

JUNE, 1962

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

STOCKTON, CALIFORNIA
TOASTMASTER TOWN OF THE MONTH



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TOASTMASTERS INTERNATIONAL IS:

... a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than half a million men through its program of self-expression and self-improvement. There are now more than 3,400 clubs which are located in every state of the Union, every province of Canada and in 42 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 Listening—Thinking—Speaking

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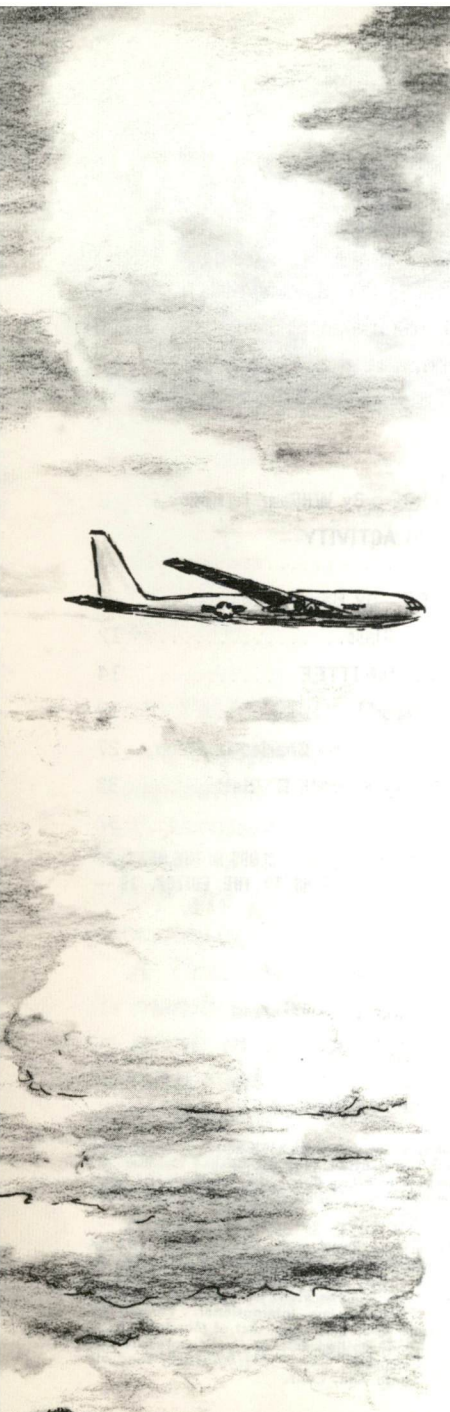
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136 The Toastmaster, Santa Ana, California

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*An Air Force
General gives a . . .*

Top Rating for Toastmasters

By MAJ. GEN.
WILLIAM T. HEFLEY

SIXTEEN NEW TOASTMASTERS clubs in six months, with an average membership of 32 and a total membership of approximately 500—this is the amazing record recently set by the Warner Robins Air Materiel Area of Robins Air

THE TOASTMASTER

Force Base, Georgia. Between June, 1961, and January, 1962, World Headquarters of TMI was busy issuing charters, sometimes two or three in one week, to the military and civilian personnel of WRAMA, who were effectively demonstrating their interest in the value of Toastmasters training.

Warner Robins Air Materiel Area is one of nine materiel areas in the United States. It is recognized as the transport aircraft logistics support center for the Air Force, and is an established multi-million-dollar industry in Middle Georgia. It is, in fact, the largest single industry in the State of Georgia.

WRAMA supports the AF Logistics Command in accomplishing its mission of storing, distributing and maintaining all aircraft, missiles and support systems for the entire United States Air Force. In addition, it has procurement responsibilities for replenishing spares for all weapons. These responsibilities consist of determining the requirements, budgeting and funding for initial spares, which are included in the contracts for new weapons awarded by Air Force Systems Command. AFLC procurement amounts to more than three billion dollars annually. In addition, AFLC has surveillance over, but does not do the actual procuring of \$800,000,000 worth of buying accomplished by bases of other commands in the local procurement program.

Upon receiving word of my assignment to Warner Robins in the fall of 1960, I realized that I would again be dealing with man-

agement communications problems. Considering WRAMA's world-wide responsibilities, its managers must be able to communicate fluently, both among themselves and with other agencies. The ability to speak clearly and forcefully to a group of people is a most vital management tool.

In my years of active military service—over 33—I have found Toastmasters clubs an effective means of developing supervisors' ability for oral expression, of increasing self-confidence in appearing before groups and for improving habits of analytical listening. All of these are essential in the performance of supervisory duties and in the United States Air Force's responsibility for keeping the public informed.

Five months after I assumed command of the Warner Robins Air Materiel Area, the first Toastmasters club was formed in the WRAMA Maintenance Directorate. An earlier club, Warner Robins 2224-14, was already in existence. Soon a record number of 15 clubs were in process of formation, and another joined later.

The project was assigned to Earl McPherson, civilian personnel officer. Walter L. Moss of the employee career and development branch was appointed project officer. Through Moss's monitoring, the idea caught on quickly. Maintenance Toastmasters formed a club April 28, 1961, receiving Charter No. 2693. They were rapidly joined by Personnel and Administration 3343 on May 3; Directorate of Supply and Trans-

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portation 3348, May 4; Industrial Production Equipment 1359, May 5; B-Commandos 3360 and Circle B 3351, May 18; Procurement 3344, May 24; Robins Jesters 3350, June 8; ACTRON 3374, June 9; Selected Topics 3361, June 12; Materiel Management 3363, June 13; Town Talkers 3366, June 14; Aerospace 3368, June 15; Materiel Management III 3359, June 16; and A/C (Aircraft) 1414, June 21. CONAC 3431 joined the roster on January 23, 1962.

The clubs are composed of both military and civilian members. Their formation was encouraged through meetings with various managers and through columns in the base newspaper.

In attending the charter meetings, I reminded the groups that among other things experience had proved that participation by Air Force personnel in the activities of Toastmasters clubs provides valuable executive training and can serve to promote better public understanding of the U.S. Air Force Aerospace mission.

