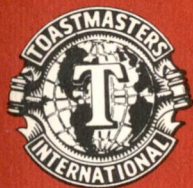


OCTOBER, 1959



# THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

SANTA ANA—  
TOASTMASTER TOWN  
OF THE MONTH



ANNIVERSARY ISSUE



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## TOASTMASTERS INTERNATIONAL IS:

... a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than half a million men through its program of self-expression and self-improvement. There are now more than 3,000 clubs which are located in every state of the Union, every province of Canada and in 31 other countries.

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

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

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

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# The TOASTMASTER

For Better Thinking—Speaking—Listening

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

VOLUME 25 NUMBER 10 OCTOBER, 1959

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PRINTED IN U.S.A.

PRICE \$1.50 PER YEAR



136 Address All Communications

The Toastmaster, Santa Ana, California

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 3040 active clubs, located in the United States and 31 other countries. Organized October 4, 1930. Incorporated December 19, 1932. First Toastmasters Club established October 22, 1924. Home Office—Santa Ana Community Center, 1104 West Eighth Street. The names "Toastmaster" and "Toastmasters International" are Registered Trade Marks of Toastmasters International, Inc.

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*TMI Executive Director  
answers the question . . .*

# Why a Home Office?

By MAURICE FORLEY

“WHY DO WE HAVE Toastmasters International? Why should we support the Home Office?”

These are questions which frequently come to me in my position as executive director of Toastmasters International. They are good questions, and they should be asked. Is there any justification for our organization as a whole and for its central office? If there is, every member should be mindful of the reasons for our existence. We in the Home Office must never stray from the purposes for which it was created.

We emphasize that the club is the keystone of our organization and its chief reason for being. Why, then, should club members give time and effort and contribute

money for dues to the international organization? What do we do for you, to justify your support of us?

The question is not novel. From the day the first cave man was asked to join a tribe, to the present when the organization man is asked to become a part of the modern corporation, wives have asked: “Why do we need to get mixed up with those people?” From Pericles to Alfred North Whitehead, philosophers and students of government have been concerned with preserving the maximum freedom for the individual consistent with the maximum benefits of social living.

If Toastmasters International and the Home Office are to justify their existence, we ought to know what they do. To many members, “Home Office” is only a name.



*Maurice Forley is a graduate of Yale and Northwestern Law School. He started his professional career as a lawyer, but has spent most of his time in executive positions in business and government. He joined Toastmasters in 1956 as Administrative Counsel; was appointed Executive Director in 1958.*

The Home Office is the operational headquarters, the nerve and circulation center of our far-reaching organization. It occupies two floors in the Santa Ana Community Center where 31 employees perform services and prepare supplies for use throughout our organization. We operate on an annual budget of more than a half million dollars.

The Home Office has five functional departments: Membership Service, Educational Research, Public Relations, Finance, and Production.

The Membership Service department responds to service needs at every level of our organization, from the casual inquiry for information through the chartering of a new club, the processing of new members, to the planning, arrangement and assistance given to District Conferences, Zone Conferences, Board meetings and the International Convention. Into this department flow an average of 550 new membership applications each

week. Several hundred informational inquiries are received each month. All correspondence concerning the chartering of new clubs flows through this department, and we charter over 350 new clubs each year.

The Educational Research department keeps abreast of current developments in the field of communications, reviews and revises our educational materials and answers inquiries from members regarding the educational program.

The Public Relations department prepares THE TOASTMASTER magazine and the monthly edition of *TM Topics*. It provides counsel for clubs on publicity, and helps them to improve the quality of club and district bulletins. It is responsible for the convention program and arrangements, and sponsors organization publicity of all kinds.

The Finance department prepares and processes semiannual reports and new officer lists. It issues monthly reports on District and International finances. It makes all



purchases and processes the billing for purchases made by members at the rate of more than 100 orders daily.

The Production department operates the newest offset presses and the most modern collating, binding and inserting equipment. Mailing and shipping are also the responsibility of this department. Millions of items of mail are issued yearly from the Home Office. We have in our files more than 115,000 stencils which must be kept accurate and up-to-date. With more than 30,000 new members each year, 20,000 dropped members annually and 24,000 changes in club officers in addition to thousands of changes in mailing addresses, you can see this department has its hands full.

The Home Office sends kits to club officers, in addition to the monthly *TM Topics* they receive. It provides public relations suggestions for clubs and districts. We answer more than 2,000 letters a month, providing counsel and information. We issue many publications and Certificates of Merit. We provide administration aids, educational materials and information for all District and Area officers. We assist in the preparations for training and orientation sessions at District and Zone Conferences and the annual convention; we maintain custody of all District reserve funds; we provide special services for Districts regarding activities within their jurisdictions; we provide addressing services for District mailings.

Having mentioned these items, I have only skimmed the surface. The sheer volume of our output is

impressive in itself. Last year we printed and issued more than 44,000 copies each of the *Basic Training Manual*, *The Amateur Chairman* and *Speech Evaluation*. We issued 156,000 copies of the pamphlet "Introducing the Toastmasters Club." We issued copies of *TM Topics* at the rate of 156,000 annually. We prepared mailing tapes for a total of 975,000 copies of *THE TOASTMASTER* magazine and the Club Directory. We issued thousands of copies of "Any Questions?" We provided \$125,000.00 worth of pins, trophies, gavels and books for our members.

I would like to emphasize that all these activities are undertaken and have been initiated at the request of clubs and members in response to their express needs. Everything we do is in response to your call for assistance. To borrow a phrase from television, we may say: "You asked for it."

Let me reiterate: Toastmasters clubs created Toastmasters International; Toastmasters International did not and does not create clubs. But let us consider for a moment a condition lawyers might call the "but for" rule. Bluntly, where would your club be, but for our help? Would it have been possible for clubs to increase from 19 in 1932 to 3,000 in 1959 through the unaided efforts of the members of those early clubs? Could our rate of growth continue if the Home Office were to close tomorrow? We have grown because of the inter-relationship between the individual, the club and the Home Office. Together we are creating an entity in which we can all have pride.



*The Home Office staff exists to serve you*

We are, however, more than an organizational service station. We are more than glorified mechanics who tighten the nuts and bolts of our organizational machinery. Toastmasters International is more than a collection of clubs with a Home Office. It is a separate legal entity with its own corporate personality.

The significance and meaning of the name "Toastmasters" is growing rapidly, so that each of us may take increasing pride in our membership pin—in proclaiming that we are members of an organization which is earning acclaim from heads of state, from business, civic and military leaders all over the free world. Officials of the United Nations, commanding officers of the various branches of the United States Armed Forces, as well as of NATO and the Armed Services of Great Britain—organizations such as the American Red Cross, the National Foundation, Boy Scouts of America and many others, are turning to us for the leadership and

personnel with which to render their own programs more effective. We have a growing impact and significance on the social scene in several countries.

It is a part of the job of the Home Office, with the help of each individual Toastmaster, to enable every man who wears a Toastmasters pin to say with self-confidence and assurance, "I am proud to be a Toastmaster." Our individual and collective efforts to improve our abilities have made us more valuable citizens and contributors to the value of constructive social forces in the world around us.

I have described the requisites and achievements of *organizational prestige*. We have this prestige; through our joint efforts we will continue to have it in increasing measure. No single club could achieve, alone, the deserved recognition all our clubs enjoy by virtue of their affiliation with the organization which you have created—Toastmasters International.



However, there is justification for our organization and its Home Office far transcending their importance as a source of service and prestige. In these days of world anxiety and travail, of international misunderstanding and cumbersome unproductive diplomatic meetings, it is reassuring and encouraging to recall that there are Toastmasters all over the free world—men united in a common cause earnestly seeking to make themselves better human beings, men with the same problems, the same hopes and desires, regardless of color, creed or country. They are working and aspiring to achieve objectives common to all men of good will.

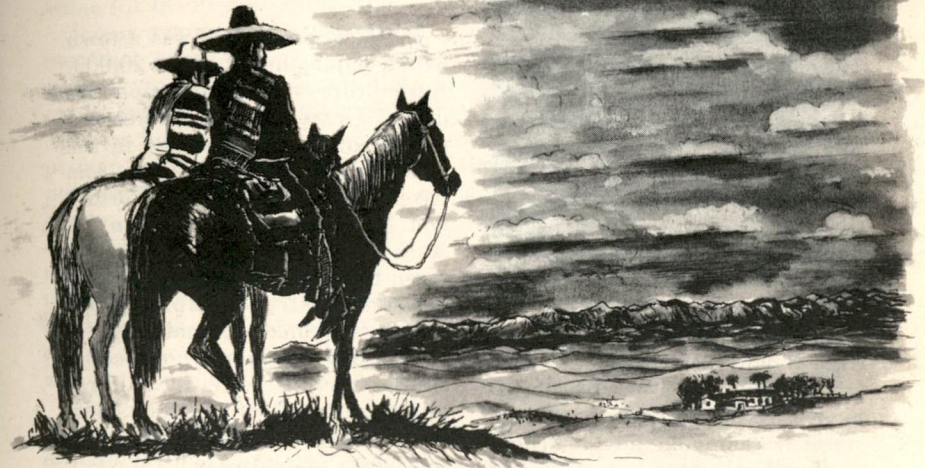
In the midst of frustration and fear, here in Toastmasters men gain hope, confidence and ability to communicate with each other, to evaluate each other's words and ideas—in short, to eliminate misunderstanding. We are not large in terms of world population, but through our humble contribution and example it is not too much to hope that the day may come when men of good will in every nation may have so much in common, may understand each other so well that they will have no desire to destroy each other. Certainly international peace and good will cannot be achieved by any other means. Certainly nations will not improve if their citizens do not improve themselves. Self-improvement is our common goal. Toastmasters International truly needs no other justification for existence than to serve as the instrumentality of this, our collective aspiration.

