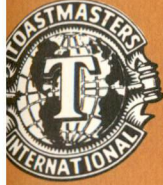


MAY, 1960



# THE TOASTMASTER

OR BETTER LISTENING, THINKING, SPEAKING

PHOENIX

TOASTMASTER TOWN OF THE MONTH



**In this Issue:**

**Propaganda — Policy of Persuasion • Zone Conferences**

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

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# The TOASTMASTER

For Better Thinking—Speaking—Listening

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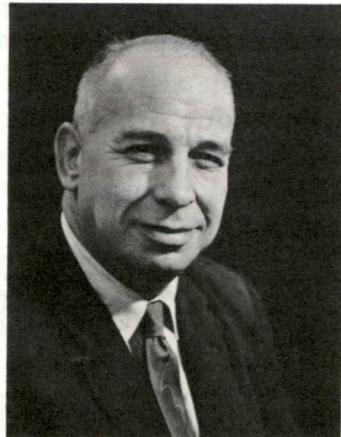
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# Propaganda-- POLICY OF PERSUASION

By

CHARLES M. HACKETT

Executive Assistant, Public Relations Department  
E. I. du Pont de Nemours & Company, Inc.



**Charles M. Hackett**, a former newspaperman and radio news commentator, joined Du Pont in 1937, and has held a series of public relations posts with that Company. He is now Executive Assistant in the Public Relations Department of the Du Pont headquarters office in Wilmington, Delaware.

Mr. Hackett has been a lecturer from time to time at the University of Pennsylvania and at Boston University. He is well known as an expert on propaganda and propaganda techniques.

This article was first delivered as a speech before the Public Relations Society of America, in November, 1959.

SINCE THE SOVIETS, with their first Sputnik, extended the science of Geopolitik to outer space, we have been hearing a great deal about propaganda in its international sense. The Sputniks and the moon rockets are now identified by the professionals for what they are, but there has been considerable frustration about our own efforts in this area. There is despair over Russian mastery of the propaganda weapon and our own apparent ineptitude.

Well, what the Soviets performed, of course, was the reenactment, in the most advanced scientific trappings, of the most ancient device known to statecraft. Here, in modern dress, was the ancient story of Joshua before Jericho—the old legend of invincibility which whispered that, when Joshua blasted the horn, the walls would come a tumbling down!

The United States Information Service reports that there are, in the Soviet Union, not less than 6,000 special schools of propaganda with an enrollment of 185,000. On a higher level are some 200 propaganda colleges, with many giving graduate training to several thousand advanced students.

In contrast, the American approach to this activity is somewhat naive. Because it is an appeal to emotion, Americans are apt to regard it as a rather unsporting technique, something either a little shameful, like cheating on quiz shows, or as a monstrous perversion of privacy and decency, like brainwashing.

The typical American reasons that, since most of the “propagan-

dists” he knows about were liars, then propaganda itself is necessarily a lie.

Unhappily, this attitude not only handicaps efforts in this country's behalf elsewhere in the world, but renders us highly vulnerable to propaganda from European sources and, if the truth were known, to the more worldly elements in the United States which are not above taking advantage of this weakness.

Broadly speaking, we can describe propaganda as an activity designed to advance a cause through enlightenment and persuasion. But this drugstore definition falls far short of reality. Propaganda is not to be confused with “publicity” or with “advertising” or “promotion.” It is not a collateral activity undertaken reluctantly as a means to an end. As practiced by the masters, it is an end in itself.

It is sometimes argued that propaganda activity is a function of the authoritarian state and is inadmissible in a free society. I doubt that this is necessarily true. Dictatorships have been more *attentive* to the function of propaganda, but primarily because, contrary to most belief, they are far more dependent upon public opinion than are the democracies. When public opinion turns against a dictator, the most terroristic of regimes will fall, sometimes with surprising speed. The reason is that the dictator cannot live with a 51 per cent vote of confidence. He must have 100 per cent or none at all, as Machiavelli pointed out long ago.

No, the environment essential to mounting an effective propaganda program is not one of political

forms. Successful propaganda functions only in the presence of two conditions: First, a *clearly understood, long-range objective—a cause*; second, a *fervor or a zeal, a dedicated sense of mission necessary to a widespread emotional response*.

It is important that we understand propaganda as fully as possible, to recognize it, and to do as best we can to offset its effects when they are directed against us.

Successful propaganda rests upon the *clarification of objectives in terms which dramatize and characterize the case*. No campaign can succeed without a concept which, in a memorable phrase or in a dramatic gesture, summarizes and symbolizes the whole substance. One of the most brilliant strokes in the whole history of propaganda was that with which Lincoln, in the third year of a war which seemed to be a hodgepodge of conflicting claims, reduced its whole context to one irreproachable and inescapable issue—human slavery.

Lincoln was, among other things, a poet, and it is no accident that poets have been among the master propagandists in many ages. There is an intimate connection. The poet's role is to articulate the feelings and the aspirations and the hopes which mute, inglorious mankind hopes and wants so desperately to hear. It is the poet who enunciates the case in clear and clarion tones. Wordsworth called poetry an "overflowing" of human sentiment.



Many commentaries on propaganda seem to limit their concern to "language." They associate propaganda more readily with what is said rather than with what is done. Propaganda is characterized less by sober facts than by images or impressions which we derive by association—for the most part through tokens or symbols which are remembered and even revered long after the detail has fled.

Symbols represent a sort of code or shorthand through which ideas and institutions gain identity. They do not always have visual forms, but whether abstract or specific, they have a vital place in the history of civilization. Sometimes an actual mark or insignia serves. Beyond question, the most successful visual symbol on record was that introduced by St. Paul. Roman sentries were often outraged to

find that, during the night, by mysterious means, there had been etched in the sand along their paths of duty the sign of the "T." This, and later the cross, came to have a meaning and portent which drove the enemies of Christianity into de-

feat.

It is an interesting corollary that, during World War II in occupied countries—also suffering from tangled communications—a similar symbol appeared with inspiring results. The "V for Victory" cut into the wall over a Nazi Storm Trooper's head was a sign that hope had not fled and that the day of retribution would come.

Successful propaganda is invariably affirmative, positive, dynamic. It is for and not against; it is most successful in suggestion rather than in detail. It is often effective in discrediting or smearing but the gains it records in this area are mostly temporary. Destructive propaganda generally runs to excesses and, as it begins to offend, it ceases to convince.

Successful propaganda is allied invariably with high moral purpose. It must appeal not so much to what people think about themselves, but what they would *like* to think about themselves. The real motivations of the human being reflect all too frequently things he would not or could not admit, even to himself. Time and again, appeals are couched in such terms that the very act of dissent seems a reproach to the verities.

Propaganda is emotional rather than intellectual. The ideas that grip men's imaginations are not always the products of sober reflection or learned counsel. Quite often they are grandly impractical, not infrequently they are sheer nonsense. But pro or con, good or bad, they are not implanted by intellect alone, and, as Jonathan Swift said, "How can you reason a man out of something he wasn't reasoned into?"

Conviction requires more than a simple judgment. What we believe about things—the scales on which we evaluate the facts—are of an intangible nature, the product of a long series of impressions, many of them irrelevant, many of them long out of date, often more the product of the viscera or the libido

than the brain. Impressions are built up layer by layer in laminations so closely woven and intertwined that they become indistinguishable and inseparable. They are conditioned by our background, our experience, our reactions. We can no more identify their source than we can attribute our religious beliefs to a single sermon or our prejudices to a single episode.

When the facts point the way to truth, we can stand on simple presentation. But facts often mean different things to different people.

Words themselves become symbols if they are used to convey the emotional as well as the literal shade of meaning. More than any other single thing, words have been the instrument through which hearts have been moved and exalted throughout history. And words in themselves have often proved as dramatic as the gesture. Like the poet, the successful politician is the man who can suffuse his ideas with an emotional ring precisely suitable to the need, and whose words become ideographs of his intentions.

Nonetheless, it is the action and not the word which is the essence of propaganda. The action gives validity and conviction to the words which otherwise may prove empty.

American industry's efforts to win popular support have been handicapped by the need of symbols identifying business interests with those things wanted so desperately by humanity and an answer to those which link commercial gain to unworthy effort and enterprise to selfishness, ruthlessness, or greed. I am personally guilty

sometimes of negative thoughts about positive thinkers, but there is little doubt that failure to take a positive course puts one at a disadvantage. The effective posture is the one which *puts the burden of complaint upon the detractor*, and I think business, particularly, has been slow to take the initiative in this respect.

In the search for symbols, industry and business seem to me to have played into the hands of their detractors. Symbols, to be serviceable, must be above the profane and the trivial. We have too often devalued their worth through indiscriminate use. *Science*, a particularly good symbol potentially, has been given the most destructive abuse since the 'Dear Mom' letters of World War II. On a single night of television recently, I heard science invoked serially in the interest of hair tonic, ladies' and gents' underpants, dog food, glue, and shoe polish. Here we have a majestic word which once had all the grave dignity of a plate umpire. Since being classified in frivolous pursuits, it has, I am afraid, lost its stature and its impressiveness.

There is, of course, a fundamental strength in Truth, and ultimately it prevails. There is fundamental strength in Right, yet sometimes neither Truth nor Right are self-evident. I would like to see Truth and Right given as lively and as attractive a package as Falsehood and Wrong. Otherwise, the devil has all the catchy tunes, and I see no cause for solid characters like Truth and Reason to be presented as squares.

Promising approaches are often

ruled out because they seem to be abstractions and are abandoned in favor of the appeal to material rewards. Yet, the fact is that abstractions are the very qualities to which the human spirit is most sensitive. Love, duty, freedom, patriotism, tolerance, charity—these, too, are abstractions. Yet, more than anything else, they have moved the world.

When we leave the abstractions and move into the area of material gain, we leave all the lessons of successful propaganda behind.

In giving such vast emphasis as we do to our new cars and our electric mayonnaise mixers, we have, I think, run a little ahead of the human pack. Everyone wants these advantages, to be sure, but material rewards need sanctification to justify their existence. The culture just does not yet give its sanction to spendthrifts or to selfish gratification.

