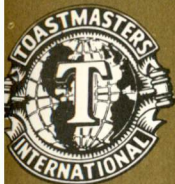


SEPTEMBER, 1960



THE TOASTMASTER

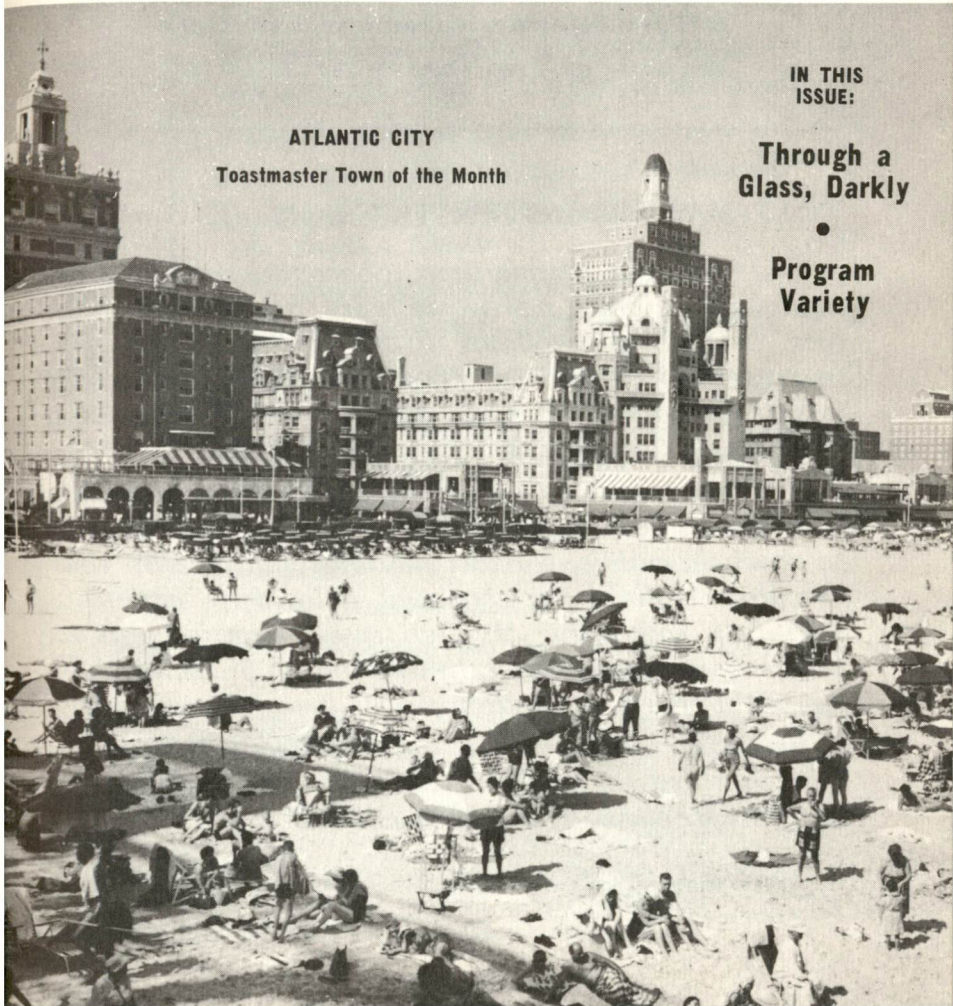
FOR BETTER LISTENING, THINKING, SPEAKING

ATLANTIC CITY
Toastmaster Town of the Month

IN THIS
ISSUE:

**Through a
Glass, Darkly**

•
**Program
Variety**



As this issue of THE TOASTMASTER magazine goes to press, new officers and directors are being chosen at the annual business meeting of Toastmasters International, held at the annual convention, Atlanta, Georgia.

Names and addresses of the new officers and directors will appear in the October issue of THE TOASTMASTER.

TOASTMASTERS INTERNATIONAL IS:

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

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

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

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

Don Perkins
Editor

Dorothy Garstang
Assistant Editor

Phil Interlandi
Art Director

The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.
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*Facts are facts, true;
yet at times they appear
to the listener as if seen . . .*

Through A Glass, Darkly

By STEWART SCHACKNE

Reprinted with permission from the Public Relations Journal, July, 1957

NEARLY ALL OF US, I suppose, regard ourselves as pretty logical fellows. Of course we may get irritated or impatient at times and spring to conclusions which we perceive a little later to be wrong and therefore modify. But, as a general rule, if we have the facts, we come to the conclusion—indeed the only conclusion—to which they lead.

Being logical persons ourselves, we credit other people with being logical, in the same way we are, and believe that the process of communication consists simply of supplying "the facts."

But is supplying "the facts" the whole of communication? Is there not another, and very important

element—namely, the predisposition of the person who receives the facts?

Facts Do Not Exist in Isolation

Experience indicates convincingly that facts do not exist in isolation. Rather, they exist and take on meaning in relation to individuals' values, fears, hopes and expectations. Thus an audience may accept without question some facts, receive some with doubt, reject others outright, and rearrange still others so as to draw conclusions quite different from those which were intended.

The error of believing that a presentation of the facts is the

whole of communication becomes particularly apparent when representatives of one culture attempt to convey ideas to people of another.

History is full of examples of the failure to foresee the complications which arise when different cultures meet and try to influence each other. Armed with hindsight, we can point out some mistakes of the past—the Spanish conquistadores destroying the temples of the Indians of the New World; the British taking their practice of greasing bullets with beef tallow to India where cows were sacred. In more recent times there was the resounding lack of success of German radio propaganda beamed at the British during World War II. The facts which Radio Berlin and Lord Hawhaw put on the air in the grim days of 1940 and '41 were true; but instead of persuading the beleaguered people to surrender, the broadcasts spurred their determination to go down, if they must, fighting to the end. The Nazi propaganda people were logical up to a point, but they overlooked an important factor—British character and tradition.

The psychologists have a word for the awareness, partly intuitive, partly learned, of the intricacies of the other fellow's values and sentiments. They call it *empathy*. Because the company I work for operates on virtually a world-wide basis, we have had what are perhaps rather special opportunities, and also needs, to empathize with peoples whose backgrounds, his-

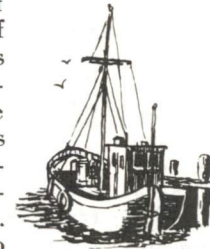
tories and, therefore, modes of thought are different from our own.

Jersey's Thrift Plan

Consider, for example, how differences between North American and South American concepts of the relationship between employee and employer led to a curious situation in one of the overseas companies affiliated with Jersey Standard.

Jersey and its domestic affiliates have long had an employee savings program which we call the Thrift Plan. Under it, an employee can authorize the company to withhold and put into an account for the employee a percentage of his pay which, within certain limits, he designates himself. To this the company adds a "regular" percentage and, in years of good earnings, an extra contribution. Together, these usually amount to a substantial addition to the employee's own savings. He may make withdrawals from these savings at intervals, can borrow against them at a low interest rate, or can exercise various estate-building options.

The attractiveness of the plan to North Americans is indicated by the fact that more than 98 per cent of domestic employees participate in it voluntarily. Perhaps because those of us who had known the plan for a long time almost took it for granted, or because of its high employee acceptance in affiliates where it existed, we tended to assume that its merits were self-evi-



dent. So when the plan was proposed to workers in a South American country, it was assumed the move would be warmly hailed. But that didn't happen. Instead, the unions strongly opposed the suggestion.

The Search for Causes

After recovering from our initial astonishment, a search was begun for causes. The union leaders felt, it was discovered, that if a worker could save money, that fact proved he was so well paid that the reason for the union's existence would be undermined. The union leaders felt, in other words, their own security and purpose in life to be threatened. When it became clear to them that they would still have many functions to perform, their opposition to the Thrift Plan evaporated.

A second example comes from a different part of the world. There another of our affiliated companies decided (probably with considerable sense of performing a good deed) to offer scholarships to young people of the nation. In accordance with what we consider a virtue in the United States, the scholarships were of the "no-strings-attached" variety—that is, they carried no requirement that a recipient work for the company after completing his studies. Response to the offer was unmistakably poor. By our logic, there was no explanation for the almost total absence of applicants.

Investigation disclosed in due course, however, that the "no-strings" aspect of the offer had created grave suspicions. The people

of the country knew the company was in business for profit; it was not a charitable institution. By their logic, it followed that if the company did not require scholarship recipients to work for it, it must have some other motive of self-interest, which was being deliberately hidden and therefore was probably sinister.

When this attitude was discovered, the scholarship offer was revised to require that anyone receiving such aid would have to take employment with the company for a period equal to the duration of the scholarship. With this change, scholarships were eagerly sought.

These experiences dramatize the fallacy of thinking that if people are merely presented with clear, truthful information, they will come to the conclusions or will take actions which we desire. To assume that, because a set of facts or a line of argument is persuasive to the communicator, it will necessarily be persuasive to its intended audience is unwarranted.

Sometimes failures to communicate stem not so much from cultural differences as from our assuming prior knowledge on the part of our audience when, in fact, such knowledge does not exist. This error was demonstrated by the experience of one of the companies affiliated with Jersey in training a group of young men who had been living in a pre-machine age culture.

In keeping with a policy of employing local residents to the greatest extent possible, the company embarked on a program for training truck drivers recruited from the local population. Lectures were

given on the necessary steps in starting a motor and operating a truck. But when the trainees were turned loose on their first vehicles, it became clear that one important point had been overlooked. They were unable to climb into the cabs because they had lived all their lives in tents and had not been shown how to open a door.

Cultural and Psychological Differences

Concern with possible cultural and psychological differences between us and our audience should extend not only to what we say but to how we say it. Techniques employed in presenting a message can have an important effect on determining its level of acceptance.

For example, promotional techniques which are entirely familiar in our country may be altogether wrong for communicating ideas in other parts of the world. One of our affiliates in South America wanted to encourage greater participation in an employee suggestion program which we call the *Coin Your Ideas* plan. It was decided that a good way to do this would be to whet curiosity by first using "teasers" that would cause conversation among employees and stimulate interest in the announcement to follow.