In an address delivered recently at Johns Hopkins University, Yale President A. Whitney Griswold said: "Along with the individual freedom we guarantee to our citizens goes the expectation that they will use that freedom to better themselves and thus better society. We look to their individual self-improvement as the only certain means of ensuring the security and welfare of the state. The purpose of liberal education is to expand to the limit the individual's capacity—and desire—for self-improvement, for seeking and finding enjoyment and meaning in everything he does. Thus does liberal education serve the purpose of a democratic community."

I have never read a more apt and accurate description of the Toastmasters organization. If the Home Office and Toastmasters International can help you and all our members grow in strength and determination to achieve the objectives so eloquently stated by President Griswold, we are indeed contributing to the cause of democracy and a free world.

This job is worthy of our best and unremitting efforts. It is a job which cannot be performed by individuals or clubs alone, nor by the Home Office alone. It is the assignment you as Toastmasters have assumed and shared with Toastmasters International. Toastmasters International has employed us to help you in your efforts.

When the questions arise: "Why do we have Toastmasters International?" or "Why should we support the Home Office?" the answer is clear—you asked for it. ♦



# SANTA ANA

*meeting place of the Dons--*

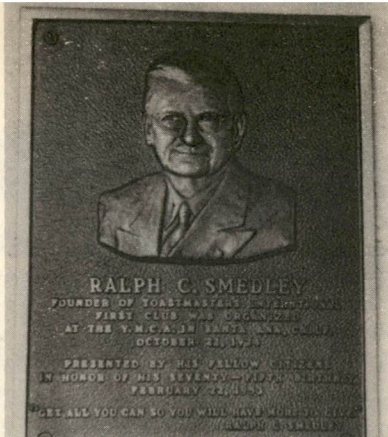
*birthplace of Toastmasters*

SANTA ANA has always been a city of communication. It is located on the old King's Highway—*El Camino Real*—the road which ran the length of California from San Diego to San Francisco. Along this road traveled the messengers of the Spanish King, velvet-suited Dons with jingling silver saddle trappings, brown-frocked, sandalled Mission Fathers.

From the sprawling pueblo of Nuestra Senora la Reina de los Angeles, a messenger leaving at

dawn could, by riding hard, reach Santa Ana at dusk—just in time for rest, refreshment and good talk—the exchange of news and adventures. The first home in the area which Santa Ana now occupies was the huge, hospitable hacienda of Don Jose Sepulveda. The rambling adobe structure, located about a mile from the spot where the Home Office now stands, was the point all travellers strove to reach before dark. They were sure of a welcome from Don Jose, and an invitation





**Bronze plaque honors  
Founder of Toastmasters**

In 1924, Santa Ana was a town with a population of about 20,000. Agriculture was the principal industry. Orange groves, walnut and apricot orchards flourished in the pleasant valley of the Santa Ana River—the valley which Portola and his men had entered on St. Anne's day, and to which they had given her name. It was a peaceful, pleasant countryside, a prosperous and civic-minded community. It was also a community of people whose interests were in cultural things, although of necessity most of their culture was on a do-it-yourself basis. Santa Ana in 1924 was a town ripe for Toastmasters.

That year, one of the principal topics of conversation was the newly-dedicated YMCA building. It was, people agreed, one of the finest buildings in town, and that new General Secretary of the "Y" had done a wonderful job, working with the architect, superintending the construction, accomplishing all with a minimum of fuss and a maximum of efficiency. It was, after all, the 11th "Y" building whose erection he had supervised. The new "Y" filled a much-needed place in Santa Ana life; it was a meeting place for many organizations, a sort of town forum. In fact, this new man Smedley was full of ideas, and Santa Anans had learned to listen when he spoke.

Thus we come to the historic evening in October when a group of men met at the "Y" to talk over the General Secretary's new idea of a speaking club. The idea, he said, was not exactly new, since it

had worked well in a few other places, but it might hold some value for the men of Santa Ana.

It was a composite group which met that night—prophetic of the general type of Toastmasters clubs of the future. Several high school teachers and a junior high school principal were there. A newspaper publisher, a lawyer, a banker, a doctor, a hardware merchant, a clothing merchant and a real estate man completed the group. All of them were eager to see what might be done with this idea of forming a club to practice public speaking and parliamentary procedure.

From that first meeting in 1924, Toastmasters has grown into an international organization, and its headquarters has remained in Santa Ana. The city has been a gracious landlord to the Home Office, which is located in the Community Center Building. The 31 employees maintain homes in the area and take an active part in community affairs.

Santa Ana today has seven active Toastmasters clubs, including

Smedley Chapter No. 1, of which Dr. Smedley is still an active member, attending meetings and carrying out his club assignments. Club 15, the Santa Ana Toastmasters, recently honored three active members who totalled 90 years of club membership. One club meets at the nearby El Toro Marine Base; still another combines military and civilian members.

The city of Santa Ana has honored Dr. Smedley in many ways. A bronze plaque in the foyer of the City Hall recounts his achievements and bears his portrait. Several years ago a Junior High School was given his name. These honors have been extended to only one other citizen—the late Glenn L. Martin, who built his first plane in Santa Ana.

However, the tribute most treasured by the Founder of Toastmasters is a simpler one. It is the pleasure he receives when walking down a Santa Ana street, and men stop him to say: "Toastmasters has been one of the greatest influences in my life." ♦



**Smedley Junior High School, trains  
future Toastmasters**



**The Santa Ana YMCA—site of first  
Toastmasters meeting**



# IDENTIFICATION IN SPEAKING

By LIONEL CROCKER

MAN IN MAKING his important decisions does not rely upon testimony that comes from sources he does not know. When he wants to buy a car, he goes to a dealer in whom he has confidence. He asks his friends to recommend a doctor or a dentist. In other words, man wants to identify his interests with the interests of the individual with whom he is going to deal. Identification is the basis of mutual respect and confidence.

So it is with speaking. The speaker will not get to first base if he does not take time throughout his speech—especially in the introduction—to identify himself with his own ideas and the ideas of

the audience, with his own needs and the needs of the audience, and with the special flavor of the audience.

Throughout his speech, the speaker should keep in consciousness these four questions, and should keep hitting at them both subtly and openly:

1. *Why are we here at this particular time?*
2. *What am I going to talk about?*
3. *Why am I going to talk about this?*
4. *Why should you listen to me talk about this now?*

In answering the first question, the speaker identifies himself with

*Dr. Lionel G. Crocker is chairman of the department of speech at Denison University, Granville, Ohio. He is the author of a number of textbooks on speech, and has served on the executive board of the Speech Association of America since 1947. He is also editor of the Central States Speech Journal.*



the audience and the occasion. Daniel Webster once said that it was the occasion that made the speech. The occasion is the magnet which draws the people together. It is the unifying force. It polarizes the interests of the audience.

The occasion also opens up many lines of thought for the speaker. Every speaker needs to open up as many lines of thought as he can. He should not neglect what the occasion can do for his theme. Examine the occasion. What have you and the audience in common that draws you together at this particular time and place? You may think—and rightly—that this is obvious; nevertheless, state the obvious.

2. *What am I going to talk about?* In answering this question, the speaker should lay his subject on the line. Novice speakers are apt to be cagey here; they think they will gain interest through curiosity if their theme is not

stated. But attention soon lags if the audience does not get the thread of the discourse. The speaker gains attention by a careful analysis of his subject. An audience respects a speaker who has done a lot of home work and who has split his theme into its basic component parts. The speaker wants communication, a meeting of minds; this is not possible if the audience does not know what he is talking about.

Remember also, that an audience does not listen 100 per cent of the time. This is especially true in the opening of a speech, before the audience has put itself in the groove of the speaker's line of thinking. The audience is still concerned with itself and its own problems, and the speaker has a difficult time in penetrating the consciousness of his hearers. Capture attention by the weight of your central idea. Be able to give the gist of your speech in one sentence. This is what you want the audience to remember.



3. *Why am I going to talk about this?* The first important word in this question is "I". The speaker must identify himself with his subject. What is his special competency to handle this theme? How does his life intertwine with this subject? How can he make the speech his very own, so that no one else could give it? How can he put the mark of his personality upon his speech; how has he earned the right to speak on this subject? The novice in a situation, the person who does not know what he is talking about, is soon detected. Even though the chairman of the meeting has introduced the speaker, the speaker should feel no compunction about further recommending himself as an authority on the subject under consideration.

The second important word in the question is *this*. It is here that the speaker relates his subject to himself. The speaker should identify the subject with himself and with the occasion. In this way the audience will have confidence in him as the one who is going to lead their thinking.

Finally, *the speaker must sell the audience on what he is going to*

*talk about.* What will the audience get out of the talk? What will the speaker give them in exchange for their time and effort in listening? Will the speech help them solve any of the problems they may have? It is not enough that the speaker know his subject inside out; he must identify his audience with that subject. In it he must show them their image. They must be able to recognize themselves and their problems in what is said.

As speaker, identify yourself with the needs, wants, concerns, desires, wishes of your audience. Be point blank! Spell it out in so many words. Do not leave this to chance.

In other words, the speaker must quickly establish himself with his audience as a friend and as an expert. The audience must like him well enough to do business with him, to say to themselves: "This is worthwhile. I like this speaker and he likes me; he is interested in me and my problems. He knows what he is talking about." When the identification between speaker and audience has been well established, then the audience will listen, seriously and with both ears. ♦



# Your Club Bulletin

By RON NADLER

IF COMMUNICATION in your club, area or district is difficult, if *esprit de corps* or, to borrow a word recently coined by a popular magazine, *togetherness*, is lacking, by all means try publishing a bulletin. A good bulletin is informative; it can also improve attendance, build up an awareness of area and district functions, and create pride in every Toastmasters group—club, area, district, international. Such a publication can also be distributed to non-Toastmasters to induce them to attend meetings as guests and eventually become members.