There is a fundamental difference between the sale of a product and the sale of an idea or an institution. Ideas are not commodities; they cannot be transferred from seller to buyer, increasing the supply of one and shrinking the inventory of the other. They are subject only to the much more personal process of sharing. When you base your appeal to me upon *gain*, the only emotional chords you have plucked are those I cannot admit to myself—envy, greed, selfish interest. You have appealed not to those things in which I take pride, but to those things of which I am ashamed!

The decision to buy a Pontiac or a Ford requires nothing more of

the customer than a sober weighing of the facts in a field well within his personal experience. The only thing at stake is the division of a certain sum of money. There is competition, but no conflict.

*In the area of ideas, however, conflict exists all the time. Conviction cannot be budgeted among competing influences, for, when we accept one premise, we must reject another.*

A product which fails to attract a market can be altered and redesigned. Public taste and preference prevail. But ideas and institutions cannot compromise principle simply to gain popularity. If an idea cannot win public support, it will be put aside; if honestly presented its loss is honorable, and perhaps temporary. But if it abandons its basic principles, it will still be rejected as insincere and is beyond honor and beyond resurrection.

So, in selling ideas, we must return to methods suitable to the situation, and the "handout" principle will not suffice. Throughout human history, the deep and enduring allegiances have been achieved not through the shared bonanza as much as through the shared sacrifice. The Prime Minister of Britain remembered most affectionately is not the one who initiated the dole, but the one who stood only for Blood. Sweat and

Tears. Washington and the Continental cause made their most effective appeal not with talk of free lunch, but with the hard reminder that these were times to try men's souls, times when—"the summer soldier and the sunshine patriot will flinch from the service of their country."

Who can tolerate himself in the role of a "sunshine patriot"? Appeals to conscience, to responsibility, to man's better side, square with the individual's sense of his own worth. The social discipline of law recognizes this principle well, for it presumes virtue until proven otherwise.

Whether we are selling ideas or institutions, the sum of man's experience shows that human behavior is shaped more significantly by his emotional response to challenge. In America today, circumstances often deceive the cynic as to the selfishness of motives and the values attendant to a mess of pottage. I, for one, think they are badly deceived. A people which has endured torture, deprivation, and death to attain its ends is not for sale to any bidder. If we follow the lessons of history in reaching the minds and hearts of humanity, I think we must conclude that men serve not in accordance with what they receive, but with what they may, by the Grace of God, have the opportunity to give. ♦



*Enlighten the people generally, and tyranny and oppressions of body and mind will vanish like evil spirits at the dawn of day.*

Thomas Jefferson

# The Men in the Red Woolen Underwear

By BARNEY KINGSTON

**D**ID YOU EVER WONDER why so many potential new member guests show up for a meeting or two and never come back? Or why so many new members drop out of the club after attending a few sessions?

I'm sure you've all heard plenty of reasons for this—particularly if you're a club officer responsible for building membership. Some tell you they've just been made manager of the Beer Can Committee of their local Chowder and Marching Society, others have just taken on greater responsibilities at the office.

But after observing these phenomena for over five and a half years of Toastmasters life, I'm convinced most of these excuses are flimsy rationalizations. I've been doing a bit of research on the subject, and I've come to the conclusion the culprit who really causes us the loss of so many fine, would-be Toastmasters is that old devil, *fear*. Yes, just plain, unadulterated *fear of speaking before a group*.

If you're afraid to travel by plane, the only way you will overcome this fear is by taking frequent air trips. You'll never overcome a fear of the water until you plunge in again and again. And you will never overcome a fear of public speaking until you stand up on wobbly legs and deliver—over and over again.

Some of my more erudite friends may not like the ABC simple ap-

proach I take. "It can't be that easy," they say. But let me tell you about the struggles of a man I know—a man who had an almost pathological fear of speaking in public.

This man used to be a copywriter in the advertising department of a large mail order house. Because he was a good writer he was eventually promoted to the post of advertising manager of his department. Each Friday there would be a group meeting. New programs and problems were discussed. Whenever this fellow would be called on he would stutter, stammer and sputter—an agonizing ordeal for all concerned.

Few of the people present at the meetings knew that this fellow came from an orphanage, had no parents, and had a terrifying fear of expressing himself before more than one person. He finally had to quit his job. He took another one with a magazine where all he had to do was to write ads. But soon he again won a promotion—to a sales manager's post.

Once again he found himself facing his old nemesis—public speaking. He was tempted to chuck everything and look for a non-speaking job. But he realized that he had reached a pivotal turn in the Road to Success; he had either to overcome this fear of speaking or sink into the Sea of Mediocrity.

A friend talked him into joining a Toastmasters club. At first he



was overwhelmed at the high calibre of public speaking ability of even the newest member as compared to his own. Several times he was so embarrassed he was on the verge of throwing in the sponge. But that success goal dangling in front of his eyes kept him going.

One evening, a club member who had noted the poor fellow's constant tenseness, his head turning, nervous gestures and halting speech, could bear it no longer. At the end of the meeting he walked over to the poor perspiring speaker and offered some advice.

"Do you know what's the matter with you?" began the kindly Toastmaster. "You're so wrapped up in your fear of the audience it's impossible for you to express your thoughts naturally. If you'll try to forget your audience and concentrate on what you want to say you'll lose a great deal of your fear.

"If you will simply imagine that everyone in your audience is wearing red woolen underwear," he said, "you'll suddenly become aware of an amazing personal feeling. The thought will make you smile, visibly; it will tend to make you relax, and you'll find it will help you breeze through your talk."

It worked!

This is not to say that this fellow became a Patrick Henry or a Winston Churchill overnight. But he did finally break through the bar-

rier of fear that had chained him for most of his life. From that moment on he never missed an assignment. He volunteered on every occasion. Soon he even began accepting outside assignments. Finally came that wonderful moment when he won a District Speech Contest!

I happen to know that this fellow had tried everything to overcome his fear of public speaking before he joined Toastmasters; he had read every book on the subject, taken all kinds of mail order and correspondence courses. But it was only when he became a Toastmaster that he showed any progress whatever.

If you get the idea that I'm plugging Toastmasters, you're perfectly right. I'm grateful for what this wonderful organization has done for me—for naturally you've guessed that the fellow I've been talking about is myself. And if anyone reading this understands what I've been trying to say because he has a similar fear, then I suggest he remember "the men in the red woolen underwear." Try it. I guarantee it will be a most powerful help in slaying that old dragon of fear. ♦

Barney Kingston is merchandising director of "Salesman's Opportunity Magazine," Chicago, Ill. He is a member of Club 371, District 10.

# OF DIARIES AND SPEAKERS

By ADRIAN D. SMITH

**T**HERE IS NO SUCH THING as a dull diary," a friend of mine once told me. He had been reading the diary of his grandfather, and although the daily entries were short and confined generally to comment on the weather, there were scattered through them notes on the price of wheat, the death of neighbors—in short, the big and small affairs of farm life.

It was not a dull diary. From those factual, cryptic jottings emerged the picture of a man, and of rural Michigan in the late years of the 19th century, a time that is now history.

I share my friend's enthusiasm for diaries. The published records of diarists and journalizers provide a picture of bygone days of unequalled value for historians and of absorbing interest to all who look to the past for instruction or entertainment. An unpublished

diary, a record of some departed observer, is a treasure to be valued beyond all heirlooms or antiques. Truly, there is no such thing as a dull diary.

My friend and I are not alone in our enthusiasm, of course. The literature of our western world is rich in these highly personal records and no pains have been spared in giving them publication. Samuel Pepys, the best-known diarist in the English-speaking world, employed a curious shorthand for recording his daily doings. It was the work of years for scholars to decode and translate them into readable prose. It was a worthy work; the diary reveals not only an interesting and complex personality, but since Pepys occupied a key position in government, it places before us a marvelously intimate picture of the political and social life of Restoration England.

William Byrd of Westover, Virginia, was another who kept his record in shorthand. His diary, too, has been translated and published; and although it hasn't the universal interest of Pepys's work, it is filled with detail of the daily activities of a great Tidewater planter in the early years of the 18th century.

Why did such men as Pepys and Byrd keep diaries?

The pains they took to render their writings secret indicate they had no thought they would ever be read by others. Their motives in writing can only be guessed at. Perhaps a psychologist would surmise that they possessed some ill-defined compulsion to "confess."

The motives which produced other famous diaries are not so obscure. It is quite obvious, for instance, that John Adams was conscious he was playing a vital role in the history of his time. In his diary, he was writing history, day by day. He was writing for his own reference and for that of posterity.

The same is true of John Quincy Adams. It was, in fact, a characteristic trait of several generations of the Adams family—a well-developed sense of history, a strong feeling for the relationship between past, present, and future. The result? A tremendous outpouring of records, not chatty and familiar but all pertinent and all authentic.

A similar motive must have prompted President Polk to keep a diary during his term as chief executive. President Polk wrote well;

if there is some tendency among recent historians to elevate him from the ranks of our "weak" presidents, his good fortune, in large part, may be attributed to the personal record he left behind him.

The same motives have moved lesser men who may not have felt themselves central figures in history, but it is a rare individual who puts no value at all on his own experiences and thought.

When Philip Vickers Fithian, in the autumn of 1773, accepted a job as tutor for the children of Robert Carter in Nomini Hall, in Virginia, he was well aware of the interest his diary would have, particularly for his sweetheart whom he was leaving behind in New Jersey. Portions of his diary found their way into the letters he wrote her and it can be assumed he was using his daily entries as both memory aids and as a first draft of a loving epistle.

Philip Fithian's diary pleased many besides his sweetheart. Among published diaries I believe it is my favorite. To read it is to be transported to the Northern Neck of Virginia, there to share in the life of the plantation society that produced so many of the national leaders in the first years of our Republic. The time and place is fully recreated: the restiveness of his pupils on warm spring days, the wasteful farming practices of the planters, the open-handed hospitality and the comings and goings of many guests, the slow shaping of



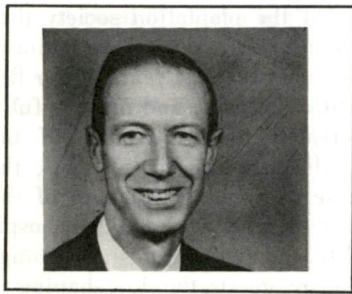
opinion that finally led to the Revolution, the quarrels of his pupils and the troubles into which their high spirits carried them, the diseases and ailments which were such a hazard to life and which produced (by present standards) a shocking mortality rate. To turn the pages of Fithian's diary\* is to turn back time.