Although no directives or bulletins were issued, interest seemed to grow with each meeting. Each club followed carefully the procedure outlined in the pamphlet from Toastmasters International Headquarters, entitled "How to Organize a TM Club."

Recognizing the importance of Toastmasters activities in improving the caliber of management and supervision of the base, members of the clubs are permitted an hour and 15 minutes of production time for their weekly meetings in addition to the regular 45-minute

lunch period. The two-hour noon luncheon meetings are held at various locations on the base. Clubs frequently hold joint meetings, or exchange speakers and evaluators. Recently a district officer representing Toastmasters International presided over a joint meeting and installed officers of five clubs.

Since our purpose in encouraging organization of clubs was to provide management-type personnel the opportunity to develop proficiency in oral expression, all managers selected for the base executive development program were encouraged to participate in Toastmasters training. But the clubs have not limited membership to management-trainee participants. While managers and potential managers are encouraged to join, only about one-third of the total members in the 17 clubs are in the executive development program. Eligibility for membership has been determined in accordance with the rules established by Toastmasters International.

Great progress has been made by members in improving their ability to express themselves. Marked improvement in management effectiveness has naturally resulted from self-improvement among members. The regular luncheon meetings have promoted increased coordination and cooperation among supervisors.

Other military installations might well follow the development pattern of Robins by informing employees of the many benefits resulting from participation in Toastmasters clubs. Top level management must also be convinced that

there are benefits to the organization as well as to the individual members.

I believe the tremendous interest in Toastmasters, as evidenced by the record number of clubs at Robins Air Force Base, developed because the members understood that:

The art of effective public speaking helps to create a poised and

self-assured appearance before any audience; prepares personnel for chairmanship and participation in meetings of all kinds; increases qualification for business and civic recognition; provides an enjoyable fellowship and a forum for the stimulating exchange of ideas; and most of all, improves the management and supervisory capabilities of the participants. ♦

Maj. Gen. William T. Hefley, commander of Warner Robins Air Materiel Area, is a native of Cameron, Texas, and graduated from the U. S. Military Academy at West Point in 1928. Commissioned in the Corps of Engineers, he was transferred in 1931 to the Army Air Corps as a pilot. Since that time he has been closely associated with aircraft maintenance and logistic support. Before assuming command at Robins, Gen. Hefley was commander of the Sacramento Air Materiel Area in California and commander, Air Materiel Force, European Area.

On a recent visit to District 14, TMI President Herman E. Hoche presented a plaque to Gen. Hefley for his support and encouragement of Toastmasters activities at Robins Air Force Base.



★ ★ ★

"Pursuit of the happy life requires that we keep learning. You can increase your enjoyment by learning to learn. You will thereby build a sustained intellectual curiosity about a wide range of significant human problems. You will avoid absorbing rubbish, and you will cultivate a thirst for understanding instead of an appetite for sensation. You will enjoy adventures of the mind."

—The Royal Bank of Canada Monthly Letter

An Experience In Inter-Club Activity

By MOSES E. BRENER

WOULD YOU LIKE to experience a cooperative venture which can give you a more comprehensive understanding of the meaning of Toastmasters and of its spirit of unselfish devotion? Then organize a Speechcraft course with the clubs in your city.

New Orleans recently did so. We experienced some wonderful revelations of what may be expected from Toastmasters.

Of course, such a project requires considerable planning well in advance of the actual presentation of the course. Fifteen clubs in New Orleans participated. The first meeting to organize the course was held several months before our scheduled date. An executive committee was formed, consisting of the district governor, the lieutenant governor, the three area governors, two past district officers and the past district governor as chairman. One representative from each of the 15 participating clubs, together with the executive committee, comprised the over-all Speechcraft course committee.

The three area governors were co-chairmen for student enrollment. A secretary and a treasurer were appointed. A past lieutenant governor of the district was ap-

pointed chairman for publicity and public relations, and one of the club representatives was chosen as co-ordinator and supply chairman.

We decided to charge a fee of eight dollars to cover materials and cost of organizing the course. These materials included Speechcraft student notes and copies of the Speechcraft lectures, with a binder for convenient handling. As an inducement to join a Toastmasters club after completing the course, each student was to receive a credit of three dollars towards his initiation fee or dues.

Now we were ready to go to work. Naturally, our first efforts were concentrated on publicity. We sent out press releases to the daily newspapers, and announcements of the course to about a dozen trade and professional publications. We inserted a small classified ad in the daily press for several issues. We had spot announcements on the local radio. But we felt that the most effective publicity was the showing of "Accustomed As I Am," the half-hour Toastmasters International film, over a local TV station. (We plan to use "Accustomed As I Am" for showings before service clubs and organizations seeking luncheon club programs.)

While the publicity committee was busy, the chairman and the co-ordinator were conferring with the clubs, advising them of the date they were to participate and with which club. These dates and partners were chosen by drawing lots. Each club received a copy of the Speechcraft Manual at this time.

The program was organized in this manner: two clubs participated at each session. One club furnished the chairman of the Speechcraft part of the program, while the other selected the toastmaster for the Toastmasters meeting which was to follow a brief intermission after the Speechcraft lectures. The two clubs then divided the other assignments as they wished. The chairman of the Speechcraft course committee was to be general chairman of the eight meetings.

Almost 100 Toastmasters participated in the program. In addition to the valuable experience and training they received, this was a wonderful public relations feature, for the students could not help but be aware of the wide diversity of professional and business men who are members, and of the high caliber of the men who make up our Toastmasters clubs.

The students were enthusiastic about the course and deeply impressed with what we had to offer. At the third meeting, those students who volunteered took part in table topics, while at the fourth meeting

and thereafter three students were assigned three-minute talks, which were given and evaluated. After the fifth meeting, almost all the students accepted table topics assignments.

