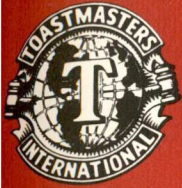


JULY, 1960



THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

CALGARY
TOASTMASTER TOWN OF THE MONTH



In This Issue:

A CASE FOR CITIZENSHIP • WHAT AND HOW TO READ

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TOASTMASTERS INTERNATIONAL IS:

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

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

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

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

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The TOASTMASTER

For Better Listening—Thinking—Speaking

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"I sincerely believe that Toastmasters has made the difference in my success or failure with this and many other cases," says an Albuquerque lawyer who helped a man without a country wage a dramatic four-year fight for justice

A CASE FOR CITIZENSHIP

By R. DEANE MOYER

I had been practicing law only four months when, in June, 1955, United States District Judge Carl A. Hatch appointed me to represent Julian William "Bill" Pozenel on a charge of violation of parole under an order of supervision issued by the Ohio office of the United States Immigration and Naturalization Service.

Little did I know that this case would attract national and international attention. Nor did I realize that I was to experience a long drawn-out series of set-backs before the case was closed. The "try, try again" philosophy of Toastmasters proved its worth in the case of Bill Pozenel. Because in handling this case I was able to apply some of the lessons learned in Toastmasters, I want to recount the highlights of Bill Pozenel's fight for freedom. I think his story offers serious and sober thoughts for citizens of free nations everywhere.



Ralph Edwards (left), chats with Bill Pozenel on "This Is Your Life" program televised over the NBC network, December 23, 1959

"I CAN FIND nothing wrong in a man wishing to become an American citizen," said Judge Hatch in dismissing the parole violation charges against Pozenel. This concluded the legal case, yet little had actually been accomplished. Bill had been deported from the United States three times, and as an alien illegal entrant, he was still subject to deportation. As a result of his illegal entries he had spent a total time of nearly three years in jails and prisons.

Later on, U. S. Senator Dennis Chavez (D-NM) became interested in the case, and introduced a private bill in the Senate of the United States in Pozenel's behalf. Although no adverse action was taken, the bill was allowed to die in commit-

tee. The same fate befell a second bill introduced in 1957. Meanwhile, Pozenel applied for legal residence to many free countries. He was refused in each case because of his complete lack of papers and his lack of status. Canada, from which he had illegally entered the United States four times and to which he had been deported three times, refused to take him back.

Pozenel was a freedom fighter. His father, a zoologist, died in an accident in Brazil when Bill was six years old. His mother, Juliana Kristain, was a medical doctor, a graduate of the University of Vienna, who had a general practice in Ljubljana, Yugoslavia. On Palm Sunday, 1941, when Bill was 14 years old, the Nazis marched into

his homeland, and meeting with little organized resistance, took control of Yugoslavia.

Soon the schools were closed. Young Bill fled to the mountains to fight the Nazis. He became a courier for the National Liberation Forces, an anti-totalitarian group. The Nazis captured him and placed him in Wiener Neustadt, a concentration camp. He was then 16.

In the spring of 1945, he was transferred to Bolzano, a German concentration camp in Northern Italy. It was generally known among the prisoners that the Americans were coming, but no one knew just when. Bill was aware of the German practice of executing all prisoners shortly before camps were captured. It was now or never—life or death. With two companions, he managed to escape from the labor detail to which they were assigned.

April nights are cold in Northern Italy. Bill spent two days and a night in a ditch, hiding from German patrols. His German PW insignia and his wooden shoes marked him unmistakably; if found, he would have been summarily shot.

However, the Americans found him first. Bill was discovered by members of the Ohio National Guard contingent of the American Fifth Army. He was taken behind the American lines and given food, shelter and medical care. Bill is a big man; his normal weight is about 170 pounds, but at that time he weighed less than 100. Under care, he regained his strength. He also formed his unshakable resolution to become an American citizen.

Bill worked, ate and slept with American troops. He learned English, and at the same time improved his German, French and Italian. He was already fluent in Serbian, Slovenian, Croatian, Polish and Russian. When the Occupation troops were removed from Northern Italy, he took odd jobs in Western Europe for American and Allied military detachments.

In 1946, Bill was employed by the U. S. Ninth Air Force in Weisbaden, Germany. He applied to the proper authorities for the right to emigrate to the United States. But the list of displaced persons was enormous; a long, long wait would be necessary before he could accomplish his purpose. He decided to go to England, hoping to work there and make enough money to obtain assistance in his quest.

Almost two years went by, with no success in furthering his cause. He returned to Western Germany and applied through the International Refugee Organization (IRO) for admission to the United States, and was successful in obtaining a sponsor in America. Success seemed close; he packed and prepared for the trip joyfully. Then another blow fell—a letter from the U. S. Displaced Persons Commission in Frankfurt-Am-Main advised him that he could not be accepted, because he had lost his primary status by re-settling in Great Britain.

Bill felt a job in Canada would bring him closer to the United States. He signed a contract with the Canadian government to work in their logging camps. In 1950

he went to Canada, where he completed his contract.

Between 1950 and 1955, Bill entered the United States illegally four times, each time seeking help in obtaining legal residence and ultimate citizenship. Three times he was deported. He was paroled under an Order of Supervision by the Cincinnati, Ohio, district office of the United States Immigration and Naturalization Service and told to prepare for deportation to Yugoslavia.

For Bill, deportation to Yugoslavia was a death sentence. He had made it very clear that he opposed any totalitarian regime, was opposed to the government of Dictator Tito, and had written to a cousin, a Communist official in Yugoslavia, that he was unalterably opposed to Communism. The cousin replied that if he ever returned to Yugoslavia he would receive harsh treatment. Pozenel knew the meaning of the message—return to Yugoslavia meant a concentration camp or death before a firing squad.

I came into the case when Pozenel was arrested in Albuquerque and charged with parole violation, because he had moved from the jurisdiction of the district office of the Cincinnati Immigration Service.

A newspaper reporter, meeting Bill for the first time, called him "Albuquerque's Man Without a Country," and the name stuck. He, and I as his attorney, tried every means available to obtain for him legal residence in a free country:

application to the various free countries, Congressional action, appeals to private persons and to civic organizations. In the fall of 1958, Representative Joseph M. Montoya (D-NM) became interested in the case. The following February he introduced a bill in the House of Representatives similar to those previously introduced by Senator Chavez in the Senate. Meanwhile, the Immigration Service set another hearing for April, 1959. Pozenel was told to submit any information he had concerning his fear of persecution by the Communists. He no longer had the 1951 letter from his cousin and

since the statement he made could not be documented, his testimony was apparently considered self-serving, and the Immigration Service failed to act on his behalf.

On July 2, Bill was arrested for immediate deportation to Yugoslavia. His employer notified me. Although the Federal Courts were closed on July 3 because the July 4 holiday fell on Saturday, I contacted Judge Carl A. Hatch, who opened his court and allowed us to file a habeas corpus application. A hearing was set for later in the month; Bill's deportation was at least postponed.

The long fight was nearing its end. All this time I had, of course, been in constant touch with Representative Montoya in Washington. The week following the hearing, he notified me of the good news—the State Department had reviewed the facts, and given a favorable de-



cision. Bill was free to become an American citizen.

There were still a few details. I went with Bill to Juarez, Mexico, where we fulfilled all requirements for legal entry at the U. S. Consulate. On July 20, 1959, we crossed the International Bridge, and Bill entered the office of the U. S. Immigration Service in El Paso. He walked out, Bill Pozenel—American.

The story has a happy ending. In September, 1959, Bill married the lovely Miss Patricia Flynn of Geneva, N. Y. Their home is in Albuquerque, where Bill is now writing a book on his experiences. Later he hopes to secure employ-

ment with an airline as a translator, where he can use his facility with languages to help foreign travelers in this country.

"This is Your Life, Bill Pozenel" was presented on a national TV network by Ralph Edwards in December, 1959. Bill is believed to be the first alien deported three times from the United States to be admitted subsequently as a legal resident. The State Department action which gave him sanctuary placed him in the classification K-10—political asylum.

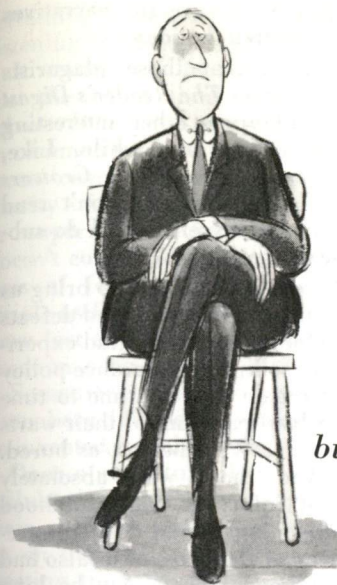
"Freedom is man's most prized possession," says Bill. His fight proves his courage and determination. ♦

R. Deane Moyer is an attorney in Albuquerque, New Mexico. He is past president of Albuquerque Toastmasters 122-23, and has represented his club in area speech contests in 1958 and 1959. He is an officer and director of the Albuquerque Junior Chamber of Commerce, State chairman of the New Mexico Jr. C of C Annual Speech Contest, and chairman of the board of directors of the Special Education Center, an organization designed to aid in the rehabilitation of mentally and emotionally handicapped children.



The man who would succeed today must be able to use his native tongue. If he can speak or write so that his words will have upon those who listen or read the effect which he desires, he is master of one of the great sources of power.