The teaser technique is an accepted tool in advertising in the United States, but in this area, the misinterpretations of it were potentially serious. This is what happened:

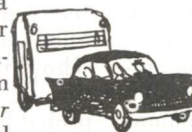
The 101 Campaign

A number—101—was posted in prominent places throughout a refinery. The idea was to dramatize the new emphasis upon the *Coin Your Ideas* plan by setting a goal of obtaining 101 new ideas from employees within a given period.

A short time before, however, a small cut-back in the work force had been necessary, so when the number 101 was posted throughout the refinery, certain anxious employees saw in it a delicate management's way of letting them know that an additional 101 workers would soon be discharged. So serious did this misapprehension become, that special meetings had to be called and a special issue of the plant newspaper published to dispel the mistaken idea.

Clearly, we live in a world where the same set of objective data may be variously interpreted, depending on the background of the consumer of the data. This phenomenon has been the subject of research by social psychologists who have found that people react differently to the same advertisements, remember or forget different passages of the same political address depending on their party allegiance, read different meanings into the same ink blots. They tend to reconstruct facts to fit preconceived biases or fears.

Sometimes the acceptance of certain "facts" and the rejection of others can result in the actual emergence of a new situation. Dr. Robert K. Merton of Columbia University's Department of Sociology has termed this the phenom-



enon of "the self-fulfilling prophecy." He points out that one would need only convince enough people in a community that a certain bank was insolvent to cause such a run on the bank that the predicted insolvency would occur although the bank would otherwise have remained open.

The selective perception which people exhibit in what they remember of advertisements and pamphlets is cited by Merton and Lazarsfeld in what they refer to as the "boomerang response" to a New York City information campaign to encourage people to have their chests X-rayed. In the course of this campaign it was mentioned, quite in passing, that there was no need for the public to fear damage from exposure to X-ray equipment because in the hands of competent technicians such machines were perfectly safe. A sizeable number of persons who heard this message remembered only that X-rays might in some instances be dangerous and, rather than being motivated to seek diagnosis through X-ray, they shunned the clinics.

If these examples of communication difficulties have any lesson, it is, I believe, that the communi-

Stewart Schackne, manager of the public relations department of Standard Oil Company (New Jersey), has been associated with the department's activities since it was formed in 1943. After serving as consultant, he joined the staff as assistant manager of Public Relations in 1945 and was appointed manager in 1954.

After several years with Scripps-Howard newspapers, he served as editor of house magazines for industrial companies in New York and as associate editor of a Hearst trade publication. Mr. Schackne is co-author of the book, "Oil for the World," published by Harper & Bros.

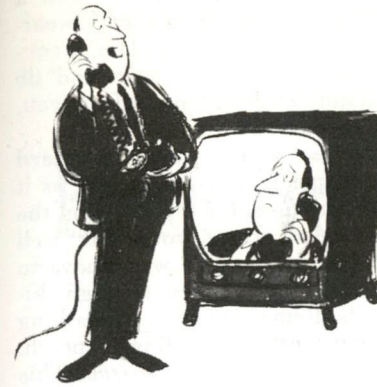
A native of Toledo, Ohio, Mr. Schackne attended Yale University and Dartmouth College.

cator must expect the unexpected from his audience. He must not regard the news release, pamphlet, or speech as an end in itself. He must not be so in love with his own skill with words that he neglects knowingly people's minds. He must remember that facts do not "speak for themselves"—that though Fact A plus Fact B leads inexorably to Conclusion C for some, A plus B may lead to Conclusion D, E, or X for people of different experience.

In some measure, the risk may be taken out of communications to the public by pre-testing messages with a sample of the intended audience. Such pre-tests will help spot areas of ambiguity or misunderstanding in the material. They will give us a measure of whether our presentation is interesting to our public. If properly conducted, they will tell us something about the counter-arguments which our material may evoke. But, useful as pre-tests and attitude surveys may be in making us more sensitive to the public, they are no substitute for the communicator who not only knows what he is talking about but who also knows about people through experience, study and, probably, an inherent sensitivity. ♦



THE TOASTMASTER



By BRUCE DAVIES

Why doesn't Someone Tell Them?

THE POWER OF RADIO and television in influencing voters is unquestionably one of the greatest single factors in electing a candidate today. A political candidate is a dead duck without an effective speech.

Why doesn't someone tell these office seekers? Why don't campaign managers see to it that political aspirants have a membership in Toastmasters, the greatest approach to overcoming speech defects and antagonistic mannerisms? The strength of Toastmasters lies in the fact that evaluators don't waste time and effort by telling you, "Ya, that's a great speech, Joe! You'll knock 'em dead for certain!"

Instead, a serious attempt should be made to correct things like frowning and sputtering, and to encourage poise and confidence in a speaker.

Strong light in a TV studio can make a novice blink and frown, can

even make him look like an idiot. Sometimes, he nervously clears his throat on the air, riffles through paper the size of newsprint—and at once you lose confidence in him as a speaker.

I know two candidates in a recent primary election who lost simply because of bad speech habits. One of them glared like Simon Legree on television . . . and really, he was a nice guy! But no one bothered to tell him. I know of another candidate who spent a considerable sum of money on radio and television, only to lose out. Why? His speech was crude, and in a ten-minute address, this candidate used the word "which" 36 times. I stopped counting after that.

Many of us remember the persuasive "fireside chats" over radio. The late FDR had a "selling personality" . . . one that used neither bombast nor hammy oratory. He knew all the tricks of voice modulation, pacing and emphasis. He

was a sound engineer's dream. I doubt very much if the celebrated William Jennings Bryan would do well in the communication media of today . . . Bryan did well on open-air platforms and Fourth of July picnics. But a great many of our office seekers are still copying Bryan's "cross of gold" speech, and they wind up sounding like contestants for the local high school oratorical contest.

Maybe there's something wrong with a system that elects a man because of his personality. Only the future can tell. But the fact remains that the smooth, persuasive speakers are the ones who are getting elected today. They're working at their speeches and practicing with professional coaches. Not all can afford this extensive training, it's true. But here's where Toastmasters comes to the rescue. Toastmasters clubs all over the world are helping leaders acquire poise and confidence and in the process are teaching the member that he can "sell" his audience.

Here are some of the things a political candidate should consider in a radio or television address:

1. *Talk the language.* Many a candidate has his speech ghost-written. That's all right, but you'd better know the words. If the author uses words the speaker cannot pronounce, Mr. Average American Viewer is embarrassed. There's nothing worse than embarrassment for your favorite candidate. Talk the "everyday language" . . . use plenty of simple Anglo-Saxon words . . . and everybody will understand you.

2. *Consider your appearance.*

This may seem academic, but don't overlook it. You've never seen a skillful lawyer plead a case wearing a loud, big-patterned tie. A conservative suit, plain shirt and tie will not detract attention from you, the speaker.

3. *Use proper notes.* Standard size paper is all right as long as it isn't onion-skin. Keep it flat on the desk. And know your talk well enough so that you won't have to peer at your notes through bifocals. Remember, you are talking to someone, not reading a speech.

4. *Watch your mannerisms.* This is especially important on television. Don't look around for the boom mike, it's the engineer's job to see that it is there. Don't clear your throat but don't apologize if you do, don't frown at the lights, and be sure your dentures fit properly.

5. *Be sincere.* Television and radio are intimate. People can spot a phony personality on radio and TV faster than in any other form of communication. State your purpose, get it over with, and ask for public support.

Three five-minute talks are more effective than a single harangue lasting fifteen minutes.

I wish someone would tell our politicians about Toastmasters. A great many of them could use this training. ❖

As Farm Service Director for Station KFAB of Omaha, Nebr., Bruce Davies broadcasts a daily program of farm news. He has been a professional broadcaster since 1943. He is a member of Omaha Toastmasters Club 229-24.

*Here's how a California club
met the problem of*

Program Variety

By KERMIT ROBINSON

EVERY CLUB OFFICER knows that a vital, interesting and varied program is the lifeblood of a healthy Toastmasters club. Yet frequently we hear of clubs asking for help in this phase—how can we make our programs more interesting? What can we do to vary our meetings?

Our club, Alhambra (Calif.) Toastmasters 34, Founder's District, met this question realistically and evolved a solution. Every fourth meeting—the last Thursday of each month—is scheduled as "Special Events Night."

Each special events program is based on a theme. Selecting the theme and arranging the program are the responsibility of the scheduled toastmaster of the evening. To give him time to arrange an outstanding event, he is always scheduled two months in advance. This challenge keeps every toastmaster-to-be up on his toes—he knows that

it is up to him to produce something new, original and exciting, and he must equal or top the programs which have preceded his.

Sometimes the special events theme applies only to the formal part of the program—the speakers. But if the toastmaster of the evening so desires, he can apply it to all parts of the program.



For example, one special event program centered around a "memories" theme. The formal speaking program consisted of five old-timers, each repeating one of his

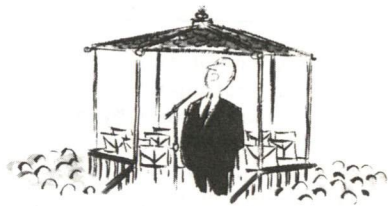
best talks. They were allowed their own choice; the only restriction placed on them was that the talk had to be one which had been given at least five years ago! The table topics also covered past speeches; the topicmaster asked participants to tell about a talk they had heard which had impressed them, and to tell why they had liked it, or felt that it was particularly impressive. At the beginning of the meeting the members were given 90 seconds to list titles or general subjects of talks they could recall, talks which had been given in the club within the last five years. A prize was offered to the member who could list the most speeches. The lists were then given to the topicmaster—ostensibly to determine the winner of the prize, but actually so that he could be sure that his table topic questions would be appropriate. We had a wonderful evening with our “memories” of past triumphs.



We've had some other good evenings, too. One of the best was a mock meeting of the United Nations to hear four U. S. representatives present their solutions to major problems, such as the Berlin situation, Khrushchev, the U-2 incident. We had another which was listed as a “how to” meeting, but it

was concerned with the “how to” of Toastmastering. Each speaker discussed one aspect of Toastmasters training, and the table topic speakers discussed various educational aspects of Toastmasters.