There is still another motive that has prompted men to write daily records. Henri-Frederic Amiel at times regarded his journal as a sort of conversation with himself. And in his entry for July 18, 1877, he wrote: "Conversation with self is a gradual process of thought-clearing."

The Geneva professor was not the first nor the last to make this pleasing discovery: that one of the best ways of giving clarity and precision to thought is to put it into writing. To do it on a daily basis is to submit oneself to an educative regimen of supreme value.

Still others have turned to the diary for largely utilitarian purposes. Emerson drew the material

\* Published by Colonial Williamsburg, Inc., Williamsburg, Virginia, under the title, *Journal and Letters of Philip Vickers Fithian, 1773-1774: A Plantation Tutor of The Old Dominion.*



*Adrian D. Smith, past president of the Lansing (Mich.) Toastmasters 639-62, is Senior Project Engineer of the Oldsmobile Division of General Motors Corp.*

for his essays from his diaries; Thoreau drew from his for his writings and lectures; and in Hawthorne's diaries are to be found, in embryo, the tales and short stories that won immortality for him in American literature.

But what of the speaker? What of the Toastmaster? Has the diary a use for him?

Generally, the good speaker is not a man much given to reflection or to the careful study of the niceties of thought. He is more apt to be a heady tactician than a studious strategist. His talent is fostered in the hustings, not in the cloister.

Even so, the diary can prove a useful tool to him. He can use it to record the stories and anecdotes he hears and hopes one day to use in a talk. He can note possible speech subjects and cover in detail the points he wishes to make as they occur to him. He can benefit from the clarifying influence of writing on murky or devious thinking.

Finally, and perhaps most important, he can look upon his diary as a challenge: each day to see something in all its details, to hear something in all its nuances, to experience something fully, and to record all this accurately, grammatically, and interestingly. A diary used in this manner will be more than a tool for a speaker, it will be an education. ♦

## Oklahoma Toastmasters



By R. M. CRATON and RICHARD GOBER

"MAYBE WE'D BETTER FORGET about it; maybe it would be a fizzle if we tried it."

The speaker was John W. Dunn, director of Oklahoma educational television. The time was the middle of March, 1959; deadline for scheduling fall programs was April 15. The question: Would Oklahoma Toastmasters be willing to attempt a weekly program of 17 telecasts, beginning the first Friday in October, utilizing the combined talents of clubs in District 16?

The magnitude of this problem was enough to startle the group of area, district and club officers who were meeting with Dunn. District 16 is over 600 miles wide, stretching from Woodward, Okla., to Fort Smith, Ark. Over 100 Toastmasters would be needed for the program. Scripts would have to be written, timed, rehearsed, arrangements made, publicity planned, transportation furnished. For this would not be just another Toastmasters TV show; it would be a long-range project providing acceptable speech, education and leadership

training-in-action to an audience of almost unlimited potential.

It all started when Lt. Gov. Roger Kleinschmidt and a group from the Bluestem Club 1433 of Bartlesville drove to Norman—a distance of 182 miles—to tape a half-hour Toastmasters TV program. There they met with a disappointment; due to a misunderstanding about time, the program could not be aired. They were invited to audition the program before Dunn and Mark Fuller, KETA-TV studio director. Both men expressed their interest in an expanded program.

Educational television in Oklahoma was started by an act of the State Legislature, and is supported by appropriations from the State, contributions from individual donors and grants from such educational foundations as Ford and Kellogg. The Toastmasters program would fit in well with their presentation ideas. The problem was, could it be done?

The pioneering spirit of the great Southwest is not dead. Oklahoma Toastmasters accepted the chal-





*Toastmasters of "Speak Up" executive committee rehearse for grand finale of TV series*

lence of this adventure in communication with a spirit which would have pleased their pioneering forefathers.

Because of transportation difficulties, it was decided to confine the project to Toastmasters of the Greater Oklahoma City area. District Governor (now *past*) Dr. R. M. Craton called for a poll of the 18 clubs in the area; 17 responded with an enthusiastic "yes", and the one dissenter changed its vote to make a 100 per cent agreement. Joe Tamalis, Club 2756, was appointed program director, a task which he accomplished with outstanding success. Leon Meler, Club 709, was chosen as educational director, and Ben Berger, Club 1773, a veteran journalist, agreed to handle the publicity. A great deal of the credit for the success of the enterprise belongs to these men.

The program was divided into four units of 25 men, each unit to be responsible for four shows, while the final show would be handled by the unit managers and district officers. Would 100 qualified

Toastmasters please volunteer? Over 250 men responded. From these the groups were selected, with unit managers Herb Collins, Club 862, George Millsaps, Club 1773, Joe Dean, Club 627, and Dr. Craton, Club 709.

The series was titled "Speak Up" and the first 12 programs followed the outlines of the 12 Basic Training speeches. The remaining programs featured debates, table topics, conferences and demonstrations of TM techniques. Each script was carefully written, bound and submitted to the station in advance. A standby video tape was prepared in case inclement weather should prevent travel to Norman for broadcasting. This tape, however, was not needed. Each unit was required to have a complete standby program ready in case of accident.

Oklahoma Governor Howard Edmondson was invited to open the first program. He was unable to attend, but Lieutenant Governor George Nigh officially introduced the series. Both Governor Edmondson and Lieutenant Governor Nigh

are former Toastmasters. Other participants on the first night were District 16 Governor Travis Freeman, the four unit chairmen and the educational and program directors.

Publicity for the series was excellent and effective. The Home Office of TMI sent us an abundance of printed material, including the pamphlets "Introducing Toastmasters" and "The Speakers Profile." Clubs were asked to promote "Speak Up," to see that material was posted on company bulletin boards, and to have published wherever possible some comment or announcement of the show. The Sunday editors of *The Oklahoman* and *The Times* gave us some fine stories. Copy was written by the unit managers and every program was mentioned in the TV sections of local newspapers. Over 100 service clubs and other organizations were sent special information about Toastmasters and were given a copy of the November issue of *THE TOASTMASTER*, which featured Oklahoma City as Town of the Month.

What were some of the gains to Toastmasters from this pioneering experiment?

Men of District 16 feel that there were many. Over 100 men received valuable experience and training.

The wonderful publicity gave new impetus to the clubs, bringing many new members and reviving the interest of old members. Each participating club felt the incentive for better performance. Many of the club, area and district officers used the series as a source of new ideas for club activities.

Speaking for the educational TV network on the final program, John Dunn said: "I only wish we could get other organizations in the State of Oklahoma, who have a purpose—an educational purpose in the background—to come in and work with us on a series of programs as hard as Toastmasters International has worked with us."

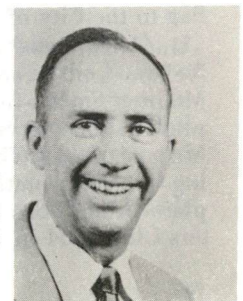
Since the end of the series, other organizations have followed the lead of the Oklahoma Toastmasters and have used educational TV for similar programs. The Oklahoma Bar Association is now presenting a program in our former Friday night spot and officials of the educational TV network have asked us to consider another series for presentation during 1960.

Our 17-week series of half-hour programs added up to an eight-and-a-half-hour "commercial" for Toastmasters. It brought us new prestige, new friends and new members. It was well worth the effort. ❖



◀ *R. M. Craton, D. C., has been in continuous practice of Chiropractic for 22 years. A member of Capitol Hill Toastmasters 709, Oklahoma City, he is past governor of District 16.*

*Richard Gober, an electronic specialist, was governor of District 14 (Georgia) before moving to Oklahoma last year. He is a member of Club 1032, Oklahoma City.* ▶



# NOTES *from the* HOME OFFICE

In the February issue of THE TOASTMASTER, Scott Olmstead of Club 84, Olympia, Wash., wrote an article titled, "Keep It Simple." As an example of how involved language can get, the article ended with a three-paragraph statement filled with some real jaw-breakers. Mentioning the article in his popular *Los Angeles Times* column, Gene Sherman quoted the three paragraphs, adding that we obviously had our tongue in cheek when we ran it under the heading, "Keep It Simple."

A few days later, Sherman received a letter from Barbara Taylor, a junior high school student in Lakewood, Calif. Her English composition teacher, she said, had made the class memorize the tongue-twister and also learn the meaning of each word. "From now on," she pleaded, "please keep it simple."

The Home Office has sent a letter of sympathy to Barbara and her classmates and a gift subscription to THE TOASTMASTER to her English teacher.

**Toastmasters in Rockford, Ill.,** have presented a new 50-star flag to the City of Santa Ana.

International President Emil H. Nelson and Executive Director Maurice Forley recently made the presentation to Santa Ana City Manager Carl J. Thornton. In making the presentation, Nelson explained that Forest City Toastmasters Club 1764 in Rockford, origi-

nally planned to present the flag to the Home Office. When they learned that Toastmasters headquarters is in the city-owned Community Center Building in Santa Ana, the club suggested the flag be presented to the city. The flag now proudly flies over the building which, in addition to the Home Office, also houses several public service and governmental agencies (see pictures page 20).

\* \* \*

**We seldom use poetry** in THE TOASTMASTER magazine, but we feel obligated to pass along the following contribution from J. G. Long of Liberty Bell Club 1010, Philadelphia. Toastmaster Long calls it "Appraisal."

My speech tonight—  
A splendid thing.  
Well-organized. Engaging.  
The timing right.  
Good opening.  
Strong tone throughout. Good staging.  
In fact, it made such rare good sense—  
I wish I'd had an audience.

\* \* \*

**You have to give District 35** credit for thoughtfulness. When President Emil Nelson and his gracious wife, Lorraine, attended the District 35 Conference last month in Madison, Wis., they were pleasantly surprised to find it was being held in the Lorraine Hotel. Obviously their rooms were referred to as "Suite Lorraine."

It's always encouraging when members tell us how their Toastmasters training is helping them. Reporting on his progress, Arthur W. Buffington, president of Club 1001-28, Toledo, Ohio, writes:

"Since my acceptance into Toastmasters and through the enthusiastic help of all the members of Club 1001, I have been elected and proud to serve the following: president, board of trustees, First Presbyterian Church; president, school PTA; vice commander, Toledo Post, American Legion; chairman, Toledo Zoo Membership Drive; Lodge chaplain, and councilman for the City of Maumee, Ohio."

