

JUNE, 1956

# TOASTMASTER



## EDITORIALLY

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In olden days, practically all public speaking was done from a pulpit, an elevated, enclosed space from which the speaker addressed a congregation assembled below him.

While we still find the pulpit in churches and cathedrals, speaking in general has descended to the friendly level of man talking to man, speaking mind to listening mind, on the basis of free exchange of ideas. Speech has become one facet of the larger aspect of communication.

## AMONG OUR CONTRIBUTORS

**F. GEORGE WILSON** (*Wordmanship*) is employed at Western Electric Co. in Indianapolis, Indiana, as a supervisor in charge of Tool and Gage Inspection. He is Educational Vice-President of the Western Electric Toastmasters Club No. 1691, and co-editor of the club's monthly bulletin, "*The Monologue*." The article, he says, is "the result of much thought on the dangers of misunderstanding due to improper and in many cases unintentional, connotations of words and phrases . . . It is our job in Toastmasters to learn to be specific." . . . **MARTIN KRIEGLER** (*I Am the Flag*) is a member of the Park Ridge, Illinois, Toastmasters Club No. 381. His vocation is midwest representative of Semon Bache and Company,

## SPEAKING

The old-fashioned orator, rolling his bombastic and often meaningless phrases over a sea of upturned faces, has largely disappeared from the American scene. His passing is not mourned.

There have been a number of scientific helps to aid this change of style. The public address systems, which make it possible for a natural voice to reach every corner of a large auditorium, have helped materially. And television, with its uncanny ability to catch and enlarge the inner qualities of the man before the camera, has helped even more.

We still like sturdy little jack-in-the-pulpit. We "get his message," as the teen-agers say. But the type of speaker we look to today is the frank, friendly, informal type, his ideas well-organized and his delivery sincere—the *Toastmaster type*.

manufacturers of glass and glass specialties, and his avocation, in addition to Toastmasters, is the reading and study of poetry . . . **GORDON DIGGLE** (*Be Your Own Topicmaster*) is a member of the OACM Toastmasters of Omaha, Neb., No. 2033, who celebrated their charter party on April 25th, 1956. Gordon has been employed in the oil industry (financial end) since his graduation from the University of Nebraska in 1949 . . . Contributors **ALBERT C. SPANN** of Cheyenne, Wyo., **DR. EVERETT T. WOOD** of Monrovia, Calif., and **C. W. SCOTT** of Lubbock, Texas, will be remembered for their former appearances in **THE TOASTMASTER**.

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# TOASTMASTER

OF TOASTMASTERS INTERNATIONAL, INC.

22 NUMBER 6 JUNE, 1956

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Editor-in-chief · Wayland A. Dunham—Editor

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This is a non-profit educational organization of 2085 active clubs, Alaska, Hong Kong, Canada, Canal Zone, Channel Islands, Cuba, Germany, Greenland, Guam, Hawaii, Iceland, Japan, Philippines, Pacific Islands, Thailand and Venezuela. Organized October 4, 1930. First Toastmasters Club established October 22, 1924. Community Center, 1104 West Eighth Street. Opinions expressed in the views of the writers and do not necessarily indicate the attitude of Toastmasters International. Published monthly at Santa Ana, California. Copyrighted. Name registered, U. S. Patent Office. Entered as second-class at the Post Office, Santa Ana, California: act of March 3, 1879.

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Ralph C. Smedley—Editor-in-chief · Wayland A. Dunham—Editor

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## Good evaluation



can help you in . . .

# MEETING the SITUATION

By Ted Blanding

**G**EORGE would have been the first to admit that he had always known there would be days like this. But he also knew that he was rapidly approaching a limit—and it almost seemed as though this were it.

Ever since he had been appointed vice-president in charge of sales, George had racked up a large share of grief. He was beginning to understand why the two men who had preceded him in the job had been extremely short-lived. Jones had been the blustering type who had antagonized practically all of the customers; Henderson, a personable, smooth-talking, promise-everything individual, had fared no better. George had undertaken the job with zeal and a determination to succeed, but as he picked up the note his secretary had laid on his desk, he could imagine an axe swinging over his head. He read the letter again:

"Mr. Stephens called at 2:30. He wants you to call him immedi-

ately in regard to that last shipment of parts. He says they're defective, and have made him lose three good customers. If you don't call him by five and give him some satisfaction, he'll cancel all existing orders and take his business to some other firm."

Henry Stephens was the best customer, in point of business, that George's firm possessed. He was also the biggest headache. Irascible, violent, incapable of seeing any side but his own, a self-made man who worshipped his creator, Stephens had been the rock which had shipwrecked the careers of Henderson and Jones.

"I wish I had a dozen or so of the fellows from Toastmasters to help me out on this one," George said to himself. "I wonder what advice they'd give me on meeting this particular situation?" He grinned as he recalled last night's meeting. "Joe, now—Joe would tell me that I've got to find the proper areas where we can com-

municate. With old man Stephens, that's not easy. But it can be done. For instance, I know those parts aren't defective. If his customers found them so, then they aren't using them in the proper way. How can I get him to see that? Stephens never listened to anyone who disagreed with him in his whole life."

He was still mentally calling the roll of his fellow club members. "Bill would say that the whole thing lies in proper evaluation," he recalled. "He'd say to evaluate the situation completely, from every angle. Well, at least I can do that."

He set to work on the file of the Stephens Company. Most of the details he knew already, but in the light of an objective evaluation, he began to see that there were two sides to the question. Neither was completely right, nor completely wrong. Both had the same interests, desired the same result. They could get together—if!

"And that 'if' is old Flip-his-lid Stephens himself," muttered George. "All right, I've done my best for a good, clear, objective evaluation of the problem. I know the areas where we clash, and the areas where we should meet. It's a clear-cut matter of proper communication. Can I put it over?"

The next step, he decided, was an evaluation of Stephens. What manner of man was he? How did he think? What made him tick? What were his bad points (obvious) and his good ones (there must be some)? What type of approach would he best respond to? Smooth? Firm? Humorous?

"If I were Stephens," George

thought, "I wouldn't want anyone to try to smooth this over. I'd want him to admit that it really is a grave problem. I wouldn't want any jokes. Stephens likes to talk, and he wants to be listened to. I think I can reach him."

He stretched out his hand for the phone, then suddenly stopped. "Well, would you look at me!" he thought. "Here I've evaluated the problem, and the audience—that's Stephens—but I'm forgetting completely the most important person in this deal. I'd better do an evaluation of myself. What are my weaknesses in making a presentation? The boys say I have a tendency to get sarcastic. I know I lose my temper easily. I'd better watch both those things."

"This is turning into a real project," he thought as he gave instructions to the switchboard girl. "Now I've got to remember that this is just the beginning. I've got to evaluate every single instant—watch every tone, every word he says, every word I say."

It wasn't easy, he discovered, to keep a conversation going and at the same time run a continuing evaluation. The first blast from Stephens made his own temper rise dangerously. But he pulled himself back. "He's angry. As long as he's angry, he can't think clearly. That's my first job—to get him over his emotional reaction and make him see reason. I'd better watch my tone. Be sympathetic. Now, here comes a definite change. He's starting to ask me instead of tell me. Now I can bring up point two. Watch it. Make the point

*(Continued page 21)*

# Criticism

## —is not fault-finding

By Ralph C. Smedley

**I**T IS easy to find fault. Many people seem to enjoy doing it. Unfortunately, criticism has taken on the meaning of fault-finding in the popular usage. When we say that one has a critical attitude, we usually mean that he is a finder of faults.

That is not the true meaning of criticism, of course. The real critic is the one who appraises, evaluates, adjudicates, reviews, discriminates and seeks to arrive at the true value. He is as eager to recognize merit as to discover faults, and he distributes praise as generously as blame.

The fault-finding critic likes to call himself a realist, but all too frequently he is a pessimist. One of his trademarks is "Yes—but . . ."

You greet him with "This is a fine morning! See how bright the sunshine is!" He comes back with "Yes, but it won't last. See those clouds on the horizon?"

He looks at a picture, or glances through a book. You remark, "I like that one. Don't you?" He responds "Yes, but . . ."

That is his approach to the people about him. He may mildly like some person, but there is always something wrong to which he must call attention.

You say, "I find Bronsburger a most inspiring talker. He always gives me a lift." Your critic friend replies, "Yes, but he'll bore you to death if you don't get away from him."

You may remark, "That new man out in the shop certainly does turn out a lot of good work at his machine. He is a good worker." The old realist growls, "Yes, but did you notice how he watches the clock?"

This is not true criticism, whether it be directed at a work of art, a person, or a speech. Real criticism seeks to discover the true worth. It may point out a fault if that is serious, but it is more concerned with the final value than with the unimportant details. It welcomes the chance to commend what is commendable.

Apply this principle to speech evaluation. Apply it to your own speeches. Consider which helps you more, the evaluator who says, "I can't find much in that speech to criticize," or the one who tells you "That was a good speech, and this is what made it good for me . . ." and then he tells you the points of merit and suggests how you can build up your style so as to take advantage of your best features.

