

FEBRUARY, 1958

# *The* TOASTMASTER

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### AS WE WERE

by J. Clark Chamberlain

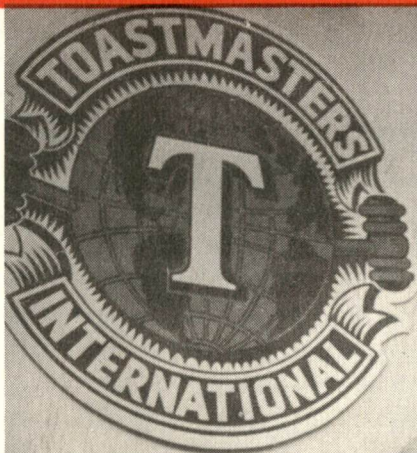
### The Toastmasters Club . . . Its Meaning and Values

by Ralph C. Smedley

### TICKET TO ARABIA

by Grant Butler

also other articles,  
features and club news



***"For Better Listening... Thinking... Speaking"***

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A Toastmasters club is an organized group providing its members with opportunities to improve their abilities to speak in public, conduct meetings and develop their executive abilities. In congenial fellowship, ambitious men help each other through actual practice, mutual constructive criticism and the assumption of responsibilities within the organization.

Each club is a member of Toastmasters International. The club and its members receive services, supplies and continuing counsel from the Home Office.

“As a man speaks, so is he.”—Publius Syrus, 43 B.C.

# The TOASTMASTER

For Better Thinking—Speaking—Listening

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

VOLUME 24 NUMBER 2 FEBRUARY, 1958

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FEBRUARY, 1958

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# AS WE WERE

By J. CLARK CHAMBERLAIN

THE celebration of our Founder's eightieth birthday provides a welcome opportunity to look back upon my continuous association with Ralph Smedley over a period of thirty-two years in the Toastmasters Club movement. The impact of his priceless idea upon my own life during this time has been profound. What it has meant to countless others is apparent in the remarkable spread of this movement throughout the world.

My first meeting with Ralph Smedley came in the fall of 1925 when a business friend from Santa Ana, Clyde Rowland, invited me to attend a meeting which he declined to describe, saying only that he knew it would be a worth-while experience. Long before that first Toastmasters Club meeting was over, I had become entranced with the possibilities of this idea, and that same evening sought Ralph Smedley's permission to organize a similar club in my neighboring community of Anaheim. Not only did Ralph grant permission to get a second club going, he offered all possible help in its establishment.

We had no difficulty in getting

sufficient enrollment for the Anaheim Club, and it became officially established in January of 1926. Throughout my term as the club's first president, we leaned heavily and often upon the man whose idea we were so enthusiastically putting to work. With two clubs, it was easier to interest others, and gradually our number grew. When business took me to San Diego in early 1930, where I soon established a club, we still were but a handful of independent groups, held together only by the bond of kinship with Ralph Smedley whose copyrighted name of Toastmasters and its method of operation we were all using with his ready permission.

It was inevitable that groups of independent Toastmasters in various communities of California, and one in Canada at that time, should desire some closer bond, so a federation was proposed and eventually formed. Through a series of meetings of club delegates during July and August of 1930, a proposed constitution and bylaws was developed, and the name, Toastmasters International, was selected.

## ... Toastmasters First President Reminisces

*J. Clark Chamberlain was a young businessman in Anaheim, California, when he first met Dr. Smedley and became interested in Toastmasters. Later he moved to San Diego, where he is Secretary-Manager of the Bureau of Home Appliances, an association of Electrical Appliance Dealers.*

*Still active in Toastmasters, Mr. Chamberlain, who served two terms as President of Toastmasters International, is a member of Club No. 7 in San Diego.*



Upon ratification of these bylaws by the then existing clubs, the first formal meeting of Toastmasters International was scheduled for Los Angeles, October 4, 1930. On that day it was my great honor to be installed as the first president by our Founder, Ralph Smedley, who not only had given every possible assistance in the federation of individual clubs into International, but had, of course, conveyed full rights to the use of the name and the idea. At that time, he also became the Honorary President and a member of the Board of Directors, for life, which offices he has occupied with dignity and distinction through all these years.

In those early days of the federation we were few in numbers, but enthusiasm for development of the movement seemed unbounded. So eager were we during those forma-

tive years, that "conventions" as they were quaintly called, were held at intervals of not more than three months. These kept our enthusiasm in high gear. The thirties were the days of the great depression, and as it deepened, our struggling organization fought to keep itself going, while slowly adding new clubs. All help was voluntary, with funds from our meager treasury being used only for the barest necessities, such as stationery and postage. For the individual, keeping up club membership against salary cuts and job losses was a constant problem. My own San Diego Club twice changed meeting locations during the first three years of Toastmasters International, to save as little as five cents in the dinner cost! In those days, an increase from fifty-five to sixty cents was a matter of major economic concern.

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*Dr. Smedley addresses an early Toastmasters meeting in 1927.*

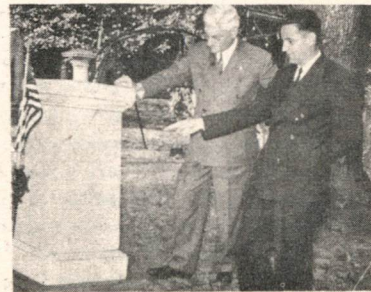
Throughout those difficult years, Ralph Smedley gave constantly of his time and talents. He contributed to our bulletin, "The Gavel," forerunner of the present TOASTMASTER, and served on its Editorial Committee. His active participation in all of our group meetings or "conventions" was a source of inspiration, made more important in the knowledge that attendance for him and Mrs. Smedley usually meant sacrifice of something else, just as it did for most of us in those times of economic crisis. Toastmasters International was not able to pay a dollar of any person's expense, travel or otherwise, for several years. That applied to the Founder, as well as to the first five Presidents who served the organization.

Looking back, it now seems almost incredible that an organization, launched in the five years of depression, could have survived. But ours did, largely because enough of us who were in the movement at that time truly believed that the Toastmasters idea would do so much for us and for mankind in general. Some of us even made predictions of what might some day be, predictions which were considered visionary at the time. But our

most enthusiastic hopes have long since been surpassed by what has happened to the Toastmasters movement in recent years.

In 1937 Ralph Smedley, whose lifetime work had been with the YMCA, consented to divide his time between the two organizations, and was elected Secretary of Toastmasters International. He occupied the latter position for eight years, during which the organization grew steadily in size, strength and effectiveness. At the close of the war, Ted Blanding, just out of military service, became the Executive Secretary, enabling our Founder to devote his full time to the editorial and educational interests of our organization, in which work he has been so tremendously effective.

Throughout the formative stages of Toastmasters International and



*At the grave of Paul Revere, early exponent of direct communication.*

for years following, Ralph developed and maintained acquaintance by correspondence with a great number of men in the clubs. He had for each, something of encouragement in the common effort to attain proficiency in speech. In those days we had neither the

money nor the facilities for production of more than the sketchiest sort of educational material.

Individual correspondence on the part of our Founder gradually had to give way to other forms of communication as membership grew. In 1946, he instituted a letter called "Personal Interview" which went each month to Club officers and District leaders and carried helpful and encouraging information of direct interest to all of us. This approach has now been broadened, and a page in THE TOASTMASTER will reach the entire membership.

That Ralph Smedley's brain child has had a profound effect upon my own life has been noted earlier in this story. Actually it has so taken over in my own case as to become a second religion. It has caused me to be a regular Toastmasters Club attender without a break, since the establishment of my first Club more than thirty-two years ago. It has meant far more than words could convey, in my business, community and social life. What it has meant to Ralph himself, can be appreciated most by those who worked with him at the outset. His idea remains basically the same, but the man has gradually taken on over the years, new abilities and new concepts which have kept pace with the fantastic spread of the Toastmasters movement. He has truly grown into a position of leadership and international recognition in the field of speech training, because of the limitless value of the plan he conceived for all men to use.

Has the development of Toast-



*Dr. Smedley lays wreath on grave of General Henry Martyn Robert, in Arlington Cemetery. To right of Dr. Smedley is Mrs. Sara Robert, daughter-in-law of the General*

masters fulfilled the expectations of its Founder, and of those of us who with him created Toastmasters International? Certainly neither he nor any of us who were there at the outset could have envisioned what has come to pass. The ability and capacity being constantly demonstrated by our management and editorial organization at the Home Office, backed up by leadership in the Board and throughout International, suggest far greater things which are yet to come. I am truly grateful that it has been my privilege to assist in the life work of our Founder, and to have profited so much in working with him all these years.