During his first two years as a member of Club 572-48, Birmingham, Ala., Travis Plunkett reports he attended 79 consecutive meetings. Recently assigned to a supervisory position with the Jefferson Co. Health Department, Plunkett has been forced to discontinue temporarily his membership.

"There is no doubt," he writes, "that Toastmasters has made a better citizen of me. In addition to holding several offices in the club, since joining Toastmasters I have been given a full-time teaching assignment at my Sunday School. I have also been elected president of the Jefferson County Health Workers Association, vice president of the Alabama Association of Sanitarians, vice president of the Bluff Park Civic Club, and president of the Bluff Park PTA. I have been a guest speaker at the School Teachers Institute and have assisted in teaching classes in public health at the University of Alabama Medical School."



TM Daniel Baggett (L) receives Ambrose the pink pig from TM Fred J. Schmidt

**Most clubs have an award** for the weekly "ah" winner. Club 3052-48, Craig Air Force Base, Selma, Ala., presents "Ambrose," a ceramic pink pig to the "ah" winner. But the presentation of Ambrose is only the beginning. The winner is required to carry the pig with him wherever he goes—to church, to the office, to the movies, to the homes of friends—until he passes it on to another member at a subsequent meeting.

\* \* \*

**Congratulations to O. J. Phillips**, member of the Board of Trustees of the Toastmasters International Foundation. Mr. Phillips has been appointed vice president and managing director of E. R. Squibb and Sons of Canada, Ltd.



*Herb Williams of Wekearny Club 1898 relates an amusing table topics anecdote which is being recorded for eventual play-back*

## Record Your Speech

By A. A. BUSCH

A TAPE RECORDER has joined Wekearny Toastmasters Club 1898. From all indications, the newcomer will be a permanent program participant.

Our members had previously discussed whether using a tape recorder was worthwhile or whether its operation would interfere with the smooth running of the meeting.

An opportunity to resolve this question presented itself when one of the members obtained a tape recording of an excellent speech he had heard at one of his graduate courses in communications. With a tape recorder borrowed to play back the speech, we spent a couple of hours trying the recorder out at our next meeting.

First, we recorded Table Topics, since all the members participate in this part of the program. Our regular set-up of putting five or six tables together with the members seated around the tables is ideal for

recording purposes. The microphone was placed at the center of the tables and its lead was run to the recorder which was located near the sergeant-at-arms. The Topicmaster called on each member in turn while the sergeant-at-arms monitored the recorder. Each member gave the usual one minute table topics speech. The recorder ran continuously.

After all the members had participated, the tape was played back, with some surprising results. Some, who had never heard a recording of their voice, listened with expressions of incredulity to the voice (sound) coming from the recorder. "Is that me?" their expressions seemed to ask as they listened intently. Good-natured chuckles greeted side remarks which were not intended for reproduction but which were, nevertheless, faithfully reproduced by the recorder. On the whole, however,

members seemed to take greater pains to speak more clearly and distinctly when they knew they were being recorded.

The tape recorder was then used for the regular speakers' program. The microphone was moved to the lectern so the speech-to-noise level of the recording could be kept to a minimum. A small change in the program's format provided for the speaker's evaluation directly following his speech rather than after all the speeches were completed. As a result, introductory remarks, the member's speech and its evaluation were recorded on a single roll of tape.

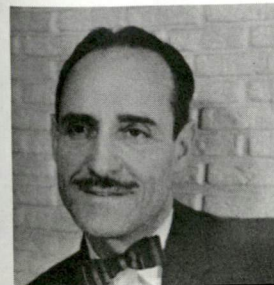
At the completion of the recordings, we discussed whether we should obtain a recorder on a permanent basis. Costs of a tape recorder and tapes were investigated and it was pointed out that since we planned to record the narrower frequency range of the voice rather than music, a medium fidelity recording instrument would be more than adequate for our needs. With a tape speed of 3¾ inches-per-second and dual recording heads, readily available in medium-price instruments, about two hours of program material can be recorded on a single 1200-foot roll. This would enable the 12 Basic Training talks, plus approximately five minutes of introductory re-

marks and the evaluation for each talk, to be recorded on a single tape. A simple calculation showed that the cost of a tape recorder and individual rolls of tape for each member would cost no more than we would ordinarily pay for a good dinner.

From the cost standpoint, obtaining a tape recorder was no problem. Members liked the idea of recording each of their speeches on a single roll of tape. They voted unanimously to obtain a tape recorder and several dozen rolls of tape.

We have been using a tape recorder now for about six months and have been quite pleased with the results. Newly inducted members are handed a roll of recording tape in addition to the Toastmaster's Basic Training Manual and lapel button, and are told that if they wish, all their speeches will be recorded. So far, everyone has participated in the feature. A big improvement is expected between a neophyte's icebreaker speech and his performance toward the end of his Basic Training.

In addition to other benefits, a tape recorder provides a speaker with a "report card" of his early efforts. By reviewing the evaluations given after each speech, he can learn how to improve his future talks most effectively. ♦



*A. A. Busch is a Quality Assurance Engineer with the Western Electric Company in Kearny, New Jersey, and member of the Institute of Radio Engineers and the professional groups on Reliability and Quality Control and Industrial Electronics. He is Sergeant-at-Arms of the Wekearny Club 1898-46.*



ABOVE: Justice Tom C. Clark of U. S. Supreme Court presents Golden Anniversary Book of Scouting to TM's of Dist. 36 in appreciation of their services in "Operation Patrick Henry," Scout speaking project, for 2nd year. (L to R) Douglas Chaffin, Club 1795; Gardner Walker, 827; Ralph Webster, 1254; Maurice Ezzell, 1847; Walter Hand, 1795; Justice Clark; Int. Dir. Herman Hoche, 1314; John Stephenson, 1037; Ellis Gordon, 1037; Malcolm Kent, 1314; Dan Keenan, 2937. Absent because of illness was Dist. 36 Gov. William Spicer.



LEFT: Area Speaker of Month trophy is popular new feature of Akron, Ohio, Area 1. Area Gov. H. R. Baumgardner, originator of idea, displays trophy (R).

BELOW LEFT: Forest City TM's of Rockford, Ill. prepare 50-star flag as gift to TMI. (L-R) Sgt.-at-Arms Robert Lund, Treas. Albert Winter, Sec. Albert Baldwin, Pres. Gene Rust.

BELOW RIGHT: TMI Exec. Dir. Maurice Forley (L) and Int. Pres. Emil Nelson present flag to Santa Ana City Manager Carl Thornton (R).



## TOASTMASTERS TAKE THE SPOTLIGHT



ABOVE: Newest southern club in TMI, TM's of Camp Leroy Johnson (New Orleans, La.) receive Charter 2993. (L to R) Area Gov. Ted Aucoin, Ed. V-P 1st Lt. Thomas H. Hogan, Dist. 29 Gov. Howard Flanigan, Pres. Major Martin Williams, Lt. Gov. Moses Brenner, Ad. V-P Capt. Paul Todd, Treas. 1st Lt. Robert Peterson.

CENTER RIGHT: It took an oversize gavel wielded by Dist. 37 Gov. F. L. Smith and Pres. Keith McNeal to close charter meeting of Bell Tel Club, Greensboro, N. C. Program included long distance calls to TM clubs in Honolulu, Halifax, Anchorage and San Juan.

BELOW RIGHT: Wilbur Leavell (R) of Eli Lilly Club 311 (Indianapolis, Ind.) receives area best speaker award at annual contest. Fellow club member Doug Brown, 1959 winner, presents plaque.

BELOW CENTER: Tuscany Toastmasters of Livorno, Italy, relax in shade of famous leaning tower after successful Speechcraft course which boosted membership from 12 to 30.



# CLUB TO CLUB

## Thanksgiving-in-January Night

Extolling the virtues of their community as a place to live, the Sarasota (Fla.) Toastmasters held a "Thanksgiving-in-January" program, complete with turkey and trimmings, but with a cornucopia overflowing with oranges, grapefruit, celery and tomatoes as table centerpiece—local products all. Members, wives and the largest number of guests in club history gathered to hear reasons they should be thankful for life in Sarasota.

County Engineer Mo Collins spoke on Florida's billion dollar trademark, the winter sunshine; County Director of Secondary Schools Joe Johansen discussed the excellent school system; Joe Heintz, realtor, enumerated the many cultural advantages of the area; Burt Long, camera shop owner and president of the local Shrine Club, talked on the opportunities for worship of God and for fellowship and brotherhood with our fellow men.

For table topics, Bill Harris, vice president of a Sarasota real estate firm, served as judge while the audience as jury examined the question: "What's wrong with Sarasota?" The decision: "There's nothing wrong with Sarasota."

The club was invited to present the program before a local civic club, and it is expected that the event will become an annual affair.

**Sarasota Club 1958-47**  
Sarasota, Fla.

## Guest Name Card

Our club would like to pass on to any interested clubs an idea we have found extremely helpful when entertaining guests. We keep on hand an emergency name plate or place card, a standup cardboard to which a number of white sheets of paper are stapled. We write or print the guest's name with a grease pencil, the whole card being easily readable even from a distance. This avoids embarrassment when a speaker calls on a guest for comments or remarks and cannot remember his name readily.

By tearing off the top paper, the place card is ready for the next guest.

**NCO Club 165-9**  
Larson Air Force Base, Wash.

\* \* \*

## Across-the-Border Program

The Massena, N.Y., Toastmasters and the Cornwall, Ontario, Toastmasters have instituted a get-acquainted hands-across-the-border program. Recently the Massena Club held its regular meeting in Cornwall, and invited the Cornwall Club to attend and furnish evaluators.

The following month the Canadians returned the compliment, crossing the border for a meeting in New York attended by the Massena Club.

**Massena Club 2110-34**  
Massena, N. Y.

## International Meeting

When a member of the Mason Dixon Club won his fourth "best speaker of the week" award, the occasion was considered important enough to warrant the presence of reporters and television cameramen who not only covered the event for four Southern states but later saw it translated into Dutch for telecasting over the Netherlands National Television network. The speaker, Captain Pieter Smit, is a member of the Netherlands Air Force Detachment which has been studying at the Redstone Arsenal; the occasion was his farewell meeting as his Detachment was leaving the base.