The good critic seeks to build up, not to tear down. He knows that by emphasizing the positive, the good things in the speech, he can lead his subject to lay aside minor faults without ever realizing that he possessed them.

A real critic never says "I can't find anything to criticize." He knows that results are what count, and that if the speech, book or picture achieved its purpose, conveyed its message, won the point, it is to be judged by that rather than by unimportant details.

In all our contacts with people and events and things, we are forced to exercise our right to discriminate and evaluate. This may involve some recognition of faults, but far better, it calls for appreciation of virtues, and it offers encouragement to the person criticized by showing him how to build on what he has.

A speaker may be too conscious of his height. He feels every inch of his six feet, and is inclined to stoop so as to reduce his stature. Commend him on his ability to make an impressive appearance, and urge him to "stand tall" so as to take full advantage of his prosperity. Don't scold him for being stoop-shouldered, or for lounging as he talks.

Perhaps the speaker on whom you are working has an excellent voice, resonant and deep-toned, but his organization of material is poor. Don't romp all over him about being disorganized in his thought. Praise his voice, and tell him that he must bring the rest of

his talking up to that grade of excellence. So fine a voice quality deserves to be used on the best of material.

The approach of commendation takes away the sting of your adverse criticism. When you point out the natural advantages, the speaker is more willing to accept your suggestions for improvement in other matters. You do not need to be negative.

Instead of saying, "Your grammar is deplorable," or "Your delivery is monotonous—no voice gestures, no hand gestures," or "Your hesitancy, your constant grunting, your uncertainty all make it hard to listen to you," tell him, "Practice thinking out in advance just what you want to say, and just what you must accomplish, and then get filled up with enthusiasm for the subject, and turn yourself loose. Your little mannerisms will disappear when you are really in earnest."

In a word, "accentuate the positive." When you are a critic, as you must be every hour of your day, watch for the good things and emphasize them, remembering that cultivation and encouragement will do as much for a man as for a plant in your garden.

It was well said by Joseph Addison: "A true critic ought rather to dwell upon excellences than imperfections, to discern the concealed beauties of a writer, and to communicate to the world such things as are worth their observation."





## LOOK UNDER THE HOOD

of

## YOUR CLUB CAR

By John W. Haynes,  
President, Toastmasters International

**D**ETROIT, site of the coming International Convention and home of the great automotive industry, suggests a likely analogy between a Toastmasters Club and an automobile.

Is your club propelled by a 300 horsepower engine or a whistling, wheezing, low-on-gas, one cylinder contraption? While the Executive Committee of your club does the steering, the Educational Committee supplies the power which is responsible for the forward progress of the members.

Lift the hood on your club car and look for this 3-way performance:

### 1. High-Powered Programs

Nothing makes a club hum with interest as much as varied, worthwhile programs which are well planned and presented. Each month your President and Educational Chairmen receive regular mailings from the Home Office outlining a point of emphasis for the month and program suggestions for prepared speeches, table topics and educational talks. This material covers a wide range of subjects which when activated by imaginative planning on the part of your Educational Committee, can develop programs so interesting, entertaining and informative that every member will want to attend.

### 2. Regular Service Insures Good Performance

Our members can expect and should ask for help in addition to evaluation following a speech. The progress of a member who has no speech experience can be greatly speeded with some assistance by a qualified member of the Educational Committee in the preparation of his first few talks in Basic Training. When a member learns the logical steps of speech preparation he is "off to the races" limited only by his ability to deliver, which should improve with the confidence which comes from experience. Follow up by asking for constructive evaluation written on the critique sheet of every Basic Training speech.

(Continued page 26)

## HOW THEY SAY IT

in Great Britain

**T**HIS summer my wife and I rented a little Morris Minor Saloon and traveled about 3,500 miles in England, Wales, and Scotland. Previously I had read the highway regulations, but we were most of the summer learning the British way of addressing the automobile driver and tourist. If we saw a sign *Road Up*, we came to learn that it meant "Road Taken Up" or "Road Repairs Ahead." Near Chepstow we were asked to detour (the British call it *Diversion*) because, said the man who directed us, there had been a *Bump* down the road. We could see two cars locked together in a collision.

It is a little shocking to see a sign *Bends For One-Half Mile*, meaning curves, or *Double Bend*, for S-curve. *Concealed Turning* means "Blind Corner" in England. Nearing London, you may find a warning *Dual Carriageway*, meaning "Divided Highway," and at the other end *Termination Dual Carriageway*, meaning, of course, the end of the divided highway. Instead of "No Passing" the sign

reads *No Overtaking*. When the danger zone is passed, you come to *End Of Prohibition!* You are told not to "Stop" but *Halt* at highway intersections. If you try to park in a no-parking area, you find the sign *No Waiting*.

In town you can get a *Hackney Carriage* just as quickly as you can get a taxi over here. If you want to travel with a trailer, you go down and rent or buy a *Caravan*. You should carry a *Torch* with you in your car always, since you might have trouble at night and need a flashlight. If the day is hot, you can stop and get some *Minerals*, i.e., cold drinks (though we seldom found them really cold). Sometime during your tour you will need to visit the *Gentleman's Hairdresser* (barbershop). As we toured, we *Popped In* at one small hotel after another, either to eat or spend the night, and we learned that the next morning the maid always *Turned The Room Out* to prepare for the next guest.

—Word Study

G. & C. Merriam Co.

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*In the first moments of your speech, you get the audience with you or against you. If you can start with something against yourself, so long as it is obviously untrue, it helps to win them. If you can make it really funny, so much the better.*

—Martin C. Briggs

# It's a GOOD IDEA!

## ✓✓ Travel Talks

Toastmasters ignored the winter snow, ice and sleet when Toastmaster Lee of the East St. Louis (Ill.) Club organized a symposium on travel that dealt with many different aspects of this always fascinating subject. Various types of travel, including air and auto, were discussed.

## ✓✓ New Twist

Seal Beach (Calif.) Sandpipers Toastmasters have always prided themselves on their workmanlike evaluations, but the other night Harve Brinkhaus, acting as General Evaluator for the first time, really made the club sit up and take notice. Harve arranged his four critics at the head table with himself in the center as moderator. The panel consisted of: Beauty Contest Judge (physical appearance and actions); Blind-folded Critic (all phases of voice); Editor (speech content); and Purchasing Agent (to buy or not to buy.) The effect on the club was really electric!

## ✓✓ Dictation

How are you when it comes to dictating letters? This question was asked the members of Skyliners Toastmasters Club of Winnipeg, Canada, when the table topics were designed to give them experience in this skill. Subjects were distributed at the meeting, and covered such matters as writing a letter of reference, or answering a letter of complaint.

## ✓✓ Political Palaver

Before their last club election, the Oregonian Toastmasters (Portland, Ore.) decided to enliven their sessions with some political campaigning. The executive committee divided the membership into two parties, the Armwavers and the Steamblowers, keeping the groups evenly matched. Campaign managers were appointed for each.

The campaign lasted for the three weeks preceding the elections, and it was agreed by all that the final voting would not stay by party lines. The first week contained the party caucus and nominations; the second week heard speeches for Sergeant-at-Arms, Secretary and Treasurer. In the last week, campaigning was done for President, Educational Vice-President and Administrative Vice-President.

The day of the election, speeches disclosed a true political aspect, with record players blaring, slogans, placards, election badges (paper pie plates), and fake telegrams from celebrities.

After the smoke cleared, all felt that valuable experience had been gained.

## ✓✓ Bureau of Missing Persons

We all have missing persons once in a while, but it takes an especially alert group like the Montreal, Valleyfield and Ottawa Clubs of Area 9, District 34 (Canada) to scheme a way of remedy.

As a matter of fact, it was John P. B. McCormick, Governor of Area 9, who suggested that the publication of the names of "missing persons" in each club bulletin would be a good idea—especially if published under that semi-jocular heading.

It worked. Try it!

## ✓✓ Hubby Hobbies

The Pacific Beach (Calif.) Toastmasters turned the tables on their guests recently on Ladies Night. The wives furnished the table topics program by telling of the various hobbies of their spouses, and how in many instances these hobbies had turned their homes into a shambles.

Ordinarily wives are reticent about responding to speech requests, but the psychological effect of sharing humorous home situations with others who had undergone similar trials, loosened their tongues and made for a hilarious session.

## ✓✓ On Stage, Everybody!

At the invitation of Toastmaster Jack Baldock, District Manager for The Western Amusement Co., Eugene (Ore.) Toastmasters recently held a meeting at the Lane Theatre, currently dark. The change from a small meeting room to a large auditorium provided ideal training in use of the stage, microphone, and general acoustical "feel" of a theatre. For many of the members, it was the first opportunity for such experience.

Guest of the evening was Capt. Fred O'Sullivan of the Eugene Fire Department, who spoke on the topic, "A reduction of work week from 72 hours to 56 hours for city firemen." Succulent box lunches were provided through the courtesy of Toastmaster Joe Early, manager of the Osburn Hotel, regular meeting place of the club.

## ✓✓ That Little Gimmick

Herm Matthews, Educational Vice-President of Jeffrey Toastmasters (Columbus, Ohio) is still marveling at the way a little gimmick can start a train of reactions which may end in an unusually fine program.

