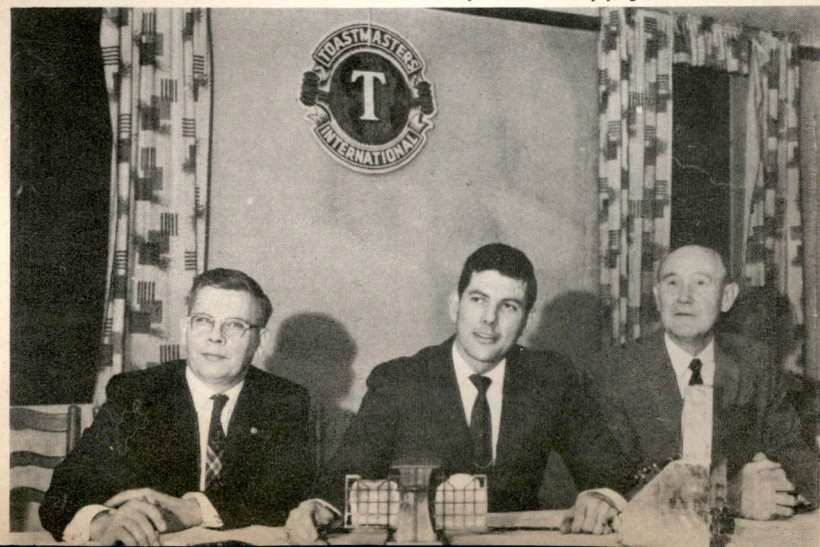


In Alabama—Chairman Arnold Blackwell of the United Appeal Speaker's Bureau shows fellow TM's of Montgomery how to make the pitch that pays off (story page 23).



In California—District Governor Lothar Salin poses as best-dressed Toastmaster of the year while addressing a group in Eureka, Calif., on how to organize a new club. Weather and roads proving difficult, out came the tape recorder—and the message goes through.

In Ohio—Springfield Toastmasters Gran, DesCombes and Heiman prepare toasty timing trap for tardy talkers (story page 23).



CLUB TO CLUB

Anaheim Toastmasters No. 2, Anaheim, California:

The Anaheim Toastmasters, the second oldest club in the history of Toastmasters International, proudly celebrated their 32nd anniversary at a dinner meeting. The meeting was memorable in that it was attended by three Past International Presidents who were also charter members of the club: Paul Demaree, co-chairman of the anniversary get-together; Olin Price, who won the speaking trophy of the evening; and Clark Chamberlain, toastmaster of the evening. Honored guest was Dr. Ralph C. Smedley, Founder of Toastmasters International, who helped the club get its start in 1926.

* * *

John Beck, Pres. Club 2, TMI Past Presidents Demaree, Price and Chamberlain chat with Dr. Smedley at 32nd anniversary dinner



District 2, Seattle and environs, Washington:

When President Paul Haeberlin visited Seattle recently, the clubs of District Two honored him with a luncheon at the Washington Athletic Club. There Seattle's King Neptune, Mr. T. Dayton Davies, presented Mr. and Mrs. Haeberlin with royal scrolls designating them as "royal custodian of the well-turned word," and "royal Toastmaster's toastmistress."

Excellent publicity was given to the event by the newspapers of greater Seattle.

* * *

Farmers Insurance Group Club No. 2582, Colorado Springs, Colorado:

A highly successful charter meeting was held by the Farmers Insurance Group Toastmasters as they received Charter No. 2582 from Melvin A. Jabara, Governor of District 26. Since this was the first club meeting to which the wives of the members had been invited, table topics were varied to let them see as many different table topic ideas as possible. The central theme was "voice and hand gestures."

A splendid write-up of the meeting, complete with pictures, was presented in the Farmers Insurance magazine, "Emblem Flashes."

Springfield Toastmasters No. 722 Springfield, Ohio:

Norman Descombes of the Springfield, Ohio, Tuesday Night Toastmasters No. 722, has come up with a way to wire an old-fashioned electric toaster to his Club's electric timer (which he also built). A speaker who finishes exactly on schedule gets a piece of toast, nicely browned. With each word beyond the red light, the toast gets a bit darker. When the speaker finishes, he is expected to consume the product, whether toast or carbon.

Picture shows left to right: Eugene Gran, Secretary-Treasurer, Descombes, and Carl Heiman, Past President.

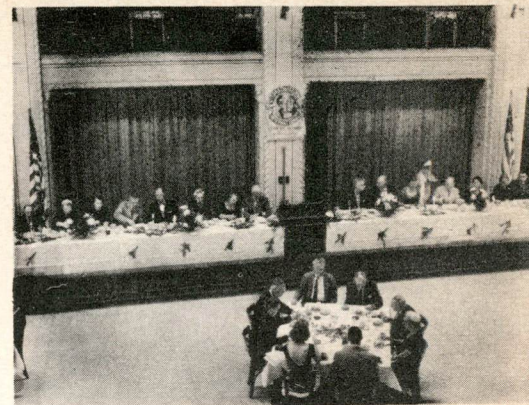
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District 48, Alabama:

Citizens of Montgomery and Birmingham learned during the recent United Appeal Campaign how Toastmasters International develops its members to speak well in public and how individual Toastmasters use this ability for community service.

