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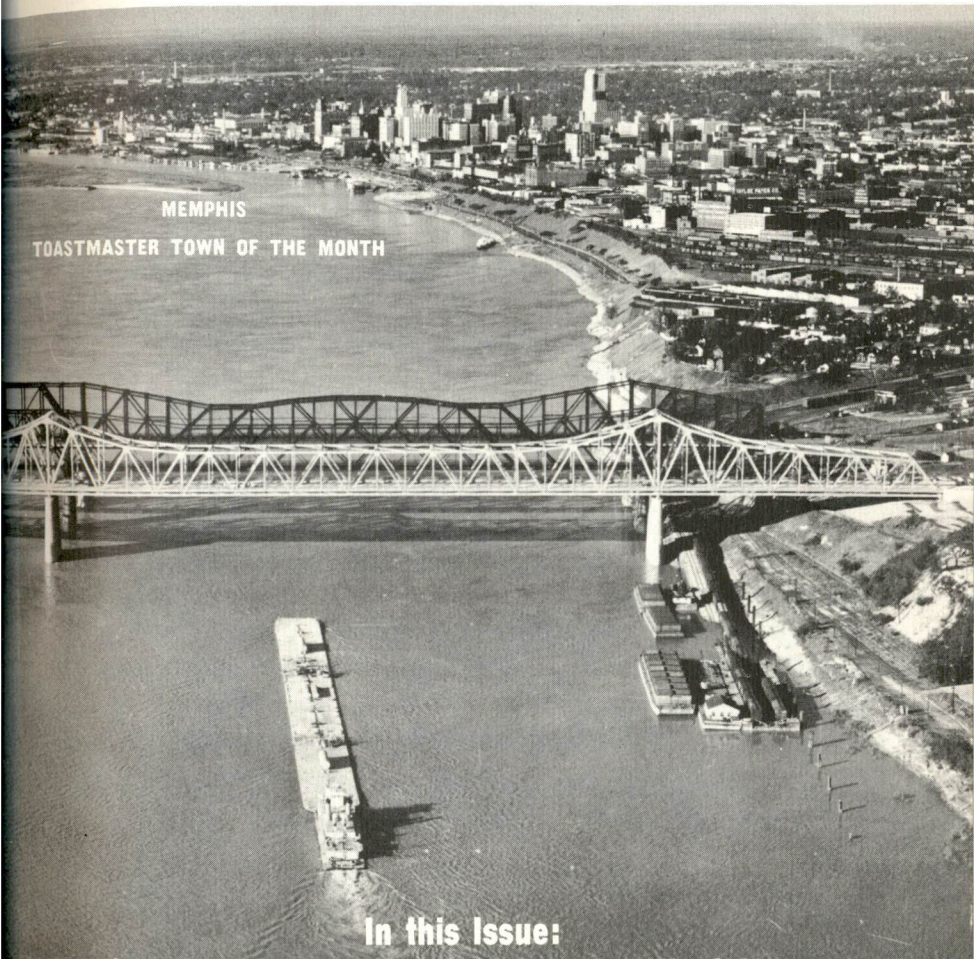


# THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

MEMPHIS

TOASTMASTER TOWN OF THE MONTH



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## TOASTMASTERS INTERNATIONAL IS:

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

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

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

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

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# The TOASTMASTER

For Better Thinking—Speaking—Listening

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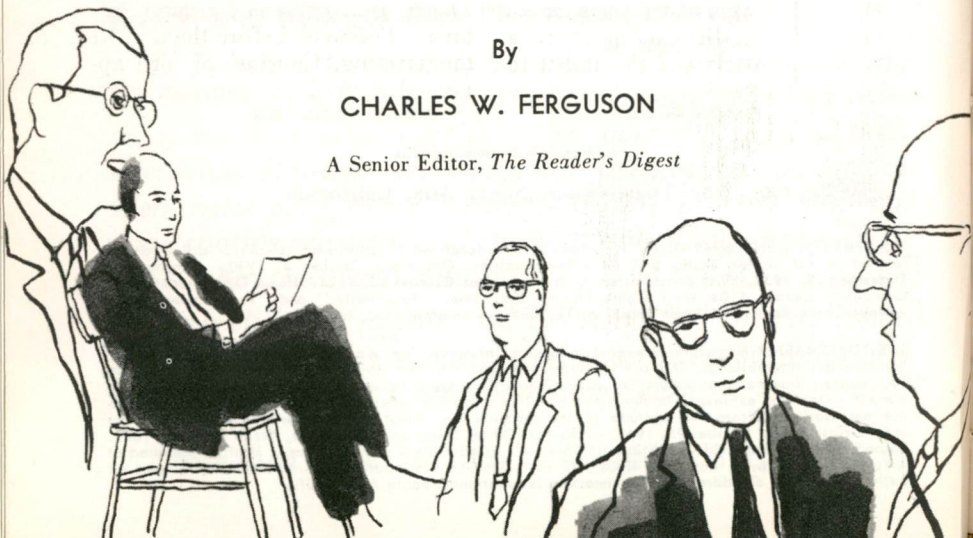


# Introductions

By

CHARLES W. FERGUSON

A Senior Editor, *The Reader's Digest*



*Every speaker faces the  
introduction problem: how to make one—  
how to take one*

**M**OST OF US are possibly familiar with the story of the unhappy speaker who suffered a tedious and wheezing introduction, ending at long last with the words, "And now we will hear Mr. Whatsum's address." Whereupon Mr. Whatsum, seeing that his time had all been taken by the man who had introduced him, arose, gave his street address, and sat down.

It may be an old story, but it points up two problems that are ever new to those of us who are amateur speakers: how a speaker should be introduced and how a speaker should respond to an introduction.

The two problems, to use a simile from Mark Twain, are as inseparable as a pair of pants. Neither was handled well in the anecdote above and both must be handled well if speaking is to have grace and a meeting is to be a success. Surely the ability to introduce a speaker properly and the ability to use an introduction are skills every one of us should seek. Mercy for an audience requires no less.

The word *introduce* comes from the Latin and in its pure form (it ought not to be used in any other) it means literally "to lead into." It does not mean that one must make noises like a nominating speech at a political convention.

A good introduction is in effect a transition, a pontoon bridge thrown quickly across the space of

time, connecting in some way what has gone before with what is to come. It may relate the speaker and his subject to an earlier part of the meeting or to a former meeting, but it must be pertinent to some train of thought.

Otherwise it becomes a hash of facts, most of them as familiar as hash to the audience. And it is unpardonable to say that a speaker needs no introduction, for every man, no matter how prominent he is, needs to be introduced to a particular occasion. Details of a man's birth, education, and reputation should be chosen to reinforce the point that this man has some business being here at this time to talk on this subject. The aspect of the man that isn't well known is the aspect that ought to be introduced.

Once I was called upon to introduce Norman Cousins, editor of *The Saturday Review*, in my home town. The week before the date of the meeting, Cousins' picture appeared in the local paper over my name. It would have been amusing, I thought, simply to stand up and say, "That's him, not me," and sit down.

It would have been brief. But too brief. If there is anything as bad as a long introduction it is an abrupt one, a stumpy one. With all that is known of Cousins as the author of *Modern Man is Obsolete*, there were those in the audience who did not know of his courage

and the determined nature of his drives. It was his spirit, not his face, that needed to be introduced.

To create a climate of sympathy should be the object of every effort we make to introduce a speaker. In Atlanta, Ga., there is a fellow with a wide reputation for his introductions. They say in Atlanta that if Kinsella introduces you, you stay introduced. I believe it because Kinsella once introduced me to a meeting of business men. I think his name is perhaps Italian for "kin sella anything" because he is the master of the soft sell.

Also he is the master of the genial insult. He took a publicity handout about me and gave it his own backhand interpretation. I had served as a cultural relations officer at the American Embassy in London. Mr. Kinsella observed this point wryly and then went on to note that, even so, we still had good relations with Great Britain.

He had prepared his introduction carefully and he went over it with me ahead of time to see if I would object: two courtesies every introducer might remember. Of course I didn't mind, and I was glad I didn't. For by the time I got up to speak I could feel the audience pulling for me. They felt I couldn't be as bad as presented; or, if I were, I needed all the help they could give me.

Not many persons have the talent to make this kind of introduction. And it would not always be appropriate. But the principle back of it—to create sympathy for the speaker and let him show his own wares—is sound for any occasion. Often introductions oversell a

speaker and he is bound to be a disappointment.

The ability to introduce, to serve as an amanuensis, to blow the fanfare and still not intrude—this is an art. But it is also a craft and *it can be learned if it is studied.*

Even more difficult than the task of making a good introduction is the task of making use of one, good or bad. Not a few speakers prepare carefully for a speech, but they are not prepared for the introduction. They either ignore the introduction, which is discourteous, or else they become flustered and mutter around and lose the first few golden seconds when it is essential that a speaker establish rapport with his audience.

I know. I speak from grievous experience. To handle an introduction well calls for some of the quick-wittedness needed in a parliamentary debate. It can be developed only with practice. This is the priceless value of the set-up of Toastmasters. You have a chance to practice introductions of every sort and to practice letting members respond to introductions of every sort, including the worst.

Introductions that upset a speaker are likely to follow certain patterns. There is, first, the one with an unconscious affront. Channing Pollock tells of forgoing his lecture fee on one occasion. The chairman, out of gratitude, said that the money would be placed in a fund that would provide for really good speakers the next year. A literary agent I know was introduced by a professor to a writers' conference in Oklahoma recently with the statement that real estate

agents got only five per cent commission while literary agents received ten per cent, and the professor said he couldn't understand why.

Not the unwitting insult but the well-intentioned prolegomena that fall flat may cause the greatest discomfort among speakers. A friend of mine from college days introduced me to a conference by telling a story out of my undergraduate days. It seems that I was muttering to myself on a street car. Every now and then I would say, "It floats." I kept this up for several blocks. Finally the motorman could stand it no longer and asked, "What floats?" To which I replied, "Ivory soap."

With this story the chairman sat down and I got up. How, I don't know. I was so bumfuzzled that I droned irrelevancies and beat the air for those first moments when a speaker must take his audience in tow. Had I been prepared through proper training, I would have remarked casually that the only funny thing about the story was that I probably thought it was funny at the time and that I hoped I was funnier now; otherwise the audience was in for a sleepy time.

Of course it is difficult to correct the impression left by an introduction without seeming ungracious. This is all the more reason for skill acquired through practice, skill in dealing with all sorts of situations that may arise just before the beginning of a speech.

Sometimes an introduction may not tell enough about you. So you have to finish it yourself—to be sure the audience knows enough about you to know what you're saying. In Gloucester, England, right after World War II, I felt that I had not been adequately presented, seeing that I wanted to report on certain things happening in America. The bulletin of the Rotary Club had carried a good account, but the chairman had barely mentioned my name. So, after a remark or two, I paused and said, "I think I should say at this point that I am an American!"

