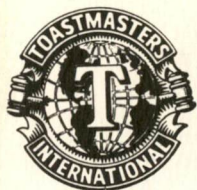


OCTOBER, 1958



THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

Radio Today

By Don Mozley, CBS Commentator

Toastmasters In Action

By Walter Hotland

The Convention Story

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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.

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

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

The TOASTMASTER

For Better Thinking—Speaking—Listening

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

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Radio Today

By DON MOZLEY



Challenged by TV but still serving millions with instant, world-wide news coverage, with music, advice and companionship around the clock, radio plays large role in business and entertainment activities.

THE CHALLENGE OF TV to radio, movies, and other forms of entertainment is, to Toastmasters, only a continuation of the long-range challenge of broadcasting techniques to our own group activities. It is another step in the conditioning of the public to high professional standards of entertainment and information. The Toastmaster is aware of these high standards, as his membership in a Toastmasters club attests.

THE TOASTMASTER

The pleasant informality of our radio and TV masters of ceremonies, the warm delivery of our newscasters, the personal advice and admonitions of our commentators have created a style which has reached into the schools, the service clubs, and the home.

Perhaps of all the mass communications media, radio has contributed the most to this modernization of our speech techniques. For as radio grew, one of its principal jobs was to "sell"—to sell with friendship and confidence. The audience, it was found, was not receptive to the stentorian type of broadcasting, any more than a live audience is receptive nowadays to old-fashioned "oratory" in speaking.

Radio showed us the path to informality without crudity. Its command of the language may well have served the nation's young people in a role equal to or better than the conscious efforts of many parents to develop well-rounded speech in their offspring.

On this basis alone, therefore, it is timely for us to review radio as it is today, challenged by TV, but still called upon to serve millions of people daily with instant world-wide coverage of the news, pleasant and fine music through the day and night, advice and companionship around the clock.

By now, I am sure, there's scarcely a person in the country who believes TV will obsolete radio, any more than radio removed records or the theater from our way of life. Instead, the public now assumes—and rightfully—that both have an important role in business and entertainment activities.

Perhaps out of foresight, or even sheer stubbornness, CBS did much to save radio from becoming limited to records and chit-chat during those years when TV made its fabulous growth. While spending freely to develop television, the network refused to be panicked into drastic cut-backs in the radio division. Where necessary, it carried at its own expense the fine programs which millions of people still expected and were still entitled to hear on the radio.

It was solely through this determination to keep radio at the highest practicable level of quality, that we still have today the world-wide coverage of news, the Edward R. Murrows and the Eric Sevareids, the symphony orchestras, the fine dramas and the other radio attractions which are possible only through a strong and vigorous network.

It has also been the handful of stations scattered across the nation which the networks actually own, which have held the line in live entertainment, in serious coverage of the local news scene and public broadcasting. These "owned and operated" stations of the networks have, historically, set the standard for broadcasting at its best.

Laymen often say to us, "My, the car radio audience must be tremendous. Imagine all those millions on the road!" And it is a huge figure, but it rarely exceeds 25 percent of the total audience at a given moment, and usually runs only 10 percent. Here is a dramatic indication of radio's current strength.

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Another general misconception of the layman is that performers may be more nervous on TV than on radio. Frequently this is not the case. Virtually all of us have been posing for pictures since our cradle days. A camera has become a common point of reference, whether it shoots the family snapshot, home movies, or TV. We know what to do when that camera lens is turned our way.

But the impersonal little microphone, and the vacuum-like stillness of the radio studios! These can bring terror to amateur and professional alike. These contribute to the nervous laughs and giggles, the tongue-twisters which have become broadcasting classics. Who in our industry has not heard the story of the time when President Hoover was introduced as "The Honorable Hoobert Heever," or that President Roosevelt would get that famous naval greeting—"a 21 son galoot." Then there was that fine commercial announcement for a bread product, "Get a gross from your loafer." We recall the quick switch to London for "a church by Winston Speech-hill," and the exclusive news item "which comes to me from reliable White Horse souses." These are radio's contribution to our unscheduled, extra-curricular enjoyment.

One of the fascinating parts of our business is research. Our President at CBS Inc., Dr. Frank Stanton, is known as the man who brought scientific research to the broadcasting industry. At his direction and under the guidance of the CBS-Radio President, Ar-

thur Hull Hayes, we have just completed a most important research study for our own management. We were attempting to determine what kind of people listen to a network radio station, and what kind prefer the disc-jockey outlet. Most important from a sales standpoint, we wanted to know how commercials and programs are getting across to these listeners.

The survey was handled independently for us by the well-known research company, Motivational Analysis, Inc., and without the knowledge of our personnel in the cities where CBS owns a station. It was not an informal telephone survey, but an interview with 1200 persons, each of whom was interviewed for a period of from one to three hours. The interviewees had no inkling as to what kind of information we were seeking.

To summarize quickly, the results show that radio was selected by these people as the communications medium they would miss the most, if they had to give up all but one. TV, although it is desired about as much as radio, is regarded as a luxury, a show, and many people would give it up if this were required. Newspapers hold a respectable middle position, and magazines are described as something which many people would be willing to forego, if forced to make that decision.

The conclusion is that people consider radio a source of information which they wish to have available at all times. It has become an indispensable part of our lives.

Now what about the different types of station—who tunes to what on the radio dial?

The survey showed that network listeners have a wide range of interests. When they turn on the radio they do so for a purpose—for a program or for a personality. In contrast, consistent listeners to the disc-jockey station evince a limited range of interests. They want something in the home making a little noise. They listen *more*, but they pay less attention than any other group. They might well be compared to the audience listening to a public speaker whose voice is pleasant "to fall asleep by."

They aren't annoyed, but they're not stimulated, either.

In short, the survey showed a fact that all Toastmasters learn quite early in their careers: *It's not merely how many listeners you have—it's how many are paying attention.*

This, then, is our goal in broadcasting, a goal not so different from that of every good Toastmaster: To provide a level of entertainment and information which will be of value to our audience and our advertisers, and which—like a good speech—will satisfy those who are giving us their time and attention. ♦



Don Mozley, Director of News and Public Affairs for KCBS and CBS San Francisco Correspondent, started his reportorial career while still in high school in Santa Ana, Calif., where he was, he claims proudly, "one of the earliest of the 'Junior Toastmasters.'" He moved to the University of Missouri where he majored in journalism and radio broadcasting; upon graduation joined the San Francisco office of AP, served a brief stint with a San Francisco independent and then to the CBS news bureau in San Francisco. He has been with CBS for over 15 years.

During the war years he produced Pacific overseas broadcasts, later covered the founding of the United Nations in '45, the atom bomb tests at Bikini in '46, and the Japanese Peace Treaty signing in '51.

Mozley is heard on KCBS Monday through Friday on "Six O'Clock Spotlight" (6 p.m.), "California Tonight" (9:30 p.m.) and on Sunday night at 9:30 p.m. with "Don Mozley Comments."

INVOCATION: the proper prelude

By FRANK C. COTHRELL

FOR REASONS probably unknown to most of us, there seems to be a universal fear of having to stand and pray aloud before a group. Even at a Toastmasters club meeting, the invocation given before the meal is no exception to this general feeling of inadequacy and apprehension. Because of this fear, together with a feeling that we do not know how to pray, the Toastmaster who has been given the assignment for the invocation is very likely to utter a silent, personal prayer, "Lord, teach me how to pray aloud."

If this has been the case with you, or with other members of your club, cast aside this fear; realize that the invocation or grace before the meal is nothing more than a wonderful opportunity for you to get the meeting started in the proper attitude and spirit.

In any Toastmasters club you will have members of different faiths, and of different denomina-

tions. This is certainly one of the strengthening points of Toastmasters. Therefore it behooves all of us in saying the invocation at Toastmasters, to address the Almighty God of us all, and not to put across one's own particular brand of religion. Said one man to his neighbor following an invocation, "All I could tell from that prayer was that God was white, an American, a Texan, a Baptist and a Democrat."

Of course that is the wrong approach to the whole matter. The invocation is a reverent and sincere asking for God's blessing upon the meeting about to convene, or the event about to take place. None of us have the power to "invoke" God's blessings, but we can ask for them, and we know that if we ask, we shall receive. Individual prayer is the individual talking to God, as a child would talk to his father; the invocation, or grace before the meal at Toastmas-

ters is the individual talking to God for the group. It is as simple as that. And this should be the first rule for those who say the grace for the meeting. *Keep it simple!*

It has been said that "God hears the stammered prayer of the child more readily than the printed prayer of the bishop." Certainly there are depths to prayer that even the wisest of wise men cannot fathom, but prayer is essentially a simple thing and we ought not complicate it. We have allowed this fear of praying aloud in public to conquer us because we have believed that prayers must be properly phrased and eloquently delivered. This is not so! The prayer you utter in behalf of your Toastmasters group does not have to be a complex, mystical thing. Neither does it have to be phrased in archaic language. By keeping your invocation or grace simple you will have stripped off the false covering from prayer and with it much of our fear of praying aloud before a group.

A second rule to follow would be this: *Keep it brief!* The grace before the meal does not need to be a long-drawn-out affair. Four or five sentences can do the job and do it well. Your Toastmasters organization has available a very excellent packet of "Saying Grace" cards, prepared by Dr. Smedley. These cards are outstanding examples of how the grace before the meal can be both brief and simple and still be reverent and adequate.