According to Hilton Watson, Governor of District 48, 37 Toastmasters of the district gave over 160 speeches to the citizens of Montgomery and Birmingham.

Lester Gable, Governor of Area 2, member of the Steel City Club, gave 12 speeches in the Birmingham area. Arnold Blackwell of the Montgomery Club, Chairman of the United Appeal Speakers' Bureau for Montgomery, announced that 23 Toastmasters from the four clubs in the area gave 119 speeches during the campaign. Lt. Col. Edwin Larson, Area Governor, underlined the close military-civilian unity existing in the area by crediting 77 of these speeches to military personnel stationed at Maxwell and Gunter Air Force Bases, adjacent to the city of Montgomery.



Scottish Rite Toastmasters celebrate Charter 2289

Scottish Rite Toastmasters No. 2289 Indianapolis, Indiana

At an impressive banquet held in the Scottish Rite Cathedral, the Scottish Rite Toastmasters Club No. 2289 held its charter party. Special guests of Scottish Rite were: Ill. Jackson A. Raney, 33°, Executive Secretary and past Thrice Potent Master; Mr. Herald A. Setters, Sovereign Prince, Saraiah Council Princes of Jerusalem; Ill. Francis A. Sommer, 33°, past Sovereign Prince Saraiah Council Princes of Jerusalem; Mr. W. Clark Roggie, Chancellor, Consistory, and Mrs. Nancy Adams, Secretary to Mr. Raney.

Special guests of Toastmasters International were: Mr. Joseph Ellis, Governor Dist. 11; Mr. J. L. Arnold, Lt. Gov., Central Division; Mr. Loring Dalton, Ed. Director, Dist. 11; Mr. John Lamparter, past International Director; Mr. Robert B. Olson, past Lt. Gov.; Mr. Lowell Kemper, past District Governor; Mr. Harris O. Johnson, past International Director, and Mr. Allen Glass, Area Gov., Area 10.

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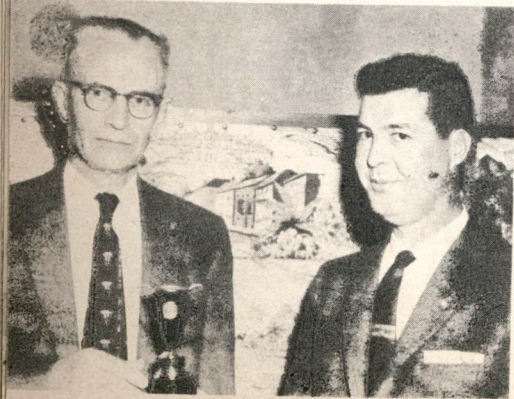
New Presidents Jimerson and Daly start term with firm grasp of gavel

**Albert Lea Toastmasters No. 91
Albert Lea, Minnesota:**

Eighty past and present members of the Albert Lea Toastmasters, together with guests and wives, attended the 20th anniversary celebration of the club. Toastmaster for the evening was Chet Holton, and Duane Peterson was named winner of the "Toastmaster of the Year" award by President F. Dale Wells.

Gilbert Svendsen was presented with a cup in recognition of his record of twenty years of membership.

20 years for TM Svendsen



**Staff N.C.O. Toastmasters No. 1423
Post Office Toastmasters No. 2463
Miami, Florida:**

Clutching a mutual gavel are new Presidents M/Sgt. Floyd Jimerson of the Staff N.C.O. Toastmasters and Denis F. Daly of the Post Office Club. These two Miami clubs held a joint installation meeting and Ladies' Night, with more than 70 members and guests present. This was the first joint meeting of the two clubs.

* * *

**Glasgow Toastmasters No. 86
Glasgow, Scotland:**

On the occasion of their twenty-first club birthday, the Glasgow Toastmasters inaugurated an annual speech contest for the boys of Glasgow's Senior Secondary Schools. President David L. Moffat and his Executive Committee were assisted in the project by Glasgow's Director of Education and the Headmasters of the schools.

Finals were held in the Cadoro Restaurant before Toastmasters, teachers, parents and friends. Five schools sent two speakers each, and the standard was impressively high. The winner was Gordon W. Berry of Kings Park School, speaking on "Racial Segregation."

Mrs. McIntyre, wife of District Governor Ian D. McIntyre, presented the winner with his trophy, a silver cup.

* * *

**Union Bag-Camp Toastmasters No. 2587,
Savannah, Georgia:**

"The Digester," January 1958, published by The Union Bag-Camp Paper Corporation, carries a picture story of Union Bag-Camp Toastmasters Club 2587 that could serve as a model for other clubs interested in house organ publicity. For copies, write PR Chairman W. W. McClure at the corporation office.