This remark brought the biggest laugh I ever got from an audience. It shook the rafters of the old hotel. How could anyone have suspected from my Willkie drawl that I was anything but an American?

On another occasion I was caught completely flat because I didn't get the introduction I expected. I had traveled 6000 miles to deliver an address. It was considered quite a stunt by the officials of the organization that asked me, and I was sure that the man who introduced me would mention my spanning an ocean and a continent to be on hand.

He didn't. He never said a single word about it. All the casual and spontaneous remarks I had conjured up ahead of time were geared to something the chairman didn't say. And it called for more ability than I could muster to figure out a new way of starting.

Let me mention one more prob-



lem—and that is the error of fact in an introduction that ought not to be perpetuated, that one simply cannot overlook. Often I hear myself introduced as the senior editor of *The Reader's Digest* instead of as a senior editor. There were eight other senior editors at last count. So it is important that I not allow my position to be misrepresented. Word might get back to the office.

Usually I make the correction by saying that I deal with articles and that the article "a" and the article "the" must be distinguished. Then I point out that while my position is minor, I must admit that the circulation of the magazine has increased from 750,000 to 22,000,000 since I joined the staff.

Fortunately, this sort of thing has happened often enough that I am prepared for it. And thereby

hangs the moral of these remarks. Only by practice can the part-time speaker be prepared for the kind of introduction he is likely to get—odd or good. You really cannot anticipate them all. You never know what to expect, any more than you think to tell the kids, "Please don't eat the daisies."

So a quick, shrewd, friendly parrying of a bad introduction and a gracious acceptance of a good one as a starting point—these are performances in which all of us amateurs need all the practice and training we can get.

It is because Toastmasters clubs provide a rich opportunity for clinical experience in all sorts of difficult speaking situations that I rejoice in their existence and in their success throughout the world. ♦



*Charles W. Ferguson, a senior editor of The Reader's Digest, will be remembered by Toastmasters who attended the 1959 TMI convention in San Francisco as principal speaker at the President's Banquet.*

*In addition to his Reader's Digest chores (he joined the staff in 1934 and has been a senior editor since 1942) Editor Ferguson is the author of six books, including the recent best-selling "Naked to Mine Enemies: The Life of Cardinal Wolsey" (Little, Brown, 1958) and "Say It with Words," (Alfred A. Knopf, 1959).*

# *The goal of Toastmasters is . . .*

## Increased Personal Usefulness

By HERMAN E. HOCHÉ

**I**S THE SOLE TEST of achievement in Toastmasters the ability to make a speech? Note our objectives on THE TOASTMASTER magazine cover: Better Listening, Better Thinking, Better Speaking. These objectives can relate to myriads of endeavor in a Toastmaster's personal life, his vocational life, his civic life, his religious life, or to whatever he chooses. Whatever he chooses. The test of achievement from our training should relate to a member's personal goal, his personal reason for participating. Yet evaluation in the club usually presupposes he wants to become a public speaker. This is not necessarily so.

Have you ever asked a fellow member why he became a Toastmaster? Really why? I recall three instances which differed in response to this inquiry, each related not primarily to better speaking ability, but to increased personal usefulness. Further, each related to one of the three objectives on our TOASTMASTER magazine cover.

*First*, when I belonged to Ocean Beach Club No. 198 in San Diego, a fellow member told me his goal in Toastmasters was to increase listening effectiveness. He had found difficulty in concentrating while listening, especially during church sermons, and he thought our club programs might provide good practice. His speeches centered on what he heard in the club. Evaluation for him should have been directed primarily to whether or not he accurately reflected what was said during club programs. His test of achievement was effective listening and thereby increased personal usefulness, not whether he was a good public speaker.

*Second*, when I belonged to Club No. 928 in Evanston, Illinois, a fellow member told me his goal was control of fear when talking to his boss. Previously I had had the temerity, during my third evaluation of his efforts, to tell him he would not become a good public speaker if he didn't improve his opening remarks. Not knowing his

personal goal, I nevertheless supposed I was evaluating him. With an understandable degree of impatience, he told me he had never entertained any idea of becoming a public speaker. He just wanted to practice control of himself. Evaluation for him should have been directed primarily to whether or not he was overcoming that fear. His test of achievement was in gaining confidence and increased personal usefulness when appearing before his boss, not whether he was a good public speaker.

*Third*, in Silver Spring Club No. 1314, to which I now belong, a fellow member told me his goal was better organization of his thoughts. He isn't so much interested in speech splendor as he is in better thinking during round table discussions in his neighborhood civic association. He has confidence in his ideas, but somehow lacks ability to create receptivity in the minds of his associates. He has trouble, as many of us do, in straight thinking. And he wants to do something about it. He thinks our club is a good practice ground. Evaluation for him should be directed primarily to organization of his thoughts. His test of achievement and increased personal use-

fulness is effective thought organization, not whether he is a good public speaker.

These are but three examples of the deeper meaning of Toastmasters. Founder Smedley has repeated to us through the years that the Toastmasters idea aims at one primary goal, increased personal usefulness. Evaluation should first isolate this goal from the means by which it can be achieved. Then Toastmasters training should be measured by what the individual wants to accomplish, not by some outside arbitrary and stereotyped yardstick. Thus training can increase personal usefulness whether it be in more effective listening to a sermon, control of fear when confronted by the boss, better organization of good ideas, or a host of other worthwhile similar objectives.

Before evaluating a fellow member, ask him about his true goal in Toastmasters. Don't be satisfied when he says better speaking. Ask why he wants this. On finding out, your evaluation will have real meaning. You will help your fellow member effectively toward increased personal usefulness, and this is the acme of achievement for any Toastmaster. ♦

*Commander Herman E. Hoche, USN, is 2nd vice president of Toastmasters International. He is stationed at the U. S. Naval School of Hospital Administration, NNMC, Bethesda, Maryland. He is a member of Club 1314, Silver Spring, Md.*



Some pauses relax, some refresh;  
but the vocal pause in a speech is . . .

## The Pause that Regresses

By S. JOHN INSALATA

**T**HE SPEAKER at the lectern has captured the attention of his audience. He is beginning to convince them of the wisdom of his ideas. He gestures easily and naturally, speaks with clarity and fluency.

Then suddenly, the thread is broken. The audience stops thinking *with* the speaker. A doubt has entered their minds. Does he or does he not, know what he is talking about? The rapport which has been established in the earlier part of his talk becomes greatly lessened, or lost completely.

What is the cause of this sudden turn of events, this reversal of speaking fortune? It was that strange, guttural, almost animal-like sound which the speaker injected into his talk. It broke the continuity of his presentation and shattered the audience's train of thought.

This confidence-destroyer and rapport-breaker is that brief moment of tell-tale silence at some part of the speech, followed by a slow, sometimes almost agonizing "ah-a-a-a-h" sound. It is termed, politely, the "vocal pause." More colorfully it has been dubbed the "word whisker." It signifies to the audience that the speaker is uncertain about what he is going to say next, that he is unsure of his subject matter or nervous in his presentation.

The sounds of the pause differ. Some seem to be made in the throat, some emitted by way of the larynx and the nasal passages. Some seem to begin in the lower intestine and work their way up. A pause can be a deep, resonant, almost melodious utterance or it can be a short, sharp yelp, startling or chilling the listener. Well, whiskers can be long and hairy or extremely abbreviated.



S. John Insalata, an attorney-at-law of Chicago, Ill., is a member of the Speakers Forum Club 371-30.

In any case, an otherwise effective and entertaining presentation is marred when the "ah-uh" rears its ugly head.

### When and Why—the Whisker Removers

Almost every public speaker finds that at some period or other in his development as an articulate person, he has fallen into the vocal pause, has become trapped by the word whisker. The important thing is to find out when and why you have taken up the grunting game. If this can be done, the first step toward shaving the word whiskers and curing the declamatory defect has been taken.

What is the cause of "ah-ah-ah-ing"? Unlike some other speech difficulties, the basis of this noisy defect is not organic. That is, it is not caused by some physical malformation of the teeth, mouth, throat, palate.

There are three common causes of the vocal pause. They are: 1, *hypertension*, 2, *overacting*, and 3, just plain acquired *habit*.

A speaker generates quite a bit of nervous energy in the course of preparing and presenting a speech. It is quite natural that this mounting tension would produce a reluctance on the part of the speaker to allow any interval to pass without making some type of sound. He is seeking, albeit unintentionally, an

outlet for his energy and an expression for his nervousness. He fears even a split second of silence.

There is also an unconscious tendency to insert a guttural sound or tack a word whisker onto the end of a key paragraph in order to win the sympathy—and perhaps thereby the support—of the audience. By showing that he is nervous, the speaker demonstrates that he is human, as tense and taut as the listener would be if positions were to be suddenly switched. This may not be deliberately planned by the speaker, but it is still *overacting*, and not effective.

Sometimes we employ the vocal pause merely because we are accustomed to hearing it. Without thinking, we pick up the habit ourselves. It is probably one of the most noticeable—and notorious—forensic faults to be found among inexperienced speech makers. If allowed to continue uncorrected, it can become enough of a habit that it is used more frequently than the words it follows: in short, there are more whiskers than words to carry them. When this state of speaking habit has occurred, the nuisance has become a handicap, to be classed along with stammering and stuttering. Unless this nervous crutch can be overcome, the individual can never acquire the polished delivery necessary to win his audience.

The points at which the vocal pauses appear should also be studied. If the speaker only "ah's" at transition points in his talk, when he is moving from one major section of the speech to another, the chances are that he has a subconscious fear of not making the transition smoothly. With more experience, tension decreases and the habit can be broken.

However, if the pauses occur during the body of the speech itself, it may indicate poor preparation on the speaker's part, or lack of knowledge of his subject matter.

It could also indicate basic insecurity amounting to more than mere nervousness. When this is the case, a longer period of training is necessary before the offensive vocalizing disappears. But with practice, with thought, and above all, with the proper preparation that ensures self-confidence, the habit can be overcome.

Some pauses relax. Some, as the ads proclaim, refresh. But the vocal pause is, to speakers, the pause that regresses. It can be overcome through proper application of our Toastmasters training. ♦

### PAUL W. HORNADAY

Paul W. Hornaday, past director of Toastmasters International, died December 31, 1959, in Orange, Calif., from injuries received in an automobile accident September 18, 1959. Interment was January 7, at Centerville, Iowa.

Mr. Hornaday was a member of Club 494, District 50, Los Angeles. During his 14 years as a member of Toastmasters, he had held every office in his club, area and district. He was elected to the International Board in 1957 and retired from the Board in August, 1959.