—John Matthews Manly & Edith Rickert,
"Shaping Language to Thought," *Wisdom*, 28th Issue.



YES, I Have Listened . . .

but did I deserve what I heard?

By ERNEST S. WOOSTER

DURING THE YEARS I have been a Toastmaster, some two million syllables have bombarded my ear drums and reduced them to their present calloused impotency. Figure for yourself—25 years averaging 40 meetings a year, each meeting with five speeches of 1000 words each. (Of course I am assuming that some speakers used words of more than one syllable.)

What was in these 5000 speeches?

Many hopeful and resourceless fledglings told of their vacations, which from their accounts consisted chiefly of mileage. They "bundled their families into the car," made so many miles the first day, so many more the second, stopped at more or less savory eating places,

put up for the night at motels or campgrounds. They saw lots of highway, motor courts and restaurants, and returned "brown as a berry," having had "the best vacation ever."

Many earnest talkers re-told what they found in *The Reader's Digest*. (Naturally they didn't say where they found their material.) Unfortunately, I can also read. And like almost everybody in America (and elsewhere across the world) I read *The Reader's Digest*. The *Digest* usually said it better than the speaker, though I had a melancholy pleasure in comparing the two versions and perhaps some practice in evaluating.

Then there were those whose thoughts turned inward, who dwelt insistently and persistently on their business affairs. This was, perhaps, a slight improvement on the twice-told *Digest* tales and the dreary unrolling of vacation mileage. I could find out from salesmen how they overcame sales resistance and thereby stiffen my own sales resistance, which has always been notoriously bad.

But the occupations discussed were always so conventional! Plain, ordinary occupations. No Toastmasters club I ever attended listed among its members a paroled safe-cracker, a knife-thrower or a bareback rider. Now *there* would have been some successes or failures worth listening to!

There was a fourth group of audience-borers. These were the totally unimaginative speakers who continuously delved into their childhood to resurrect juvenile experiences. "My First Date," or "When I Was Cheerleader at My High School." I'm afraid that the only idea I got from their talks was that they had never really emerged from puberty, were still adultly lingering in it. Their talks were as inspirational to me as a Sanscrit sermon at a neighborhood barbecue.

Unfortunately, these experiences are not all in the past.

If the vacationists must be compulsive talkers on this subject, why don't they tell me about some of the points of interest they saw? I already know about miles and motels and restaurants. Honestly, I can drive a car, and occasionally I have had a meal away from home.

I just don't care for narratives about concrete holidays.

I would that those plagiarists who pore over *The Reader's Digest* could find some other interesting periodical once in a while. Like, for instance, *The Wool Growers Journal* or *Pravda*. I don't read those much, myself. But I do subscribe to the *Digest*.

Those home bodies who bring us their business triumphs and defeats and relate their sad or glad experiences in selling an insurance policy might regale us from time to time with a lively account of their warts and corns. We'd be just as bored.

And those who absolutely must inflict us with childhood happenings would do well to remember that most of us also had childhoods. They may be long past by now, but we had them.

All this indictment does not apply only to Toastmasters clubs to which I have belonged, and to whose delinquencies I have probably also contributed. It is merely that in my two and a half decades as a sojourner in Toastmastersland, I have seen very little turnover of speech ideas.

Once in a while some versatile individual comes up with a new idea, a fresh speech. His highly conventionalized hearers, reflecting what has come to be almost a general national weakness, welcome this new speech with the same enthusiasm they would accord to a dropped hydrogen bomb. It's not really cricket in these modern times to dare fetch in new ideas and compel people to think. There is something almost subversive about en-



tertaining a new notion, or even listening to strange ideas.

It would seem that today we have lost the art of thinking for ourselves. If an idea or opinion isn't in common conversation—and I do mean *common*—or have the authority of newspapers, magazines, or supermarket throwaways, it doesn't count. We live in a wilderness of fourth-class printed material, and it would seem that we have lost any personal compass to guide us out of it.

Sometimes we almost wonder if Gutenberg didn't do us wrong when he invented movable type.

Once upon a time, long ago, in a club where members thought out their speeches instead of reading up on them a few minutes before meeting time, we had an unusual program. Speakers were required to take the opposite of their strongest personal convictions. An employer was assigned to debate with a strong labor man, and the union employee became the employer and the employer the union supporter for the verbal fracas. It took some mental intestines to do it, but we had them in those days. We didn't shy away from an idea just because it had not been passed by a Board of Censors and given a clean bill of health—guaranteed sterile.

But I must confess that even then we had some vacation, job, magazine and childhood talkers. It may be that we originated the infection which has spread so widely.

At another meeting, members were assigned to discuss the occupations of other members. It made an original and stimulating pro-

gram, though probably it was not too authentic or informative. One man became a dentist for the evening, explaining the technicalities of the profession with the fervor of one who had heretofore been only a sufferer. He finally concluded that we don't need professional dentists anyway, because every man can become his own tooth extractor!

But those were the days when we did not feel it necessary to have the bulwark of a published opinion before we dared speak an idea. It wasn't a crime against society to entertain a negative opinion, nor did we endure social ostracism for saying to someone, "I think you're wrong."

In this world of comfortable and complacent conformity, where one of the most heinous of crimes is to espouse an unpopular cause or to express a new and original idea, Toastmasters has become the victim, along with most other organizations and the population generally. Yet Toastmasters is an organization which lists "Better Thinking" as one of its cardinal principles, along with "Better Listening" and "Better Speaking."

Is individual thinking no longer in style? Must we depend upon canned opinions, parroted phrases?

I am a listener. I want to know. ♦

Ernest S. Wooster is, and has been for over a quarter of a century, a member of Santa Ana Toastmasters Club 15. An ex-newspaperman, he is now in extremely active retirement.

What and how to read

By FRED DeARMOND



THE TIME HAS long since passed when reading could be contrasted with and equated against practical experience. Reading is a definite part of experience.

But the proliferation of literature in all fields is so immense that some throw up their hands in despair. "I just don't have the time to read," they say. They might as well complain that they don't have time to work or time to live. Reading is actually a great economizer of time. To obtain its equivalent in any other way would be as difficult as trying to live and get around in this age without an automobile.

Faced with this dilemma, many executives have taken rapid reading courses. Without doubt this discipline is of some aid, but the importance of stepping up one's reading rate from, say 300 words a minute, to 500-600 words, has been greatly overestimated. Even though it be accomplished without any loss in immediate comprehension, what is the compensating loss in retention as the reading rate is speeded up? By middle age a person has established a certain level of attention capacity, and when he crowds it his intensity of concentration is bound to suffer.

A good reader is not necessarily a fast reader, any more than a good talker is a fast talker.

More important than rapid read-

ing are three other factors:

1. Selective reading
2. Critical reading
3. Retentive reading

Be Choosy

Selecting what to read is akin to choosing what to do in a day's work. In reading as well as action, one has to establish priorities. To complain of the growing volume of reading matter is to admit an inability to choose. Because there is a high content of trivia in the printed-word grist is no excuse for an alert person reading trash at the sacrifice of the growing supply of good reading.

The commonest waste in reading is an over-attention to newspapers. A Midwest sales executive friend says he had fallen into the habit of reading various editions of a morning and an afternoon paper in his home city, plus a New York daily—about 14 hours a week altogether.

"I discovered that much of this newspaper reading was habit," he said, "duplication, threshing old straw. I decided to cut down to one edition of my favorite home-city paper, which takes me 30 minutes daily and one hour on Sunday—four hours a week against 14 formerly. Three of the ten hours I saved from newspapers I then gave to careful reading of two news reviews. The weeklies, I found, sifted

out the news grist after the dust had settled. There is more finality about them. And they are remarkably up to date."

In reading a magazine, consider the Table of Contents in the front only for its reference value. Leaf through the magazine slowly, reading the headlines and sub-heads and exposing yourself to the illustrative matter. Then read in full those articles and features that attract you.

The best of the matter first printed in periodicals eventually finds its way into books and booklets. There is no substitute for books. You get suggestions as to choice through reading reviews, through advertising, and from the conversation of friends. Don't neglect the old books that have stood the test of time.

If you, like a lot of others, feel a guilt complex over missing some of the essential magazines and books because of time pressure, here's another way to work more of them in. Make two hours extra reading time a week by trimming your TV watching time. Find a way to isolate yourself from the family during evenings and week ends long enough to satisfy this need.

Having made your initial selection, you may find an article or a book worth reading thoroughly and in its entirety, or you may decide

after sampling to skip and skim through it. This does not necessarily imply a superficial treatment. Many factual articles and books can be read profitably in part. Some authors have a way of putting all their meat into five or six chapters, while the rest of the book is largely dressing or elaboration.

When you reach the vapory portion, start skimming. Be guided by heads and subheads. Scan the opening sentences in paragraphs, and maybe the last ones. Look for capitalized words, quotations, interrogation and exclamation marks. Pause at tables, charts, italicized, bold-face or indented matter, and see if your attention is speared. If the article or chapter ends with a summary, read it line by line, and if you see some point of special emphasis, go back to the original text paragraphs.

If the vapors are not dispelled, or you are being neither informed nor inspired, start skipping whole sections or chapters on the basis of the headings. Much dross must be screened out in seeking the gold.