Certainly every Toastmaster throughout the world will join with me this month, and especially on February 22nd, in wishing Ralph Smedley a happy birthday, many more of which we hope to recognize during his days of continuing service in this great movement he has created. ❖

# THE TOASTMASTERS

By R. C. SMEDLEY

## CLUB

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

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

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

man's ability to communicate his ideas is a means of improving life in all its phases, and that the progress of civilization depends on this improvement.

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

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

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

These men can be encouraged to develop and use their own initiative and originality for their own im-

## ... its MEANING AND VALUES

provement. It has been my privilege to share with all of them the results of my own experiences, and to try to stimulate them in using their resources.

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

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

In the course of years, as we

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

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

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

*It helps in the integration of personality.*

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

*(Continued on next page)*

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

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

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

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

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

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

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

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

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

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

At San Diego, in 1951, I stated:

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

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

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

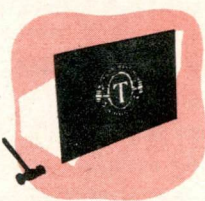
Personal contacts between those who are prepared to lead and those who need help in leadership are essential. Much information must be transmitted through the printed page, but the most effective method of transmission is through training sessions in which qualified leaders present information and conduct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

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

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

Fundamentally, I believe that the ability to communicate is a God-given talent, which ought to be used by all for the good of all. It is our privilege to help bring this talent into greater usefulness, so that it may be applied to the building of a better world, through the building of a better society made up of individuals who must act in groups. I believe that in bringing improvement in the way of "better thinking, better listening, better speaking" to individuals, we are contributing to the improvement of the society which is made up of these individuals.

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





## ACROSS THE DESK



By TED BLANDING

Executive Director, Toastmasters International

As Ralph Smedley celebrates his 80th year, the calendar reminds me that I have enjoyed the privilege of more than 25 years of association with him.

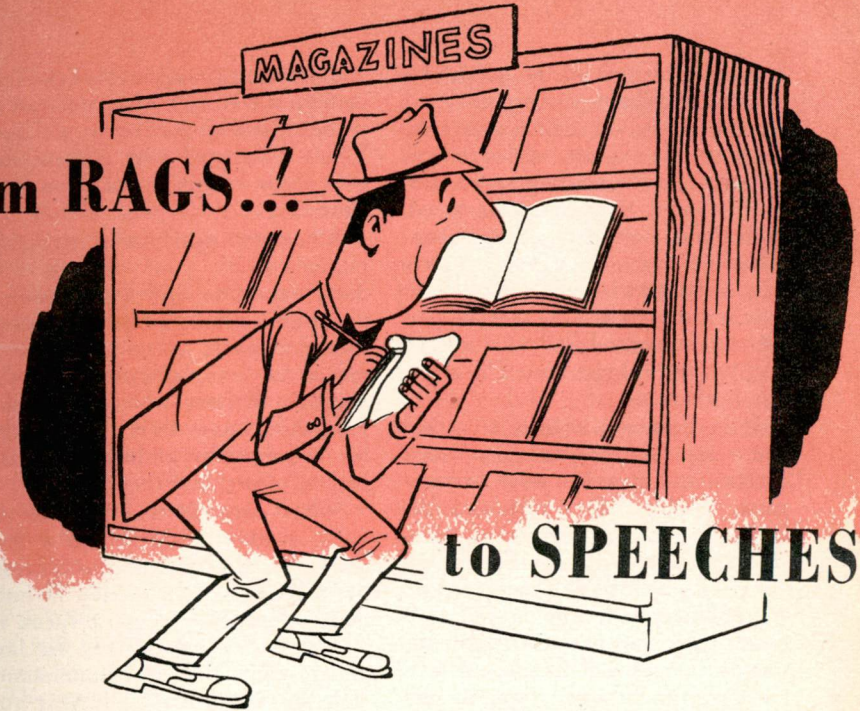
Through the years of my club membership, I arrived at an appreciation of Ralph's tenacious adherence to the basic ideas and basic simplicity of the Toastmasters organization.

When I became a working associate of Ralph's, I acquired a keen appreciation for the sound organizational base upon which we have since been able to build. Back in those days, the Home Office consisted of Ralph Smedley, a small, one-room office and a battered typewriter. If Ralph had developed merely a temporary panacea for the ills of mankind, we could not have grown from that humble operation to our present size, weathering all obstacles.

Although our staff has grown and our office equipment enables us to serve the needs of 70,000 members all over the world, we still adhere to the philosophy Ralph Smedley impressed on the organization many years ago. The soundness of these principles and his unfaltering devotion to them are among his major contributions to our organization and the members we serve.

On behalf of all the members of the Home Office staff, I extend sincere congratulations to Ralph.

# from RAGS...



# to SPEECHES

*Darrell Terrell is Educational Vice-President of Lake Erie Toastmasters Club No. 1505, District 10. He is librarian at the Harbor Public Library, Ashtabula, Ohio.*

By DARRELL TERRELL

**H**OW many times have you picked up a magazine, glanced through it desultorily, and thrown it aside exclaiming, "That old rag!"

Your exclamation indicated an awareness of the types of pulp used in the manufacture of paper. That, however, isn't what you meant. You were saying that the magazine was worthless.

Worthless? Far from it! If I had been there, I would have said, "Don't throw it away, fellow Toastmaster! Let me point out how, by studying magazines carefully, you

can learn to make better speeches."

You already know that there are good speech ideas in magazines? I should hope so; however, that isn't what I had in mind.

There are, of course, basic differences between an article and a speech. One is created primarily for the eye, the other for the ear. A speech has the advantage of the personality of the speaker; it may lean heavily on gesture, tone of voice, facial expression. An anecdote which is dull in reading may

*(Continued on next page)*

become hilarious by the quirk of a speaker's eyebrow.

Conversely, an article may take more time to explain, elaborate and illustrate, since reading speed usually is faster than listening speed. It demands not greater care in construction so much as the same care in a different kind of construction. It is well not to assume that an article can be reproduced as a speech without radical changes. The opposite is also true.

It is, however, equally true that there are many techniques which articles and speeches have in common. Their primary purpose is the same: to convey information, to induce thinking, to arouse action. Articles which have been accepted for publication by reputable magazines may be assumed to have passed the tests of finicky editors, to have undergone rewrites and revisions, to have been adjudged worthy of presentation in matters of style, arrangement and technique. It is in these fields that they can give us a few pointers.

Here are some important lessons I've learned about speaking by playing this "rags to speeches" game: 1. Slant your speeches. 2. Use your title as a lure. 3. Create a fishhook opening. 4. Keep tugging at the line. 5. Don't throw the fish back in!

How did I learn all this by studying magazines? Here is a magazine. The title is *The Lion*. What kind of articles and stories would you expect to find in this magazine? Materials for Lions of course. Let's assume that you are a Lion. You pick up this magazine and discover that the author of an article

is discussing Rotary activities. You may be a Rotarian also, but you're reading this magazine as a Lion. You're disgusted with a man who is in the wrong pew *and* the wrong church.

When you purchase a magazine published by your church you don't expect to find articles about the church across the street. If that should happen, you would have a reason for being disgusted with the author. Writers who get articles published know this. They write for a particular audience. In the jargon of writers, they *slant*.

What does all this have to do with speaking? Here are a few examples. Suppose you are addressing a group of Cub Scouts. To hold their attention, you must speak in terms of their experience, use language which they can understand. You tell some simple stories; you may even indulge in a bit of modern idiom or slang if you are sure of your ground or have a Cub at home whose speech you may use as a model.

Would you give that same speech before a meeting of the local geriatrics society? You would not! If you were addressing a P.T.A. meeting, would you proceed to lecture your audience on the relative merits of Buddhism and Christianity? Surely you would remember that a P.T.A. audience is interested in something of earth-shaking importance for little John or Susie.

You may think that I am making too much of a matter so apparently simple. I wish that this were the case. I have been on the listening end of speech fiascos. The speakers had good ideas and they de-

livered with excellent diction. They had pleasing voice personalities plus the graceful gestures of a dancer. But they forgot the cardinal rule of speaking. Those speakers didn't lose their audiences. They never won them because *they did not slant*.

When you look at the cover of a magazine, your eye slips past the picture of the pretty girl to the lead article title. Chances are, if the title isn't alluring, you will not read the article. Writers use titles as lures. Apply that knowledge to your speaking. Make your lure attractive. You want your listeners to say, "That sounds interesting," or, "That's a strange title. What is this all about?" If your listener doesn't care for your speech title, you will have a difficult time capturing his attention.