A bulletin, however, is only as good as its editor. Good editors are hard to find—simply because too many of us abhor writing, though we may be willing to speak to a live audience at any time. Nevertheless, with some exploring within your organization, you should be able to secure the voluntary services of at least one able writer.

Your editor will need a few tools of the trade in addition to the usual pencil, eraser and paper. A good dictionary, a thesaurus and a book of quotations are indispensable. If the writer is really conscientious about his use of English, he might

want a good usage text, such as "A Dictionary of Contemporary American Usage," by Cornelia and Bergen Evans. Armed with these tools, the writer will be well prepared for any literary task.

What goes into a club, area or district bulletin? Almost anything—except specific educational details as, for example, "How to Evaluate," or "How to Give Basic Training Speeches." These items are in the domain of the educational officers in the clubs, areas and districts, and the Home Office in Santa Ana. Remember, the main purpose of a bulletin is to create and maintain interest in the organization; a somewhat relaxed and casual presentation is more effective than a didactic, "preachy" approach.

The most important thing to keep in mind about a bulletin is that *it must be identified*. In other words, it must carry somewhere, preferably on the masthead, the name and address of the group which is publishing it, and the date of publication. Elementary as this sounds, it is a detail that is frequently overlooked. It should always be remembered that a bulletin, although written for and directed to a definite group, fre-



quently goes beyond and outside the group for greater service.

Club bulletins in particular should be careful to see that their bulletin carries not only the club name, but club and district numbers also. These should be followed by the name of the city and state in which the club is located and the time and place of meeting. Without these essentials, the bulletin becomes rather like an unsigned letter. The reader might like to reply, but to whom and where? So the reader might want to join or at least visit the club whose bulletin he has enjoyed, but he is thwarted at the outset.

The publishing of Toastmasters events is one of the main reasons for the existence of a bulletin. Area and district affairs should be publicized well ahead of time, and then be followed by brief accounts of the activities at these affairs. If a Toastmaster didn't attend this particular function, you may make him wish that he had, and perhaps he'll attend the next district conference or area speech contest.

Club news is important. So is news of individuals. The use of such items is an excellent way of creating pride in an organization. However, don't expect to be flooded with news items; experience has shown that such information can be obtained only through diligent spade-work on the part of the bulletin editor.

A good approach for club bulletin editors to take is to include a few news items along with the

regular program announcements. In this way bulletin preparation is simplified, and labor and materials are conserved. It is very important to include the time and place of meeting.

One club whose bulletin we enjoy, briefly reports the proceedings of its last meeting at the same time it publishes its new assignment schedules; this method can be especially effective in combatting dropping attendance and can be of use in keeping together a club whose membership is relatively dispersed. It must be remembered, however, that the coming meeting is of greater importance than the meeting just past; emphasis should be placed on the future. One way to ensure this emphasis is to place the account of the next meeting ahead of the report of the previous one.

Some publications like to include jokes along with the news items. We all like jokes, but somehow they lose something in the translation from spoken to written word. If you plan to use jokes as fillers, be careful in your selection. You might find it easier and better to use brief witty or sober sayings culled from a book of quotations. These may be interspersed between articles to maintain interest.

An excellent attention-getter for a bulletin is an attractive masthead. It is profitable to spend some time and have some member with artistic ability design a masthead of which the club can be proud. The masthead should contain, in addition to the title of the bulletin,



the name, number and district, the address—city, state and meeting place—of the club or area, and also the name and telephone number of the editor.

Our bulletin of Area 8, District 12, departs from custom a little by varying its masthead from issue to issue. Area 8 has been fortunate in securing the free services of a draftsman who, in addition to being a good artist, is very helpful in suggesting illustration ideas. The clubs in Area 8 are located in and around Las Vegas, Nevada, so a gambling theme was chosen for the masthead. One issue featured a roulette wheel with the ball resting on 8; a subtitle read: "In the 8 Slot." A later masthead showed a slot machine paying off after an 8-ball jackpot was hit. On the bulletin issued just prior to the District 12 Humorous Speech Contest, we featured a horse (Number 8, of course) beating out a field of seven others. (Naturally, after that build-up, Area 8's contestant won!)

Give some thought to your masthead and you will be able to arrive at an arresting illustration. Furthermore, the man who can design and prepare it may be right in your own organization.

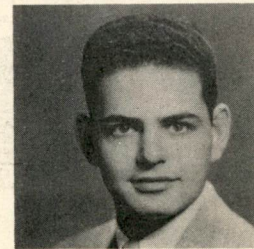
Duplication of the prepared bulletin is another problem. In view of the rather limited budgets of most Toastmasters clubs, try to have this work done on a voluntary

basis. A helpful typist will probably be not too difficult to find, but the actual reproduction may be more difficult. Area 8 has been fortunate in having a sympathetic employer who is willing to donate facilities and labor for the *Area 8 Bulletin*. With the proper approach, you too may be able to obtain similar services.

Another item for consideration is the choice of duplication process. This is important, for the more attractive your presentation is, the more effective it will be. Mimeographed or dittoed bulletins are economical and may be practical at the club level, but serious consideration should be given to the use of an offset duplication process (multilith, for example) for club, area, or district bulletins. When you have a printing run of more than 20 copies, this method is economical, and is excellent for duplication of drawings and photographs. It also gives your publication a neat, professional appearance.

To summarize: A bulletin's effectiveness is directly proportional to the quality of its editor, the tone of its presentation, its content, and the appearance conferred upon it by the duplicating process. A well-developed publication can go a long way toward increasing the effectiveness of your club, area and district. ♦

*Ron Nadler is president of the Desert Toastmasters 1864-12, secretary-treasurer of Area 8-12, and editor of the Area 8 Bulletin. He is a research metallurgist for the Titanium Metals Corporation of America in Henderson, Nevada.*





*TMI's New President Highlights as  
Goal for the Coming Year the  
Development of...*

## HIDDEN ABILITIES

By EMIL H. NELSON  
President, Toastmasters International

AS I LOOK FORWARD to the opportunities this coming year may hold, I am reminded of the many contributions made to Toastmasters by the forceful and far-seeing leaders who have preceded me. I am especially mindful of the contributions and guidance of our Founder, Ralph C. Smedley.

From his storehouse of memory and experience, Dr. Smedley has given us many bits of wisdom. In his article, "The Toastmasters Club—its meaning and values," (*THE TOASTMASTER*, February, 1958), Dr. Smedley writes of the value of membership in a Toastmasters Club: "It leads to the discovery of *hidden abilities*, bringing these latent talents into use, and thus enriching the man's life."

We Toastmasters frequently say that "education is our business." This is very true, yet the statement

seems somewhat formal and a trifle meagre; it does not suggest the breadth and depth of our inclusive program of adult education. Many new benefits of increased ability and leadership potentialities have come to light since our first club was organized in 1924; many more still open as our organization grows and progresses.

We are closer to our concept when we remember Herbert Spencer's definition of education, which Dr. Smedley quoted in his article. Spencer feels that education is a process of drawing out and putting into use the talents and abilities which are present in the person to be educated, rather than pouring into his mind information from the exterior. This definition, I believe, expresses the fundamental purpose of Toastmasters International.

Our goal for the year ahead might well be the improvement of the methods and means by which we may discover and develop the hidden abilities of the men who belong to our Toastmasters clubs.

We who have been elected to office in this organization, whether we be club, area or district officer or member of the Board of Directors, should shoulder the responsibility for achieving this goal. It should be kept always in the foreground of our thinking. For it is sometimes possible that we may become so involved in building up a complicated area and district organization that we forget the reason for that organization. We forget that the sole purpose, the *raison d'être* of organization and program is—to develop the *hidden abilities* of the club member.

During the past year, Toastmasters International made a great forward step with the inauguration of a new type of Zone Conference, devoted almost entirely to the intensive training of district officers. One of the results of this training may well be a more efficient district operation, with consequent benefits to area, club and member.

Much of the success or failure in the discovery of the hidden abilities in members of our clubs depends upon the district and area leadership. However, the best leadership in the world cannot be successful if we, as club members, fail in our own responsibilities. We must do our part. We must be receptive to the ideas of those who are trying to help us; we must be willing to cooperate in these ideas. We must be punctilious in fulfilling our club responsibilities—in attending meetings regularly and carrying out club assignments. We should give to these assignments much careful planning and preparation. We must be willing to accept chairmanships and club officer positions, for they are the means by which leadership is developed. For the benefits which we receive from our Toastmasters training are in direct proportion to the time and effort we expend. We take out only as we put in, and self-improvement is always contingent upon self-discipline.

The growth of Toastmasters from the founding of the first club in 1924—whose 35th anniversary we celebrate this month—has been a steady progress of service and accomplishment. We look back with pride as we look ahead with confi-



dence. We can look forward this year to great accomplishments as a result of the training received at the Zone Conferences and at our recent International Convention in San Francisco.

Now, at this beginning of a new administrative term, it is time for all officers—club, area, district and international—to re-examine and

analyze their efforts and see that they are all pointed in the same direction—their value to the club member. Then our goal of “discovery of hidden abilities” in men will be more nearly realized than ever before; lives will be enriched and our world will become a better place in which to live. ♦

### PLEASE DON'T SAY . . .

*“I am not sure that I can offer John any good advice for future speeches.”*

Of course you can. If his effort was first-class, tell him to maintain that standard in future for his own satisfaction and for the benefit of less gifted club members.

*“The assignment was given to me at the last minute, so I hope you will make allowance for any shortcomings.”*

Good Toastmasters are never taken by surprise. They should go to every meeting expecting to be called upon, and should be prepared accordingly.