One summer meeting was held in a local park. It started out with a steak fry, always enjoyable, and continued with the formal program, with the speakers giving



their talks from the platform of the bandstand. There were a number of people enjoying the park that evening, and a lot of them came up to the bandstand to listen for a minute, ending up sitting through the whole program! They formed a very interested audience.

Another program was publicized as “A TIP.” Members were mystified until meeting night arrived and they discovered that the letters stood for “A Toastmaster is Prepared.” As each Toastmaster arrived, he was handed a slip of paper marked with a number for a prize drawing. Numbers were drawn from a hat, and prizes awarded turned out to be assignments for the evening's program: speaker, critic, topicmaster, etc. As his number was drawn, each member received an envelope containing his assignment, and a few help-

ful suggestions—such as two or three alternate topics if he had been chosen one of the speakers.

Holidays provide built-in ideas for special events. One of our best was a Halloween meeting. Each table topic speaker was given an inexpensive prize before he started his talk. If his performance was acceptable to the group—indicated in ancient Roman fashion by the members turning thumbs up—he was allowed to retain the prize. If the verdict was unfavorable—thumbs down—he was ordered to deposit the gift in a paper pumpkin in the center of the table. The forfeited prizes were then awarded to the winning table topics speaker. The best evaluator for the evening received a jar of sour pickles, and the winning speaker was given a book of ghost stories.

In a recent issue of THE TOASTMASTER, Dr. Smedley recommended the use of a history theme. We have used that one too, and have found it to be so successful that we have repeated it several times.

Having a regular monthly special events meeting not only assures program variety; it does a great deal towards creating and promoting interest in the club. It affords a splendid opportunity for members to invite guests to share in Toastmastering at its best, for they know that our special meetings are always above average. We have also had excellent newspaper coverage.

The special events program has worked well for our club. We recommend it unhesitatingly to other clubs who are looking for program variety. ♦

Kermit Robinson is executive assistant, Group Sales and Service Division, Occidental Life Insurance Co. of Calif. He is a current member and past president of Alhambra Toastmasters 34. He has served for several years on the Speakers Bureau of the Community Chest and on the speakers panel for the Better Business Bureau; was for three years a member of the Board of Directors of the American Cancer Society, Los Angeles County.

The great man is more difficult to point out than the great artist. In an art or profession, the man who has out-distanced his rivals (or who has the reputation of having done so) is called great in his work, with reservations as to his character. But the great man must exhibit different merit. It is easier to say who are not great men than who are. They should have great virtues. It is agreed that Cromwell was a most intrepid general, profound statesman, and the man best qualified to conduct the party, parliament or army of his day, yet no writer has called him a great man because, although he possessed great qualities, he possessed not a single great virtue.

—Voltaire in “The Satirical Dictionary”



Last-minute scramblers, Arise!

Throw your TM Book away!

By ROGER M. NETHERLAND

OUR TOASTMASTERS Basic Training Manual tells us, in great detail, how to prepare a speech. But I am here to tell you—and especially you newer members—to throw your book away. You don't need it! The book's way calls for a modicum of memory, a certain amount of will power, and the ability to regulate one's daily affairs intelligently.

Now I belong to a club within our Toastmasters club, a very special, elite group. We refuse to use our memory, we have no will power and we don't know how to regulate our daily affairs. We call ourselves the Last Minute Scramblers. And we *never* use our books. So, forget orthodoxy and hark to the heretic. Attest the power of negative thinking! Mark well the way of the Last

Minute Scrambler as he gets ready for his speech . . .

We start with the schedule. In any well-regulated club there is a monthly schedule or bulletin which is printed and distributed to the members. That schedule is put by your plate for many purposes. It may be used for doodling, balloting, word-watching, nitpicking and writing snide notes to your neighbors concerning the wretched quality of the speakers. By the meeting's end, it will be quite illegible, so throw it away. You can always get another. (But of course you don't!) Before throwing it out, make one quick check to ensure only that you're not on next week's program. Two weeks from now is an eternity. You may go to the hospital—there may be an earthquake—the war may start—anything can happen. *You* don't have to worry.

All goes well until a Friday afternoon when you get a call from next week's Toastmaster of the Day. His voice oozes a false joviality as he chortles, "Well, all set to speak next Tuesday, are we?" Your heart sinks. Having snivelled out of your last three assignments, you know it's hopeless this time. You groan and mutter, "Okay." "Title?" he asks. TBA—to be announced, you tell him; but to yourself it means "Too Beastly Awful."

But don't despair! Remember there's still plenty of time left. Time to forget about it. Friday night bridge, Saturday golf and an evening at the Club. Sunday—hangover. After the Late Late TV movie on Sunday night, it is permissible to *think* about the speech. (What in the world can I talk about

this time?) Then spend a half hour locating and rescuing your book from the clutches of the children, dog, wastebasket or fireplace. This effort is rather exhausting, so off to bed!

Any Monday morning is bad enough at best, but this one is really painful. You can escape the toils of your gainful occupation by telling yourself over and over, "It just isn't fair for me to have to spend so much time preparing a speech when I've got so much work to do." By careful research, I have found that it is possible to waste an entire morning in this manner.

On Monday afternoon, cigar in hand, coffee nearby, feet up on desk, inspiration arrives. In a space of seconds, everything jells: subject, title, organization, method of delivery. You're so relieved that you promptly put it all out of your mind and start concentrating on how to quit work early today.

That evening during cocktails, you casually mention to your wife, "Oh, by the way, dear, I have to prepare a Toastmasters speech tonight." Your loving wife replies sweetly, "Oh no! Not that again! Another evening shot!" Stung and hurt, you sulk by the television until the last wisp of smoke from the last gun from the last western fades away. As you shut off the set, your mind is drawn back to your speech; you realize all too clearly that your inspiration of the afternoon was a dud. The subject has been overworked, the title is trite, organization faulty, method of delivery amateurish.

And now, friend, you are *ready*. Ready to prepare your speech.

Your Toastmasters book won't help you. No book will help you. In fact, *nothing* will help you.

Tuesday morning passes in a daze. Nervously you time your speech: 4 min., 10 sec.; 7 min., 30 sec. the second time; then 6 min., 45 sec. (or was that 7:45?). Then suddenly you are at the meeting. Your notes are a grimy, illegible mass of useless detail. But you clutch them as a drowning man clutches at a straw. You try desperately to memorize, but it's too late. You see the Toastmaster of the Day giving you his poisonous smile, you hear your name, you're on your feet. You lurch blindly toward the lectern. The worst has happened—again.

So, what have we learned? That which we already know: that it is

easy to deliver a speech if you have made deliberate, careful preparation. At least, I'm told that it's easy. Perhaps I will never really know. But we Scramblers carry on, doing our best in an impossible situation.

The way of the Scrambler is hard, and fraught with peril. With us, it's always 11:40 Tuesday morning (meeting starts at 11:45). If this way of life be too hard for you, you may take the easy way out. Follow the book's suggestions, prepare your speech well in advance, deliver it properly. You may succeed, yes, but you will never know the cold sweat, the numbed brain and the ache-all-over feeling of inadequacy that comes only to the members of the Club within the Club, the Elite of the Elite, the Last Minute Scramblers. ❖

LCDR Roger (Dutch) M. Netherland, USN, is Co-ordinator of Midshipman Training at the Naval Air Station, Pensacola, Florida. His former assignments have included destroyer duty, flight training, carrier-based flying, post-graduate training in Naval Intelligence, duty as Assistant Naval Attache in Rome, Italy, and as Flight Instructor. He is a member of Wings of Gold 1836-29, Pensacola, Florida.



If a man has a talent and cannot use it, he has failed. If he has a talent and uses only half of it, he has partly failed. If he has a talent and learns somehow to use the whole of it, he has gloriously succeeded, and won a satisfaction and a triumph few men ever know.

—Thomas Wolfe

Small Words are Strong Words

By

ELLSWORTH A. SYLVESTER

Most ideas can be expressed in short words, says Ellsworth A. Sylvester, who proceeds to demonstrate his conviction by presenting the following article, which uses only words of one syllable.

WOULD YOU LIKE to know how you can put force and drive in your speech, how you can reach the minds of men, how you can

move the heart to tears or make the soul soar on wings? I can give you the key. It is a small key, but a key of gold.

With this key you may lift the lid of a chest. In this chest are all the words in the world—the good words, the strong words, the wise words—words to do the task you wish to do.

But stop a bit. What are words?

Words are but sounds which spring from your throat, your tongue and your lips and speed to my ear. Each sound brings from you to me a thought born in your mind. Strange, is it not? While these thoughts may stream from your brain in swift flow of thought they still come out one by one, not in groups; one thought at a time is all.

How, then, can you plant these thoughts in my mind?

Put them in the way they came out of your mind. Put them in with short words of one speech sound. There is no need for more.

Where did we get our way of speech? Who taught us the names we give to the things we see and the things we do? Look back. Look back at our past. Look back at the men who gave us the words.

Most of the words we speak came from men of the North. They were strong, hard men who knew how to live, love and laugh in the teeth of ice clad gales that swept the bleak steppe, the black woods or the cold, dark sea.

Such men had no time to lie in the sun and send their thoughts far off in the blue realms of light. Through short days and long nights they knew naught but the

search for food, the fear of the great bear in his cave, the roar of the wild ox, the long, weird cry of the wolf pack on the trail.

From the North and the East came these men through the dark fens and the deep woods to stand at last on the shores of the sea and look West. They were the Picts, the Scots, the Celts, the Jutes, the Danes, the Norse, the Finns and the Slavs. These men knew what time was worth. Their words, strong, swift, short, prove this.

They knew fear, but too, they knew how to reach the heights of joy.

They were hard as the lands they trod.

They were fierce as the beasts whose skins they wore.

Yet they could show love for their own flesh and blood, and once in a while a bit of care for the weak, the grief bent foe or the slave in chains. In spite of the time in which they lived—a hard, fierce time—these men were cut from the same cloth as you and I.