In a tribute to Mr. Hornaday, past International President Aubrey B. Hamilton said: "The officers and directors of Toastmasters International who were privileged to serve on the Board with Paul during the past two years, and other Toastmasters far too numerous to mention, who obtained the advantage of knowing him in his work in our organization, will feel a keen sense of loss, but will cherish the inspiration that each and every one of them gained from their association with Paul. He was a true leader and a great contributor to the furtherance of our program of service."

Mr. Hornaday is survived by his wife, Constance, of Los Angeles, a daughter, Mrs. Roxanne Cipparone, of Granada Hills, Calif., four sisters and three brothers.

# The Art of being Different



By FRED DeARMOND

**W**HY DO WE REMEMBER one person out of a group, and no others?

Some of the men and women we meet stand out as interesting characters. We say we would like to know them better. Others are just a part of the great passing parade. They leave no distinctive impression that we can associate with their names. Or else they convey unfavorable impressions.

Of course some persons are distinctive by reason of a natural endowment such as unusual stature, a striking voice, a heavy shock of red hair, or a craggy Lincolnesque profile. But others make themselves distinctive by developing some trait or mannerism or habit that attracts attention. To count as an asset, this must naturally be favorable attention.

We say that these people sell

themselves. That is a peculiarly American expression, a product of the hardy American tradition of salesmanship. It has bad and good implications. A man who is forever tooting his own horn can wear out his welcome in a hurry. But most of us are open to good impressions from the persons we meet.

Selling yourself may start with some bit of personal showmanship by way of helping a stranger to remember your name. A salesman of my acquaintance, named Stone, says he has a hard name—and then repeats it. Others spell out their names and tell you “It’s French,” or Spanish, or whatever. Or they may associate it in a jocular way with a celebrity by the same name. An appropriate identifying remark about your name is a good way to start a conversation following an introduction.

A sprightly framed quotation hung on the wall of your office may capture attention. My favorite is the one I saw in a Kansas gas utility office: “There’s no reason for it, I tell you, it’s just our policy.” A good runner-up is: “My mind is made up, don’t confuse me with facts.”

One of the best ways of being different and individualistic is simply to be yourself. But with this reservation: always yourself at your best. To be yourself at your best implies that you know yourself and your powers. In what respect are you above average or definitely superior? How can you use this personal resource to reach your objectives?

Imitating someone else to attract attention is the very opposite of being different. It’s trying to win the game with another’s trick. There are ten thousand, yes a hundred thousand, imitators of every originator. The slavish imitator is a pitiable spectacle. He makes his speech to sound like some other speechmaker. He tells another man’s stories in the other man’s way. He takes his ideas wholecloth from what he reads in his newspaper or hears over the air or at his club.

The element of originality may be small—must be, in the very nature of things, since all of us subsist largely on the accumulated storehouse of knowledge and techniques bequeathed to us by a few thinkers. But in every adaptation of a method or an idea there should be some twist, some refinement that makes it different to a degree, however minor.

There’s a great field for selling yourself through distinctive speech habits. Whole continents are open for exploration in the one detail of “passing the time of day.” Suppose you were to plan how you could avoid banalities in the small talk that is such a part of our daily intercourse. What an opportunity there for being distinctive in your responses to the interminable remarks about the weather that you hear every day! And how can you answer that parrot-like greeting, “How are you?”

A chemist for a pharmaceutical house told me he was experimenting in this direction. It began, on his return to his job after a vacation trip. On his way back home he fell to reflecting that for the next few days after his return to the job about nine or ten of his associates would ask the same routine question, “Have a good vacation?” He thought out several responses that got away from the usual inanities. One of them was, “Yes, I found the Fountain of Youth and took a sip at it.” Another light sally: “Well, I came back happy as a fool and flat as a flitter.”

He found the idea worked so well that he extended it to other areas of small talk, by putting animation, humor, and a spicing of thought into the prosaic remarks that one makes when he has nothing to say but feels constrained in the interest of society or fellowship or the amenities of business to say something. “When you make a stimulating remark, you often get a stimulating answer,” he said. And that may start something.



Try for one week to find substitutes for the weather as a conversation topic. See if it doesn't afford openings to plant a few of your ideas, and in doing so to differentiate yourself from the mob.

I have a friend who frequently asks, "Did you know that . . .?" and then springs an odd or startling fact on me. Or he will ask, "What is the meaning of 'consanguinity'?" or some other out of the ordinary word. Both are good conversation spicers.

On the job you can be different in innumerable ways. By answering your telephone, "Good morning!" or "This is Chuck Bellows!" with a rising inflection. By handing your visitors an inexpensive souvenir. By reducing your office memos to short breezy exchanges.

A Kansas City real estate broker tells me that he makes a point of mentioning to every buyer to whom he shows a property one drawback connected with it. "Now, you might not notice it," he will say in showing a farm, "but there's one corner of that southeast forty that's a little heavy in wet weather." The buyer is usually agreeably surprised, and thereafter exhibits more confidence in the broker's sales story.

You can be different in your correspondence, too. In selected instances, if you can do it naturally, it is good showmanship to lapse into the vernacular in your diction. I saw a letter of complaint to a store in which the customer had written: "This gripe may seem pickayunish to you, but for me it's like a blackberry seed under a denture."

A little slang won't hurt in many business letters, but may serve to humanize them. An executive of a business house started a letter to me by writing, "I've delayed answering your letter because, frankly, the problem you pose has us bumfuzzled." Writing another executive in a distant section about an appointment to meet in Chicago, a businessman in my town wrote, "As we say here in the Ozarks, I'll see you there if the Lord's willin' and the cricks don't rise."

Personality-wise, what is one man's meat may be another's poison. Perhaps you can stand out distinctively by using the very mannerisms that certain others ought to shun. Sales Counsellor Zenn Kaufman points out a sharp contrast in two famous business corporations. Wrigley's with the largest electric sign of all signs in Times Square, New York, and Tiffany's, only a few blocks away with no sign at all on its building in its 75 years of operation, are both masters of showmanship in their separate ways. The silence and understatement that were Calvin Coolidge's trade mark might fall as flat with Arthur Godfrey as would Godfrey's loquacity from a Coolidge. One of the arts is in using discretion as to person and circumstances.

We all get tired of the same patterns. The world rewards those who can walk with the crowd and yet do so with variations. Fortunately, the number of ways in which a man can be different is infinite. There's really no excuse for any person being a carbon copy. ♦

# Translations from Toastmastering

(with apologies to Robert Paul Smith)

By W. W. HOLMAN

## The Chairman:

"We are always happy to have guests. As the meeting progresses, our membership chairman might check the active list to see if we could possibly offer membership brochures to those interested in joining . . ."  
*Here're some live ones. C'mon, now, get on the ball and get these guys signed up.*

## The Topicmaster:

"This phase of the program is designed to help the most inexperienced man gain confidence and the ability to deliver a few brief, impromptu remarks on the spur of the moment."  
*Holy cow—why do I have to chair this blab session again?  
And just how do you get these egomaniacs to shut up?*

## The Toastmaster:

"And now we come to the serious portion of the program . . ."  
*Serious—it might even be pitiful if some of these boys don't start reading the Manual and listening to their evaluators—*

## The General Evaluator:

". . . and I hope to instill in each of you the responsibility of giving an honest and fair evaluation. We are here to help, not to discourage . . ."  
*You'd better do a good job on these fellows, because I was too busy passing notes and don't have the faintest idea what they talked about.*

## The Evaluator:

"I didn't have the privilege of hearing your Icebreaker, Joe, but after your unique presentation this evening . . ."  
*Man, I'm sure glad I wasn't your evaluator the first night you spouted off. But what can I say about tonight's mumbo-jumbo?*

## The Guest:

"I was pleased and honored to be invited here tonight. You men certainly have an interesting organization."  
*After my wife kicked me out, I decided to go down for a few beers, only I opened the wrong door, and, wow! what an oddball outfit!*

# Notes from the Home Office

**What do Toastmasters like to read in THE TOASTMASTER magazine?** In answering a survey made last year, the majority of club secretaries reported that articles on speech improvement and ideas from other clubs were favored by their members. We certainly agree that such material should receive priority, but we also believe the magazine has other obligations.

THE TOASTMASTER is not a literary magazine, but we hope it is literate. Unless it is readable, it cannot achieve its objectives. To be readable, it must maintain a certain balance and to provide that balance, we believe that each issue should include material that is instructive, informative and inspirational. It has been an editorial policy that every article in the magazine must relate to the art of communication or to the Toastmasters organization. THE TOASTMASTER is designed for Toastmasters. It does not attempt to compete with magazines in the general circulation field.

Contributions for the magazine are always welcome. But to avoid disappointment, there are a few rules contributors should follow.

## Deadlines

The magazine's deadlines are two months in advance of each issue. This means that pictures of a Christmas party could not appear before February or March and by that time the item has lost its news

value. Contributors should consider the time element when submitting material.

Articles or club items should always include the club and district number and the address of the author. Material should be typed double spaced. Full names—not nicknames—should be used. Club officers should be identified by their title.

Minimum size for pictures is 5" x 7", preferably 8" x 10". Pictures should be glossy prints. Picture captions should be on a sheet attached to the picture and identifications of persons in the picture should be from left to right and should include full name and title. *Never write on the back of the picture.*

## Pictures

Pictures should seldom include more than five persons. Put some action in your pictures. There are more than 3000 Toastmasters clubs. All of them elect officers and all of them present various awards. Unless pictures of such events have an unusual twist, they all look the same. Please don't send us a group picture of your new officers. We know you are proud of them and we are sure they are fine gentlemen, but they're just not of sufficient news interest to 80,000 other Toastmasters. If you can figure out an unusual picture for the installation of new officers, send it to us, but please, please, don't send a static group shot.

We hope these few pointers won't discourage members from submitting material to THE TOASTMASTER. We are anxious to receive both pictures and stories about club, area and district projects, methods of conducting various parts of your meetings, ideas for membership drives, and methods of preparing, presenting and evaluating speeches. We are also interested in stories describing how individual members have been helped by Toastmasters training.

And finally, we want you to know that everything submitted is read and acknowledged.

\* \*

**The death of Dr. Lee Emerson Bassett** is a loss which will be felt by many Toastmasters, particularly those in the San Francisco area. Dr. Bassett spent more than a half century in the field of speech education. In 1939 and 1940, he was dean of the Max Rheinhardt Workshop in Hollywood. At one time he served as head of the Department of Speech at Stanford University. He was a past president of the Western Association of Teachers of Speech and of the National Association of Teachers of Speech. He was also the author of several books on public speaking.

Dr. Bassett joined Palo Alto Toastmasters Club 33 in 1936. Because of his many contributions to the club, members honored him in 1957 by changing the club name to the Lee Emerson Bassett Toastmasters Club.

Toastmasters who attended the 1959 San Francisco convention will remember the remarkable

demonstration he conducted at one of the educational sessions.