If you want a key word to keep in mind when you are called upon

to give the invocation at your Toastmasters club (or at any occasion for that matter, since Toastmasters are called upon to help on many civic occasions) one which will help you to be brief, remember this word—ACT. This will provide you with an easy formula for expressing yourself as you talk with God in behalf of the group.

A—Address God in whatever terminology is right for you. Our Father in Heaven, Dear God, Gracious God, Heavenly Father, Creator, Lord, O Divine Father, Almighty and ever-blessed God, or any like address is sufficient for the purpose. It addresses the Creator, acknowledges our complete dependence upon Him. In that one opening address or call, we acknowledge that every person is himself an act of God's creation, sustained in God, with our hope in God.

C—Call upon God with whatever petition you have in mind. For an example, "Help us, O Lord, to better our spoken word and to aid our clear thinking, that what we have to say may be worthy of having others listen." Or, "Be with us this day and during this meeting, O God, as we strive to better ourselves and to help others." Or, for example, if you are to give the invocation at a meeting other than Toastmasters, "Enable us, we pray thee, to so inspire these graduating seniors that this occasion may be forever a light unto their paths." Here we call upon God for His blessings to fit the occasion, whatever it may be. In this we are not suggesting that prayer is some

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mechanism by which we get an immediate and automatic response to our needs, but we acknowledge that everything we have comes from God the creator.

T—Thanksgiving unto God for his bountiful care. Here we give our thanks for the food we are about to receive, for the hands that prepared the food and have set it before us. Here, too, we thank God for freedom, for the opportunity to better ourselves, for the organization that serves us, and any other blessing that comes to mind.

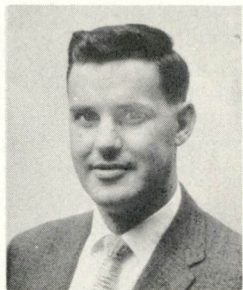
Remembering this formula or key word, you will be more inclined to keep the invocation brief and to the point. It will enable you to keep the prayer simple, to speak from your heart and mind and soul. It is not wrong to write out your invocation in advance and read it at the proper time, neither is it wrong to use the "Saying Grace" cards previously mentioned. It is always better, however, when your thoughts are spoken in your own words. The purpose of the

invocation is not to fulfill a form with just the right words, but it is to talk with God in giving thanks and seeking His guidance. This will be done, in the sight of God, much better with the "stammered prayer of the child" than the "printed prayer of the bishop."

A third and final rule to keep in mind would be: *Keep it sincere!* Regardless of what words you use, what phrases you choose to express your thoughts, it will always be the spirit in which you say your invocation that will count. If you will keep it sincere, you will have built your prayer on a solid foundation.

The Apostle Paul wrote in his letter to the Christians at Rome, "For I am not ashamed of the Gospel." When you have the opportunity to give the grace at your Toastmasters club meeting, stand up and talk to God unashamedly, without fear. In your sincerity, in your brevity and in your simplicity, you will have given your meeting a proper and most adequate starting point. ❖

Rev. Frank C. Cothrell is pastor of the Smith Memorial Presbyterian Church in Fairview, Oregon. He is a member of the Gresham Toastmasters 733, District 7, and was recently a competitor in the District speak-off. "Toastmasters has had a definite contribution in improving my ministry," is his affirmation.



Time liability or training asset?

Sixty Minutes = One Meeting

By JERRY KLEIN

IS YOUR CLUB GUILTY of wasting time?

Recently I attended a Toastmasters meeting where both club members and officers had apparently forgotten all about timing and schedules. After a drawn-out, tedious topic session the speaking program was launched. One speaker was unable to find a stopping place and kept repeating himself until his talk ran over forty-five minutes. He finally stopped—from exhaustion, probably—in the middle of his third summary. At the end of four lengthy speeches and evaluations, the President announced the business session. No recess was called, and the entire meeting lasted more than three hours.

I have frequently wondered what would happen to a club like that if they had to meet the challenge

of an hour-long meeting, as we did in the Convair-Palmdale Club. The question involved was: "Were we Toastmasters or Timewasters?"

The Convair-Palmdale Toastmasters Club No. 2752 was organized in March, 1958. Membership consists of supervisory and salaried personnel employed in the Convair-Palmdale Aircraft Facility. We meet from 12:30 to 1:30—sharp—in the Manager's Conference Room.

Everyone was unhappy when we announced that our meeting time would be limited to one hour. We all agreed that this was an unprecedented departure from the normal *modus operandi* of a Toastmasters Club. Our noon meeting situation at Convair-Palmdale, however, made this time limitation necessary.



Club 2752 poses in 100 degree desert sun just before meeting. Toastmaster Bob Myrann, Ass't. Chief Test Pilot, is about to embark on test flight in Convair F-102A.

From the date of our organization meeting, we have adopted a rigid time schedule. Our meetings are planned like a radio program: no stalling or long pauses, program participants seated at the front near the rostrum and ready to go when called upon, and strict time control maintained by the person in charge of timing throughout the meeting.

In order to keep the meeting strictly on schedule, we have eliminated several items from the program. Applause is not in order except at the end of each speech and after the presentation of the cup to the best speaker. Speeches are not allowed to run over five minutes. Individual evaluations are restricted to two minutes each. The business meeting rarely extends more than ten minutes. Fifteen minutes' time is allotted for table topics. There is no recess.

At this point you are probably asking what happens to parliamentary procedure practice and to the friendly give and take which characterizes a successful table topic session. Also, what about business? How can it all be handled in ten minutes?

We agree that the parliamentary procedures limitation is a serious one. We hope to compensate for this by some lively parliamentary prac-

Jerry Klein, Systems Analyst at Convair-Palmdale and President of Club 2752, was a Toastmaster for six years (Edwards 219 and Palmdale 1878) before organizing the Convair-Palmdale Club. He also teaches a night course in vocabulary building at Antelope Valley College.

tice during occasional evening meetings. The same holds true for table topics, although it is surprising how much can be covered in fifteen minutes, when all members are on their toes. We have no problem with a long business meeting, since we are a closely situated group here in the plant. Individual members come into the office or call on the plant extension phone, and most club problems can be handled in executive meetings.

The real test of a meeting of this type is, of course, in member response. Our members have met the time challenge with genuine enthusiasm. Each man feels that he is a part of a training laboratory, not just putting in his time or attending one more meeting. There are no pauses during which his mind can wander. Extraordinary mental demands are made. Close concentration is required. The members enjoy it! At the same time, the practical educational value received by the individual members has been encouraging and rewarding. In demanding more and better preparation from each member, in forcing a brisk and swiftly-paced meeting, time-consciousness has paid off.

As we gain experience, we are finding new ways to cover more and more material during the available period. We are constantly finding new areas where we had been wasting time.

Why not take advantage of the benefits a shorter meeting can offer to your club? Even if your club time is well scheduled, I suggest you try cutting off a half-hour. See what happens. ❖

• *A little knowledge may be a dangerous thing, but the lack of it can be even worse.*



"Gosh, I've gotta preside!"

By ERNEST S WOOSTER

"I'M FRANKLY SCARED. It's those motions that bother me. When someone adds an amendment, someone else another amendment, then someone else makes another motion, what do I do?"

It's the wail of the uninformed chairman.

Ralph Smedley tried to make it clear in his "Amateur Chairman." General Henry M. Robert goes into technical detail in his "Rules of Order."

Let's try to get at it in a somewhat different way.

If you know how to handle a motion, you can control a meeting. Only a parliamentary sharpie can make trouble for you.

But there are very few of these. Most people are ignorant of parliamentary procedure. The man who knows motions will be looked on as an authority.

Motions are divided into three parts:

1. *The Main Motion*—that's the original proposal.

2. *The Amendment*—that's when some fellow discovers that the original motion is not quite complete, such as having omitted to state the *time*. He offers a motion to add this, which is—or should be—made as an amendment.

(Continued on next page)

3. *The Amendment to the Amendment*—that's when some other member comes out of his usual comatose condition and notes that the second mechanic failed to put in a very essential part. He suggests that they make mention of the place where the meeting is to be held.

Maybe a fourth helper wants to add his idea about making it a Ladies' Night. But this fourth motion-builder has gone too far. We have to stop short of perpetual motion, and this is where the stop-light is installed. So we quit with No. 3—the Amendment to the Amendment, the one which states the place of meeting. The fourth vice-president in charge of motions and amendments is out of order for the time being.

It is along in here that the ordinary chairman will begin to flounder. He will be amongst the other flounders who make up this particular assemblage, thus insuring a high degree of confusion. He will eventually get through, of course, but will never know just how he did it. Usually it is by forging boldly through the combined ignorance of the group. All remain in their customary bewilderment.

But the operation is really simple.

1. Remember that every motion—and amendment—must be made by a person who arises, addresses the chair and is recognized. Then the motion must be seconded. The seconder need not arise. He merely says, "I second the motion."

2. Don't forget that you, as chairman, must state every motion. The reason is that all will hear it alike and officially, and also to make sure that it is what was intended by the one who offered it. Actually, it is not a motion until stated by the chair. Then it can be discussed.