But this is true: they had their feet on the ground. They saw the world through clear eyes. They spoke in a straight line. They spoke their thoughts in words that flew like darts. They knew no way but that way. A man who could not or would not speak in such a way that all who heard him would know at once what he meant, was a fool, or worse, a knave who sought to twist the truth.

Straight talk was good talk.

Let us then shove to one side all but the short words, our gift from the men of the North. Have we lost the fine, the light, the bright, the good, the kind, the sweet, the soft, the warm, the dear, the great, the best of life? Not so; all those words are still with us. And more. We sing, we praise, we give, we yearn, we pray, we lift our eyes to the skies and see the sun, the moon and the stars. We feel the touch of the wind on our cheeks, we hear

the call of the lark, the song of the thrush in the woods, the still, small voice that bids us act as sons of God.

Must we pile sound on sound and pour out words of great length to show that we are wise? Must we use

big words to prove to our friends that we are smart? Can not the man we meet tell by our speech that we have stood at the side of wise men, have read great books, and learned from their lore?

Would you not that all men knew you for what you are and what you do and think? Live not a life of sham, of false fronts, of fear—fear to be real. Be a man who holds in his hand and in his heart that spark, that touch of God, that right to choose his own course in his life and for all the lives that may lie before him in the long, vast sweep of time.

I pray you come, sit by my side. Put on no airs. Be the man you are.



Who knows? It may be that as we sit and talk and share the good things of life, the thoughts of the store house of our minds, that a door may swing wide and show a view of snow clad peaks—the heights to which we may climb and the road to reach them.

Straight through this door is the route to wealth, to fame, to love. Stay where men live if you would win their aid and their trust. Fly not off into the blue. Do not try to show off your vast fund of big words. A few friends may go on with you, but most men will leave you.

If you can not wake out of their sleep the minds of those who hear you, you waste your breath. If you can not with your words paint the scene, weave the spell, or raise up the ghosts of dead men from their cold graves of years long gone, if you can not touch with fire the lips of the young, if you can not light up the eyes of a child, then of what

use are your words?

Speak to me as a child. Speak so that I may grasp at once the full thought, the deep thought, the round thought. Let me plumb the deep wells of your mind. Let me climb the steep walls of your thought that I may see and find the gold that is there.

How else can I know you? Bring out the wealth of years which you have won by sweat and toil and care and give it to me in small words—words I can take to my heart, words that slip in my ears with the ease and speed with which a wren pops through a knot hole to her nest in the barn. Speak so that I can see the last light of day as it lies in a warm red glow on the face of the land. Speak so that when you are gone and the last faint trace of sound has fled back to the still walls and rings no more in my ears that I can still hold in my heart the stamp of the man that you are. ❖

Ellsworth A. Sylvester counts some 60 different vocations since he started selling newspapers at 9 years of age in Aurora, Illinois, including many phases of construction and many areas of advertising and publication. He is at present sales manager of the photographic division of Davidson Optronics, Inc., of West Covina, Calif. He is immediate past president of the Rose Bowl Toastmasters 456-F of Pasadena, Calif.



Each honest calling, each walk of life, has its own elite, its own aristocracy based on excellence of performance.

—James Bryant Conant



ATLANTIC CITY

Toastmaster Town of the Month

A CITY ON A SAND BAR four miles at sea, where skyscraper hotels overlook an ocean penetrated by long amusement piers and where a four-mile-long Boardwalk beckons a half-million strollers on a summer weekend—that's Atlantic City, America's best-known resort.

"On the Boardwalk at Atlantic City" was a popular song in the Gay Nineties, and now as then *Boardwalk* means Atlantic City. New Jersey's city by the sea is America's most popular convention spot; one out of every five conventions held in America gathers there. They come because the city's 300-400 motels and hotels can house them, because the more than 500 restaurants can feed them, and because the gigantic Convention Hall can accommodate 70,000 people.

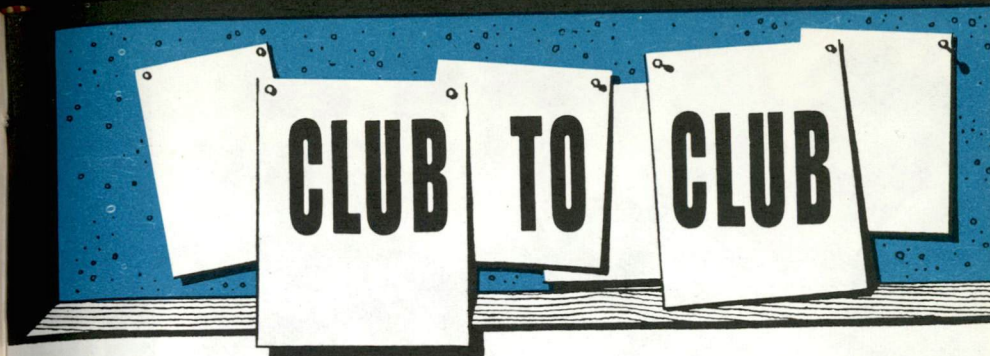
"Miss America" and the famous week-long pageant which chooses her every year are also synonymous with Atlantic City, and have been ever since 1921. This month thousands of spectators and millions of television viewers will watch the coronation of the new queen.

Now on its second hundred years as an incorporated city, Atlantic City is a metropolitan center of a well-balanced economic area, having within its business community much more than the multi-million-dollar vacation and convention business. Within a radius of thirty miles are many suburban residential communities, a prosperous agricultural area, manufacturing plants, and an ultra-modern airport housing the National Aviation Facilities Experimental Center.

The greatest attraction of the city is its wonderful beach, where an estimated 10,000,000 people go down into the water yearly. Yet careful records show less than one drowning a year.

Toastmasters came to Atlantic City with a bang in 1952, when the Atlantic City Toastmasters Club 1033-38 was formed. Response to the new club was so great that a second club, World's Playground 1078, soon followed. The ladies had also become interested in speech activities, and started the Atlantic City Toastmistress Club. All three clubs were chartered in one joint Charter Party at the Atlantic City Country Club.

As residents of the world's most famous convention city, Atlantic City Toastmasters have acted as hosts to many successful area, district and zone conferences. It has been said that Atlantic City loves people, lives to welcome them, to entertain them, to send them home eager to return. This may also be said about Atlantic City Toastmasters.



Club Chooses Community Queen

Many TM clubs hold similar meetings in simulated form, but our Fair Oaks Club dived into the real thing when we accepted an assignment to run a local beauty contest to determine our annual Fiesta queen. The contest chairman, the judges, and a meeting site were all set, but the Toastmasters were asked to put the program together and keep it moving.

The contest was held on a regular meeting night, and specific assignments were made by the Ed. V-P. Subjects of talks were: What Makes a Girl Beautiful?, Reflections on Beauty Contests, and Why Community Celebrations? All speakers were warned that they would have to cut or expand their talks to synchronize with costume changes by the aspiring queens. Toastmasters who were not on the speaking program acted as ushers, prop and sound men, and general helpers.

Another out-of-the-ordinary event was our recent joint installation of officers with the Fair Oaks Chamber of Commerce, especially interesting since the two organizations had officers in common. The out-going C of C president, R. H. Grady, is also TM governor of District 39; the installing officer for the C of C, T. S. Ralph, is lieutenant gov-

ernor of 39; installing officer for the Toastmasters, Hugh Devlin, is governor of Area 7.

An interesting by-product of this joint installation—the new president of the Fair Oaks Chamber of Commerce is now a new member of the Fair Oaks Toastmasters.

**Fair Oaks Club 1481-39
Fair Oaks, Calif.**

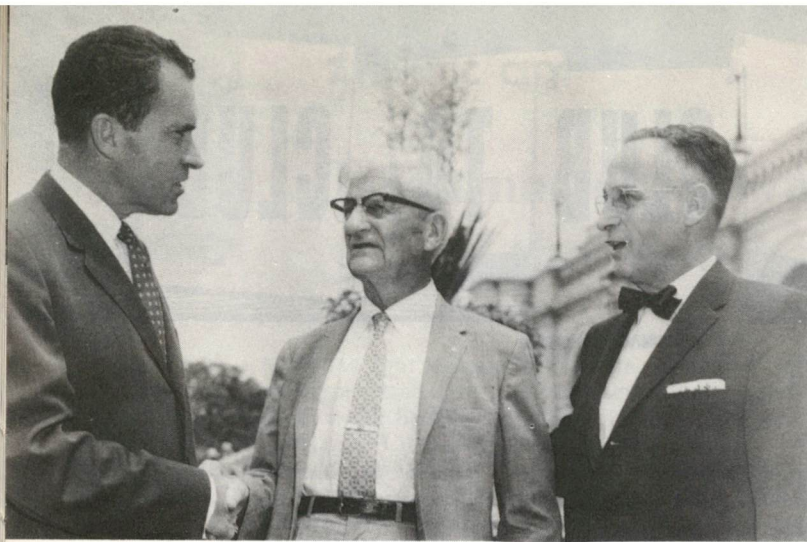
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Continuing Publicity

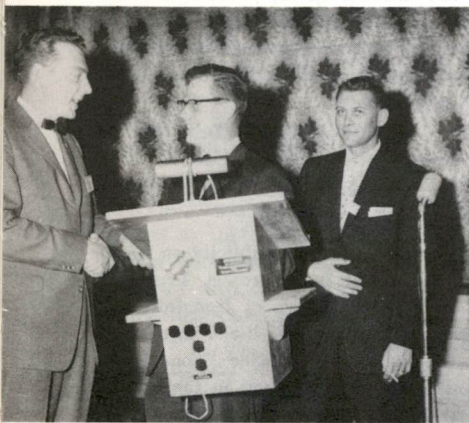
Forceful, effective publicity on a continuing basis is a project begun by Joseph G. Blackburn of Honolulu, governor of District 49. Blackburn writes a weekly column entitled "Toastmaster Talk" which is featured in the Sunday edition of the *Honolulu Advertiser*. The informal column combines news of Hawaii Toastmasters with information on Toastmasters International and various aspects of Toastmasters training.

When asked whether he ever runs out of material for his articles, Gov. Blackburn replied that there was so much to be told that he could keep up the series indefinitely. He also said that the response to the articles has been extremely gratifying.