Dr. Bassett was 87 at the time of his death. He left a living monument in the Toastmasters club that bears his name.

## HELP!

Each month, several Toastmasters fail to receive THE TOASTMASTER magazine because they have moved and have not notified the Home Office of their change of address.

The magazine is mailed at a bulk rate which means that improperly addressed copies will not be forwarded by the post office. When a copy of the magazine carries an incorrect address, the post office tears off the address, writes the correct address on the tear-off (if it has this information) and returns the tear-off to the Home Office. The rest of the magazine is thrown away. The Home Office is charged five cents for each incorrect address returned by the post office. Because of the mechanics involved in handling a change of address and because of the magazine mailing deadlines, a member who has failed to send the Home Office a change of address may miss two issues of the magazine before the change of address is effected.

Please notify the Home Office *immediately* when you change your address. This will ensure receipt of THE TOASTMASTER and other materials from the Home Office.

*Memos! Memos! Memos! I have  
ten pounds of memos!*

*Our missing flute player turned  
up in the laundry bag.*

*I would have enjoyed my first  
trip in this foreign car if the choke  
buretor hadn't fallen off the car-*

## Smash That Opening!

# ... We Won't Break

By THOMAS J. PARRILL

THE SENTENCES scattered above are opening sentences. They all have one thing in common—they start a speech quickly by getting immediately into the subject.

How many times have you heard a talk begin, "My speech tonight concerns an experience I had while . . ." or, "When I was a boy out in Somewhere, U.S.A., my parents used to . . ." We listeners are so gently and carefully eased into the topic that I am beginning to believe there must be some unwritten rule that prevents Toastmasters from leaping into an adventure or story with zest.

Is there something wrong with being enthusiastic? Why not roar off the launching pad, heading straight for your adventure? Shoot first—and keep every one of your listeners on the edge of his seat during the entire speech.

You know, we Toastmasters are a very superior sort of audience. We aren't likely to jump up and leave the scene at the first hint of excitement! In fact, if anyone is likely to stay clear through to your concluding remarks, we are.

A speech may get progressively

better until by the time the ending is reached, it is both delightful and entertaining. But a slow start will lose the audience and the terrific ending to a fine speech is lost on an audience whose attention wasn't "caught" at the beginning.

Well, you ask, whose fault is it that audiences won't wait until I can bring out sufficient detail to get my speech rolling? It's everybody's fault, that's who! People are quick to judge, to react, to form an opinion of strangers, and just as quick to lose interest in a slow moving and potentially boring speech.

Now, let's suppose we all agree that a powerful opening is necessary. What subjects are best suited for quick, forceful openings? The answer to that is: the opening depends upon the speaker, not the subject. Let's take some examples of subjects to practice on: foreign cars; guns; manufacture of reeds used in musical instruments; and business correspondence today.

Recently, the topic of a speech made in my Toastmasters club was the last one mentioned: the volume

of daily business correspondence within an organization. How could this speech on business correspondence, a possibly boring subject, begin with a smash opening? After some thought and a little experimentation, the speaker found what he was looking for. Every day, he handles hundreds of sheets of paper including memos of all kinds. So he opened his talk by shouting, "Memos! Memos! Memos!" and threw ten or fifteen sheets of business correspondence around the room!

The speech was exceptionally successful, and the speaker received numerous compliments about his opening. In fact, this speaker was able to turn what might have been a boring speech into an interesting one, simply by using a strong opener. An enthusiastic start perks up the audience and makes them more attentive and thus, more receptive throughout the entire speech.

Let's suppose that the speaker had used the first opening that he thought of: "Internal memos account for 34% of all the correspondence generated in the average business concern." This is the same speech on the same topic, but with one major difference. The first opening is an attention-getter. Somebody shouts "Memos!" and the audience is immediately interested. Why is he shouting just "memos"? Does he get too many? Are they the wrong ones? Is somebody saying the wrong things in writing? Is some strange new disease being carried by memos? The second opening, let's call it "internal memos" for short, has to be re-

inforced. The speaker must spend part of his precious five minutes getting this opening reinforced and at the same time trying to interest his audience.

Let's try another one. The topic is, "How a reed is manufactured." Several openings appear logical. For example: "The reed was first used in a musical instrument by the Greeks." The speaker might also select this one: "Southern France is the best location in the world for growing stock of reeds." These are good opening sentences that will enable a speaker to give a good speech. But how about a smash opening for an excellent speech? "Every swingin' horn player in Fort Wayne depends on Southern France!" or, "The Philharmonic sprang from the reeds!"

A recent article in THE TOASTMASTER ("The Greeks had a Word for it" by Barney Kingston, Nov. 1959) reminded Toastmasters that the message, the speech content, was often neglected in favor of eye contact, gestures, dress, or grammatical errors. Stop this mish-mash! Put enough zing in your opening remarks and the audience will forget your open coat, your use of "ain't" or that your hands are on the back of your head! Make your speech as enthusiastic and interesting as possible. After all, we're Toastmasters who are listening to you! We won't break! ♦

*Thomas J. Parrill is past president  
of the Farnsworth Electronics Toast-  
masters Club 666, Fort Wayne, Ind.  
He is employed as Contract Admin-  
istrator, I. T. & T., Federal Division.*



Pres. Phil White of Mentors Club 1974 of NAS Whiting Field, Florida, presents best speaker's trophy to Lt. JG Cipriano, Italian Navy, as foreign flight students look on. Club was host to seven foreign flight trainees

# WHAT'S GOING ON



Congressman Byron J. Johnson of Colorado (rt.), surprise guest at meeting of Justice Club 2937, Washington, D. C., is greeted by Club Sec. Arch Simpson. Congressman talked five minutes, expressed interest in TM movement



A/3C David Shepherd, pres. of Volcanic Gaveleers, receives charter from Capt. Richard O. Greene, deputy commdr. of US Forces in the Azores. Club is composed of men under 21, at Lajes Field, Azores



Hamilton No. 1 T.M.'s 1114-60 confer with CHCH announcer Bob McLean (center) before appearing on "Ontario This Week" TV program. Left to right, Cam Eckert, Alec Stables, McLean, Norman Best, Hugh Morgan.



Dayton Club holds Hawaii Night (story, 22)



Alpha Beta Gavel Club, composed of feminine employees of the Veterans' Administration, Washington, D. C., receives charter. Past Dist. 36 Gov. Donald L. Krout (rt.) presents charter to Bradford Morse, deputy administrator, who in turn presents it to Hazel Redmon, president

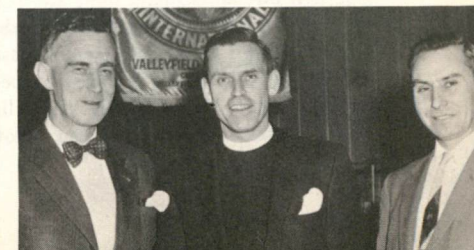
18 Certificates of Merit presented in one evening is record of Minneapostal Club 2540. 11 TM's of this group plan to enter Beyond Basic Training.  
Standing: James Pearce, Milo Kruger, Norton Edelman, Shy Shoes, George Hafich, Elwin Baggenstoss, James Harty,

Wallace Anderson, Joe Jezusko, Neil Johnston, Cal Googins, Archie Himley, By Velander  
Seated, L to R, Willard Brodie, George Smith, Leonard Ramberg, Cleve Austin, Robert Tokar, John Bjerkie and Everett Enlow.

Best Speaker award at annual children's meeting of J. C. Brockway Club 2393 of Offutt AFB, Nebr., resulted in 5-way tie. Sharing honors are, L to R, Bill Coleman, Dick Weimer, Zeta Weddle, Geoffrey Taylor and Patti Morris



Past President Jim Childs of Valleyfield, Que., Club 1125 (left) presents guest speaker Rev. John Hall, rector of St. Mark's Anglican Church, as George Widdup, sgt-at-arms, looks on. Club entertains one guest speaker every six weeks



# CLUB TO CLUB

## Anniversary Program

Akron Toastmasters 151, the oldest club in Ohio, recently celebrated its 20th anniversary with special tributes to Lewis C. Turner, who founded the club in 1939 and later rose to become president of Toastmasters International (1949-50).

Of the 30 original club members, 14 were present to talk over old times, while letters were read from others who could not attend. Over 90 members and guests were at the meeting, guests including Int. Director John Puddington, Mrs. Ann Case, former president of the Akron Board of Education, James Jackson of the Akron *Beacon Journal*, and Frank Pelfry of the Grotto Toastmasters Club.

As the final tribute, the club voted to change its name to "The Lew Turner Toastmasters Club," in honor of its founder.

**Lew Turner Toastmasters  
151-10  
Akron, Ohio**

\* \* \*

## Hawaii Night

A new 50-star US flag, the state flags of Hawaii and Ohio watched over the recent "Hawaii Night" of Dayton Toastmasters 405, which also featured a taped address from Honolulu by Franklin Sunn, District 49 governor, on "How

Toastmasters Operate, Live and Play in Hawaii." The meeting was recorded for radio transmittal to Club 119 in Honolulu.

Arrangements for the meeting were made with the Hawaiian club by direct communication, via ham radio. Hawaiian guests were Larry Ng and Robert Caliboso, Island residents currently studying at the University of Dayton. Other guests were Otto Althoff, District 40 educational chairman, and Aaron Gumm, Area 7 governor.

**Dayton Toastmasters 405-40  
Dayton, Ohio**

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## Club Greet Space Ship

Toastmasters of the Industrial Management Club of Dallas were a bit surprised when Toastmaster of the evening Joe Shirley announced that a space ship with moon residents aboard would shortly be landing in their city. With only ten minutes in which to prepare, the four speakers he appointed to act as a welcoming committee to the visitors from outer space received the titles of their speeches and provided a tremendous program.

**Industrial Management Club  
1633-25  
Dallas, Tex.**

## Impressive Installation

If your club is looking for a way to incorporate a night out for the ladies with a way to imbue your new officers with enthusiasm for their club and for Toastmasters—plus excellent club publicity—then you might try this formula developed by Covina Toastmasters 76:

Invitations to press photographers and editors, extended far enough in advance to insure their attendance; door prizes (in this case, autographed copies of Dr. Smedley's "The Story of Toastmasters"); a stirring address by guest speaker former U. S. Congressman Patrick J. Hillings, entitled "The Not-So-Ugly American;" a delicious roast beef dinner; short, humorous speeches by club members.

In addition, Lt. Gov. Don Foss (Founder's District) made a special presentation to charter member George B. McClelland for outstanding service during his 23 years of active membership in the club, and John Beck, educational vice president, was presented with the cup which since 1937 has been awarded semi-annually to the club's "most improved speaker." An impressive array of Toastmasters material was flanked by trophies won by club members and by the club itself.

New officers were installed by Maurice Shenbaum, Governor of Founder's District.