Honored guests at the meeting were Huntsville Mayor R. B. Searcy and Mrs. Searcy; Captain and Mrs. Van Dam, Commander of the Netherlands Air Force Detachment; and Colonel and Mrs. Eubank, Deputy Commandant of the Army's Guided Missile School.

Captain Smit received his Certificate of Merit for completion of Basic Training, and was given a special award for his contribution to the club. He was also named the club's "ambassador plenipotentiary" to Europe, with authority to establish Toastmasters "outposts" there.

Club members, led by President L. F. Paris, said that the young officer had taught them a great deal about international understanding and friendship. His speeches have been interesting, educational and well-delivered, despite the fact that he was speaking in (to him) a foreign language.

Members of the Mason Dixon Club are military and civilian personnel associated with the Army's missile and the National Aeronautics and Space Administration's Saturn program at Redstone Arsenal.

**Mason Dixon Club 2186-48**  
Redstone Arsenal  
Huntsville, Ala.



*Huntsville Mayor Searcy presents Mason Dixon Club's special award to Capt. Pieter Smit. Club Pres. L. H. Paris (L) approves.*

## Press-Radio-TV Night

Members of Capital City Club played host to the communications media of the Sacramento (Calif.) area with a meeting designed to introduce the representatives of press, radio and television to Toastmasters.

The program consisted of table topics directed toward the guests' professions and speeches entitled "Freedom of the Press Today," "Whither Television?," "Report of Redevelopment," "The Newspaper in the Community" and "Is Radio Passe?"

This was a repeat of a club activity staged a number of years ago and resulted in a "standing room only" meeting. We recommend this theme to all clubs as an excellent way to foster good relations with the local communications media, and to foster good club publicity.

**Capital City Club 142-39**  
Sacramento, Calif.



*Netherlands Antilles Gov. Dr. A. B. Speekenbrink presents charter to Curacao Toastmasters.*

### Curacao Club Charters

In the beautifully decorated dining room of the Hotel Curacao Intercontinental at a gala buffet dinner, members, ladies and guests of the Curacao Club, first TM club to be established in the Netherlands Antilles, witnessed the official presentation of their Charter 1889. His Excellency the Governor of the Netherlands Antilles Dr. A. B. Speekenbrink presented the charter to Club President K. H. Wallien.

Spanish, English and Dutch were spoken with equal fluency during the evening, and the final speech by charter member Charley Debrot was in Castillian Spanish, entitled, "Language of the World."

**Curacao Club 1889-U**  
**Curacao, Neth. Antilles**

\* \* \*

### Rathskeller Night

What would you do if you were in a TM club like ours—with a high rate of attendance, no membership problem, varied and interesting programs, yet still the members demand something "different"? Faced with this demand, our Educational Vice President Arnold Kneitel came up with the "Rathskeller" idea—an evening where members sat around tables in an informal atmosphere, arguing the key issues of the day, and—for this one meeting only—with no evalu-

ation. A debate format was used, with all members and guests assigned to one of four teams, each with a captain. The captain picked the subject for debate, and strict timing was kept as we argued such subjects as "Cars shall no longer be towed away for illegal parking in Wilmington," and "The Supreme Court should be restrained from handing down decisions on matters traditionally handled by the states."

Special meetings are not unusual with us; we have two Ladies' Nights a year, an annual debate with the American Institute of Bankers, a Political Rally Night, Parliamentary Night and many others. But Rathskeller Night proved to be one of the very best. The exhilaration of speaking one's piece on a night unabashedly set aside for fun loosened up some of our shy members; everyone got into the act on an equal basis, and the entire evening helped to build a spirit of comradeship among the members.

**Chemical Capital Club 2535-38**  
**Wilmington, Del.**

\* \* \*

### Pictorial Evaluation

At a recent meeting, a new type of evaluation was demonstrated. State Representative Ed Morrissey, news director of Station KNDO-TV, Director of Photography Willard Hatch and Production Manager Tom Ewing, shot a sound film of one of the topic speakers, Everett Estep, who had been selected by lot at the beginning of the program. The film was rushed through the studio's direct positive process and shown to the club within the hour. KNDO-TV later used the film on its 10:30 News the same night, in a feature story on the club and Toastmasters International.

**Demosthenes Club 972-33**  
**Yakima, Wash.**

### Old-Timers Attend

A 15th anniversary celebration of San Fernando Club 292 honored all former members, and some 40 guests attended. The entire program was presented by the "old-timers" with the exception of evaluation by Past President Clair Nelson.

Theme was "Events, Changes and Advancements in the San Fernando Valley in the Past Two Decades," and speeches included an historical resume by charter member and City Attorney Neville Lewis, a discussion of political aspects by charter member and recently elected State Assemblyman Tom Carrell, and a survey of financial phases of the community by Bank Manager Dave Coldwell.

Local papers and one Los Angeles metropolitan newspaper covered the story for two weeks before the meeting. The publicity has already resulted in two new members.

**San Fernando Club 292-52**  
**San Fernando, Calif.**

\* \* \*

### Receives Award

For the second successive year, a Toastmaster has received the much-coveted award of Federal Civil Service Employee of the Year, at the U.S. Naval Base, Norfolk, Va. Alvin N. Blum, President of Public Works Center Club 1317 and a Supervising Safety Engineer, received the award for outstanding services over and above the call of duty from Norfolk Chamber of Commerce President Pretlow Darden.

Robert L. Fodrey, past president of Club 1317, was winner of last year's award.

**Public Works Center Club**  
**1317-36**  
**Norfolk, Va.**



*Old-timers (L to R) Dave Coldwell, Neville Lewis and Tom Carrell hold trophies inscribed "World's Greatest" from San Fernando Club.*

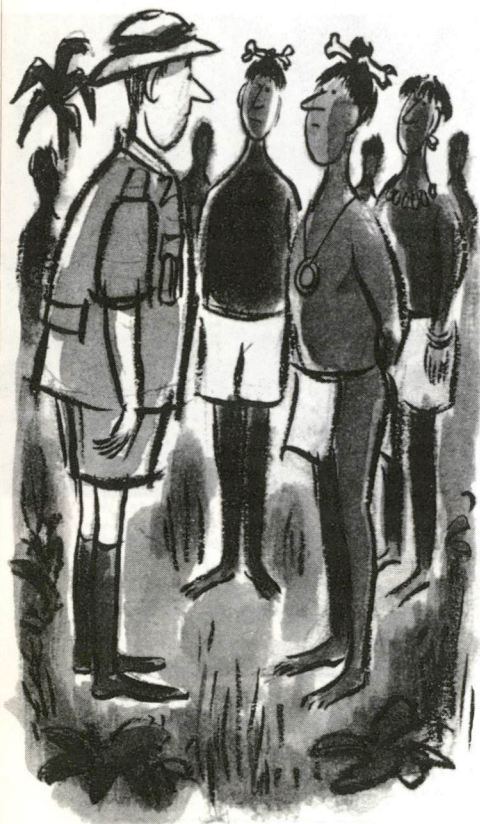


*C of C Pres. Pretlow Darden (L), Capt. Fred Mosley, Commanding Officer of PWCCN and member of Club 1317, and Alvin Blum, award winner, display "Federal Civil Servant of the Year" plaque.*

**Don't forget to include club and district numbers in all correspondence with the Home Office—and be sure they're on your club bulletins, too!**

# It's in the Book

By JAN HELDER



“Put HIM on.”  
“Take HIM off.”

ON THE PROPER understanding of these two simple sentences, spoken in “pidgin” English, depended the success of an important and very costly seismic survey in interior Papua, New Guinea.

HIM was an inanimate object, a battery clip. The people concerned with connecting HIM to an accumulator, thus providing power to an amplifier for recording seismic waves, were stone-age Papuans, many of them adorned with pieces of bone in their ears and noses and practically all of them living, in their minds, in an age some 2000 years behind ours. Our mission was to train these people to perform simple tasks in connection with the carrying out of our survey.

How were we to train these primitive people? First by establishing *contact*; the gap separating their world and ours had to be bridged. We had to *break the ice* and try to explain the white men's motives for flying around in the belly of a big bird, creating artificial thunder and earthquakes and uttering the most incomprehensible sounds.

To sell them on the importance of these things which seemed meaningless to them, we had to explain with infinite patience, and above all, since these simple people seemed to sense insincerity, we had to *be in earnest* about it.

The medium of conversation with the “head-boys” or foremen was “pidgin” English, a language not too difficult for the average Dutchman. But the use of “pid-

gin” English was painfully corrupting our newly acquired knowledge of proper English. Since the Papuans at their very best only knew a smattering of “pidgin,” and were entirely unaware of the names of the white man's “magic” objects, names had to be given after viewing the exhibit and deciding upon what to call it. Before sending one of the Papuans on an errand, the process of explaining the why's and how's and where's had to take place. Each and every little speech *had to be built*, very clearly and in considerable detail. It was important to avoid mutual embarrassment, on our part by receiving the wrong article or wrong information, and on their part by appearing to be stupid, a thing to which they were unusually sensitive. The hands played a great part, in pointing out the direction in which to go, indicating the size of the wanted article, and illustrating any other idea we wanted to get across. It was a case of *hands up*, hands down, hands together, hands apart and hands any other position.

Although we usually got by, it would on occasion have come in useful if we had been born with more than ten fingers. The Papuan language used around those parts is Motu, which to our ears sounded like birds twittering. Every inflection apparently had its own meaning, so here we found another pos-

*Jan Helder, born and educated in The Netherlands, has served with the Shell Company as geophysicist, electrical and instrument engineer in Sumatra, New Guinea, Burma, Sarawak, Colombia and Venezuela. At present he is head of the Central Instrument Shop of the Shell Co. of Venezuela in Maracaibo, and is administrative vice president of Maracaibo Toastmasters 2123.*



sible way of getting our message across—*vocal variety*.

After three exasperating, maddening, almost unbearable months, during which we were sometimes on the verge of being driven completely out of our minds, we finally got response and started the operation.

It worked! When receiving commands over the “voice belong wire” (telephone) our Papuan operators would perform the required actions; they were absolutely elated when they found, unaided, such little snags as a broken wire or a loose connection.