**District 49
Hawaii**



Dr. Smedley breaks visit to D.36 to chat with Orange Co. Calif., neighbors U.S. Vice Pres. Richard M. Nixon (left), and Rep. James E. Utt (right)



"Golden Lectern" to D. 42's most enthusiastic club is received by Bow Valley 1494 Pres. Gerald Shaw (left) from D.G. Ernie Pallister (center) and conv. Co-Chairman Jimmie Meador of Calgary, Alta.

Sligo Club 1542 (Silver Spring, Md.) has 3 consecutive speech contest winners: (left to right) Dan Keenan, 1959; Dick Griffin, '60 and Bill Sullivan, '58.



Columbia TM's 1145 (Antioch, Calif.) demonstrate versatility by MC-ing fashion show; Don Sleeper describes model

"Only 5 vacancies left," says Pres. Harry Merrill (left) of Ft. Lauderdale, Fla., Club 2004, as he inducts Floyd Marsh



KLM Royal Dutch Airlines trophy for best evaluator is presented to Carlos Romer (left) by KLM Pres. G. DeStoppelaar at meeting of Curacao Club 1889



Past Pres. Bob Liddell escorts and Pres. Wilmer Wood chaperons Queen Tina Stine, daughter of Past Pres. Paul Stine, in Montrose (Calif.) fiesta

TM Bob Offenbacher entertains at Region II, Zone A conference in Sacramento, Calif.





Toastmaster-Toastmistress officers survey successful joint meeting at Pawtucket



George Bird (rt) accepts Toastmaster of the Year plaque of Tapco Toastmasters

Awarded Plaque

Named "Toastmaster of the Year" by his fellow members of the Tapco Toastmasters of Cleveland, Ohio, George J. Bird recently received the handsome trophy donated by Stanley C. Pace, vice president of Thompson Ramo Wooldrige, Inc., and general manager of the Tapco Group. Tapco Toastmasters are employees of TRW.

A 19-year employee of the company, Bird has been active in Tapco Toastmasters since its organization 14 months ago, and has just finished a term as president. He also represented the club in a recent area speaking contest.

**Tapco Toastmasters 2968-10
Cleveland, Ohio**

Joint Meeting Exchanges Ideas

The Pawtucket Toastmasters expected to receive some good ideas from their guests when they invited the Blackstone Valley Toastmistress Club to a joint meeting. But the men proved that they could give some pointers to the women. Guests whipped out pencil and paper to take careful notes as Joseph Silva, talking on the baking business, gave detailed directions for frosting and decorating cakes.

Two speakers from each club gave the program.

Picture shows, left to right, George T. Genereux, toastmaster of the evening; Thomas C. McGarrahan, president; Mrs. Ella Kenney, vice president, and Mrs. Charles Shapiro, president of the Blackstone Valley Club.

**Pawtucket Toastmasters
1533-31
Pawtucket, R. I.**

* * *

Special Guest Speaker

A program of unusual interest was held recently by the Tiger Toastmasters Club 3092 when TM Cornelius Shih presented his father, a medical doctor from Formosa, as guest speaker. Dr. Shih spoke on "The History of Formosa" and his talk was translated by his son.

The Guest Night program was a part of the club's drive to fill the remaining vacancies in the membership roster, according to club president Charles Gearing. Other speakers were: Guy Folmar, Ed. Coons and Bill Poore. Pat Quinn acted as master evaluator, R. L. Brittain as grammarian, Dr. Aubrey Larsen as topicmaster and Dallas Russell as toastmaster of the evening.

**Tiger Toastmasters Club
3092-48
Auburn, Ala.**

Meet with High School Students

When Jim Thorpe, speech instructor of the Casper, Wyoming, High School, mentioned in conversation with Toastmaster Elmer Johnson that he motivated his students by citing the Toastmasters as a group of working men who felt the need of speech training and gave time and effort to that end, it sparked an idea. The next meeting of the Pioneer Toastmasters was held in the high school library, and students of speech were special guests.

The meeting was a decided success. The students by their enthusiasm and comments showed that their interest in speech training was increased. The club found the larger audience challenging and critical. Members plan to continue the meetings during the fall semester, according to Ed. V-P Robert H. Meier.

**Pioneer Toastmasters 97-55
Casper, Wyo.**

* * *

New Club in England

Newest addition to the growing number of clubs in Great Britain is the South Ruislip Club 2212. Members are composed of personnel at South Ruislip Air Station, Middlesex, and the charter was presented to club President Sam McDonnell by the commanding officer of the station, Colonel Joe L. Mason. Guest speaker Louis J. Watson came up from London Toastmasters Club 2935, with fellow member William Thomson, Club 2935 president. Another guest was Anthony Collitti of the High Wycombe Club 2941.

Colonel Mason was presented with an honorary membership in the club.

**South Ruislip Toastmasters
2212-U
South Ruislip Air Station,
Middlesex, England**



Delaware TM's surround T-cake

Celebrate Birthday

A "T"-shaped cake, baked by Millie, wife of Past President Neil Hardy, was a feature attraction of the 4th birthday celebration of the Delaware Toastmasters. The magnificent cake bore the numbers 1378 for the club, and 4 for the anniversary.

Also worthy of celebration: the Delaware Toastmasters have won the Area 7, District 38, Club Achievement award four times—once for each year of its existence, and have twice been runners-up in the District 38 Club Achievement competition. This record certainly takes the cake, and proves that there's lots of punch in Delaware.

Picture shows hungry Toastmasters surveying cake: (left to right, front row) Les Carpenter, sgt.-at-arms; Bob Altmaier; Jack Daley, pres.; Jim French; Larry Smith. (Back row) Bob Cole; Leo Bulterman; Dave Patterson; Jim Waddell; John Ross; Jack Harris, treas.; Harold Orr, Ad. V-P; Tommy Thomas; Jack Michael, Ed. V-P; Bill Kohlhas; Hal Catherman.

**Delaware Toastmasters
1378-38
Wilmington, Del.**



Charter members Lee Wertz (left) and George Knowles (rt) accept honorary life membership in club from Pres. E. L. Woodfill

Honor Charter Members

On the 23rd anniversary of the club's founding, the Russell H. Conwell Club 82 of Minneapolis, honored the two charter members who are still active participants. George Knowles and Lew Wertz were presented with honorary lifetime memberships.

The Russell H. Conwell Club was the second Toastmasters Club to be organized in the Northwest. Knowles was first president of the group, and later district governor over a territory including Minnesota, Wisconsin, Iowa, the Dakotas and parts of Canada. During his term, the number of clubs in the area was doubled.

Wertz, an active member for all 23 years of the club's existence, has held numerous offices, and as recently as last year served as club secretary.

**Russell H. Conwell Club 82-6
Minneapolis, Minn.**

* * *

Clubs Combine for Summer

One solution to the vacation-absentee summer problem common to many clubs has been put into effect by the Roundtable Toastmasters of New York City. They invited the Roughrider Club to share their board and rostrum through-

out the summer months. Both clubs participated on an equal basis, and report it an effective antidote to summer doldrums. Both Roundtable and Roughrider Clubs are members of the Sales Executives Club of New York City.

**Roundtable Toastmasters
1041-46
New York, N. Y.**

* * *

Gavel Club Holds Ladies' Night

A Ladies' Night where guests numbered over 200 was recently held by the D.V.I. Gavel Club 19, Tracy, California. Guests were from nearby clubs in Sacramento, Chico, Livermore, Stockton and Tracy, and were entertained during the excellent dinner by a fine two-piano team.

Each lady was presented with a corsage, and there were many door prizes, handmade by members of the club.

D.V.I. Gavel Club is now in its second successful year.

**D.V.I. Gavel Club 19
Tracy, California**

* * *

Topics Lay Cornerstone

Ithaca Toastmasters recently held a topic session of more than usual interest, inspired by the cornerstone laying ceremonies for the new \$5 million library of Ithaca's Cornell University.

Members were asked to lay the cornerstone for the projected new city library, and assumed roles of fund-raising chairman, million dollar donor, mayor, head librarian, and other civic offices. A trowel of simulated silver was used to spread the mortar, and was later awarded to Pete Miles for his winning speech as fund-raising chairman.

**Ithaca Toastmasters 2623-34
Ithaca, N. Y.**

Let's Communicate

By CARL D. JOHNSON

ONE MORNING a labor foreman took five of his pick-and-shovel men into the plant yard to dig a trench. He said to the first man, "You dig here," to the second man, "You dig here," and so on until he had his five men spread out in a straight line digging into the earth. The foreman then left his men to their work. He returned some hours later to find each man standing in a deep hole, still digging. When he saw what had happened, the foreman roared, "You stupid oafs! I wanted you to dig a trench, not a bunch of wells!" Who was at fault?

An arbitration case finished the other day with the decision going against the company. This arbitration case was the result of a work stoppage which grew out of a disputed interpretation of a contract clause. This happened in spite of the fact that both parties had agreed the clause should be in the contract when it was first written. What went wrong?

A plant manager called his staff together to discuss a pressing company problem. He stated the problem, then concluded by saying that it should be solved in such and such a fashion. Without waiting to draw a deep breath, he went on, "What do you think, Bill?"

Bill replied, "I feel we should

go about solving this problem with an entirely different approach." He then proceeded to explain why he felt as he did.

While Bill was talking, the plant manager sat staring at him, drumming his fingers on the table top. When Bill finished, the manager proceeded to shoot the plan full of holes and point out the obvious weaknesses in it. The rest of the staff when questioned hastily agreed with the original plan.

Mr. Plant Manager constantly complains to his superior that none of his staff members will offer any help on pressing plant problems, that they are always coming to him for decisions which they should make themselves. Morale at his plant is low; he can't figure out why.

This sign appeared on a hotel desk: "In order to substantiate our desire to accommodate our guests, we would appreciate your cooperation to anticipate your credit requirements before your departure." The hotel management couldn't understand why people still insisted on paying their bill by check with no advance notice.

The judge hearing a divorce case listened as the woman supported her charge of mental cruelty. Tearfully she said, "He never told me anything. He just took me

for granted. He never discussed any of our household problems. I never felt as if I really belonged there. I've always felt unneeded in my own house."