**Covina Toastmasters 76-F  
Covina, Calif.**

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## Amusing Introductions

In Florida Power and Light Club No. 2, 1095, introductions of speakers sometimes become dull and repetitious, as they probably do in many other clubs. Toastmaster of the evening Mike Cassidy recently decided to bring a little imagina-



**L-R, Lt. Gov. Don Foss, Dist. F Gov. Maurice Shenbaum, outgoing Pres. Bob Norse and incoming Pres. Tom Strotman inspect exhibits at Covina Club installation**

tion and ingenuity to the problem. Before the meeting, Mike called the wives and mothers of all members scheduled for the program, and asked them for amusing experiences out of the members' past history which might be used in his introductions.

The program participants were surprised, the audience delighted, and the entire program benefited from the kindly humor of the introductory remarks. Other clubs looking for variety in their introductions might find this experiment as entertaining as we did.

**Florida Light & Power #2,  
1095-47  
Miami, Fla.**



**TM John Pousette (r) receives best speaker award trophy from Kitimat Works Mgr. G. H. Gwyn at Nechako Club's banquet**

#### Receive Awards

Winding up 1959 activities in rousing style, Toastmasters of Club 2046 of Kitimat, B. C., held their annual banquet and awards night recently. Guests of honor were Mr. and Mrs. G. H. Gwyn and Mr. and Mrs. R. E. Montador of the Kitimat Works Co.

The Gwyn Trophy for most improved speaker was awarded to Hanns Jahn, while John Pousette received the Montador Trophy for best speaker of the club.

**Nechako Club 2046-21  
Kitimat, B.C.**

\* \* \*

#### Club Bulletin Board

Marshall Toastmasters has a new club acquisition—a bulletin board made with pockets on it to hold educational material from the Home Office. The attractive display catches the eye and the material is easily available for review to new and old members and visitors.

Our club has also started Toastmaster of the Week and Toastmaster of the Month awards. Every member is eligible

for the awards. Five candidates are chosen by a committee, then voted on by the club.

Marshall Toastmasters gave a number of talks for the Community Chest drive this year.

**Marshall Toastmasters  
1486-6  
Marshall, Minn.**

\* \* \*

#### Management Participates

The Thunderbird Club of Denver, whose members are all employees of The Mountain States Telephone and Telegraph Company, finds that this business association has many advantages. Since its formation in 1955, the club has had the wholehearted support and assistance of the company, which donates the company auditorium for meetings, permits the use of its facilities for publishing the club bulletin and is helpful in many other ways. The club bulletin is sent to officials of the company, who are much interested in club progress.

From time to time, company officials appear as guest speakers at club meetings. Recently, MST&T President Walter K. Koch made the company board of directors' room available for the meeting. Guest speaker was W. Coles Hudgins, vice president, operations, who spoke to the club on the duties and responsibilities of the company directors.

When guest speakers from the company appear, a regular meeting is conducted, with club members handling their scheduled speaking assignments. In this way, the guest speaker has an opportunity to observe Toastmaster activities as carried out in the Denver club.

**Thunderbird Club  
1731-26  
Denver, Colo.**

#### Speechcraft Adds Members

A Speechcraft course provided Salinas Club 49 with a full membership roster plus a waiting list. All but two members of the class joined the club on receiving their certificates.

This is the second time our club has presented Speechcraft, the first course being given for club members only. Over 50 Toastmasters, Speechcrafters and guests attended the program ceremonies at the conclusion of the course.

**Forty-Niners' Club 49-4  
Salinas, Calif.**

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#### Successful Ladies Night

A Ladies Night in a simulated convention atmosphere is an idea developed by Uptown Toastmasters Club 830, one which has clicked for the second successive year. At the recent event, 36 club members and their wives and girl friends attended. Club members had set up 3x3 foot displays pertaining to their work or their hobbies. Door prizes included products donated by employers of the members, and Toastmasters literature and other material provoked interested comment.

**Uptown Club 830-30  
Chicago, Ill.**

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#### Past Presidents Honored

Our club, the Aquatennial City Toastmasters 534, is proud of its record—ten past presidents still active in the club, and we wonder how many other clubs can match it. At a recent meeting, eight active past presidents and three inactive ones attended, an event which we thought worthy of a picture. Standing, left to right, are Kenneth Bottelson, R. R. Hen-



**Salinas Speechcrafters receive certificates**



**Aquatennial City Club's past presidents attend meeting**

drix, Robert Rutlen, Gordon Stensby, John Ludwig, Bert Hansen, Gust Bill and Arne Rustad. Seated are Joseph Beatty, Frank Waite and Harry Heim.

Our club was recently invited to participate in a half-hour television show, "Opinion Please," on Channel 11, Minneapolis and St. Paul. Six members answered questions about Toastmasters, followed by a brief resume of a typical meeting and a sample table topics session. Appearing on the program were R. R. Hendrix, Harry Heim, Lloyd Peterson, Robert Heunisch, Frank Waite and Vernal Boline, club publicity chairman who arranged the program.

**Aquatennial City Club 534-6  
Minneapolis, Minn.**

# LOSS is GAIN

By JOHN F. ABELT

**M**Y FATHER is almost totally deaf. He has been this way for more than 35 years.

Because of his handicap, all of us in the immediate family have, of necessity, learned the most effective way of speaking to people who are hard of hearing. It is my belief that these techniques or helps are also advantageous in speaking to the normal person who has no hearing problem.

There are several different types of people whose speaking habits present a problem to my father in understanding. First of all is the *mumbler*. He is the fellow who inhales as he speaks his words, and the words as they come out contrive to give you the impression that he is trying to add: "I hope you can hear what I am saying. You see, I make it a practice not to talk too loudly." When you come right down to it, mumbling, while

usually accepted as a form of shyness, is really a form of discourtesy to your listener.

A second offender is the *muffler*. He usually paws at his face, partially or totally covering his mouth. He seems to be conveying the idea: "I'm not sure of what I'm saying, so I'm going to block out some of the sound, so you can't be sure of what I'm saying." For the deaf person, the same problem arises here. He cannot hear the speaker clearly, nor can he read his lips.

Then third, we have the person who talks to you with his back or head turned. He is on his way before he has had a chance to say goodbye. This man seems to be saying: "I don't want to look you in the eye, and I'm afraid of the answer you'll give me." Now, how can anyone who has to make up for a hearing deficiency through the use of his eyes, see the lip movements or gestures of a person who has his back or face turned?

Those who block out sight and sound aren't the only offenders. My father has worn various hearing aids, ranging all the way from the old battery amplifiers up to the present scientifically improved instruments. His present aid gives him a reasonable audibility range.

To illustrate this range, let us presume a vertical line, with the letter "H" at the top and "L" at the bottom. Now if we let "H" stand for the highest normally audible pitch, and "L" for the lowest pitch, then two horizontal lines marking out a section about one-third to one-quarter of the total length of the line, in the center of it, represent the desirable audibil-

ity range. When someone shouts, "Hey, there, where did you park your car?" the voice pitch goes over the desired maximum, and increases in intensity. The effect is like static.

Even without a hearing aid, how many times have you had people shout at you, and received an unpleasant impression of shock, similar to static?

All the above examples are of a negative nature—what not to do. Let's look at the other side, and see what we can do to help our hard-of-hearing friends.

The first rule of order is to *face the person to whom you are speaking*. This sounds simple, but it is amazing how frequently it is overlooked. It is also a good idea to stand two or three feet away from your listener. In this way he has a better chance of seeing your gestures, and it also has the secondary effect of de-emphasizing any unusual differences in height.

A second rule is: *enunciate clearly*. Don't be afraid to open your mouth and use your lips while speaking. There's no law against it. The majority of Anglo-Saxons seem to be lip-lazy, forming their words somewhere back in the soft palate and letting them come out with the least possible trouble.

A good story about enunciation is told of Britain's Royal couple while they were on one of their many tours. They were visiting an

institution, late in the day, and the Duke of Edinburgh, standing beside the Queen, bent down to whisper: "Buck up, old girl, you're beginning to sag." There was a roar of laughter. The institution was a school for the deaf; the children had learned lip-reading.

The third rule in speaking to a hard-of-hearing friend is: *speak in a normal tone and project your voice*. By "normal," I mean a clear, resonant tone, well pitched. Speak from the diaphragm. A good exercise for this is to attempt to emulate the late Ezio Pinza. Put your hand on the pit of your stomach and, either speaking or singing, repeat "Some Enchanted Evening," trying to make the words come from the pit of the stomach.

Now, what are we doing when we follow these procedures? We are simply practicing good manners in talking to our fellow men. Try these principles in your daily conversation. Your listeners will appreciate your efforts, and you will find that you are able to communicate more easily.

By learning how to talk to those who have a loss of hearing, we gain the ability of making ourselves better understood by all. ♦



John F. Abelt is district sales manager for the Kansas City branch of the Chain Belt Company. He is a member of Bootstrap Toastmasters Club 2863 of Kansas City, Mo.

# PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

## Time Flies

Although it is recommended that clubs elect officers for a full year term, the International bylaws permit clubs to elect officers on a semi-annual basis. March is an election month for clubs that choose to elect officers every six months. These clubs should hold their election at the first meeting in March to give new officers a few weeks in which to prepare themselves for their new obligations.

As soon as the new officers are named, the out-going secretary must notify the Home Office. Do not wait until you are ready to send in semiannual dues. Report the new officers within 24 hours after their election. The Home Office will send immediately the information needed to help these men equip themselves for their work.

The man chosen to an office in the club is honored by his fellow members by this expression of confidence. As he faithfully discharges his duties, he not only serves the club, but he gains experience in leadership, in planning, in performance of duties. If he starts in without having a clear understanding of his responsibilities, he is handicapped from the start. He must know, in order to perform.

The information sent from the Home Office gives full details about the work of each officer and each

committee. Thus the newly elected officer is in a position to tackle the task and make good, both for the club and for himself.

And, Mr. Secretary, these things cannot come to pass unless you—and I mean *YOU*—perform your duty by reporting the new officers to Santa Ana. Don't leave it for another day. Do not imagine that someone else will attend to it. Do it yourself. Then the machinery will go into action, and your club officers will be ready when their time comes.

## "Throw Away Your Notes"

This is a bit of advice heard all too frequently from an evaluator in a Toastmasters Club. It is not good advice, however well intended.

The use of notes is a skill which every speaker should cultivate. It is true that there is greater freedom when one speaks without reference to anything but his audience, but it is equally true that the speaker often needs the safety and reassurance given by having before him some materials with which to refresh his memory.

Use small cards for your notes. The three by five inch size is good, and even a slightly smaller card will serve. Place only a few words on each card—just enough to help your memory. Key words or

phrases will remind you of the point which comes next. These should be written or typed in letters large enough to read without close scrutiny. If the cards must be held in the hand, hold them unobtrusively, and lay them down on the table except when you need them.