Read to Weigh and Consider

Read with an open and yet a critical mind. The two need not be contradictory. Give the author a fair hearing, but don't surrender your judgment to him and don't

accept without confirmation anything that conflicts with your judgment and experience. In that case talk back to the author. But, as Professor Mortimer Adler advises, "Be able to say with reasonable certainty, 'I understand' before you say, 'I agree,' or, 'I disagree,' or 'I suspend judgment'."

To start, you will wish to know who the author is, and with what authority he speaks. If he has some bias or predilection you will want to take it into account in assessing his writing. The fact that a writer is connected, for instance, with some particular medium of training or promotion is bound to affect his judgment somewhat, even if he leans backward in the effort to be judicial. If he has a notoriously radical background, you will discount heavily his ideological observations.

Read to a purpose. Keep before your mind's eye all the time these questions: What does this mean to me? Does this bear on some problem of mine? How can I adapt this thought to myself and my job?

Whatever you read will have to be processed in your own mental mill, refined for your particular use. Few articles or books will be made to order for you. Don't expect to find a magazine that you will literally read from cover to cover. The very word "magazine" implies a stock selected and edited to fit a certain range of interests. The same thing is true of one kind of book—the anthology or collection. Among the 500 or more anthologies in my library I believe there is not one that I've read in its entirety. But many books dealing

exclusively with a single theme will satisfy this condition of demanding cover-to-cover reading, and even re-reading.

Nail Down What You Read

I'm not advising anyone to remember all he reads. That would be the counsel of perfection. As Schopenhauer put it, one can no more hope to remember all he reads than to retain all he eats. But it is possible to fasten impressions in your mind and to devise plans for going back to pick up something factual that you may wish to use later.

With books that you own, the most practical way is to underscore or make marginal brackets, preferably in red pencil. "Having to read a book in a library is a misfortune," says Jacques Barzun of Columbia University—and he is so right. The good reader tends to be an owner, even a miser with his books. One avid reader of borrowed books makes small black-pencil checks in the margin opposite passages he wishes especially to nail down. After the book is finished, he goes back and makes notes in a looseleaf "Chap Book" for reference. Then the marks can be neatly erased.

A good way to anchor a book in your mind after it has been read is to restate to yourself the substance of the theme and what it means to you. Think of it this way: How would you answer a friend's question, What general conclusion does the author arrive at? Also, with what points do you particularly agree or disagree?

Some magazines you may want

to keep and file. If so, make notes on the front cover of the articles that especially interested you—for ready reference. Or you may have one or two of your favorite magazines indexed after you read each issue. Not a complete index of course, but only of the articles and items that seem outstanding, and to which you may be likely to refer.

Finally, there are clippings to be made from newspapers and magazines. Probably the simplest scheme for storage is a series of correspondence folders or heavy envelopes into which you can file clippings, thin booklets, releases, letters, and similar communications for future reference. A number system has advantages over an alphabetical index. Start with a list of numbered topics that cover your major interests, such as Market Research Data, Sales Training, Anecdotes, etc.

As you read your newspaper and other periodicals not to be retained, mark and number appropriately for file classification the items you wish to clip. Note at the

top of the cover the pages of an issue in which such indicia are to be found. Then, you or an assistant can go through your throw-away reading matter at intervals, make the clippings and file them. It will also greatly facilitate future reference if you have underscored or bracketed the more pertinent sentences and paragraphs as you read them.

Cross filing by means of slips with the proper identification, to be filed under other topical numbers, will facilitate later research. If you should be hunting for a clipping and fail to find it under, say "Chrysler Motors," you may locate it in "Sales Conventions."

Here is a final suggestion for mining the treasures of the printed word. Tabulate your book and periodical reading, by classification and time, for two typical weeks. Based on what the tab is, budget your general and business reading, allowing for not less than one book a month. See the accompanying specimen budget for a suggestion. ♦

Reading Budget

For a Busy Man in the Upper 50 per cent Reading Bracket

1 Newspaper, ½ hr. daily, 1 hr. Sunday.....	17 hrs. a month
2 Weekly Reviews, 1 hr. each issue.....	8 " " "
1 General Weekly, 1 hr. each issue.....	4 " " "
4 Monthly Magazines, 1 hr. each issue.....	4 " " "
Books, 2 evenings a week for 2 hrs.....	16 " " "
Miscellaneous, booklets, personal home mail, 1½ hrs. a week.....	6 " " "
	55 hrs. a month
Approximately.....	13½ hrs. a week
Total = 12% of waking time	

*Keep the criticisms
coming, Mr.
Evaluator . . .*

Don't Betray that Trust

By ARTHUR W. NAGEL

THE DEGREE to which we accomplish the Toastmasters objectives of our meeting rests largely in your hands, Mr. Evaluator. You hold the key to our successful accomplishment. Our success or failure as a Toastmaster can depend on you.

In increasing numbers, men in all walks of life are banding themselves together for "better listening, thinking, speaking." When I speak before my club, my speaking reflects how well I have listened to speakers and evaluators in the past. My talk is an audible reflection of my ability to think. And my whole presentation indicates how much or

how little I am progressing toward better speaking.

It is true that when I am speaking I am the orator of the moment, but you, Mr. Evaluator, are the instructor of the hour. Evaluators are instructors as well as critics. Yes, I said, *instructors*. It is true that you are not professional, paid instructors—merely laymen instructors. But you can—no, you *must*—instruct, teach us. You need not be a professional critic or an accomplished practitioner of the art to do this teaching. Discerning laymen can recognize and appreciate good literature, good music, good art, without necessarily being themselves writer, musician or artist. Even a beginner who shivers and stumbles through his early talks can recognize a good speech when he hears one, and through careful consideration can say why he considers it so, or why he rejects it.

This is the reason Toastmasters can grow and progress and become eminently successful through the evaluation of their fellow club members.

I shall grow and every member of a Toastmasters club will grow if you, our evaluator, will remember that you are an instructor. I want to grow, therefore I want an honest, sincere, forceful and definite appraisal of my speech and of myself as a speaker. Pick at the fly specks if you must in order to have a clean canvas. But how was the whole picture? Did I make my point? Was it worth making? Was it clear? Was it definite? Was it honest? Was I sincere, convincing, and yet natural with it all? Did I stand up, speak up, shut up? Tell

me, and tell me truthfully. I want you to instruct me in better speaking!

If the doing of this requires some study on your part, then bone up. Read your Basic Training Manual. And I don't mean skim through it once; read it, study it. Read "Speech Evaluation." Read all the other material which is available from Toastmasters International headquarters. And by all means read your monthly TOASTMASTER magazine.

Now, Mr. Evaluator, you may think from these exhortations that I want you to serve me alone. Not so, dear friend. For you see, as you learn to instruct me and the rest of your fellow club members you learn better speaking for yourself.

As a critic, look carefully at my posture, my appearance, my whole attitude. Watch my hands, my eye contact, my gestures. Listen for voice modulation, grammatical errors, and above all for those devilish "uh's" and "ah's" that insist on creeping in. Criticize, Mr. Evaluator. Criticize sharply and to the point, so that I will not repeat the mistakes you found. Tell me how I can become better, can become the super-salesman of my best qualities in the future. You see,

I believe strongly that better speaking will assist me in my career. That is one of the main reasons I joined my Toastmasters club. I need your help. I ask your help.

Please, Mr. Evaluator, don't say everything was "fine." Don't say that I was in my "usual good form." Don't scowl down at your table place mat to decipher a hurriedly scrawled note at the bottom of it and then mumble that the only fault you found was "one small split infinitive." Open up, fire both barrels. Instruct me for my future improvement. Lay on stripes for the places where I failed, then inspire me toward better performances by patting my sore shoulders when I do something well.

You see, Mr. Evaluator, I do not come to club meetings solely for friendship and the applause of the gallery, pleasant and stimulating as these are. I came to learn. So, I believe, did everyone else.

Therefore, dear friend, whatever you say, criticize me and instruct me honestly and objectively; challenge me to do even better in the future. You were selected to be an evaluator tonight. You have been entrusted with the progress of the speaker you are to evaluate. Don't betray that trust. ♦



Arthur W. Nagel is a Department of the Army civilian employee with the Intelligence Division HQ, 4th U. S. Army, Fort Sam Houston, Texas. He is a member of the Quadrangle Toastmasters Club 1922-56.

TOASTscripts



In competition with 800 other publications, THE TOASTMASTER magazine was selected among the top 20 per cent in the annual Evaluation and Awards Program of the International Council of Industrial Editors. As the result of a 10-page evaluation, THE TOASTMASTER received a rating of excellence.

Unfortunately, THE TOASTMASTER is not eligible for an award. The contest was judged by the Southern California Industrial Editors Association and members are not eligible for the top awards, although they are entitled to the evaluation. THE TOASTMASTER is a member of the SCIEA.

When Tommy Taylor of Chico, Calif., wrote the Home Office for information on Toastmasters International, he received by return mail a complete kit of materials describing the organization and outlining the procedure for forming a club. In a note of reply to Executive Director Maurice Forley, Tommy wrote: "I'm sorry I did not state my age. I'm only 11 and a sixth grade student. I hope my apologies will be accepted."

Tommy, you don't have to apologize for being 11 years old. We envy you.

CONVENTION CHANGE

To give convention delegates adequate time to consider bylaws changes and conduct the annual election of directors and officers, the business meeting at the 1960 convention at Atlanta will start at 10:30 a.m., Thursday, Aug. 18. In the June issue of THE TOASTMASTER magazine, the meeting was scheduled for 1:30 p.m.