Although we had no Basic Training Manual handy in the New Guinea jungle, we were nevertheless applying Toastmasters principles to our communication problem. Why? Because they *work*; they are based on common sense.

When you address an audience, in your Toastmasters clubs and elsewhere, you have an advantage that we did not have in our jungle task. I feel fairly sure that few of you will be addressing stone-age Papuans, attempting to bridge a communication gap of countless centuries. You have, also, an even greater advantage, for you have your Toastmasters Manual available for consultation whenever you need it. Keep it handy. Consult it, and you can't go wrong; apply its principles, then watch results! ♦

## ZONE CONFERENCES, 1960

May and June are always gold-starred months on the Toastmasters calendar, since they bring the annual Zone Conferences. Attendance and participation at these conferences constitute one of the most rewarding of all Toastmasters experiences.

The question is frequently asked: *What, exactly, is a Zone?*

Toastmasters International is divided into eight geographical Regions. Each Region consists of two Zones, designated as A or B. These Zones are in turn made up of Districts—the average is about five Districts per Zone—and the Districts are divided into Areas, still on a geographical basis. Each Toastmasters club belongs to an Area, a District, a Zone, a Region and to Toastmasters International as a whole.

The Zone Conference is extremely important, and provides an unequalled opportunity for training, new ideas, new techniques and procedures, and fellowship. Here the newly-elected district officers receive intensive training in their duties of club service. Two members of the International Board of Directors conduct the sessions at each conference. These are also open to past and present district officers.

The all-important business meeting has as the main feature on the agenda the nomination of a candidate for International Director. The Board of Directors is made up of two men from each Toastmasters Region, elected in alternate years. The Zone Conference is your chance to help in personally selecting a man who will share the responsibility for guiding and directing the progress of your organization.

One of the most exciting events of the conference is the speech contest. Here the winners of the District contests meet to determine who will travel to the International Convention—this year in Atlanta, Ga.—to compete in the finals. Winners of the Regional contest, also held at the convention, will battle it out at the grand finale for title of Winner of the International Speech Contest. The Zone contest is an exciting affair, and your District candidate deserves your support.

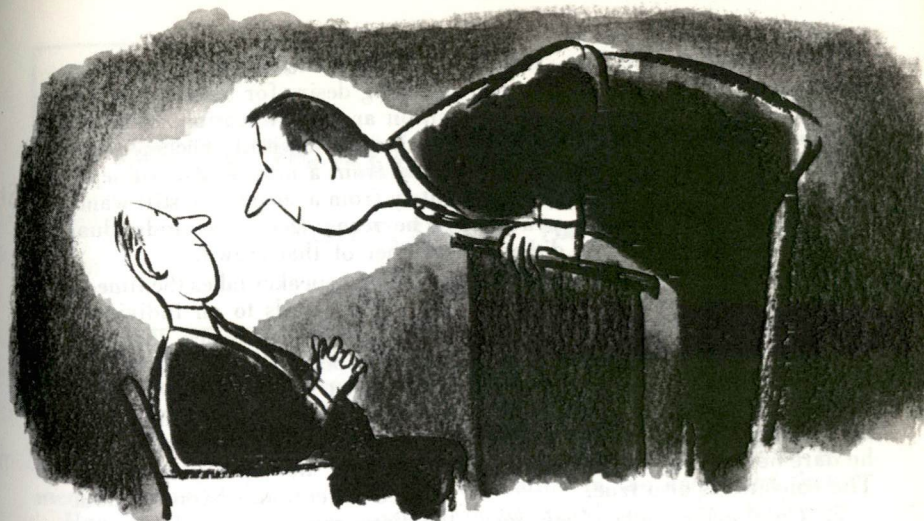
The clubs of your host District have been working and planning for months to make your Zone Conference the best ever. It's an opportunity not to be missed.

## 1960 ZONE CONFERENCES

	DISTRICTS	MEETING LOCATION	DATE	ZONE CHAIRMAN
<b>REGION I</b>				
	George Anderson, Robin Dick			
Zone A	2,7,21,32	Vancouver, B. C. Georgia Hotel	June 4	E. H. Merrick 5465 Elizabeth St. Vancouver 15, B.C.
Zone B	9,15,17,33	Helena, Montana Jorgenson's Holiday Inn 1720 Eleventh Avenue	June 11	Edward A. Engelhart 310 E. Sussex Ave. Missoula, Mont.
<b>REGION II</b>				
	Roy Graham, Max Sacks			
Zone A	4,12,27,39, 49,57,59	Sacramento, California El Rancho Motel West Sacramento	June 11	Thomas Ralph 5660 Robertson Carmichael, Calif.
Zone B	F,3,5,50, 51,52	San Diego, California Stardust Motor Hotel 1210 W. Camino Del Rio	June 24-25	T. C. Hacker 203 Murry Drive El Cajon, Calif.
<b>REGION III</b>				
	Carl Sanders, Dick Smith			
Zone A	22,24,26,55	Cheyenne, Wyoming Plains Hotel	July 2	William Nation 2825 Forest Drive Cheyenne, Wyo.
Zone B	16,23,25, 44,56	Ft. Worth, Texas Hotel Texas	June 24-25	Julian Ira Cristol 5508 Wheaton Drive Ft. Worth 15, Texas
<b>REGION IV</b>				
	Floyd Wangrud, Helge Olson			
Zone A	20,41,42,64	Huron, South Dakota Marvin Hughett Hotel	June 4	Alvin Reher 841 Idaho S.E. Huron, S. D.
Zone B	6,19	Cedar Rapids, Iowa Roosevelt Hotel	June 11	Ralph Hoover 419 "A" Ave., N.W. Cedar Rapids, Iowa



	DISTRICTS	MEETING LOCATION	DATE	ZONE CHAIRMAN
<b>REGION V</b>	Harry Hodde, John Franczak			
Zone A	30,35	Beloit, Wisconsin Hotel Hilton	June 18	Ed Wilson 2282 Genevieve St. Beloit, Wis.
Zone B	8,54	Decatur, Illinois Elks Club 156 W. Williams St.	June 11	Guy G. Thompson 1461 Johns Ave. Decatur, Ill.
<b>REGION VI</b>	Richard Newman, John Puddington			
Zone A	10,28,62	Jackson, Michigan Hayes Hotel	June 11	Harvey A. Van Kampen 87 Grand Coldwater, Mich.
Zone B	11,40	Wright-Patterson AFB, Ohio	June 4	Paul Ehrle 3525 Scioto Dr. Columbus, Ohio
<b>REGION VII</b>	Robert Gibney, Walter P. Moran			
Zone A	31,34,45,46, 53,60,61	Toronto, Ontario Royal Oak Hotel	May 28	Stan Ditchfield 238 Goodram Drive Shore Acre Heights Burlington, Ontario
Zone B	13,36,38	Washington, D. C. Sheraton-Park Hotel	June 18	William Spicer 3601 Connecticut Ave. Washington 8, D. C.
<b>REGION VIII</b>	Emmit L. Holmes, Bill Hylton			
Zone A	29,43,48,63	Memphis, Tennessee Hotel King Cotton	June 4	Warren E. Leavitt 1041 Savitz Dr., Apt. B Naval Air Station Memphis 94, Tenn.
Zone B	14,37,47,58	Jacksonville, Florida Hotel George Washington	June 11	Don Olinger 6503 Lou Drive, S. Jacksonville 11, Fla.



## The Why of the Eye

By HAROLD A. STONES

**R**ARELY DURING the course of a Toastmasters club program does an evaluator fail to mention eye contact.

The caveman knew the importance of the proper use of the eyes. Failure to be alert, all seeing, wary, meant sudden and sure death. Undoubtedly he also learned very quickly that he could distinguish friend from enemy, safety from danger, by watching the eyes of his fellow cavemen.

That the eyes are of special concern to speakers is evidenced in all our club meetings. As Toastmasters, we are often told that we should include the entire audience in our visual coverage. We are enjoined not to gaze at the ceiling or down at the lectern. We must not

gaze over the heads of our audience at a fixed point on the back wall. In short, we are admonished to maintain good eye contact at all times. But rarely are we told why.

There are three basic reasons for having good eye contact while speaking. The first two may be somewhat obvious, but are well worth reviewing. The third is more indirect, and possibly the most important.

1. *Good eye contact builds up the audience's confidence in the speaker.*

Any good salesman knows that the first thing he must sell is his own personality—his integrity, responsibility, knowledge of his product, trustworthiness. He cannot sell his product if his custom-

ers lack confidence in him. Similarly, a speaker cannot even remotely hope for an audience to accept what he says unless they first accept him. If you have ever spoken with a person who consistently refused to look you in the eye, you know that he did not inspire your trust and confidence. The same thing is true of a speaker. The speaker who does not look his audience straight in the eye gives the impression that he is not sure of his subject-matter, that he has failed to prepare adequately, that he dare not stand back of his ideas. The converse is also true.

### 2. *Good eye contact checks audience reactions.*

The able speaker must keep his finger on the pulse of the audience at all times. If his listeners become restless, he must sense it immediately and take steps to regain their attention. If a certain point is not understood, he must sense that also, for an immediate clarification and elaboration must be made. A speaker who does not look at his audience cannot achieve this flexibility so necessary for effective talking. He dissipates any chance for rapport between his listeners and himself. Their reactions do not get through to him; he misses completely the *oneness* which is sometimes the most pleasant reward of the effective speech.

### 3. *Good eye contact affords personal identification with each member of the audience.*

The 20th century man, it has been said, is a joiner of organizations. Many books have been written to prove this point. It is probably quite true.

Yet there also exists in every man a strong desire for personal recognition and identification. While a man may not wish to become separated from a crowd, to exist separately from a society, he still wants to be recognized as an individual member of that crowd.

When a speaker takes the time to say a few words to an individual member of the audience, that person has been recognized not as just a part of the group, but as an *individual*—a person important enough to have been singled out for a part of the speaker's whole-hearted attention. Even without the direct remark, individual members of the audience can be made to feel that they have been singled out. "He is talking directly to me," is a happy feeling.

Through the use of good eye contact, the speaker can satisfy a need for every member of his audience, and thus make an excellent personal impression on them, and undoubtedly effect an easier acceptance of his ideas.