A KEY TO SUCCESS

BY SAMUEL W. McDONNELL

ALL men seek success—with differing interpretations of what the word "success" means. They do this because success is a survival characteristic, and the first commandment of nature is . . . SURVIVE!! In regard to success Benjamin Franklin said, "Human felicity is produced not so much by great pieces of good fortune which seldom happen, as by little advantages that occur every day."

I have no ready-made formula for success; however, I would like to describe for you three steps which may assist you on a day-to-day basis in gaining those little advantages mentioned by Old Ben.

The first step I would label, for want of a better name, *crystallization*. Do you have a vague but persistent desire to improve your lot in life?—to become a better individual? I say you do, and that is why you are Toastmasters. I also say that 9 out of 10 of you have just that: a vague desire. And there isn't much detail as to just what, specifically, you want. The first thing you must do is clarify your thinking!! Fix your mind on a single well-defined objective as a start. Form a distinct mental image of what you want. In short, crystallize your vague desire into something specific.

The second step in this process is to evaluate thoroughly what you need to do, or the type of person you need to become, in order to ac-

complish this definite goal which you have established. Write down a list of these requirements—headed by a brief statement of the goal.

Now comes the third and final step. Fix firmly in your mind a distinct mental image of your goal, and of what you must do or become in order to reach the goal. Make this mental image a part of your thoughts every day. Then to be sure that the fix is really in, *build up your desire to a furnace heat and go after what you want!!*

In this brief article, I have given you three definite steps which will not make you rich tomorrow, but which will help you in your struggle for that phantom called success. Briefly they are:

1. Crystallize your thinking and define your goal.
2. List the things you must do to reach it.
3. Fix a mental image of that goal and work at it.

In closing I would like to quote that famous British Prime Minister Disraeli: "I have brought myself by long meditation to the conviction that a human being with a settled purpose must accomplish it, and that nothing can resist a will which will stake even existence upon its fulfillment." ♦

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Major Samuel W. McDonnell is a member of the Kirtland Air Force Base Toastmasters Club 2065, Albuquerque.

MEMO TO: All Toastmasters
SUBJECT: Convention

PLAN AHEAD

Toastmasters International will hold its 27th Annual Convention at Pittsburgh, Pennsylvania, August 14-15-16, 1958, at the Penn-Sheraton Hotel.

Plans, Plans, Plans! It's time to make them for the Pittsburgh Convention. Are you making yours? Here are just a few in work by your Home Office and the Local Activities Committee.

PLAN A

This year the convention will feature the *individual Toastmaster*. The educational sessions are designed to (1) help you make the most of your club membership, (2) give you a closer tie with the Home Office and the International structure, and (3) gain greater benefits through working with other clubs. You as club member will have opportunities to participate, to express your opinions and comments, and above all, to acquire experience of value to yourself and your club.

Active, not passive participation is the theme! You'll find new ideas, learn new techniques, and have the opportunity to test them in actual practice. One of the planned features is the *Club Program Clinic*, in which an actual program will be presented and given professional evaluation.

There will be speakers, of course—outstanding leaders from industry, government and the speech arts. For example, *Fred Smith*, of Fred Smith Associates, Brokerage and Management Consultants of Cincinnati. Mr. Smith's special interests are organization development, motivation, analysis with answers; *Wallace Jamie*, Director of Public Relations of The Carnation Company, nationally and internationally famous in the field of personnel and community relations, known to readers of this magazine through his article, "Tomorrow's Executive," first printed in March of 1957 and reprinted by popular demand in the January 1958 issue; *Dr. Robert T. Oliver* of The Pennsylvania State University, Head of the Department of Speech, introduced to Toastmasters in this issue of the magazine on page 2, with his article, "What Qualities Make a Speaker Effective?"

Other speakers and events will be announced in subsequent issues of THE TOASTMASTER.

PLAN B

Throughout the years there have been several special events which have proved so popular that they have been repeated at each succeeding convention. No Toastmasters convocation would be complete without *Breakfast with the Founder*, a morning event presided over by Dr. Smedley; *Fellowship Luncheon*, where Toastmasters relax and enjoy good food and good fun, and the *President's Banquet and Reception*, which puts a glittering period to the whole convention. These events are not being overlooked in the planning!

PLAN C

The choice of convention city is peculiarly appropriate to a convention which promises so much in the way of self-improvement. Pittsburgh is the outstanding example of a city which, through self-evaluation and a desire for self-improvement, has re-created itself into a metropolis of beauty. Smoke-free, grime-free and smog-free, the new Pittsburgh is justly proud of its shining stainless-steel skyscrapers, its beautiful parks and treelined boulevards, its world famous Golden Triangle where the Allegheny and Monongahela rivers meet to form the broad Ohio. Pittsburghers enjoy showing visitors the many civic and cultural points of interest, from the historic old Block House of early Fort Pitt to the beautiful Mellon Institute, the Carnegie Institute, the Buhl Planetarium and the new Greater Pittsburgh Airport, the second largest in the world.