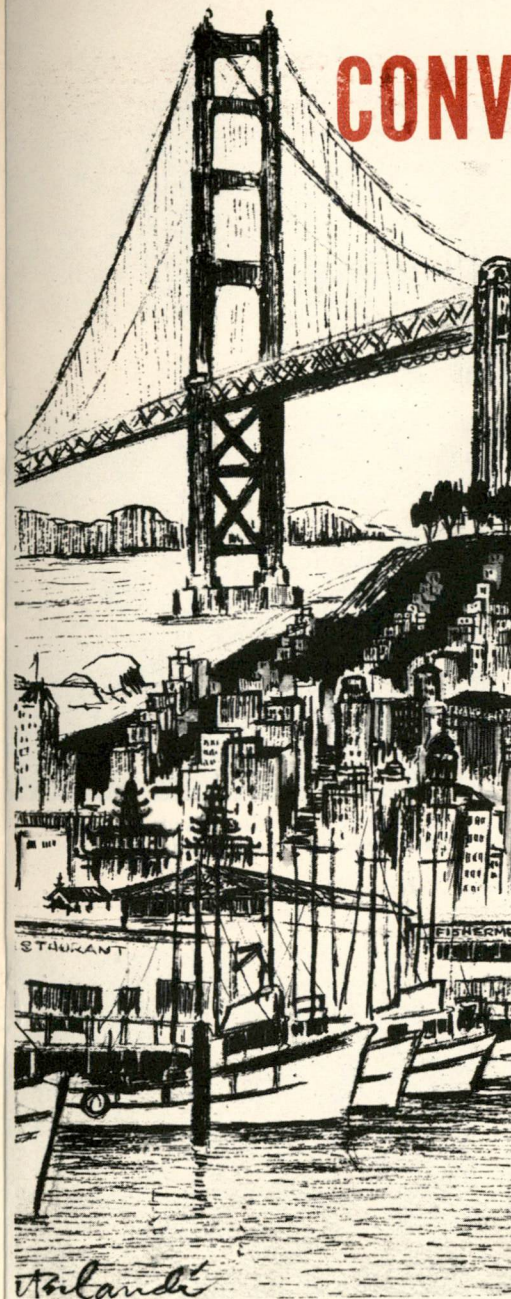
*“Apart from the minor criticisms I have made I thought it was a good speech and I thoroughly enjoyed it.”*

Nobody is concerned about whether you enjoyed the speech or not. It may flatter the speaker if you say so, but flattery is not part of your job. If he did well, say so. If there were matters on which he needed advice, give it without reservation. Criticism means something that way.

*“I think Mr. X suffered from nervousness.”*

Don't we all? Is it going to help X if he is being constantly reminded of the fact? If he is on the job long enough and often enough he'll get over it. But less readily if his critics give him the notion that he is a neurotic requiring clinical treatment!

Reprinted from *The Scottish Toastmaster*, November, 1958



# CONVENTION STORY

**I**NORTON THE FIRST, Emperor of these United States and Protector of Mexico, do hereby order the President of Toastmasters International to carry on with the business of this meeting.”

With this introduction from the beloved self-styled emperor out of San Francisco's fabulous past, the 28th Annual Convention of Toastmasters International opened Aug. 27 in the Sheraton-Palace Hotel. Throughout the three-day series of meetings, Elmo Cornelison as Emperor Norton appeared at regular intervals to issue proclamations and make pronouncements for the amusement of the more than 1,000 Toastmasters and wives attending the conclave.

John Mackesy, chairman of the host committee, welcomed the delegates at the opening session. Official greetings were extended by Mayor George Christopher, who also presented Dr. Ralph C. Smedley with the key to the city. Official reports were made by President Aubrey B. Hamilton, Founder Ralph C. Smedley and Executive Director Maurice Forley. Cooperative programs developed by Toastmasters International with other national organizations were explained by Dr. David A. Wood, past president, American Cancer Society; George W. Truitt, representing the Boy Scouts of America; Harry W. Kirby of The National Foundation,

(Continued on page 22)





Mayor George Christopher gives key to San Francisco to TMI Founder Ralph C. Smedley as convention opens. (Convention photos by Don Tong, Chinatown Club 2296-4)



TV's Dr. Frank Baxter accepts award from Toastmasters Foundation



Past Pres. Hamilton, Speaker Ferguson, Pres. Nelson and Exec. Dir. Forley prepare for banquet



Exhibits of books, posters and club supplies attracts attention



St. Mary's Chinese Girls' Band entertains at International Night



TM Robert Offenbacher demonstrates legerdemain at Fellowship Luncheon

NEW BOARD: (l to r) Holmes, Hylton, Smith, Anderson, Wangrud, Sanders, Forley, Hodde, Nelson, Dick, Smedley, Newman, Mucey, Olson, Hamilton, Puddington, Moran, Graham, Gibney, Sacks, Franczak

Fabled "Emperor Norton" distributes largesse to Hostess Winnie Lum; delegates Sunn, Miller and Dong approve

San Francisco says it with flowers





and Robert L. Knupfer, Big Brothers of America. Dr. Wood presented President Hamilton with an award from the American Cancer Society in recognition of the services performed for that organization by individual Toastmasters.

### Officers and Directors Elected

Emil H. Nelson, St. Paul realtor and appraiser, was unanimously elected International president. For the office of first vice president, George J. Mucey, Washington, Pa., was nominated from the floor and defeated Donald Ramseyer, Walnut Creek, Calif. A three-way race for second vice president saw Lt. Comdr. Herman E. Hoche defeat Glenn H. Holsinger, Seattle, and Frank I. Spangler, Milwaukee.

Elected to the board of directors were: Robin Dick, Vancouver, B.C. (Region I, Zone A); Max Sacks, Los Angeles (Region II, Zone B); Richard N. Smith, Dallas, Texas (Region III, Zone B); Helge G. Olson, Minneapolis (Region IV, Zone B); John J. Franczak, Chicago (Region V, Zone A); John D. Puddington, Canton, Ohio (Region VI, Zone A); Walter P. Moran, Philadelphia (Region VII, Zone B), and Bill Hylton, High Point, N.C. (Region VIII, Zone B).

### Educational Sessions

Few delegates missed the educational sessions. These were conducted by Dr. Seth Fessenden, director of educational research for TMI, Dr. Ralph C. Smedley, Founder, and Don Perkins, Home Office public relations manager.

The first part of the two-part session presented by Dr. Fessenden

was devoted to developing the lines of communication from the district to the club. Participating in the first half of the program were Jack Goldberg, Robert W. Feindel, Richard S. Titera, Richard C. Nelson, Ronald N. Adler, John Clauser, John L. Hastings, Douglas H. Johnson, Roger Joseph, Sr., William Loerke, John B. Marshall, John Phillips, Dr. Ivan J. Shields, and John Zimmerman.

The use of Toastmasters materials was emphasized in the second portion of the program by Dr. Leo Anderson, Maurice L. Etzell, Will Griess, Roy D. Johnson, William E. Spicer, John B. Tallent, Clifford E. Smith, Howard Sewell, Edward W. Hendry, Nat F. Hartnell, James F. LaMorete, Ralph S. Lowe, Richard C. Barks, Paul Quinlan, John Nixon, Jr., Charles L. Hutson, Carroll Johnson, Lawrence J. Daly and Oliver Deckert.

"Speech Presentation and Evaluation" was the theme of Dr. Smedley's educational session. Toastmasters appearing on the session were Grant Christensen, Gene Haluschak, Dr. Lee Emerson Bassett, H. E. "Choc" Wilkes, Dr. Homer Graham, Alex P. Smekta, L. Kenneth Wright, Ralph W. Landsnaes and Dr. Walter Steigleman.

The two-part public relations session conducted by Don Perkins covered public relations at the club and district level and relations with the press, radio and television. Making presentations were John S. Strothers, Sr., Alex P. Smekta, Jack Russell of the *San Mateo Times*, and Thomas F. Mullahey of KRON-TV.

### Special Events

The Hospitality Buffet for members of the board, district officers and the local host committee was held Wednesday evening prior to the opening of the convention. Conrad T. Wingefeld, co-chairman of the host committee, welcomed delegates at the Thursday International Night program, followed by Roger Sherman, Governor, District 4, who spoke briefly on "San Francisco—International City." "Toastmasters in Uniform" were described by Col. Robert T. Engle, consultant for military clubs, Toastmasters International. Global greetings were presented from Toastmasters in Alaska, Australia, Canada, Germany, Hawaii, Hong Kong, Scotland and Venezuela. Entertainment highlight of the evening was the appearance of the St. Mary's Chinese Girls' Band and Drum Corps. Dressed in colorful costumes made for them in Hong Kong, the girls received thunderous applause for their performance, which was punctuated by the flashing of dozens of cameras in the audience.

Accepting the first Golden Gavel Award from Aubrey B. Hamilton on behalf of the Toastmasters International Foundation, Dr. Frank C. Baxter, professor of English at the University of Southern California and nationally known for his many television appearances, said he felt it was quite proper for him to address a group of public speakers, since he was one of the public, "and without people like me, you would have no public to whom you could speak."



*Dr. Pemberton discusses International understanding*

Dr. William H. Pemberton, consultant in psychology and member of Toastmasters Club 1755, San Rafael, Calif., was the principal speaker at the International Night program. Dr. Pemberton, speaking on "International Understanding—an Impossibility?" outlined the difficulties created among nations through misunderstanding and inadequate communication.

New board member John Puddington presided at the Friday Fellowship Luncheon which included "Moments of Magic" by Toastmaster Robert Offenbacher and "A Beatnik Toastmasters Club Meeting" by members of Club 2704, Eureka, Calif.

At the President's Banquet, officers and members of the board were greeted with a standing ovation as they marched to the head table with their ladies. Immediate Past President Paul W. Haeberlin installed the new officers in an impressive ceremony and presented gifts to Mrs. Aubrey B. Hamilton and Mrs. Emil H. Nelson. A special scroll was presented to outgoing President Hamilton. Both Hamilton and incoming President Emil H. Nelson made brief remarks.

