

# *The* TOASTMASTER

JUNE, 1957

## *Featured*

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***A Free World Needs  
Good Communication***

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Monster?***

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ALTHOUGH existing since Adam and Eve, "Human Relations" is at last being put on a commercial basis. We view the trend with apprehension.

The "How To" artists are having a field day with "Human Relations in Industry." Articles, books, courses, seminars, consultants—all of the usual paraphernalia of the current business fad have appeared on the scene and are being pressed upon us with the customary urgency and insistence.

The zeal with which practitioners of the new cult advance their gospel would imply that until their recent advent, industry practiced only *inhuman* relations. This is an unjustified generalization and an unfair condemnation.

Human Relations is not new, although we grant that its universal practice—in or out of industry—is still an Utopian dream. Men, including business men, have long known that "the proper study of mankind is man." Many, including business men, practiced Human Relations in its less fashionable days when it was better known as the Golden Rule.

If the current activity makes converts where the Golden Rule has failed to do so, we are glad. We favor increasing and continuing consideration of human relations in industry, business, the professions—in short, in every phase of life. We recognize that the complexity of commerce and the intensity of competition enforce greater contact with a greater number of people, and thus necessitate greater understanding.

The commercialization and exploitation of human relations disturb us because the inherent moral values of the Golden Rule are being subordinated to the material re-

wards held out to those who practice Human Relations. What was a desirable code of conduct is being huckstered into an essential skill.

A synthesis of definitions comes to this: "Human Relations is the art and science of getting things done through other people with a maximum of harmony." From this there is only a brief slide into "How to get your own way without tears."

This notion is neither new nor inconsistent with traditional human behavior. Within bounds we approve. So long as men strive to get what they want, we prefer that they cultivate finesse. We would prefer still more that they cultivate consideration of the other fellow for his sake as well as their own.

It often pays to be nice to people, but we do not like persons who are nice to people *only* because it pays.

We think industry and industrialists, as a group, are more advanced and on a higher moral level than the Human Relations advocates recognize. More and more frequently we note that industries do something just because it is the right thing to do and not primarily because there is something in it for them. They often do the right thing in spite of its adverse financial effect upon them.

To summarize, we hope that those who learn the skills of Human Relations do not lose sight of the morals implied in the Golden Rule. Human Relations tells us how to get something; the Golden Rule tells us how to be somebody. We object to the bowdlerizing of the Golden Rule into Human Relations because we stand to gain a streamlined technique and lose an old-fashioned ideal. We believe all men want a finer motivation for conduct toward their fellow men.

—M. F.

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# TOASTMASTER

OF TOASTMASTERS INTERNATIONAL, INC.

NUMBER 6 JUNE, 1957

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a non-profit educational organization of 2496 active clubs, Australia, Canada, Canal Zone, Channel Islands, Cuba, England, Greenland, Guam, Hawaii, Hong Kong, Iceland, Italy, Japan, Scotland, South Africa, South Pacific Islands, Spain, Thailand, ct. 4, 1930. Incorporated Dec. 19, 1932. First Toastmasters Club

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For Better Thinking—Speaking—Listening

# The TOASTMASTER

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

VOLUME 23 NUMBER 6 JUNE, 1957

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Toastmasters International*

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# WHY WRITE YOUR CONGRESSMAN?

By HON. JAMES E. MURRAY, U. S. Senator from Montana

*Senator James E. Murray of Montana has served his country and his state as a member of the U. S. Senate for twenty-three years. He is Chairman of the Senate Committee on Interior and Insular Affairs, and member of the Committee on Labor and Public Welfare.*

*Senator Murray's ability, integrity and warm, quiet friendliness have made him beloved throughout his entire career. His primary interest, reflected in his legislative efforts, has always been people and their fair treatment in industry. No one is better fitted to speak with authority on communications as a means for understanding.*

**“W**HY should I write my Congressman? He won't read it. Even if he did, what difference would it make? He wouldn't pay any attention to me—I'm not important enough.”

These and similar comments are heard frequently by every Senator and Representative in Washington. I am told that such complaints are familiar to M.P.'s in England and Senators in France.

In the course of nearly a quarter of a century as a United States Senator, including service as my country's representative at the 1945 London meeting of the United Nations Preparatory Commission and at the International Labor Organization meetings in Geneva, I have “talked shop” with elected representatives from many nations. I

have concluded that probably every representative government is confronted with, and to some degree handicapped by, a general lack of understanding of the vital importance of two-way communications between citizens and their representatives in government.

If I do not know the needs, problems and opinions of my constituents, I cannot speak for them; I cannot vote in their interest; I cannot protect them; I cannot counsel them. In short, I no longer represent them. From their point of view, representative government is reduced. Communication is therefore essential to representative government.

Thousands of bills are introduced for consideration at each session of Congress. Usually, these affect in

varying degree the economic or social interests of my constituents and of all citizens. I must weigh the effects and implications of each bill upon different groups in my state and in the United States. If, for example, only the watchmakers write me about a proposed tariff on importation of foreign watches, I appreciate their communications, but I do not have the whole story. The people who expect to buy watches must also let me know their views. I can count on hearing from the watch makers and the owners of jewelry stores. If their customers do not write me, am I then to assume that they don't care whether watches may cost them more, or whether another country where watches are made raises its own tariff barriers against products exported by our citizens?

My constituents cannot be expected to write to me about the proposed tariff on imported watches unless they know that this matter is before the Senate and know the effects of such legislation if adopted. If I expect them to give intelligent consideration to issues and to inform me of their views, I owe them all the information it is possible for me to communicate to them.

Newspapers, television and radio render a vital service to democracy by informing citizens, but they can only devote time and space to matters of the greatest general news value. They cannot be expected to go into detail on the pros and cons of every bill before Congress. They must of necessity be selective, no matter how fair and impartial they may be. There is still a large area of information which must be con-

veyed, and it is the duty of elected representatives to convey it.

After our activities in committees and on the floor, our greatest effort and activity is devoted to communicating with constituents and as many other citizens as we can reach. We write letters, deliver speeches and prepare articles. We hold personal interviews, meet with reporters, appear on radio and television. We devote most of our waking hours to as many of the means of communication as may be available to us.

Briefly, I am convinced (1) that communications are essential to the existence of representative government, (2) that extensive communications from the greatest number of citizens are essential if we in government are to be of service, and (3) that communications from citizens cannot be fully effective unless we, their representatives, communicate with citizens as an integral part of the communication process.

It is true that an increasing number of Americans do write their Congressman. A recent Gallup poll indicated that 21 million citizens have done so at one time or another. One Senator, reporting a few years ago, stated that Capitol Hill mail averaged 100,000 pieces daily, often doubling when controversial legislation was under discussion. One representative reported that he received 7,000 letters in one day when an important issue was before Congress. To handle this flood, staffs of three or four to twenty-five office workers are required. This is a healthy condition; it does not imply that such communications

are regarded as a burden to be shouldered or an expense to be deplored.

It is also true that among the communications there is an inevitable percentage ranging from the amusing to the downright crank in type. There may be requests for personal services impossible to render. I could cite many epistolary eccentricities such as the letter from the ten-year-old boy who asks directions for making a model atom bomb, or the citizen who demands an appropriation to enable Army engineers to divert a river bed in order to improve his irrigation system. There is a temptation to cultivate sympathy or to impress voters by complaints of the volume of mail received. We know, however, that the irrelevant communications are incidental and probably unavoidable, nor do they obscure the importance of our correspondence. The volume of mail is not a subject for commiseration, but a heartening sign that our constituents are aware that affairs of government are their affair.

To answer the questions stated in the opening of my discussion, every letter *is* read. Nearly every letter is answered. We are informed of the contents of all our mail, even though we may not personally read every letter. If your letter is a clear, logical statement of your views on an issue, you increase the probability that your letter will not only be read, but given careful consideration. In this respect, an organization such as Toastmasters, which helps its members to achieve more effective communication, is making a substantial contribution to

the vitality of democratic government.

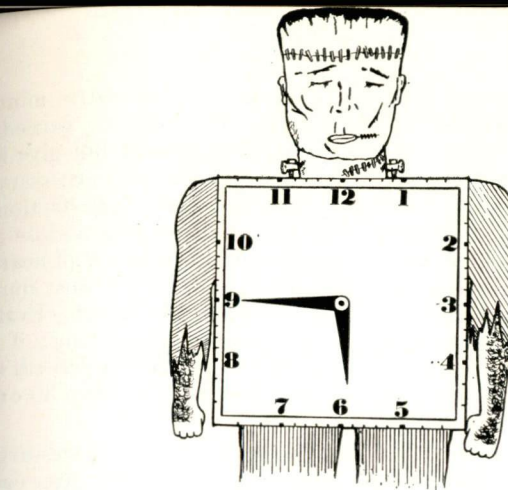
It is not enough to urge a citizen to write his elected representative just because he ought to. Therefore I wish to offer here the assurance that when he does write, cogently, clearly and in numbers, his letters carry weight. The voter exercises his power in a democracy not only at the polls but through the use of the mails. Every Senator and Congressman knows this. If every voter is aware of it, perhaps he will write his views more often.