These are only a few examples of the thousands of communication failures which crop up daily, in sermons, speeches, union contracts, legal documents, books, peoples' lives and all other places where we resort to some form of oral or written communication. Why the failures? Let's look at a few causes and, as we discuss them, perhaps find ways of overcoming them.

1. Lack of Word Sense

All oral and written communications are attempted through the use of words, yet many people never really understand what gives a word meaning. Let's see if we can find where this meaning comes from.

In our imagination, let's look at primitive man before a language developed. One man pointed to a tree and grunted. That grunt, with its peculiar tonal qualities and inflection eventually became an accepted sound meaning *tree*. Thus a language was developed by certain sounds being accepted as referring to definite objects. Modern language evolved through an elaboration of those primitive sounds.

Words, then, are merely symbols, symbols which represent something that exists somewhere in human experience. No two people are alike and, therefore, do not interpret similar experiences in the same way. Consequently, the same word may mean different things to different people.

The thing to remember is this: *The meaning of a word does not exist in the word itself, but in the mind of the person using it.*

2. Failure to be Specific and Concrete

To use words skillfully, we must be concrete and specific in what we say or write. Concrete words are those which refer to something we have felt, heard, smelled or tasted. That is, they refer to something tangible in our experience. Specific expressions are those which refer to some particular object by naming it. If words are not concrete, they are abstract.

For example, *dog* is a concrete word, *democracy* an abstract one. To be fully successful in communication when using either of these words, we must define them. The concrete word, *dog*, is defined by using it in a specific way—by naming the dog as a Golden Cocker, Irish Setter, and so on.

The word *democracy* is used successfully when we give our definition of it and make certain our listeners understand that whenever we use the word we refer to our own definition.

There is another way by which skillful speakers and writers define uncommon or abstract words. This they do by using these words in such a manner that the words are defined by the way they are used.

For example, consider the word *plethora*. Standing alone, this word would confuse many of us; it takes on an unmistakable meaning when used as Philip Wylie does: "A plethora of adjectives is like too much sugar in the tomato soup."

3. Failure to Understand the True Nature of Communication

It is trite to say that communication is a two-way street, but it must be said. Communication always involves at least two people—a sender and a receiver. The message flows from the sender to the receiver and the receiver's interpretation of the message flows back to the sender. This is a true exchange of meaning. That is what communication is—an exchange of meaning and understanding. What does this involve?

It involves an understanding of people in terms of their own experience, their own frame of reference. How can we possibly communicate unless we are familiar with and understand the experience out of which the person speaks?

The Sioux Indians have a prayer which goes something like this: "Great Spirit, before I judge a man make me walk two weeks in his moccasins."

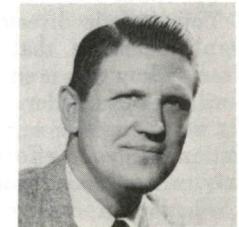
In the field of communication, we would do well to paraphrase that prayer: "Great Spirit, let me listen to my fellow man with understanding; let me judge his message in terms of his cultural background and experience, and even if I can-

not agree with what he says I can understand why he said it, and therefore allow him the opportunity to express himself."

This means, then, that we must listen, if we wish to communicate. We must listen for understanding, and not for weaknesses which we may snatch up and use as a means of refuting what has been said. Listening requires attention and concentration. Without listening there is no true communication. True communication carries with it this dual responsibility: the talker must send on a certain frequency, and the listener must tune his receiver to that frequency. Inattention and lack of concentration are the static which distorts or prevents transmission.

If we want to communicate, we must speak to people in their own language, in terms of their own experience; we must erect signs and guideposts of specific and concrete terms which point the way to understanding; we must remember that every person expresses himself out of a lifetime of unique experiences; and finally, we must let simplicity be the essence of our presentation. If any man lacks wisdom in this regard, let him join a Toastmasters Club. ♦

Carl D. Johnson is employed by Thio-kol Corporation, Utah Division, Brigham City, Utah, as training representative in charge of management development and supervisory training programs. A past secretary-treasurer and educational vice president of the Copper County Toastmasters 1240-59 of Ely, Nevada, he organized the Box Elder Club 794-15 of Brigham City, and was elected the club's first president.



PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

Talking Is Selling

All talking is selling and all selling involves talking, whether it is written or oral.

In all our talking, we are attempting to "sell" information or ideas or inspiration, or some other intangible. Of course, I am using the word "sell" in a very broad sense, not limiting it to financial or commodity transactions. A common purpose underlies all these matters of communication, whether we are presenting ideas for acceptance, or groceries or other goods for purchase.

When you are trying to sell an automobile, a house, an insurance policy, or a television set, you have in mind from the beginning the purpose which you hope to accomplish. That purpose is to get the listener's name on the order blank, or his check for the down payment. Your talk is directed to the accomplishment of that purpose. If your selling talk is successful, you will get the order. Your customer's reaction will serve as the evaluation for your effort.

Similarly, when you address an audience, whether of one or two, or of a hundred people, you are

trying to accomplish something, and your speech must be directed to that end. When you speak at your Toastmasters Club meeting, one purpose is to gain experience, but if your experience is to be worthwhile, you must be trying to accomplish still further results in informing or inspiring your audience, or inspiring them to action, or perhaps entertaining them. If you have a definite, well-defined purpose in mind, you will naturally be in earnest as you talk, and being in earnest is essential to good speaking.

Our familiar "A-I-D-A" formula for speech organization is based on the salesmanship procedure, and it works as well in selling ideas as in selling goods.

The speaker or the salesman must gain favorable Attention. Then he must arouse Interest. Third, he creates Desire; and finally, he leads to Action. There you have it: "A-I-D-A."

If you are making a speech intended to win votes or other favorable action, you can use this formula with good effect, provided you bring to it the elements of conviction, knowledge and sincerity.

These elements will result in enthusiasm, which is so essential in all kinds of selling.

You must know your subject. You must be convinced of the worth of what you are advocating. You must sincerely believe in what you say, if you are to lead your hearers to believe in it. When you do have these qualities of knowledge, conviction and belief, your delivery will give evidence of your sincerity through the enthusiasm you will display.

The "sales talk," in the wider meaning of the term, is the one which you will most frequently have occasion to use, and you will do well to study the technique.

In general, you will first sell yourself on the proposition, and then you will take the considerations which cause you to believe in it, and arrange them in a logical, convincing style, which will lead your audience to accept them and to act as you want them to.

In this as in every speech, always finish with a clear statement as to just what you want them to do about it. Never overlook the "so what." It belongs in every speech.

Words Worn Threadbare

There are many words and phrases which, while good enough in themselves, have been used to such an extent that they are almost meaningless, and actually detract from the effectiveness of speech. Some of these have become veritable trademarks of certain performers on radio and television,

and many other speakers seem to have copied them, probably thinking that since the famous performers use them, they must be quite *de riguer*.

It seems useless to list these trite words, these words which have been worn threadbare. No doubt you have your own list. We can all recognize the words which have been repeated until they are commonplace, vapid, hackneyed, unimpressive.

We call them "trite," but do you know where that word, *trite*, came from? It is derived from the Latin verb *terere*, meaning to rub, or to wear out by rubbing. According to Webster, a trite expression is one which has been used until it is so common as to have lost novelty and interest. What is the sense of employing words which are rubbed out, worn down, robbed of their meanings by overuse?

To cultivate your own use of good language, it will pay to watch your talking, to see how far you have gone in the direction of a platitudinous style of speaking, a style which is dull, insipid, commonplace and unimpressive. It has been well said by someone that "any word, used too often and without discrimination, becomes a bad word."

There are so many words in our language that we need never wear out any word by using it too much. Let us avoid the threadbare expressions which weaken our speech and bore the thoughtful persons who listen to us. ♦



The Pony Express Rides Again

By GEORGE I. SMITH

THE GHOSTS of Buffalo Bill, Wild Bill Hickok and other intrepid riders of the famous Pony Express undoubtedly hovered close as the 100th anniversary of the founding of the Pony Express was celebrated throughout western America during July, 1960. From St. Joseph, Missouri—the starting point—to Sacramento, California—the western terminus—the 1900-mile route was ridden again by approximately 1,000 riders, hoping to equal or better the original record time of eight days. Many colorful activities—pageants, parades and celebrations—were held. The U.S. Post Office issued a special commemorative stamp and stamped envelope for the occasion.

Of all the special events, the one which probably held the closest tie with that 100-year-ago dramatic forward step in communication was the Charter Presentation party of the Pony Expressers Club 3168, District 6, of Minneapolis, Minn. The club, the second to be formed within the Minneapolis Post Office,

memorialized the famous group by taking their name—with the addition of the final “-ers,” and by holding the charter party on July 19th, the 100th anniversary of the Pony Express.

The original Pony Express dramatized the need for communication between the East and the newly-developing West. Regular mail delivery via stagecoach took several weeks to cross the plains and the mountains. Pony Express riders accomplished the trip in eight days. The riders went singly, risking Indian ambush and accident, galloping through rough, dangerous country to bring important news to Western settlers from Missouri to the Pacific Coast. One of the early items they carried was the text of Lincoln's first inaugural address.

We believe our Minneapostal Toastmasters Club to be unique in post offices throughout the land. Certainly two clubs within the same post office is rather special in Toastmasters history!

This speechcraft class held by Minneapostal Club provided the nucleus for the new Pony Expressers



It was easy to recognize that enthusiasm for Toastmasters was growing in our 3300-employee post office, even outside of the always-full membership of Club 2540. When, during the last year, each area governor of District 6 was asked to start one new club within his area, it seemed to be time to take advantage of this interest. I therefore suggested to Robert Tokar, Minneapostal's president, that a speechcraft course be started for post office employees. You can imagine our pleasure and gratification when 55 enthusiastic men responded! At the conclusion of the course they organized their own club, with 34 charter members.

Enthusiasm for Toastmasters training runs high in this office. Potential supervisors are anxious to obtain the benefits of the training, and Postmaster Cleve R. Austin, himself a former Toastmaster, has encouraged all personnel to improve themselves in the art of communication by joining a Toastmasters club. He has also pointed out the high incidence of supervisor selection from our Toastmasters membership.