The climax of the course was the eighth and final meeting. With the exception of the Toastmasters who belonged to the host club for that night, the complete Toastmasters meeting was given by the students. Any Toastmaster would have been pleased with the manner in which the speaking, topicmaster, evaluator and other assignments were handled. One might have imagined that he was attending the meeting of a Toastmasters club of long standing.

The last meeting concluded with a talk by the lieutenant governor; certificates were presented to 25 students. The drive to enroll students has not yet ended, but we feel certain that at least half of the Speechcraft graduates will become active members of Toastmasters clubs.

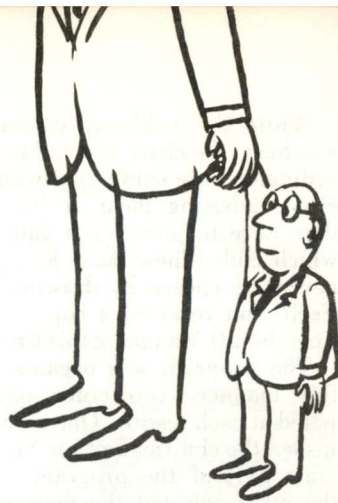
But whatever the results in increased membership, the chairman and the members of the executive committee will always feel rewarded for their efforts by the excitement and satisfaction which the students derived from the course. As one student remarked, "I feel that I received more than my money's worth when I delivered that three-minute assigned talk." ♦

Moses E. Brener is immediate past District 29 governor, and a member of Business and Professional Men's Club 1169. He is a certified public accountant with offices in New Orleans, La.



How to Nurse New Members

By BARNEY KINGSTON



THERE'S A GREAT difference in most clubs between the number of new members signed up and those who stay beyond the end of their first six months. Recently I made a spot check of some 22 clubs and found that many clubs lose an average of 50% of new members in that time. The loss is even higher when you include potential members—those who visit a club once and don't come back.

How do you nurse potential members—guests—into real ones? As a Toastmaster for six years, with a wide acquaintance with many clubs, I have a few ideas to offer.

In many clubs a guest is treated as a man who is "just looking" and will probably not join. Little attempt is made to make him feel welcome, to arouse his interest, and practically no follow-up is made to increase his interest. I recall one night, a few years ago, when five prospects visited our club one evening. Not one joined. Why? Simply because no one bothered to get their names, addresses and phones.

Let me pass on a few tips, which have worked for us and which will work for your club. *First*, as soon

as the invocation is over, make it your primary order of business to have someone introduce the guest to the club. Then have the club president or the toastmaster give briefly the highlights of the value of Toastmasters, for the benefit of the guest. Invite the guest to participate in table topics, but check beforehand to be sure he is willing. Some guests are scared stiff at this point and asking them to speak without warning could kill all interest in a hurry.

Second, at the end of the meeting, be sure the president points out that the speakers the guest has just heard, who seem so competent and polished today, were quivering beginners only a short time ago. Then have him ask the guest to give his impressions of his first visit to a Toastmasters club.

During the break between table topics and the prepared speeches, assign someone to get the guest's name, address, home and business phone numbers. Tell him you want to include his name in your club's bulletin. Then be sure he receives a copy, with his name prominently mentioned as a welcome guest.

Now here is one place where a lot of clubs lose would-be members. Some clubs think that because Toastmasters is such a wonderful thing to them, its values should be readily apparent to everybody. But they aren't, always. So at the end of the meeting, chat with your guest. Find out if there was anything he didn't understand, ask if he has any questions, and—most important of all—discover if he is enthusiastic about what he saw at the meeting. If he is sold on Toastmasters, then for heaven's sake, give him an application. *Sign him up right then and there!* Of course he is not officially a member until the club votes on him and he is inducted. But once you get him to take the first step, you can be sure he will attend regularly until he becomes a member in good standing.

I'm aware of the "we should be hard to get" theory which motivates many clubs—Toastmasters and other organizations. We mustn't act too anxious, they think, because this might scare prospects away. Well, fellows, this may be true when you're dating a gal, but it doesn't work anywhere else. The time to sign up a man is at the point of his greatest interest—when he takes the trouble to visit the club the very first time. In my own club we doubled our membership by following this principle.

Why do new members drop out before or immediately after the first six months? Primarily, I believe, because they feel they are left too much on their own, that no one takes a real interest in their progress. They don't seem to be making the kind of progress they should,

they seem to be working in the dark.

New members should be treated gently at the start; they should be commended and complimented to encourage them at the time when they need it most. No new member should be left to shift for himself. Some clubs have "buddy" systems where an older member is assigned to the new one, calling on him, or getting together with him for lunch or dinner. The object is to make certain he is not left in the dark about anything. In other clubs, an officer follows the progress of a new member for at least three months, helping him with each assignment. A club in the southwest has a brief "new member get-together" at the end of each meeting; the object is to visit with the new members to find out if they have questions or need assistance. Other clubs have extra copies of the Basic Training Manual to be loaned to the new man on his induction; when he receives his regular kit from TMI, he's asked to return the loan.

It's a good idea to put the new member on a program where everybody is in more or less the same stage of advancement, at least for his first two or three speeches. Then he is not discouraged by finding himself on the same bill with seasoned, accomplished speakers.

If these suggestions are followed, I'm confident the end result would be signing up more new members, and what is more important—*keeping them in the family!* ♦

Barney Kingston, merchandising director of "Salesman's Opportunity Magazine," is past president of Speakers Forum Club 371-30, Chicago, Ill.

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

About Beyond Basic

Notwithstanding our earnest effort to make clear and plain the new plan for handling the Beyond Basic Training work, a good many men seem to have misunderstood, and so an additional statement appears to be in order.

The new method is permissive, not mandatory. To accommodate the considerable number of men who do not wish to take the trouble to send their "Reports of Progress" directly to me, for comments and suggestions, we have arranged matters so that any man who is following the advanced training may clear his reports with his club's educational vice president if he wishes to do so, sending to me only the final statement of completion.