At a recent meeting, one of the speakers demonstrated, in his Basic No. 4 speech, the new O'Cedar Every-Which-Way mop. He concluded by presenting the mop to the club, suggesting that it be used as a prize for some club activity.

A contest was set up for the next meeting, using table topics as an impromptu speech contest. Questions and judges were carefully selected and each speech was timed to the split second. Competition was intense and the winner hard to select—maybe everyone wanted a new O'Cedar mop.

## ✓✓ Best Idea Club Chart

Dick Beech, Educational Veep of Rosaria (Portland, Ore.) Toastmasters, reports a good idea developed by his committee. Here's how it works:

Everyone starts thinking and searching for a good idea that will better the club. Some are original, others are culled from THE TOASTMASTER and educational mailings, or adopted from other clubs. Tossed into the hopper these are grouped under general headings and mimeo-

graphed on a "Good Idea Chart" which is given to each member.

When the Educational Vice-President wants to contact the Topicmaster, Chief Evaluator, Toastmaster of the evening, etc., he can request that the other get his chart, so that they can run down the ideas together. This can be done by telephone.

"We have had a new idea for each of the principals at every meeting since we started the charts," reports Dick, "and we find it makes the whole operation much easier."

## ✓✓ Sell It!

When Topicmaster Bill Hurst of the Fountain City (Tenn.) Toastmasters chose salesmanship for his theme, he came prepared. He displayed a suitcase full of household articles, including dish drainer, toothpick, spool of thread, ash tray, and others. Then he chose an article at random and called upon a member to sell it to the group. After a 60-second talk, a thumbs-up or thumbs-down vote was taken on the sale. Thumbs-up allowed the salesman to choose the next article and the next salesman. Thumbs-down meant that the Topicmaster chose the next salesman, and the unsuccessful seller was fair game to be called upon again.

## ✓✓ Multi-purpose Gadget

The Sooner Toastmasters Club of Norman, Oklahoma, has made good use of a combined visual aid, educational and storage gadget. It started out as a blackboard to be used for illustrated talks, elections and general information. The board was put on a framework with small casters to make it easily movable. The next addition was a bulletin board on the opposite side. Both boards were set at an angle, which left an open space below. When the problem arose of finding space for Toastmasters literature and equipment, it was discovered that closing in and shelving this space, putting doors on either end, would give adequate room.

The movable multi-purpose board is kept in a gear locker just off the club meeting place. When it is rolled into position at the meeting, all of its facilities are immediately available.

## ✓✓ Temperature and Enthusiasm —Both High!

As the summer season approaches and Old Sol shifts into high gear, the problem of summer meetings (to be or not to be) raises its head. Clubs considering the problem might be interested in the experience of the Wenell (Minneapolis) Toastmasters last summer.

The club agreed to meet every week throughout the summer. The challenge was to provide the type of meetings that would be interesting and valuable enough to draw attendance despite the heat—and they succeeded admirably. High points were a Ladies Night banquet and a picnic. The club used special programs, utilizing much humor, and attendance was high. The hottest evening of the summer found an 88% attendance plus five guests!

"Enthusiasm and summer meetings cannot be sold short," writes the club. "There is absolutely no substitute for enthusiasm, well planned programs, and consistent attendance. With these three qualities, any club must succeed."

## ✓✓ Forever the Same

If you can obtain an old newspaper—say along about 1900—bring it to the club when you are Topicmaster. Pass it to the first speaker of the panel. Give him thirty seconds to choose an item or advertisement, and a minute and a half to discuss it. Each speaker passes the paper on to the next participant after finishing his presentation.

Such a session calls for quick thinking and a vivid imagination.

## ✓✓ First Plunge

Even before the Jacksonville (Texas) Toastmasters Club was organized formally, each prospective charter member had the opportunity for an important speaking assignment.

At the suggestion of Lem Harvey, later elected Educational Vice-President, every other man at the table was given one minute to interview the man beside him. At the end of the minute, roles were switched so that each man was interviewed. Each prospective club member was then introduced to the group by his interviewer.

This brought out more facts about the future Toastmaster than he might have told about himself. Each person became better acquainted with his clubmates, and each man had a good, on-your-feet plunge into Toastmasters training.

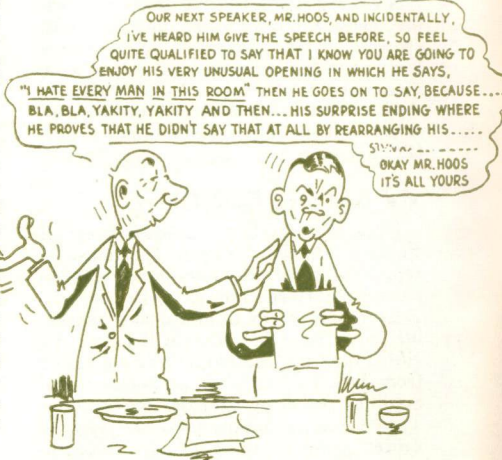
## ✓✓ Don't Just Tell 'Em— Show 'Em!

John Radford, Educational Vice-President of the Metropolitan Toastmasters of St. Paul, sends us this one:

"All new and prospective members are told of the improvement they may expect to make in speaking through conscientious participation in Toastmasters.

"If your club has a talented and seasoned speaker, this improvement can be vividly portrayed in a well-planned five minute speech. The first half of this "before and after" speech would progress systematically through the nervous, jerky and ineffectual attempts of a beginner. As the speech continues, the difficulties disappear one at a time. The speech then ends in true Toastmasters style, embodying all the skill at the speaker's command.

"A good title might be: 'This Could Be You.' Prospective members are bound to be impressed."



# MEMBERSHIP

## —to have and to hold

By Everett T. Wood

**H**OW well does your club hold its members?

Membership and attendance depend on several points. Let's consider some of them.

What kind of meeting place does your club have? What about the food, the price, the service, the parking facilities?

What about the size of the room? Does it give you claustrophobia? Or conversely, does it inspire agoraphobia?

All these are practical problems which affect membership. In many cases a solution can be found which will help the club.

Do you want prospective members to visit your club? Are the programs such that you can be proud of them?

Here is a way to get them there, but it is not guaranteed to keep them; club performance must take care of that.

Four years ago, the publicity director of one club placed at the end of each newspaper article the following: "Men wishing to improve themselves in the art of public speaking should phone President Robert D. Townsend, DO-3057."

Within a few months the club was compelled to divide and organize a new club to take care of

applicants for membership. This method has the virtue of attracting those whose interest is educational rather than social.

But how can you enthruse a man who has shown interest enough to attend once or twice? You can do it by giving him what he wants, or what he admires. Most men seem to hold the following matters in high esteem:

1. A good program, of five well prepared, well delivered speeches.
2. Friendly, effective, constructive evaluation of each speech.

In Toastmasters, it is accepted that one should not speak on a subject unless he knows more about it than his auditors. Preparation may take ten hours, twenty hours, or a year, but it pays.

Often it happens that the visitor is acquainted with some man on the program, and sometimes he is profoundly impressed with the performance of the speaker, of whose ability he has had no previous knowledge.

In your meeting, present an example of order and decorum. These virtues are the product of self-respect, which all men seem to admire. They are associated with well educated, highly trained executives and successful businessmen. They give the visitor the feeling that he



is with men of better than average intelligence and ability, which usually is true in our organization.

Maintain a reserved and friendly dignity. The superficial thinking of the ordinary intellect seems not to distinguish clearly between dignity and ability. Perhaps we may say that the two terms are psychological synonyms. In any case, we do well to give the visitor an example of pleasantly adjusted dignity on the part of officers and participants.

Exhibit a seriousness of purpose, and be sure to have a definite purpose. Ours is an educational program, not a social club. We have to take our work seriously enough to interfere with our social or business life, or we may be sure that we are not making such progress as we ought to make.

The evidence of a serious purpose will let the prospective member know that as a member, he will be expected to make an honest effort for self-improvement; he will understand that the improvement will come to him when he realizes that

work in public speaking offers him a new arena in the combat against his natural inertia in intellectual matters.

It is through the serious purpose that we make progress. The visitor will be impressed with the fact that these Toastmasters are destined for leadership. He, too, would like to be a leader.

Why should a busy man join a club unless it really offers him something he needs and wants?

We must produce the goods in our clubs, not only for the sake of attracting members, but primarily for our own benefit. A well planned meeting, with a worthwhile program, with a definite purpose, and with a sense of fellowship, will attract any man. It is our obligation both to our present members and to those we hope to attract, to present such a program, in pleasant surroundings and in a convenient location.

This makes a good club, and there is no substitute for a good club.



Note: It is rumored that some clubs are now electing bouncers to keep on schedule.

## WORDMANSHIP

By F. George Wilson

**D**O YOU use words effectively? Studies show that if you do, you are the exception. The greatest cause of arguments and misunderstandings evolves from carelessly phrased words, or reckless abandon for other people's feelings. Someone has invented the word, *wordmanship*. *Word* denotes the smallest unit of speech that has meaning when used by itself, and *manship* means skill or quality in the use of something. Together they define *wordmanship* as the skill or ability to use the smallest speech unit to express an idea or meaning effectively.