David Lawrence, editor of the *U.S. News and World Report* and a long-time student of our Federal government, recently wrote:

"What happens at the Capitol is true also in the executive agencies. Mail is treated as the most important means of communication between the Government and the people. . . . The citizen who seeks only the general welfare can have a definite effect on the action of Government. . . . The Members of Congress have learned through the years to pay attention to the letters of thoughtful persons in a community who give expression to the principles in which they believe even though they do not always have all the details at hand. . . . Writing to Members of Congress is effective. America has been and is governed in its major policies by the wishes of the people."

If I were asked to state a single factor as the strongest assurance of a continuing democratic form of government, it would be this:

*In a vigorous democracy, every citizen and his representative are as close as the nearest mail box.* 🐾



# FRANKENSTEIN'S MONSTER

By OSCAR V. ARMSTRONG

*Oscar V. Armstrong is a Consul in the American Consulate General in Hong Kong, having previously served in Canton, Peiping, Saigon, Singapore and Kuala Lumpur, Malaya. He is a member of the Hong Kong Toastmasters Club.*

*The drawing of "the monster" was done by Alexander Mamak, the talented son of Victor Mamak, President of the Hong Kong Club.*

ONCE upon a fairly recent time there was a scientist named Frankenstein. You will recall that his ghoulish experiments were amazingly successful—except for one disastrous miscalculation. The creature into which he put life, instead of remaining the obedient slave, became the master, threatening to destroy Frankenstein himself.

Gentlemen, I suggest to you that our Toastmasters Club has also endowed an inanimate object with life and with power, and this ob-

ject, unless properly controlled, will threaten our Club.

The monster we have created sits among us, and every member who has stood here has heard the beat of its mechanical heart and, occasionally, its wild shriek. There it sits, gentlemen—the CLOCK.

Now I have nothing against clocks in general. If kept under control, a clock performs a necessary function—a somewhat wilful slave, but nevertheless a helpful one. And a clock is obviously es-

sential to a Toastmasters Club. Without it, there would be confusion, and there might be chaos. But when a clock begins to act like a master instead of a slave, it is necessary to remind it that it was created to help us, not to hinder us. And in several important ways, gentlemen, that clock sitting there hinders us from achieving our purpose.

An unwilling slave to the clock myself, I will give only a few examples.

A guest, introducing himself to the members, is suddenly interrupted in the middle of a sentence by a clamorous bell that tells him, none too politely, to sit down. Some guests may be impressed by this evidence of our efficiency, but it is understandable if others have a less cordial reaction.

A regular speaker is normally given five minutes, at the end of which time the clock again tells him to sit down, even if another fifteen seconds are all he needs to bring his speech to a dramatic close. Such split-second timing, I suggest, is essential only on the radio, and this is not a training school for broadcasters. But to meet this time limit, we are practically forced to memorize a speech or to prepare a shorter speech to be padded as the hands of the clock dictate.

Or take an evaluator whose comments may well merit more than a minute and a half. Who gains when the clock commands him to sit down? Certainly not the speaker whom he is evaluating.

What is needed, gentlemen, is a little more flexibility—even leniency, if you want to call it that. Let

the guest take an extra minute. Criticize a speaker for exceeding his five-minute limit, but give him an extra half-minute if necessary so that he can have the satisfaction of bringing his speech to a close and we can have the pleasure of hearing what may well be the most important words in his speech. Evaluations are never very long; if the evaluator has something worth saying, let him have another 30 or 60 seconds.

The extra minutes necessary to permit this flexibility are easily found. We often have five minutes to spare at the end of the meeting. Or take a minute or two away from the Educational Feature and from Table Topics. Let the chairman have the right to prolong the meeting for five or ten minutes; few members, I believe, would object.

There it sits, gentlemen—the clock that we have endowed with a heartbeat and a voice. Let us make sure that it does not rise against us, like Frankenstein's monster, and threaten its creator—our Toastmasters Club.

\* \* \*

*The clock's "wild shriek" interrupted the last paragraph of the speech and Toastmaster Armstrong said with great emphasis, "That, gentlemen, is what I mean!" He then continued for about 15 seconds to finish his speech, leaving no doubt in our minds that he had carefully timed his words to run just those few extra seconds over the allotted five minutes in order to emphasize his point. But this fact also proved beyond doubt that Toastmasters can control this "monster."* ☞

## LET'S SUPPOSE

By RALPH C. SMEDLEY

**W**ILL you try a new approach to speech evaluation? You can do it individually if the other members of your club do not care for it.

Suppose you are an individual evaluator. You wish to give your fellow Toastmaster a helpful working over.

Assume that he is your employee. He may be a salesman, selling your goods or services. He may be a junior executive. He may be a clerk behind the counter. Assume any reasonable relation between you, as the employer, and him, as your employee. You are observing him as to progress he has made, evidences of ability and efficiency, worthiness for promotion.

What will you look for as he speaks, in these circumstances?

Suppose he is a salesman, meeting the public in your behalf. Your first interest will be in how he presents himself—how he impresses people—how he appears. Does he create a favorable impression?

How does he dress? How does he stand? Does he speak with confidence without being too self-assertive?

How does he talk? Does he use good language, words well chosen

and well put together? Does he sound as though he knows what he is talking about? Does he appear to be sold on his subject?

Does he present the matter in hand in a way to catch and hold your interest, and to win your favor? If this were a genuine sales talk by your employee, do you think he would land the order, or get the desired response, whatever it may be? Does he win you?

What, if anything, is the matter with him? What items will you discuss with him tomorrow morning in your office? What improvements will you suggest?

In this suppositious case, you will not be evaluating the speech as such, but you will be judging the man and his talk as a business proposition. You will be watching him in his relation to your business.

Just suppose! Apply some imagination to your evaluation. Try to feel the situation. Approach your task as evaluator as though it were going to be reflected on your cash register, or in your cash returns for the month.

Your evaluation will help you, as well as the man whom you criticize. For this once, get out of the rut, and do some creative supposing. ☞

# HUMAN RELATIONS

By AL HARMON

*Al Harmon is organizer of the first Toastmasters Club on Guam, Public Works Toastmasters No. 1843-U. He is past Educational Vice-President of the club, and is the Supervisory Training Officer of Public Works Center, Guam.*



**I**F I SAY that the Master Mechanics are pragmatical in their attitude toward training, am I insulting them? I certainly am. For "pragmatical" means *meddlesome* and *interfering*. Yet if I state that their attitude and that of the Commanding Officer and the Operations Officer smacks of *pragmatism*, I confer a real compliment. For "pragmatism" is the belief that the test of anything is the results it obtains. To put it simply—does it work?

Now if it's not difficult to get tangled up in the \$2 words, how about the simple ones? Let's try our title—Human Relations. Human—that's easy. And relations—that's easy, too. But—*human relations*? Since the early 1930's there have been more and more stress and more and more empha-

sis placed on human relations. But what does it mean? Like "public relations" and "customer relations," there are as many definitions as there are definers. Who can define human relations? Not many of us. How can we improve our human relations if we don't know what they are?

Let's look at this problem from another facet. People tend to line up their thinking and their emotions into occupational groups. To an outsider, these groups seem to be so related and so close together that antagonism and rivalry between them comes as a surprise.

Thus the Marines and the Army fail to see eye to eye; the Air Force and the Navy argue repeatedly; M.D.'s pooh-pooh psychiatrists, and the sales force refers to the credit department with a nasty laugh.

Line and staff, pipefitters and plumbers, public works departments and Public Works Center, and finally, military-civilian relationships are awry. Why is this?

The underlying cause is a real or fancied threat to the security of one group by another. Each group feels that its vested interest is threatened. But the real difficulty is that the groups line up in their thinking and that they line up emotionally. Have you ever tried to reason with emotion-packed people? Try it with your wife when her eyes are blazing. Try it with a mob.

At the same time, the industrial revolution proceeds as it has done for over a hundred years. The power of tycoons, kings and dictators recedes before the weight of opinion of the great mass of people. We have just seen England, France and Israel draw back because world opinion was unsympathetic. Strikes today are not conducted as they once were. The Wagner Act and the Taft-Hartley law restrict the power of corporation executives to hire and fire. Civil Service laws and NCPI temper the prerogatives of CO's. The tough guy as boss has almost vanished.