Knowing the "why of the eye" is the first and most important step in achieving good eye contact. Once the potential speaker realizes the immense value of this technique, eye contact becomes something more than merely a point about which he may be criticized by his evaluator. It becomes one of the significant factors of the complicated matter of speech making. ❖

*Harold A. Stones is Director of Debate at Fort Hays Kansas State College, and a member of Hays Toastmasters 2609-22.*

## PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

### What Do You Remember?

Cast your mind back over some of the speeches you have heard in the past week or month, or even in the past year. What do you remember about them?

How many speeches, lectures, sermons, have you heard which left you with something definitely planted in your mind? How many good ideas or suggestions or inspirations have been presented which have stayed with you?

Consider just why you do or do not remember what you have heard. Are you inclined to remember the good and pleasant and worth while things, or does your mind retain unpleasant, unworthy items more readily? There may be some helpful self-revelation for you in studying those questions.

On the other hand, what do people remember when you make a speech? Do you give them something worth remembering?

One of the finest compliments any speaker can receive is the one given to him by someone who says to him, "I heard your speech last month at the Kiwanis Club (or it may have been a year, or ten years, ago before almost any kind of audience)—and I want to tell you that the point you made is something I shall never forget!"

If you ever receive such a comment, write it in your book of golden memories, for it will cheer you and help you as you prepare speeches in the future. There is inspiration in the knowledge that you have said something which another person remembers with satisfaction and gratitude.

But let this fact remind you also that it is the duty and privilege of the speaker to say something which will linger in the memories of those who listen. Try to include in every speech you prepare, something worth remembering. It may be a pointed story, a graphic illustration, or just a statement of homely fact, presented in striking phrases.

What do you remember about speakers? What do people remember about you? Be sure that you give them something to remember which will give them reason to appreciate and be grateful to you.

### Who Is to Blame?

A visitor at the Home Office was amazed when he saw the number and variety of helps for the club and for the speaker which we showed him in response to his inquiries. "I never saw these things before," he said. "I didn't know that you had them. Why don't you

let us know that you have this helpful bulletin on Table Topics, or these interesting critique sheets, or this fine plan for arranging programs? Our club ought to be using them."

Then we explained to him that these materials were sent periodically to the various officers of his club, and that he probably would find them packed away somewhere in the materials which had been laid aside. We assured him that the things had been sent to his club's representatives.

It seems quite strange that so much helpfully intended material sent from Santa Ana should be disregarded by the club officers to whom it is sent, usually with the explanation that additional copies may be had on request.

We do not assume that the Home Office in Santa Ana is the only source of ideas and plans for good club work, but we do try to accumulate the experiences of our clubs and to interpret them and put them into form by which any club may profit. We do not send these out with any mandate to the effect that they must be used—or else. We simply offer them as a means of information and inspiration to wide-awake club leaders.

You, as an individual member, are expected to gain the benefit from our suggestions. If these suggestions and materials are not passed on to you, it is quite in order for you to approach the secretary, or other club officers, with a plain question such as, "Did you know that the Home Office has some good suggestions about Table Topics, which we may have for the

asking?" or, "I understand that those men at Santa Ana have some scripts for parliamentary training. Why don't we use them?"

Or you could just ask whether any materials have been received from Santa Ana lately that might help your club. The chances are that there are stacks of such material in the secretary's brief case, or on the educational vee's table, and it does no good for anyone unless it is dug up and put to use.

And who is to blame for this neglect? Well, I am not going to try to pin the blame on any person, further than to say that the primary reason for the existence of the district and area officers is to help the clubs to understand and adapt for use all the good materials provided. Some efficient district and area officers have gone so far as to prepare exhibits of available helps, which they carry around to area meetings for display and comment. But the final test comes in the response or the indifference on the part of the club officers. No one on the outside can compel these men to use the ideas suggested; but you, as a member of the club, can claim your rights, and perhaps force them to open the mail received from Santa Ana, and share the ideas with you and the other members.

When your newly elected officers were reported to the Home Office last March, special sets of helps were sent to them just as promptly as possible. If the new officers are using these helps, your club is getting the benefit. If not, then your officers need stirring up. Perhaps you're the one to do the stirring. ♦



## Georgia on my Mind

**B**ECAUSE THEY HOPE Toastmasters will have Georgia on their mind long after the 1960 International Convention, Toastmasters in District 14 are making elaborate plans to welcome delegates to the Dinkler Plaza Hotel in Atlanta next August.

"Our committees are working," reports Convention Chairman William H. Marsh, Jr., "and we plan to make August 18 to 20, three of the biggest days in the 35-year history of Toastmasters."

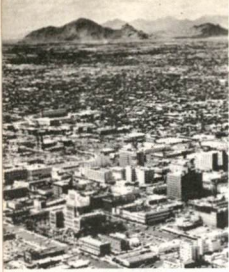
Carleton E. Selph is assisting Marsh as co-chairman of the Convention Committee. Fred Delves is the secretary of the committee and Jim Craig is coordinator.

Committee chairmen are:

Edward H. Robertson, hospitality; T. Jack Rape, publicity; Walter Overend, transportation; Robert E. Perkins, sergeant-at-arms; Marvin Slotin, fellowship luncheon, and H. G. Stanley, ladies' events.

Maurice Forley, executive director of Toastmasters International, has announced that the theme of the 1960 convention will be "For Better Listening, Thinking, Speaking." The three educational sessions, he said, will be devoted to talks and demonstrations on the convention theme. In addition, the program will include the annual business meeting, the traditional International Night program, Fellowship Luncheon, Breakfast with the Founder, President's Banquet and Reception, and the International Speech Contest.

Forley said the board of directors will meet on Monday and Tuesday, Aug. 15 and 16. An orientation session for district officers will be held Wednesday, Aug. 17, and the convention will be officially opened Thursday afternoon, Aug. 18, with the annual business meeting and election of officers.



## PHOENIX

# Toastmaster Town of the Month

When the first white settlers arrived in Arizona's Valley of the Sun in 1864, they found the ruins of an ancient Hohokam Indian city, giving evidence of a flourishing civilization which mysteriously disappeared 500 years ago. Lord Darrel Duppa, an English adventurer and scholar in the party, remembered the legendary bird which was consumed by fire every 500 years and immediately rose from its ashes in greater glory. "Call it Phoenix," he suggested.

When TMI President Emil Nelson visits Phoenix during May, 1960, he will find a beautiful modern city of over 560,000 people, a city of sunshine, clear air, and inviting climate, of attractive industrial plants, diversified agriculture, unequalled transportation facilities, and a thriving tourist trade. Since 1958, when Phoenix made its first concentrated efforts to attract light, smokeless industries in the Valley of the Sun, more than 250 manufacturing plants have been established in the area, ranging from the AiResearch Co. to Western Electric.

Cultural, civic, social and educational advancement are keeping pace, too. The city is proud of its multi-million dollar public library, its 16 public swimming pools, 17 playgrounds, 17 parks and ovals. South Mountain Park of 14,873 acres is the largest city-owned park in the nation. Four colleges are located in the valley—the unique American Institute for Foreign Trade which trains students in international commerce, Arizona State University, Phoenix College and Grand Canyon College. Each year the Jaycees present the Phoenix World Championship Rodeo. Another colorful event is the yearly Dons Trek to the Superstition Mountains in search of the fabulous "Lost Dutchman" mine.

Toastmasters flourish in the desert sunshine of Arizona, and 12 active clubs meet in Phoenix. More than half of these are breakfast clubs, bearing such names as Sunrise (74) and Top-o-the-Morning (103). Earliest risers are Toastmasters of Reddy's (1820) who bang the gavel at 6:45 a.m.

Other clubs reflect the desert and Indian traditions of the area—Ocotillo (68), Maricopa (87), Thunderbird (1343), Mariposa (1441), Camelback (1631), Roundup (1839), Papago (2694). Industrial clubs such as Reddy's (1820), Public Service (2236) and Tele-Talk (3016) reflect in their names today's enterprising, thriving and rapidly growing Phoenix, which like the legendary bird of old, stands resplendent under the blue and gold of the Southwestern sky.



# JUST IN JEST

Recently we ran across a news item reminding us of something we'd completely forgotten. During World War II, when food rationing was in effect, point values were: Brains, 3 points; Tongue, 6 points. That seems to be about the usual ratio.

*Heredity is when a teen-age boy winds up with his mother's big brown eyes and his father's long yellow convertible.*

"You, sir," said the old lady to the garrulous politician who had asked her for her vote, "are my second choice."  
"Thank you," beamed the candidate. "And may I ask who is your first choice?"

"Oh," she replied, "just anybody that's running."

*A dope is a man who picks up a cute blonde's handkerchief and turns it in to the lost-and-found desk.*

Memory is what keeps telling you that you know the guy without giving you any idea of who he is.

A beautiful chapel under construction stopped an admiring passer-by. He fell into conversation with the foreman, and many adjectives later, asked: "What denomination is it?"

"Don't know," said the foreman, "we're building it on speculation."

*It isn't true that teenagers are always talking on the telephone. Sometimes they're listening.*

*He who laughs last probably had to have it explained.*

A little knot of people stood on the windswept shore gazing towards the ship that was sending up signals of distress. One of them, an old lady, was becoming very concerned.

"But can't something be done for them?" she asked a fisherman standing nearby.

"Yes, madam," he replied, "it will be all right. We'll send a line for the crew to come ashore."

"Good gracious," she exclaimed, "must they have a formal invitation?"

*When it comes to trouble, the real problem is how to get out of the hole without making the hole any bigger.*

*The hassle about cancer and cigarettes continues. Most people, however, agree to one thing—mice should not smoke.*

Even with income tax every mite helps, as with the little fellow on the bus when an enormously fat woman entered. She stood for a minute glaring at the seated passengers and then demanded, "Isn't some gentleman going to offer me a seat?"

The itty-bitty fellow got up and said timidly, "Well, I'll make a small contribution."

*Conscience is a playback of the small voice that told you not to do it in the first place.*

A few years ago do-it-yourself was all the rage and today everything seems to be "fixed."

*Among those things so simple that even a child can operate them are parents.*

# 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)

At the regular meeting on February 17, 1960, Club 1771 accepted as honorary member Mr. Maurice Ezran. This is a rather unusual situation and I believe it will be of interest to *The Toastmaster* magazine.