3. This original first motion is the Main Motion—MM.



4. The Amendment (A) is the repair job that the second member offered, the one about the time of the meeting. It has to go through the mill in the same way by being seconded and then stated by the chairman.

5. This A must be discussed ahead of the MM. It has the right of way until the Amendment-to-the-Amendment (A-to-A) comes along. This is the idea offered by the third mechanic, the one about the place of the meeting.

6. Now the A-to-A has the green light. It is the only one to be discussed at this time. When it is disposed of either by being defeated or by being adopted and made a part of A, the assemblage can take up the A.

7. When the A-to-A and the A have both been disposed of by being defeated or by being merged, comes the time for the MM to be

talked about. If the A and the A-to-A were defeated, then the MM stands as it was originally made. But if the A (with or without the A-to-A) is adopted, then the MM is changed by this addition.

8. When the A-to-A is disposed of, either by absorption into the A or by being defeated, it is out of the way. The green light shows once more and someone may offer a new A-to-A. The man who wanted a Ladies Night now has his chance to offer his idea as an A-to-A.

9. This applies also to the A. When there are no more A-to-A's, the A is considered. When it is defeated or adopted, the highway is again open and a new A can be made. It might even get an A-to-A of its own, which is all right.

If the Chairman will remember:

(a)—that the propositions (MM, A and A-to-A) are discussed in reverse order, he will keep things clear;

(b)—that only an MM, an A and an A-to-A can be allowed at any one time, he will prevent confusion;

(c)—that when there is room for another A-to-A because the pending one has been disposed of, he can permit another one, he will be on the right track. Put another way, there can always be an A and an A-to-A as long as members dispose of previous ones to make room for the new ones.

The Chairman who keeps these things in mind can handle a meeting. His demonstrated ability will carry his decisions through, even when he is not wholly right.

Tabling a motion is a little tricky also.

It is almost the only motion to shut off debate which can pass by a mere majority vote.

But note this: a tabled motion is not a dead motion. It is merely playing possum. Someone may wake it up later when not many of the opposition are present.

The Chairman should remember that when a motion to table is made, it must come first and immediately. Also, it is not discussed, just voted on. It stays up or goes down at once.

Moreover, it carries everything with it. If someone moves to table an A-to-A, the A and the MM are chloroformed with it. They all go to sleep together. The reason is that if the rest of the motion—the A and the MM—remained awake and were voted on, then later the possum woke up and was voted on, it might make the proceedings inconsistent. So, they all take a nap together. If the motion is taken from the table (actually not many are) it wakes up right where it went to sleep, just as if it had never emulated Rip Van Winkle.

If you will learn these things, you can preside successfully where others fail. Also, when you are in an audience, you possess a great advantage if the Chairman doesn't know his way through motions and amendments. You can drive from the back seat.

A little knowledge may be a dangerous thing, but lack of it is still more dangerous if you are to participate in meetings, either as Chairman or as a talking part of the audience. ♦

"Show 'em while you tell 'em" is the idea as Richmond, Va., club puts Toastmasters story before other local groups.

Toastmasters in Action

By WALTER HOLLAND

WE'VE GOT THE SHOW on the road!"

Thus spoke one of the boys after we had completed our first presentation of "Toastmasters in Action" before a local businessmen's club. Here's what he meant:

Richmond Toastmasters Club 1275 has packaged a "show" which has told the Toastmasters story on regular programs of the Richmond Optimist and Sphinx clubs and is being booked for showing before various other businessmen's groups in our Virginia capital city.

Four club members are used in each presentation, plus another member for timing and handling the green and red signal lights which intrigue audiences with color and showmanship.

The plan calls for using different Toastmaster teams in each presentation, thus affording opportunities for more members to appear before outside audiences. The format, which is standardized but which still allows each individual wide latitude for his own thinking, is somewhat as follows:

Sphinx Club hears President Allan Pedin wrap it up in a power close. Richmond Club 1275 is booking "Toastmasters in Action" for more showings in highly effective public relations project benefiting all Toastmasters clubs in area.

Walter Holland is Past President of Richmond Toastmasters Club 1275, and present Area Governor (11) of District 36. He blue-printed "Toastmasters in Action," was chairman of first team presentation.



The team leader—call him chairman or toastmaster as you wish—kicks off with a brief introductory talk. He points out that communications at its best calls for "showing them while you tell them." Explaining that the program will tell about Toastmasters and do it in the format of an abbreviated regular club program, he sets the theme—"Toastmasters in Action."

Then come three prepared talks, with the chairman introducing each speaker as his turn comes and making only the briefest of comments between talks. In the fourth spot, the chairman himself launches into a talk furthering the Toastmasters story.

Then come a couple of evaluations, an impromptu talk or two (on topics obtained from the audience) a grammarian's report—then the chairman makes a brief dramatic closing pitch and the cast stands and leans, we hope, into a jetstream of thunderous applause!

The sequence for the entire presentation is built in, and undesirable duplication is avoided, through simple suggestions of basic points and facts to be covered by each prepared speaker, who still is left with plenty of room for exercising his own imagination and asserting his own opinions. Our club's basic pattern runs something like this:

1st speaker: Paints the local picture. How many Toastmasters clubs, etc. Ties in briefly with the vast International organization (more on this later). Mentions prepared talks, table topics, all the rest—including Basic Training manual and how a new member is "brought along."

2nd speaker: Dues and costs briefly—then contrast with these ridiculously low figures the real values of Toastmasters—what it does for a man and how. Speech training, stimulation to thought,

Pres. Allan Pedin of Club 1275 kicks off "Toastmasters in Action" program before Sphinx Club of Richmond, Va., in meeting held at John Marshall Hotel. He isn't sleepy; he batted his eyes and the photog caught the down-bat!



mental discipline, fellowship and contacts, advancement in business—this one is wide open for development by a good Toastmaster.

3rd speaker: In both our teams, a lawyer handled this spot, discussing "Toastmasters and the Professional Man." Here's a good place for touching on fellowship, social aspects, how Toastmasters cuts across age, business and other categories. By working with many types one learns about people. Through hearing talks on many subjects, the Toastmaster's knowledge is increased, his interests broadened.

4th speaker (Chairman): History and development of Toastmasters International. Current figures on number of clubs, countries—other statistics. Number of men (over a half million) who have benefited. Kinds of men who form clubs. Public relations aspects, or other matters tailored to the particular audience.

Chairman's close (after evaluations, etc.): Comments on membership openings in local clubs, advice on forming new clubs. Calls attention to literature which will be given out as audience leaves.

Ben Parrish gives local picture, describes typical club programs, how a new member is "brought along."

Closes on a strong note—for example, Toastmasters value in executive development.

For an average businessmen's luncheon club program you can count on only 25 to 35 minutes for your complete show. It is probable that the chairman will have to do a bit of tailoring along the way, perhaps eliminating one evaluation or impromptu talk, or cutting down his own prepared talk or his close.

Here was the original time table on Club 1275's first "Toastmasters in Action" program, which was handled by the writer as team leader or chairman: Introduction by chairman, 2 minutes; four prepared talks, 4 minutes each; two evaluations, 2 minutes each; two impromptu talks, 2 minutes each; grammarian, 3 minutes; chairman's close, 3 minutes—total time, 32 minutes. (Some tailoring was necessary—it's good experience for the chairman in spur-of-the-moment readjustment of a program.) Naturally, material can be expanded within the format where more time is allowed.

The "Toastmasters in Action" programs have already aroused

Clyde Shepherd carries on—compares real values of Toastmasters with ridiculously low cost of membership.

considerable interest in our city. Club 1275 has secured some good new members as a result of the project, and interest has been aroused in others who may wish to join when we have vacancies.

Any club wishing to start a "Toastmasters in Action" project may also plan to work with other clubs in the area—as we are now doing—in an attempt to get them to join in the activity. Every club has members who have affiliations or associations with other groups which will welcome an interesting and enlightening program such as "Toastmasters in Action."

Several of these "Action" projects rolling around the clubs and other groups of any locality can do a tremendous public relations job which will benefit every Toastmasters club in the area. Your town's businessmen and others are offered a "tell them and show them" program which is offbeat, a show that's different. Because of this difference, the program may make the newspapers and add good publicity to an already impressive list of values. And don't forget the literature you're putting into circulation. The Home Office has

Attorney Jim Kent discusses "Toastmasters and the Professional Man," shows how membership rosters cut across age, business and other groups.

many pamphlets, folders and tear-sheets made to order for just such projects as "Toastmasters in Action."

Literature given out by our club so far consists of the booklet "Any Questions?" (which really gives all the answers) and the TOASTMASTER MAGAZINE reprint of "Profile: Tomorrow's Executive," by Wallace Jamie, Director of Public Relations for The Carnation Company (published March, 1957). We always add a 3 x 5 card on which are printed the names and phone numbers of Club 1275's membership committee.

Terrific is the word for Mr. Jamie's "Profile" and its close gives us a wonderful closing quote for our "Toastmasters in Action" program. We're modest, you see, so we let Mr. Jamie say it for us:

"Toastmasters International is making a significant contribution in helping to build the kind of men we will need in tomorrow's exciting new world."