Never hold the cards in your hand while gesturing. Do not wave them at your audience. Do not permit them to interfere with eye contact.

Notes are a support, an insurance to the speaker. They help to keep him from forgetting or digressing. But they are good only when properly used.

Don't throw them away. Learn to use them, by careful practice, and then when you need them, they will be a help and not a hindrance.

## An Audience Consists of Individuals

Dr. Newell Dwight Hillis, an eminent preacher of half a century ago, wrote a book entitled "Faith and Character" in which appears a paragraph which may well be read and pondered by every speaker. Dr. Hillis wrote:

*"It is a proverb that the experience of one human heart is the experience of all mankind. Believing this to be true, all the orators, from Cicero to Wendell Phillips, have chosen one hearer out of the vast audience, and have addressed themselves to him, knowing that to carry his judgment and to persuade his will was to carry the multitude over to the new reform, or institution."*

Dr. Hillis did not mean to imply that you should talk to just one person, ignoring the others in your audience. His emphasis is on the fact that the audience possesses no one, single entity. It is made up of individuals, and the speaker needs to think of it in terms of persons, not of the mass. While listeners differ, and not all will agree in their thinking, the arguments which appeal to the individuals are the strong ones.

Fanatical screamers, such as Hitler and Mussolini, may induce mob action by their screaming, which arouses the emotions of the listener without affecting his reason and judgment, but the speaker who wishes to carry reasonable, intelligent conviction, seeks to influence the individuals to think constructively and to act sensibly. Thus he addresses the audience much as he would talk to any individual who is in it.

This conception of an audience as individuals helps the speaker to forget his fears. He knows that he can talk fearlessly and freely to one person. When he realizes that the 100 or 1000 people before him are just so many individuals, he comes into a new and more intimate relationship with them, and he speaks with greater confidence and certainty.

People are people, whether on the platform or in the audience. Let us address them with that thought in mind if we would win supporters for the cause we are presenting. The audience is made up of individuals. ❖



# The After-Dinner Speech

(Reprinted from "The British Toastmaster," formerly "The Scottish Toastmaster," November, 1959)

THERE WAS A TIME, especially in the more spacious Victorian days, when after-dinner speaking was considered one of the arts, and was cultivated as such. Our forebears referred to it somewhat pompously as post-prandial oratory but their efforts to maintain a standard were to be commended and admired. Perhaps the tempo of life today makes impossible that degree of study and concentration that produced the scintillating efforts of other days; be that as it may, many of the pedestrian affairs to which we have to listen are wearisome in the extreme.

From time to time television allows us to look in at banquets and listen to the oratorical efforts of men well placed in public life. More than once I have found these occasions quite frightening. Cliche and platitude follow each other in rapid succession; speakers hold sheaves of notes which they make no attempt to conceal, and we are treated to a series of essays not always well written nor well read.

It has to be said that the after-dinner speech is the most difficult of all to perfect—for which there are a number of reasons—yet most of us at one time or another appear on toast lists and I imagine our

clubs could concentrate more on this type of speaking to the general advantage of members.

Toasts, and the occasions on which they are given, vary so much that positive guidance is difficult. But there are sins of commission, all too common, that must be got rid of before a speaker can hope to come even within measurable distance of success. People go to dinners to relax and enjoy themselves. They don't want to hear too much of a speaker, even a good speaker; yet they are subjected to boredom by garrulous gentlemen who imagine that their words are falling like manna from heaven! Brevity! Concentrated wit and wisdom, but first and last—brevity.

The "heavy" speaker is out of place on a toast list. He is usually the type who takes the opportunity to voice a grievance or to put forward some pet theory and only succeeds in making a name for himself as something of a bore. There is a time and a place for everything and the atmosphere engendered by a festive occasion is not congenial to preaching.

Perhaps worse is the fellow who fondly imagines that a good after-dinner speech can be constructed from a succession of anecdotes

strung together. He aims to create the impression of being a humorous chap and jolly good company. Listen to him. Before he has delivered himself of many sentences you will hear—"That reminds me of the story of the fellow who . . ." and ten to one you get a chestnut that has been going the rounds of the coffee rooms for months. An appropriate story, subtly introduced and well told, can enliven a toast but they should be used sparingly.

You might also watch out for the apologetic lad who has been asked to speak at short notice. He is a menace. Either he should be in a position to do the toast justice or refuse it. Apologists do nothing to add to the gaiety of an evening.

I recall an eminent Scot who earned a reputation as a post-prandial wit, as indeed he was. But,

as the years went on, he somehow got the idea that he had to live up to this reputation on every occasion he was asked to speak. He had become thirled to the idea that no serious discourse could be sustained for any length of time without a *jeu d'esprit* being introduced every now and then to leaven the whole. The result was deplorable.

Many people have the impression that because we are Toastmasters we are, or ought to be, well above the common run of speakers. We should do everything possible to confirm this and many of us will be judged when we are on toast lists. Club education officers have a field here in which to labor profitably; in this business of making speeches there is nothing more satisfying than making a really good effort at the dinner table. ♦

*Talk often, but never long; in that case, if you do not please, at least you are sure not to tire your hearers.*

—Lord Chesterfield

## NEW JEWELRY CATALOG

A new catalog of official Toastmasters jewelry and presentation awards has been mailed to all club secretaries. The four-page catalog includes new items and several minor price changes. The price changes are effective March 1, 1960.

A single sheet of jewelry items for members has also been published.

Copies of the jewelry and presentation awards catalog and the single sheet of members jewelry items may be ordered from the Home Office without charge.

# Misplaced Keys

By LOUIS A. KELLY

THE NIGHT WAS DARK; the street almost deserted. Before one of the doors a man crouched, fumbling with the knob, shaking and rattling the door, banging on it frantically. A policeman coming around the corner noticed him, drew his pistol and came over.

"What's the trouble?"

"No trouble really, officer. I left my keys locked up inside the shop."

It took a bit of time to prove it, but that is what had actually happened. No crime against society had been committed. No real harm had been done—just the inconvenience of an explanation to the officer, the time and expense involved in having a locksmith come to open the door and retrieve the keys.

There is a definite analogy here to the conduct and practice of many of us as Toastmasters. How often do we leave a Toastmasters meeting—and lock up the keys?

Toastmasters is one of the world's greatest institutions for learning. During the course of our Toastmasters training we learn many things, receive many benefits. We broaden our perspective, our mental horizons, by intensive research for our speech material. By continual striving for a better word, a more descriptive, intensive or effective word, we increase our vocabularies. We improve our pronunciation and enunciation so that

those to whom we are speaking can better hear, understand and assimilate the message we are endeavoring to convey.

We acquire poise, the hallmark of the accomplished speaker. We become imbued with confidence. There is no characteristic so attention-arresting as the confident manner of a speaker who appears before his audience emanating the assurance that he is well prepared to give a message which he thoroughly understands and which he is well qualified to present.

Enthusiasm follows in natural sequence. As we prepare our speech, we make excursions into many facets of our subject hitherto unknown to us. We discover that a subject, any subject, has many sides, many angles. Perhaps it has had a nondescript or commonplace appearance up to now, but continued research and thought bring out ideas and relationships which can change it from a plain and pedestrian to a beautiful and spectacular, thought-provoking idea. It rises from the commonplace to the universal, from the general to the particular, it becomes immediate, important.

These are the extra dividends of the time spent on our speech research. They evoke in us a high state of enthusiasm for our subject. Quite naturally we wish to share

the result of our labors with our fellow Toastmasters. We wish to kindle in them the same enthusiasm we have. To do this we reach out for more descriptive words to convey the message. The spark of enthusiasm which was kindled by the first startling discovery in our research is fanned into a flame by each succeeding endeavor to prepare and present a well organized, well thought out, well delivered speech.

Our reward for having done this is not, or should not be, the honor of being selected as best speaker of the evening. It is the knowledge we have acquired, the poise we have gained, the spirit of enthusiasm which has been kindled within us. Our audience need not be 300 people, nor even 30—one is enough. Our Toastmasters training is such that we have learned to consider the person to whom we are talking, individually, as an audience. It is as important to get our message over to one individual as it is to a group.

These are the keys which our Toastmasters training has placed in our hands. They are keys which, if properly used, will unlock door after door which now bar our way to success.

Why, then, do we leave these keys in the meeting hall when we leave our Toastmasters club meeting?

Why do we not take them with us, to our homes, to our daily work, and use them as intelligently there as we did at the meeting?

The head of your department, your immediate superior, or the president of the organization—these are busy men. Their time is at a premium. Unless you can cooperate in your presentation, the door is closed and locked against you.

Here is where the keys you have obtained at your Toastmasters club can be of use. First you use the key of *research* to open up a wide vista and proper approach to your project. This key also unlocks in you the *enthusiasm* you need. Armed with the preparation you have made in your research, the key of *confidence* unlocks the door leading to your objective. There remains only one more door to unlock before you stand before the individual who will make the decision so important to you.

The last door to unlock is the door that opens to you the armory of weapons you will use: the appearance of poise, the ability to attract attention, hold interest—and complete the sale.

These are the keys which will assist you in your endeavor to be successful. Take them with you and use them. *Don't leave them lying on the lectern when you leave your Toastmasters club meeting!* ♦

Louis A. Kelly, better known to friends and associates as "Pat," is Building Manager for the Standard Federal Savings and Loan Association of Los Angeles. He is past president of Granada Toastmasters 909, Alhambra, Calif.



*This series of table topics  
answered some important questions  
for a California club*

## What's the Answer?

By T. C. HACKER

**Q:** *If you were an area governor and you knew of a club in your area having trouble in maintaining membership, what would you do about it?*

**A:** I'll tell of an actual case where a club folded. By questioning old members of the club, I found five who wanted to reactivate the club and were willing to help. We organized Speechcraft, advertised in the neighborhood of the club and had 18 men join our Speechcraft course. Of these, 15 joined the club, and with the five old members, the club was back on its feet again.

**Q:** *If you were president of a club, and membership did not build up at the first of your term, what would you do about it?*

**A:** I would start by getting my fellow officers concerned over the seriousness of the situation. I'd get the membership committee to begin an active campaign. We'd have plenty of publicity and begin a Speechcraft course.

**Q:** *As a member, knowing that club membership is lagging, what do you feel that you and others as members should do about it?*

**A:** We would suggest that the club divide into two teams and have a contest, competing against each other in bringing in new members. We would also suggest that the administrative vice president prepare a form letter encouraging potential members. Active members should select names of potential members and invite them to attend a club meeting.

**Q:** *If you were asked to head up a campaign to increase the club's membership, how would you go about it?*

**A:** I would select a good four-man team which would meet to prepare a campaign. Each team member would ask club members to approach superintendents and managers of their companies and "sell" Toastmasters training to them. It would be their job to inform the district officers that the club needs help.