But any man who wishes to send the reports to me is entirely at liberty to do so, and he will receive my comments as heretofore. For men who have been previously enrolled for the BBT work, there is no change in procedure, except that anyone who prefers to handle his reports locally may do so. Those who wish to continue reporting to me as they have been doing, will do this, making no change in procedure.

As has been repeatedly stated, the purpose of this change is to

encourage more men to work systematically on the BBT studies, by relieving them of the necessity of sending their reports any farther than to the club's educational vice president. This will make the procedure much the same as with the Basic Training.

We hope that this may result in much greater use of the BBT work, which will be good for any man who carries on with it, after completing the 12 projects in Basic Training, in which he has laid the foundations for success as a speaker.

Courtesy in Correspondence

It is amazing how careless many of us are in dealing with correspondence and how much trouble our carelessness causes other people. Perhaps a few suggestions on letter writing may be in order, since so many people overlook such important points.

A primary matter is in the identification of yourself as the writer. When one receives a letter with an undecipherable signature, or perhaps just signed "Bill" or "Clarence," this may entail much searching, uncertainty, and waste of time to make certain which "Bill" is involved. Occasionally, we would be unable to figure out the source of the letter if it were not for the post-

mark on the envelope, and that is not always legible.

It is a good rule to make sure that your signature is readable, and that the return address is shown on the envelope.

Then there is the matter of change of address. You would find it hard to believe if I were to give you the number of returned pieces of mail, letters, magazines and packages of material which we have sent on order and which are returned to our Santa Ana office each month because of incorrect addresses. And here is a sad fact. Not only does this interfere with our communication, but it costs money. The post office charges us ten cents—one dime—for each piece of mail returned as undeliverable, and most of these returns are due to wrong addresses. Many people move without leaving any forwarding address. We spend hundreds of dollars each year on items returned as "Undeliverable." And this is *your* money—taken from the amounts sent in as dues from our clubs. We do not like to waste it, but we cannot help ourselves unless you help, also.

We are distressed by the number of copies of THE TOASTMASTER magazine which come back each month, undelivered because the member changed his address without notifying us. Other magazines than ours have similar troubles, to judge by the way they implore their readers to give notice of change of address.

Still another difficulty arises from the failure of some people to reply to letters which really require answers. It is not difficult to under-

stand that circular letters, or letters of a general nature, may be discarded in the volume of mail that some of us must handle, but when a definite question is asked, or specific information is requested, it is disturbing to have it ignored.

This might not be surprising in some groups, but in Toastmasters, where we specialize on communication, it is almost inexcusable, and hard to believe.

In general it is well for us to realize that when we write a letter, we are making a speech. The fact that the speech is written, and delivered by mail, does not change the situation. Just as a speech needs to be well organized, well worded, and well delivered, so should it be with the letter. And the letter should present an attractive appearance, in addition to being readable.

Do you know how to fold a letter to make it fit neatly into the envelope? Some people do not know this simple procedure, and their letters look like something fished out of the waste basket instead of like a carefully, correctly folded missive of importance. If you do not know how to prepare your letter to fit the envelope, ask someone who does know.

To increase efficiency and speed in the handling of your letters, be sure that you do these things: (1) Make your signature, address, club and district numbers very clear; (2) Show the return address on the envelope; (3) Make your question or request or order so clear that even we can understand it; and (4) Report your change of address promptly and plainly. ♦

*Applying the principles of automation
to our club produced a . . .*

Miracle at Warren

By PAUL GLASS

EVER SINCE the establishment of the first club, back in 1924, Toastmasters everywhere have been searching for more powerful and effective tools to use in promoting education, membership, attendance and fellowship in their various clubs. Every good Toastmaster is constantly searching for good, practical ideas which can be used as additional power tools in promoting Toastmasters in his community.

Automation is generally understood to be the well-organized use of power tools to produce the best product in the most efficient manner. This is precisely what happened when we used two new power tools in our club—a Speechcraft course and the Toastmaster of the Year award.

A Toastmasters club is more than a speech laboratory; it is an idea research center where ideas may be conceived, tried out, modified, and finally developed into another effective Toastmaster method of training men in communication and leadership. The ideal club is composed of 40 members with an average weekly attendance of at least 30. It would appear, however, that the average club has from 20

to 22 members, and many of the weaker clubs have less than 20 in their membership.

A few years ago Warren Toastmasters 1476-10 (Warren, Ohio) was plagued with low membership, low and tardy attendance, lack of imagination and lack of enthusiasm. Meetings would start 15 to 25 minutes late, members took their assignments lightly, frequently failing to appear when scheduled for speeches or program assignments. We had enough ills to kill an ordinary club, and rumors spread throughout the area that we were rapidly folding up. Something had to be done. No one seemed to know exactly what, but agreed that *something*, anything, was better than to go on doing nothing.

Timidly we started our first Speechcraft course. This gave our club seven new members and a lot of much needed publicity. Best of all, it awakened the membership to the need of planned membership effort. The combined Speechcraft and attendant publicity gave our membership a boost, enthusiasm increased, club morale was up and we were on our way to our rightful place in area, district and International affairs. It seemed to be the

right time to try an additional group of power tools. We instituted the Toastmaster of the Year Contest.

All normal human beings crave to be recognized, and here was one contest in Toastmasters that didn't require the individual to be the best speaker in the club. Everyone had a chance to win on a point system. At the same time, the point system was carefully arranged to strengthen the club.

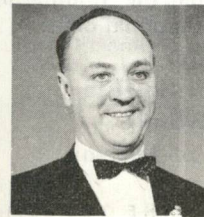
Our members had not been visiting other clubs where they could pick up new ideas. We established an allowance of ten points for each interclub visit. Many members had been coming late to meetings; we allowed three points for tardy and five points for punctual attendance. Within a very few weeks our meetings were starting and closing on time. We allowed ten points for carrying out a club assignment and five if the member was unable to do so but furnished a substitute, and soon members were taking assignments very seriously. Five points for bringing a guest, and an additional 15 if the guest joined the club, brought membership higher. Ten points for outside activities soon had speakers giving talks at civic and community affairs. We allowed five points for each club speech and an additional ten for the best speech of the evening. We also developed the merit award, voted each meeting to the person contributing the most to the success

of the session—winner of the best speech award excluded.