Is this good or bad? Your answer to this question will show with which group you tend to line up. Your feeling will be occupationally centered and your stand is apt to be strong.

The point to remember is that the clock cannot be turned back. These things are here to stay. You have to deal with them. *They are inherent in human relations.*

You will have to learn to persuade in order to put across your views, in the future. The conference method will be used more and more. Brainstorming will have its place. This is the democratic way, the Golden Rule, doing as you would be done by. This is the true weapon against communism. For communism to emerge victorious over democracy is a complete denial of the entire Christian ethic.

The Golden Rule—isn't that the true definition of human relations? To see that everyone, under his limitations, gets a fair shake? To be able to sway, to persuade, to convince other people that what you advocate is reasonable?

Isn't that why you joined Toastmasters? 🍀

*Industry does not employ a man for what he knows, but rather for his proven capacity to learn . . . The clear mind, the open mind, the inquiring mind—these are what industry seeks . . . The capacity to speak and write the English language is indispensable today for advancement in business."*

—Clarence B. Randall, Chairman  
Inland Steel Co.

# TRY A CLUB WEEKEND

## . . . for summer training

By JOHN T. FOSTER

*John T. Foster, Administrative Assistant at the Enid (Okla.) State School, is a member of Enid Toastmasters No. 728 and was Area Governor (D.16) in 1956. Born in Georgia, he was brought up in China; as a B-24 pilot in WW II he was shot down in China, and now holds a commission as a Major in the Air Force Reserve.*

**I**S YOUR club bored with itself? Too often, when a club has found the answer to this question to be a loud "Yes!" simple logic has seemed to dictate changing the Toastmasters format. "Let's cut down on our programs," or "Let's have something different for a while," have been the answers. Either route spells suicide for a Toastmasters club!

The leopard who found a way to change his spots also found that he was no longer a leopard.

The Enid, Oklahoma, Toastmasters Club No. 728, District 16, evolved a better answer. It came in the form of more—not less—of Toastmasters training as an antidote to boredom.

The idea was a full weekend of Toastmasters training. It stemmed

*Mike Tuohy, Dick Luckay, Russ Dougherty and Owen Garriott make up a panel on "Evaluation"*



*Bill Humphrey welcomes group at opening session*

from a brainstorming session wherein anyone can offer ideas, and no one can criticize.

"We'll call it 'Toastmasters Advance Weekend,'" the group decided, "and we'll invite all Toastmasters who want to make the trip."

The executive committee selected an ideal retreat—a camping lodge on beautiful grassy slopes overlooking Lake Carl Blackwell, near Stillwater, Oklahoma. Careful planning kept expenses to a minimum. The invitations that went out from the Enid Club promised each guest a bunk bed, supper, midnight snacks and breakfast—all for \$4.00. There was only one commitment: *every Toastmaster would have a role to play in the program.*

Members of the Enid club turned out in force—27 of the 30 members arriving Saturday in various

states of camping-out attire, from jeans to Bermuda shorts. Six members arrived from the Stillwater Club, three from the Vatomac Club at the Vance Air Force Base. The most adventurous traveler of all was Dr. Archie Obermiller, President of the Woodward Toastmasters Club, 160 miles distant.

A detailed and ambitious program had been planned. It was followed closely for the scheduled 18 hours which followed. The first event was the dinner meeting. A large fire bell called the members from their bunkhouses to the dining room, where Enid President Bill Humphrey presided. Introductions were made around the table, and experiences exchanged. This was followed by a carefully-planned, rousing table topics session. Twenty-two members talked for two minutes each on topics of contemporary interest.

The program continued in the manner of a regular Toastmasters meeting. Four formal speeches were scheduled, each with its accompanying evaluation.

After adjournment, members

*Mike Tuohy and Bill Humphrey took time out to fish*





drifted off to swim, to fish, or to gather into card table groups for recreation. At 11:00 P.M. the bell again clanged, announcing the postprandial "Laugh Session." For this occasion an elaborate "laugh meter" had been constructed to record the biggest laughs at the tall tales told. When the final laugh had died away, a few hardy souls went off to try their luck at midnight fishing, but most of the members sought their bunks.

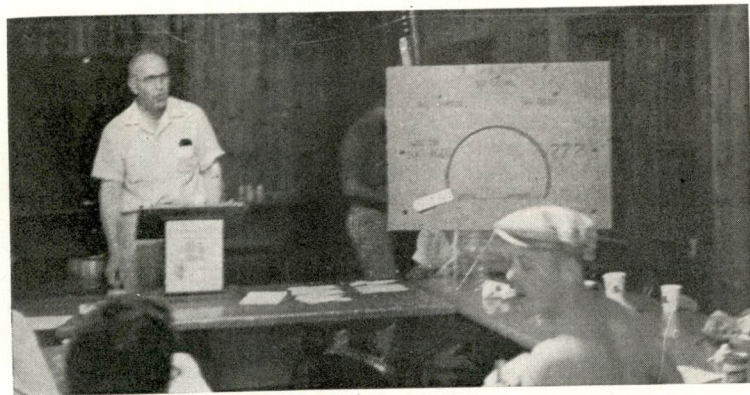
Perhaps it was the country air, perhaps the stimulation of something new and different, but there were no laggards at the Sunday morning breakfast. This hearty meal was followed by a regular Toastmasters program adapted only slightly to achieve a religious theme throughout. A prayer, two hymns, brief table topics and two formal talks which struck just the right note of religious feeling made it a memorable hour.

Again came a break for relaxation, then at 10:00 A.M. came the final session. This was highlighted by two panel discussions, one on "Evaluation" and one—appropriately—on "Program Variety." One of the older members summed up the entire program. Toastmasters decals purchased from the Home Office of Toastmasters International were a surprise gift to all members, and eleven small gold Toastmasters pins were presented to outstanding participants.

Dr. Obermiller received an ovation when he announced, "Woodward Toastmasters invite you all for a similar weekend at our lake in November."

Crystallizing the feeling of every man was the final summation: "We have met together, talked together, listened together, thought together, played together and worshipped together. What greater fellowship can there be than this?"

Applause meter registers impact of "Laugh Session"



# UNSPLIT that INFINITIVE

By RAYMOND WM. TREIMER

*Raymond Wm. Treimer applies his Toastmasters training by lecturing one evening a week to an adult class in investments at Loyola University, Los Angeles, Calif. He has been financial editor of "Business Week," and has headed the research department of a large New York brokerage firm. He is now an investment consultant and Vice-President of Executive Toastmasters No. 412 of Los Angeles.*

IN REVIEWING my file of "THE TOASTMASTER" my attention was caught by an article in defense of "That Split Infinitive" by Dr. Everett T. Wood in the August 1955 issue.

The split infinitive is a grammatical error which often is heard in speech or seen on the written page. Those who have acquired the habit of splitting an infinitive scoff at the multitude who abhor it. In a like manner, those whose public addresses are marred by an irritating mannerism scoff at those who try to correct it.

An effective sentence should convey a thought as directly and positively as possible. The verb is the most moving and active part of any sentence. A split infinitive is a detour in the thought conveyed. It is a halt or impediment placed to delay the reader or listener.

The article previously mentioned said, "Just try to convey the following sentence without 'splitting'—'He hopes to more than out-sell his opponent.'"

Wouldn't it be an improvement merely to say, "He hopes to out-sell his opponent"? Or you could say, "He hopes to sell far more than his competitor."

One thing is certain. If the infinitive is not split, no one will object. On the other hand, if the infinitive is split, many will notice it and think less of the speaker or writer.

Editors, not only of magazine articles but also of radio and television scripts, cannot possibly read in full all of the submitted manuscripts. Many will automatically eliminate an otherwise attractive submission, as soon as they come to a split infinitive. They consider this an indication of inferior writing and a signal that the writer needs more experience.

In a class discussion of the subject I asked members to hurl at me various sentences using a split infinitive. On a blackboard the sentences were noted, then a sentence of identical meaning, without the split infinitive, was added. In each case it

was agreed that unsplitting of the infinitive improved the structure and potency of the sentence.

In most cases, the infinitive could be unsplit merely by eliminating the word which came between the "to" and the verb. It was usually redundant. Which do you like better: "I hated to ever eat turnips," or "I hated to eat turnips"?

Next in frequency of correction was the placing of the irritating

word elsewhere in the sentence. Which is preferable: "I decided to never eat turnips," or "I decided never to eat turnips"?

In the previous two examples the split infinitive provided a stumbling, unfinished structure. The correct sentence, on the other hand, allows thought to flow freely.

Why not strive to speak as perfectly as possible? Unsplit those infinitives and be more forceful!