The writer for magazines knows that a good lure isn't sufficient. Whether the reader is won or lost forever may depend on that opening paragraph. When you pick up an article with a dull beginning you probably don't bother to continue reading. Keep that in mind when speaking. Your audience may be physically trapped, but their minds are free to wander. You must capture the attention of your listeners with a fishhook opening. The tricks which you, as a speaker, use will depend upon your personality and ingenuity. The point is that you must hook your listener immediately.

Observe, when you read another magazine article, that the writer doesn't stop with a clever fishhook opening. He continues to feed to you some interesting facts. He may use quotations. The article then sounds authoritative. You may wonder how the author came to know so much about that subject. You can bet your Toastmasters pin that he has done some research, checked his statistics, and perhaps telephoned or interviewed an authority or authorities in the field. Can you do any less for your listeners? Give them facts, stories, and quotations. Throughout your speech you must keep tugging at the line.

Now, Mr. Toastmaster, let's assume that in your next speech you will do all of the things I've mentioned: you will slant your speech; you will use a title as a lure; you will create a fishhook opening; and you will keep tugging at the line.

Good! Before curtain time there is just one other trick to learn in this rags to speeches drama. Notice that the writer of an article doesn't rehash everything that he has told you. After all, you had one chance to get it. When you're speaking, if your listeners missed your gems the first time around, a second kickoff won't help your score. Don't start over and spoil your speech for everyone. Don't throw the fish back in! This is a simple rule to follow—STOP. ❖







## TOASTMASTERS: Ticket to Arabia

By GRANT BUTLER

**O**UR Basic Training Manual and some earnest effort were the magic carpet that took me to Saudi Arabia. Here's how it happened:

Seven years ago I read an article by Dr. Smedley. It changed the course of my thinking and my life.

The article stressed the importance of expressing ideas through speech, the need for communication between men and nations. I had just spent some time in the Middle East, and I knew what lack of communication of ideas meant in that strategic part of the world. I wanted to know more about Toastmasters.

Within a week I attended my first meeting. I saw men of varying educational backgrounds and job levels

working together to improve themselves. I saw men expressing themselves with courage and conviction, some better than others, but all working together in a spirit of understanding and cooperation. I wanted to be a part of Toastmasters.

The great value of Toastmasters instruction was soon evident to me. While I had had some previous speech training as a radio announcer, I did not realize how much I needed the friendly, incisive evaluation of my speaking ability.

Actual talks before a "live" audience turned out to be far different from speaking before a microphone, where head twistings and other nervous mannerisms were unseen. I soon became thoroughly aware of my own deficiencies. I

found that I was an ardent disciple of the fig leaf stance. My tongue had a tendency to dart in and out of my mouth with great rapidity. My eye contact consisted of a glassy, fixed stare at the corners of the room.

Within a year and with much hard work I corrected the nervous mannerisms. I discovered in addition that there is no substitute for hard work in becoming a good speaker. The most successful Toastmasters, I found, were those men who spent many hours on the preparation of their talks, the men who finished Basic Training with the same enthusiasm with which they began.

I devoted many hours of practice to each of my Basic Training talks. I rewrote each talk many times. Although I had been a newspaper reporter in my early career, Toastmasters taught me that writing vividly, with freshness and appeal, is as important as speaking with clarity, inspiration and conviction.

After polishing each talk I would practice it unmercifully on my wife, neighbors, anyone who would listen. I recorded talks on my tape recorder, listening closely for voice faults, for proper pacing, inflec-

tion. Often I devoted as many as thirty hours to one five-minute talk. Eventually came rewards.

By the time I concluded Basic Training I began to speak more effectively. I had more confidence. I recognized that I had achieved some of the twelve Basic gains listed in our Toastmasters Manual: ability to think more clearly and consistently, tolerance, ability to see both sides of a question.

After winning an Area speech contest, I designed a talk for the District which would stress the need for understanding the Arabs of the Middle East. I wanted the talk to reach the understanding of the audience, to arouse interest, stimulate thinking. Apparently it did this.

A fellow Toastmaster heard my District talk and asked me to speak before his service club. This led to other engagements. Within the year I had spoken to more than one hundred clubs. Soon I signed a contract with an agent to speak on a paid basis and have been accepting as many as sixty lecture engagements each season.

In 1956 I toured the Arab countries to obtain more material for my lectures and articles on the Middle East. Several prominent

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*Grant C. Butler is a well-known lecturer and writer on the Arab world. He lived in Saudi Arabia from 1948-1950 and returns to the area frequently. He formerly headed the Field Public Relations Division for the Arabian American Oil Company, is now a public relations executive with a domestic oil firm. His articles have appeared in leading magazines and newspapers in this country and abroad.*

*The picture at the head of this article shows Mr. Butler and a group of Bedouins in their tent on Christmas Day in the desert of Saudi Arabia eight years ago. The two Arab boys are now valued employees of ARAMCO.*

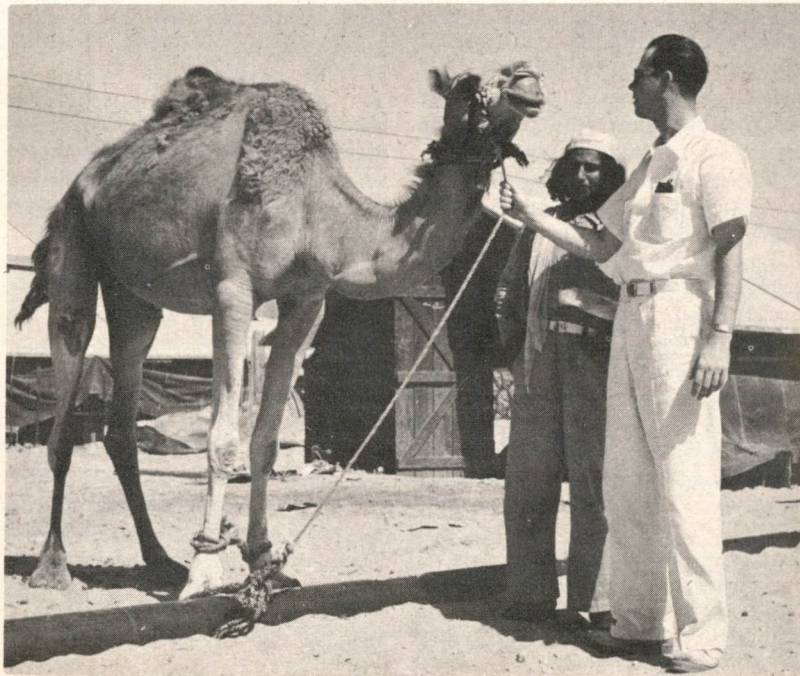
Arab leaders told me that the greatest need in the world today is for understanding between men and nations. Toastmasters training is vitally important because it teaches us to express ideas, to understand the other fellow and his point of view.

In Saudi Arabia I talked with King Saud, a man whom I had first known as the Crown Prince when I lived in his country. I told him about Toastmasters International, its objectives. He smiled and said through our interpreter, "We could use many Toastmasters in the Middle East to communicate ideas."

In the Arab world today, millions of people are reaching out for understanding, for human affection and kindness. As Toastmasters, perhaps we can reach no higher goal than living by the words of the Master Christian: "Love thy neighbor as thyself."

Reading that article by Dr. Smedley seven years ago opened up a great new field for me. It has broadened my entire business horizon. It has helped me express ideas with clarity and conviction. It has shown me how to contribute, in a small way, to better understanding between men and nations.

The Author with a Bedouin and his camel near Quatif, Saudi Arabia



# USE 'EM ... or LOSE 'EM



By ROBERT O. DONOVAN

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

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

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

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

It's easy for a Toastmaster to

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

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

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

This adds up to fifteen. On the face of it, it looks as though just

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

half of the thirty members are really needed for that particular meeting.

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

First of all, is there a club officer who does not have one of the above assignments? Then tell him that you want a report, an announcement, or some other utterance from him—or them, if there is more than one. Notify him in advance so that he has time to plan. Make it a real announcement, too, of something important.

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

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

After having checked these, do you still have some left-over mem-

bers without any part to play? Then make them assistant Sergeants-at-Arms for the evening. Let them introduce visitors, sit next to them during the meeting, and really explain Toastmasters to them. Make this one a before-the-meeting assignment, too.

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

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

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

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

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

Don't lose 'em—Use 'em! ♦

## SOME ADVICE FOR THE TOPICMASTER

Prepare the table topic program in advance; choose from a variety of ideas—quotations, current events, newspaper clippings, questions, pantomime, parliamentary procedure, stories and anecdotes.

Refrain from too much comment yourself. Start the ball rolling and then get out of the way.

Conduct the table topics program with enthusiasm. Keep it moving. Adapt it to changing circumstances. Get yourself some practice in presiding.

Give all the men who do not otherwise appear on the regular program a preferred chance to participate in the table topics.