Mr. Ezran is from Paris, France, and is visiting in this country for approximately three months. He has been in regular attendance at our meetings for the last six weeks and has shown a sincere and enthusiastic interest in our club activities. His interest was evidenced by his presentation of a formal speech entitled "The Castle at Versailles" on the evening his membership was accepted.

The real purpose in this recognition is that Mr. Ezran will be returning to Paris in about six weeks and it is highly possible that he will want to form a Toastmasters International Club in Paris. We understand that there are several American clubs in operation in France for our Armed Forces personnel, but to our knowledge, no French club exists at present.

J. A. Stafford  
Pres., Club 1771-56  
Houston, Texas

I read with great interest and some concern the article entitled "The Case of the Frustrated Governor" by Area Governor Don Hughes, in the January issue of *The Toastmaster*.

I must be one of the very fortunate area governors who have the finest and most cooperative group of club officers and club members in Toastmasters. At the first Area

Council meeting we had almost 100% attendance. Everyone came with ideas, enthusiasm, and willingness to serve. . . . It was suggested that we have a "Toastmasters Week" in the City of Fresno, to give us more publicity.

This entailed contacting the local press, radio and TV to ask for their help. Everyone was more than willing to aid. All the radio stations said they would give us time; all we had to do was furnish them the material we wished presented. One of the local TV stations gave us 30 minutes the Sunday prior to Toastmasters Week. The newspapers gave us stories almost every day and the Mayor of Fresno proclaimed the week beginning Jan. 17, 1960 "Toastmasters Week." (See story in April issue of *The Toastmaster*.—Ed.)

The college art class made up some posters with the Toastmasters emblem, my name and phone number, which we distributed to the major hotels, motels and business houses in Fresno. Each club sent a team to various service clubs and demonstrated Toastmasters to them by putting on a short Toastmasters meeting.

Toastmasters has taken on a new meaning to many people in the Fresno-Clovis area because of the outstanding work of all the area officers and club members. If Don Hughes continues to have problems, I suggest he visit our area, where the area governor is not frustrated but overwhelmed with help from all Toastmasters.

Howard L. Crouse  
Area 2 Gov., Dist. 27  
Fresno, Calif.

I have just finished reading your February issue of *The Toastmaster*. This fine issue I believe would be an eye-catching one for prospective members and I hope to use it for that purpose.

I was wondering if more copies would be available and what their cost would be. Please let me know.

M. B. Kline  
Club 2764-38  
Hellam, Pa.

*Extra copies of THE TOASTMASTER are available at the Home Office, Santa Ana, Calif., at 15c per copy.—ED.*

When membership is lagging, our first reaction is to start a drive for new members. This is proper and logical. Such drives have paid off handsomely for many clubs. Sadly, though, there are just as many drives which pay off with a dull flopping thud.

What makes the difference? Most likely it is in ourselves. Did we approach the prospective member with a line like "Our club is hurting for members"? Or even worse, "Our club is about to collapse because people like you don't join." This sounds as if we were trying to sell shares in a defunct gold mine. If it were you, would you be interested in joining an outfit with all the outward appearances of being a losing team? None of us would.

If your membership drive is to produce results, there must be confidence rather than pessimism. Why not approach the prospective member with, "Our club is a going organization and we currently have a few membership vacancies"? Essentially, the prospect should be made to feel that membership is open to the ambitious individual seeking self-improvement—not to every Tom, Dick and Harry with the required initiation fee. If such an approach is made and if an invitation rather than a plea is

extended, you will be more likely to obtain a new member. You think this smirks of bamboozling? Then there is something wrong: The Toastmasters Club is basically designed to benefit the member—not for the member to benefit the club.

W. P. Scarborough,  
Lt. Gov. Dist. 25,  
Sherman, Texas

In reference to the article "Introductions" by Charles W. Ferguson in the March issue of *The Toastmaster*, the majority of us would be better advised to avoid any attempt at clever response to our introduction, and instead deliver our opening sentences as carefully planned, designed to arouse interest by carrying impact. Only an expert wit is likely to quickly think of something appropriate, while the rest of us will awkwardly grope for words similar to the situation of being surprised by a strange table topics question.

Carl H. Everson  
Pres., Club 1604-30  
Elmhurst, Ill.

*Although it isn't necessary to be witty, isn't the ability to think quickly in a speaking situation one of the reasons we are in Toastmasters?—ED.*

Who could ask for anything more? The cover picture (Memphis, March, 1960 *Toastmaster*) reproduced beautifully, and the story is excellent.

I know all Memphis Toastmasters will appreciate it.

William C. Rucker,  
Publicity Manager,  
Chamber of Commerce,  
Memphis, Tenn.

# New Clubs

(As of March 15, 1960)

- 794-15 BRIGHAM CITY, Utah, *Wasatch*, Tues., 7 p.m., Maddox Ranch House.
- 1118-38 WILMINGTON, Delaware, *Chestnut Run*, 1st & 3rd Mon., 6 p.m., Powder Mill Restaurant.
- 1582-40 COLUMBUS, Ohio, *Buckeye*, alt. Tues., 6:30 p.m., Private Dining Room, Dobbs House.
- 1942-49 SCOFIELD BARRACKS, Oahu, Hawaii, *Kalla*, 2nd & 4th Wed., 7 p.m., Senior NCO Open Mess.
- 2381-7 PORTLAND, Oregon, *Beaverton Elks*, Wed., 7:30 p.m., 40 SW Washington, Beaverton.
- 2653-22 RICHARDS-GEBAUR AFB, Missouri, *Brass and Feathers*, Wed., 11:30 a.m., Richards-Gebaur Officers Club, Open Mess.
- 2939-U ANCON, Canal Zone, *Canal Zone*, 1st & 3rd Wed., 6:30 p.m., The Guest House.
- 2962-38 WILDWOOD, New Jersey, *Wildwood*, 1st & 3rd Thurs., 7 p.m., Zaberers Anglesea Inn, North Wildwood.
- 3052-48 CRAIG AFB, Alabama, *Craig NCO*, 1st & 3rd Fri., 6:30 p.m., NCO Club.
- 3076-20 BARNESVILLE, Minnesota, *Barnesville*, Mon., excluding 1st Mon., 7 p.m., Gilbertson's Cafe.
- 3091-61 BAIE COMEAU, Quebec, Canada, *Baie Comeau*, 2nd & 4th Mon., 6:15 p.m., The Manoir.
- 3094-36 WASHINGTON, D. C., *C.P.A.*, 2nd & 4th Thurs., 6:30 p.m., Brickskeller Restaurant.
- 3113-36 BALTIMORE, Maryland, *Pointers*, 1st & 3rd Thurs., 5 p.m., Baltimore Works, Western Electric Company, Inc.
- 3114-36 DAHLGREN, US Naval Weapons Laboratory, Virginia, *Missilemasters*, 2nd & 4th Thurs., 12 noon, Commissioned Officers Open Mess.
- 3116-56 HOUSTON, Ellington AFB, Texas, *RES-CAP*, 1st & 3rd Tues., 5:15 p.m., Officers' Club.
- 3117-63 KNOXVILLE, Tennessee, *West Knoxville*, Tues., 6:45 p.m., Blount Cafeteria.
- 3119-45 PRESQUE ISLE AFB, Maine, *Aroostook Snowmen*, Tues., 7 p.m., Presque Isle NCO Club.
- 3120-4 SAN FRANCISCO, California, *Fundmasters*, Mon., 12 noon, Staff Room, 3333 California Street.
- 3123-63 NASHVILLE, Tennessee, *Knights of Columbus*, 2nd & 4th Thurs., 6 p.m., Knights of Columbus Home.
- 3127-18 WOLVERHAMPTON, Staffordshire, England, *Wolverhampton*, Tues., 7:30 p.m., Old Wulfrunians Club, Barclay's Bank Building.
- 3128-U BACOLOD, Philippines, *Barangay*, Tues., 7 p.m., Sugar Producers Cooperative and Marketing Assn. Pavilion.
- 3129-15 HILL AFB, Utah, *Hill AFB*, Mon., 6:30 p.m., Officer's Club.

# DISTRICT GOVERNORS—1959-1960

- F Maurice A. Shenbaum  
2. Les Bridges  
3. Dr. Roy C. Rice (acting)  
4. Robert E. Giesell  
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. William H. Stoermer  
55. William L. Mekeel  
56. Edward G. Bossom  
57. Gordon A. Dickie  
58. J. F. Sanders  
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  
1433 Mill Ave., Tempe, Arizona  
122 Benito Ave., Santa Cruz, 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. Miegs Road, Montgomery, Alabama  
1902 Komala 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  
507 N. Base St., Morrison, Illinois  
408 West 1st Ave., Cheyenne, Wyoming  
2506 Cypress St., Galveston, Texas  
1885 Thousand Oaks Blvd., Berkeley, California  
17 Jedwood 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  
1001 Harper Blvd., Windsor Pk., St. Boniface, Man. Canada

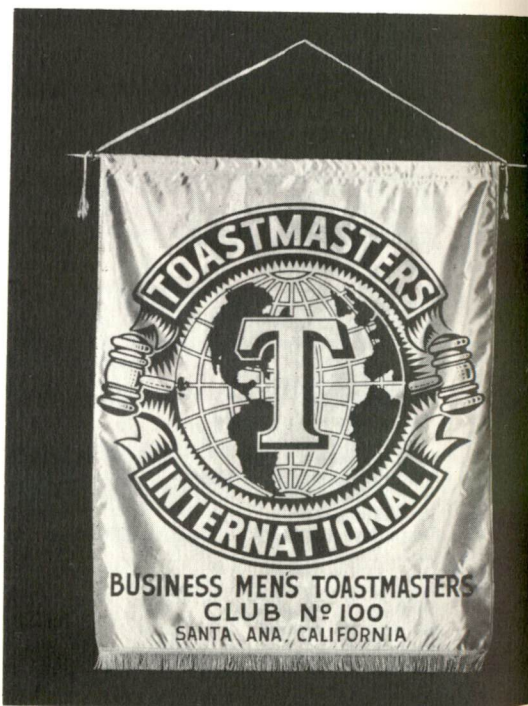
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