#### WHAT THE AD-BOYS MEAN

*What is said is not always what is meant. Here are some examples of professional jargon in the field of advertising, where the unspoken meaning is so well understood by the practitioners that explanation is necessary only to the outsider. Reprinted from "The Ad Man's Diary," published by Holiday Magazine. Copyright, 1957.*

**I'd like to walk around that for a while** (A moving target is harder to hit).

**The campaign needs a transfusion, but I don't think the account exec is our bloodtype** (He's asking for bleed pages at no extra charge).

**He's a real student of contemporary retail advertising techniques** (He copies Neiman-Marcus ads).

**That's the way the banana peels** (The release will say we resigned the account).

**Let's stop running around in the hot sun** (He said no . . . N-O!)

**We've got the motor running, but the mixture is a little rich** (Back to 1/4 pages).

**Let's follow it and see what it eats** (It's a real turkey, but Skinhead's wife will probably like it).

**Let's not forget the facts that built the business** (Re-run last year's ads).

**Here's the latest word from the couch** (I was just reading about motivation research last night).

**In summary, this campaign adheres to every principle of sound advertising** (Don't blame us if it flops).

**Nothing is impossible** (As long as I don't have to do it).

**Sort of Vichy-Sauve, isn't it?** (Leaves me cold).

## When he starts an old, old story SHOULD WE STOP HIM?

By ERNEST S. WOOSTER

"STOP me," said young Bill Newmaster to his fellow-members, "stop me if you've heard this one." But he took no chances. He went right on and told the story to the end.

We laughed politely.

Then the old Toastmaster arose. "How many of you," he demanded, "actually had never heard that joke before?"

There was a profound silence.

"Then why," continued the old Toastmaster, "just *why* didn't someone take him at his word and stop him?"

"I wanted to see how good a job he could do," answered Frank Henderson. "Of course it's an old joke, but there's always a chance he might give it a new twist that would make us laugh."

Fred Howard had another reason. "Suppose I had jumped up and said 'Stop! I've heard it before.' What would be the effect on a new man just getting used to the club? It certainly wouldn't have helped him gain any confidence in himself. I'd rather be bored than run the risk of slapping down a new member."

"What of it, anyway?" commented Ralph Thompson. "There are no new stories. There are just

variations on about a dozen fundamental situations. It didn't hurt us to listen, and he got some good practice."

The old Toastmaster looked them over. "Nice and courteous of you," he commented. "Pretty good reasons, too. But I think you've overlooked the main point.

"It all depends," he continued, warming to his theme, "on the reason why the story was told in the first place. If it is merely for entertainment, the 'Oh, by the way, I heard a good one the other night' type of thing, and you've heard it a dozen times, then an old chestnut not only smells bad, it is bad. But an old story can be used effectively to make a point, to clarify, or to illustrate. Then it's all right.

"We are a group of experienced talkers and story-tellers. In most audiences there would be some who have not studied jokes as we have done, and might find novelty even in the oldest chestnuts. No story is too old to use if it fits the situation and makes the point. But if you're just telling a funny story, it's a good idea to be sure it is both funny and new. You've got to remember to ask yourself, 'What's the purpose of this story?'

(Continued on page 24)

# What's going on

... here and there  
with the clubs

From the farthest north club in the world, the **Golden Heart Toastmasters of Fairbanks, Alaska**, comes news of triumphant TV appearances in a regular monthly program, "Toastmasters in View." A regular Toastmasters program is followed, and the viewing audience votes by phone for best speaker.

The club also sponsors a weekly radio program, where members act as moderators for a panel entitled, "Meet the Experts."

*Toastmaster Richardson of the Golden Heart Club displays TV technique*



*Pres. Bryan Quinlan of Kitimat Club receives charter from Gov. Corfield*

The **Nechako Toastmasters of Kitimat, B.C.**, are not sitting back and resting after having received their charter. They are busy organizing other clubs in the vicinity so that an Area may be formed. Since Kitimat is some 600 miles north of Vancouver, and not easily accessible, especially in winter, this will be a great advantage. N. Leslie Corfield, Governor of District 21, writes that it took him four days to get to Kitimat and back, by aircraft.

*Joseph Niamtu, Jr. receives award from Arthur Engleberg of American Legion Toastmasters*



Joseph Niamtu, Jr., President of the **American Legion Toastmasters No. 637 of Canton, Ohio**, was the winner of the third annual Ben Haney Award. This suitably engraved gavel is presented in a surprise ceremony each year to the club member who is adjudged by a special committee to have made the most personal progress and greatest contribution to the club during the preceding year. All active members except previous winners are eligible and judging is based on a complete breakdown of club activities from the use of the Basic Training Manual to inspired leadership.



*Dr. Bassett addresses club named in his honor*

The **Palo Alto (Calif.) Toastmasters** recently adopted a change of name to the **Lee Emerson Bassett Toastmasters** in honor of their beloved mentor, Dr. Lee Bassett of Stanford University. The new charter authorizing the change



*Queen City Founders and Ladies enjoy summer meeting*

of name was presented at an "Old-Timers' Meeting," and came as a complete surprise to the honoree.

Summer meetings present no problems to the **Queen City Founders Toastmasters of Cincinnati**. Last year they inaugurated a program for hot weather in which every other meeting was a Ladies Night, held out of doors at the homes of various members. Casual clothes, outdoor games, dinner and a program of family interest kept enthusiasm and attendance high, and a continuation of the plan is scheduled for the coming summer.

Here's one worth noting: From Dublin came a "Request for Authority" to organize a new Toastmasters Club. It was received in the Home Office—guess when? That's right—St. Patrick's Day!



Lt. Gov. Dudley and Pres. Watkins discuss new charter of Esco Club

It was Charter Party Night for the **Esco Toastmasters No. 2358 of Portland, Oregon**, but the chief conversation piece of the evening proved to be the new lectern. Built by Toastmaster Dean Burgan, the lectern is fashioned of polished mahogany, is equipped with green, amber and red timing lights both on the audience and speaker's sides. Front lights are used for table topics timing and can be cut out during speeches, so that only speaker and official timer

are aware of progress. Lights are controlled from a distance of 25 feet from switches mounted on a miniature model of the lectern.

Clubs will be interested to hear that **THE TOASTMASTER** continues to reach an attentive audience outside the membership of Toastmasters International. In the April, 1957 edition of *Executives' Digest*, a publication of Cambridge Associates, Inc., a condensation of Wallace Jamie's article, "Tomorrow's Executive" (March, 1957) was given a prominent place. There have been so many requests for this article that it has now been reprinted in tear sheet form and is available upon request. (See page 30.)

The editorial, "In Praise of Controversy," also in the March issue, was reprinted by the Western Electric Company, Indianapolis Works, for distribution to all supervisors.

Permission to reprint the article by J.O. Grantham, "An Executive Must Make Decisions," was granted to the American-Standard Products, Plumbing and Heating Division, of Louisville, Ky., and it is now being used in their training program.

*To admit that there are questions which even our so impressive intelligence is unable to answer, and at the same time not to despair of the ability of the human race to find, eventually, better answers than we can reach as yet—to recognize that there is nothing to do but keep on trying as well as we can, and to be as content as we can with the small gains that in the course of ages amount to something—that requires some courage and some balance.*

—Elmer Davis

## DALLAS CONVENTION PROGRAM

**Monday, August 19**

Board of Directors Meeting—all day.

**Tuesday, August 20**

Board of Directors Meeting—all day.

Evening: Hospitality Hour and buffet. Newly-elected District Governors and Lieutenant Governors meet with the Board of Directors.

**Wednesday, August 21**

District Officers Training Sessions—all day.

**Thursday, August 22**

Afternoon: **Opening of Convention and Business Meeting.**

Evening: **Western Night.** Barbecue dinner and entertainment at the Godfrey Ranch. Transportation will be furnished from the hotel to this famous spot, where western entertainment and western music will be featured. Speaker of the evening will be Dr. Kenneth McFarland, Educational Consultant and Lecturer, appearing through courtesy of General Motors.

**Friday, August 23**

Morning: **Breakfast with the Founder.** Presided over by Dr. Smedley, this traditional event is a high point of each Toastmasters Convention.

Morning: **First Educational Session.** "The Toastmasters Idea—what it is." Vital, down-to-earth discussion with opportunity for audience participation.

Noon: **Fellowship Luncheon.** Here Toastmasters gather to greet old friends and make new ones, to enjoy entertaining talks and good fellowship.

Afternoon: **International Speech Contest.** Winners of the Regional Contests compete to determine top speaker in the organization.

**Saturday, August 24**

Morning: **Second Educational Session.** "The Toastmasters Idea—how it works." Discussion of programs and programming—how to make your club a vital and dynamic force for self-improvement.

Afternoon: **Third Educational Session.** "The Toastmasters Idea—why it is effective." How nearly does it reach its potential as an integrating force for leadership?