—Reprinted from the Sheboygan "Y" Toastmaster Bulletin, Club 2121, D. 35, Sheboygan, Wisc.

These stencil department files carry the names of 70,000 members in 29 countries



# CLUB TO CLUB



President Lauw Yang Chon of Singapore Toastmasters presents Chief Minister Lin Yew Hock with honorary membership in club



TMI Pres. Haeberlin greeted on arrival in Montreal by J. Farrell Vocelle, Governor of Dist. 61. (story on page 23)

Looks like competition, but Past Presidents Clare Harrison and Elmer Mateas know that all roads lead to El Monte (Calif.) Toastmasters



Rex Land, management consultant, addresses TMI Board of Directors at meeting at Greenbrier Inn, Garden Grove, Calif. Left to right: Carl Thorton, City Manager, Santa Ana; Intl. Pres. Paul Haeberlin; Rex Land, and Ted Blanding.



Lonesome "Ike" (a donkey, yet?) awaits Bellflower Toastmaster custody (story on page 24)



Not five auctioneers, but new officers of Warner-Swasey (Cleveland, Ohio) Toastmasters demonstrating an overwhelming "ah"



**Downtown Toastmasters Club 141  
Los Angeles, California:**

With Dr. Smedley as guest of honor, Downtown Toastmasters 141 celebrated their 500th consecutive dinner meeting recently at the Nickodell Restaurant in Hollywood.

Club 141 has several claims to distinction: (1) Toastmaster officials believe its 500 consecutive meetings to be one of the greatest number of such meetings on record in Toastmaster history; (2) the club has produced two International Presidents of TMI—Joseph Rinert, attorney, and George W. S. Reed, newspaper executive; (3) seven former Presidents of the club are still active in the regular speaking panel; (4) an even dozen Downtowners have been active in the Club's work for more than five years.

Guests for the evening included members of the Miracle Mile Club 494, Paul Hornaday, International Director; Max Sachs, Governor, D. 50; Sam Hathorne, Adm. Lt. Gov., D. 50, and Wallace Salmon, Governor Area 6.

Austin Conover (L), columnist of "Hollywood Citizen-News" interviews Dr. Smedley at 500th dinner meeting of Downtown TM's 141.

**Firestone Supervision Toastmasters  
340, Los Angeles, California:**

"I speak of Democracy," said 25,000 high school student speakers in a nation-wide contest. Twelve of the local contestants met in Compton to determine the local winner, and Toastmasters of District 51 were asked to serve as evaluators and judges.

Charles Hutson, Educational Speakers' Bureau Director of District 51 and assistants Keith Kroll and Arthur Lay of the Firestone Supervision Toastmasters selected as winner Miss Alice Rose from El Rancho High School in Pico.

\* \* \*

Bart Hewitt (L), of Socraton TM's 1547, Long Beach, Calif., receives winner's trophy in humorous speech contest from Gov. Ralph Lines



**District Sixty-one  
Province of Quebec and Eastern  
Ontario:**

International President Paul Haeberlin recently visited Toastmasters of the newly-formed District 61-P in Eastern Canada. The meeting was very successful, with TM representatives of all clubs in the District in attendance.

J. Farrell Vocelle, District Governor, writes: "Paul really left us a message, stimulating further interest in Toastmasters in the Provinces of Quebec and Eastern Ontario. Paul also addressed a few words in French in recognition of the three bilingual clubs in this District and I am enclosing a copy of these remarks which, I believe, constitute a "first" in Toastmasters International."

Said President Paul: "Messieurs: Je suis fort content d'être dans la province de Québec et de vous étendre les salutations des Toastmasters International. Mon plaisir s'augmente puisque je viens ici aujourd'hui comme votre président, le premier Canadien ainsi honoré! —

"Mon coeur a été réchauffé par votre accueil cordial et par le renouvellement d'anciennes amitiés. Les Proposés de Toasts partout sont des hommes de calibre exceptionnel, des hommes qui possèdent de grandes capacités pour l'amitié et l'intelligence.

"C'est un vrai plaisir d'accueillir le district numéro soixante et un comme notre toute nouvelle région et je vous souhaite bien des années et de développement dans le service de vos clubs. J'adresse à vos chefs nos meilleurs voeux comme ils se préparent pour le travail qui les attend."

\* \* \*

*A civilization can get along without oil—Plato's Greece managed fine without a drop of it—but unless it produces poets and sculptors and story tellers and philosophers, it isn't a civilization at all.*

—John Fischer



Diamond Toastmasters discuss club's plans for good publicity

**Diamond Alkali Company Toastmasters 2486, Painesville, Ohio:**

A comparatively new club making forward strides with great enthusiasm is the Diamond Alkali Club of Painesville. The club meets at noon, following the increasing trend toward daytime meetings. As a gimmick to encourage speaker progress, a small silver trophy is awarded each meeting to the best of the featured five-minute speakers. Voting on the best speaker is by secret ballot, all members participating.

The club also receives excellent publicity in the company's house organ, "Alka-lines." Toastmaster Tom Kuby is editor of the publication.

Picture shows Diamond Toastmasters Millard Randall, John Volanski, George Tanner, Bill Armstrong and Joseph Bosich.

**Bellflower Toastmasters Club 275  
Bellflower, Calif:**

Highlighting the kickoff dinner for our club's annual membership drive was the appearance of "Ike," a colorful four-legged Bellflower resident whose only previous claim to fame has been his many years of toil as lead burro in a pack train.

Utilizing Ike's affable nature and readiness to make friends, President Tom Eddy and Past President Boyce Dupre forcefully allowed any member not bringing a guest to enjoy the congenial company of Ike as a guest for one week.

Club membership was divided into two groups to compete against each other, with points being awarded for the number of guests introduced to Toastmastering at each of the meetings throughout the month. Kent Urton was program chairman for the month, while Past Pres. Boyce Dupre kept track of Ike, patiently tethered outside the meeting place (see picture on page 21).

Whether due to Ike or to other factors, the membership drive was a terrific success.

\* \* \*

**Central Lutheran Toastmasters  
2075, Minneapolis, Minnesota:**

As warm-up table topics, prior to a surprise "coming out of your shell" evening, TM Glen V. Hoople, Ed. V-P, used the "famous orator" theme. Two members worked together, and were given a slip of paper stating: "You are Demosthenes," or "You are Cicero," with a brief summary of the speaker, and one of his orations given at a specific time in history. During the dinner, the two discussed the person and the period. When called upon, one of the two "introduced" the orator and set

the scene, while the other became the orator and delivered his idea of the oration.

\* \* \*

**King Cotton Toastmasters Club 1310  
Memphis, Tennessee:**

At our last meeting Topicmaster Joe Bradley came up with a novel treatment of the table topics, which we feel was extremely successful. In keeping with the current theme of Sputniks, Joe informed the club that a space ship from another planet had landed in the immediate vicinity and that the authorities had been unable to communicate with the space men because they were extremely shy and frightened by any move or gesture that the speaker might make in normal conversation. Joe then called on various members to explain to the space men several terrestrial objects in which they might be interested. During his explanation, the speaker had to remain completely immobile. If he moved, he would suffer the loss of his audience and sit down.

Among the things to be explained were: a cigarette, what it is and how it is used; an accordion and how to play it; how to ride a bicycle; how and why you use a nail. They were also asked to answer presumable questions from the visitors.

We feel that the treatment was novel and might be of interest to other clubs.



THE TOASTMASTER

**S.E.C. Roundtable Toastmasters  
1041, New York City, N. Y.:**

Toastmasters contribute to sales education!

Mr. Mack Rapp and Mr. George Fitterman, two Roundtable Toastmasters and members of S.E.C., are making contributions to the education of Long Island University students of a sales management course and gaining experience in public speaking at the same time.

Professor Leo Leibow of the Department of Marketing, Long Island University, Brooklyn, N. Y., called the Sales Executive Club recently and made known his need for several guest lecturers, with sales management training, to participate in his current course in Marketing. Jim Brehoney immediately thought of the two S.E.C. Toastmasters Clubs, the Roughriders and the Roundtable. Mack Rapp, Vice-President and Sales Manager of Detecto Scales, Brooklyn, and George Fitterman responded immediately. Mr. Rapp spoke on the subject of Salesmanship. Mr. Fitterman's first lecture was entitled "Aspects of Dealer Loading in the Grocery Field."

All those who have heard these gentlemen speak know that both Toastmasters and S.E.C. were well represented. We are also confident the students of Professor Leibow's class profited from the extensive knowledge and experience of Messrs. Rapp and Fitterman.