Opening ceremonies and reports will be presented from 10:30 a.m. until noon. The meeting will reconvene at 1:30 p.m. for consideration of the bylaws changes and the annual election. The credentials desk will be open from 9 a.m. to noon on Wednesday, Aug. 17, and from 9 a.m. to 1 p.m. on Thursday, Aug. 18.

Speaking of tongue twisters, the newest club in Thailand is the Laemthong Toastmasters Club of Bangkok. To Thailand Toastmasters, the name is quite appropriate. As club president Swai Habanananda explains, "laem" means 'peninsula,' and 'thong' means 'gold.' Laemthong is the Golden Penin-

sula, another name for the South East Asia Peninsula comprised of Thailand, Burma, Laos, Vietnam, Cambodia, Federation of Malaya and Singapore.

The cartoon strip below appeared last month in 136 newspapers throughout the United States, Canada and the Philippines. Its creator is Toastmaster Art Beeman, past president of Club 456-F (Pasadena, Calif.) In telling the Home Office about his latest plug for Toastmasters, Cartoonist Beeman said, "I just couldn't resist the temptation to mention again my favorite organization."

In a speech before his club, the Engineers Toastmasters of Minneapolis, Mark L. Roswell said: "Through a national survey it has been determined that, among those who choose the engineering profession and fail to make good, the majority fail, not because they lack training and cannot cooperate or adjust themselves to industrial conditions, but because they lack the ability of self-expression." True in a lot of other occupations, too!

THOSE WERE THE DAYS



Here comes the Area Governor

By JAMES W. McBRIDE

IN A TOASTMASTERS club, a guest is a guest is a guest, as Gertrude Stein never quite got around to saying. But when the guest is the area governor, his first visit to a club will determine the name by which that club will know him from that time on. He may be called a pest, a mess, or worse yet, a nothing. Or he may be known as "our area governor"—and if that happens, he's got it made.

This man has a big job, and if the job is done properly it can be one of the most rewarding and important offices in all Toastmasters. The goals of achievement are limited only by the man's own ability and the time he devotes to the task. Here is an unequalled chance for a Toastmaster to discover his abilities and his limitations.

Usually, the new area governor is ushered into office casually and unauspiciously. The outgoing governor snaps a rubber band around a three-ring binder and a pile of

literature, places it in the new governor's hot little hands, pats him on the head and says, "It's all there, Joe my boy, there's really nothing to it and if you need help just call on me." With that he disappears before beatific confusion gives way to questioning perplexity.

This is in the spring or early summer; the area governors training session won't happen until around fall, so Joe figures he'd better be getting ready for it. He starts to study his material, and discovers that the area governor is the first line foreman in Toastmasters International. He's the grass roots guy, the personal touch. He's the one clubs should turn to first when they need help. He's the contact man.

Before Joe has had time to complete his inventory of clubs in his area, he gets a call from the district governor to attend the area governors training session. Here he gets a real briefing in his job, which he

begins to suspect is a bit bigger than he had imagined. He begins to see the big picture of Toastmasters, the scope of the organization, to visualize the aims and goals for the year ahead. Then he is asked, casually, to have a number of reports in to the district governor and to the Home Office right away—to start lining up club proxies for voting on TMI officers at the annual convention—to help organize a humorous speech contest.

But now he sees his main job; to encourage and assist club officers in maintaining an effective educational program, to instill enthusiasm in club officers and to help them in learning effective administrative techniques for running the clubs, and to be ready always to offer advice and help when needed.

From his own club experience Joe remembers that a busybody isn't popular; he respects the advice in his area governor's manual about giving his suggestions to the presidents and educational vice presidents. If problems come up which he finds too difficult to handle, he doesn't hesitate to ask the district governor or lieutenant governor for their advice and help. He keeps track of clubs which are delinquent with their semiannual reports to the Home Office and gives

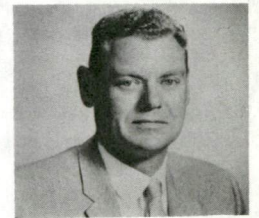
them the necessary prodding. He watches club officer performance with an eye to future area and district material. He conducts club officer training sessions.

Sometimes some special assignments come his way, such as helping to form a new club in the area. Frequently he is called upon to install new club officers; sometimes he is asked to work with a club's executive committee. And at all times he maintains a close working relationship with the district governor.

When the time comes to wind up his term, Joe discovers that he's obtained quite a few personal benefits from his area governorship. He's had practical experience in leadership, organization, salesmanship, recruiting, psychology, public and personal relations. He takes a long breath and says to himself, "All right; so if another job comes along, I'm a whole lot more prepared for it than I would have been without the experience."

He's pretty proud to turn over a well-organized, smoothly-running organization when it comes his turn to snap the rubber band around the three-ring binder and say to his successor, "It's all right here, boy; it's a big job but you can do it, and furthermore, you'll have fun." ♦

James McBride is a past area governor of Founders District and a member of Santa Ana Toastmasters Club 15. He is an associate of Wright Investment Company of Santa Ana, Calif.





YMCA Club 694-13, Wheeling, W. Va., holds "cook-it-yourself" dinner as guests of the Wheeling Electric Co., L-R: Don Donaldson, Jack Delbrugge, William Becker, Morris Clark, Bill Matthews.

TOASTMASTERS FEATURE SPECIAL EVENTS



Dr. T. E. Boggs finds double life as member of Roswell (N. Mex.) 477 and Roswell Noonday 3709 involves him in tug-of-war between club presidents Cary Owen (L) and Ed Alme. Dist. 23 Gov. William MacDonald (L, rear) and Area Gov. Ray Dunwoody help out.

Retiring officers of Speak Easy Club 3097, Chateauroux, France, bestow symbols of office on in-coming crew. Top, L-R: Howard Speer, Kermit Nelson, John White, John McBrien, Pat McGoldrick, Chuck Truax. Bottom: Harry Carlisle, Olin Johnson, Cliff Heath, Bob Butler, Guy Marshall, John Valdez.



Exec. Dir. Maurice Forley (L), presents new Elgin-TMI timer to Leonard W. Reinsch, Exec. Dir., Dem. Nat'l Convention, for use during L.A. session in July. A similar presentation will be made to Republicans.



Garden Grove (Calif.) 1721 TM's assist beauty contestants in preparing speeches for contest finals. L-R; Pres. Jack Sword, Karma Brown, Marsha Johnson, Darlene Achatz, Merle Herrod, Elaine Ward. Seated, Dale Enlght. (See story page 19)



TM Rodney Irwin presents honorary award to Isaac Taira, president of Japanese Speaking Club of Tokyo, at 2nd installation banquet of Fuchu Samurai Club 2023. Outgoing Pres. Edward McLaughlin (L) and incoming Pres. George Baisch approve.

Neil Sneyd of Beaver Club 1744-60 (Toronto, Ont.) is crowned winner of Area 6 speech contest by Area Gov. Bill Gauvreau. He is third member of Beavers to win title.



CLUB TO CLUB

New Club Forming

The five Toastmasters Clubs of Victoria, B.C. (where Toastmasters first became international) are soon to be joined by a sixth, the Pacific Meridian Club, which will be the first of the group to hold noon meetings. The activities of the embryo noon-time club proved so interesting to Hal Malone, Business Editor of the *Victoria Daily Times* that he recently published a long feature story about Toastmasters, following it later with a quip that Provincial legislators should take a few tips from Toastmasters. Editor Malone then became a charter member of the new club.

**Area I, District 21
Victoria, B. C.**

* * *

Family Night Guest

Oshkosh Toastmasters recently held a "family night" program, with special guest speaker Wisconsin State Governor Gaylord Nelson. After his speech the Governor was evaluated in typical Toastmaster fashion by charter member Dale Schwertfeger, then awarded honorary membership in the club for special achievements in "Better listening, thinking, speaking."

After the presentation, the youngsters in the group received autographed cards from the Governor and had the opportunity of speaking with him.

**Oshkosh Toastmasters 1483-35
Oshkosh, Wisc.**

Surprise Stunt

When Toastmaster Ernest Spencer of Lilac City Club 687 started his programmed speech and began to expound the Marxist line and denounce capitalism, the "law" moved in and served him a summons for creating a public disorder. It was announced that his case would be tried the following Saturday in the County Courthouse.

The affair was a cleverly-staged stunt which surprised the membership, and the purpose of the mock trial was to stimulate interest in "Law Day USA," celebrated by presidential proclamation on May 1.

**Lilac City Club 687-34
Rochester, N. Y.**

* * *

Popular Assignment

When Robert C. Whitlock, manager of the Westminster (Calif.) Chamber of Commerce and a former Toastmaster of Club 449 of Spokane, Wash., found that his 24 contestants for the title of Miss Westminster of 1960 needed training in their speeches for the final contest, he immediately paged the nearest Toastmasters club.

Whitlock attended the next meeting of Garden Grove Club 1721 and asked for volunteers to coach the girls. The response was so enthusiastic that club President Jack Sword immediately im-

posed a \$1.00 fee for handling the assignment—and proceeded to be the first to tender payment.

Whitlock has already made reservations with Club 1721 for the 1961 contest.

**Garden Grove Toastmasters
1721-F
Garden Grove, Calif.**

* * *

For Distinguished Service

Vice Admiral W. J. W. Woods, Royal Navy, Deputy Supreme Allied Commander Atlantic, was recently awarded a certificate for distinguished service to the SACLANT Club of Norfolk, Va., by outgoing club Pres. Commander Eric Roest, Royal Netherlands Navy. Vice Admiral Woods, who left his NATO post in April, has been an active honorary member of the club.