Within six months after the contest was started, our club membership jumped from a low of 12 to an all-time high of 32. Attendance rose from 8 to 11 to 23 to 26 each meeting. Soon Warren Club had become the outstanding club of Area 4, District 10. Other clubs began to adopt our ideas. Most important, meetings were starting on time, attendance was up, programming and enthusiasm were at an all-time high. Club 1476 was really in production; the use of our power tools had paid off. Competition was keen for the beautiful bronze Toastmasters statuette which is the Toastmaster of the Year award.

The Warren miracle soon came to the attention of officers of District 10. At the executive council in August, 1961, under the able leadership of District Governor H. R. (Dick) Baumgardner, District 10 adopted the Toastmaster of the Year contest as a district project. Interest is high and growing; soon every club in the district will have adopted the program.

Automation saved our club from slow but certain failure, and gave us an incentive to work harder and produce a better product of adult education. Automation can help any club if it is adopted, and through strong clubs the community image of Toastmasters can be greatly enhanced. ♦



Paul Glass has held all offices in Warren Toastmasters 1476 and last year won the Toastmaster of the Year Award. He is lieutenant governor of Territory A, District 10, and active in Warren civic, community, fraternal and church affairs. He owns and operates The Better Home Service Company, a home improvement business, and also manufactures pre-cast stone products.

The following report of the Nominating Committee is presented in accordance with Article VIII, Section 1, of the By-Laws of Toastmasters International.

Report of the Nominating Committee

THE NOMINATING COMMITTEE of Toastmasters International was charged this year with the task of selecting two slates of nominees for International office, with the particular slate to be submitted to the 1962 International Convention to be dependent upon whether or not a proposed by-law change adding a third International vice president is or is not adopted by the Convention.

In the discharge of its assignment, the committee reviewed the opinion poll with reference to the choice of candidates for office that were expressed by past presidents, present officers and directors, and present and past district governors, and also studied information obtained from questionnaires mailed to and answered by those candidates who were under consideration for nomination by the committee. The committee exchanged information pertaining to the qualifications of candidates and took tentative votes on proposed nominees during the course of committee correspondence over a period of approximately six weeks. Finally, the committee deliberated by means of a long distance telephone conference call and adopted this final report.

The committee agreed to nominate one candidate for president, one candidate for first vice president and two candidates for second vice president in the event the current officer structure remained in effect. In the event the proposed by-law change is adopted by the Convention, the committee agreed to nominate one candidate for president, one candidate for senior vice president, two candidates for vice president for education and two candidates for vice president for organization.

The following nominees are to be placed before the Convention for nomination by the committee, dependent upon whether the by-law change hereinabove mentioned is or is not adopted.

In the event the proposed change is not adopted, the Nominating Committee nominates the following persons for International office:

For President: Frank I. Spangler
For 1st Vice President: Alex P. Smekta
For 2nd Vice President: Bill Hylton
Paris S. Jackson

In the event the proposed change is adopted, the Nominating Committee, in lieu of the foregoing list of nominees, nominates the following persons for International office:

For President: Frank I. Spangler
For Senior Vice President: Alex P. Smekta
For Vice President for Education: Bill Hylton
Paris S. Jackson
For Vice President for Organization: Leo Anderson
Thomas R. McDonald

In each instance in this report in which more than one person is nominated for a single office, the nominees are listed alphabetically, and the order of listing is not to be considered as an expression of preference by the Nominating Committee.

Every member of the Nominating Committee participated in the deliberations of the committee and joins in this official report and in each and every nomination made herein.

Respectfully submitted,

Davis Brown
J. Clark Chamberlain
Billy Dunning
Paul F. Ehrle
Edward A. Engelhart
Aubrey B. Hamilton, Chairman

Ralph E. Howland, Jr.
John W. Haynes
Frank J. Hurst
Howard Sewell
Randall E. Winters

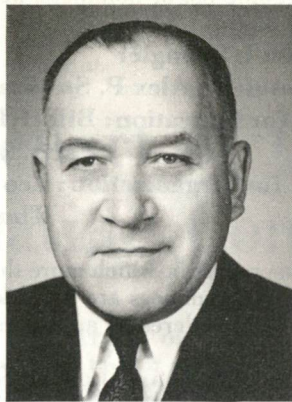
IT IS THE DUTY of all clubs to vote either by proxy or through their representatives at the International Convention. Because the officers elected will direct the activities of Toastmasters International for the coming year, members should give careful consideration to the qualifications of each candidate.

TMI officers and directors (nominated at the 16 Zone Conferences) will be elected at the annual business meeting, August 9, 1962, at the Radisson Hotel, Minneapolis, Minnesota.

YOUR CANDIDATES:



FRANK I. SPANGLER, the present 1st Vice President of Toastmasters International, lives in Milwaukee, Wisconsin, and is a member of Milwaukee Toastmasters 466-35. He is Administrator for Civic Affairs, A. O. Smith Corporation.



ALEX P. SMEKTA, now serving as 2nd Vice President of TMI, is also Mayor of Rochester, Minnesota, where he owns and operates a dry cleaning establishment. He is a member of Rochester Toastmasters 271-6.



BILL HYLTON of High Point, North Carolina, is president of Bill Hylton, Inc., a real estate company. A member of High Point Toastmasters 582-37, he served as a member of TMI Board of Directors from 1959-1961.



DR. LEO ANDERSON is a physician and surgeon at York, Nebraska. He was elected to TMI Board of Directors in 1960, and completes his term this year. Dr. Anderson is a member of York Toastmasters 1865-24.