A story is told of a University professor who made a speech to a high school assembly on Armistice Day. In the course of the talk, he referred to Lincoln's Gettysburg Address as a powerful piece of propaganda. As an admirer of Lincoln, he used the word in its dictionary meaning—"a well organized effort to spread a particular doctrine." The speech was covered by a newspaper reporter who upon writing his story, stated that the speaker had called Lincoln a liar. The paper played this up into a sensational event, and the professor was harrassed almost to the point of resigning his position.

This incident clearly shows the viciousness of slanting word meanings. Many undesirable incidents (not all, we trust, as drastic as the

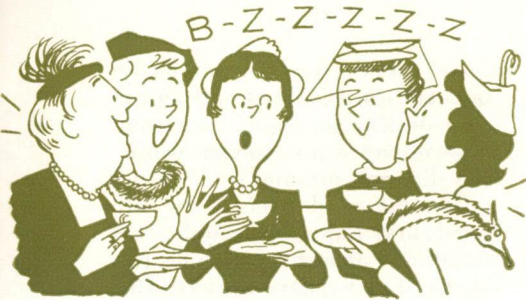
above) result through carelessly connoted words. We are all guilty more or less since our environments often teach us to view words with different meanings.

Take the word *food*. If we collected first impressions only, we would have as many variations for this word as we have readers. The word *job* may mean a fancy office with plush trimmings to one man, while to another it is the means to a bare existence. *Automation* means to the engineer, a challenge to improve production methods; to the worker, a possible threat to livelihood; to management, a means of producing a product at lesser cost.

If we think of a sentence as a row of highly polished vases which when looked at show not only their own shapes but also the reflections of the others, we realize that we must look at not only the individual meanings of words, but also the effect their relationship will have on other words.

Hayakawa, the noted semanticist, said: "When the use of language (or misuse of *wordmanship*) results, as it so often does, in the creation or aggravation of disagreements and conflicts, there is something wrong with the speaker, the listener, or both. Human 'fitness to survive' means the ability to talk and write and listen and read in ways that increase the chances for you and your fellow men to survive together!"

(Ed. Note: This article is a condensation of a talk made by the author before the Western Electric Toastmasters Club No. 1691 of Indianapolis, and published in the club's bulletin, *The Monologue*. It was re-printed in *The Speaker*, bulletin of the Broadway Toastmasters of New York, and brought to our attention by Speaker Editor, S. Dan Daniels.)



## CONVENTION CHATTER

▲ Toastmasters' Ladies will like Detroit's shopping district. Most fashionable stores and shops are concentrated in an area five blocks long and four blocks wide.

▲ Hudson's, the second largest department store in the U.S.A., both in floor area and sales, is just a few blocks away from the official convention hotel. Its scope is almost unbelievable and must be experienced.

▲ Specialty shops by the score are nearby, and boast of a novelty and smartness that is distinctly Detroit—a city highly imaginative and forward-looking.

▲ Canadian shops are as approachable as the downtown stores of your own home community. You simply take a Tunnel Bus at the lower end of Woodward Avenue, adjacent to the City Hall, and in five minutes you are in the Canadian city of Windsor. It is a splendid shopping community in which to exercise self-control. Fortunately for papa Toastmaster, duty free purchases for a one-day visit are limited to \$10.00.

▲ If you are culturally inclined, Detroit has everything to be desired: museums, libraries, laboratories of advanced thinking, art galleries and symphony orchestras. These will be described in your

hospitality envelope awaiting you at the registration desk.

▲ If you bring the family, the kiddies will find much to enjoy. Parks are numerous. Fresh water beaches are near at hand. The Children's Zoo at Belle Isle (in the Detroit River but accessible by car via bridge) is one of the world's best. Here the kiddies may actually feed and play with the tamer animals.

▲ Window-shopping is a delight to most ladies, and Detroit is world famous for its displays. Here is a perpetual fashion show of the latest in design and composition.

▲ And of course you won't want to miss Northland, a part of Hudson's, located 8 miles from the downtown area. The Ladies' Luncheon will be held here. Northland is an architect's dream for the city of the future, containing 80 shops and department stores, parking space for 12,000 cars, and 80 acres of beautiful gardens.

▲ Wives are always welcome at convention sessions. In addition to the scheduled excursions, they should also attend the Breakfast with the Founder, the Fun Luncheon, and of course, the President's Banquet and Reception. Have your husband arrange for these tickets early, as facilities are limited and it must be "first come, first served."

## LIGHTNING BUGS

OR

## LIGHTNING BOLTS

By Andy Williams

**T**HE light produced by a firefly is insignificant in comparison to that derived from a bolt of lightning.

You wouldn't take a light as small as a lightning bug to search for a lost child. If you did, people might question the sincerity of your motive because of the inefficiency of your equipment. A light whose candlepower was that of a bolt of lightning would carry with it the faith and confidence of those around you that you were doing your very best.

So it is with words. They may be lightning bolts or lightning bugs. A word may describe a situation, but another and better one might not only describe it, but fully illuminate it.

Sometimes we take a lightning bug word and try to increase its candlepower by adding the word *very*. But the word *very* is only a small magnification of your original word. Let's illustrate by using the weather in Europe last winter. Was it bad? Was it very bad? Extremely bad? Or was it a severe

winter? All of these phrases could be used, but "severe winter" most fully describes the extreme cold and hardships suffered by the people of Europe.

Would you take a pair of pliers to tighten a screw cap? You could—and if the screw were small enough, you might tighten it sufficiently. But if the cap screw were to be used to hold the head to the block of your automobile engine, then it would be necessary to use a wrench of the proper size and shape. Pliers would tighten it but not enough.

Words may do a job, but are the results adequate to put your point across?

The machinist, the architect, the salesman, the attorney—men in all walks of life need special tools to do their job. As Toastmasters we need special tools, and our tools are words. We must use the proper word for a particular situation with the proper potency for the required results.

Don't use a lightning bug word to do a lightning bolt job.

# The Elections Committee Reports

The Elections Committee reports its selection of the following names to be placed in nomination at the election at the 25th Annual Convention of Toastmasters International, August 23, 1956, in Detroit, Michigan.

George W. Benson, Chairman

**PRESIDENT: T. VINCENT McINTIRE Dist. 40**

**Club:** 257, Zanesville, Ohio  
**Served:** Lt. and District Governor; 4 International committees as chairman; International Director; Secretary; 2nd and 1st Vice-President, Member 11 years. Attended 9 International Conventions.

**Vocation:** Warehouse Operator and Public Relations Consultant.



**1st VICE-PRES.: PAUL W. HAEBERLIN Dist. 28**

**Club:** 299, Windsor, Ontario, Canada  
**Served:** District Founding Governor; 6 International committees as chairman; International Director; Treasurer; Secretary; 2nd Vice-President. Member 11 years. Attended 6 International Conventions.

**Vocation:** Insurance Executive.



**2nd VICE-PRES.: AUBREY B. HAMILTON Dist. 8**

**Club:** 170, St. Louis, Mo.  
**Served:** Lt. and District Governor; 2 International committees as chairman; International Director; Secretary. Member 16 years. Attended 7 International Conventions.

**Vocation:** Attorney.



**SECRETARY: EMIL H. NELSON Dist. 6**

**Club:** 221, St. Paul, Minn.  
**Served:** Lt. and District Governor; 2 International committees as chairman; International Director; Treasurer. Member 15 years. Attended 9 International Conventions.

**Vocation:** Realtor.



**TREASURER: ROBERT N. WOOD Dist. 37**

**Club:** 843, Raleigh, North Carolina  
**Served:** Area and District Governor; Served on 2 International committees. Member 9 years. Attended 3 International Conventions.

**Vocation:** Director Membership Relations, Farmers' Cooperative Exchange.



## ELECT SIX DIRECTORS



**DIRECTOR: GORDON GRAY ARMSTRONG, SR. DIST. 29**  
**Club:** 226, Mobile, Alabama  
**Served:** Lt. and District Governor; Served on 4 International Committees; Member 13 years; Attended 6 International Conventions.  
**Vocation:** Owner Collections Agency



**DIRECTOR: FRED W. BRAUN, SR. DIST. 30**  
**Club:** 830, Chicago, Illinois  
**Served:** Area and District Governor; Served on 2 International Committees; Member 6 years; Attended 4 International Conventions.  
**Vocation:** Sales Manager, Progress Tailoring Co.



**DIRECTOR: ROBERT A. MOORE DIST. 39**  
**Club:** 206, Sacramento, California  
**Served:** Lt. and District Governor; Member 13 years; Attended 5 International Conventions.  
**Vocation:** Supervisor Sales Dept., Sacramento Municipal Utility Dist.



**DIRECTOR: PHIL M. NEGLEY DIST. 24**  
**Club:** 955, Omaha, Nebraska  
**Served:** Area and District Governor; Member 6 years; Attended 4 International Conventions.  
**Vocation:** Business Mgr., St. Charles Kitchen Dist. Co.