Members of the SACLANT Toastmasters are officers serving on the NATO Staff of the Supreme Allied Commander Atlantic representing 6 different nations contributing forces to the Allied Command Atlantic. This headquarters in Norfolk, Va., is the only NATO military headquarters in the United States.

Also pictured, L-R, are: Commander D. P. Parks, USN; Commander B. G. O'Neill, Royal Navy; Lieutenant Commander M. J. H. Bonner, Royal Navy (behind Vice Admiral Woods and Commander Roest); Lieutenant Colonel J. B. Lamond, U. S. Army, and Lieutenant Commander H. A. Chartier, French Navy. The club also includes members from Canada and Norway.

**SACLANT Toastmasters
1545-36
Norfolk, Va.**



Vice Admiral Woods receives award from SACLANT Pres. Roest



Past Dist. 57 Governor Lothar Salin testifies

Uses TM Training

Past District 57 Governor Lothar Salin of San Rafael, Calif., was honored recently by being chosen as proponent floor manager before a U. S. Senate-House subcommittee investigating the possibility of creating a \$15 million National Seashore Park in his home county. His Toastmasters training helped him present scheduled testimony in 89 minutes out of an allotted 90. Behind him in the picture are (L-R) Rep. Clem Miller, Calif.; Sen. Frank Moss, Utah, subcommittee chairman; Sen. Clair Engle, Calif.

**District 57
California**



Bolling AFB Club selects stadium spot



Area 5A, Dist. 47 officers relax after successful meeting

Successful Area Meeting

"I realize that there are area speech contests throughout all districts at this time of year; nevertheless, I do feel that the one held recently by Area 5A, District 47, at McCoy AFB, Orlando, Fla., was a little out of the ordinary," writes District 47 Governor Don Muller. He adds that Area 5A, consisting of six clubs, had a turnout of over 200 people, was covered by TV and had excellent newspaper publicity the day before and the day after the contest. Special guest speaker was Capt. Joe Kittinger, USAF, who holds the world's record for high altitude parachute jumps (76,000 ft.).

Photo shows L-R: Leland Turner, contest chairman; Earl K. Wood, Area 5A Governor; James McKnight, Dist. Sec.; Captain Kittinger; Donald F. Muller, District 47 Governor, and Martin Brewster, member of speech committee.

**District 47
Florida**

* * *

Club Donates to Stadium

The Bolling Air Force Base Officers' Toastmasters Club of Washington, D.C., recently became one of the first Toastmasters clubs to make a group donation to the Air Force Academy Stadium Fund Drive. This gift will be recognized with a bronze plaque affixed to a seat, dedicated in the name of the club, at the Falcon Stadium. Major Philip Burger (right), president of the Bolling Club, is pictured presenting the club's check for \$100 to Colonel Edwin B. Miller, base commander and stadium drive chairman for Bolling AFB.

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

* * *

Renew Subscriptions

Last year's project of presenting gift subscriptions of THE TOASTMASTER to libraries or speech departments of local high schools proved so successful that District 59 (Nevada) voted to continue the subscriptions for the coming year. Each club "adopts" one or more schools in its vicinity.

An attention-arresting feature of District 59's conference at Lake Tahoe was a display of the TMI educational materials available at the Home Office, arranged by out-going District Governor Ensio Tosolini. Bob Hartman of Susanville was winner of the speech contest.

**District 59
Nevada**

Exciting Election

In an unprecedented landslide, the "Abolition" party was swept into all six club offices in the spring election of the Anderson YMCA Club 715. Shouting their motto "We're agin it," the candidates campaigned on a platform of four solid planks: "We're agin poor attendance," "We're agin slipshod programs" and "We're agin inadequate evaluation." Candidates were allowed three minutes each for campaign pledges, followed by cheers, jeers, parading in the aisles and waving of banners.

Photo shows successful contenders, L-R: Roy Boicourt, ed. v.p.; Harry Cox, sec and campaign manager; William Watson, pres.; Ray Earlywine, adm. v.p.; Virgil McAllister, treas.; Orville Haven, sgt.-at-arms.

**YMCA Toastmasters 715-11
Anderson, Ind.**

* * *

Receives Tribute

Known as "Mr. Toastmaster" throughout the Pacific Northwest, Dr. Jim Ogle of Olympia, Washington, finally got what was coming to him—a life membership in Toastmasters. The award was made to him by his home club, Olympia (Wash.) 84.

Dr. Ogle's interest in Toastmasters dates before World War II. He has traveled throughout southwest Washington organizing and promoting Toastmasters clubs; has given untold hours of his time serving as an officer on club and district levels. He is past governor of District 32, and has attended many International conventions and brought back to his club news and methods of other clubs from all over the world.



YMCA Club winning team relaxes after grim campaign



Dr. Jim Ogle (R) receives plaque from Pres. John Kalbach; Dist. 32 Gov. Howard Bond approves

Olympia Toastmasters awarded Dr. Ogle the life membership in appreciation for his years of devotion to Toastmasters and of the inspiration he has been to all the members. The plaque was designed by club President John Kalbach, and bears the signatures of the club officers.

**Olympia Toastmasters 84-32
Olympia, Wash.**

ENTHUSIASM

By FRED B. SCHROEDER

HAVE YOU EVER HEARD a baby cry without enthusiasm? Did you ever see a baby smile without enthusiasm? Of course not. Human beings are born with enthusiasm—loads of it.

"The tragedy of life is not in death but in what dies inside a man while he lives—the death of inspired response, the death of awareness that makes it possible to feel the pain or the glory of other men in oneself," said Norman Cousins in *The Point About Schweitzer*, (*The Saturday Review*, Oct. 2, 1954). Observe the average man of today. He arises reluctantly in the morning, wishing it were Sunday so he could sleep an hour longer. He becomes so bogged down in the ritual of dressing and shaving that he has barely enough time for a cup of coffee before departing for the salt mine. If anyone greets him with "How are you?" he replies dejectedly, "All right, I guess." Now, if the truth were known, he never felt better in his life. But this is certainly not discernible in his response.

Although I may have exaggerated a bit, it is no exaggeration to

state that enthusiasm is the most highly valued trait in human personality. Frederick Williamson, one time President of the New York Central Railroad, said:

"The longer I live, the more certain I am that enthusiasm is the little-recognized secret of success. The difference in actual skill and ability and intelligence between those who succeed and those who fail, is usually neither wide nor striking. But if two men are nearly equally matched, the man who is enthusiastic will find the scales tipped in his favor."

Nobel prize winner Sir Edward Victor Appleton stated: "Yes, enthusiasm. I rate that even ahead of professional skill." Frank Bettger, noted insurance salesman, has declared that the projection of enthusiasm changed him from a failure to a success in his occupation. (*How I Raised Myself from Failure to Success in Selling*, Prentice-Hall Inc. pub., 1949.)

Many an athletic team has been rated by experts as the best in its conference as a season began, yet it failed to live up to its advance billing. In post-season reviews, those

same experts charged the team with lacking determination, fire, drive. Call it what you will—what the team lacked was *enthusiasm*. And just as the absence of enthusiasm can ruin a good team, its presence can carry a lesser team to unforeseen and almost unimaginable goals.

The need for enthusiasm is not limited to athletic teams or salesmen. Regardless of your occupation, you sell yourself to someone every day. When you deliver a speech to your fellow Toastmasters you are selling yourself. When you talk to your employer or to a subordinate or to a client, you are selling yourself and your ideas. Your position in life right now is the evidence of your success. And your success depends upon the fervor you demonstrate in whatever activity you undertake.

Recently I observed 18 men being interviewed for the position of sales supervisor. All the men had about equal sales and management experience. Yet one man stood out like a giant among pygmies. Why? Because of his enthusiasm. Not fist-pounding, loud, boisterous enthusiasm, but an intensity of expression that came from the heart.

B. C. Forbes has said: "Search and you will find that at the base

and birth of every great business organization was an enthusiast, a man consumed with earnestness of purpose, with confidence in his powers, with faith in the worthwhileness of his endeavors."

But do not take merely the words of the men I have quoted. Observe—or better yet, put more enthusiasm into your daily activities. Put enthusiasm into your Toastmasters activities. Talk about the things that hold a genuine interest for you. Accept extra club duties with enthusiasm. Let your enthusiasm for Toastmasters rub off on the newer member.

There is an incident related about physicist Arthur Compton at the conclusion of an address to a gathering of college students. One student challenged Mr. Compton's statements by asking, "How can you really prove your remarks? I want definite proof." The physicist reached for an orange, proceeded to peel and eat it as everyone watched. When he had finished he asked the questioner, "Do you know what that orange tasted like?"

"Of course I don't," came the reply. "Only the person who ate it can tell that."

So it is with enthusiasm. *You must taste it yourself.* ♦

Fred B. Schroeder is a C.P.A. of Denver, Colo., who heads his own business and is also Denver Coordinator and Sales Representative for the International Sleep Teaching Institute. He is a member of the South Denver Toastmasters 1588-26.



PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

AH-UM-ER

Are you annoyed by the grunts, the aspirated pauses, the extraneous noises made by so many talkers? I refer-ah to those-uh people who waste so much time and energy, whether in formal speech or in ordinary conversation, by um-ah-making sounds completely unrelated to what they are saying.