One of the special sights not to be found elsewhere in the United States is the panorama of the steel mills at night. Pittsburgh produces one-fourth of the nation's steel, and the industry knows neither day nor night. Here is one of the world's most impressive scenes, an overwhelming spectacle compounded of brilliant and ever-changing color.

YOUR PLAN

To reserve the dates of August 14-16 for Pittsburgh! Bring the family and plan for an interesting and profitable vacation.

Haven't you said to yourself, "Next year, I really must plan to attend the Toastmasters convention!" And then, just because August seemed a long time away, you put off making your plans. Plenty of time—then suddenly, there was AUGUST!—no time to plan.

This year, let's be different!

There's no year like this year, and no time like now. Now is the time to change those daydreams into plans, and to start your plans moving steadily in the direction of the Penn-Sheraton Hotel and Pittsburgh, for August, 1958. If you delay your planning, you might not get there!

Forms for pre-convention registration and hotel accommodations will be included in the June issue of THE TOASTMASTER. Watch for them, and we'll be seeing you in Pittsburgh!



By M. LATTEY

THE first duty of a critic is to be there.

I have noticed that many Toastmasters are less meticulous in their attendance when they are called on to be a critic than when it is their turn to speak. Yet the whole success of our programme rests on good critics.

The critic's second duty is to find out as much about his speaker as possible. He should at least know the subject of the speech, if it is a numbered talk, and if there is anything that the speaker particularly wants him to notice. If possible he should read his previous criticisms. He cannot know too much about his speaker.

Now, what is criticism? It is not the same as fault finding, and we can understand it best if we consider its purpose in Toastmasters, which is solely to help the speaker improve. It should show him how to make a better speech next time.

THE TOASTMASTER

The critic is a teacher. His business is to teach.

There are two methods he can employ. The first is a systematic approach. He can start with posture, proceed to appearance, voice modulation, gestures, speech construction and so to choice of words, opening, body and conclusion.

This is a sound method, and has the advantage that it always works. You can criticize any speech in this way and always produce something useful. Its danger is that it is easy to overload the speaker—to feed him more information than he can digest.

The second method is much more difficult, and you cannot always use it. If used successfully, there is nothing that is more helpful. With this approach the critic tries to find the predominant error which is preventing his speaker's progress. Very often there are a number of small details which all stem from one cause, like poor planning, or insufficient use of the pruning knife. If the critic can in this way distill the essence of the speaker's trouble and suggest a remedy, he will do him a great service. Great care should be taken in telling a speaker his faults, to make the statement as precise as possible.

If you tell a speaker that you cannot hear him well, it is not so useful as if you tell him that he does not speak loud enough, or he speaks too fast, or slurs his consonants. Precision needs thought, but it avoids the unfortunate situation when the speaker fails to understand the critic well enough to profit by his advice. For every error that he points out, the critic

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Dr. M. Lattey of Vernon, British Columbia, was born in Oxford, England, but has lived in Canada since 1945. He is Educational Vice-President of the Vernon Toastmasters No. 1929, and insists that this is the most stimulating office a Toastmaster can hold.

must also suggest a remedy, and if he can think of no remedy he had best not mention the error. In this way he will build up a habit of constructive criticism.

There are certain difficulties in which the critic is not so much a teacher as a doctor, and I have called these disturbances of manner.

It is of no use to tell a man he is nervous—he knows it all too well. Some such remark as "I know that experience will soon rid you of your nervousness," will encourage him and be of real help. Some speakers may be too aggressive, or may be too diffident. They don't know of these attitudes and often resent being told of them. One might say to the over-aggressive speaker, "I would like to hear you make a speech in which you are trying to calm down a hostile audience." All these difficulties of manner have beneath them the undercoating of lack of confidence, so don't forget the encouraging word as well. Confidence is built by the kind words of understanding critics and no one has ever had too much real confidence.

Good criticism is harder to give than a good speech, and presents the Toastmaster with his greatest challenge. ✦



DON'T HIDE YOUR CANDLE

By MAL JOHNSON

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

Unfortunately this news does not always reach the local newspapers.

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

There is a common bond between your local newspaper and your local Toastmasters club. You both wish to communicate with other people intelligently.

These suggestions should help your clubs get in the news:

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

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

3. Ask your newspaper man for

Mal Johnson is a columnist and insurance executive of Clovis, California, and a member of the Clovis Toastmasters Club 2573.

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

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

5. Keep your news items interesting. Use plenty of proper names.

The members of your club should be a good cross section of your community and their names are *news*. Make sure all names, dates, and places are correct. (No one likes to see his name misspelled in the paper). Never write the same story twice.

6. Most newspapers write their own headings but it would be a good idea to put an interesting heading on your news item. It might give your paper an idea for a heading of their own. Some good examples can be found in the January issue of the TOASTMASTER MAGAZINE entitled, "Make Them Read It."

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

DON'T HIDE YOUR CANDLE UNDER A BUSHEL!

Abide by the seven suggestions set forth above and you might find your local Toastmasters club is—*front page news*.