As the banquet speaker, Charles W. Ferguson, a senior editor of *The Reader's Digest*, told the dele-





**Speech Contest Chairman Evans Hamilton awards winner Dean Berkley and second place contestant Alan Murray**



**Exec. Dir. Forley leads district training session**

gates that he had always wanted to give a speech composed entirely of introductory remarks. Although he did just that in a talk that was spiced with both wisdom and humor, his thoughtful observations gave delegates increased respect for the art and value of effective communication.

A record attendance turned out at 7:30 a.m. Saturday for the traditional "Breakfast with the Founder." Assisting Dr. Smedley at the breakfast meeting were Gordon A. Dickie, Scott F. Albright, Edward Schmidt and Joseph P. Williams.

### Speech Contests

Sixteen Toastmasters participated in the Regional Speech Contests held Friday afternoon. At the International Speech Contest on Saturday, first place was awarded to Dean F. Berkley of Bloomington, Ind. Berkley is placement director for Indiana University. He spoke on "Barriers to Understanding." Alan Murray, Scottish-born school teacher of Kitchener, Ontario, Canada, won the second place award with Floyd Stumbo, assistant superintendent of the Children's Home of Lubbock, Texas, and Hugh Shira, pastor of the Church of Christ, La Habra, Calif., as runners-up.

### Board Actions

Preceding the convention, members of the International board of directors held a series of meetings during which they:

Approved an investment policy for restricted reserve funds.

Approved the International budget for 1959-'60.

Adopted procedural rules for the annual business meeting.

Referred to committee for review and recommendations district petitions concerning the travel expenses of district governors and speech contestants to Zone Conferences and the Annual Convention.

Approved minor changes in the membership insignia.

Approved the 347 new club charters issued during the past year.

Approved the formation of Provisional District 64 (Canada) to be created by a division of District 42.

Rejected in part and accepted in part certain amendments to district bylaws submitted by Founder's District, District 2 and District 36.

Members of the new board of directors met August 28. Committee appointments were approved. (Committee appointments will be published in the October issue of *TM Topics*.) The next board meeting will be held at the Disneyland Hotel, November 13-14.

For district officers, the convention offered a special orientation session conducted by Maurice Forley, executive director of Toastmasters International. Forley explained "Home Office—District Relations." Other portions of the three-hour session covered election procedures, experiences of a district governor and district financial operations. Participants were Joseph P. Rinnert, Grant B. Christensen and Paris Jackson.

### Club Achievement Award Winners

Forty-two entries were judged in the final selection for the 10 winners of Club Achievement Awards. Winning clubs were, in alphabetical order:

Anthony Wayne 1380, Toledo, Ohio; Big "D" 713, Dallas, Texas; East St. Louis 845, East St. Louis, Ill.; Fort Collins 375, Fort Collins, Colo.; Fort Wayne 159, Fort Wayne, Ind.; Liberty Bell 1010, Philadelphia, Pa.; Lincoln 403, Lincoln, Neb.; Naval Gun Factory 1979, Washington, D.C.; Uptown 830, Chicago, Ill.; and York 1865, York, Neb.



**Dr. Smedley and Harry Odell of Hong Kong take time out for chat**



**Counting the ballots is serious business**

Considerable credit for the success of the convention belongs to the host districts convention committee which worked closely with the Home Office for many months in planning convention activities. The local committee provided sergeants-at-arms for all sessions, staffed the information booth and books and exhibits room, provided Chinese hostesses for the Ladies' Hospitality Room and teen-age hosts for the Teen-Age Center. The committee also arranged for the spectacular display of the Toastmasters emblem in flowers at Golden Gate Park. The Saturday night tour of San Francisco's Chinatown, one of the most popular events, was planned by China-



town Toastmasters Club 2296, who also acted as hosts.

John Mackesy and Conrad T. Wingefeld served as chairman and co-chairman of the host committee. Other members of the committee from host districts 4 and 57 were: Dale Callis, Gordon Dickie, Alexander Grant, Roger Jernigan, Roy Kahn, H. T. Lawrence, George Melchonian, Abe S. Miller and Mrs. Miller, L. C. Peterson, Walter Rubin, Lothar Salin, Roger Sherman, Don Tong and Ben Yates. Don Tong also acted as official convention photographer.

Norval A. Anderson and W. W. Lord, official timers, kept the sessions moving briskly, and Joseph P. Rinnert, convention parliamen-

tarian, was ready at all times to adjudicate questions of parliamentary procedure.

Greetings from the Hilo Toastmasters Club 2031, District 49, Hawaii, arrived in the form of beautiful vanda orchid corsages, worn by the ladies at the International Night program.

Listening to Past President John W. Haynes summarize the convention at the closing session, delegates agreed that the three days had been a most profitable experience. With a host of new ideas, they were anxious to return to their clubs when at 3:30 p.m. on Saturday, Aug. 29th, President Emil H. Nelson sounded his gavel and announced "This convention is adjourned."

#### *Boy Scout Color Guard provides impressive convention finale*



## PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

### "The Old Timer"

The old timer is a person who remembers when a newspaper advertisement might end with: "For further particulars, send a penny postcard to this address."

The old timer remembers also when first class postage on a letter was two cents. Those were the days of the Model T Ford, the three-cent newspaper and the five-cent fare on the street car.

The old timer looks back to those days with nostalgic feelings, as the good old times. But very few old timers would be willing to return to the living conditions of those days.

The old timer in Toastmasters is one who can remember when our per capita payments for the support of the general organization amounted to one dollar per year per member. With only a few hundred members, that did not allow much room for spending. Our founding fathers in Toastmasters were very thrifty. They paid their own expenses, thus contributing generously to the work in which they were so deeply interested. The office of the Secretary was the office of the organization, without any charge for rent.

Even so, the time came before long when it was necessary to increase the payments to the staggering sum of two dollars per member per year. This was in the economically depressed years of the 1930's, when many a man worked for a dollar a day if he could get a job, and when there was no unemployment compensation for the man out of work. Even in these strenuous days our leaders realized the importance of stabilizing our financial structure, and so in 1936 the Board of Directors took action to set up a reserve fund. They established the practice of budgeting a small percentage of each year's income for this purpose, which was to enable us to meet any financial calamities which might descend on us.

That plan has been continued through the years, until we have reached the goal—a reserve fund equal to the operating expenses for one-half a year. This fund has not been accumulated altogether from the per capita payments made by our members. The income from that source has not been sufficient in recent years to meet our operating expenses. But our receipts from



general sales have been sufficient to cover operating expenses and at the same time to add substantially to the reserve. While we are not a commercial organization, our sales department is an important portion of our work. The sales of supplies to clubs, of jewelry, trophies and other items, carry a small percentage of profits. Each year, thousands of copies of our publications—*Basic Training*, *The Amateur Chairman*, *Speech Evaluation* and others—are purchased by individuals and institutions outside our membership. These sales amount to a considerable sum.

Another important factor in the development of our reserve fund has been the good management on the part of the Home Office. Despite rising costs generally, annually increasing membership and steady improvement of services, the Home Office has been able to keep its costs to a minimum.

Thus we are able to carry on the service to our members on the very small financial contributions which they make to the work. The reserve

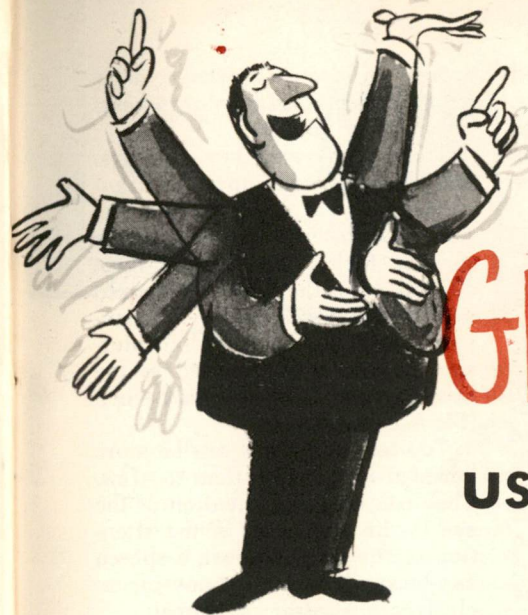
fund in itself is a productive property because it is maintained on an interest-bearing basis. It is invested in savings accounts and in short-term securities which pay a fair rate of interest and yet keep it in a position where it can be drawn upon in case of emergency.

The wise policy adopted by our leaders twenty-five years ago has resulted in creating a financial security and stability which are most desirable. No one can predict what the future holds in the way of financial developments. We hope that there may never be another crash such as occurred in 1929, but there is no insurance against such a calamity.

For protection, we have the present reserve fund, slowly built up through many years of economy, and now sufficient in amount to meet the cost of operation for a period of six months in case other income should be cut off. The fund is carefully guarded, and is held by our Board of Directors as an inviolable trust for the benefit and safety of our organization.

*We speak of certain persons as having a way with words, and we admire them for being able to translate their thoughts into clear, understandable language. There is no reason why anyone cannot express himself clearly if he will but practice the fundamentals of Toastmasters. If you are called upon to lead a group, introduce a speaker or make a talk, Toastmasters will see you through. Toastmasters will give you the poise you need, the calm spirit, the ease of speech, the radiance of countenance.*

—From the Bulletin of Hardware City TM Club 1461-53  
New Britain, Conn.



# GESTURES

## use with care

By PAUL J. CATHEY

**L**IKE ALL GOOD THINGS in life, the gesture can be overused. It can make—or break—the talk.

When I first joined Toastmasters I kept hearing about the importance of gestures. *Put more action into your speech. Use your hands. Emphasize what you say.*

I became very gesture-conscious. I began watching speakers on the “outside”—ministers, politicians, civic leaders. I found many who were long on gestures—but short on speech.