"Toastmasters in Action" is proving an exciting new project for our club. It can be the same for any club which tries it. ♦

Stern-visaged Bob Pembleton eyes speaker as he huddles over signal box of red and green light timing warnings. Lights intrigue audiences, inspire comments.



27th Convention Stimulates Organization

EDUKATION, good fellowship and closer relations between club members and International and District officers were the outstanding features of the 27th annual convention of Toastmasters International. Hailed as one of the most successful in years, the gathering at Pittsburgh brought together Toastmasters from all parts of the world for three tightly-packed days of business, educational sessions, social events and exchange of ideas.

New Executive Director Appointed

At the regular meeting of the Board of Directors held on Sunday and Monday preceding the convention opening, Maurice Forley was appointed Executive Director of Toastmasters International. Mr. Forley has served as Acting Executive Director since the resignation of Ted Blanding, and as Administrative Counsel for two years. He brings to his new duties a wealth of administrative experience and a sound knowledge of Toastmasters.

District Governors met in training session Tuesday and Wednesday under the direction of Donald Ramseyer and Maurice Forley. A Hospitality Buffet for District Governors and their wives, convention staff and early convention arrivals was enjoyed at the conclusion of the session.

Officers and Directors Elected

The annual business meeting of the organization opened the convention on Thursday afternoon. After a welcome from the Mayor of Pittsburgh and greetings from the host district, reports on the status of the corporation were given by President Paul Haeberlin, Executive Director Maurice Forley and Founder Ralph C. Smedley.

Election of officers placed Aubrey Hamilton of St. Louis, Emil Nelson of St. Paul and Donald Ramseyer of Cincinnati in the positions of President, 1st Vice-President and 2nd Vice-President respectively. All three men are exceptionally well-qualified on the basis of proven ability and service to Toastmasters, and the organization looks forward to a year of high achievement under their leadership.

For the first time, candidates for International Board of Directors were nominated at the Zone Conferences in June, on the basis of geographic representation. The Board has been augmented to include sixteen members instead of the twelve of previous years. Candidates elected were: George D. Anderson, Great Falls, Mont.; Robert A. Gibney, New York City; Roy D. Graham, La Mirada, Calif.; Harry Hodde, Springfield, Ill.; Emmitt L. Holmes, New Orleans, La.; William Hylton, High Point, N.C.; Richard Newman, St. Clair Shores, Mich.; Carl F. Sanders, Carthage, Mo.; Dr. Walter A. Steigleman, Iowa City, Ia., and Floyd C. Wangrud, Fargo, No. Dak. Continuing on the Board for the second year of their two-year term are: Willard F. Bixby, Harold J. Carper, Evans T. Hamilton, Herman E. Hoche, Paul W. Hornaday, Frank I. Spangler.

International Night

The singing of "God Save the Queen" and "The Star-Spangled Banner" set the theme for International Night on Thursday evening. "Pa Pitt," the spirit of Pittsburgh as portrayed by Joseph J. Koss, was introduced by Robert M. Stewart, co-chairman of the Local Activities Committee.

Speakers of the evening also epitomized the international aspect. Ian D. McIntyre of Glasgow, Governor of District 18, spoke on the work of the clubs in Scotland in "It's a Club." Dr. Robert T. Oliver, Head of the Department of Speech of The Pennsylvania State University and consultant on Korean affairs, discussed "The Influence of Communications on International Relations." "America's Stake in the Far East and India" was the topic of the Hon. D. S. Saund, Member of Congress and a former District Governor of Toastmasters. Judge Saund told of his recent trip to his homeland of India, and of the intense interest his Indian audiences felt in hearing of the American way of life and of his own career. All three speakers stressed the fact that understanding, a product of communication, is essential for world relationships of peace and amity.

Educational Sessions

It has always been recognized that the fundamental purpose of a Toastmasters convention is *education*. This year four educational sessions were held under the direction of Dr. Seth Fessenden, Director of Educational Research of Toastmasters International. The meetings were remarkable for the almost 100% attendance of convention participants, and for the interest and enthusiasm displayed.

The first session, under the chairmanship of J. O. Grantham, emphasized the role of the individual member and his relationship to all levels of the work, through club, area and district to the Board of Directors. These topics were discussed by Grantham, Robert A. Moore, Gordon G.

(Continued on page 23)



FULL SPEED AHEAD for the 1958-59 Board of Directors. Seated, left to right: Bixby, Hoche, Hornaday, Nelson, A. Hamilton, Ramseyer, Smedley, E. Hamilton, Carper, Spangler. Standing: Sanders, Gibney, Holmes, Steigleman, Haerberlin, Hylton, Wangrud, Anderson, Hodde, Graham.



PITTSBURGH OR BUST became "Pittsburgh by Bus" for members of Nationwide Insurance Club 753 of Lancaster, O. Enterprising group chartered bus, descended on convention en masse, were greeted by 1st and 2nd V-P's Nelson and Ramseyer.



COMMUNICATION PROMOTES UNDERSTANDING, agree Dr. Robert T. Oliver and Congressman Dalip S. Saund, Int. Night speakers.

ALL'S WELL, reports Founder Smedley to membership.



TOP LEVEL CONFERENCE: Exec. Dir. Forley and Pres. Hamilton snatch seconds for confab at International Night.



PACIFIC TO ATLANTIC: Toastmasters program spans continents as D.G. (49) Parker, Hawaii, bestows lei on D.G. (18) McIntyre, Scotland.

MEMBERS' CHOICE: 1st V-P Nelson, Pres. Hamilton, 2nd V-P Ramseyer discuss plans for 1958-59 administration





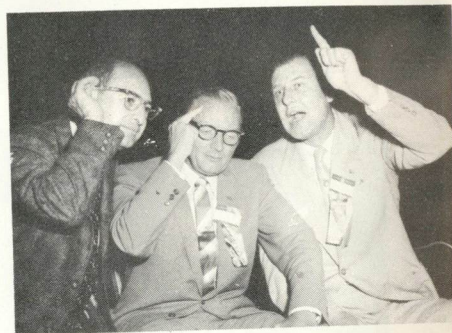
FOR SERVICE: National Foundation Rep. John J. Wydro presents plaque to Pres. Haerberlin as past Int. Treasurer Mucey, Pennsylvania State Chairman for March of Dimes, approves.



ONE HAPPY FELLA': Public Relations Director Jamie of The Carnation Co. addresses banqueters



PRESIDENT HAMILTON accepts responsibilities for 1958-59.



BETTER LISTENING, THINKING, SPEAKING as portrayed by Directors Ramseyer, Ogden and Bixby.



WELL DONE! Outgoing Pres. Haerberlin, incoming Pres. Hamilton, Executive Director Forley relax at close of successful convention.

Armstrong and John Zimmerman. Results of a recent survey made jointly by Toastmasters International and the University of Maryland were presented under the title "The Individual Toastmaster—a Profile." This survey was remarkable in that over 80% of the questionnaires sent out to 6,500 men in 250 clubs—a selection of 10% of the clubs in each District—were completed. The average Toastmaster was revealed as a man in his early 30's, with college training usually in technical fields, with an income exceeding the national average by from two to three thousand dollars a year, and living in a city larger than that in which he grew up. He is working toward a more important position than the one he currently holds, and is using his Toastmasters training to help him achieve his goal. The profile was presented jointly by University of Maryland Professors Dale E. Wolgamuth and H. Russell Gillis, who directed the survey.

The group then broke into informal "circles of information," for answers to individual questions concerning club, district, educational and Home Office operation.

The second session was set up to explore certain aspects of group activity. Robert A. Bradley, Chief of the Supply Management Staff, Department of Insurance of the Veterans Administration Central Office in Washington, D.C. and a charter member of Club 1314, was general chairman and first speaker, defining the structure and function of groups. At the conclusion of his talk, the audience divided into six work groups, later reuniting for reports to the entire audience.

A dramatic and amusing skit on "How to Learn to Use Parliamentary Procedure" was presented by members of Club 637 of Canton, Ohio, and produced under the direction of District Governor (10) John Puddington. The skit, written by Austin Crowe, portrayed a group of inhabitants of the Moon, determining through strictest parliamentary procedure which spot on the earth would be most suitable for a landing site.

The third meeting under General Chairman Paul Gnadt, Past Governor of District 8, discussed successful club programming. Jerome Marrin spoke on "Enthusiasm and Team Work." A symposium on standard operating procedure of a club, including table topics, speaking, evaluation and business sessions, was presented by Arnold Denkert, John Brown, Guy Thompson and Carlos Harrison. "Follow-through Between Meetings" was discussed by James J. Steckman, and George Brown talked on "Collecting Membership Dividends."

The fourth educational session, which closed the convention on Saturday afternoon, was presided over by Lothar Salin, past Governor of District 57, who spoke on "Man and Language—Two Communication Essentials." Davis H. Brown spoke on "Goals in Speechmaking," Dr. Leo Anderson on "Audio-Video" and Roger Sherman on "The Table Topics Approach to Speaker Improvement." Lothar Salin concluded with "Where Do We Go From Here?"

Special Events

Three events are traditional at Toastmasters conventions—the Fellowship Luncheon, Breakfast with the Founder and the President's Banquet and Reception. The Friday noon Fellowship Luncheon, with Past-President T. Vincent McIntire presiding, played to a full house plus a crowd of standees who had delayed in obtaining their tickets. An amusing rendition of "Albert and the Lion" was given by William Bordas of Pittsburgh, and Fred Smith, management consultant of Cincinnati, presented "A Toast to Toastmasters," a humor-filled and thought-provoking talk.