For your convenience in nominating articles you would like to see reprinted in the Annual Review Issue of THE TOASTMASTER for January 1959, we offer the following coupon, which will appear monthly. Fill out, clip and mail to THE TOASTMASTER, Toastmasters International, Santa Ana, Calif.

THE TOASTMASTER:

For the Annual Review Issue I nominate _____

(name) _____

(club no.) _____

Editorially Speaking

ENJOY YOURSELF

In our zeal for self-improvement through Toastmasters, many of us are rather grim. Too many manuscripts for THE TOASTMASTER are serious exhortations of an "onward and upward" nature. Many club officers write the Home Office in the disciplinary tones of an old-style schoolteacher, complaining that club membership and attendance are slipping. The letters usually close with earnest assurances that the correspondents will be even more firm in the future in dealing with such matters.

We in the Home Office are aware of the fact that the average length of membership in clubs is a little less than it was a year ago.

We know that there are many contributing factors in this situation. Personal reasons and general economic conditions affect membership tenure. Some club officers infuse vitality; others infect the club with indifference. It is possible that some Toastmasters join a club for a specific purpose and, having attained it, drop out. Perhaps the shortened length of membership is a mark of success rather than failure.

However, we think that one important element has not been receiving the attention it deserves—

an element making for more benefit to member and club and longer activity within the club. It is the element of *enjoyment*. Too many members are so concerned with the serious purposes of membership that they confuse Toastmasters with a form of intellectual castor oil, to be taken with benefit but without pleasure.

Enjoy yourselves. In his excellent article in the February issue of THE TOASTMASTER, Dr. Smedley quotes Shakespeare: "*No profit grows where is no pleasure taken.*" Dr. Smedley adds: "If we should ever lose this sense of fellowship, of personal, friendly relationships, we might easily become just another high-grade correspondence school."

Do not assume that because our purpose is serious our activities must be unenjoyable or grim. It does not follow that a light-hearted member does not take Toastmasters seriously. There is a greater chance that a member who takes himself too seriously may frown away our attractive device of learning with pleasure. We are not urging labored hilarity and horseplay, but congenial fellowship and stimulating social intercourse.

The dining and fellowship prac-

tice of our club is consistent with a great tradition. The historical concept of an association for good fellowship based on mutual interests goes back to ancient times. The Greeks had a word for it—*hetaeria*. The Romans had their *sodalitates*; they also had their bath houses where men congregated for ease and conversation. The Romans also had lineal ancestors of the Toastmasters club in their *symposia*. In *De Senectute*, Cicero refers to their meetings where members gathered for food and talk. We note with appreciation that things have not changed, since he adds that the talk was better than the food.

These ancient clubs may not have had table topics and evaluators as such, but they had committees, chairmen, secretaries and counterparts of our modern club paraphernalia.

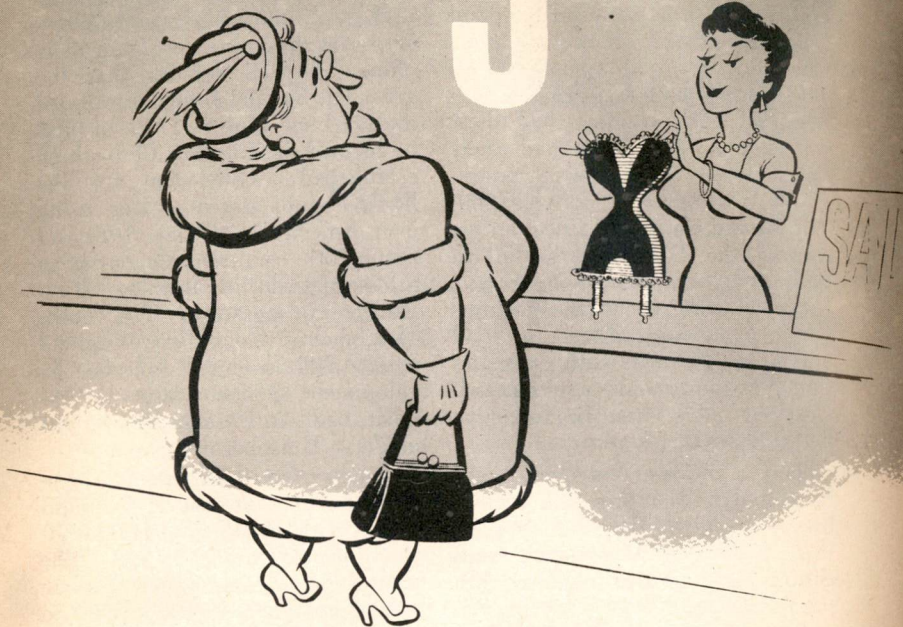
Ever since the 16th century, most of the great names in English history and literature have been associated with clubs in taverns and coffee houses where ideas were shaped, institutions evolved and history germinated. Samuel Pepys was a great club member. The Wednesday Club which met in Friday Street eventually evolved into the Bank of England. In the time of Elizabeth I, the Friday Street or Bread Street Club founded by Sir Walter Raleigh assured the Mermaid Tavern a place in literary history. Ben Jonson belonged to the Apollo Club which met at the Devil's Tavern. One hundred years later, John Dryden belonged to a club which met at Will's Tavern. Swift, Bo-

lingbroke, Burke, Goldsmith and others acknowledge in their writings the stimulus and good fellowship that they obtained from their clubs. Boswell reports that the great Dr. Samuel Johnson founded the Ivy Lane Club in 1749. In 1763 he formed the Literary Club which established a precedent for the literary clubs which sprang up all over America in the late 19th and early 20th centuries, encouraging a love of good literature and stimulating conversation. The Town Meetings of early New England which did so much for the development of democratic government, had many similarities to our modern Toastmasters clubs.