Perhaps I am too sensitive to this practice, but it seems to me that in spite of the efforts of Toastmasters, the habit is increasing and even becoming more offensive. Is there anything we can do about it, except watch ourselves in our own clubs, and work for our release from the bad habit of filling in the blank spaces with meaningless noises?

Many of the most prominent figures in the world of business and politics are grunt addicts. Watch them as they are heard on TV or radio, and you will note that comparatively few of them start a sentence without an "ah," more or less prolonged. I have tried to discover why they do it, but have not come up with an answer. Mostly, it is a matter of habit.

Some people seem to feel that the attitude of hesitation indicates deep thinking. That may be so, but to me, it reflects uncertainty, or a

lack of knowledge or comprehension.

Just One Vote

What good will just one vote do? Why should I bother to go to the polls and vote? One vote can't make much difference.

That kind of reasoning will be engaged in by many people as we in America approach the date for election of officers, national, statewide or local. Many people are inclined to brush the ballot aside, and thus disfranchise themselves.

But history tells us that just one vote has been very important at many times in the past. Rutherford B. Hayes, for example, was made President of the United States by one vote in the electoral college. His election was contested, and it was referred to a Congressional committee for decision. One vote settled the contest in his favor. The man who cast the deciding vote for President Hayes was a congressman who had been elected to Congress by a margin of just one vote.

There have been many other cases like this. A notable one was the passage of the Draft Act of World War II, which passed the House of Representatives by one vote.

It is a startling and humiliating fact that less than 65 per cent of the eligible citizens of the United States participate in our major elections. This is one of the lowest percentages among the nations. We should be ashamed that it is so.

It is a good project for every Toastmasters Club in the United States to enlist in a campaign to "get out the votes." Many speeches should be made, not only in our club meetings, but in every place where we have the opportunity to talk to a group. We can do a genuine service by stressing the citizen's obligation to exercise his right and his duty to help in choosing of men to fill the offices of our government.

The Speaker Wants to Know

There are three things which every speaker would like to know about his speech, as the audience heard it, and he has a right to know them. His evaluator should tell him.

First, he would like to know what was good about the speech. Did it get results? Was the purpose clear? Did it do any good? The evaluator has the opportunity to speak words of appreciation for work well done.

Second, he needs to know, although he may not be eager to hear it, just what was not good about his speech. It becomes the privilege of the evaluator to point out weaknesses and features which detracted from what was said. Of course he does this tactfully and in a helpful spirit.

Third, he wants suggestions for improvement. The evaluator not

only points out errors and undesirable elements, but he shows how to correct the mistakes and improve on the performance.

Bear these points in mind the next time you act as evaluator, and see how much good and helpful advice you can give in a few words, to help the speaker as he tries to do better.

You will not say, "You need a little more force in your voice," or "You should use a few more gestures," or "You put your hands in your pockets, or you grunted once or twice, but otherwise it was a good speech." No, you will say something really constructive, perhaps like this:

"I liked your speech in general, and especially because you had a purpose, which you made clear at the start, and which you emphasized in your conclusion. I did not like the way you stood, nor the way you used your voice. Your stance was rather awkward and stiff, and your voice was harsh and unappealing. The content of the speech was better than the delivery. For improvement, I suggest that you put a more friendly feeling into your voice. Don't scold. Speak persuasively. Then stand on both feet and use your full stature. Occasionally bring one or two hands out of exile, and let them have a part in your speech. There are other things to work on, but these are the most obvious ones to me. Correct yourself on these points, and then we will tackle the others."

Almost any speaker will appreciate and profit by such evaluation as that. You would like it yourself. ❖

"Author" Norma Richards reviews and plugs her latest book for Anthony Wayne TM's and wives, with modest reticence

Ladies Take Over On Ladies' Night

By W. W. HOLMAN

THE OFFICERS of Toledo, Ohio's Club 1380, scratching their heads for some fresh party ideas, had a neatly wrapped solution handed them on a silver platter. The wives would do the entire job.

Carolyn Mohr, ("A Word to the Wives," THE TOASTMASTER Magazine, May, 1958) wife of Past District 28 Governor Charles Mohr, was the originator, producer, chief writer and worrier for the entire affair.

To make sure no invitation went unopened, the women mailed them out to the men in pink, scented en-

velopes. Then, when party night finally rolled around, the girls accomplished still another turnabout when they presented each man with a boutonniere.

The general theme of the evening was a meeting of "AWTMWNWC of O and M, Int." (Anthony Wayne



Carolyn and Charles Mohr check final script for Ladies' Night at Anthony Wayne Club where ladies took over program for the evening



Toastmasters Wednesday Night Widows' Club of Ohio and Michigan, International.)

The girls highlighted and satirized just about everything men believe goes on at women's clubs.

Bobbie Pridgeon, (husband Jack is on the club's newly-created Board of Directors) served as chairman. Replete in business suit, fur neckpiece and pince-nez, Madam Chairman got the meeting off to a prim yet rollicking start.

"Zsa Zsa Glamour," wife of President Jim Williams, appeared as a prominent charm school representative.

Betty Kennedy, whose accent bespeaks a Georgia birthright, rendered a hilarious treasurer's report. She promptly got into a meal-price squabble with Megan Gray, a native Britisher. Megan, who insisted on talking in terms of poundsterling, really brought down the house when she had the audacity to imply the southern girl had ordered Yankee pot roast.

The program also included a typical book report by "author" Norma Richards.

It may be significant that the only males put to work that evening were bachelors. Area speech contest winner Jay Francis appeared as Lance Elliot, a visiting actor; and Jack (M'sieu Jacques) Barrett headed up the style show which had as its finale "Thank Heaven for Little Girls," pantomimed a la Maurice Chevalier. ♦

W. W. Holman is past president of Anthony Wayne Toastmasters 8130-28 of Toledo, Ohio.



Tess Herman reveals latest Paris creations for startled Anthony Wayners



"Chahmed to be with you laydiz," says Jay Francis to Madame Chairman Pridgeon



"Your husband will love to see you in this new mode," says Rosemary Strong

Accent on Atlanta

EMPHASIS WILL BE on Atlanta next month when Toastmasters from all parts of the free world meet at the Dinkler Plaza Hotel, Aug. 18-20, for the 29th Annual Convention of Toastmasters International.

Emil H. Nelson, president of Toastmasters International, said the agenda for Atlanta has been completed and the 1960 convention promises to be one of the most educational and entertaining in the 36 year history of Toastmasters.

Featured speaker for the Thursday International Night program, Nelson said, will be Edgar J. Forio, senior vice president, The Coca Cola Co. Forio is president of the Atlanta Chamber of Commerce

Edgar J. Forio



and 1960 Crusade Chairman for the American Cancer Society.

"Coca Cola," Nelson said, "is probably America's best known product. The word 'Coke' is recognized in nearly every language. Mr. Forio will describe how the Coca Cola Company has won friends throughout the world and how it has learned to overcome the communication barriers created by different languages and customs."

Paul Jones, director of Public Information for the National Safety Council, has accepted the speaking assignment for the Friday Fellowship Luncheon. During his 22 years with the Safety Council, Jones has given hundreds of talks. He is rated as one of the nation's most entertaining and informative after-dinner speakers. Using newspapers, magazines, radio, television and motion pictures, Jones has been responsible for making millions of Americans safety-conscious. Nelson said Jones will discuss successful methods of effective communication, basing his remarks on his years of public relations experience.

"Moscow Report" is the title selected by H. C. McClellan for his address at the President's Banquet Friday night. McClellan is president of the Old Colony Paint and Chemical Co. He is past president of the National Association of Manufacturers and former Assistant

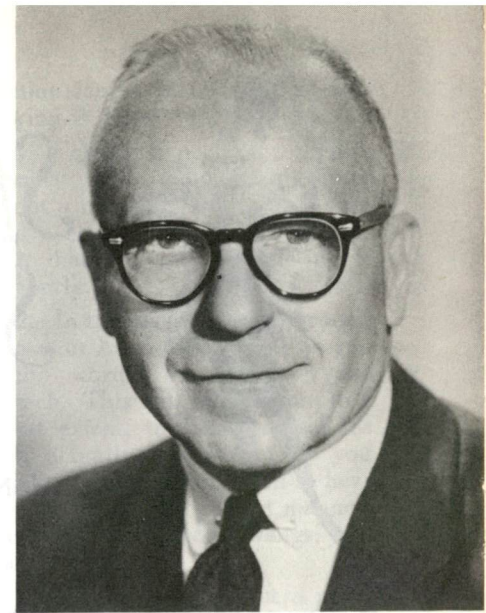
THE TOASTMASTER

Secretary of Commerce for International Affairs. In 1958, he was appointed by President Eisenhower as general manager of the American National Exhibit in Moscow. He planned, organized and conducted the exhibit until it closed in October, 1959. During the past ten years he has traveled in 35 countries, frequently on business for the U. S. Government. At the Toastmasters convention, Nelson said McClellan will report on the staging of the Moscow exhibit and discuss East-West relations in general, submitting some of his own ideas for easing international tensions.