The President's Banquet, outgoing President Paul W. Haerberlin presiding, featured the installation of the new officers by Past-President T. Vincent McIntire. Wallace Jamie, Director of Public Relations for The Carnation Company, was the principal speaker on the subject of "The Most Happy Fella." He outlined the type of man large corporations are seeking for executive positions—the well-rounded man whose ability is enhanced by a background of general culture and appreciation of the arts.

Surprise highlight of the evening was the presentation to President Haerberlin of a National Citation from The National Foundation. The award was in recognition of the cooperation of Toastmasters Clubs in promoting the March of Dimes and vaccine programs by furnishing speakers to various clubs and organizations. The plaque was presented by John J. Wydro, State Representative of the Foundation. George J. Mucey, immediate Past International Treasurer of Toastmasters and Pennsylvania State Chairman for the March of Dimes, assisted.

Breakfast with the Founder on Saturday morning brought a record crowd of early-rising Toastmasters eager to share their morning meal with Dr. Ralph C. Smedley. They listened to Charles McLafferty on "You are a Leader!," Richard Gober on "The Most Difficult Assignment," and Gardner Walker on "A Toast to B.B.T." A panel discussion on "The Membership Turnover—Good or Bad" was moderated by International Director Willard F. Bixby. Beyond Basic Training Certificates of Achievement were presented by Dr. Smedley, following long tradition for this particular function.

Speech Contest

The Speech Contest luncheon on Saturday found the four winners of the Regional Contests—Edmund J. Shine of Club 506, Buffalo, N. Y.; Norwood J. Utter, Club 1168, Cincinnati, Ohio; John E. Wenstrand, Club 403, Lincoln, Nebraska, and Arthur L. Pretzer, Club 452, San Leandro, Calif.—ready to compete for the coveted cup. Ten judges, selected from nominees of District Governors for their excellent performance in judging of district contests, were given the newly-revised judging sheets to evaluate the presentations. These new judging sheets

have been carefully worked out to place emphasis on the most important facets of speech technique, and were successfully tried out in Zone and Regional contests earlier in the year.

First place was awarded to Edmund J. Shine, second to Norwood Utter. International Director Phillip H. Ogden was general Chairman of the contest, and Director Alex P. Smekta Toastmaster, while Bert Mann directed the Regional Contests.

Dr. Lionel Crocker, Chairman of the Department of Speech of Denison University of Granville, Ohio, gave "An Outside View" in which he discussed the different factors entering into the judging of a speech, and stressed the basic importance of a sound idea.

Club Achievement Awards

Competition for the ten Club Achievement Awards was unusually close, with thirty-three clubs in the final running. The clubs receiving the awards for excellence of operation and service were the following (listed in numerical sequence, not order of merit):

Pacific Beach No. 54 (5), San Diego, California
Fort Wayne No. 159 (11), Fort Wayne, Indiana
Borger No. 218 (44), Borger, Texas
Lincoln No. 403 (24), Lincoln, Nebraska
American Legion Post 44 No. 637 (10), Canton, Ohio
The Big "D" No. 713 (25), Dallas, Texas
Uptown No. 830 (30), Chicago, Illinois
Anthony Wayne No. 1380 (28), Toledo, Ohio
York No. 1865 (24), York, Nebraska
Atomic City No. 1760 (33), Richland, Washington

Local Activities Committee

Much credit for the successful convention goes to the Local Activities Committee under co-chairmen Elwood Weissert and Robert Stewart, with George J. Mucey as ex-officio member. Committee members were: Arrangements, Robert A. Lukitsh, Paul Unversagt; Hospitality, William Arvay, Ira Bonzo; Publicity, Frank H. Smith, Charles W. Weber; Transportation, Alex Brown, James Del Sole; Sergeant-at-Arms, Francis Shubert, Joseph J. Koss; Finance, Truman Evans, Bennie Andy; Technical Design, Andrew D. Palmer.

New Board of Directors

The new administration got off to a well-organized start, meeting on Friday for the appointment by the President of standing committees and determination of subjects of committee work to be undertaken.

At a second meeting on Saturday the Board adopted a budget and disposed of other necessary organization matters for the coming year. It was agreed to hold the next Board meeting in Santa Ana on November 14-15.

Our organization is designed to advance men's personal potential for purposeful, thoughtful and constructive service through development of the art of effective communication.—Hamilton.



FOR THE YEAR AHEAD

By AUBREY B. HAMILTON

It is traditional for the President of Toastmasters International to inform all members of the objectives of his administration through the pages of *The Toastmaster Magazine*.

I am conscious that such statement may not be made lightly. The tremendous growth of our organization and its effect upon our members make it obvious that the direction we take and the emphasis we give to our program officially is of great importance.

Fortunately, we have enjoyed cooperation between successive administrations providing continuity of objectives for several years past. Last year our organization climbed to new heights of achievement. I am convinced that the new group of officers and directors will maintain our gains and carry us forward by building upon the sound foundations of our past.

When I first began my active participation in Toastmasters in 1939, my motive was a desire to improve my ability in public speaking. I visualized three avenues of improvement: first, greater ease in speaking through increased opportunity for experience; second, improvement through honest evaluation of speaking efforts; third, the opportunity of using the club as a laboratory in which to try out new ideas in speech and speech techniques and to overcome weaknesses. Neither in 1939 nor since—a period of more than 18 years—have I been disappointed in these direct benefits of the program of Toastmasters International. They are the simple, proven values to which our Founder often refers.

It must always be our objective to have these dividends freely available to new and old members alike.

In arriving at the position of President of this organization I have experienced all the rich opportunities of service in club, area, district and on the International Board of Directors. The by-products of service are varied and fruitful. The fellowship experienced remains a continuing pleasure at all levels of our organizational relationship. The interest in speaking engendered by our Toastmasters participation leads us into a variety of speech situations—situations which range from an audience of one in conversation or interview, to thousands addressed at a public meeting or uncounted numbers who listen to us via radio or television. The educational processes within the club lead us to participate in panel discussions, debates, conferences, conventions, or even mock trial situations. With this variety of available experience we may try out and practice the theories and suggestions furnished in our educational material. Beyond the art of communication or speech technique itself, we have the opportunity for administrative experience by serving in club offices where work must be planned and executed, and on club committees where work must be planned and coordinated. Finally, for those who so aspire, experience in an executive capacity offering further leadership development is available in advanced elective and appointive positions on area, district and International levels.

These by-products are of as much importance to the individuals who experience them as are the basic speech experiences. It must be our continuing objective to retain them both as constants in our general area of activities.

Specific Objectives

I would like to refine the general objectives just stated and restate them in the form of specifics to serve as our goals for the coming year. In order that these specifics may be seen as based upon a solid foundation, let me recall some of the recent advances made in Toastmasters International. During the immediate past we have made the following major improvements in our program: (1) An increase in the membership of the Board of Directors, providing additional leadership on the basis of geographic representation; (2) the establishment of functional committees on the Board, with defined responsibilities and stated meetings; (3) coordination of policy formation and execution by defining and streamlining working relationships between the Board and the Home Office; (4) development of training sessions for members at club, area and district levels; (5) revision and development of new manuals for district and area governors and club officers; (6) establishment of higher standards for content of training and program material and *The Toastmaster Magazine*; (7) appointment of additional qualified executive personnel on the Home Office staff; (8) provision for the future of Toastmasters International through the services of qualified manage-

ment consultants who have developed a ten-year projected blueprint of the future growth of our organization for consideration by the Board of Directors.

With these tangible evidences of leadership, it becomes quite simple to state the specific objectives for the coming administrative year. I am confident that our International officers, Board members, District and Area leaders and all concerned Toastmasters agree on their content and their importance.

1. We have a stewardship responsibility to guard and retain those proven values of Toastmasters which afford our members opportunity for speech experience, evaluation and fellowship and which create the incentive for self-improvement.

2. We have a leadership responsibility to improve our materials and methods and to offer additional resources in depth for these fundamental values and for the by-products of administrative experience and leadership opportunity.

3. We must increase the effectiveness of our training program at club, area and district levels by providing improved materials and additional personnel resources.

4. As an organization, we have matured to the point where we have a responsibility to interest ourselves in basic research in methods and programs relating to communication. This interest must be developed within our staff through exchanges with other groups and the utilization of such vehicles as foundations or other associations and institutions which lend themselves to integration with our aims and objectives.

5. We must continue to expand our movement in (a) making its benefits readily available to those who desire them, and (b) enhancing our prestige locally, nationally and internationally.

6. We must develop a planned, long-range program for effective growth, involving consideration of the Home Office staff, field service, internal and external relationships, service from a management standpoint and results from the standpoint of club program. In this area, as previously indicated, we are fortunate to have available the recommendations of an experienced and qualified firm of management consultants. They have appraised our methods and procedures, and have presented a growth program for consideration.

With these objectives as our common purpose, I am proud to have the opportunity, this year, to be the representative of all Toastmasters around the world who participate in our program. Our organization is designed to advance men's personal potential for purposeful, thoughtful and constructive service through development of the art of effective communication.