For instance, I noted:

*Nervous Sam.* Sam acts like a man with itchy underwear. He twists his body. He pulls his ear. He scratches his nose. He puts on—and pulls off—his glasses. At times he lurches around like a drunken sea captain.

Sam keeps his listeners interested—fascinated, in fact. But they don’t hear what he’s saying. They’re much more likely to be wondering what will happen next.

Then we have *Helicopter Harry*. Harry is the boy with the flailing arms. He reminds one of a grounded seagull.

As Harry talks he beats the air and does calisthenics. He provides his listeners with plenty of eye exercise. His message, however, is gone with the wind.

Frequently I encountered *Chart-happy Charlie*. Charlie read somewhere that it’s vital to illustrate your talk. So he does—using charts about the size of a postage stamp.

Holding up something about two inches square, Charlie says: “No-



tice how employment has improved in the last five and a half weeks. That's the wavy green line in the middle. Don't confuse it with the yellow one above or the light blue one below."

There's only one answer for Charlie—fitting out his audience with wide-screen spectacles. His visual aids are no aid at all.

We move on to *Actor Artie*. Artie is a frustrated thespian. His gestures aren't disturbing, particularly—they're just phoney. Artie demonstrates everything in his talk except the commas and the periods. When the wind blows, he shows us just how. When the sun rises, so does Artie. His talk becomes a sort of lectern hula dance with the hands telling the story. No words needed.

Finally, there's *Bang-Bang Bertie*. As a youngster Bertie enjoyed firecrackers and never forgot how they made people jump.

So as he talks—bang—bang—bang—down comes his fist every half minute—right in your eardrums. One or two thunderclaps aren't enough for Bertie. He keeps it up until his listeners are gun shy.

There you have them—the gesture boys. Dedicated to confusing the issue.

They would do well to consult a dictionary. It defines a gesture as: *any action or posture intended to*



*express an idea or a passion, or to enforce or emphasize an argument, assertion, or opinion.*

There we have the key. The gesture should depend upon the argument, plus the emotion—or passion, as Webster puts it—which the speaker feels. The gesture must depend upon the word. It should be forceful and definite—so meaningful that it cannot be misinterpreted. It should be used as the occasion demands, and only when it is necessary.

Too many gestures can be more harmful to a speech than too few. They can hold the attention of the eye to the detraction of the attention of the ear. In short, a speech can be spoiled by too many inconclusive, unnecessary gestures.

Toastmaster evaluators are right when they say "Put more action into your speech." What they really mean, however, is "put more emotion into your speech, more conviction, more personal feeling. Then the right, the proper, the inevitable gesture will come naturally."

Speakers should remember Hamlet's advice to the players: "Do not saw the air too much with your hand, but use all gently. . . . Suit the action to the word, the word to the action."

And, fellow Toastmasters, when we do exactly that, we've got a combination that can't be beat! ♦

*Paul J. Cathey is a member of the Liberty Bell Toastmasters 1010-38, Philadelphia, Pa. He is an industrial editor on a trade publication.*



### Past Presidents Convene

A reunion dinner meeting of all past presidents of Waterloo Toastmasters 101-19 was held recently at the Russell-Lamson Hotel. Honored guests were Emil H. Nelson, TMI 1st vice president (now president) and Tracy Jeffers, past Int. treasurer, both of St. Paul, Minn. The event, which provided the opportunity for good Toastmaster talk and reminiscence, was originated by Carleton "Cap" Sias who, in addition to being a past president of the Waterloo Club, is also a past president of Toastmasters International (1951-52).

Picture shows presidents, left to right, front row: Joe Adair, George Brown, Charles Smith, Ray Mayes, Leroy Hieber, Emil H. Nelson, Carleton Sias, Tracy Jeffers.

Back row: Delbert Fiscus, Dr. Richard Hoy, Victor Foster, Jr., Edward Foster, Jack Narland, James Newman, Paul R. Brasch, W. H. Nanny.

Past presidents Don Whitmore and Dr. Eugene Smith arrived for the dinner but too late for the picture.

### Waterloo Toastmasters 101-19 Waterloo, Iowa

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### Gavels Aid Membership

Lincoln Toastmasters Club has formed, within the club, another club known as the "Royal Order of the Gavel." Its purpose is to stimulate introduction of potential new members to the benefits of Toastmasters training.



*Waterloo past presidents reminisce*

Each active member who sponsors a new member into the club is presented with a miniature gavel to be worn suspended from the neck on a satin ribbon, and is dubbed "Gaveleer." This emblem is to be worn at all Toastmasters functions, with the object of eliciting questions from the curious. (One lady thought it a new type of necktie!)

Each April 1 and October 1, the member with the largest total of new members sponsored is presented with a golden gavel and dubbed "Master Gaveleer." He serves as chairman of the Order until surpassed in total of new members sponsored by some other Gaveleer. The change in chairmanship can occur only on April 1 or October 1.

The Royal Order of the Gavel was originated by Past President Don Crosier.

### Lincoln Toastmasters Club 403-24 Lincoln, Nebraska



### Ladies Refute Table Topics

No divorces have occurred to date and none are expected, but in a less sophisticated or less good-natured atmosphere, minor marital strife might have been expected to result from the challenging table topics amusingly presented by Toastmaster Samuel DeStefano at a recent Ladies Night program of the Tradcom Toastmasters of Fort Eustis, Va. Usually on such occasions the ladies are merely guest observers, but Topicmaster DeStefano lured the distaff side into the act by encouraging the wives to refute statements in such topics as "Are American Women Spoiled?," or "Three Reasons Why I Am a Model Husband."

Although not as trained in the art of extemporaneous speaking as their Toastmaster husbands, the wives rose to the challenge and responded admirably.

The recent Ladies Night was one of the three or four such occasions held by the Tradcom Club each year. It has been found that, as the wives are impressed by the training their husbands receive as Toastmasters, the members take greater pride in accomplishment and become more enthusiastic in their attendance.

### Tradcom Toastmasters 1545-36 Fort Eustis, Virginia

\* \* \*

### Law Day, U.S.A.

The Donaldson Officers' Toastmasters Club held a special meeting in observation of Law Day, U.S.A. The theme of the program was taken from the Presidential Proclamation—"appreciation of the importance of law in the daily lives of our citizens is a source of national strength."

Table topics discussed roles of home, school and civic organizations in combating juvenile delinquency. Four speak-

ers, each an authority in the area of the law, addressed the group. The Hon. J. Wilbur Hicks, Judge of the Greenville Juvenile and Domestic Relations Court, spoke on the Juvenile Court, its history and achievements; Major Clark Denney, Wing Staff Judge Advocate and former prosecutor at the Nürnberg Trials, discussed the relationship of advocates and jurists to our democratic way of life. The Director of the Donaldson Air Force Base Federal Prison Camp, Mr. Paul P. Sartwell, explained the system of Federal Penal Institutions, and Mr. Edward M. Head, Detachment Commander of the Office of Special Investigations, made a dramatic plea for understanding of and help for those individuals who are potential offenders.

The Toastmaster of the evening was Lieutenant Robert A. Butler, who concluded the meeting with the observation that national understanding and cooperation with our legal system can insure the ultimate victory of the force of law over the law of force.

### Donaldson Officers' Club 1667-58 Greenville, South Carolina

\* \* \*

### Club Founder Honored

Huntington Park Toastmasters 14 recently honored Club Founder Olin D. Price on the anniversary of his 31st year of Toastmastering.

TM Price, who joined Toastmasters in 1928, founded Club 14 in 1933; in 1934 was elected President of TI. He is still an active member of the club, helping the new members with hints and new ideas.

Our club also thinks we hold a record for number of consecutive meetings—1326 to date.

### Huntington Park Toastmasters 14 Huntington Park, Calif.

### Trade Fair

Speakers Forum Club 371 of Chicago recently celebrated the International Trade Fair with a well-planned program on the subject. No assignments were made in advance, but the theme was well publicized and every member was warned to be familiar with the Fair which was currently at the navy pier.

Just before the opening of the meeting, each member drew his assignment from a hat. The program was so successful that members request more meetings of a similar type.

Oriental hats and leis to add to the atmosphere were furnished by Pres. Ray Wakefield.

### Speakers Forum Club 371-30 Chicago, Illinois

\* \* \*

### On the Air

"K9KCY, K9JFS, this is W9KRC, mobile, standing by."

From radio-equipped cars, stationed in three of Quincy's city parks, members of our club were on the air by short-wave radio recently to spark a summer meeting.

The novel meeting was made possible by three of the club's members who are licensed radio amateurs. They are: Ralph Stalp, club president, K9KCY; Walt Andrus, W9KRC; and Ray Taylor, K9JFS—all employees of the Motorola radio plant in Quincy.

After a brief warm-up to dispel mike fright, three cars of Toastmasters deployed to their park stations and the evening's program began, with the amateurs monitoring the radio circuits. We spoke over the ten and two-meter amateur radio frequency bands.

### Quincy Toastmasters 129-8 Quincy, Illinois



Past D.G. 30 Forrest Highland leads table topics on Int. Trade Fair



Queen City TM's get on the green for membership

### Tee Off for Membership

Our club has instituted a semi-annual golf tournament between present members and potential members. This type of activity has created quite a bit of interest and has resulted in many new members. In fact, we feel that our club has an extremely high group morale.

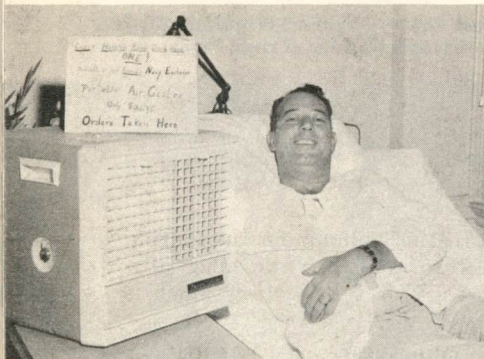
Picture shows members on the putting green: left to right, Tom Litterer, Bob Pittsford, Ron Olsen, Paul Kyrilach, Austin Matteson, Ray Schroer, Bob Oury, Joe Kohlman. Ron Olsen was winner of the tournament.