**DIRECTOR: PHILIP H. OGDEN DIST. 8**  
**Club:** 845, East St. Louis, Illinois  
**Served:** Lt. and District Governor; Served on 2 International Committees; Member 6 years; Attended 5 International Conventions.  
**Vocation:** Owner, The Ogden Company



**\*DIRECTOR: W. C. "BILL" PATTEN DIST. 23**  
**Club:** 122, Albuquerque, New Mexico  
**Served:** Area and District Governor; International Director; Served on 1 International Committee; Member 16 years; Attended 9 International Conventions.  
**Vocation:** State Group Ins. Representative, Occidental Life Ins. Co.



**DIRECTOR: DONALD RAMSEYER DIST. 40**  
**Club:** 1619, Cincinnati, Ohio  
**Served:** Lt. Governor, Provisional Governor and District Governor; Member 9 years; Attended 4 International Conventions.  
**Vocation:** Vice-President for Manufacturing, The Drackett Co.



**DIRECTOR: ALEX P. SMEHTA DIST. 6**  
**Club:** 271, Rochester, Minnesota  
**Served:** Lt. and Dist. Governor; Member 9 years; Attended 5 International Conventions.  
**Vocation:** Owner Cleaning Business

\* William C. Patten's service for 1955-56 as a Director has been ruled by legal counsel as an appointment by the Board of Directors to fill the vacancy created by the election of Aubrey B. Hamilton to the office of Secretary. Consequently, he is eligible to be nominated this year for a two-year term as Director.

# WHAT'S GOING ON

## ☞ Candidate

Toastmaster Jim Smutz of the River-side Jaycee Club has tossed his hat into the ring and announced that he will be a candidate for Congress from California's 29th District. Jim is Past President of the Jaycee Toastmasters, a life-long Republican and holds the Certificate of Achievement for completion of Beyond Basic Training.

## ☞ Bar-B-Q

Planning a picnic this summer? Try an old-style barbecue, with sizzling steaks and all the trimmings, games and prizes for the kids, and fun for all. "It's a barrel of fun and thoroughly worthwhile," say the Westchester (Los Angeles, Calif.) Toastmasters, as they survey these scenes from their last successful event, which drew a crowd of Toastmasters and families 110 strong.

## ☞ Special Good News!

This year, for the first time, we have been able to arrange dormitory accommodations and rates for "stags" at the International Convention in Detroit. (See yellow page insert in this issue.)

Why not talk up the idea of from four to ten fellows from your club attending the "big show" on a minimum cost basis?

Come by carload and start having fun from the moment you leave home.

## Remember—

the

## Detroit Convention

## ☞ Town Hall Tonight

The A-M Toastmasters of Detroit recently proved that a Toastmasters meeting can be a valuable asset to a company's employee information program. The club was invited to put on a regular meeting at a session of the American Motors Corporation "Town Hall" series, a company-sponsored series of meetings designed to keep the salaried male employees of American Motors better informed about the company, its products, and its progress.

Some 250 persons attended the meeting, so for better visibility a T-shaped table was set on a platform and lighted with spotlights. All speakers on the program talked about a phase of American Motors business. A fine balance of humor was maintained on the program by an amusing table topics session in which the Topicmaster assumed the role of man-on-the-street interviewer and questioned those interviewed about their jobs.

E. E. Stephenson, a founder of Club No. 996, was Toastmaster, and E. B. Brogan acted as a narrator to describe the club as the meeting progressed.

THE TOASTMASTER

## ☞ Are We Or Aren't We?

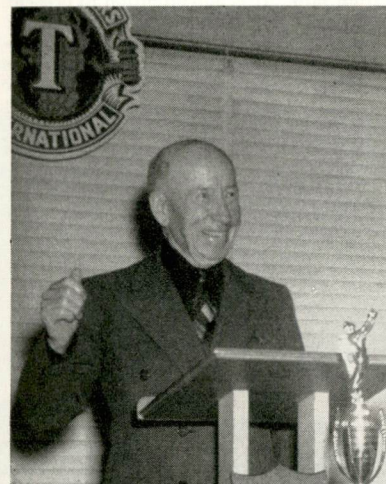
The Racine (Wis.) Ad Club took exception recently to the *Printers' Ink* magazine report of the McCall Survey which contends that the family man is replacing the huckster in advertising. Feeling ran so high that they invited a group from the Racine Toastmasters to argue the case before them at one of their regular meetings. The subject was, Resolved: Racine Ad Men are Hucksters.

Since the debating Toastmasters were also members of the Ad Club, the fun was fast and furious and the debate so successful that a complete transcript was made and sent to the magazine, *Printers' Ink*.

## ☞ Newcomer

Pacific Beach (Calif.) Toastmasters are extremely proud of one of their newest "young" members—Steve Heard, 72 years young, who recently made his ice-breaker speech. Steve was born deep in the Ozarks in 1882, has been a barber until his retirement two years ago and now sells real estate to keep busy. He is a most energetic and enthusiastic Toastmaster, really "sold" on the club.

This proves that it is never too early and never too late to join Toastmasters!



JUNE, 1956



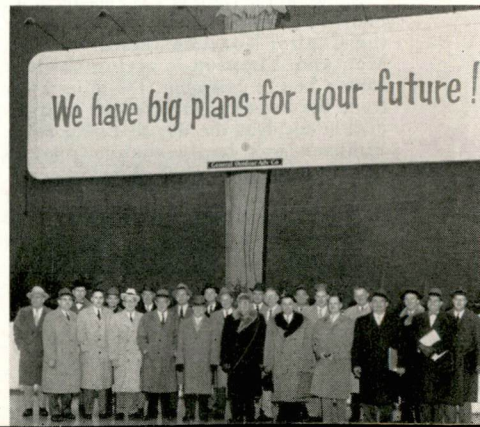
## ☞ Shock Treatment

Kaneohe Bay Enlisted Men's Toastmasters (Hawaii) believe in graphic illustrations. The club is currently engaged in putting on a series of lectures on safe driving, in conjunction with the campaign for safety being conducted by the 4th Marines. The striking illustration above shows Toastmaster M. C. Rule escorting his "casualty," PFC Lloyd Keyes, in a demonstration of "it could happen to you."

## ☞ Ice Breakers . . .

. . . or at least it would seem that this would be a good place in which to break the ice.

On a fine February morning, last, when the temperature was hovering down around zero, the Minneapolis Sales Executives Toastmasters Club (in process of formation) held their early breakfast meeting at the downtown ice skating rink in Minneapolis.





### Up in the Air

There are many ways and places to join an organization but Marine M/Sgt. Edward J. Scott has a right to feel unique. He was initiated into the Kaneohe Bay Staff NCO Toastmasters Club (Hawaii) on Feb. 28, at 7,000 feet above the Hawaiian Islands. Congratulating him is George Massin, (left) Educational Vice-President, and Chuck Cornelius, President. The occasion was a joint meeting held between the Maui Toastmasters and the airborne Staff NCOs at the Wailuku Hotel on Maui. Seeing that they would arrive later than scheduled, the Staff Toastmasters decided to hold the business session in the plane and in the process initiated Toastmaster Scott.

### Remember—

**25th Annual Convention  
August 22-25  
Detroit**

### Modern Miracles

Shown at the right is Toastmaster A. C. Simpson giving a scheduled talk before the Capitol Toastmasters of Helena, Montana. Simpson is giving the talk from a bed in Missoula, 110 miles away from the meeting. Involved in an automobile accident the day of the meeting, Simpson was badly shaken up and forced to remain in bed. Toastmaster L. O. Ryan had a speakerphone installed at the club's meeting place, which allowed Simpson to hear the whole meeting and to deliver his speech as programmed.

The title of the speech? It was "Modern Miracles."

### Heads Restaurant Group

Foremost Toastmasters of Evansville, Ind., are congratulating Toastmaster Kenneth A. McKinney on his election as president of the Indiana Restaurant Association.

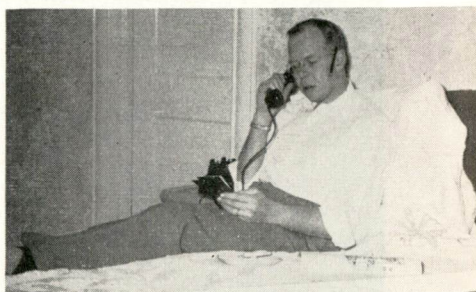
In the course of his incumbency, Ken will travel some 6,000 miles, speak at 28 district meetings of the association, and will summarize a restaurant management course at Indiana University—wonderful opportunities to exercise Toastmasters training.

### Taboos

Sierra Toastmasters of Fresno, California put on an exceptionally interesting table topic session recently when the speakers were asked to discuss their belief in or experience with the many well known taboos such as walking under a ladder, or trying to accomplish anything of importance on Friday the 13th.

### Gift

Toastmasters of the Everett (Wash.) Club recently presented to the Everett Public Library a gift of three books on public speaking and an annual subscription to THE TOASTMASTER. Toastmasters White and Hascal in making the presentation said, "It is our intention to present additional volumes on public speaking to the library twice a year, as a continuing collection of books on this timely and ever-present topic."