FEBRUARY, 1958

The Roundtable Toastmasters are scheduling many interesting programs, among them being a debate on a topic of current interest, and a joint meeting with the other S.E.C. Club, the Roughriders. Interest is high and visitors are welcome.

\* \* \*

**Anderson YMCA Toastmasters 715  
Anderson, Indiana:**

It is a pleasure to report that the new "Del Rey" Toastmasters Club No. 2665 in Anderson is really functioning, with thirty-five charter members. We understand that they have sent for their charter. The name was chosen from many submitted, through a contest held by the Delco-Remy Club members.

We of the Anderson "Y" club are very proud of our accomplishment in helping the new club get started, but gee, it is so easy to sell the Toastmasters organization! We do feel this is only the beginning and soon we will have our second club here at Delco-Remy. In fact, we are working on it now—a noon club for the night boys.

Our YMCA club is progressing steadily. We are working on a new club at New Castle, Indiana.

\* \* \*

**Hawkeye Toastmasters 617  
Cedar Rapids, Iowa:**

Hawkeye Toastmasters are furnished with attractive memo pads, compliments of the Ingram Press of that city, which are headed "Hawkeye Toastmasters No. 617," and add the information that the club meets at 5:45 p.m. at Bishop's Cafeteria, and that visitors are welcome. These are distributed by members to every business contact they make in Cedar Rapids.

It's been an easy and very effective way to publicize Toastmasters and arouse interest in our club.

# Editorially

RALPH C. SMEDLEY

**T**HIS month Ralph C. Smedley will have the 80th anniversary of his birthday.

As every Toastmaster, a half-million men who have been active over the years, and countless others know, Ralph conceived the idea of Toastmasters more than a half-century ago. He organized the first Toastmasters Club; he has organized many, many others since, and he is the Founder of Toastmasters International.

Any one of these achievements would justify the honor we give him, but these in sum do not constitute his greatest achievement nor our real reason for congratulating him.

Ralph Smedley was obsessed by an idea. He believed that the articulate man is happier, better adjusted, more capable of achieving personal and professional success than his tongue-tied fellow men. He believed that all men can become articulate through self-training and practice, and that they can find the process enjoyable. His observation rejected the flamboyant, bombastic "oratory" of an earlier era, still lingering in pulpit and podium; a man's speech should be simple, direct and meaningful.

In short, Ralph believed that every man has the inherent desire and ability to become a better man, with a little help and encouragement. Throughout history there have been prophets and preachers who have exhorted men; Ralph

devised a way based on doing and enjoying instead of scolding and moralizing.

Ralph established individual Toastmasters clubs wherever his work took him and opportunity permitted. Their success encouraged him to continue with his idea. In 1924 the idea and the time joined forces. The Toastmasters movement became a living, continuing force, the obsession an actuality.

It grew and prospered until Toastmasters clubs dotted the free world. Young members married and raised families; their sons grew up and joined Toastmasters in turn.

The early days of Toastmasters coincided with the days of the Great Depression, when jobs were non-existent and hunger was commonplace. Today men cannot remember how bleak the times were then, nor, for that matter, can present-day members appreciate the morale value of an organization which helped men to maintain their self-respect and integrity in the face of almost shattering economic distress.

It was not easy, even for a man with the strength of belief which Ralph possessed, to devote the time and energy demanded to build up Toastmasters. There was no question of remuneration for this labor of love. It had to be done after a full day of hard work. There were letters to write, meetings to attend, clubs to encourage by personal vis-

# Speaking . . .

its, material written to help the new members. There was no time, no money, no chance for salaried assistance. Ralph spent his evenings and spare time at a worn typewriter, while Mrs. Smedley and their daughter Betty assisted him loyally, addressing envelopes, sorting mail. It was a great day when Toastmasters advanced to the purchase of a second-hand mimeograph machine.

Loyalty begets loyalty, and service inspires service. There were other men who shared with Ralph the work of spreading the Toastmasters ideal. J. Clark Chamberlain, J. Gustav White, the late Jean Bordeaux and a growing number of disciples, including Ted Blanding—now Executive Director—worked with him. To be a living, vital and continuing force, an organization must be far more than the lengthened shadow of one man alone. It is indicative of the greatness of Ralph's character that he gladly shared with others the triumphs as well as the tribulations.

There is in American folklore a beloved story of a man who went about the country in his early days, carrying a peddler's pack. This pack contained, among the usual odds and ends, one unusual item—a bag of apple seeds. Wherever he stopped for the night, John Chapman—better known as Johnny Appleseed—planted some of these seeds. In his wake there grew up a remarkable harvest, a trail of flourishing apple trees, lovely in spring-time and fruitful in autumn. Later

travelers who followed his road rested in the shade and refreshed themselves with the fruit, acknowledging gratefully, "Johnny Appleseed passed this way."

Like Johnny Appleseed, Dr. Smedley's trail through life is marked by the clubs he has founded and the rich harvest to others that has resulted from participation in those clubs.

As the Founder of Toastmasters, Dr. Smedley has received many honors and much recognition. His university has bestowed upon him the degree of Doctor of Humanities. In Santa Ana, a Junior High School bears his name. There are other honors, a list too long to reproduce.

It is not our purpose here to pay tribute to Ralph Smedley as the Founder of Toastmasters. His greatest testimonial—and his most valued recompense—derives from the enriched lives of men helped by Toastmasters training.

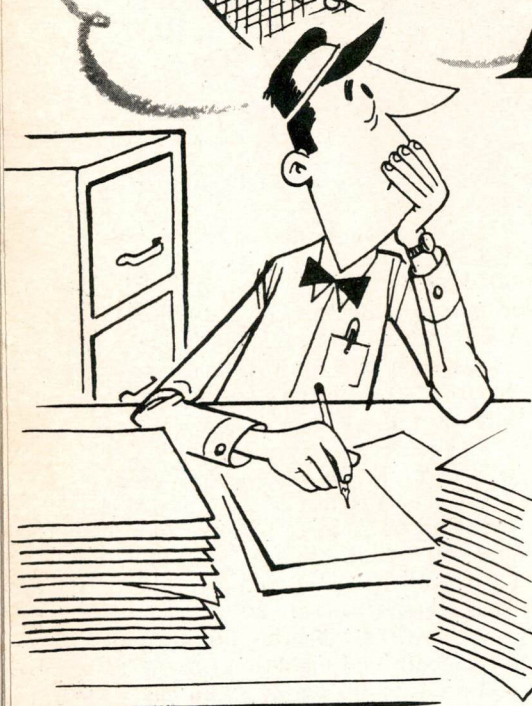
Edward Bok, editor and humanitarian, once said that it was his purpose to leave the world a little better than he found it. This is not an easy task. It demands a selflessness and loyalty of which few men are capable. It predicates that above all else a man must be a friend to mankind and to his fellow men.

It is Ralph Smedley, friend and helpful fellow man that we salute on his 80th anniversary. We wish him the traditional many happy returns, and many years to enjoy the reaping of that which he has sown.

—M.F. & D.G.



# IF I ONLY HAD THE TIME!



By I. LOUIS COOK

"IF I only had time!" How often have you heard that plaintive phrase? How many times have you said yourself:

"If I only had the time, I'd . . .  
*complete my education . . .*  
*do some real reading . . .*  
*take part in civic affairs . . .*  
*write a book . . .*  
*travel . . ."*

By a strange twist of Fate, I recently found myself with the time I had wished for and dreamed of. Since childhood, I have contended with the ravages of a physical disability which forced me into a sedentary existence. With the passing of years and the strain of fast-paced modern living, it was not unnatural that the body should rebel, and demand a temporary withdrawal from the routine of business life.

So finally I had time, time for doing the kind of things so plaintively wished for by those who cry: "If I only . . .!"

What happened?

After the first few weeks of adjustment to the easy life, I made a few discoveries. First, I found that most of the things I had dreamed about doing when I had leisure, took money. For me as for most men, the kind of leisure that comes in large amounts comes on a reduced income. Living on short financial rations made me think twice before spending money unnecessarily. Those extra nickels and dimes took on a sharp new significance. I began to watch the right side of the menu, to take a bus instead of a taxi. The former necessities of life somehow or other

became luxuries. How enticing those newspaper ads for sales on clothes, TV sets and foreign sports cars became when I couldn't possibly afford them! Oh, well, I could dream, couldn't I?

I looked about for some means of passing the time. I read my newspapers and magazines more thoroughly. I listened to radio and TV newscasts with a more attentive ear and a heightened appreciation of what was going on in the world. I started a file of news clippings, jokes and stories. Out of sheer boredom I even began working crossword puzzles. (I discovered why they were so named; the crossword words I thought of when I couldn't complete the puzzles were entirely of my own invention.)

None of these methods of recreation satisfied me. I kept on looking.