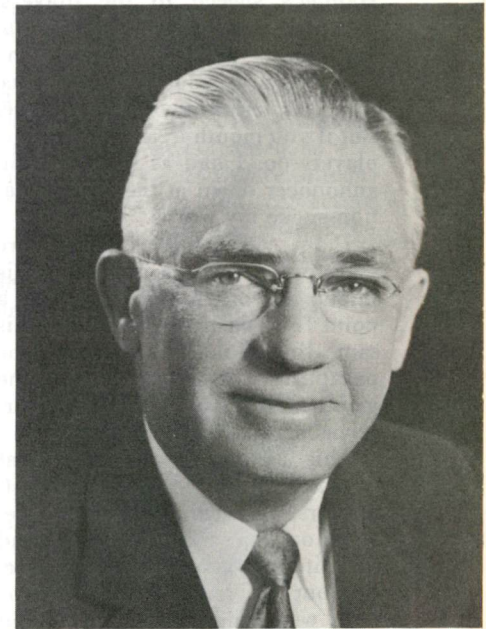
Educational sessions during the three days will present speakers, panels and demonstrations on "Better Listening," "Better Thinking" and "Better Speaking." International 1st Vice President George J. Mucey will be general chairman for the educational sessions, assisted by International Directors Roy Graham, Walter P. Moran and William Hylton.

Nelson said International Director Robert A. Gibney will serve as chairman for the Regional and International Speech contests, aided by International Directors George D. Anderson, John D. Puddington and Max Sachs. International 2nd Vice President Herman E. Hoche will act as toastmaster for the International Speech Contest.

At the traditional Breakfast with the Founder on Saturday, Nelson said Dr. Ralph C. Smedley will present approximately 50 Beyond Basic Training certificates. The breakfast program will also include a discussion of advanced training for Toastmasters. ❖



Paul Jones



Harold C. McClellan

JULY, 1960

33



“Speak the Speech”

By NATHANIEL H. BARISH

MANY OF YOU will recognize the title as the opening words of Hamlet’s speech to the players. You will recall that he went on to say, more or less, “Speak the speech, I pray you, as I pronounce it to you, trippingly on the tongue. But if you mouth it, as many of our players do, I had as lief the train announcer down at the Union Station spoke my words.”

I am certain that Shakespeare will forgive my paraphrasing his immortal work in order to make a point for Toastmasters. Along this same line, Robert Burns could be paraphrased to read, “Oh wad the gift the Giftie gie us, to HEAR ourselves as others hear us.”

This brings up the one great weakness in our training as Toastmasters. We can correct and rewrite our speeches until they read like literary gems. We can practice our delivery before a mirror until we eliminate all the faults in poise, mannerisms, and gestures

which have been brought to our attention at meetings of our Toastmasters clubs. But we still have the problem of correcting vocal mannerisms.

Some speakers remind one of the old-fashioned German Band, of whom it has been said:

*“Listen to the German Band,
They play by the hour.
They blow in sweet,
But it comes out sour.”*

The most imposing platform manner goes for naught if the speaker sounds as if he has marbles in his mouth.

The ideal solution is to record a speech on tape or disc, then have an evaluator criticize it as it is being replayed. Unfortunately this is not always practical, as it is an expensive procedure and many Toastmasters individually, or clubs collectively, simply cannot afford it.

The best alternative is to become acutely aware of the most common errors made in speaking and how to correct them.

One of the greatest faults among speakers in training is the tendency to slide over consonants. For example, saying, “I am speakin’ to you,” instead of , “I am speaking to you.” Another weakness is the habit of combining two separate words into a hybrid: thus, “I am going to go,” becomes “I am gonna go.” You can imagine how a foreigner, who learned the King’s English in his country’s school, must feel when he hears, “I am gonna.” He probably thinks, and rightly, that Americans do not know how to speak their own language.

The eliminating of consonants in the middle of a word is an often repeated error. Thus, “Ladies and gentlemen,” becomes, “*Laies and gennlemen.*” The adding of a consonant to a word ending in a vowel is another speech defect, so that “idea” becomes “*idear*” or “*repliac*” becomes “*replicar.*”

There are, in addition, regional habits of mis-pronunciation. In certain parts of this country words such as “oil” and “appointment” are spoken as “*erl*” and “*apperntment*”; in others, “thirty-third” becomes “*toity-toid.*”

All these and other mistakes in

diction can be corrected if the following is done:


1. Consult a pronouncing dictionary when you are in doubt about a certain word. Say it over and over again until you are certain that you are enunciating it properly.

2. In the privacy of your room, cup your hand to your ear as you recite words, or rehearse your speech. This will enable you, to a great extent, to hear yourself as you actually sound, not as you think you do. If you learn to hear properly, you can correct mannerisms such as drawls, twangs, and nasalities.

3. When you speak at a meeting of your Toastmasters club, ask your grammarian to pay closer attention to your pronunciation and enunciation.

You are all familiar with the old saying, “As the twig is bent so is the tree inclined.” In a similar vein, “As the ear is trained, so will the voice obey.” If we are diligent in watching for and correcting detrimental speech mannerisms, we will have gone a long way toward developing into public speakers instead of public squeakers. ♦

Nathaniel H. Barish sang professionally for two years while earning his M.A. in music education at Columbia University. He is a member of Garden State Toastmasters 1049-46 of Irvington, N. J., and is associated with a pharmaceutical company.





CALGARY

Toastmaster Town of the Month

CALGARY—Gaelic for *clear running water*—began in 1875, when the Royal Northwest Mounted Police established a fort in Alberta Province of northwestern Canada, at the junction of the Bow and the Elbow rivers. Cattle ranchers followed the Mounties, then wheat and dairy farmers—Calgary's flour mills now produce over 8,250 barrels daily. Last came the oil; today Calgary is headquarters for Canada's booming oil industry.

Prosperous Calgary is Canada's ninth largest metropolitan area, with 238,000 inhabitants. It has over 100 schools and colleges, an Institute of Technology and Art, and an Allied Arts Centre. A \$12 million university is under construction. St. George's Island Zoo and Natural History Park is famous for its full-scale models of prehistoric animals; Reader Rock Gardens contains over 2,000 plants from all corners of the earth.

Every year, in July, Calgary steps into the world spotlight with the famous Calgary Stampede, started in 1912. For a week the city goes Western, with square dancing in the streets, parades, Indians in buckskin and beads, the populace in cowboy attire, and range chuck wagon outfits serving breakfasts of flapjacks, bacon and coffee to the half-million visitors who come to enjoy the show. The Stampede presents the world's biggest rodeo and championship cowboy contests—riding, roping, bronco-busting and the thrilling chuck wagon races. Books, songs and motion pictures have been written around the Calgary Stampede, which has been called the "Greatest Outdoor Show on Earth."

Calgary Toastmasters 667 was chartered in 1949, and soon followed by Bow Valley 1494 and Shag-a-nappi 1765. In 1959, four new clubs were formed: Parkland 1818, Chinook 1448, Four Eleven 3025 (formed within Simpson-Sears Co.), and the latest arrival, New Shag-a-nappi 3073. Calgary Toastmasters credit their recent rapid expansion to the enthusiasm and untiring efforts of District 42 Governor Ernie Pallister, member of Club 1765. Calgary Toastmasters participate in community affairs, most recently cooperating with the Alberta Safety Council in promoting "Safe Driving Week."

Progress, performance and old Western hospitality are traditions of Calgary and its Toastmasters.



JUST IN JEST

People who refer to things as "dirt cheap" never owned a garden.

Maybe in these precarious times, the man who declines to run is just what America needs most.

"You pay a small deposit," said the salesman, "and then make no more payments for six months."

"Who told you about us?" demanded the lady of the house.

Most wives are reasonable. They don't expect the impossible from a husband until they discover he is.

The guide of a sight-seeing bus in Milwaukee informed his passengers that at that moment they were passing the world's largest brewery. A bored man in the back seat suddenly came to life. Rising to his feet, he demanded, "Why?"

For making a man repent his sins, there's nothing quite as convincing as catching him.

An applicant for employment gave as his reason for leaving his previous job, which was that of a temporary sorter at the Post Office: "Done all the work."

He had also served in the Army, and to the formal question: "Why did you leave the Forces?" he replied: "Won the war."

A pessimist is someone who likes to listen to the patter of little defeats.

It seems that the current system of school grading is designed not to discourage any parent or student. Even though Junior may be dumber than an ox, the idea is to hold out some encouragement.

The ultimate in strained encouragement came when one teacher added this note to what was otherwise a very poor report: "He contributes nicely to the group singing by helpful listening."

Two young male students were discussing the newly-discovered fact that the human body is 92 per cent water. Just then a lovely co-ed walked by and conversation stopped. In a moment one lad resumed the subject by remarking: "Man, she sure did a lot with her 8 per cent!"

The fellow who has done the most to arouse the working class is the man who invented the alarm clock.

The junior executive had been complaining of aches and pains to his wife. Neither one could account for his trouble. Arriving home from work one night, he informed her, "I finally discovered why I've been feeling so miserable. We got some ultra-modern office furniture two weeks ago and I just learned today that I've been sitting in the wastebasket."

As a medium of exchange today, money is a very unhappy medium.

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)

Please accept my hearty appreciation for the story about me which appears in the April issue of *The Toastmaster*, telling about my experience as a member of Toastmasters International and as a speaker.

I think you did a marvelous job in the layout of the article and I have heard quite a lot of favorable comment about it.

I appreciate also your selecting me as a subject for the magazine. I have always felt that I owe a great deal to Toastmasters International, and now am just a bit more grateful.

Richard C. Gerhan
Republic Steel Corp.
Detroit, Mich.