Evening: **President's Banquet and Reception.** This event closes the convention in honoring the outgoing President and Board members; welcoming the new President and his staff of officers.

# POSTER EXHIBITS HELP

By ARTHUR M. FRUTKIN

*Arthur M. Frutkin, Attorney of Canton, Ohio, is a member of the Towne Toastmasters Club No. 443.*

SOMETIMES an accident can point the way to a useful speech technique. Or perhaps we can say that a speech help used for one purpose may prove to be valuable in greater ways than in those originally planned.

Recently I had occasion to deliver a thirty-minute speech before a large group of people. I undertook to explain the origin of the B'nai B'rith Lodge, its growth, strength, organization and operation. I was especially anxious that every point should be clear and memorable.

In preparing the talk, I decided to have each point illustrated by a hand lettered poster, using black ink on a white background.

When I came to explaining the operation of the Lodge, I prepared a poster for each committee within the organization. While I was talking about the committee, the audience would have before it the poster, clearly showing the name and function of the group.

At the same time, I needed a few notes of my own. I hit upon the device of writing my notes concerning each particular committee on the poster, in smaller letters with yellow ink. My purpose at the time was merely to have a reference where I did not need to lose contact with my audi-

ence by glancing at a card held in my hand or lying on a lectern.

At the time I made the notes, I did not realize that I had stumbled on an important discovery. I did not know that the audience would not be able to read the yellow ink on the white background. I could clearly read it by glancing at the poster.

For the speech, I had the posters arranged on an easel, one behind the other in such a way that I could turn the poster down flat, thus revealing the next poster with the next committee name to the view of the audience.

I did not learn until the speech was over that those members of the audience who could see the yellow marks on the card could not read them. These were the people sitting within ten feet of the posters. I discovered later that they had assumed that the yellow lines were merely a decoration. Those members of the audience who were sitting beyond the ten-foot zone could not even see the yellow lettering, although they could clearly see and read the black letters.

By the use of this method, poster exhibits can assist in the presentation of a speech, and can be so used as to eliminate the need of any other notes on the part of the speaker. ☞



## WHY CAN'T WE REMEMBER NAMES?

Gentlemen:

*On the 1st of May I requested a copy of your booklet, "How to Remember Names and Faces," and enclosed a check for same.*

*I have not received the booklet as yet.*

*Since I have now forgotten everyone's name, it is very important that I get this book before I forget my own.*

*Sincerely,*

**T**HIS letter haunts us. We picture the poor writer wandering in a maze of blank, featureless faces which arouse in him no spark of recognition, which afford him no handle of remembrance. In this phantasmagoria he moves disconsolate, muttering to himself, "Hill? Jones? Smith? No, it was something longer. Gardner? Garnsey? I'm sure it begins with a G!"

It is no consolation that he is not alone. The other wanderers in this tortuous labyrinth give him no help. They are all too involved in their own mutterings. In the stress of attempted recall, a man's best friend is his mutter.

Why can't we remember names? Is there an answer? Yes, but it is

not an easy one to accept. *We don't remember because we are not interested.*

Juliet on her balcony once asked, "What's in a name?" This remark has been quoted by forgetful people for several hundred years. But let us point out that in the events that followed her moonlight musings, Juliet jolly well found out what was in a name. You don't notice her repeating the question in the death scene, do you?

Let's admit that there *is* something in a name. It may be the beginning of a beautiful friendship. It may be a fruitful contact. Remembering it may save a great deal of time, trouble and anguish.

People like to have their names remembered. We won't go into the psychological reasons for this, because everybody knows them. That doesn't mean that they aren't valid.

Do you want to remember the names of the people you meet? Then get interested in two things—the person, and his name. If you find him interesting, and if you find his name interesting, don't worry—you'll remember it.

A true interest, however, cannot be assumed. Your memory can-

not be fooled. If you are only assuming an interest, or trying to force one that is not real, it won't work. If you are more interested in the effect you are making on a new acquaintance than you are in *him*, the name will slip away from you. If you forget yourself and concentrate on him, if you sincerely find him likable and feel that you would enjoy seeing him again, you'll remember his name, no matter how difficult it seems to be.

It helps to get interested in names themselves. Once you start the study of names as such, you will find it fascinating. How did surnames originate? In the long view of history, surnames are comparatively newcomers. One given name was all that was necessary to the ancients. Only when duplication of given names made identification difficult was a nickname added, and it took many generations before that nickname clung to the family even though its descriptive purpose had become obliterated. Thus John of the glen evolved into John Glenn, and remained so even after he had removed his home to the hill, where, of course, John Hill was already living. John the black persisted as John Black and his sons were named Black even though their coloring was fair. Mr. Wheeler made wheels, of course, but did you know that Mr. Fletcher made arrows? The dictionary can help a lot.

Once started on this project, you'll find it difficult to stop. It's easy on simple names, but how about ones which have a deriva-

tion from foreign languages, including the old Anglo-Saxon? What do you do then?

The obvious solution, which has the merit of being at one time the easiest and the most flattering thing to do, is to ask. People are proud of their family names. They would rather explain the derivation to you than agree that the weather will be nice if it doesn't rain. You have to say something, so why not say something worthwhile? If you tell your new acquaintance that you find his name interesting, chances are he will launch into a dissertation on how his great-grandfather came over from Bavaria and settled in Illinois. You'll remember him, and the story and the name—*if you are interested.*

If you belong to the great majority of people who find difficulty in remembering names and tagging them on to the correct faces, we seriously recommend two things. Get a copy of David M. Roth's booklet, "How to Remember Names and Faces," and then become interested in people, names and faces.

To the Toastmaster whose letter triggered this article, we would like to say that we were very happy to trace the strayed material and to learn that he had received it. We would add that his note was so interesting that we are not likely to forget *his* name in a hurry. If he has any further trouble in remembering it, himself, he has only to write to us, enclosing a stamped, self-addressed envelope, and we will gladly mail it to him. ☺

## Program Provender

It would be easy enough for us to furnish detailed programs, centering on themes of current and lasting interest, but to do that would be to deprive the educational leaders of the club of the opportunity to exercise their own resources in planning the details. Here are some central ideas. Put your committee to work on building programs of worth.

### June in History

This month brings Flag Day, which memorializes the adoption of the Stars and Stripes, June 14, 1777, and the birth of the U. S. Army, June 14, 1775. The U. N. Charter was adopted June 26, 1945.

The following notable Americans were born in June: John Randolph, Jefferson Davis, Nathan Hale, Harriet Beecher Stowe, General George A. Custer, Dr. William J. Mayo, George W. Goethals, Brigham Young, Pearl Buck, Helen Keller, and James Smithson. Try your own knowledge by undertaking to give one fact about each of these. Then imagine what vistas of history would be opened to your club by a program built around half a dozen of these people.

Notable birthdays are not limited to America. See what you know or can learn about these, most of them sons of Great Britain: John Wesley, Jean Jacques Rous-

seau, Alexis Carrel, Thomas Huxley, Charles H. Spurgeon, Edward, Duke of Windsor, Anthony Eden, John Masefield, Sir Edward Elgar, Sydney Smith, Henry M. Stanley, Thomas Paine, Sir John Stainer, and Adam Smith. And don't overlook the signing of the Magna Charta at Runnymede, June 15, 1215.

If a program planner lets his mind ramble around with these lists of names, he will have only one trouble. He will find so much material of absorbing interest that he will have a hard time choosing which lines to follow. And his club, listening to such programs, will learn exciting facts both in preparing speeches and in listening to them.

You might include some other important dates. The first radio broadcast by a U.S. President was on June 14, 1922, when President Harding spoke at the dedication of the Francis Scott Key Memorial.

The Panama Canal rights were bought from the French June 28, 1902. The Canal was completed 12 years later, almost to the day, and was dedicated August 15, 1914.

June 23, 1947, the Taft-Hartley Act became law over a presidential veto.

Stepping over into July, we find the first Federal Income Tax levied

*(Continued on next page)*

July 1, 1862. The same day, July 1, is Dominion Day in Canada. July 14 is Bastille Day in France, and on July 14, 1896, the first large shipment of gold from Alaska arrived in San Francisco, starting the Klondike Gold Rush.

That will have to do for this time. You can't use all of these suggestions in half a year, but aren't you

stirred up by the desire to learn something about each of them?

It has been said that faithful attendance at a good Toastmasters Club has educational values equal to a semester's work in college on some subject. Your club can be a factor in adult education, far beyond its training in speech.

—R.C.S.

## SHOULD WE STOP HIM

(Continued from page 15)

"For instance," he continued, "there's the story of the club which had a visiting committee. Purpose was to call on ailing members. Sam was on the committee, but he hated the job. When it came his turn to visit a bed-ridden fellow-member, he panicked. So he stopped in at his favorite bar to get up a little courage, and think up a funny story to tell. By the time he left the place he had a fair stock of courage, a story of doubtful merit, and a rich mince pie breath.