There came a night when I had to prepare a speech for my Toastmasters club. I got out my files and started going through them, looking for something to talk about. I spent quite a while gathering, collating, organizing. When I finally finished, I glanced at the clock. Hours had passed by! I could have sworn they were only minutes.

As I worked, I wondered what

I had intended to do with all this information I had been gathering. What had been the reason back of it all?

Recognition of an idea dawned on me. For the first time, I had a *use* for my material. Using it in my club speech had given point and meaning to the project. I suddenly began to realize a great truth—that the use of time must have an objective and a goal of possible accomplishment.

Having an objective is like the fisherman who dreams of—and finally lands—that big muskie. It's like the hunter who is sure that the next few yards will bring him face to face with that eight-point buck.

Time which is merely killed has little value or enjoyment. Reading for reading's sake alone may be pleasant, but without an objective, it is pointless. There must be a purpose to what you are doing in order to achieve the maximum results in enjoyment and benefit. This does not preclude the relaxation you need in order to restore physical and mental energy expended in daily living.

It was my Toastmasters work that gave me the clue to the value

*(Continued on next page)*



of time well used—time spent in achieving an objective. This insight into a personal problem was not the sole benefit I gained from Toastmasters. Many times I have offered a silent prayer of gratitude for the privilege of being associated with it. In my enforced retirement it has given me an outlet for pent-up emotions of frustration and despair. Most valuable of all, however, it has been the sparkplug to the reawakening of ambitions to use my leisure in a worthwhile manner. It has given me the feeling of objectives to be reached at all costs, and this is the feeling that gives to life the purpose and thrill of living.

I had found that with time on my hands there was a temptation to let things slide. Tomorrow was another day, and that knowledge made a good excuse for not doing anything today. Consequently, a good share of the plans and dreams which had centered around "If I only had time" had gone overboard. Tomorrow had become the stumbling block for today.

Strange as it may seem, these hopes and dreams of the future—the "if I only" ones—frequently come from people who already have the time. They simply fail to see the opportunity of realizing their dreams. It is not the physical aspect of their dilemma which is the stumbling block to happiness;



*I. Louis Cook is a member of the Antlers Toastmasters Club No. 725 of Minneapolis, Minnesota.*

it is the mental block which prevents them from seeing their problem in its true light and finding a solution.

The disciplines of the Toastmasters program require a man to apply his time both usefully and purposefully. Properly carried over into every-day living, they provide a slide rule for solving the problems of time—whether the time be too little or too much.

I have often been asked if I miss the old routine of the daily business life. Yes, I do. I hanker for that daily grind when I had a set program of tasks to do. There was a purpose to my efforts which brought its rewards, not in monetary form alone, but in the thrill of completing a certain task. I miss the feeling of accomplishment which comes when I balance my books after looking for a nine-cent error made by reversing a figure in entry of a billing. I miss the thrill of anticipation in the writing of collection or sales letters, of realization that my efforts were effective when the bill is paid or the sales volume suddenly zooms. I am looking forward to the near future when I can get back into harness and do a full day's work again.

I have, however, learned one valuable lesson. "If I only had the time" is not a dream of the future, but a challenge for today. Today represents the time which we have. It may be killed, or it may be spent with purpose and meaning.

When we begin to replace "If I only had time" with "now is the time," we will find that the future has become the present, and plans for the future can come true today.



By H. T. LAWRENCE

**I**T DIDN'T really hit home until the night of the installation dinner. By then it was a *fait accompli*, and the club was stuck with us.

What really threw the whole thing into the spotlight was the installation ceremony itself. Picture the scene—thirty-four Toastmasters and their ladies sitting back in comfortable relaxation around the banquet tables. The Chairman began to lay the groundwork for the most important event of the evening.

The outgoing officers were asked to stand. The Chairman went down the line, addressing each man individually in his turn. He commended the good work done during the term of office, and touched on some of the high points of the administration just ended. Then the five men were asked to be seated.

The Chairman then requested that the *incoming* officers rise. With but one single exception, *the five men who stood up were the ones who had just been seated!*

*(Continued on next page)*

There was a moment of embarrassed silence, followed by some good-natured tittering, as the point sank home. True, we had elected five new officers for the five positions. But there was a net change of only one man in the line-up.

There was nothing to say, and nobody said it. There it was—exactly the way we had voted it. The evening resumed its gay tempo, and the subject was not mentioned again.

It is unlikely, though, that any of the members missed the point. We had unwittingly let our club slip into a routine which, continued indefinitely, could have a very serious effect on the vitality of the club. We were “advancing” the club’s officers, through our elective process, one step at a time along the road which runs from Sergeant-at-Arms to the Presidency.

As one of the officers thus advanced, I am forced to admit that as an electorate, my fellow club members are an extraordinarily

.....  
*Hallett T. Lawrence is past Administrative Vice-President of the Cable Car Toastmasters Club 1243 of San Francisco, Calif. He also edits the weekly news-sheet of the club, Cable Car Chatter.*  
.....

fair, keen and perceptive bunch of voters! But seriously, consider how the system of “advancement-by-longevity” might operate in a club—any club, even your own.

With thirty members, and a term of office of six months, how long might it take your newest member to be voted into office? If he takes

his place at the end of the line, he may expect to be elected President at the end of *fourteen and one-half years of membership!*

This is absurd, of course. In actual working out, it doesn’t happen this way. But it *is* working this way, to a limited extent, whenever we don’t throw the rascals out and put in an entire new team. After a couple of years, such a routine of repetitive selection of officers can put the skids under even the most inspired group of Toastmasters ever assembled.

In this Toastmaster’s opinion, one of the most important and valuable benefits of Toastmastering is the training it affords in group leadership. This is one of the reasons which impel men to join our organization.

It may certainly be argued, and convincingly so, that the longer a Toastmaster is “in training”—both by observing and by serving in the lower-echelon club officer positions—the better job he will be able to do when he finally takes over. But let’s not overdo it. There are limits beyond which observation becomes mere passive acceptance. Ideas are stifled, and innovations shelved.

Remember that with thirty members in the club, it is possible to give every member an elective job within a period of as little as thirty months.

A club can get tired of the same faces up front, term in and term out, no matter how skilled or able their leadership. It’s better to throw the rascals out and start sweeping with a complete set of new brooms.

One way to turn the rascals out

might be to set up an informal limit of two consecutive terms in any of the elective offices. Another approach might be for the President of the out-going regime to make sure in appointing a nominating committee that he makes the members sufficiently aware of the possible pitfalls in the “advance one step” routine.

Probably the simplest way is to get a tradition established—a tradition of passing around the offices so that all of the members get their

chance to serve. This can be done quickly, easily and naturally, once the club becomes aware of the dangers involved in the lethargy of continuing leadership.

To repeat what we said above, training in group leadership is one of the most valuable benefits of Toastmasters training. One of the axioms of this training is that learning is easiest and best by the process of doing. Let’s spread the benefit of leadership training around, and give every member a crack at it.

**“Knowledge is power, but only wisdom is liberty.”**

—Will Durant

***Three things are to be looked to in a building: that it stand on the right spot; that it be securely founded; that it be successfully executed.***

—Goethe.

**“Our future security may depend less upon priority in exploring outer space than upon our wisdom in managing the space in which we live.”**

—Dr. Paul B. Sears, Yale University, retiring President, American Ass’n for the Advancement of Science, addressing the 124th annual meeting.

do you

By ROY C. LAIBLE

## SAY SOMETHING?

COAT unbuttoned—fig leaf pose—leaning on the podium—looking at the ceiling—are these the important criticisms to make of a speech?

Sometimes, however, there is nothing else to say. A shallow speech leaves little to evaluate but the mechanics of its presentation.

Perhaps we should examine and re-evaluate an unwritten rule that seems to exist in most clubs. I refer to the one which discourages comment upon the content of a speech.

Too often a speaker can play upon the emotions of the audience, can make effective use of voice modulation and gestures, and say nothing. He escapes without criticism. In fact, he may be awarded the cup as "best speaker of the evening."

Hitler used this technique. He was adept at the use of the emotion cum gesture cum voice modulation formula. Undoubtedly he used it successfully, for he managed to rouse emotions to a high pitch. But under no circumstances could he be considered a great speaker. He aroused the masses, but he did not enlighten them. Logical content was lacking. His techniques were put to a false use.

Contrast his speeches with those of Abraham Lincoln. Lincoln's speeches were full of meaning. When he told a story, it was not only funny, it was instructive. After

the laugh, the point sank home. Each listener was wiser because of the idea and analogy brought out.

Lincoln's coat may have been unbuttoned, his gestures may have been jerky and not nearly as dramatic as those of the strident drummer of Potsdam. But Lincoln's speeches will be remembered, studied and valued throughout the ages.