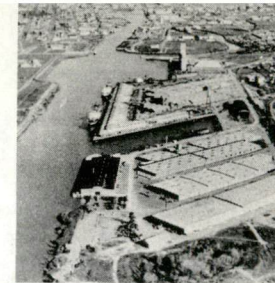


THOMAS R. McDONALD lives in Atlanta, Georgia, where he is Assistant Vice President—Operating, Retail Credit Company. A member of Pershing Point Club 2662-14, he completes his two-year term as TMI director this year.



PARIS S. JACKSON of Temple City, California, completes his two-year term as member of TMI Board of Directors this year. He is self-employed as a public accountant, and a member of Temple City Toastmasters 554-F.

STOCKTON, CALIFORNIA
Toastmaster Town
of the Month



THE ONLY DEEP-WATER INLAND PORT in California, Stockton is situated at the northern end of the San Joaquin River about 80 miles from San Francisco, in the middle of the great central California valley of the San Joaquin. Over 3 million tons of varied cargo from all points of the globe flow across its modern wharves each year.

A \$60 grocery bill and the discovery of gold in the Mother Lode country featured in the birth of Stockton over a century ago. William Gulnac, a Mexican citizen, ceded his half of a 50-thousand-acre grant of land from the Mexican government to his partner, Captain Charles Weber, as payment of his grocery bill—and felt he was driving a sharp bargain. Shortly thereafter, the horde of gold seekers swarming through Stockton caused a teeming tent city to blossom—a supply point for food, equipment and repairs. Following the gold seekers came the builders: farmers, merchants, workers, investors.

Stockton's prosperity is firmly rooted in the diversified agriculture of fertile San Joaquin County. Yet business and industry also contribute mightily to the welfare of Metropolitan Stockton's approximately 140,000 citizens. Among the products manufactured are: agricultural equipment, paper and paper products, asbestos cement pipe, and tin and paper containers. Also in the area are the Sharpe General Depot (Army), the U.S. Naval Annex, Pacific Reserve Fleet and the Naval Communications Station, installations employing more than 4,000 military and civilian personnel.

Stockton is a city of wide streets and spacious homes, of schools, churches and parks. Here is located the University of the Pacific, California's oldest incorporated collegiate institution. The Stockton Symphony Orchestra and Ballet, the Civic Theater and other organizations contribute to the city's cultural growth.

Toastmasters settled in Stockton early in 1937 with the formation of Stockton Toastmasters No. 80. Later came San Joaquin Club 64, followed by Rough and Ready Island No. 1381 of the Naval Supply Annex.

Outstanding among Stockton Toastmasters is Bert I. Van Gilder, a charter member and first president of Club 80. Bert has attended 10 TM International conventions. In 1939 he was elected club secretary-treasurer, an office which he has held continuously ever since. His records indicate he has written 986 Toastmasters receipts in the past 18 years!

In their active, hospitable city, Stockton Toastmasters are busy with community and District 39 affairs, looking back on a productive past and forward to an exciting future.

SPECIAL CONVENTION SECTION

TWIN
CITIES



MINNESOTA

Aug. 9 - Aug. 11

Reed Harris, executive assistant to the director of the United States Information Agency, will be featured speaker at the President's Banquet during the 31st Annual Convention of Toastmasters International, August 9-11, in the Twin Cities of Minneapolis and St. Paul.

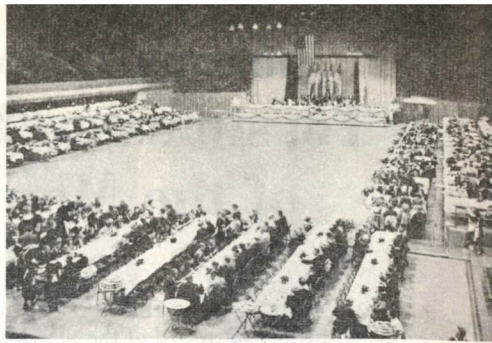
In addition to the appearance of Mr. Harris, the Convention program will include a Pre-Convention Party, Annual Business Meeting and Election, International Night Program, Educational Workshops, Fellowship Luncheon, Breakfast with the Founder, Regional Speech Contests and the International Speech Contest.

Additional attractions will include exhibits, Hospitality and Teen-Age Centers, a Ladies' Luncheon, and a Ladies' Tour of the Betty Crocker Kitchens. The ladies will also have an opportunity to visit the Swedish-American Institute and the downtown shopping district.

Radisson Hotel, Minneapolis,
headquarters for the 31st International Convention, Aug. 9-11



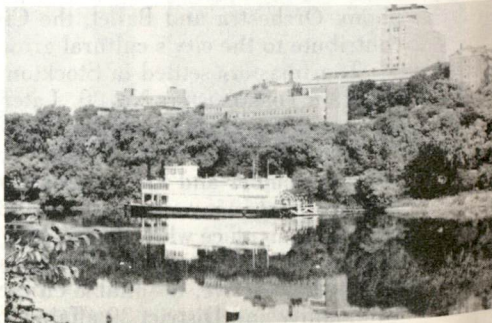
JUNE, 1962



St. Paul's Auditorium will be the setting for dinner and the spectacular Pop Concert ice show which will be presented for Toastmasters on International Night, Thursday, August 9.



CONVENTIONLAND -
VACATIONLAND -
1962



Overlooking the mighty Mississippi is the University of Minnesota at Minneapolis. The Centennial Showboat, scene of many theatrical productions,



Among the many beauty spots to attract the visitor to the Land of 10,000 Lakes is Como Park Conservatory on beautiful Lake Como, St. Paul.



A short distance from the Twin Cities, Minnehaha Falls in lush summer splendor brings a reminder of the Indian lore and legend of early Minnesota.



Minnesota's vacationland offers many attractive beaches for relaxation and sport, such as this pleasant spot at Shingwauk resort on Pine Lake.



Helge G. Olson, past International director and chairman of the Host Committee, said a cold buffet will be featured at the Pre-Convention Party, Wednesday night, August 8. The party will be open to all Toastmasters and their ladies and is designed as a get-acquainted affair. Olson said the party at the Radisson Hotel, Minneapolis, will include entertainment and door prizes. Second Vice President Alex P. Smekta, mayor of Rochester, Minn., will be the toastmaster for this event.