# HOW WE TALK

## FIGURATIVELY SPEAKING

### Onomatopoeia

Here is a big word for a comparatively small matter.

The word is derived from two Greek words which mean "to make a name," and it is defined as "the formation of words in imitation of natural sounds," such as *bang, buzz, rumble, splash*.

Some philologists have held that language began in imitative sounds. When a child calls a dog "bow-wow," or a cow "moo," he may be reverting to this principle, but the creation of words from sounds has not been left to children. A surprisingly large number of our common words have originated thus. Bang, boom, blab, blast, blat, splash, crash and many others appear to have had such a beginning.

Some of these words are traceable to beginnings in other languages, but there is good reason to believe that in the earliest beginning, these and various others owed their existence to imitation.

We need not bother our minds about the big word, except to be sure that we understand what it means and, perhaps, how to spell it. We shall continue to use the principle unconsciously, and we shall find it in much of our literature. For example, consider these disconnected lines from Hervey Allen's *The Forest and the Fort*: "The swish of water on the roofs became rhythmic. The tongues of flame sputtered . . . A crackle of rifle fire . . . The bullets whizzed and moaned."

When you become onomatopoeic in your speech, it takes on a livelier, more graphic form and helps to create empathy among your hearers.

(Continued from page 3)

clearly. Does my voice show that I'm really sincere?"

He glanced at his watch as he finally hung up the phone. It was exactly five o'clock.

George sat at his desk, thinking. "I've learned a lot about Stephens, but I've learned something more than that. I've learned a lot about evaluation, too. It doesn't consist of a few minutes of judging a speech—did the speaker make the sale, did he have a good opening, did he put his hands in his pockets. It's something a lot greater than that. It's a complete and objective study of a particular problem. It demands consideration of every angle, and a tying together into a complete whole. It means studying the three facets of the problem—the situation itself, the person or audience you are trying to convince, and your own manner."

The following week when George rose to give his assigned speech before his Toastmasters club, he held a flat package in his hand. "Friends," he said, "the subject of my talk tonight is 'Evaluation—and how it can help you in meeting the situation.' But first I would like to pass around these cigars."

"How come, George?" came a voice from the back of the room. "Your wife have a baby?"

George grinned happily. "No, my friends, there is no little stranger in our home. These cigars were a gift from a satisfied customer, a Mr. Henry Stephens. I'm passing them along to the fellows who really earned them."

★  
★  
★

“I  
AM  
THE  
FLAG”

By Martin S. Kriegel

I am many things. I am freedom; I am privacy; I am respect; I am honor. No man is too poor or too lowly for me to protect. No man is too high or too mighty to avoid my justice.

I have drawn men to my protection from the four corners of the earth—black, white, yellow or red.

Under my aegis all men are equal.

As I protect you, you must also protect me. In order to enjoy your own freedom you may not deprive your brother man of his. You may not use me unfairly to draw others toward yourself, then strike them down in the guise of liberty. You may not act the coward when I am attacked, nor remain behind when other men come forward to my defense, in the hope of reaping profit from their patriotism.

I was founded upon the peaceful worship of God.

I believe in the right of the majority, but I do not believe that a minority has no right to be heard. I believe in the protection of the

home. I believe in the education of everyone, for his advancement and for mine.

I have seen dark days. Many times I have wondered when the light would shine again, but I have never despaired. Always the sun appeared again to shine even more brightly.

I have known traitors who have tried to despoil me. I have seen those whom I have helped and trusted plot my downfall. I have encountered ingratitude. I have seen selfishness and greed becloud men's minds.

Yet through all this I have risen more strongly.

I have seen men push into the wilderness to carry me forward, enduring all manner of hardships and danger to set my standard in far-off places. I have known them happy to die when necessary, knowing that where today there are few, tomorrow there will be many.

I have seen nations rise under the power of anarchy and despotism—and I have seen them fall. For it is the law of life that only the good shall endure forever. Evil may conquer for a while but its hour is short. Only those nations interested in the benefit of their brothers have continued to progress and multiply. All others have fallen, even from the beginning of time.

Therefore, be not selfish, but look to the brotherhood of man throughout the world. And I will protect you, for I am you.

My colors are several, but I am one.

I am the flag.

THE TOASTMASTER



WORD  
CLINIC

Many people fall into habits of wrong pronunciation through failure to distinguish properly the spelling of a word. One of the pitfalls lies in that group of words ending in *ous*. Some of these words have a vowel preceding the final syllable, as in *spontaneous* and *mysterious* and *arduous*. These are not so troublesome, except in such a case as *insidious*, which some people insist on calling *insid you - us*.

The great trouble is in words like *tremendous*, which is pronounced *tre men dus* until some enthusiast gives it an extra syllable, calling it *tre mend you us*.

In the following list, note that each word gets the simple *us* treatment. In an article to follow, we shall list the words which receive the extra syllable.

mucous	malicious
tremendous	(ma lish us)

stupendous	monstrous
mountainous	magnanimous
(watch the accent)	cautious
	felicitous
mischievous	egregious
(never miss chiev i ous)	luscious
	solicitous
preposterous	delicious
surreptitious	covetous
(sur ep tish us)	horrendous
heinous (hay nus)	specious
grievous	bumptious
blasphemous	ingenious
sacrilegious	(in jeen yus)
herbaceous	pugnacious
ludicrous	loquacious
ridiculous	audacious

Note: If some of these words are unfamiliar to you, refer to your dictionary. You might add a few words to your vocabulary.

*The greatest virtues are not those we are born with, but those that we have to fight to acquire.*

—Tit-Bits, London

# You and Your Club

By Ralph C. Smedley

## Laboratory Work

Summertime is a good time to use your club for a laboratory, and to experiment on matters of speech and discussion which may have been neglected during the preceding months.

Some member may wish to work on a type of speech with which he has had difficulty. Give him the opportunity to try it, and to receive good evaluation on his effort.

## Speech Occasions

There are many speech occasions which require special treatment. The emphasis for this month is on such occasions.

Imagination and originality in planning programs will pay dividends in increased interest and more rapid progress among the members. It is time to get out of the ruts and routines and to provide situations which will prepare the speakers for the exigencies which may arise.

Consider what speech occasions might confront members. Some Toastmasters have been called upon to speak to high school assemblies, or to give commencement addresses. Some have had to speak to service clubs or lodges, or public meetings on a community enterprise, or to talk to a convention. Consider what occasions can be simulated to afford the needed practice.

## Material is available

To the Educational Vice President of your club, the Educational Bureau has sent a plenitude, a profusion of suggestions, so that if his imagination fails, he will have abundance of material on which to base program suggestions for his committee. Fourteen types of occasional speeches are listed, together with suggestions for simulated situations.

There is no lack of material. All it needs is to be used.

Your club's program for June can be made supremely attractive and useful, provided the committees get to work and the members respond.

During this month, improve yourself in such speech forms as introductions, nominations, presentations, acceptances, dedications, addresses of welcome, sales talks, committee reports.

If the committee provides the opportunity, take full advantage of it. If the committee fails to function, ask the chairman what is the trouble. Ask about the month's Point of Emphasis, the Speech Occasions which you should be getting to work on. Don't miss the chance to make June a month of unusual advancement for yourself, and for your fellow members.

June is full of "Speech Occasions."

# THE BEST WAY

(A Fable)

THERE is an old fable about a highway built by a king for his people. The kingdom was one in which there was harmony and understanding. The king wished to do something good for his subjects.

After many months of work, the announcement was made that the highway would be open on a certain Saturday. A celebration was planned in connection with the opening, and there was to be a prize of great value to the person who traveled best over the highway.

There was much excitement in the kingdom, and people began making their plans for the trip to the capital city. Some interpreted the announcement as meaning a race, with the prize going to the one making the fastest trip. They began training their finest horses.

Others believed that the announcement meant that the winner would be the person who traveled in the greatest comfort and dignity. They admonished their footmen and drivers, and renovated their carriages.

Still others gathered together their best finery and jewelry so that they might appear as the most presentable person to travel the highway.

The day arrived, and the travelers started to the capital. About midway on the journey, the leader of the procession, riding a fast horse, came upon a pile of rubble nearly covering the road. He and his immediate followers paid little attention, beyond swerving slightly. The rubble did not block their progress.

Later the carriages came by. The well-dressed occupants glanced at the rubble as the horses swerved to pass. "What slipshod workmanship!" they commented scornfully.

The day wore on. The travelers gathered in the courtyard of the palace, awaiting the announcement of the prize-winner. But no word came from the king.

The sun was setting as the last traveler reached the palace. Weary and disheveled, he approached a guard and asked to be taken to the king. "I have something that belongs to him," he said.

The guard ushered him into the council chamber, where the great king sat upon his throne. Kneeling, the traveler fumbled in his robe and brought out a heavy pouch of gold.

"I found it, Your Majesty," he said, "under a heap of rubble that had been left on the new road."

The king took the gold and weighed it in his hand. "And how did this happen, my friend?" he asked.

"Your Majesty," replied the traveler, "I stopped to clear the debris so that those following me would travel more easily. The gold was under the last stone."