### Queen City Toastmasters 510-40 Cincinnati, Ohio





**Toasttaxers entertain trainees**



**TM Walton finds TM training useful**

### No Let-up for TM Training

"Sell, sell, sell!" is the motto of Navy Exchange Officer CDR C. H. Walton, who is known to his fellow Toastmasters in the Wings of Gold Club 1836-29 of the Naval Air Station of Pensacola, as a man who never misses an opportunity to plug his merchandise.

Recently a patient for a short stay at the U.S. Naval Hospital, Walt took along an air cooler. Sure enough, by using his Toastmasters training in persuasion and communication, he sold one cooler, and had a "hot" prospect in another patient when this picture was made.

**Wings of Gold  
Toastmasters 1836-39  
Pensacola, Florida**

### Speak for Service

The Toasttaxers Toastmasters of Cincinnati recently entertained students of a region-wide personnel classification training course being held in that city. The students consisted of Chiefs and Assistant Chiefs of Personnel-Training Branches from the offices of District Directors, Internal Revenue Service, in the Cincinnati Region which includes the states of Ohio, Indiana, Kentucky, West Virginia and Virginia.

As table topics, club members presented a brief but inclusive picture of Toastmasters International.

The Toasttaxers Club, consisting of Internal Revenue Service staff members, is in the process of coordinating its program, goals and membership along the same lines as the Internal Revenue Service Executive Development Program, which is designed to develop better and more qualified individuals, giving greater and more efficient services to the taxpayers.

**Toasttaxers Toastmasters 2142-40  
Cincinnati, Ohio**

\* \* \*

### Transportation Week

The Yawn Patrol Club of Omaha, which meets on Monday mornings at 7 a.m., again proved that you have to get up mighty early in the morning to get ahead of us. We double-scooped the other Toastmasters clubs in our area during National Transportation Week by having as our guests, "Miss Transportation" of Omaha, Miss Loretta Frost, and Miss Patricia Carpenter, president of the Women's Omaha Traffic Club.

Naturally, the theme of the meeting was "Transportation."

**Yawn Patrol Toastmasters 1852-24  
Omaha, Nebraska**

# WASTED WORDS

By W. G. LEWIS

**T**HINK FOR A MOMENT of the vast number of words we encounter in a single day.

Close your eyes and try to imagine the sound of all the words being uttered at that particular moment by all of the people in all of the world. You can't? True; it is unimaginable, indescribable.

Try another experiment. Some evening stand outside the door of a tavern—any tavern—and listen to the roar of words coming through the transom. So many of them and so well mixed, they are unintelligible—sound without meaning—but they are all words.

Twist the dial of your radio or TV set any hour of the day or night and you will find an announcer breathlessly spilling out words as if he couldn't get rid of them fast enough. They tumble out headlong—rush, rush—get them out of the way for more words to follow.

Pick up the evening paper and scan it. Thousands of words—and yet these printed pages hold only a tiny fraction of the total number of words ground out by newsmen and spilled off the presses every day in the week. What fraction of this fraction do we actually read?

How many words are hammered out each day by the fingers of the world's typists—words shaped into letters, forms, directives, bulletins and memoranda.

All this voluminous outpouring of words and yet—how much of it is really of value? How much is waste?

And how can we be sure that our own contribution to this tremendous flow is not wasteful?

There is one test which, if thoughtfully applied and objectively judged, will give the answer. When our words do not express our meaning clearly, when we fumble for a phrase and fail to get the right one, or talk to fill a silence rather than to say something, we are wasting words.

How can we avoid this word-wastage?

The answer to this question falls naturally into two parts. First, we should know exactly what it is we are trying to say, and second, we should say it in the best way possible.

A part of the answer lies in trying always to use the *best* word to express a thought. This "best"



word will usually replace several words in a phrase and so cut down on the waste. Where can such words be found?

Two books will help. One—and for this purpose probably the most important one—is a thesaurus. Here we find synonyms and antonyms listed according to ideas. These ideas are cross-indexed in such a way that if we enter the book with a long, involved thought, we can frequently come out with a single, *right* word to express that thought.

The second book, obviously, should be the authority which will determine the accepted spelling, pronunciation and exact meaning of the word. This book, of course, is a good dictionary. There are a number of good, authoritative dictionaries on the market, and you may choose the one which suits you best. My own personal preference is for a dictionary which gives the derivations of the word, showing how it came into our language. This, I have found, makes it easier to commit the word to memory.

If we learn to use the “best” word, we automatically guard ourselves against “woolliness.” Woolliness is a favorite habit of word-wasters. It is the use of long flowery words and phrases which contribute nothing to the thought. It is speaking which obscures, not re-

veals. This type of verbal padding may be acceptable in certain situations, such as political talks or legal forensics, where the intent is to produce an acceptable answer which withholds, rather than discloses the meaning. However, it has no place in clear thinking. It lacks the integrity that should exist in effective communication.

For example: “To effectively combat the current economic recession a requirement exists for overall financial expenditures of considerably increased magnitude,” sounds very noble and impressive. What does it mean? How much more effective is the simple, “To fight the recession, we must all spend more.”

Another way to prevent waste is by dropping the small superfluous prepositions which have crept into such phrases as “check up on,” “meet up with,” “face up to,” when the simple verbs “check,” “meet” and “face” are adequate.

Man is supreme over other animals because of his ability to communicate in words. Sometimes it seems that we are becoming so wasteful of words that we may lose that supremacy. For true communication, the words we use must have meaning.

Let’s declare war on the word-wasters and stay ahead of the animals! ♦



*W. G. Lewis is a meteorologist in the employ of the Canadian Government. He has served at Montreal and Goose Bay (Labrador) and is now stationed in Ottawa. He is one of the charter members of the Capital Toastmasters 2722-61 of Ottawa and has served as club secretary.*



## JUST IN JEST

A fourth-grade teacher, in selecting the story of Samson to read to her class said: “This story is about the strongest man who ever lived. Can you guess his name?” No one could. “His name begins with ‘S,’” she hinted. Whereupon the whole room spoke in one voice: “Superman!”

“What is that old miser worrying about now?” said one man to another as they watched a distressed-looking fellow making his way along the street.

“Oh,” replied the second, “he can’t decide whether to take long steps and save shoe leather, or short steps and not strain any of the stitches in his underwear.”

*It seems improbable that real estate on the moon will ever be anything less than sky high.*

*Those who think radio is old-fashioned should remember that it’s never yet been accused of showing an old movie.*

“If you listen to the songs,” said Paddy to Mike, “there aren’t any Irishmen left in Ireland. They’re all somewhere else singing about it.”

Said one chemist to another as a glamorous girl walked by: “Now *there’s* an arrangement of molecules for you!”

*Spotting a bargain is easy. A bargain is anything your wife buys and can’t explain any other way.*

*About all some people can say at the end of the day is that it’s done.*

A psychiatrist is a fellow who convinces you that your parents were failures because you turned out to be a louse.

The driver backed his dump truck too far over a fill and the weight of the load lifted the front end off the ground several feet.

“What are you going to do now?” asked another driver.

The driver contemplated his situation, then replied, “I think I’ll grease it. I’ll never have a better chance.”

*Some phenomena still baffle science, such as how the Good Humor wagon manages to be in front of everybody’s house at a quarter of six.*

*What this country needs is a vending machine that honors credit cards.*

A mother’s heart leaped up when she heard her non-intellectual son whistling Mendelssohn’s *Spring Song*. “Where,” she asked eagerly, “did you learn that music?”

“Oh, that?” replied the lad. “That’s what they play on TV when somebody gets bopped on the head.”

“No,” said the guide to the overanxious hunter, “I don’t think this canoe’s goin’ to tip over. But,” he added after a slight pause, “you’d better keep yer terbaccer in the middle of your mouth!”

*If we keep on spending beyond our means, those who come after us are likely to include the sheriff.*



# 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)

I am a member of the Fukuoka Toastmasters Club, which has been associated with Toastmasters International since 1957. While writing this, I recall that the November issue, 1958, of *The Toastmaster* carried two articles of "Report from Japan," one of which was my contribution.

From that time onward, I had been anxious to know what reaction my article would produce, if any, until a parcel reached me from the States last March. The sender of it was named Mr. Hugh Brown, Morrow Bay, Calif. It enveloped a tape on which were recorded the president's greetings to Fukuoka and other Toastmasters in Japan followed by discussions among the attendants of a Toastmasters meeting in California. . . .

The gift was inspirational to me. I took pride in thinking that our local club now received a recognition across the Pacific. I can tell you that my fellow members, too, were happy to get so rewarding a response from their fellow clubs in America and other countries. In my letter of thanks addressed to Mr. Brown, I promised him to send in return a recorded tape showing American friends how the Japanese Toastmasters talk in the regular meetings.

In this age of mass communication, which threatens to keep men from thinking properly, I feel confident that such personal contact as we get from Toastmastering can train men and women for better listening, thinking and speaking—true essentials of democracy. . . .

Shigetaka Ban  
Fukuoka Liberal Arts College  
Shiobara, Fukuoka City, Japan

As the American Cancer Society's 1959 Crusade draws to a close, may I extend to you our sincere appreciation for the valued help of your organization in making it a success.

The endorsement of our program and the encouragement which we received from your Board did much toward creating public awareness of our program needs. In addition, we are happy to report that many of your members individually or in groups gave active volunteer assistance to many of our local Units. We feel certain that your sponsorship and the enthusiastic help of the local volunteers whom you encouraged to aid us, was a deciding factor in the success of our Crusade.

We are going forward more vigorously than ever in our fight against cancer on all fronts—through our broad program of Research, Education and Service. We welcome your continued support.