Annual Business Meeting

The official opening of the 31st Annual Convention will take place at 10 a.m., Thursday, August 9, in the Grand Ballroom at the Radisson. Following welcoming remarks from local officials and reports from the president, the founder and the executive director, the convention will take up the business of Toastmasters International. Voting on amendments to the bylaws and the election of directors and officers will complete the day's program.

Mrs. Herman E. Hoche, wife of the International president, will welcome the ladies to the Convention at a luncheon, Thursday noon. A special program is being planned for this event.

International Night

St. Paul will serve as host for the International Night Program, Thursday evening. Buses will transport delegates and their wives from the Radisson to the St. Paul Auditorium for dinner and the famous St. Paul Pop Concert. The Pop Concert is presented on ice and special features being added in honor of Toastmasters will make it one of the highlights of the Convention.

Educational Workshops

A general session followed by workshops will be the pattern for educational sessions. International 1st Vice President Frank I. Spangler, chairman of the Educational Committee, said the first general session will be held at 9 a.m., Friday, August 10. "Leadership" will be the theme with Past International President Lewis C. Turner delivering the keynote address. He will be followed by Bliss O. Bignall, Jr., governor, District 9 (Idaho), speaking on "Dynamic Chairmanship," Ralph Howland, Jr., past governor, District 35 (Wisc.), speaking on "Improving Officer Performance," and Robert L. Knotts, governor, District 4 (Calif.), speaking on "Conference Techniques."

Three workshop sessions will follow the general session. "Successful Programing" will be the subject for the workshop conducted by International Director John B. Miller. International Director Joseph Ellis will be in charge of a workshop on "Speech Techniques," and "Audio-Visual Techniques" will be discussed under the leadership of International Director Charles C. Mohr.

(Continued on page 22)



Herman E. Hoche, president of Toastmasters International, will preside at the Annual Business Meeting August 9 and other convention events.



Frank I. Spangler, 1st vice president, will be general chairman of the three educational sessions at the convention.

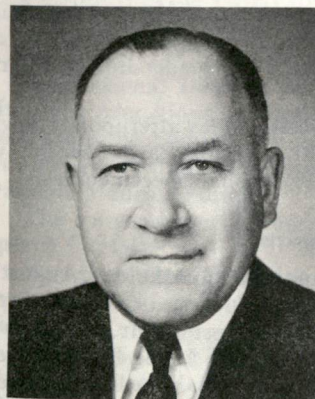
Program Personalities



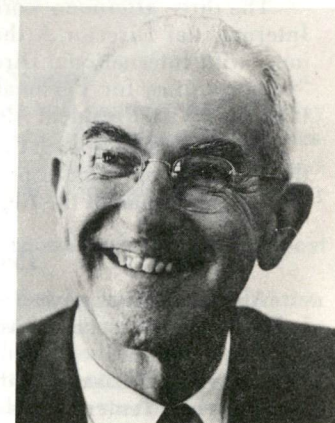
Maurice Forley, executive director of TMI, will head District Officers Orientation Session on Wednesday, August 8.



Dr. Ralph C. Smedley will be host at the traditional Breakfast with the Founder Saturday morning, August 11.



Alex P. Smekta, 2nd vice president, will be toastmaster at the pre-convention party, a get-acquainted session scheduled for Wednesday evening.



Reed Harris, executive assistant to the director of USIA, will be featured speaker at the President's Banquet, Friday, August 10.



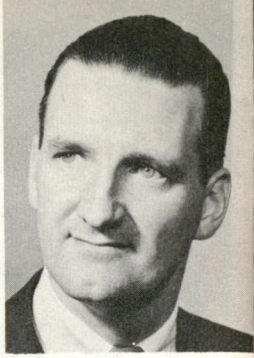
Helge G. Olson



Lothar Salin



Arthur E. Dracy



William B. Gobel

While the men are attending educational sessions Friday morning, the ladies will be invited to tour the Betty Crocker Kitchens at the General Mills plant. Transportation charge will be 50c and the tour will be limited to the first 150 ladies who sign up.

Interrupting the educational sessions will be the Fellowship Luncheon Friday noon. With local Toastmasters serving as hosts, this luncheon promises to be the fun highlight of the Convention.

"Effective Thinking" will be the theme for the general educational session Friday afternoon. International Director Lothar Salin will serve as chairman and will introduce Rowland Roberts, president, Club 1938-23 (Las Cruces, New Mexico), who will speak on "The Importance of Thinking," and Fred Beisecker, governor, District 25 (Texas), who will discuss "Thinking for Personal Development."

The three afternoon workshops will cover "Effective Listening," with International Director Arthur E. Dracy in charge, "Membership Building," with International Director Thomas R. McDonald as chairman, and "Opportunities for Personal Growth," under the leadership of International 2nd Vice President Alex P. Smekta.

Four Regional Speech Contests will be held Friday afternoon following the educational workshops. International Director Paris Jackson will serve as chairman of the Regional and International Speech contests.

President's Banquet

Always an impressive event, the President's Banquet, Friday, August 10, is expected to attract a record attendance as Reed Harris explains the operation and goals of the United States Information Agency. Mr. Harris served as deputy administrator of the Agency from 1950 to 1953. He left government service to enter the publishing business in 1953, but when Edward R. Murrow became director of the Agency in 1960, Harris returned at Mr. Murrow's request to head the "Voice of America" program. Recently, he became executive assistant to Mr. Murrow and is now concerned not only with the "Voice of America," but with all the other activities of the Agency, including publications, motion pictures, library operations, tele-



John B. Miller



Joseph Ellis



Charles C. Mohr

vision service, and all other information activities in the United States and abroad.

Prior to Mr. Harris's address, new directors and officers will be installed by Immediate Past President George J. Mucey. A reception will follow the banquet.