"He went in, told the story, and was preparing to leave, when to his surprise, the invalid asked him to tell the story again. Flattered, Sam repeated the tale. But when he was asked for it a third time, he became a little suspicious. 'It isn't that good a story,' he said dryly.

"I don't care so much for the story," confided the sick man, "but I surely do love your breath."

"And that could illustrate a lot of situations," said Bill as the old Toastmaster sat down. 🍷

## INTERESTING WORDS

### Mortgage

If you have bought property on the "hire-purchase" plan, of a little or nothing down, and some more of the same every month or so, you are in a position to appreciate the derivation of the word "mortgage." It is a French word, made up apparently from the Latin *mortuus*, dead, and the Old French *gage*, a pledge or a deposit as a security.

Many of our legal terms have come to us from the French, after being worked over from a Latin origin. Another example is "mortmain" which, as any lawyer knows, means being in possession of a corporation or other property which may be perpetual. Its literal meaning in Latin, is "dead hand"—*mortua manus*.

And while we are dealing with such a grisly theme, consider our word "mortal," which comes from the Latin *mortalis*, a form of *mors*, death. "A being subject to death" is the natural meaning, with such a background. 🍷

## BUILDING YOUR VOCABULARY

Don't let your work of vocabulary building become a burden to you. And don't get the notion that a good vocabulary requires a great many unusual or high-sounding words.

The only use you have for a vocabulary is to express yourself and understand other people. The vocabulary you need is the one which will enable you to accomplish those two purposes. If your thoughts are elementary, you may not need many words to express them. If your associates and your reading involve only a limited amount of communication and understanding, you may get along all right without an extensive stock of words.

The best and simplest way to develop your vocabulary is to acquire the dictionary habit.

When you encounter a word which you do not understand, look it up right at the time. If it proves to be a word that you need in your speech, make it your own, and start using it. If it is one which will be most likely to come at you from the printed page, or from some speaker, get its meaning, but do not plan to use it unless you need it.

In your Toastmasters Club meetings, watch for words which are new to you. Arrange for a dictionary to be kept at the club's meeting place for convenient reference, and then make use of it.

## HOW WE TALK

Some clubs appoint a "Wordmaster" whose duties are variously assigned. Probably the best service he can give is to keep track of unusual words, and to ask the cooperation of other members in spotting the unfamiliar ones. These words can be listed during the program. Allow a few moments for the "Wordmaster" to deal with them, with the help of the dictionary. By this means the members can increase their knowledge of words with a minimum of effort.

Vocabulary development is largely an individual matter. If a man is interested, he can work at it as hard as he likes, without asking anyone to work with him. A good dictionary, such as Webster's Collegiate edition, or the corresponding size in the Standard or Winston's, is sufficient equipment. Let this be kept in a convenient place to be reached when reading or listening to the radio, and then it all depends on the man whether he uses it or not.

Your need for words depends on what you have to communicate. Build a vocabulary which is adequate for your expression and understanding, and never mind about the words which you never need to speak or hear—R.C.S.

# From Club to Club

(Make this your Club Bulletin Board. Send in your letters to Editor: THE TOASTMASTER, Santa Ana, California.)

## Torrance (Calif.) Toastmasters No. 695:

We tried a meeting with the theme "Accent on Evaluation." The novelty was that each of the four programmed speakers had two evaluators, one on the plus side for the good points, the other on the minus side for the weak ones. The plus evaluator for the first speaker then changed sides and became the minus one for the second and vice versa. Four speakers and four evaluators—and we got some of the sharpest evaluations we had had for a long time.

\* \* \*

## Nutmeg Toastmasters No. 764, New Haven, Conn.:

The other night our Topicmaster, Ed Belanger, presented a lively and interesting program. He presented the members with classified want ads, and charged them with applying for the jobs described. Some of the jobs and some of the qualifications given were very humorous.

\* \* \*

## Tar Heel Toastmasters No. 1293 Raleigh, North Carolina:

We had a speaker in the Tar Heel Club who asked each member to hold a dollar bill in his hand during the speaker's message on CARE. The sale was made, for when he finished, nine of the members came forward and handed him their dollars for CARE.

## Industrial Management Toastmasters Club No. 1633, Dallas, Texas:

One of our most successful meetings was a "Workshop in Speech Engineering," or building a speech. A panel of four men, Ralph Chapman, Ed Chartrand, Jim Cook and Murray Dantzer, assisted by the audience, selected a subject by mutual discussion, and then proceeded to build the speech before our eyes. As the construction developed, an outline was placed on a blackboard. At the conclusion of the building process, one of the members delivered a speech from the outline.

Another good idea—our club has combined the positions of Word Finder and Topicmaster. Every week the Topicmaster introduces and briefly explains two new words. He then asks that at least one of these words be used by each member in reply to the table topics question.

\* \* \*

## Quarterdeck Toastmasters No. 1370, Brooklyn, New York:

Our club members and their wives recently attended a Japanese dinner complete with sake and Japanese entertainment. It provided wonderful atmosphere for our main speaker, Tom Keane, who reported at length on his recent travels through Japan. Walt (Doc) Campbell, former District 46 Governor, installed the new officers.

## Wilson Avenue Toastmasters No. 169, Chicago, Illinois:

Our Topicmaster, Harry Peterson, gave us an off beat topic session as he had us do a continuous story on "A Day in the Life of a Citizen of the U. S. in the Year 2000." Imaginations ran riot. Did you know that we will be wearing spun glass clothes, shoes will be made out of wild boar, we will golf before work because the amount of time spent on such things as work will be at a minimum? We can hardly wait for that happy day!

\* \* \*

## Reddy's Toastmasters No. 1820, Phoenix, Arizona:

We really had some "Stump Thumpers" when Frank Preizner as Topicmaster had a humorous presentation of the individual aspirants who gave their all on the topic 'Why I Would Make a Good Officer of the Club.' All we can say is—to coin a slogan—we are ready for a change.

\* \* \*

## Salesmasters Toastmasters No. 999, Los Angeles, California:

The excellent tape recorder which our club has acquired with the assistance of Bob Frohling of Coast Visual Education will be used from time to time to record specific parts of our regular and special meetings. However, the main usage will be by the individual members on a rotating basis for a two-week period between meetings. Priority has been established on the basis of length of membership.



Pres. Brown places "dog collar" around neck of Jim Becker

## Fountain City (Tenn.) Toastmasters No. 1266:

We think the stunt described below ranks above those you have been publishing lately. It is submitted to you to consider for publication in THE TOASTMASTER.

The previous week President Bevan W. Brown had announced that members not bringing a visitor to our Visitors' Night meeting "would be placed in the club dog-house." Our bulletin carried the same warning. On Visitors' Night, eight members faced their announced fate.

Following introductions, these eight had paper dog collars placed around their necks. To each collar was attached a paper chain leading to small, individual cardboard doghouses. Members "in the doghouse" had to remain thus fettered throughout the meeting, regardless of their assignments on the program. Penalty for breaking the chain was 25 cents.



### Kodiak Island Toastmasters (Kodiak, Alaska) Club No. 1968:

In order to help many of our new Toastmasters—and some of the seasoned ones, too—we have drawn up a series of guides that clearly outline the basic responsibilities for the various participants in a Toastmasters program. These guides are distributed by the Educational Vice-President when an assignment is made. They have proven to be quite a valuable aid and have helped members to develop more of a sense of responsibility to the club as a whole.

We have also formed a group of "counselors" composed of five experienced Toastmasters who make themselves available to help a Toastmaster prepare for his ice-breaker speech or his first try at any of the other positions on the program. This has enabled many a novice to get off to a fine start.

Another innovation is our "alibi" speech. Those absent from a previous meeting are required to explain in one minute just what kept them from attending. Here, tall tales often compete with the unvarnished truth, for the speaker judged by audience applause to have the poorest alibi is ceremoniously awarded the "alibi pig"—a red piggy bank. Contributions fed to piggy are used to buy reference materials for the Toastmasters' shelf in the Kodiak Library.

And finally, there is our "sour grapes Toastmaster." He is usually one of the more experienced Toastmasters whose specific job is to find fault with the meeting and take back any undeserved bouquets. His scope is unlimited and no part of the proceedings is exempt from his scrutiny. Since his identity is known only to the Ed. Vice-Pres. until he speaks, everyone is kept on the alert throughout the entire meeting.

### San Leandro (Calif.) Toastmasters No. 452:

It was a summer evening and time to relax, so the San Leandro Topicmaster held "A Day at the Fair" night.