Colonel Harry Gilbert, Comptroller for the Chemical Corps, Department of the Army, and a member of Toastmasters, would like permission to reprint the article "Misplaced Keys" by Louis A. Kelly which appears in the March 1960 issue of *The Toastmaster*.

It is intended that this reprint be used in the training of Chemical Corps supervisors to the end that they may be motivated to do their jobs in a more efficient and enthusiastic manner.

Our congratulations to Mr. Kelly for an excellent job well done.

D. James McConeghy
Sec. Cml C. Club 3151
Washington, D. C.

(Permission granted.—Ed.)

A summary of "Does Your Vocabulary Need Restocking?" by Fred De Armond came to our attention in the February 1960 issue of "Executives Digest" which is published by Cambridge Associates, Inc. . . .

We have received the ten copies of the December issue of *The Toastmaster* and have distributed them to the staff. Thank you so much for making this issue available to us.

Winifred O'Day
Secretary to Mr. Bee
Ethicon, Inc.
Somerville, N. J.

The article by Ray Paetzke ("The 50-First Method," April, 1960) was very interesting indeed, and if you are writing him, please convey my congratulations. . . . I have used a similar system for several years in evaluating speech contests. I didn't follow exactly Mr. Paetzke's system. . . . I established the first speaker as standard and all subsequent speakers as plus or minus, but having seen this new idea, I will certainly adopt it in the future as it has a great deal to commend it.

I would like to point out a horrible example of what happened a few years ago. A judge, using the standard score sheet, totaled up the points and as a result exclaimed, "Well, I certainly wouldn't have placed them in that order!" In other words, he was using the mechanical system rather than passing it on his own personal judgment and using the points merely as guides.

I am of the opinion that some study should be made along this line because it would perform a tremendous service to the many judges in various contests both within and outside Toastmasters.

Paul W. Haeberlin
Past President, TMI
Amherstburg, Ont.

Possibly the recommendations of Santa Ana headquarters have changed with time and experience. This is as it should be. However, I seem to remember that years ago you recommended election of officers every six months. I was recently surprised to see in *The Toastmaster* that it was general practice to have elections annually. Our club continues to have elections every six months and I have always objected to it for this reason:

Possibly due to our geographical location and the prevalence of daylight saving time, we have a substantial drop in attendance from the first of June through Labor Day. We used to discontinue meetings entirely but we have found it much more successful to have monthly meetings on a lighter, less formal basis. These being invariably well attended, the club holds together well and we start the Fall with membership largely intact.

The officers who preside during the summer months have a very limited period in which to get experience. About what percentage of the Toastmasters clubs elect annually versus semiannually?

Seth U. Shorey
Quannapowitt 849-31
Boston, Mass.

The Standard Club Constitution and Bylaws gives the club the choice of electing on an annual or semiannual basis. Most clubs elect semiannually but more and more clubs are finding it is to their advantage to elect officers for a full year. Any comments?—Ed.

The article in the April issue of *The Toastmaster* by Roy Paetzke entitled "The 50-First Method" should be required reading for all Toastmasters. I have felt for a long time that the present method of speech contest judging is too detailed to enable the judge to really determine the "Best Speaker." Careful observance over the past several years has convinced me that the judge is so busy with his worksheet that he doesn't have adequate time to really evaluate the speech. During the one or two minutes between contest speakers, the judge checks his worksheet trying to recall—"Did the speech march?"—cannot recall his manner because I was looking at the ballot to see what the next item was. Effectiveness? Let's see—he did make the sale but according to my calculations his voice wasn't quite as good as the other fellow nor was his physical appearance as good." Is this the answer we are looking for or are we primarily interested in "How good was the speech and how effective was the speaker in making the sale"?

Our evaluation and judging techniques should not lose sight of Dr. Smedley's often repeated plea—"Every speech must have a purpose." But when the contestant has reached an area or higher level of competition it is reasonable to assume that the basic techniques have been mastered. Unless there are gross errors they need not be closely inspected—concentration should be on the selling job.

I do not contend that Toastmaster Paetzke's solution is the complete answer but I do believe it is a big step in the right direction. This problem needs studying by Toastmasters who recognize the problem and can take steps to arrive at an equitable solution.

J. G. Blackburn
Ed. Chmn., Dist. 49
Hawaii

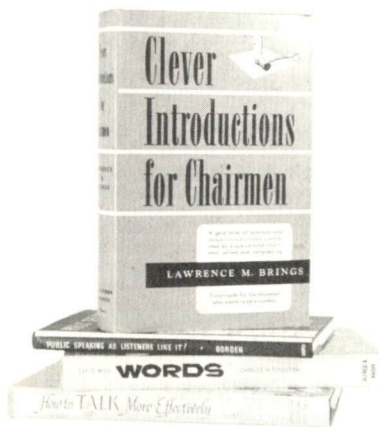
New Clubs

(As of May 15, 1960)

- 269-9 WILBUR, Washington, *Wilbur*, Wed., 7:45 p.m., Banquet Room—Ma's Cafe.
- 1259-52 VAN NUYS, California, *Speak-Easy*, alt. Wed., 7:30 p.m., Ludlow's Restaurant.
- 1388-10 FAIRVIEW PARK, Ohio, *Westgate*, 1st & 3rd Thurs., 6:30 p.m., Stouffer's Restaurant.
- 1583-F CORONA, California, *Lake Norcoronian*, Mon., 11:30 a.m., U.S. Naval Ordnance Laboratory.
- 1594-32 TACOMA, McChord AFB, Washington, *McChord NCO*, 1st & 3rd Wed., 7:30 p.m., McChord NCO Club.
- 1635-U BANGKOK, Thailand, *LAEMTHONG*, Tues., 5:15 p.m., Meeting Room of SEATO Graduate School of Engineering, Sanamma Road.
- 1815-44 BROWNFIELD, Texas, *Brownfield*, Mon., 6:15 p.m., Melody Restaurant, 412 South 1st Street.
- 1824-44 WEBB AFB, Texas, *Talon*, Wed., 11:30 a.m., Non-Commissioned Officer's Open Mess.
- 2039-52 LOS ANGELES, California, *Northeast*, Mon., 6:15 p.m., Green Hotel, Pasadena.
- 2111-U MISAWA AIR BASE, Japan, *Misawa*, Thurs., 7 p.m., Bldg. #541.
- 2348-U HIGH WYCOMBE, Buckinghamshire, England, *High Wycombe Non-Commissioned Officers*, 1st & 3rd Wed., 11:30 a.m., High Wycombe NCO Club Ballroom.
- 2429-46 QUEENS, New York, *Seven-Plus*, 3rd Tues., 8 p.m., Reiley Equipment Corp., 7200 51st Avenue, Woodside 77.
- 2433-45 MANCHESTER, New Hampshire, *Grenier Officers'*, Thurs., 11:30 a.m., Grenier Field, Grenier Officers' Open Mess.
- 2439-U ITAZUKE AB, Japan, *Itazuke Airmen's*, Fri., 7 p.m., Dining Hall #1, Administrative Annex.
- 2700-34 BUFFALO, New York, *Pennsylvania Railroad*, 2nd Mon., 12 noon, YWCA, 4th Tues., 6 p.m., Deerhead Inn.
- 3110-54 AURORA, Illinois, *Industry*, alt. Tues., 6 p.m., YMCA, 460 Garfield Avenue.
- 3122-36 ANNANDALE, Virginia, *Fairfax Knights*, 3rd Wed., 7:30 p.m., Country Squire Restaurant, Falls Church.
- 3124-35 RICE LAKE, Wisconsin, *Indianhead*, Thurs., 6:30 p.m., Land O'Lakes Hotel.
- 3137-57 FREMONT, California, *Fremont*, Mon., 7:30 p.m., Glenmoor Elementary School, Facility Room.
- 3138-36 FORT GEORGE G. MEADE, Maryland, *Twilight*, 2nd & 4th Thurs., 4:30 p.m., Executive Dining Room, National Security Agency.
- 3139-34 EAST AURORA, New York, *Snowbelt*, Thurs., 6:30 p.m., Schulz German Cooking Restaurant.
- 3140-25 DALLAS, Texas, *Seroco*, Mon., 6:30 p.m., "Youngblood's", Fort Worth Avenue.
- 3142-36 PORTSMOUTH, Virginia, *Chesapeake*, 1st & 3rd Mon., Bldg. 236, Second Floor, Norfolk Naval Shipyard.
- 3143-20 ADA, Minnesota, *Ada*, 2nd & 4th Mon., 6:30 p.m., Methodist Church Basement.
- 3144-42 REGINA, Saskatchewan, Canada, *Plains*, Mon., 6 p.m., The Hunt Club, Rose St. & Victoria Avenue.
- 3145-22 COFFEYVILLE, Kansas, *Coffeyville*, Mon., 6 p.m., Tony's Restaurant.
- 3146-56 GALVESTON, Texas, *Leadership*, 2nd & 4th Wed., 6:12 p.m., Buccaneer Hotel.
- 3147-17 RUDYARD, Montana, *Hi-Line*, Wed., 6 a.m., Prairie Room of Evans Cafe.
- 3148-11 EVANSVILLE, Indiana, *Mead Johnson*, 1st & 3rd Mon., 5:15 p.m., The Mead Johnson Institute, Mead & Johnson Company.
- 3150-17 MALTA, Montana, *Malta*, Thurs., 6:15 p.m., Lang's Cafe, Banquet Room.

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