Today a Toastmasters club competes for the interest of the individual with all the appeals and attractions of modern life. The promise of self-improvement alone is not enough to enable a club to hold its own against television and the motion picture. Along with self-improvement, each club must offer its members enjoyment. A man who enjoys his club will continue his membership long after he has completed Basic Training. If he does not find good fellowship in his club, he will not retain his membership long enough to complete Basic Training.

And so we urge our grim-lipped members to relax and enjoy themselves. Your problems will be fewer and your benefits greater if you will remember that serious purpose does not require unrelievedly serious methods or demeanor. Toastmasters can be fun; when it isn't fun, it will no longer be Toastmasters. —M.F.

HOW MUCH IN 5 MINUTES?



By CHARLES WILLEFORD

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

"You've got five minutes," the

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

There were no questions. This part of the exam had been explained to all of us in detail three days before when we arrived at the

Kyoto Examination Center. My buddy, Cliff Eickholt, and I exchanged nervous glances, but despite our damp, perspiring hands, we were prepared. I was prepared to give a five-minute talk on "How To Clean A Messkit." My graphic aids consisted of a messkit and long-handled brush.

Cliff had three overseas caps; one was too large, one was too small, and the remaining cap fitted his close-cropped head perfectly. The subject of his talk was "How To Wear an Overseas Cap." The evening before we had practiced our speeches in an empty gymnasium, timing each other, until well after midnight.

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

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

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

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

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

In addition to the Captain there were about thirty NCO's in the wait-

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

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

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

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

The Marshall Plan
Employment of the Handicapped: A National Problem

The list is much longer, and I could expand it to the limits of my memory. And so, I believe, could any Toastmaster of any club.

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

To the new Toastmaster, five minutes seems like an hour, and to make certain he can get through those long agonizing minutes he has

a tendency to amass too much material, and select too much subject for the time allowed. This is understandable in the case of the novice speaker, but experienced Toastmasters are often equally as guilty. The practiced speaker can announce a big subject, punch several points home, stay within his five-minute limit, and after delivering, perhaps, a dramatic closing statement, sit down feeling well-pleased with himself. But if he has chosen a subject too big for his allotted time, he has failed to deliver a well-rounded, rewarding lecture to his club every bit as much as the young Toastmaster who has gone overtime.

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

The Toastmaster who gave the talk on NATO, for instance, could have narrowed his subject down to a listing of the member nations. A colored chart as a visual aid, and a pointer, in addition to a verbal explanation, could have given every member of his club a knowledge of who belonged to NATO—and not one man in a hundred really knows all of the member nations.

The speaker concerned with segregation could have given a five-minute talk on segregation in his own city. The problem stated, two, or possibly three local anecdotes, and a summing up, could easily be accomplished in five minutes. If the man was really concerned with the segregation problem he could give

follow-up talks of five-minute duration on segregation in the local schools, in local public places, etc. But to cover the problem on a national scale in a five-minute period is virtually impossible.

The Toastmaster who spoke on The Marshall Plan (and who, incidentally, had to be told to sit down by the Timer) could have forcefully accomplished his objective if he had confined his talk to how the Marshall Plan helped *one* Greek family.

The employment of the handicapped problem should have been limited to a single example of how the employment of *one* handicapped person in his own city worked out to the mutual benefit of the employee and employer—and why.

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

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



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

BOOK REVIEW

A DICTIONARY OF CONTEMPORARY AMERICAN USAGE, by Bergen Evans and Cornelia Evans. Publishers' Book Company, New York. \$5.95. Order from Toastmasters International, Santa Ana, Calif.

Here is a book which takes up where most dictionaries leave off. *A Dictionary of Contemporary American Usage* is a reference book which is different; it is a book for those who want to say exactly what they mean, and to say it in a manner which will compel respect and attention.

English is not a language which fits easily into a precise and static grammar structure. Nearly every rule has more exceptions than examples. Usage is the guide to accurate communication. The speaker who uses *noisy* when he means *noisome*, who sees no difference between *refute* and *deny*, between *oblivious* and *forgetful*, is not only failing to say what he means; he may be saying the exact opposite of what he means.