**Q:** *If you were not a member of Toastmasters, and were approached to join a club, what would you want to be told?*

**A:** I would want to know: what would I gain by joining Toastmasters? If I were tongue-tied and had trouble in expressing myself, would I improve? Would I be able to improve in communicating?

**Q:** *If you were a new member of Toastmasters, what would you want from the other members and/or officers to help you along?*

**A:** I would want to get into the swing of club participation as soon as possible, rather than be delegated minor jobs for a long period of time. Also, I would like to have the structure of the organization explained to me clearly and completely—the relationship of the club to area, district, zone, region and International.

**Q:** *How would you present to your company management the benefits the company would receive from employees who belong to Toastmasters?*

**A:** I would explain that the company would benefit from Toastmasters employees who have greatly improved in the art of communication, and thus are better able to make clear to others the instructions necessary during the course of everyday business. Toastmasters who have learned how to think and speak on their feet would demonstrate to the company better performance through their improved abilities in communication.

**Q:** *How would you try to persuade someone to join Toastmasters?*

**A:** Everyone has the need to express himself orally. If you can get to the man at the right time, when he knows he needs to improve, there is an excellent chance that he will join the club. Show him that he can become better educated in this field and that the biggest prob-

lem to be overcome in oral communication is fear, and that club participation can help him.

**Q:** *If you were club educational vice president, what would you do to make new members feel more at home and a part of the club?*

**A:** I would attempt to anticipate what the new member needs to know and do what I could to give him the help and information he needs. Also, I would assign an "old" Toastmaster as his "big brother" to give him the assistance he needs to get through his first few speeches.

**Q:** *If you were the sergeant-at-arms, what would you do to make guests—potential members—feel welcome and want to come again?*

**A:** First, I would see that all preliminary preparations for the meeting were complete, to avoid embarrassment to the club later during the meeting and eliminate any appearance of lack of knowledge in conducting a smooth meeting. I would select an "old" club member to be his host for the evening, and to explain Toastmasters to him. Later I would see that the guest book was available to the club secretary so that he could send a "glad you came" letter and later follow up with details on joining the club.

*T. C. Hacker, past president of Ryan Toastmasters 1552 (San Diego, Calif.) and conference director of District 5, asked these questions of his fellow club members at a table topics session. He writes: "We are now on the upswing and will hit 30 members again before April."*



MEMPHIS—

## Toastmaster Town of the Month

High on the bluffs overlooking the mighty Mississippi, in the southwestern corner of Tennessee, stands Memphis, "City of Good Abode." From its \$50 million still-water harbor, barges pass up and down the great river systems whose waters drain over two-thirds of the nation—the Mississippi, Ohio, Missouri and Illinois. Railroads, bus, air and freight lines join the river traffic to make Memphis the transportation hub of the Mid-South.

Memphis was born of the river, and grew as a roaring river town from a population of 500 in 1826 to 25,000 in 1860. Then tragedy struck. The city was captured by Federal gunboats during the War Between the States, and a few years later ravaged by yellow fever. The 2,000 citizens remaining struggled to rebuild the depopulated and bankrupt town, and 500,000 Memphians pay tribute to their heroic endurance, cooperation and civic-mindedness which resulted in the beautiful city which is Memphis today.

Cotton is King in Memphis, and the world-famous five-day Cotton Carnival each May honors him. More than one-third of the nation's cotton crop is sold each year in the Cotton Exchange Building on picturesque Front Street. Memphis is also the world's largest producer of cottonseed products. Yet no one industry controls the economy of the city; it is the world's largest hardwood market, the South's largest chemical and drug distributor. More than 900 manufacturing plants make or assemble everything from aspirin to mechanical cotton pickers. Over 500 new businesses have been established since World War II. The Thomas H. Allen electric generating plant is the world's largest city-owned power plant.

Memphis has nine colleges and universities, 22 hospitals, including a medical center which houses the University of Tennessee's Medical College. One of the finest zoos in the world is at Overton Park. Cultural and recreational facilities are found in Memphis Museum, Brooks Memorial Art Gallery, Ellis Auditorium and in the nearby hunting, fishing and water sports centers. Echoes of the *Memphis Blues* can still be heard on Beale Street.

Memphis is also a stronghold of Toastmasters. From the first club organized—Memphi 949—to the latest—Globe and Eagle 2506—Toastmasters of Memphis are using their training to serve their community. Their club names reflect the spirit of civic-mindedness: Mid-South 1228, King Cotton 1300, Dixie 1473, Anchor and Rocker 1537, Volunteer 2217 and Rotary 2417.

Memphis, Memphis Toastmasters, and Ol' Man River—they just keep rollin' along.



## JUST IN JEST

*The three ages of man—school tablet, aspirin tablet and stone tablet.*

*The problem with the average budget is that it's hard to fill up one hole without digging another.*

"Boss," said the dock foreman, "the men on the dock are a little leary of the new freight loader you hired yesterday."

The trouble with life is that by the time a fellow gets to be an old hand at the game, he starts losing his grip.

"Why so?" asked the terminal manager. "He checked out well."

*A pessimist is one who gets mad while taking stock of himself.*

"Maybe so," replied the dock foreman, "but this morning he stubbed his toe on a crate of iron castings and said, 'Oh, the perversity of inanimate objects.'"

Paddy, who was eager to obtain work, went to the employment exchange.

*A genius is a man who solves a problem you didn't realize you had in a manner you can't understand.*

"Anything this morning?" he asked the clerk.

"Yes," said the clerk, after consulting his books, "there's a job at the Eagle Laundry. Do you want it?"

Paddy shifted uneasily from one foot to another.

After the doctor checked the patient over, the physician asked, "Have you been living a normal life?"

"Well," he said, "it's like this. I really want to work mighty bad, but the fact is I ain't never washed an eagle."

"Yes, doctor," replied the patient.

"Well, you'll have to cut it out for a while."

*Sleep—something that always assumes much more importance the morning after than it did the night before.*

*Very few people take aim when they shoot off their face.*

"Stop waving your arms and making faces, sir," said the dentist impatiently. "I haven't even touched your tooth."

"But, doc," wailed the patient, "you're standing on my corn."

"For the last time," shouted the sergeant, "I ask you a simple question. What is a fortification?"

The recruits remained silent.

In desperation the NCO glared at what he thought the most intelligent-looking man and demanded an answer. "A fortification is two twentifications."

*We are all willing to admit we have our little faults; what we expect to be overlooked are our big ones.*

# 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)

Could you please send me at cost a copy of your November 1959 issue of *The Toastmaster* magazine. I would like very much to give that copy to a person to whom the article by H. Z. Roch: "I Hated Four Words" would be of great benefit and even make a worthy Toastmaster out of him.

Jacques B. Wertz  
Tucson, Arizona

Thanks for the copies of your December number containing my outburst on Vocabulary.

This is certainly a neat job of layout and typography. And I very much like the bound-in annual Subject Index. I keep a number of magazine files in my library; if they all followed your practice it would enormously simplify the value of magazines as a reference source.

Fred DeArmond  
Springfield, Mo.

Thank you for publishing that excellent article by Fred DeArmond, "Does Your Vocabulary Need Restocking?" in your December 1959 issue.

And thanks to Mr. DeArmond for writing it. He has said what has certainly needed saying, and he did it interestingly and eloquently.

Robert A. Morgan  
Club 155  
San Marino, Calif.

Being a relatively new club, we have no idea as to whether or not we have a "first" in Toastmastering.

Our last meeting was held on a new plane which was exciting and a challenge to all present. The entire meeting was impromptu. Members were handed their assignments as they came through the door—with the exception of the speakers who were notified three hours before the meeting.

We would like to have comments on this type of program by other chapters and hear of any other modifications which would be of a stimulating nature to the meetings.

James R. Haugh, D. C.  
Jenkintown Club 2684  
150 So. Easton Rd.  
Glenside, Pa.

First of all may I thank you for the fine story of our "Chip-off-the-Old-Block" Night, which appeared in the December (1959) issue of *The Toastmaster*.

This story together with picture pleased all of the members and parents very much. It's a real treat to read about an activity of your own club in such an outstanding magazine as *The Toastmaster*.

The cover of this month's (January) issue featuring Honolulu is beautiful and impressive. Congratulations. I'm sure the clubs in our 50th state must be proud.

J. J. Tynan  
Club 1078  
Atlantic City, N. J.

Employees in the Albuquerque Operations Office of the Atomic Energy Commission have a monthly house organ called the *Aloominary*, with a circulation of 2100.

We would appreciate permission to reprint from the December 1959 issue of *The Toastmaster* three articles, "One Twin Too Many," "Does Your Vocabulary Need Restocking?" and "Are We Aware?" and one article from the January 1960 issue "Your Best One."

(Mrs.) Alvina J. Brian  
Associate Editor

We at Southern Toastmasters have begun a series of speeches featuring various religions, sects and denominations common in the United States.

The series is strictly objective in presentation and is designed to increase our knowledge, understanding and tolerance.

Each speaker is careful to stick to presenting the facts in an interesting way without voicing personal opinion, similar to the style used in "Look Magazine's" religious series.

Thus far, three of these speeches have been presented and have been received by the membership with enthusiasm and interest. Hoyt Turbyfill, a past president, presented "The Mormon Church," Don Garner, our president, presented "The Seventh Day Adventist," and Vernon King, our secretary, presented "A Closer Look into Unitarianism."

After this series, if its present success continues, we have considered a similar series on little known but significant happenings in the past and current history of America.

Grady T. Smith  
Adm. V-P, Club 1367  
Birmingham, Ala.

Thank you very much for publishing my article "Talking Turns the Trick" in the current (December) issue of *The Toastmaster* . . . It has elicited much comment from fellow Toastmasters, and I have already received a note of compliment from a magician in Buffalo, New York, who is also a member of Toastmasters.

H. E. Wiedenkiller  
Milwaukee, Wisc.

This is just a note to let you know how very much Mobile Toastmasters Club 226 appreciates your publishing in *The Toastmaster* our article entitled "Hey Officer! Follow that Guide!"

John Kern  
Pres. Club 226  
Mobile, Ala.

Many members of Toastmasters International must be wondering why you printed in reverse the photograph in the January issue of *The Toastmaster*. This shows the dedication of the TM plaque in the presence of two Naval officers.

Perhaps it was thought that few would notice the reverse wording on the plaque. But what ex or present Navy man would fail to note that wings and ribbons were shown on the right side, instead of the left?

Nathaniel H. Barish  
Club 1049-46  
Irvington, N. J.