Members were asked to perform as follows:

A barker selling a potato peeler.

A prize winning cake baker describing how she baked her award-winning cake.

A pitchman enticing the crowd to come see a performance by "Lily, the Egyptian Belly Dancer."

The Governor's remarks as the "33rd Annual State Fair" opened.

A Chamber of Commerce representative outlining his city's inducements for new business and industries.

A seller of balloons engaged in an argument with a small boy about the lasting qualities of his product.

A television news commentator giving a re-cap of what the Governor said at the opening.

The owner of the blue ribbon Hereford describing his system for raising cattle.

Each speaker was asked to be generous with gestures and talk for two minutes. The idea has many angles and can be used to generate a laugh-provoking table topics session.

\* \* \*

### Puget Sound Toastmasters No. 344, Tacoma Washington:

The other night Evaluator Jim Fahey came up with a new idea in evaluations. Jim handed everyone a slip of paper with all the performers of the evening listed, including the club president. Every member had to pick out one good feature and one bad feature for each performer.

Since the four scheduled speakers were all Past-Presidents of the club, this evaluation job was not easy, and induced some extremely attentive listening.

## THE TOASTMASTER'S BOOKSHELF

*Prisoners Are People*, by Kenyon J. Scudder. Published by Doubleday & Co., Inc.

This is the unusual story of an unusual institution, written by an unusual man. It is the story of the California Institution for Men at Chino, a penal institution without bars, walls, guards or machine guns, where men are given an opportunity to regain their self-respect, learn a trade and prepare themselves constructively for return to ordinary life. The men at Chino operate a 2600 acre ranch, provide practically all their own food, and each man learns definite trade skills according to his interests and capacities.

The Chino Institute when first established in 1940, was revolutionary in concept and unorthodox in execution. The idea was received with doubt and trepidation by officials and experts, and with cries of fear from the community in which it was to be located. Many obstacles were placed in its way; many obstructions had to be overcome. Today its success is established, and that success has changed many of the old attitudes towards penal systems and institutions, and towards the offenders against society who are temporarily domiciled therein.

We say "temporarily," because statistics prove that ninety-eight percent of those who go to prison someday return to the community. The question is—*how will they come out?* Will they be soured, embittered and revengeful against

the society that placed them there, or will they be prepared to face their future constructively? Too often the former has applied. This is a problem that concerns not only the psychiatrist and the social worker, but the taxpayer also. The cost of a single "Public Enemy No. 1," a single John Dillinger, for example, is enormous. The cost of an intelligent rehabilitation program is small in comparison.

Kenyon J. Scudder was the motivating force behind the formation of the Chino Institute and served as its first superintendent. No other person could tell its story so well. The book is written in terms of men rather than statistics. The reader also feels this sense of individuality, and in the course of the book becomes well acquainted with the various men—staff and inmates—who worked together in the beginning of the project.

The progress of Chino has not always been clear sailing. Mr. Scudder does not glorify the successes nor minimize the failures.

Originally published in 1952, *Prisoners Are People* is well worth a re-reading by any who have encountered it previously, and definitely worth making acquaintance with by any who have not. It has the power to jolt the reader out of mental ruts and cause him to think.

Toastmasters will find a wealth of speech material here.

Price \$3.00. Order from Toastmasters International, Santa Ana, California. Add 10% for shipping and packing. Calif. Clubs add sales tax 4%.

# 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)

THE TOASTMASTER  
Gentlemen:

Your article, "Tomorrow's Executive" in THE TOASTMASTER of March 1957, is outstanding, to say the least, and to me, an oldtimer at selling, is the most wonderful piece of salesmanship for Toastmasters that I have read in the four years of my association with the Club. Might I suggest that you print this article in a mailing piece so that it can be distributed by the Club members.

I feel that the material in this article is vitally necessary to everyone today, and the fact that Toastmasters Clubs have the answers is something that should be brought to the attention of all business personnel. I am sure our Club would enjoy distributing the piece to a great number of future Toastmasters.

Your truly,  
Roy C. Kircher, President  
Toastmasters Club No. 46  
Burlingame, Calif.

**Mr. Jamie's article has been reprinted in pamphlet form and is now available in any quantity at the rate of \$1.00 per 50 copies. Order from Toastmasters International, Santa Ana, Calif.—Ed.**

Speech Topic Service  
THE TOASTMASTER  
Dears Sirs:

I am a member of Northeast T.M. Club in Seattle and would appreciate receiving information regarding this new service.

I like the way you keep the magazine up-to-date. By including articles with meat in them and well-written too, such as Art Baker's in the January issue, you make it "must" reading for all of us. Keep up the good work.

Sincerely  
William D. Strang  
Northeast T.M. Club No. 1161  
Seattle, Washington

Editor "THE TOASTMASTER"  
Dear Sir:

When President Eisenhower gave a televised speech on the mid-east situation, he ended it with saying, "Thank you." When he gave his inaugural address he also ended that talk with a "Thank you."

In our Toastmasters Manual it is noted that ending a speech with a "thank you" is not proper.

If this is so, I cannot understand why so many of our learned individuals use this ending.

Yours very truly,  
Ralph F. Perry  
Sec., Hannan Tm's. No. 672  
Detroit, Michigan

**In deference to Democrats among us, we decline to be drawn into this one. Somebody else better answer it. Thank you.—Ed.**

THE TOASTMASTER  
Gentlemen:

Since assuming my duties as District Governor of Lions International for District 5N-E, I have been receiving your publication "THE TOASTMASTER" and have enjoyed this publication very much. I now notice that a speech topic service is available through your publication upon request and would appreciate very much receiving the information from your organization about these speech kits. If there is any expense connected in this service, I would be most happy to make whatever remittance is necessary.

Let me again congratulate your organization on a very excellent project, and on the fine work that you are doing throughout the nation and the world.

Yours truly,  
Ray R. Friederich  
District Governor 5N-E  
Lions International

## 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 Dallas and register through your local organization) prior to midnight *July 1st, 1957*, 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 .....	\$ .....
..... Ticket(s) Western Night—Godfrey Ranch Barbecue Dinner (Thurs.)—@ \$4.50 .....	\$ .....
..... Ticket(s) Breakfast with the Founder (Fri.)—@ \$2.50 .....	\$ .....
..... Ticket(s) Fellowship Luncheon (Fri.)—@ \$3.00 .....	\$ .....
..... Ticket(s) Luncheon—Neiman-Marcus Style Show (Sat. Noon)—@ \$3.00 .....	\$ .....
..... 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-HILTON in Dallas.

Signature .....

(Please print)

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

Wife's first name .....

Mailing address .....

City..... Zone..... State .....

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

# New Clubs

(As of April 15, 1957)