Dr. Bergen Evans, Professor of English at Northwestern University, lecturer, writer and witty moderator of TV programs, collaborated with his sister Cornelia, novelist and writing consultant for the U.S. Department of Health, Education and Welfare, in preparing a book which no speaker, writer or lover of the language can afford to miss. Its 570 pages contain 560,000 words and phrases, alphabetically arranged, and information on many other subjects, such as: technicalities of grammar, punctuation, idioms, figures of speech, kinds of writing, literary concepts, proverbs, phrases and clichés.

Emphasis of the book is on contemporary American usage, although British usage is noted also. Examples are drawn from contemporary speech and writing. The authors have managed to escape any taint of the pretentious, the pompous or the pedantic. This in itself is a major accomplishment.

If there is any difficulty with the book, it is that the user is not able to stop with the mere accomplishment of his purpose. If, for instance, he is hunting for the elusive connotations which mark the difference between *mysterious*, *inscrutable*, *mystical* and *obscure*, he will find himself going on to *myth*, *legend* and *fable*, and an hour or two later will end up somewhere around *toffee*, *toffy* and *taffy*, or even *visit* and *visitation*. Not often is a reference work written with a fascination which rivals the most engrossing whodunit. This one can be read.

"'Standard English'" say the authors in one of their word discussions, "means the English spoken by the responsible people in the community or nation. No other standard can be set up for a language." A comprehensive and workable knowledge of this standard English is not easy to achieve. In addition to a knowledge of grammar, it requires long and thoughtful reading and a discriminating ear. *A Dictionary of Contemporary American Usage* provides a reliable and pleasant aid to this end.—D.G.

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)

Perhaps you would like to know that for the past several months my mother-in-law, Mrs James A. Donnelly, has been living with us. One day *The Toastmaster* was delivered by the postman. She enjoyed it so much after reading it from cover to cover that I placed at her disposal all the past issues of *The Toastmaster*, which I had happened to keep, and she read every one of them. She was lavish in her praise of *The Toastmaster Magazine* and it has contributed greatly to the peace and tranquility of our household.

Charles E. Dagit,
Pres. Main Line Club 1198
Ardmore, Pa.

Our very remote location on the island of Adak in the Aleutian Islands plus an all-military base community make this club like very few others. Due to the needs of military service and their consideration of the remote duty stations, we find our members serving at this station for periods of eighteen months or possibly one year; only one in possibly two hundred of our members has had any previous training in Toastmasters. As a result our training is confined to the Basic Training course, and even that is barely finished by the time most members are ready to leave the island.

More important is the problem of club officers. Since it is obviously not practical to have newcomers to Toastmasters serve as President or Vice-President with-

out serving in one of the other offices, we have formed the unwritten rule to elect them to one of the other offices, then follow a type of advancement to President . . . If he were to serve six months in one office he would have to be elected immediately at the conclusion of that term to the next, in order to serve a full term before leaving the island . . . We have seen that problem and changed the term of office to four months; it is not likely that this club will ever find a six-month term of office practical.

Another minor point on the lighter vein is that we don't have summer here, so, no summer slump. Not actually, since we have green grass six feet high and a multitude of wild flowers during July and August, but the rapid rotation of personnel and our superior winter weather cause a year-round slump.

E. Lewis Frasier
Sec'y, Williwaw Club 1132
Adak, Alaska

First of all I would like to say that *The Toastmaster Magazine* makes very good reading and the very interesting articles contribute immensely to the improvement of public speaking and supplements the training we receive during our weekly meetings here in Hongkong. . . . My best wishes and thanks to you and your staff in giving us such a fine monthly magazine.

C. J. P. de Heer
Hongkong Toastmasters 1364



The bandit walked up to a bank teller and muttered: "This is a stick-up! One scream and I'll fill you full of lead—now hand over the dough."

The little bank clerk gasped, but managed to pull himself together.

"C-could you k-kindly go to the next window?" he whispered. "I'm on my l-lunch hour."

◆◆◆
"Is it true that the wild beasts of the jungle will not harm you if you carry a blazing torch?"

"It all depends," said the explorer, "on how fast you carry it."

◆◆◆
A newspaper received a telephone call from a subscriber reporting the death of her husband. For purposes of the obituary, the woman bent the reporter's ear on her husband's many charities, his long dedicated service to the community, his love and devotion to his family, his allegiance to his church, etc.

As the exhausted reporter handed the notice in, the editor asked, "What mortuary?"

"I don't know," was the answer. "He probably went direct."

◆◆◆
We know a fellow who has a car that is so old that this year he wrote the state motor vehicle department requesting upper and lower plates.

◆◆◆
A wolf is a guy who knows all the ankles.

In a Sunday school class discussion of temperance, one mother related that she learned how well she had taught her children the evil of liquor when her youngest, a TV cowboy fan, brought her a picture he had drawn of a cowboy in a saloon.

"But don't worry, Mother," he quickly assured her. "He isn't going to drink anything. He just went in there to shoot a man."

◆◆◆
The successful man has a wife who tells him what to do, and a secretary who does it.

◆◆◆
The age of specialization is upon us, and it is nowhere more evident than in the advertising agency. The following concerns an art director being interviewed for an agency job:

"Have you worked on cigaret accounts?"