*Inadvertently the picture was printed in reverse. Undoubtedly ex-Navy men spotted it immediately, but this about-face slipped right by the editor, an ex-Air Force man, and the art director, an ex-Infantry man.—Ed.*

# New Clubs

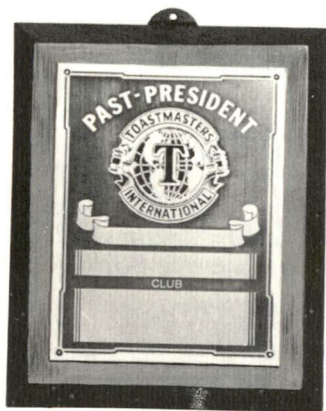
(As of January 15, 1960)

- 867 LADYSMITH, B.C., Canada, (D-21), 49th Parallel, 2nd & 4th Mon., 7 p.m., Kemp's Cafe.
- 935 GREENSBORO, North Carolina, (D-37), Bell-Tel, 1st & 3rd Tues., 6:30 p.m., Mayfair Cafeteria.
- 1802 ATWATER, Castle AFB, California, (D-27), Flying Circus, Mon., 7 p.m., NCO Open Mess.
- 2290 FLOYDADA, Texas, (D-44), Floydada, Thurs., 6:30 p.m., Buchanans Colonial House.
- 2542 ENID, Vance AFB, Oklahoma, (D-16), Falcon, Tues., 6:30 p.m., Loewen's Cafeteria, 819 West Maine.
- 2563 BUFFALO, Minnesota, (D-6), Buffalo, Thurs., 6:25 p.m., Varners Cafe.
- 2583 CULVER CITY, California, (D-50), Culver City, 2nd & 4th Thurs., 6 p.m., Tower Restaurant.
- 2753 ST. LOUIS, Missouri, (D-8), McDonnell, 1st & 3rd Mon., 5:15 p.m., McDonnell Aircraft Corporation.
- 2869 DALLAS, Texas, (D-25), Early Birds, Alt. Mon., 7 a.m., 3988 N. Central Expressway.
- 3036 WINNIPEG, Manitoba, Canada, (D-64), Robin Hood, Fri., 6 p.m., Empire Hotel.
- 3043 SANTA CRUZ, Bombay, India, (D-U), Air-India, Tues., 5:05 p.m., The Engineering School Auditorium.
- 3056 WASHINGTON, D. C., (D-36), Castle, Alt. Tues., 11:30 a.m., Building T-7 (Office, Chief of Engineers).
- 3067 FORT WORTH, Texas, (D-25), Convair Fort Worth, 1st & 3rd Thurs., 6:30 Ridglea Bowl.
- 3072 DENVER, Colorado, (D-26), Pick and Shovel, Tues., 5 p.m., Mosko Holiday Manor, 10210 W. Colfax Ave.
- 3073 CALGARY, Alberta, Canada, (D-42), The New Shag-A-Nappi, Thurs., 6 p.m., Professional Club.
- 3074 BURLINGTON, Ontario, Canada, (D-60), Burlington, Thurs., 6:15 p.m., Cosy Restaurant, Roseland Plaza.
- 3078 BOSTON, Massachusetts, (D-31), Gillette, Wed., 6 p.m. Various places.
- 3080 TALLADEGA, Alabama, (D-48), Talladega, Tues., 6:30 p.m., Floyd's Steakhouse.
- 3082 ATLANTIC, Iowa, (D-19), Atlantic, Mon., 6:30 p.m., Van's Chat and Chew.
- 3084 BRISTOL, Tennessee-Virginia, (D-63), Bristol, Wed., 6 p.m., various meeting places.
- 3087 CLEARWATER, Florida, (D-47), Clearwater, Wed., 7 p.m., Fort Harrison Hotel.
- 3088 NEW YORK, New York, (D-46), Texaco Star, Alt. Wed., 5:30 p.m., Texaco Conference Room 1600 Chrysler Bldg., 135 E. 42nd Street.
- 3089 OCALA, Florida, (D-47), Ocala, Wed., 5:30 p.m., Morrison's Cafeteria on Silver Springs Blvd.
- 3090 SCARBOROUGH, Ontario, Canada, (D-60), Scarborough, Wed., 6:30 p.m., Belle-Aire Hotel, 3349 Kingston Road, Toronto 13.
- 3095 INCIRLIK AB, Adana, Turkey, (D-U), Incirlik, 1st & 3rd Thurs., 7 p.m., Incirlik Air Base.
- 3099 GLENROTHES, Fifeshire, Scotland, (D-18), Glenrothes, Alt. Tues., 7:15 p.m., Laurel Bank Hotel, Markinch.

# DISTRICT GOVERNORS—1959-1960

- F Maurice A. Shenbaum  
 2. Les Bridges  
 3. Robert A. Englund  
 4. Roger L. Sherman  
 5. Howard G. Gray  
 6. Max J. Perras  
 7. Robert H. Gray  
 8. Guy G. Thompson  
 9. E. William Parker  
 10. Walter J. Stowman  
 11. Kerele C. Keller  
 12. Virgil True  
 13. William J. Bebble  
 14. Maj. Dale S. Jeffers  
 15. Donald A. Durell  
 16. Travis W. Freeman  
 17. Edward A. Engelhart  
 18. J. Lockhart Whiteford  
 19. Harold C. Lounsberry  
 20. Everett D. Bolstad  
 21. Ralph D. MacColl  
 22. James Quinn  
 23. William W. Macdonald  
 24. Dr. Leo Anderson  
 25. Julian I. Cristol  
 26. Leslie V. Ward  
 27. Ronald B. Camp  
 28. Frederic N. Lyon  
 29. Howard E. Flanigan  
 30. Dean Kline  
 31. Kenneth Archibald  
 32. Howard I. Bond  
 33. Homer Moulthrop  
 34. David N. Tufts  
 35. Ralph E. Howland, Jr.  
 36. William E. Spicer  
 37. Dr. F. L. Smith  
 38. George J. Flannery, Jr.  
 39. Raymond H. Grady  
 40. Ray L. Magly  
 41. Arthur E. Dracy  
 42. Alfred E. Pallister  
 43. Warren E. Leavitt  
 44. M/Sgt. Kenneth Gordon  
 45. Joseph F. Murphy  
 46. Karl M. Schau  
 47. 1st/Sgt. Donald F. Muller  
 48. Joe T. Porter, Jr.  
 49. Franklin Sunn  
 50. Samuel C. Hathorn  
 51. C. L. Hutson  
 52. John L. Hastings  
 53. Gilbert S. Gruber  
 54. Paul M. Dauten, Jr.  
 55. William L. Mekeel  
 56. Edward G. Bossom  
 57. Gordon A. Dickie  
 58. J. D. Crook  
 59. Ensio J. Tosolini  
 60. J. Geoffrey Cudlip  
 61. Lloyd G. C. Taylor  
 62. Robert F. Smith  
 63. Wylie A. Bowmaster  
 64. B. L. McGibbon
- 217 W. Valley Blvd., El Monte, California  
 3430 36th Ave. West, Seattle 99, Washington  
 2413 N. 68th Way, Scottsdale, Arizona  
 1634 Borden St., San Mateo, California  
 127 Millan St., Chula Vista, California  
 2109 Princeton Ave., St. Paul 5, Minnesota  
 312 Equitable Bldg., Portland, Oregon  
 1461 Johns Ave., Decatur, Illinois  
 S. 4025 Lee St., Spokane, Washington  
 342 Hayes Ave., Cuyahoga Falls, Ohio  
 1802 College Ave., Terre Haute, Indiana  
 736 W. Fir St., Oxnard, California  
 364 Bruxelles St., St. Marys, Pennsylvania  
 103 Briardale Ave., Warner Robins, Georgia  
 424 3rd Ave. So., Nampa, Idaho  
 527 So. Kenosha St., Tulsa, Oklahoma  
 310 E. Sussex Ave., Missoula, Montana  
 8 Woodview Terrace, Hamilton, Scotland  
 707 Putnam Bldg., Davenport, Iowa  
 316 12th St. N., Moorhead, Minnesota  
 260 Harvey St., Nanaimo, B. C., Canada  
 542 New England Bldg., Topeka, Kansas  
 504 Townsend Terrace, Las Cruces, New Mexico  
 616 Grant Ave., York, Nebraska  
 5508 Wheaton Drive, Ft. Worth 15, Texas  
 Box 1056, Greeley, Colorado  
 809 Barham Court, Modesto, California  
 2816 Vinsetta Blvd., Royal Oak, Michigan  
 711½ Jemison St., Mobile, Alabama  
 1660 Burr Oak Road, Homewood, Illinois  
 Britton St., Raynham, Massachusetts  
 7640 So. Yakima Ave., Tacoma 4, Washington  
 505 Washington Way, Richland, Washington  
 924 Lincoln Bank Bldg., Rochester, New York  
 P.O. Box 87, Oconomowoc, Wisconsin  
 3601 Connecticut Ave., Washington 8, D. C.  
 Box 737, Burlington, North Carolina  
 Box 375, Boothwyn, Pennsylvania  
 4735 Hixon Circle, Sacramento 20, California  
 2729 Vine St., Cincinnati 19, Ohio  
 S. D. State College, Brookings, S. Dakota  
 120 Chinook Drive, Calgary, Alta., Canada  
 1041 Savitz Drive, Apt. B, NAS, Memphis, Tennessee  
 3113 Aberdeen, Lubbock, Texas  
 13 Charles St., Sanford, Maine  
 48-57 Utopia Parkway, Flushing 65, New York  
 3924 Cambay Place, Jacksonville, Florida  
 1718 Mt. Miags Road, Montgomery, Alabama  
 1902 Komaia Drive, Honolulu 14, Hawaii  
 210 So. Bundy Drive, Los Angeles 49, California  
 9713 Kauffman Ave., South Gate, California  
 1121 So. Third St., Alhambra, California  
 42 De Leo Drive, Stamford, Connecticut  
 1616 Normandy Dr., Champaign, Illinois  
 408 West 1st Ave., Cheyenne, Wyoming  
 3721 Avenue O, Galveston, Texas  
 1885 Thousand Oaks Blvd., Berkeley, California  
 13 Ethelridge Dr., Greenville, South Carolina  
 910 Capitol Hill Ave., Reno, Nevada  
 51 Leacroft Cres., Don Mills, Ontario, Canada  
 26 Laurier St., Nitro, Quebec, Canada  
 2837 Wynes St., Saginaw, Michigan  
 3600 Timberlake Road, Knoxville 20, Tennessee  
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# SAY "THANKS" to your PAST PRESIDENT



**Past President Wall Plaque**  
Baked enamel on enduring bronze,  
black hardwood base.  
4 1/4" x 5 1/4" ..... \$3.00



**Past President Lapel Button**  
10K yellow gold ..... \$5.00  
with 2 zircons ..... 8.00  
(10% Federal Excise tax)

**ALSO:** Past President Tie Chain ..... \$4.00  
Past President Cuff Links ..... 7.00

*Add 10% Federal Excise Tax  
Jewelry items add shipping and packing—25c per item*

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