The new club got off to a flying start equalling the dash of their historic forebears with elected officers Edward P. Yost, president; Lloyd McNabb, educational vice president; Lars Born, administrative vice president; Raymond Mattson, secretary; Wallace Haggberg, treasurer, and Mort Levinson, sergeant-at-arms. Emil H. Nelson, president of Toastmasters International (now immediate past president), served as installing officer.

Like the Minneapostal Club, membership is confined to employees of the Minneapolis Post Office, and meets in the training department. Meetings are held after dinner, starting at 6:30 in the evening. Once a month, each club holds a dinner meeting at some local dining spot.

In paying tribute to the famous Pony Express on their 100th anniversary, the new club feels that it is one of the most aptly named of all clubs in Toastmasters. ♦

George I. Smith of Minneapolis, Minn., is governor of Area 5, District 6.

HOME OFFICE

TOASTscripts



You can't blame a young lady in the Santa Ana Western Union office for thinking Toastmasters are a little odd. In preparing last month's article on Dr. Don Stullken, Club 1836-29, Pensacola, Fla., a question arose concerning the space monkey around which he builds his popular speech on "Recent Experiments in Bio-Astronautics." The following wire to author Phil Phillips was called in to the Western Union office by a member of the editorial staff:

"Does Dr. Stullken have monkey with him when he talks?"

"Miss Baker isolated in air-conditioned house for posterity's sake. Never accompanies Stullken," Phillips answered.

The Western Union girl who handled both messages is still shaking her head.



In Honolulu, Charles F. Finkboner, Jr., past president of Club 601-49, is starting his third eight-week course in public speaking for boys and girls between the ages of 9 and 12. Classes are held each Saturday morning at the YWCA and are limited to 30 youngsters. The training Finkboner is offering is identical to that received in Toastmasters clubs and he reports that

they have produced some fine 10 and 11-year-old speakers. The interest of both pupils and parents is maintained through progress reports which Toastmaster Finkboner makes to the parents. The YWCA has asked him to continue the eight-week courses on a continuous basis.



If Hong Kong happens to be on your vacation schedule, Toastmasters in Hong Kong Club 1364 and Victoria Club 2787 would like to see you. A. G. de Jesus, secretary of the Victoria Club, reports that his club is a United Nations in miniature with 14 nationalities represented. "Are there no tourist Toastmasters visiting Hong Kong?" he writes. "During my two years' membership with Victoria 2781, we have never had a visit from Toastmasters outside of Hong Kong. We meet at the Gloucester Hotel every Tuesday at 5:45 p.m."



The picture in the corner shows Past President Emil H. Nelson and Mrs. Nelson standing amid their souvenirs in the Nelsons' recreation room. During his travels last year as International president, he collected gavels, an Indian statue, pen set, samples of ore and

precious stones, a cowboy hat, cowboy belt and silver buckle, sport shoes, cigarette lighters, miniature oil derrick, traveling case, an original painting, scrolls and plaques, and 72 ash trays. In addition, Nelson is now Honorary Lieutenant Governor of Oklahoma, Ambassador of the Duke of Duluth, and Commodore of the Lake Lemon Navy.

Unless you have a recreation room, there's not much sense in running for International president of Toastmasters.



Toastmasters in Club 14-51, Huntington Park, Calif., wonder if there is any other club which can match their record of 1400 consecutive meetings. The record was set Aug. 17. Incidentally, Norton Tolles, secretary-treasurer of the Huntington Park Club, has held his office for 16 years!



When Industrial Management Toastmasters Club 1633-25, Dallas, Texas, recently acted as host to speakers from five other clubs, Edward E. Horne, immediate past president of Wynnewood Club 1780-25, Dallas, came up with a novel table topics session. Horne introduced six oversize potatoes, made up as faces, as Hezi Tator, Agi Tator, Common Tator, Spec Tator and Sweet Tator. He explained that each was seeking membership in the club and topics participants were required first to explain why they should be denied membership and then argue for their acceptance.



A salute to newly formed Lake Norconian Club 1583-F, Corona, Calif. The 40 active members and five associate members are all employees of the U.S. Naval Ordnance Lab at Corona. The meeting time is 11:30 a.m., and because there are no convenient restaurants, members bring their lunches. The regular lunch period is a half-hour, but on meeting days, the Ordnance Lab gives the Toastmasters an extra half-hour. They take an additional half-hour from their annual or accumulated leave! And who can top that for dedication to Toastmasters training?



P.S. The record for travel to a Regional conference was set by three Hawaiian Toastmasters who traveled some 2500 miles from the Islands to the Region II, Zone A Conference at Sacramento, Calif. . . . Patent Counsel Bertram C. Mann has notified the Home Office that the Toastmasters International emblem registration application has been approved by the Japanese Government. . . . Did you know that Little Corporals Club 3077-28 meets at the Wellington Hotel in Napoleon, Ohio? . . . Club 2176-15, Bountiful, Utah, thinks it has set some sort of a record with eight icebreakers at one meeting.

Tally Up Those Points

By DONALD GILBERT

DID YOU EVER tabulate your standing as a speaker?

After 20 months of preparing speeches, delivering them, and receiving evaluations in Club 2838, I suddenly discovered I had a good written record of what my fellow members thought of my speech performance and a graph of my own progress and improvement.

It happened this way:

One Sunday afternoon shortly after I had completed the 12 speeches of Basic Training, I was thumbing through the Manual, just to refresh my memory. I came to page 27, and a sheet of paper I had inserted dropped out.

Page 27 opens with the suggestion that the speaker review his first five projects—and any other speeches he has made—and check his evaluations. This I had done, breaking down the evaluations into the six parts suggested in the book.

I had arranged my findings in a crude graph, which showed at a glance the progress I had made up to that point, and, more important, pinpointed the areas which I needed to improve.

Suddenly I realized: By continuing this record for *all* of my talks, I would have a complete picture of my Toastmasters career to date and valuable indications on which areas to concentrate on as I advance in Beyond Basic Training. By going through all my evaluations and charting my progress, I could formulate this valuable aid.

I decided to set 10 points as the maximum value for each of the classifications given in the Basic Training Manual: delivery, appearance, material, organization, voice, mannerisms. For instance, if my evaluator said that my delivery had been good, I gave myself 10 points. If he made no comment, I recorded

9 points. If on the other hand he had indicated that my delivery was poor—that I had moved around too much or rustled my notes, etc.—then I gave myself three to five points. I followed this same system throughout.

In checking, I looked carefully at my first and second numbered speeches to see how I had made out in my first five months as a Toastmaster. In my icebreaker speech I received two points for delivery, nine points for appearance, material and organization, and seven points for voice and mannerisms. In the second speech my delivery had improved; I received nine points. Appearance, material and organization remained the same. On voice and mannerisms I did not do so well; I received three points on each.

By combining the points for these two speeches and taking an average, I discovered how I rated as a speaker. Obviously, I was weak in delivery, voice and mannerisms. Low points in these areas is an indication of a nervous speaker. I was aware that I was nervous when I got up to speak; that had been one of the strongest reasons why I had joined the club.

When I turned to the record for speeches 10 and 11, I could see that I had made some improvement. According to my evaluators, I could allow myself 10 points for each of these—proving that Toastmasters training had helped me! In speech number 12, however, I had reached the maximum of attainment in

everything except voice. My evaluator had also noted that I should slow down my speech tempo if I wanted to attain a smooth delivery.

Taking a fresh sheet of paper I prepared a table of points for my 12 speeches on the 10-point basis, allowing a maximum of 60 points for each speech. Just to keep myself encouraged, I starred those times when I had received the award for “best speaker” or “most improved speaker.”

It was comforting to see that I had progressed from my original score of 43 to my final three talks where I rated 60, 60 and 58 respectively. But it was still obvious that the areas I needed to work on were in delivery, voice and mannerisms. This gives me a firm basis on which to start my work in Beyond Basic Training.

However my “Project Re-Evaluation” was not quite complete. To make it more visual. I decided to plot my progress in graph form. On another sheet of paper I numbered the speeches along the bottom of the page, and at the left, indicated point values on a rising scale, from 30 points low to 60 points high. Normal speech progress, I assumed, would start somewhere around 40 and rise in a steady line to the maximum. This normal rise I indicated by a dotted line.

My own progress, starting at 43, was indicated by a straight line, rising and dipping until it resembled the fever chart of an erratic patient. But it taught me many valuable lessons.



I wish now that I had started this survey when I made my icebreaker speech. However, I am keeping it up, week by week, as I progress in Beyond Basic.

After completing this review of my Toastmasters Basic Training career, I am wondering if other Toastmasters have used a similar system for self-evaluation. For me, it has proved to be a great help. It is fun to tally up the points after each speech. I recommend it to other Toastmasters who are interested in self-improvement as one of the best ways in the world to keep books on your progress.

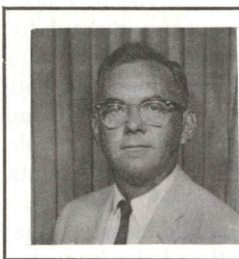
In Toastmasters, we recognize that our program of evaluation is the element that sets us ahead of ordinary, run-of-the-mill speech-training classes. Free, friendly, and above all, frank evaluation by our fellow club members provides us with a break-down of audience re-

action that we could obtain in no other way.

Occasionally we hear of a club member who cannot take evaluation, who becomes hypersensitive to criticism of any sort, and who thereby forfeits most of his Toastmasters benefits. What a waste!

Most Toastmasters, however, accept and profit from their critics. Yet we all know that it is easy to forget from week to week, and that frequently it is easier to remember the kindly remarks than the others—human nature being what it is.

I have found my system to be helpful in focusing attention upon areas where improvement is needed, and—which is even more important—in keeping my eyes firmly fixed on the goal that is so important to us all; to become a speaker who has something to say and who can say it easily, naturally, forcefully and effectively. ❖



Donald Gilbert is administrative vice president of East Dayton Toastmasters 2838-40 of Dayton, Ohio. He is a project engineer on trainers for guided missiles at Wright Patterson AFB, Ohio.