The great king smiled and put the gold back into the traveler's hand. "You have won the award," he said. "For he who stops to make the way smoother for those who follow is he who travels the best over the king's highway."

## SERVICE

"I will not be a doormat for anybody," remarked a Toastmaster recently. "I will not lie down and let anyone run over me."

Two thousand years ago a man said: "I am the way." The world has been climbing up over Him onto the heights ever since.

Service is the way of the great—not pride.

# HOW TO

## BE YOUR OWN TOPICMASTER

By Gordon Diggle

**Y**OU can give yourself practice in impromptu speaking by being your own Topicmaster. Does this sound confusing? It is really quite simple.

As you are driving to work, walking to the store, working in the yard or any time when you are alone and have a few minutes to think, you can be the Topicmaster and call on yourself for a few comments on the subject which you assign yourself.

It can be done in this way. Relax and think for a few seconds. Some subject will pop into your head. Don't reject it as unworthy of your attention. Think about it a moment more and then phrase the subject as the Topicmaster would. Call on

Mr. Blank, who is yourself, for a few comments. Then start thinking out loud. Try to talk for a minute or so on the topic and try to make a short organized speech out of it. You need have no fear of embarrassment because you are your only audience. You'll be pleasantly surprised at the rapid improvement you'll make in self expression.

Here's another way to accomplish the same thing. You may find it more satisfactory. Carry two or three topics on a slip of paper in your pocket. Then when you have the opportunity, pull out the paper, select and announce your topic, call on yourself, and make your talk.

Don't be discouraged if you experience some difficulty at first. It won't be long before you'll be able to talk with fluency on almost any subject and make good sense too!

The skill you acquire in this way will be of wonderful value in your daily conversations as well as in your Toastmasters work.

# THE USE OF PROFANITY

-in vocabulary building

By Albert C. Spann

**"W**HEN you call me that, SMILE!"

These now-famous words author Owen Wister put into the mouth of his hero in *The Virginian*, a novel of the old west. They illustrate the old saying that "what you say matters less than how you say it."

There is another point, somewhat less obvious, illustrated. The speaker of those words could be tolerant of the shortcomings in the vocabularies of the two men who addressed him with the same uncomplimentary phrase. We are all prone to overwork certain phrases and exclamations which we find easy to use, even when they do not even remotely approximate the meaning we intend to convey.

At this point I would like to define four words: *profane*, *vulgar*, *swearing* and *blasphemy*.

1. *Profane*: This adjective has several meanings such as, not sacred, not possessing sanctity, unholy, irreverent or in contempt of God or holy things, or, not initiated into certain mysteries.

2. *Vulgar*: Here, too, are several meanings, varying chiefly in degree. They are: of or pertaining to the common people, common, ordinary or in general use, belonging to the lower or less refined class of

people, hence coarse, rude, boorish, low, mean, base.

3. *Swearing* (noun): the act of taking or administering an oath or the use of oaths in speech. In pursuing this through the definition of *oath* we find two connotations: first, affirmation with solemnity, and second, to use the names of God irreverently in common conversation.

4. *Blasphemy*: this noun carries the gravest connotation of all. It means an indignity offered to God in words; reproachful, contemptuous or irreverent words uttered impiously against sacred things; derogation of the prerogatives of Deity. In America, blasphemy is an indictable offense.

We all know that profanity is frowned upon by Toastmasters. The reason is not primarily that Toastmasters regard themselves as more pious than other people, but simply that profanity is not good usage of the language. Profane language (and here I mean to include the other words I have defined) is slovenly, not accurately descriptive, and usually indicates that the speaker is either unable or unwilling to use words which will correctly convey his thought.

Occasionally a person uses vulgar language deliberately in an

from page 6

### 3. Clean Carburetor and Fuel Line

There is a wealth of speech and educational material available from the Home Office which can be given or loaned to members. For instance, every club might have several copies, at 75 cents each, of "Speech Engineering" by Ralph Smedley, to be used in assisting speakers to organize their talks. You may be interested in purchasing some of these aids at nominal costs from the price lists which your Club officers receive regularly.

The Educational Committee, with the first Vice-President of your club as chairman, now is established throughout Toastmasters. It should be the quietly operating, but very active, engine that propels the club car forward, carrying its members along the highway of Progress Unlimited.



attempt to flaunt and defy the established conventions and accepted rules of decorum. I believe that it was Aristotle who said of such people, "He who knows not, and knows not that he knows not, is a fool; pity him."

Now if profanity, vulgarity and the rest are not suitable for use in speaking, is there a use to which they can be put? Yes. They may be used as a springboard or jumping-off device from which to seek other, more apt or fitting words. For example, the next time you are about to describe a friend in a short, overworked and meaningless phrase, stop and think how you might describe him accurately. Is he the best jokester you know? Is his physique compounded of strength and symmetry? What is the quality that makes you like him? What aspect makes him unusual? Seek appropriate words, and then describe him.

Again, you strike your thumb with a hammer. Automatically a certain phrase leaps from your mouth. But wait. Just what is it that you wish committed to the nether regions? Does the phrase mean anything to you, or are you merely letting off steam? If the latter, try some other phrase with a forceful, emphatic voice gesture—some such expression as "Zounds!" See if it doesn't fit the situation exactly as well.

Almost without exception, if you will stop to think, you will realize that the profane or vulgar expressions which you use habitually, are not apt to the situation in which you use them. They simply do not fit. Thus, let the existence of these words, and their use by others, provide you with a challenge not only to discipline your own speech, but to enlarge your vocabulary so that you may describe your thought with more accuracy than those words afford.

#### IN MEMORY

**Raymond J. Huff**  
1892-1956

**Jean Bordeaux**  
1894-1956

Toastmasters mourns the loss of two International Past Presidents, Raymond J. Huff and Dr. Jean Bordeaux.

Raymond was the 5th President (1935-6) and has remained a loyal and enthusiastic Toastmaster. He was Vice-President of the Puget Sound Bridge and Dredging Co. of Seattle, Washington.

Jean followed Raymond as President (1936-7). He has been a Toastmaster since 1928, and was Secretary during the formative years of the International. During recent years he has worked as a counseling psychologist.

These two men have made notable contributions to the development of the Toastmasters movement.

## EVERYONE HAS THEM

*... those little faults*

By C. W. Scott

**W**E ALL have our faults. The longer we live in the world and the more we deal with our fellow men, the more we become convinced of this fact.

Of course we don't all have the same faults. And it is true that some people may have more than others. But we all have some, no matter how high we have climbed in life, how many college degrees we possess, or what financial position or pinnacle of fame we have reached.

Most of us like to believe that our own personal faults are only little ones. They are the kind that really don't do much damage—they're really too small to worry about.

But the question is, how are we to discern between our little faults and our big ones? Sometimes a little fault can grow to become a major issue in life and change the entire course of our living. Little things can have appalling results!

Recently I visited the site of a train wreck shortly after the accident occurred. Thirty-nine box cars, all loaded with expensive merchandise, lay piled in a heap like discarded match boxes. Railway officials estimated the damages at well over a quarter of a million dollars.

What had happened?

Well, there was a hot box. The hot box burned the journal, or rotating shaft, completely off and so derailed the entire train.

What caused the hot box?

Well, back down the line, the employee in charge of oiling the bearings had not dispensed sufficient oil.

Why had he failed to oil the bearing properly?

Ah, here was the little fault—a 2¢ spring was defective on the oil can used by the employee.

A 2¢ deficiency, a minor thing at best, was therefore parlayed into a loss of a quarter of a million. Such

a very little thing it was, to cause so much trouble.

Many of our own little personal faults can cause us not only financial losses, but heartaches and unhappiness throughout our life.

Falling asleep while your fellow Toastmaster is making a speech is hardly a major fault, though it is a definite discourtesy. But the habit of falling asleep when you should be alert and awake can become a serious danger—as when you are driving a car, for instance.

Being unable to speak in public is certainly no crime. But the time may arise when it can cost you dearly. It may mean that the difference between success and failure for you and those you love.

Nothing is of more importance to us than the words we speak. A word spoken out of turn, the wrong, the bitter, the thoughtless word, can cost us a lifetime of sorrow and heartaches. The right word spoken to the right person at the right time can mean a life of success and happiness.

Yes, we all have our faults, but through recognition of them, and patience and persistence, we can correct them. We are aided in correcting our faults of speech by the frank and friendly criticism of our fellow Toastmasters. And as we achieve mastery over our faults, we achieve success and happiness for ourselves and those around us.

### GET EMOTIONAL IN YOUR SPEECH!

“Gestures” is a term applicable not only to your hands, but also to your voice. Your speaking voice is your greatest asset to your speech. It isn't enough to just stand before a group—you have to say something. Naturally you want to put across what you say. The spoken word often is not enough. The timbre of your voice and the vocal accent will make more difference to your listeners' response than the words themselves. For instance, in music, the song or words alone are often difficult to remember, but combining the rise and fall of the music and the words in synchronization can groove the song on your mind and you will remember it.