We join Toastmasters to learn how to communicate, to express ourselves. We join with the knowledge that such training will be advantageous to us.

Now let's be honest. How many times in your life will it be to your advantage to get up in a conference at work, say, or at a Town Meeting or a P.T.A., and spout for seven minutes and say nothing? Even if you use good gestures, good voice and personality projection? Even if you display good organization of this practically non-existent content? In fact, if you do this very often, especially if you over-dramatize your presentation, people will become very suspicious of you.

When you get up to speak, you should have some new and important knowledge to convey, or some new slant or angle that should be considered. Then get up, say it, and sit down.

When judging two or more speeches in order to determine which one merits a cup or honorable mention, we should take into

consideration along with other factors, which one had the most meat in it. Did the speaker take the information strictly from *The Reader's Digest*? There's nothing wrong in leafing through *The Reader's Digest* or any other magazine if you are stuck for an idea or are looking for a topic of interest. But be sure that you take the article as a starter only. Look up additional information. Take a different approach. Add your own opinions and ideas. Then even if we, too, have read that same article, we can still learn something from your talk, something of value.

Besides, there is a very ugly word for those who take the published words of someone else and pass them off as their own. While plagiarism is not the easiest thing to prove in a court of law, it is judged actionable. Even without a lawsuit, the man who indulges in the easy way of simply re-hashing an article he has read, has neither advanced his training nor improved his ability. He should be reminded of this fact whenever he strays into this practice of making use of canned ideas.

Evaluators should be cautioned that in criticizing the content of a speech they must be very careful not to air their own prejudices. A good rule would be, "Do not inject your own opinions, but do not hesitate to criticize the content or lack of it." The talk should convey a message and the message should be useful, interesting or instructive. In borderline cases where there might be differences of opinion, two evaluators can act as a check and balance upon each other.

As advice for the Master Evaluator: *Don't let the Toastmaster off too easily.* He also should have content in his presentation. This does not mean that he should hog the show. It does mean that he should give adequate time and preparation to his task. At a recent topic session in our Club, the Topicmaster requested each speaker to tell a Hallowe'en story. On the face of it, this sounds like a very trite topic. It was not, because the Topicmaster imported interesting information about the origin and customs of Hallowe'en as an introduction to the topic session and as transition remarks between the speakers. He did more than just advise the speakers of their subject and then call the roll.

One last word of advice to the speakers themselves: Present something *new*. Naturally part of your subject will be dependent upon research, but add something to it. Even quoting should be kept to a minimum. You are the expert in fields associated with your work hobbies. If you wish to give a speech on a subject with which you are less familiar, visit the Public Library and in a very short time you will have more than sufficient background for your talk.

Both you and your club will benefit from this type of presentation.

.....  
Roy C. Laible is Educational Vice-President of the Boston (Mass.) Toastmasters Club 502. He is employed at the Army QM Research and Engineering Command, Natick, Mass., as a research chemist. Last June he participated in the Atomic Tests in Nevada.

# Letters to the Editor

(Because of obvious space limitations we often print only pertinent portions of letters received. While only signed letters will be considered for publication, names of writers will be withheld on request.—Editor)

Thank you for the copies of The Toastmaster, carrying the article by Representative Joseph W. Martin, Jr., and the picture you mentioned. It was most thoughtful of you, and I very much appreciate it.

It is an interesting magazine, and I would like to take this opportunity to compliment you and your staff on the splendid work you are doing.

With kindest regards, I am,

James B. Utt, M. C.

House of Representatives  
Congress of the United States

## HEAR, HEAR!

Elmer H. Mateas (TM magazine for December, 1957, page 12) has made an important point. There IS a place for the deaf in Toastmasters. Himself 98% deaf, Toastmasters helped him overcome inferiority and become self-confident, assured. Now he heads up committees, is a leader. This despite his severe handicap.

My purpose in taking notice of this excellent article is to go a little further than Elmer did. Though my hearing loss is far less than his, I am perhaps the hardest of hearing in my own club (1294). But I take the view that it is good for the other Toastmasters to have a partially deaf member. As evaluator I can say, for example: "The speaker in his own self-improvement ought to speak a little more clearly and refrain from dropping his voice when he makes an important point. He may some day face an audience or a Board meeting where the key man will miss his punch

line." The key man may not want to admit he didn't hear, even feel offended if questioned about it. Many otherwise excellent speakers slur their words, others speak softly when in fact their voices are not resonant. One need not be bombastic. Certainly shouting is never in order. But for a listener to have to strain to pick up a feeble sound is most frustrating. A speaker should never forget the two basic precepts: He must be seen and he must be HEARD.

A personal experience: While attending our International Convention in Dallas last August, I renewed acquaintance with an old schoolmate who practices law there. He displayed great interest in my hearing loss. His own hearing, destroyed in World War II, had recently been restored through a surgical operation.

In October this same operation was performed on my left (weaker) ear. Immediately afterwards I could plainly hear my roommate talking to his nurse, and recognize conversations out in the hall. It was a miracle.

Grateful to Billy Burrow of Dallas for the idea, and to Dr. Williams of the Mayo Clinic for his surgical skill, it occurs to me to make a special acknowledgement. Were it not for Toastmasters (and the Dallas meeting) I might have gone another fifteen or twenty years without relief. So, like Elmer, I find that Toastmasters membership "pays off" in many and often mysterious ways.

George W. Kunkle  
Lt. Gov., D. 41  
Yankton, S. D.

Recently one of the nicest things happened here in the Southern Office of the State Farm Insurance Companies, and I thought you would be interested in hearing about it: For some time the employees' activities association had been trying to get a talent club organized to put on a stunt and variety show. Interest seemed high but actual organization and participation was slow in coming about.

Then, through various circumstances, the idea was born to engage the Toastmasters as producers of our first variety show in order to get us started. Not among the least of the contributing factors was the fact that the newly-elected President of the State Farm Southern Office Toastmasters Club, Charles Dexter, is widely known in the city of Birmingham for his work in the theatrical field as producer, director, and chorus direction. Chuck is also choir director for one of the large churches in the downtown area.

With Chuck at the helm and aided by the other members of the Toastmasters Club and the Board of Directors of the Southern Office Employees' Activities Association, the variety show turned out to be one of the most entertaining and successful activities in the entire history of our office.

The benefits gained by all of us in this mutual endeavor are unmeasurable, but this we know—without the Toastmasters, our goals would have indeed been limited. Everyone was extremely pleased with the outcome of the show, and even more so of our Toastmasters Club (chartered under number 2150 in District 48).

Mrs. Gracie Godwin, Editor  
The Southern Aire  
Publication of State Farm Insurance Companies, Southern Office, Birmingham, Ala.

In the August, 1957 issue, I note an open letter from Edward D. Gillam, member of the Main Line Toastmasters No. 1198 of Ardmore, Pennsylvania.

During the last world war, as President of the Arcadia Toastmasters Club No. 115, I introduced this form of criticism. In honor of Emily Post and because it followed all other methods of evaluation, I named it Post Criticism.

The Post Critic not only expressed his observations on the table manners but on many other things that were incorrectly performed on the part of the members, even to the manner of dress as well as mistakes of parliamentary procedure. Such evaluation lends itself to much humor and occasional jokes, and should be done by the more experienced members with the tact and the qualifications to handle it effectively. There should be a time limit also.

When Aristotle introduced criticism some two thousand three hundred years ago it not only included higher constructive (favorable and unfavorable) criticism but it also covered lower criticism. This as you know has to do with the accuracy or authenticity of the speech. You probably know that much in Toastmasters would cause Josh Billings to say "I would rather know less than to know so much that ain't so."

We had lower criticism, too, but in time our membership increased to where we had to reduce our programs and thus eliminate much of interest. I think from three to five minutes could be devoted to both Post Criticism and Lower Criticism to the interest, entertainment and increased knowledge of Toastmasters Clubs generally.

George S. Albaugh  
Arcadia Toastmasters  
Club 115-F  
Arcadia, Calif.

## SPEECH TOPIC SERVICE FLOURISHES

The *Speech Topic Service*, which provides a listing of names and addresses of various organizations devoted to community and individual welfare to which Toastmasters may apply for speech material, continues to grow in size and in service to membership. Since the brief paragraph in the January 1957 issue of *THE TOASTMASTER* announcing its inception, Toastmasters all over the world have obtained the list and communicated directly with the organizations of their choice for Speaker's Kits and descriptive material useful in preparing speeches.

The list is continually revised and augmented, and is available on application at the Home Office of Toastmasters International.