The ideal of Independence requires resistance to the herd spirit now so widespread, to our worship of quantity and indifference to quality, to our unthinking devotion to organization, standardization, propaganda, and advertising.

—Daniel Gregory Mason



Office Gal to Postmaster: I wish to complain about the service.

Postmaster: Yes, ma'am?

Office Gal: My boy friend is in Washington on business, and the card he sent me is postmarked Miami Beach.

Speaking of unemployment, the human brain has more than 10 billion cells.

You don't have to be a gambler to lose your shirt—just the father of a teen-age girl.

A tiny but dignified old lady was among a group looking at an art exhibition in a newly opened gallery recently. Suddenly one contemporary painting caught her eye.

"What on earth," she inquired of the artist standing nearby, "is that?"

He smiled condescendingly. "That, my dear lady, is supposed to be a mother and her child."

"Well, then," snapped the little old lady, "why isn't it?"

The best things in life are free. It's the rest of them that are so expensive.

The reason people won't do as much for a dollar as they used to is that a dollar doesn't do as much for them as it used to.

A posse had just captured a horse thief and were preparing to string him up. One member of the crowd spoke up. "May I say a prayer for this man?"

The deputy in charge of the posse protested vigorously. "Are you trying to sneak this varmint into heaven when he ain't even fit to live in Texas?"

We all love a good loser if we don't have any bets on him.

Parents: People who bear infants, bore teenagers, and board newlyweds.

America is supposed to be the home of the "tough" story, but here is one being told in the North of England:

A man decided to visit a married couple he hadn't seen for some time. The wife opened the door.

"Hallo, Maggie, nice to see you," he said. "How's Jim?"

"Jim?" she repeated. "Didn't you know, lad? He's dead. Went down t' garden to pull a cabbage for dinner, and as he bent down, he fell dead, right there on t' spot!"

"Ee, but that's a terrible thing to happen, Maggie. What on earth did you do?"

"Well, what could we do? We 'ad to open a tin o' peas!"

A form of communication in which some men never stop to think and many women never think to stop is otherwise known as conversation.

An advertising executive who was swamped with work called the office switchboard operator, "Look, Miss Smith," he said, "don't put through any calls to me this morning. I'll be incomunicado."

"Well, all right," the girl replied doubtfully. "But in case anything very important comes up, hadn't you better let me have your phone number there?"

Pity your boss. The poor guy has to get up early to see who comes in late.

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)

Many of our members feel that our club, the Too Early Toastmasters, is aptly named. We meet at a cafe in Litchfield Park, and most members arrive at about 5:45 a.m. In fact, this to me is an important indicator of the high interest in Toastmastering. I feel that if twenty men can uncomplainingly meet that early in the morning, there must be something worthwhile—and believe me there is about seventy-five per cent of our members who work at or near the Naval Air Facility at Litchfield Park. The Commanding Officer, Captain R. K. Henderson, feels very strongly about Toastmastering—so strongly that even though our starting time at NAF is 0715, members of the club are excused to arrive at 0800.

Some of our members come as far as East Phoenix, or Sunnyslope which would require them to arise about 4 a.m. I think this speaks well for our club, and for Toastmastering in general.

We are all for it. We feel that the Too Early Club is really not "too early."

Litchfield Park is considered, in effect, a part of greater Phoenix.

E. J. Weaver
Club 2026-3
Litchfield Park, Ariz.

What kind of a mockery would a Toastmasters Club be without evaluation in its programs? It would be as impotent as a university without a faculty, or a machine shop without inspectors.

It is clear that you have no illusions about this. Arthur Nagel's succinct article, "Don't Betray that Trust," and Ralph Smedley's remarks in "Personally Speaking" should be

photographed and hung upon the walls of every club meeting room.

No one who has enjoyed the experience of "dropping in" on clubs as he travels the country can have failed to notice that the quality of evaluations is a yardstick for judging the success of each one; where they are weak, the club is a "struggler," and where they are firmly constructive there will be few problems of membership and attendance.

Is this cause and effect, or vice versa? Don't let us doubt that it is a major cause. The proof lies in the fact that more guests comment upon how much they are impressed by the evaluation phase (when the standard is high) than upon any other features of the program. It is the very essence of Ralph Smedley's brilliant idea.

Keep up the good work! *The Toastmaster* well deserves the rating given to it by the ICIE.

Geoffrey T. Gray
Lt. Gov. Dist. 28
Lambertville, Mich.

As of the above date (May 24), I have not received my May copy of *The Toastmaster*. This magazine has become a very important magazine around my household and when I don't receive it, the entire month is empty.

Thank you in advance for your usual prompt service.

Luther Lester
Club 246-U
Ashland, Ky.

The editors appreciate such honest evaluation.

The Boy Scout Speech Class that has been mentioned several weeks in our weekly club bulletin, "The Speaker," was a project sponsored by New Orleans Toastmasters Club 234. An outline of this course was sent to Toastmasters International along with a copy of one of the club bulletins.

The course was a six-week program as shown by enclosed outline and consisted of speechcraft type instructional speeches and evaluation by Toastmasters. However, because of the large turnout by Boy Scouts the program had to be extended one week.

The arrangements for the course were made with the New Orleans Area Council of the Boy Scouts of America. Two of the Scout officials assisted in the course by soliciting the Boy Scouts, making speech assignments, and acting as topicmaster for the classes.

The last class for the course was Wednesday, June 15, 1960. As a result of this speech course, 41 Boy Scouts were awarded Merit Badges in Public Speaking.

This project was very successful and will be repeated in the fall.

Norman Ford
Educational Vice President
Club 234-29
New Orleans, La.

Thank you for the interesting and enlightening publication which comes into our homes each month from "the land second to one (Florida) under the sun." In addition to everything else, we have punsters under the Florida sun.

Our congratulations to your staff for the fine publication.

Roussel de Gravelles
Executive Vice President
Club 2004-47
Ft. Lauderdale, Florida

Thank you for your letter of May 31, 1960 and five copies of the June *Toastmaster* containing my article. I was well pleased with your treatment and presentation, which I thought was done with sympathetic understanding.

I trust someone, somewhere, got as much pleasure reading it as I got from writing and speaking it before T M's Club 83.

Donald G. Jenkins
Club 83-12
San Luis Obispo, Calif.

I would appreciate receiving about fifteen (15) copies of Volume 26, No. 7 of the *Toastmaster Magazine* for July 1960. There are many people involved in the Pozenel case who will want a permanent copy of this magazine which we intend to provide for them, if possible.

I want to take this opportunity to thank you and the staff for an excellent presentation of the article, "A Case for Citizenship" and I appreciate personally your publication of the article.

R. Deane Moyer
Club 122-23
Albuquerque, New Mexico

All jewelry bearing the official TMI insignia is manufactured by L. G. Balfour Company, and can only be obtained on order from the Home Office.

New Clubs

(As of July 15, 1960)

- 1165-11 FORT WAYNE, Indiana, *Hi-Noon*, Wed., 12 noon, Van Orman Hotel.
- 1285-36 RADFORD, Virginia, *Radford*, 1st & 3rd Thurs., 7:30 p.m., Marine Room, Radford Recreation Center.
- 1632-U HEIDELBERG, Germany, *Heidelberg*, alt. Wed., 5:30 p.m., The Heidelberg Casino, Campbell Barracks.
- 1646-13 WILMERDING, Pennsylvania, *Westinghouse Valley*, 2nd & 4th Wed., 5:30 p.m., Mazur Hotel.
- 2049-60 TORONTO, Ontario, Canada, *Sixty*, Wed., 6 p.m., Maclean-Hunter Publishing Company Cafeteria.
- 2383-38 PENNSAUKEN, New Jersey, *Pennsauken*, 2nd & 4th Thurs., 6:30 p.m., Sherro's, Rt. 130.
- 2680-29 TYNDALL AFB, Florida, *Tyndall Air Force Base*, Wed., 11:30 a.m., Airmen's Service Club.
- 2732-F SANTA ANA, California, *Farmers Insurance Group*, 1st & 3rd Wed., 5:30 p.m., Executive Penthouse Club, Citizens Nat'l Bank Bldg., 900 North Broadway.
- 3160-36 BALTIMORE, Maryland, *Westinghouse Gaveliers*, Fri., 11:45 a.m., Westinghouse Electric Corp., Air Arm Division, Friendship Airport.
- 3161-11 BUNKER HILL AFB, Indiana, *Hustlers*, Thurs., 12 noon, Officers Club.
- 3164-44 SAN ANGELO, Texas, *Tri-Concho*, Tues., 7 p.m., Town House Hotel.
- 3165-44 MIDLAND, Texas, *Pop-Up*, Tues., 6:30 a.m., Stardust Cafe.
- 3166-36 BALTIMORE, Maryland, *Koppers Ringmasters*, Mon., 12:30 p.m., Koppers Co., Metal Products Division.
- 3167-36 RICHMOND, Virginia, *Forest Hills*, Mon., 6:15 p.m., Cox's Restaurant, 1220 Westover Hills Boulevard.
- 3168-6 MINNEAPOLIS, Minnesota, *Pony Expressers*, Tues., 6:30 p.m., Main Post Office (Training Rooms).
- 3169-22 OLATHE, NAS, Kansas, *Tri-Services*, alt. Thurs., 11:45 a.m., Naval Air Station, Commissioned Officers Mess.
- 3170-11 PERU, Bunker Hill AFB, Indiana, *Paul Revere*, 2nd & 4th Mon., 8 p.m., NCO Open Mess.
- 3171-31 CAMBRIDGE, Massachusetts, *Boston Woven Hose*, alt. Tues., & Wed., 5:15 p.m., Boston Woven Hose & Rubber Co.
- 3172-25 SHREVEPORT, Louisiana, *Hi-Noon*, Mon., 12 noon, Washington Youree Hotel.
- 3173-36 INDIAN HEAD, Maryland, *Naval Propellant Plant*, 2nd Wed., 12 noon, 4th Wed., 5 p.m., Commissioned Officers Open Mess, Naval Propellant Plant.

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