"Oh, yes."

"King-size cigarets?"

"Yes."

"King-size cork-tipped filters?"

"Yes."

"King-size cork-tipped filters in a flip-top box?"

"Yes."

"Mentholated king-size cork-tipped filters in a flip-top box?"

"No, not mentholated."

"Well, I'm terribly sorry. We need an expert."

New Clubs

(As of February 15, 1958)

- 1028 COLUMBUS, Ohio, (D-40), *Advertising Club*, Tues., 6:30 p.m., Lennox Industries, Inc.
- 1123 TACOMA, Washington, (D-32), *Trinity*, 1st & 3rd Thurs., 6:00 p.m., Trinity Lutheran Church, Tacoma, Washington.
- 1165 TERRE HAUTE, Indiana, (D-11), *Scottish Rite*, 2nd & 4th Thurs., 7:00 p.m., Scottish Rite Cathedral, Terre Haute, Indiana.
- 1898 KEARNEY, New Jersey, (D-46), *Wearne*, 1st & 3rd Wed., 5:15 p.m., Western Electric Company, Kearney, New Jersey.
- 2581 ST. ALBANS, L. I., New York, (D-46), *St. Albans*, Friday, 11:45 a.m., U.S.N. Hospital, St. Albans, New York.
- 2641 NEW ULM, Minnesota, (D-6), *New Ulm*, Mon., 6:30 a.m., Eibner's, New Ulm, Minnesota.
- 2645 NEW YORK, New York, (D-46), *Rockefeller Center, Inc.*, Wed., 1:00 p.m., 30 Rockefeller Plaza.
- 2626 GREAT FALLS, Malmstrom AFB, Montana, (D-17), *Malmstrom Officers*, Wed., 11:30 a.m., Malmstrom Officers' Club.
- 2678 NEW ORLEANS, Louisiana, (D-29), *Telco*, Mon., except 2nd Mon. of month, Kolb's Restaurant, 127 St. Charles Street, New Orleans, Louisiana.
- 2779 CHICAGO, Illinois, (D-30), *Lindberg*, 2nd & 4th Tues., 5:30 p.m., Como Inn.
- 2680 MONROE, Louisiana, (D-29), *Monroe Telco*, Wed., 5:30 p.m., 316 Breard Street, Monroe, Louisiana.
- 2681 LOS ANGELES, California, (D-50), *Auto Club Chapter*, Every 3 weeks on Thurs., 6:30 p.m., Los Angeles.
- 2865 JOHNSTON, South Carolina, (D-58), *Johnston*, 2nd & 4th Mon., 7:00 p.m., The Hub Restaurant, Johnston, South Carolina.
- 2686 MINEOLA, New York, (D-46), *Mid-Island*, Thurs., 5:30 p.m., Howard Johnson's, 3000 Jericho Turnpike, New Hyde Park, New York.
- 2691 SCAPPOOSE, Oregon, (D-7), *Scappoose*, Thurs., 6:30 a.m., Scappoose Grade School Cafeteria, Scappoose, Oregon.
- 2693 CAMILLA, Georgia, (D-14), *Camilla*, Mon., 7:30 p.m., East End Cafe, Camilla, Georgia.
- 2694 PHOENIX, Arizona, (D-3), *Papago*, Wed., 6:45 a.m., Salt River Project Cafeteria, Phoenix, Arizona.
- 2695 ST. CLAIR SHORES, Michigan, (D-28), *St. Clair Shores*, Thurs., 6:15 p.m., Dell's Cafe.
- 2697 COURTENAY, B. C., Canada, (D-21), *Courtenay*, 2nd & 4th Tues., 6:15 p.m., Joe's Drive-Inn, Courtenay.
- 2698 NEWBERRY, Michigan, (D-35), *Teaspoon*, 2nd & 4th Thurs., 7:00 p.m., Pentland School Cafeteria, Hospital Location—Newberry, Michigan.
- 2702 PEKIN, Illinois, (D-54), *Tazewell*, 2nd & 4th Thurs., 7:00 p.m., Tazewell Hotel, Pekin, Illinois.
- 2705 ERIE, Pennsylvania, (D-13), *Eriez*, 2nd & 4th Thurs., 6:30 p.m., Saga Club, 149 West 8th Street.
- 2708 ESTHERVILLE, Iowa, (D-19), *Estherville*, Wed., 6:15 p.m., Skyline Club, Estherville, Iowa.
- 2709 NAPOLEON, North Dakota, (D-20), *Napoleon*, 2nd & 4th Wed., 6:15 p.m., Wentz Cafe, Napoleon, North Dakota.
- 2710 WADENA, Wadena AFS, Minnesota, (D-20), *Civilian and Military*, 1st & 4th Tues., 7:00 p.m., The 739th AC&W Sqn., Wadena.
- 2711 SHELTON, Connecticut, (D-53), *B. F. Goodrich Sponge*, Mon., 5:30 p.m., Rapp's Terrace Room, Shelton, Connecticut.

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By Bergen Evans and Cornelia Evans

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