It is not easy to achieve the symphony in your voice. It takes a little practice. Watch your casual speech. In it you will find much to support your ego in elocution. You use many inflections in ordinary talking.

Relax. Speak to an audience as you would to another person in private. If you feel strongly on a subject and you are telling your wife about it, you ordinarily shout—your voice will show your anger or disapproval—or your liking and eagerness or approval. When you make a speech, let your emotion show through in your voice.

Try reading aloud as a practice, putting the indicated feeling into the words as you say them. Children's books, being simple and usually emotional in tone and subject, make very good stories on which to practice your voice.

In your next speech, choose a subject that you feel very intensely—either for or against. Then let your emotions go . . . Speak up and make us cry or feel it with you. Use your voice and make everyone feel as you do by putting your emotions into your voice.

### SPECIAL CONVENTION REGISTRATION

If this registration is completed, mailed and postmarked to Toastmasters International, Santa Ana, California (or if you live in contiguous districts to Detroit and register through your local organization) prior to midnight *July 1st, 1956*, your registration fee is \$4.00 instead of \$5.00 and your wife's is \$1.00 instead of \$1.50.

Please reserve registration and event tickets for me as follows:

Quantity	Price
..... Member registration—@ \$5.00.....	\$.....
..... Ladies' registration—@ \$1.50.....	\$.....
..... Scheduled Detroit River trip to BOB-LO ISLAND (Thurs. A. M.)—@ \$1.00.....	\$.....
..... Ticket(s) Breakfast with the Founder (Fri.)—@ \$2.50.....	\$.....
..... Ticket(s) Fun Luncheon (Fri.)—@ \$3.00.....	\$.....
..... Ticket(s) scheduled trip to Greenfield Village and Henry Ford Museum (Fri. P. M.)—@ \$3.00 (Children \$2.00).....	\$.....
..... Ticket(s) President's Banquet (Sat. P. M.)—@ \$6.00.....	\$.....
Total .....	\$.....
Less pre-registration credit—\$1.00 Man, \$0.50 Lady.....	\$.....
Net Total.....	\$.....

My check (make checks payable to Toastmasters International) for \$..... is enclosed. It is understood that my badge and tickets designated will be waiting for me at the PRE-REGISTRATION DESK at the HOTEL STATLER in Detroit, thus eliminating the delay and annoyance of standing in line.

Signature .....

(Please print)

Name..... Club No..... District.....

Wife's first name.....

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*Note: Reservations for rooms should be made on yellow blank at the back of the magazine.*



# New Clubs

- 112 SOUTH SAN GABRIEL, California, (D F), *Orare*, every other Tues., 7:15 p. m., Hanigans Restaurant, 3219 San Gabriel Blvd.
- 603 DOVER, Dover AFB, Delaware, (D 38), *Frank L. Redditt, Jr.*, Mon., 6:15 p. m., The Dinner Bell Inn.
- 622 PORTLAND, Oregon, (D 7), *S. M. Chanticleers*, Mon., 7:00 a. m., Eastmoreland Golf Club.
- 978 DUNCAN, Oklahoma, (D 16), *Duncan*, Tues., 6:00 p. m., Avalon Cafeteria.
- 1024 KANKAKEE, Illinois, (D 30), *Kankakee*, 2nd Thurs. & 4th Wed., 6:30 p. m., Jensen's Restaurant.
- 1056 DOWNER'S GROVE, Illinois, (D 30), *Downers Grove*, Alt. Wed., 6:30 p. m., Midwest Country Club.
- 1179 MURFREESBORO, Tennessee, (D 43), *Rutherford County*, Tues., 6:30 p. m., James K. Polk Hotel.
- 1287 GREENBELT, Maryland, (D 36), *Greenbelt*, 2nd & 4th Tues., 8:00 p. m., Center School.
- 2035 CHARLOTTE, North Carolina, (D 37), *Saturday Morning*, Sat., 8:00 a. m., Greenland Restaurant.
- 2036 STRATFORD, Pennsylvania, (D 38), *Conestoga*, 2nd & 4th Tues., 6:45 p. m., The Old Lamp Post Inn.
- 2037 CARTERET, New Jersey, (D 46), *WESTVACO*, 2nd & 4th Mon., 6:00 p. m., WESTVACO Mineral Products Division, conference room, 500 Roosevelt Ave.
- 2038 SAN FRANCISCO, California, (D 4), *Visitacion Valley*, 1st, 3rd & 5th Tues., 5:00 p. m., Lee's Restaurant, 16 Leland Ave.
- 2039 LOS ANGELES, California, (D 1), *Fire Underwriters*, 1st & 3rd Mon., 6:00 p. m., Hayward Hotel.
- 2040 CHARLESTON, South Carolina, (D 37), *Charleston*, Mon., 6:00 p. m., St. John Hotel.
- 2041 SAN ANTONIO, Texas, (D 25), *USAFSS*, every other Mon., 6:45 p. m., Kelly AFB Officer's Club.
- 2042 PORT ALLEGANY, Pennsylvania, (D 13), *Port Allegany*, 1st & 3rd Tues., 6:00 p. m., High School Cafeteria.
- 2043 OSWEGO, New York, (D 34), *Oswego*, Mon., 6:00 p. m., Vince's Steak House.
- 2044 BALTIMORE, Maryland, (D 36), *Martin*, 2nd & 4th Mon., 6:00 p. m., Howard Johnson Restaurant.
- 2045 BALTIMORE, Maryland, (D 36), *Elkridge*, 1st, 3rd & 5th Tues., 6:30 p. m.
- 2046 KITIMAT, B. C., Canada, (D 21), *Nechako*, Thurs., 7:30 p. m., Nechako School.
- 2047 LOCKNEY, Texas, (D 44), *Lockney*, Thurs., 7:00 p. m., White Rose Cafe.
- 2048 SAN MARCOS, Texas, (D 25), *Edward Gary*, Alt. Wed., 6:30 p. m., Edward Gary AFB Officers Open Mess.
- 2049 ST. THOMAS, Ontario, Canada, (D 34), *St. Thomas*, Thurs., 7:30 p. m., St. Thomas Y. M. C. A.
- 2050 NEWPORT, Rhode Island, (D 31), *Neptune's*, Thurs., 7:00 p. m., COM (Open) Naval Station.
- 2051 NAPERVILLE, Illinois, (D 30), *Naperville*, Mon., 7:15 p. m., 1216 North Main Street.

## WHEN AND WHERE THEY MEET

## MAKE YOUR RESERVATIONS N-O-W!

### 25th Annual Convention Toastmasters International

August 22, 23, 24, 25, 1956

Hotel	Single	Double	Twin
*HOTEL STATLER	\$5.50-11.00	\$10.00-13.50	\$10.50-16.50
(No charge for children under 14)			
HOTEL WOLVERINE	\$4.00- 6.00	\$ 6.50- 8.50	\$ 9.00-11.00
55 Elizabeth St. (3 blocks from Statler)			
HOTEL TULLER	\$4.00- 8.00	\$ 6.50-10.00	\$ 8.00-12.00
Grand Circus Park (1 block from Statler)			
HOTEL BRIGGS	\$5.00- 9.00	\$ 8.00-12.00	\$ 8.50-13.00
West Adams at Grand Circus Park (2 blocks from Statler)			
DETROIT-LELAND HOTEL	\$5.00-11.50	\$ 7.50-14.00	\$ 9.50-17.50
Corner Cass & Bagley (3 blocks from Statler) (No charge for children under 14)			

### Dormitory Style Accommodations

*HOTEL STATLER	\$3.50 per person for 4 or more
HOTEL WOLVERINE	\$2.00 per person for 10 or more
HOTEL TULLER	\$2.35 per person for 6 or more
HOTEL BRIGGS	\$3.00 per person for 4 or more
DETROIT-LELAND HOTEL	\$4.00 per person for 4 or more

\* Official Convention Hotel, Washington Blvd. at Grand Circus Park.  
 IMPORTANT NOTE: COMPLETE THE RESERVATION ON THE OTHER SIDE OF THIS SHEET AND MAIL DIRECT TO THE HOTEL OF YOUR CHOICE.

### IMPORTANT COMMENTS AND SUGGESTIONS

1. There are many fine hotels in Detroit and our members are at liberty to register wherever they please. Whenever possible it is considered desirable to reside at the Official Convention Hotel, however the hotels listed above should please those who wish to avail themselves of lower tariffs. They are all within walking distance of the Statler.
2. All suggested hotels are contiguous to adequate parking facilities.
3. Detroit is famous for its MOTELS ranging from good to super-deluxe, but most of these are far removed from Convention headquarters and therefore no list is included.
4. Maps, guides, transportation schedules, lists of tours and sight-seeing excursions will be supplied in your registration envelope at headquarters.

REMEMBER—Detroit is a favorite tourist port of call in August. Last minute reservations will be hard to get . . . so make yours now . . . directly with the hotel of your choice. Special attention will be given to all TOASTMASTERS applications.

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**IMPORTANT!** This application for hotel reservation must be sent directly to the hotel (Reservation Clerk) of your choice at Detroit. Fill in the hotel name in the upper left hand corner, tear out and mail.

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