I know that the officers and members of the Board of Directors of Toastmasters International join with me in inviting your support and in soliciting your helpful suggestions for our joint efforts during the coming year. ♦

PERSONALLY SPEAKING

By RALPH C. SMEDLEY

NOVEMBER IS ELECTION month in all states of the Union. It is a time when many momentous issues will be decided by the voters. It is important that Toastmasters be well informed. Of course all voters should be well informed, and it may be that we can help to this end.

In states which have the initiative and referendum, there are sure to be propositions presented for adoption or rejection.

In every state there are candidates to be voted on for various offices. It is possible, without partisan bias, for men to discuss these candidates and their qualifications and to gain information about them.

It is the policy in Toastmasters that no projects or candidates are to be endorsed by any club, but there is nothing to prevent free and frank discussion of such matters. Programs in which the various propositions are talked over and discussed as a means of informing members are quite in order. A session of the "town meeting" type can be used with good effect.

I suggest and recommend that every Toastmasters Club located in a region where elections are to be held should devote at least one program during October to a study of the issues to be voted on. Do this as a matter of information. Seek the facts involved; present them without heat or bias.

Surely we can discuss problems of public interest, whether local or national, without permitting ourselves to become involved in unpleasant controversy. This is a case in which our Toastmasters training in tolerance—in "listening to the other side"—can be brought into play for constructive purposes. Let us not "talk politics," but discuss issues, weighing them by use of our processes of analytical, critical listening, and we shall all profit thereby.

To the New Officers

This month, several thousands of men are taking up their tasks as officers of Toastmasters Clubs. To you, I present my congratulations on your opportunity to gain much for yourselves as you serve your clubs and their members.

I wish that every officer might concentrate attention this season on the matter of providing the best of experience and guidance in the processes of effective communication for the individual member. To accomplish this, there must be wise planning of programs, careful attention to evaluation, thoughtful coaching of new members, and helpful training in listening and speaking for every man in every club.

This is your time of opportunity to give and to gain as you serve your term in office. Make the most of it.

CLUB TO CLUB

Melbourne Toastmasters No. 1519 Melbourne, Australia:

Melbourne Toastmasters Club No. 1519 celebrated their centennial meeting with a "Guys and Dolls" night on July 16th. President John Lang welcomed all members and their ladies. The "International" theme of the evening was emphasized when M-Sgt. Pat Lydon, U. S. Army, and Ned Hansen, Liaison officer, U. S. Dept. of Defense, spoke on the programme with Squadron Leaders Eric Ramsay and Fred Knudsen, Royal Australian Air Force. Making his farewell appearance at the Club was Gerry Korte, a Fulbright exchange school teacher of Bellingham, N.Y., who is completing his tour of duty in Australia.

Verdict of the ladies at the end of the meeting: "More Ladies' Nights, please!"

* * *

Olympia Toastmasters No. 84 Olympia, Washington:

A different, challenging and interesting table topic was presented by member Paul Childers when he distributed a penny to each person in attendance with instructions to give a 60-second observation on a single phase of the penny. There are 40 different subject possibilities, he told them. Twenty-four of the 40 were covered by members and guests—and each one got to keep his penny!

Cascade Toastmasters No. 986 Tacoma, Washington:

On a balmy evening in July, the Cascade Toastmasters and their ladies were piped aboard the excursion ship "Harbor Queen" for a nautical meeting on the waters of Puget Sound off Tacoma. The early part of the evening was spent in devouring ship's stores and drinking in the beauty of Commencement Bay, the Narrows, Hale's Passage—all in the foreground of sun-reddened Mt. Rainier to the east and the snow-capped Olympics to the west.

Pres. Cliff Anderson skipped the meeting in the finest tradition of the sea. Voice modulation met and overcame the competition of the roar of the diesels. Table topics under direction of First Mate Neil LaFromboise explored the subject of conservation of the salmon.

After several nautical presentations and some salty evaluations, Commodore Anderson sounded his gavel as the Harbor Queen neared her berth.

Cascade 986 members left the dock looking forward to the next summer outing, the annual steak fry on the Sound at Salters Point, before resuming full speed ahead on the fall schedule of club meetings.

District 29 Louisiana, Mississippi, So. Alabama and N.W. Florida:

District Governor Lionel J. Addamus recently presented Charter 2806 to the Westbank Toastmasters Club of New Orleans. The meeting (a Ladies' Night affair) was well attended and a representative Toastmasters program was presented.

District 29 is encouraging all clubs being chartered to include the installation of officers on the Charter Night program. This was done by the Westbank Club, and the installation was capably handled by out-going Area Governor A. C. Tricou.

The enthusiasm of the members (some of whom have had prior Toastmasters training in other cities), the capability of the officers and the need the club fills in this area of New Orleans, indicate that District 29 has chartered another strong member of the Toastmasters family.

* * *

Occidental Toastmasters 613 Los Angeles, Calif.:

Occidental Toastmasters recently celebrated the club's 10th anniversary by inviting all past and charter members to the meeting. Fourteen former members were on hand and took part in the program. The "old hands" also served as evaluators.

Al Barker, only charter member still active in the club, was Toastmaster of the evening and received special recognition from his fellow club members.



Coldwater Toastmasters toast member Charlie Hill (in cold water?)

Coldwater Toastmasters 1587 Coldwater, Michigan:

Coldwater Toastmasters gave a rousing send-off to member Charlie Hill, with best wishes for his success in the International Speech Contest at Pittsburgh. Club 1587 has had a winner in the area contest for four successive years, 1955-57. Toastmaster Hill has been active since 1952, has assisted in founding two clubs in Benton Harbor, Mich. He is manager of the Coldwater Chamber of Commerce.

* * *

Anniversary Month

Toastmasters are reminded that the month of October is our birthday month—in fact, a double birthday. It was on October 24, 1924 that the first meeting of the Number One Club was held in Santa Ana, Calif.

Six years later, on October 4, 1930, the formal organizational meeting which joined the existing clubs into the association which adopted the name of Toastmasters International was held in Anaheim, California.

Clubs who wish to base a program on this double anniversary are referred to the articles in the February, 1958, issue of THE TOASTMASTER for additional information concerning our early history.

Reflections of a Club President

On Leaving Office

By M. W. McLEAN

MY TERM of office as President of my Toastmasters club is coming to the end.

No longer shall I be harried by imps of worry as the meeting night draws near, wondering which cubicle the hotel management will assign for our use. No more will I speculate fearfully on whether the Toastmaster of the evening will have his working organization ready to propound on some earth-vibrating subject such as "Horses I Have Known." No longer shall I feel the finger of guilt point in my direction when the Topicmaster fails to put in an appearance, when the evaluation session proves to lack its usual brilliance, or when the hotel serves us burned sprouts from Brussels.

Little did I realize when I first took office in my club, that the committees I had appointed would so rapidly bind themselves into perfectly coordinated groups, learned and wise in the ways of Toastmasters—and then hide out for the next six months.

No one had informed me that a strange alliance exists between Toastmasters and their wives which can at any moment flare up and add to the woes of an already tormented President. Careful observation and statistical study shows that Toastmasters' wives who are inclined to bring new life into the world can, by some form of feminine magic, postpone the event until thirty minutes before Father is scheduled to make a speech before the club.

Ah, the trials and tribulations of a Toastmasters Club President are many and varied! After sitting in quiet consultation with many of the Past Presidents of my club, and after due consideration of the condition of their nerves, hearts and ulcers, I am bound to have a few misgivings as I pass the office on to my successor, the new President. I am endowing him with my imps of worry.

Of course this is the dark side of the picture. One might wonder why anyone would desire to become President of a Toastmasters club. There is the other face of the coin to be considered. The rewards of the position are many.

A great deal of talent is lost in the world for want of a little courage. Every day sends to their graves obscure men whom timidity prevented from making a first effort; men who, if they could have been induced to *begin*, might have gone far in the race for achievement and fame. To watch the members of a Toastmasters club gradually throw aside the cloak of fear which binds and muffles so many men is reward enough to one who understands those fears. A Toastmasters club President is such a one. He has known what it means to shed the cloak of fear, for he was muffled in it when he first joined the club.

A Toastmasters President must be at all times perfectly tuned to the wave-length of the club, and to that of each member therein. He must learn to sense both temper and tempo of the meeting. This is an experience both stimulating and rewarding.

M. W. McLean is Past-President of the East St. Louis Toastmasters Club No. 845, D.8, East St. Louis, Illinois. His "Reflections" were first conceived and delivered before his club as his farewell speech as his term of office concluded.

Every organization worthy of its charter must face the question: "Are the gains of membership worth the cost?" It is in answering this question that I, as the retiring President of my club, find my greatest satisfaction. It does not take a trained observer to note how the members of the club are steadily moving forward in the social, religious and economic work of the community. Nor does it take an accountant to note the steady advance in their individual economic status. Therefore I can say to all who care to listen, and say without fear of rebuttal: "The gains to the individual member of the club are far greater than the cost of membership."

It is strange to realize that soon I will be no longer President of my club. My heart is filled with gratitude toward all those who have helped me, in the past six months and during my entire Toastmasters career. I am grateful for the time they spent in helping me to rise above my fear of the audience.