- 2364 RABAT, Morocco, (D-U), *Kork Forest*, 2nd & 4th Wed., 7:00 p.m., Rodenheiser Room, Hotel El Minzah.
- 2368 DENVER, Colorado, (D-26), *Titan*, Mon., 6:30 p.m., Murphy's Restaurant.
- 2379 KARACHI, Pakistan, (D-U), *Karachi*, Alt. Wed., 7:30 p.m., The Beach Luxury Hotel.
- 2381 SALEM, Oregon, (D-7), *Beaver State*, Mon., 6:30 p.m., Nohlgren's Restaurant.
- 2388 DES MOINES, Iowa, (D-19), *Esquire*, Mon., 5:30 p.m., Bishops Cafeteria.
- 2391 LEXINGTON, Kentucky, (D-11), *Lexington*, Thurs., 6:00 p.m., American Legion Hall, Man O' War Post.
- 2396 SINGAPORE, Malaya (D-U), *Pioneers*, Sun., 7:00-9:00 p.m., Chinese YMCA, Prince Edward Road.
- 2397 FITCHBURG, Massachusetts, (D-31), *Monachusett*, 1st & 3rd Thurs., 7:30 p.m., Y.M.C.A.
- 2398 OSHAWA, Ontario, Canada, (D-34), *Oshawa*, Thurs., 6:30 p.m., Club 401.
- 2400 CUDAHY, Wisconsin, (D-35), *Cudahy*, Mon., 6:00 p.m., Cudahy YMCA, 5071 Lake Dr.
- 2403 PEORIA, Illinois, (D-54P), *Marquette*, Tues., 5:30 p.m., University Club.
- 2404 BARRINGTON, Rhode Island, (D-31), *Barrington*, 1st & 3rd Tues., 6:15 p.m., Rhode Island Country Club, Nayatt Road.
- 2405 HAZELTON, Pennsylvania, (D-38), *Hazelton*, Fri., 8:00 p.m., Altamont Hotel.
- 2406 WASHINGTON, D. C., (D-36), *Mall*, 1st & 3rd Mon., 6:00 p.m., 6th Wing Cafeteria, South Agriculture Building.
- 2423 MAGNOLIA, Arkansas, (D-43), *Magnolia*, 2nd & 4th Thurs., 6:30 p.m., Magnolia Inn.
- 2424 LAKEWOOD, California, (D-F), *Village Squires*, Thurs., 6:30 p.m., Elite Room, 4111 Lakewood Boulevard.
- 2426 CHICAGO, Illinois, (D-30), *Moose*, Mon., 6:00 p.m., 1016 North Dearborn.
- 2427 AUBURN, California, (D-39), *Auburn*, Wed., 6:15 p.m., Auburn Hotel.
- 2428 SALT LAKE CITY, Utah, (D-U), *Los Gallos*, Tues., 6:00 p.m., Harman Cafe, 1270 East 21 South Street.
- 2430 HENDERSONVILLE, North Carolina, *Hendersonville* (D-37), 1st & 3rd Tues., 7:00 p.m., Home Food Shop Cafeteria.
- 2432 KITCHENER, Waterloo, Ontario, Canada, (D-34), *Kitchener-Waterloo*, Tues., 6:00 p.m., Grand River Golf & Country Club.
- 2433 BURLINGTON, Vermont, (D-45), *Green Mountain*, 1st & 3rd Wed., 6:15 p.m., Oyster Bar (Pearl Room) Church Street.
- 2435 HELLAM, Pennsylvania, (D-38), *York*, 2nd & 4th Wed., 6:00 p.m., YMCA, York, Pa.
- 2436 WEST COVINA, California, (D-F), *Westwinds*, Wed., 6:30 p.m., Great Wall Restaurant.
- 2438 KYUSHU, Japan, (D-U), *Ashiya*, Tues., 6:30 p.m., Ashiya Officers Open Mess.
- 2441 WINNEMUCCA, Nevada, (D-39), *Winnemucca*, biweekly Mon., 7:00 p.m., Sonoma Inn.
- 2442 LANDSTUHL, Germany, (D-U), *Landstuhl Officers*, 2nd & 4th Thurs., 11:00, Landstuhl Officers Club.
- 2443 BIRMINGHAM, Alabama, (D-48), *Chibridge*, 2nd & 4th Tues., 6:00 p.m., Chibridge Cafeteria.
- 2444 JOHANNESBURG, South Africa, (D-U), *Pelindaba*, Alt. Fri., 7:15, Johannesburg Club.
- 2445 CASABLANCA, Morocco, (D-U), *Nouasseur NCO*, Thurs., 11:45 a.m., NCO Club, Nouasseur Air Depot.
- 2447 MORTON GROVE, Illinois, (D-30), *Baxter's*, 2nd & 4th Wed., 5:00 p.m., Baxter Laboratories, Inc.
- 2448 RIVERTON, Wyoming, (D-55), *Riverton*, 1st & 3rd Mon., 6:30 p.m., Rainbow Cafe.
- 2449 OROFINO, Idaho, (D-9), *Clearwater*, Tues., 6:00 a.m., The Idaho Inn.
- 2450 SPRAY, North Carolina, (D-37), *YMCA*, 2nd & 4th Mon., 6:30 p.m., Consolidated Central YMCA.
- 2451 IZMIR, Turkey, (D-U), *Smyrna*, Wed., 6:00 p.m., US Officers Open Mess.
- 2455 BATON ROUGE, Louisiana, (D-29), *Downtown*, Wed., 6:30 p.m., Bonanza Cafeteria.
- 2457 LIVORNO, Italy, (D-U), *Gateway*, Fri., 11:45 a.m., Gateway Club.
- 2458 HONOLULU, Hawaii, (D-49), *Hickam AFB*, Mon., 7:00 p.m., Hickam AFB Officers Club.
- 2459 WICHITA, Kansas, (D-22), *Connor*, Wed., 6:00 p.m., Droll's 3120 Restaurant.
- 2461 EL PASO, Texas (D-23), *East El Paso*, Tues., (Except 4th), 6:30 p.m., Highway House—6099 Montana Street.
- 2466 HICKORY, North Carolina, (D-37), *Catawba Valley*, Tues., 7:00 p.m., Mrs. Eslie Miller—35 1st Ave., NE, Hickory, N. C.

THE TOASTMASTER

## MAKE YOUR RESERVATIONS NOW! 26th Annual Convention Toastmasters International August 22, 23, 24, 1957

HOTELS	SINGLE	DOUBLE	TWIN	TRIPLE	SUITES
STATLER HILTON*	\$7.00	\$10.50	\$12.50	\$3.00 extra	\$20.00
1914 Commerce St.	13.00	16.00	18.00	per person	38.00
ADOLPHUS	\$5.00	\$ 8.50	\$ 9.00	\$3.50 extra	\$20.00
1321 Commerce St.	14.00	14.00	15.00	per person	40.00
(3 blocks from Statler Hilton)					
BAKER	\$5.00	\$ 7.00	\$ 8.50	\$2.00 extra	\$23.00
1400 Commerce St.	11.00	11.50	13.50	per person	39.50
(3 blocks from Statler Hilton)					
WHITE-PLAZA	\$4.00	\$ 5.00	\$ 6.00	\$1.50 extra	\$10.00
1933 Main St.	7.50	8.00	10.00	per person	15.00
(2 blocks from Statler Hilton)					
SOUTHLAND	\$4.00	\$ 5.50	\$ 7.50	\$1.50-\$2.50	\$16.50
Commerce and Murphy Sts.	8.50	8.50	13.50	extra per person	17.50
(5 blocks from Statler Hilton)					

\* Official Convention Hotel

NOTE: None of the above listed hotels charge for children under 14 years.

### DORMITORY STYLE ACCOMMODATIONS

ADOLPHUS HOTEL	\$3.50 per person for 3 or more
BAKER HOTEL	\$2.75 per person for 4 or more
WHITE-PLAZA HOTEL	\$2.00 per person for 4 or more
SOUTHLAND HOTEL	\$2.25 per person for 4 or more

### COMMENTS

- There are many fine hotels in Dallas and our members are at liberty to register wherever they wish. While it is considered desirable to reside at the Official Convention Hotel, the hotels listed above offer excellent accommodations within walking distance of the Statler Hilton. All hotels listed are air-conditioned, and have adequate parking facilities.
- Dallas has upwards of 100 Motels, many of them exceptionally nice. The main disadvantage is that they are quite a distance from the Official Convention Hotel, the nearest being two miles, the others much further. Nearest Motel is the DALLASITE, 4126 N. Central Expressway, rates \$5.00 single and \$6-8 double. Three of the newest and best Motels furnish complete hotel service, have outdoor swimming pools and are members of the Dallas Hotel Association. They are: TOWN HOUSE, 2914 Hines Blvd.; OAKS MANOR, 7015 S. Lamar; and LIDO HOTEL COURTS, 7333 Highways 67 & 80. Rates of these three are slightly more than those of the Dallasite.
- For those interested in getting a taste of Dude Ranch life and who do not mind the drive (about half an hour), there are two excellent Dude Ranches near Dallas. WILEY'S DUDE RANCH, Grapevine, Texas, charges \$10.00 per day. STEPHEN F. AUSTIN RANCH, Grapevine, charges \$7.50. In both places, the rates include food, lodging and complete use of facilities, including horses. Advance reservations should be made.

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 101 Park Avenue, New York 17, N. Y.  
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 137 Kaha St., Lanikai, Oahu, Hawaii  
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 2325 Snead Ave., Alhambra, Calif.  
 733 Mountain Rd., West Hartford, Conn.

## APPLICATION FOR HOTEL ACCOMMODATIONS

To—

Dallas, Texas

Hotel  
 Address

26th ANNUAL CONVENTION

TOASTMASTERS INTERNATIONAL

DALLAS, AUGUST 22-24, 1957

Please make the following reservations:

( ) Single with bath—rate \$ \_\_\_\_\_ ( ) Double with bath \_\_\_\_\_ persons—rate \_\_\_\_\_  
 ( ) Twin beds with bath \_\_\_\_\_ persons—rate \$ \_\_\_\_\_  
 ( ) Special room requirements \_\_\_\_\_ adults, \_\_\_\_\_ children, \_\_\_\_\_ bed arrangements, maximum rate \$ \_\_\_\_\_

Arriving approximately \_\_\_\_\_ A.M. \_\_\_\_\_ P.M. Leaving \_\_\_\_\_ A.M. \_\_\_\_\_ P.M.  
 Room will be occupied by: \_\_\_\_\_

Name _____	Address _____	Club _____
Name _____	Address _____	Club _____
Signed _____	Address _____	Club _____

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

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Full sterling band.....\$11.50  
1/20 10 K gold filled band.. 14.25

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Full sterling band.....\$9.25  
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