Walter J. Kohler,  
Chairman, Board of Directors  
American Cancer Society, Inc.  
New York, N. Y.

Words cannot express our appreciation for the excellent coverage of our city in the June issue of *The Toastmaster*. It is one of the finest honors bestowed upon our community in recent years. All of us are grateful for it.

Harold L. Gilbert  
Pres., Club 1903-8  
Hannibal, Mo.

At a recent Toastmasters meeting the subject of organized labor came up and there were quite a few opinions on the subject. It was decided to devote one entire meeting to the subject in the form of a debate.

The meeting went off in splendid fashion and we had as our guest at the debate, Mr. Tom Cope, Associate Editor of the *Fort Pierce News-Tribune*.

As information, I am attaching favorable publicity received in this newspaper, along with a couple of more clippings.

Incidentally, as result of the debate and the publicity, we have one new member and another has promised to join our club.

D. B. Griffin, Sec.  
Club 2844-47  
Fort Pierce, Florida

*Here's another proof that when there's meat in the program, publicity and increased membership follow naturally.—ED.*

Enclosed is a copy of our club roster that is available for all members. It is re-done after each election every six months. An addendum is made at mid-term, and is the last sheet attached. Dropped or inactive members are not on the addendum. Note that all pertinent membership information from the Bylaws as well as meeting time and place is on the last page.

Also included is our program for the next meeting. The bottom paragraph of chit-chat is something new. A member is assigned to write it at each meeting. I mail a copy of this program to each member who was absent from the last meeting. This gives him information about the meeting he missed and the program for the next meeting where we expect to see him. This is only the second program following this procedure, but we expect it to improve our attendance.

The YMCA is good enough to do our mimeographing for us. Next week's program is made up during the meeting and read at the end of the meeting. The Y mimeos it the next day so some can be mailed. A program is then available to each dinner place. We are using this instead of a regular bulletin by trying to get more mileage out of one piece of paper. There was some question whether we should mail the new program or the old program to the absentees, but we are trying the new. Either would be a good reminder of what was missed and to return next week.

Fred Chamberlin  
Club 635  
Berkeley, Calif.

We have just completed a plan to organize Scouting in a county that had very little Scouting and that not too active. We received a letter from you outlining what your clubs could do in five different instances, and a letter from the local club offering to do just that.

We immediately took the club up on their offer and incorporated it in the plan noted in the enclosed brochure. They were a great help in selling the membership of the different groups to be in our "together" plan and we have had a good deal of success due to it.

Since you will probably like to know what results you are getting from this plan, I would like to take this opportunity to tell you how much we appreciate the help of this civic-minded club in assisting us in doing a much-needed job.

Norman W. Stevens,  
District Scout Executive  
Okfenokee Area Council, Inc.  
Boy Scouts of America, Fla.



# New Clubs

(As of August 15, 1959)

- 749 MOUNTAIN HOME, Mountain Home Air Force Base, Idaho, (D-15), NCO, Thurs., 12 noon, NCO Club.
- 1009 KANSAS CITY, Missouri, (D-22), Suburban, 2nd & 4th Wed., 6:30 p.m., Western Hills Hotel Restaurant, W 67 & Highway 50, Shawnee, Kansas.
- 1088 OTIS AFB, Massachusetts, (D-31), Cape Cod, Mon., 6:30 p.m., Clauson's Inn, Route 151, N. Falmouth.
- 1584 LAS VEGAS, Nevada, (D-12), Hi-Noon, Thurs., 12:15 p.m., Las Vegas Bowl, 1825 Las Vegas Blvd., So.
- 1776 HAITI, West Indies, (D-U), Port-au-Prince, Mon., 4:30 p.m., D. G. Crew's residence, Rue des Miracles, Port-au-Prince.
- 1991 MONTGOMERY, Maxwell AFB, Alabama, (D-48), ALAMAX, Wed., 11:45 a.m., Non-Commissioned Officers Club.
- 2048 AUSTIN, Texas, (D-56), Capital City, Wed., 12 noon, Hitchin Post Restaurant, 1011 North Lamar.
- 2156 BRUNSWICK, Maine, (D-45), Navy Brunswick, Tues., 11:45 a.m., Officers' Club, N.A.S.
- 2256 PORTSMOUTH, Pease AFB, New Hampshire, (D-45), Pease Officers, Thurs., 6:45 p.m., Pease Officers Open Mess.
- 2537 LOS ANGELES, California, (D-52), Wilshire Ambassadors, 2nd & 4th Mon., 6 p.m., Chapman Park Hotel, Alexander & Wilshire Sts.
- 2620 PINE BLUFF, Arkansas, (D-43), DEPCO, Mon., 4:30 p.m., Dierks Paper Co., Conference Room.
- 2642 COOPER, Texas, (D-25), Cooper, 1st & 3rd Mon., 6:30 p.m., Methodist Church.
- 2646 CHARLOTTE, North Carolina, (D-37), Celman, 4th Tues., 15 minutes after office hours, Celanese Corporation of America.
- 2709 PARK RAPIDS, Minnesota, (D-20), Park Rapids, 1st & 3rd Mon., 7 a.m., High School Cafeteria.
- 2823 ARLINGTON, Virginia, (D-36), Edward Douglass White, 2nd & 4th Tues., 8 p.m., 5115 Little Falls Road.
- 2917 SACRAMENTO, California, (D-39), Southside, Thurs., 7:30 p.m., Freeport Manor School.
- 2950 FORT RUCKER, Alabama, (D-29), Fort Rucker, Tues., 11:30 a.m., Officers' Open Mess.
- 2969 LOMPOC, Vandenberg AFB, California, (D-12), Vandenberg, Tues., 7 p.m., NCO Club.
- 2993 NEW ORLEANS, Camp Leroy Johnson, Louisiana, (D-29), Camp Leroy Johnson, 2nd & 4th Mon., 12 noon, Camp Leroy Johnson Officers' Open Mess.
- 3016 PHOENIX, Arizona, (D-3), Tele-Talk, Fri., 12:15 p.m., Desert Hills Motel, 2745 East Van Buren.
- 3019 GAINESVILLE, Florida, (D-47), Gainesville, Mon., 6:15 p.m., Park Lane Cafeteria.
- 3020 YUMA, Yuma Test Station, Arizona, (D-3), Palo Verde, alt. Mon., 5 p.m., Officers' Club.
- 3025 CALGARY, Alberta, Canada, (D-42), "411", Thurs., 6 p.m., Simpsons-Sears Western Room.
- 3026 BALTIMORE, Maryland, (D-36), Westinghouse Air Arm, Wed., 12:15 p.m., Westinghouse Air Arm Engineering Conference Room.
- 3027 WEST POINT, Nebraska, (D-24), West Point, Mon., 6:30 p.m., Memorial Hospital Cafeteria.
- 3028 GARY, Indiana, (D-11), Indi-Illa, 1st & 3rd Wed., 6 p.m., Saddle Room.

## DISTRICT GOVERNORS 1959-1960

- F Maurice A. Shenbaum  
2. Les Bridges  
3. Robert A. Englund  
4. Roger L. Sherman  
5. Howard G. Gray  
6. Max J. Perras  
7. Robert H. Gray  
8. Guy G. Thompson  
9. E. William Parker  
10. Walter J. Stowman  
11. Kerele C. Keller  
12. Virgil True  
13. William J. Bebble  
14. Maj. Dale S. Jeffers  
15. Donald A. Durell  
16. Travis W. Freeman  
17. Edward A. Engelhart  
18. J. Lockhart Whiteford  
19. Harold C. Lounsberry  
20. Everett D. Macstad  
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. Maurice F. Byington  
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. John N. Clauser  
52. John L. Hastings  
53. Gilbert S. Gruher  
54. Paul M. Dauten, Jr.  
55. William L. Mekeel  
56. Edward G. Bossom  
57. Gordon A. Dickie  
58. J. D. Crook  
59. Ensio J. Tosolini  
60. J. Geoffrey Cudlip  
61. Lloyd G. C. Taylor  
62. Robert F. Smith  
63. Wylie A. Bowmaster
- 217 W. Valley Blvd., El Monte, California  
3430 36th Ave. West, Seattle 99, Washington  
6616 N. Cardinal Dr., Scottsdale, Arizona  
1634 Borden St., San Mateo, California  
127 Millan St., Chula Vista, California  
2109 Princeton Ave., St. Paul 5, Minnesota  
312 Equitable Bldg., Portland, Oregon  
1461 Johns Ave., Decatur, Illinois  
S. 4025 Lee St., Spokane, Washington  
342 Hayes Ave., Cuyahoga Falls, Ohio  
1802 College Ave., Terre Haute, Indiana  
736 W. Fir St., Oxnard, California  
364 Brusselles 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  
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505 Washington Way, Richland, Washington  
924 Lincoln Bank Bldg., Rochester, New York  
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3113 Aberdeen, Lubbock, Texas  
13 Charles St., Sanford, Maine  
48-57 Utopia Parkway, Flushing 65, New York  
3924 Cambay Place, Jacksonville, Florida  
1718 Mt. Miags Road, Montgomery, Alabama  
1902 Komaia Drive, Honolulu 14, Hawaii  
210 So. Bundy Drive, Los Angeles 49, California  
8245 Noren St., Downey, California  
1121 So. Third St., Alhambra, California  
42 De Leo Drive, Stamford, Connecticut  
1616 Normandy Dr., Champaign, Illinois  
408 West 1st Ave., Cheyenne, Wyoming  
3721 Avenue O, Galveston, Texas  
1885 Thousand Oaks Blvd., Berkeley, California  
13 Ethelridge Dr., Greenville, South Carolina  
910 Capitol Hill Ave., Reno, Nevada  
51 Leacroft Cres., Don Mills, Ontario, Canada  
26 Laurier St., Nitro, Quebec, Canada  
2837 Wynes St., Saginaw, Michigan  
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