I am grateful to all the club members who have given to the club their enthusiasm, their cooperation and their support. Now can I thank them adequately? I can only say to them, individually and collectively—"I love you all."

THE TALE of the TOASTMASTER'S COW

TO ATTRACT ATTENTION to the forthcoming Toastmasters Convention, the clubs of the Pittsburgh area staged an amusing, novel and newsworthy event on August 2nd. The scene was West Park; the time, afternoon.

It seems that an old law, enacted in 1780 and still on the statute books, designates the site of West Park as "public grazing grounds." What better way to express forensic talent and invite attention to the convention than to test this law by the actual stationing of a cow on the property?

So—but the pictures tell the story of what happened. The program was under the direction of Elwood Weissert, Past District Governor and Chairman of Local Activities Committee for the convention. Script was written by Cecil Whitmore of the North Boros Club.

Toastmasters meeting is called to order in bandstand shell at West Park. Note bovine mascot waiting in truck at left.

Ray Kennedy of North Boros Club 1440 opens meeting, while Dale Oesterling (Butler Club 630) at left mentally rehearses speech presenting Bossy the bovine as TMI convention mascot.

Impasse! Where shall we keep the cow? "No problem," says Pa Pitt (Joe Koss of Skyscrapers Club 2643). "Know ye not this land hath been entailed for public grazing?"

"We accept!" thunders Cecil Whitmore of North Boros Club. "Bossy will prove to the world that in Toastmasters there is no bull!"



"You can't do it, boys," says city policeman. No cows in parks. That's final."



"We appeal to the law," counters Pa Pitt. "It sayeth here . . ."

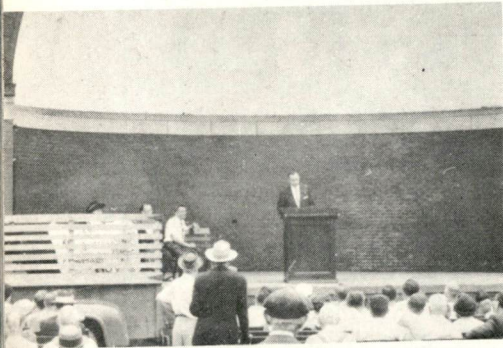


"Can't be done," is dictum of Inspector John M. Flavin from audience. "The sight of such an unfamiliar animal would cause panic among our citizens. In the interests of municipal peace, Bossy must go!"



"Good try, fellows," consoles Judge John G. Brosky of County Court. "Thanks for bringing the City Park System to the attention of the public."

"And to Ford Stevenson, spokesman for the Butler Club, the Early Birds and Magnetics Clubs who sponsored cow," he continues, "I hereby present this badge of honor—Bull Shooter First Class."



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)

Re: Toastmaster E. E. Hannum's letter July issue of *The Toastmaster*:

By invoking the blessings of the Almighty at a Toastmasters meeting the members are publicly stating that they recognize that above man is a benign Spiritual Being who rules the universe as a kindly, non-interfering father rules his children.

The Almighty is wise enough, kind enough and humor-loving enough to accept with equanimity this utterance of faith when delivered in a sincere though humorous vein, but what will be the effect on man? Will he not thereby . . . lose his own understanding of what God means?

O. B. Johannsen
Roselle Park, N. J.

I liked Mr. Hannum's invocation in the July issue of *The Toastmaster*. In my own home or in my personal prayers I might use something similar. But I wish to refer Mr. Hannum to Ecclesiastes 3:1-8, which begins, "To every thing there is a season, and a time to every purpose under the heaven." . . . To most people religion is a serious business, particularly when talking to God . . . If your invocation were given at a normal public gathering . . . and you were to speak afterwards, you would have offended a large share of the audience as surely as if you stood there and picked your nose . . .

Paul M. Hansen, Capt. USAF
Club No. 2669
Selfridge AFB, Michigan

As a Toastmaster and a church member I feel that your witty invocation was irreverent and in poor taste. Our Toastmasters clubs and members can surely stand before God for perhaps 90 seconds each week in a solemn, somber and serious manner.

Euby Grimes
Port City Club 998 (29)
Mobile, Ala.

Space won't permit all my comments on the fine articles this time but I would like to put in my 2c replying to Mr. Hannum's letter . . . It is a well-known fact that the Lord has a sense of humor otherwise He would not have made humanity what it is today. On the other hand, there are times when humor is out of place, especially in a mixed group where religious views differ so widely. I believe that an invocation is meant in all seriousness and should be kept so in keeping with the solemnity of the occasion.

I. Louis Cook
Antler's Club 725
Minneapolis, Minn.

Replying to the letter published in the July *Toastmaster* about the rhyming invocation, we discussed this in our club and then called for a vote on whether this was a good invocation, or bad as according to your evaluator. We voted 95% for the evaluator who said it was not good taste.

Wayne Moore
Past Pres. Club 527 (22)
Springfield, Mo.

The outside back page of the July 1958 issue of *The Toastmaster* was a most worthwhile thought—but strictly against all safety rules and contrary to most state laws—which prohibit stickers which obstruct the driver's view. Discounting the safety factor—but not forgetting it—our Toastmaster wouldn't make many contacts that way—except with jaywalkers, cars double parked, or stopped next to the car at a traffic light!

Suggestion! Put the Toastmaster sticker on the opposite window! Then people walking along the sidewalk can see it. Who knows, while you wait for your wife to pick up a steak, you may strike up an acquaintance with a prospective member!

If this beneficial suggestion is accepted—forward a sticker and I'll display it on the "sidewalk side" when I tour from New York to Monterey, Calif., later this year!

Ray Reiner
Past Area Governor
Brooklyn, N. Y. (Dist. 46)

The name Harry has, on various occasions, been relegated to the cognomen of Henry, Hank, Har, Hap, Hey You, et cetera, so I do not feel too badly when you hand me the typographical slip from Harry to Henry. But . . . the fine old name of DENEN to be kicked around to the sound of DEN-NAN, even my paternal grandfather must be turning in his grave like a whirling dervish, at the very thought of this flagrant error!

The "Gooney Bird" is yours!!!

Witness page 24 of the July issue of *The Toastmaster*.

Harry E. Denen
Captain, USN
President, Toastmasters
di Napoli 2703
Naples, Italy

Here in a strange land by the Yellow Sea is an interesting group of men and women who appreciate that world improvement begins with me—and are doing something about it.

We have organized with the help of Toastmasters International a Seoul Gavel Club. We are O.E.C. (Office of Economic Coordinator) members and our purpose is to act as technical advisors to the Koreans.

The high officers appreciate the great value to individuals which can be derived from such a self-improvement club as the Gavel Club and they enthusiastically encourage staff members to join.

We just installed new officers in the Seoul Gavel Club. The new officers are striving to build a fine club.

Gavel Club feels a great need for Gavel Club pins. We looked in your catalogue but failed to find any. Would it be possible to get a simple pin? We need 50 or 60.

Eve Morrell, Sec'y
Seoul, Korea

Gavel Club pins are available at \$1.25 each.—ED.

My personal gratitude to Dr. Ralph C. Smedley for publishing "Personally Speaking" p. 22 of the July 1958 issue dealing with spelling.

Unfortunately spelling is a lost art.

I have personally carried on a campaign for good grammar, and you must know that spelling and grammar are blood cousins . . . now, Dr. Smedley, a grammarian is as much a critic as an Evaluator, so why not include in your portfolio a booklet on "How to Be a Grammarian" in much the same fashion as the booklets on "Evaluation" and "The Amateur Chairman"?

Martin Silverman
Club 77 (50)
Santa Monica, Calif.

The Esco Night Owls Toastmasters Club has asked me to express their sincere appreciation for the excellent spread you gave it in the May issue of *The Toastmaster Magazine*. I personally wish to add my grateful word as Charter President. All of us realize how much this fine piece of advertising has meant to the Club in general, and to each member personally. Conscious of our unique position as the only Club which can boast of such "an unearthly hour," believe me you have given us a worth while "shot in the arm."

I am sending you a copy of our Company's magazine to indicate to you that we can back up our boasting relative to the Night Owls Toastmasters. You will note that the company "speak-off" was a contest between the two clubs which Esco sponsors. Needless to add here, that the Night Owls are justifiably proud that the first and second place winners, Mr. Larry Black and Mr. Roy Myers respectively, are members of this club. Since the company was so impressed with the results of the work of both clubs, this event will become an annual affair, and we look forward to greater glories

Again, may I assure you of the Club's and my personal gratitude for what you have done for us through your article "They Speak By Night."

Otto Wodtly
Past Pres. Club 2477-7
Portland, Oregon

Please continue with your "Just in Jest" humor page. I have many "pro" humor books and use material in my humorous speeches and I find your "Jests" the best.

Leonard Stuewe
El Segundo, Calif.

We received the charter for Baghdad Toastmasters Club . . . but had to delay the charter party from the 1st of July to the 15th due to complications which were insurmountable. The Id al Adha which begins on the 10th day of Dil Hijja lasts for four days which makes the last day fall on the first of July. Most everyone takes advantage of the four-day holiday to go north to resorts and get a break from the 115 degree plus temperature. We cannot know exactly when Id begins because according to ancient custom it is based on a phase of the moon and declared at the beginning of the month which establishes the beginning of the Id. This is all very complicated, particularly if one or two days make a difference in the scheduling of an event. . . .