Newest addition to the list is *Magazines for Friendship*, a non-profit organization whose purpose is to promote understanding and appreciation of the democratic way of life by the mailing of good magazines abroad when the original readers have finished with them. Information and good speech material in the form of pamphlets and folders may be obtained by applying to:

**Professor Albert J. Croissant**  
**Magazines for Friendship**  
**Occidental College**  
**Los Angeles, Calif.**

It must always be noted that Toastmasters International as an organization does not endorse any cause, movement or organization, no matter how worthy. This should always be made clear in using material obtained through the Speech Topic Service.

For your copy of STS, write to:

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

"Getting Across with Teenagers" is apparently a subject of widespread concern. L.J.Z. White's article in the September 1957 *TOASTMASTER* has been reprinted as the lead article in the January number of the *California Parent-Teacher* and appears in condensed form in *The Advertisers Digest* for the same month.

Many requests for reprints of the article have been filled, but copies are still available from the Home Office, at cost price of 2c each.



A hillbilly was called as witness in a lawsuit.

"Can you write?" asked the lawyer.

"Nope."

"Can you read?"

"Wal, I kin read figgers pretty good, but I don't do so good with writin'. Like the signs along the road—I kin tell how furto but not whurto."

*Nervousness is when you feel in a hurry all over, but can't get started.*

"Did you wish to consult On Loo Sam, the great Chinese mystic and soothsayer?"

"Aye, lad. Tell 'im his mother's here from Dublin."

Practically the only choice in today's dollar dinner is that you can have it on white or rye.

*The only time some people call a spade a spade is when they're playing bridge.*

*One of the few things that improves the longer you keep it is your temper.*

The army chaplain had just finished an earnest sermon on the topic, "What you are is determined by your thought."

"What's the matter?" asked a friend.

"I can't figure out," answered the G.I. "Am I a pin-up girl or a Cadillac?"

*A camel is an animal that looks as though it had been put together by a committee.*

"Dear Teacher," wrote the mother of the second-grader, "Please do not give my boy any of those aptitude tests. He's apt to do most anything."

"Would you mind repeating what you just said?" the psychiatrist asked his new patient.

"I said," boomed the man, "that for some reason nobody seems to like me. Why don't you unplug your ears, you fathead?"

*Among the things that money can't buy are what it used to.*

*Many a motorist has more fins on his car than in his wallet.*

# New Clubs

(As of December 15, 1957)

- 1406 DURBAN, Natal, South Africa, (D-U), *The Old Edwardian Society-Natal Branch*, 2nd Wed., monthly, 7:15 p.m., Lonsdale Hotel.
- 1585 BARTLESVILLE, Oklahoma, (D-16), *Osage*, Fri., 6:15 a.m., YWCA, Bartlesville, Oklahoma.
- 1688 TOOWOOMBA, Queensland, Australia, (D-U), *Toowoomba*, Tues., 12:00 noon, Hotel Canberra, Margaret Street, Toowoomba, Australia.
- 1890 TAIPEI, Taiwan, China, (D-U), *Taipei*, Mon., 6:30 p.m., Friends of China Club.
- 2151 ROME, Griffiss Air Force Base, New York, (D-34), *Officer's*, Every other Wed., 7:00 p.m., GAFB Officer's Club.
- 2232 SAN RAFAEL, California, (D-57), *Oddfellows*, Mon., 6:30 p.m., I.O.O.F. Hall, San Rafael, California.
- 2498 BRAZIL, Indiana, (D-11), *Brazil*, Tues., 6:15 p.m., The Brazil Elks Club.
- 2504 TWENTYNINE PALMS, California, (D-F), *Twentynine Palms*, 1st & 2nd Wed., 7:00 p.m., The Malt Shop, Plaza, Twentynine Palms, California.
- 2591 DILLON, South Carolina, (D-58), *Dillon*, 1st & 3rd Thurs., 7:30 p.m., Cameo Restaurant, Dillon, South Carolina.
- 2614 FREEPORT, Illinois, (D-54), *Freeport*, 1st & 3rd Wed., 6:00 p.m., Golden Pheasant Dining Room, Freeport, Illinois.
- 2627 BELTSVILLE, Maryland, (D-36), *Plant Industry Station*, Thurs., 4:45 p.m., Plant Industry Auditorium.
- 2628 LAS VEGAS, Nevada, (D-12), *Desert Windjammers*, Mon., 6:30 p.m., NCO Open Mess, Nellis AFB, Nevada.
- 2630 NEOSHO, Missouri, (D-22), *Rocket-dyne Neosho*, 3rd Wed., 6:30 p.m., Fort Crowder Officer's Open Mess, Neosho, Missouri.
- 2631 MAYWOOD, California, (D-51), *Progressors*, 2nd & 4th Sat., 8:00 a.m., The Biscuit, 5975 Atlantic Blvd., Maywood, California.
- 2632 GOOSE BAY, Goose AFB, Labrador, Canada, (D-U), *Hi-Flight*, Tues., 7:00 p.m., Senior Sergeant's Mess, RCAF, Goose Bay, Labrador.
- 2635 HAGERSTOWN, Maryland, (D-36), *Hagerstown*, Wed., 6:00 p.m., Hagerstown American Legion.
- 2637 CHICAGO, Illinois, (D-30), *Peoples Gas*, 1st & 3rd Mon., 5:00 p.m., 122 S. Michigan Ave., Chicago, Illinois.
- 2638 CALGARY, Alberta, Canada, (D-42), *Bay*, 2nd & 4th Thurs., 6:00 p.m., Chinook Room—Hudson's Bay Retail Store, Calgary, Alberta.
- 2639 RIDGEWOOD, New Jersey, (D-46), *Ridgewood*, Wed., 7:00 p.m., Ridgewood YMCA, Ridgewood, New Jersey.
- 2640 GUANTANAMO Bay, U. S. Naval Base, Cuba, (D-U), *Long Glass*, Mon., 6:30 p.m., Chief Petty Officers' Club, Naval Station, Guantanamo Bay, Cuba.
- 2642 MCGREGOR, Texas, (D-25), *McGregor*, 2nd Mon. & 4th Thurs., 7:30 p.m. and 7:00 p.m., First National Bank, Circle K Cafe.
- 2643 PITTSBURGH, Pennsylvania, (D-13), *Skyscraper*, Mon., 6:00 p.m., 34th Floor Conference Room, U. S. Steel Building, 525 William Penn Place, Pittsburgh 30, Pennsylvania.
- 2644 BINGHAMTON, New York, (D-34), *Susquehanna*, 1st & 3rd Mon., 6:00 p.m., Carlton Hotel, Binghamton, New York.
- 2646 GASTONIA, North Carolina, (D-37), *Tel.*, Wed., 7:00 p.m., Telephone Work Center, Rhyne Street, Gastonia, N. C.
- 2647 ROCHESTER, New York, (D-34), *KPAA Film City*, Thurs., 5:00 p.m., Bldg. 28, Kodak Park, Rochester, N. Y.
- 2648 SAULT STE. MARIE, Ontario, Canada, (D-35), Mon., 6:15 p.m., Lyons Restaurant (Girl in Red).
- 2649 SAULT STE. MARIE, Michigan, (D-35), *Lock City*, 1st & 3rd Thurs., 6:30 p.m., Del Mar Supper Club, 227 Aushmun St., Sault Ste. Marie, Michigan.
- 2650 LEBANON, Ohio, (D-40), *Lebanon*, 2nd & 4th Mon., Office, Ohio Central Tele. Corp., 110 E. Mulberry St., Lebanon, Ohio.
- 2651 COMPTON, California, (D-51), *Farmers Ins. Agents-Harbor Area*, 2nd & 4th Thurs., 8:00 p.m., Marc's Restaurant, 457 Long Beach Blvd., Compton, California.
- 2652 HEMPSTEAD, New York, (D-46), *Civilian*, weekly, alternate Mon. and Tues., 6:15 p.m., Mitchel AFB.

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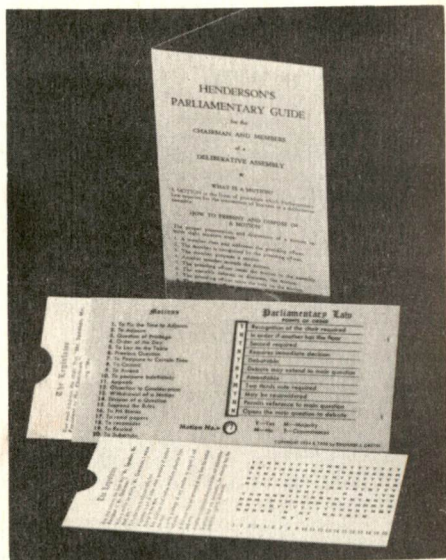
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