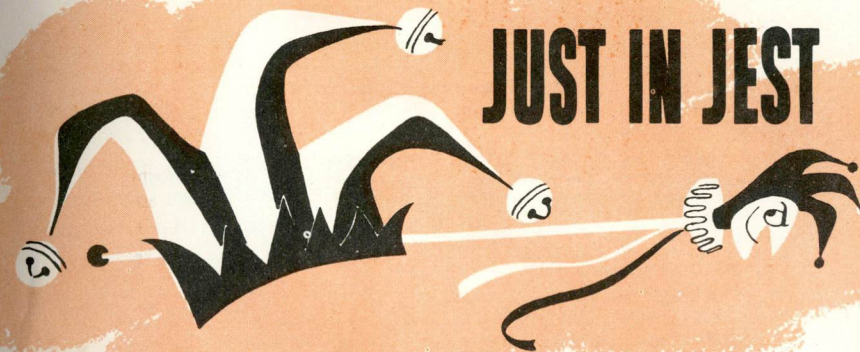
It is fully expected that there will be Arabic language clubs established here in Iraq now that the ice has been broken by Club No. 2270.

D. H. McCoskey
Baghdad Toastmasters 2270
Baghdad, Iraq

Re invocations query by E. E. Hannum in "Letters" section of July, 1958, *Toastmaster*: Who is Mr. Hannum trying to impress, God or man? If God, let him be reverent; if man, let him make his humorous speech as such.

Searles M. Hornstein
Kamiakin Club 1306
Sunnyside, Washington

JUST IN JEST



If you think the modern child doesn't know the value of money, just try offering him a penny.

The trouble about leading a double life is that you usually get through it twice as fast.

1st Toastmaster: When I made my last speech, the audience was glued to their seats.

2nd ditto: What a wonderful idea!

"I want you all to know that I don't like yes-men," thundered the new boss. "I want you to tell me exactly what you really think—even if it costs you your job!"

Whether a man succeeds in pulling the wool over his wife's eyes or not depends on the yarn he's using.

"Does your child feel insecure?" asked the psychiatrist.

"I don't know. But everybody else in the neighborhood certainly does!"

The will of the wealthy but eccentric man was being read, and all the relatives listened expectantly. Finally the lawyer read "And to my nephew, Charlie Jones, whom I promised to remember—'Hi there, Charlie!'"

It's smart not to work up a head of steam until you know what's cooking.

Sometimes when we stop to think before we speak, it doesn't sound a bit smarter than if we had blurted it out in the first place.

When a woman wants to be taken at her word, it's a cinch she means the last one.

It's silly to say that none of the planets are fit to live on—why should we judge all the rest by ours?

The number of blasts that come from auto horns in a traffic tie-up is equal to the sum of the squares at the wheels.

A vacation is a succession of 2's—2 weeks 2 short, 2 tired 2 return 2 work and 2 broke not 2.

A politician is a man who works his gums before election and gums the works afterwards.

Money may not buy happiness, but it certainly lets you look for it in a lot more places.

If at first you don't succeed, you're running about average.

New Clubs

(As of August 15, 1958)

- 734 JACKSONVILLE, Florida, (D-47), *Jacksonville University*, 2nd & 4th Tues., 7:00 p.m., Jacksonville University Banquet Room.
- 891 LIMESTONE, Loring AFB, Maine, (D-45), *Northern Lights*, Thurs., 7:30 p.m., Loring AFB Officers' Club.
- 990 SWEET HOME, Oregon, (D-7), *Sweet Home*, Mon., 6:30 a.m., Jim's Cafe.
- 1315 FOXBORO, Massachusetts, (D-31), *Foxboro*, Thurs., 6:30 p.m., The Rose Garden, Mansfield, Massachusetts.
- 1441 PHOENIX, Arizona, (D-3), *Mariposa*, Tues., 6:55 a.m., Salt River Project Cafeteria, Phoenix, Arizona.
- 1548 NASHVILLE, Tennessee, (D-43), *Volunteer*, Tues., 6:30 p.m., Sam Davis Hotel.
- 1921 SYDNEY, N.S.W., Australia, (D-U), *Sydney*, Mon., 6:15 p.m., The American Club, 129 MacQuarie Street, Sydney.
- 2115 HONOLULU, Hickam AFB, Hawaii, (D-49), *Hickam NCO*, Mon., 6:30 p.m., Hickam AFB, NCO Club.
- 2197 GLOBE, Arizona, (D-3), *Globe*, Tues., 6:45 a.m., The Dominion Hotel, Globe, Arizona.
- 2270 BAGHDAD, Iraq, (D-U), *Baghdad*, 1st & 3rd Tues., 7:30 p.m., Alwiyah Club.
- 2470 THULE, Greenland, (D-U), *Rising Star*, Mon., 8:00 p.m., Contractor's Mess Facility, Thule, Greenland.
- 2476 JACKSONVILLE, Alabama, (D-48), *Jacksonville*, 1st & 3rd Wed., 5:45 p.m., Bibb Graves Hall, State College, Jacksonville, Alabama.
- 2773 LENOIR, North Carolina, (D-37), *Lenoir*, 2nd & 4th Mon., 6:30 p.m., Johnny's Steak House, Lenoir, North Carolina.
- 2786 WHITEHOUSE, Ohio, (D-28), *Twin Village*, Wed., 6:30 p.m., Whitehouse Inn.
- 2795 DAYTON, Wright-Patterson AFB, Ohio, (D-40), *Aero*, Thurs., 5:45 p.m., Civilian Club, Wright-Patterson AFB.
- 2797 EUREKA, California, (D-57), *Sunrise Breakfast*, Tues., 6:00 a.m., Tiny's Restaurant, 4th & H Streets, Eureka, California.
- 2804 DOTHAN, Alabama, (D-48), *Dothan*, Mon., 7:00 p.m., Wayside Restaurant, Dothan, Alabama.
- 2810 WASHINGTON, D. C., (D-36), *Temporary Eight*, 1st & 3rd Tues., 12 noon, Moon Palace Cafe, Washington, D. C.
- 2811 SOUTH SIOUX CITY, Nebraska, (D-24), *Soo Kota*, Mon., 7:00 a.m., Diamond Horseshoe Cafe.
- 2812 RANTOUL, Chanute AFB, Illinois, (D-54), *Chandelle*, 2nd & 4th Mon., *Chandelle NCO Club*, Chanute Air Force Base, Illinois.
- 2817 DONALDSONVILLE, Louisiana, (D-29), *Donaldsonville*, 2nd & 4th Thurs., 7:00 p.m., Club Bar Cafe, 504 Mississippi Street, Donaldsonville, La.
- 2818 LAKE GENEVA, Wisconsin, (D-35), *Lake Geneva*, Thurs., 6:30 p.m., Normandy Restaurant, Lake Geneva.
- 2820 ELYRIA, Ohio, (D-10), *Elyria*, Tues., 12:00 noon, Trademark Room of Graystone Hotel.
- 2822 HARRISBURG, Pennsylvania, (D-38), *Commonwealth*, Mon., 6:00 p.m., Castiglia's, Harrisburg, Pennsylvania.
- 2823 NORFOLK, Virginia, (D-36), *Reformers*, Thurs., 11:30 a.m., U. S. Naval Retraining Command, Norfolk 11, Va.
- 2824 CINCINNATI, Ohio, (D-40), *Forest Park*, 1st Wed., monthly, 6:30 p.m., Sanker's Bowling Alley.
- 2832 HIALEAH-MIAMI SPRINGS, Florida, (D-47), *Hialeah-Miami Springs*, 2nd & 4th Tues., 7:00 p.m., Miami Springs Villas, Miami Springs, Florida.
- 2834 ANDALUSIA, Alabama, (D-48), *Andalusia*, 2nd & 4th Mon., 7:30 p.m., Ala. Electric Co-op Building, Andalusia, Alabama.
- 2835 NAPLES, Florida, (D-47), *Naples*, 2nd & 4th Tues., 6:30 p.m., Baroni's Restaurant, Naples, Florida.
- 2836 COVINGTON, Louisiana, (D-29), *Covington*, 2nd & 4th Mon., 7:00 p.m., Claiborne Inn, Covington, Louisiana.
- 2839 OAKLAND, California, (D-57), *MTMA Oakland*, 2nd & 4th Thurs., The Officers' Club—Oakland Army Term., Oakland, California.
- 2841 TRAVERSE CITY, Michigan, (D-28), *Paul Bunyan*, Thurs., 6:30 p.m., Dill's Restaurant, Traverse City, Michigan.

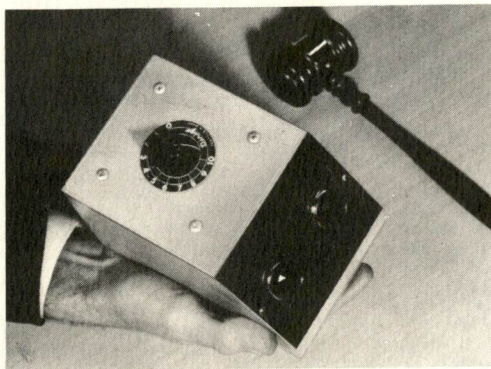
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