Breakfast with the Founder

At the Breakfast with the Founder, Saturday morning, Dr. Ralph C. Smedley will present certificates to Toastmasters who have completed the Beyond Basic Training program during the past year. The program will also feature several talks on various phases of the BBT program by men who have completed the project. The breakfast program will conclude with the audience participating in a panel discussion.

Following the Breakfast with the Founder, delegates will have free time for touring the Twin Cities.

Third Educational Session

International Director William B. Gobel will conduct the Saturday afternoon educational session which will present a panel answering questions from the audience on any phase of Toastmasters. Panel members will be Dr. Smedley, First Vice President Frank I. Spangler and Executive Director Maurice Forley.

The convention will close Saturday afternoon with the International Speech Contest.

Host Committee Chairman Olson reports that an intensive registration campaign is being conducted in the 14 districts surrounding the Twin Cities.

"Tickets will not be sold at the door for meal events," Olson said. "We urge Toastmasters to pre-register and make advance meal reservations on the forms appearing in this issue of *The Toastmaster* magazine, otherwise they will have to take their chances after they arrive at the Convention."

Deadline for pre-registration and advance meal reservations is July 6. After that date, registration will increase \$1 and the price of each meal ticket will be increased 25c.

CONVENTION PRE-REGISTRATION FORM

Prices listed below are pre-registration prices and are good until July 6. After July 6, 25c will be added to all meal prices and \$1 will be added to the registration fee for both men and women. This pre-registration form must be mailed to World Headquarters, Toastmasters International, Santa Ana, Calif., no later than July 6, 1962.

**To: TOASTMASTERS INTERNATIONAL
SANTA ANA, CALIFORNIA**

Please have my Convention registration ready when I arrive and also my tickets for the following events as checked:

_____ Membership Registration @ \$5	\$ _____
_____ Ladies' Registration @ \$1	\$ _____
_____ Ticket(s) Pre-Convention Party (Wednesday) @ \$2.50	\$ _____
_____ Ticket(s) Ladies' Luncheon (Thursday) @ \$3	\$ _____
_____ Ticket(s) International Night Dinner & Ice Show (Thursday) @ \$5.50	\$ _____
_____ Ticket(s) Bus Transportation to Inter- national Night Program @ \$1	\$ _____
_____ Ticket(s) Fellowship Luncheon (Friday) @ \$3	\$ _____
_____ Ticket(s) President's Banquet (Friday) @ \$6.50	\$ _____
_____ Ticket(s) Breakfast with the Founder (Saturday) @ \$2.50	\$ _____
Total Remittance	\$ _____

I enclose my check for \$_____ (make checks payable to Toastmasters International). It is understood that my badge and tickets will be waiting for me at the PRE-REGISTRATION DESK at the Radisson Hotel, Minneapolis, Minn.

(Signed) _____

PLEASE PRINT

Name _____ Club No. _____ District _____

Wife's First Name _____

Mailing Address _____

City _____ Zone _____ State _____

Make Your Hotel Reservations Now

Room reservations for the 1962 International Convention at Minneapolis should be made directly with the hotel or motel of your choice. Room rates are listed below. Use the Reservation Blank on the reverse side of this page.

All requests for reservations should give: (1) anticipated date and hour of arrival; (2) date and approximate hour of departure; (3) names of all persons who will occupy the accommodations, and (4) deposit of \$10.

All reservations will be confirmed.

HOTELS AND MOTELS	Single	Double Bed	Twin Beds
RADISSON HOTEL (Convention Headquarters) 45 S. 7th Street	\$9-\$13	\$13-\$16.50	\$15-\$19
DYCKMAN (1 block from headquarters) 27 S. 6th Street	\$6.50-\$13	\$8.50-\$16	\$11-\$16
LEAMINGTON (6 blocks from headquarters) 3rd Avenue S. & 10th Street	\$8.50-\$16.50	\$12.50-\$18.50	\$13.50-\$21
PICK-NICOLLET (5 blocks from headquarters) Nicollet & Washington	\$9-\$13.50	\$11.50-\$16	\$12.50-\$17.50
CONCORD MOTEL (5 blocks from headquarters) 71 S. 11th Street	\$11-\$12	\$14	\$16-\$18
DOWNTOWNER MOTEL (4 blocks from headquarters) 7th Street & 4th Avenue S.	\$11.50-\$12	\$14.50	\$16-\$18
GUEST HOUSE MOTEL (4 blocks from headquarters) 704 4th Avenue S.	\$10.50-\$11.50	\$12.50-\$13.50	\$14.50-\$20

FILL IN

CLIP

MAIL

APPLICATION FOR HOTEL/MOTEL ACCOMMODATIONS

31st Annual Convention
Toastmasters International
Minneapolis, Minnesota
August 9-11, 1962

TO: **Reservation Clerk**

_____ Hotel

_____ Address
Minneapolis, Minnesota

Please make the following reservations:

() Single: \$ _____ () Double: \$ _____ () Twin Beds: \$ _____

I will arrive at approximately _____ a.m. _____ p.m.,
on _____ (date)

I plan to leave _____ a.m. _____ p.m.,
on _____ (date)

Room will be occupied by:

_____ Name _____ Address

_____ Name _____ Address

I am enclosing my check for \$10 as a deposit on these reservations. It is understood that in the event of cancellation, this deposit will be refunded to me if I so request within 10 days of the cancellation.

Signed _____

Address _____

IMPORTANT! This application must be sent directly to the hotel (Reservation Clerk) of your choice at Minneapolis. Fill in the hotel name on the indicated line, clip and mail. Don't forget to include check for deposit. Reservations should reach the hotel at least 10 days before the convention.

Enclose a stamped, self-addressed envelope for confirmation.

VISUALS

Your Hidden Reserves

By CHARLES C. SHINN

JUST AS FOOTBALL coaches and generals of the army use diagrams to identify and anticipate opposing forces and to position their forces in football or battle, so any business executive, official or administrator can be more effective with graphic, visual presentations. They provide the most efficient way to explain strategy, deploy forces, or picture problems—in short, to bring a subject into sharp focus.

Yet all too frequently we discard the idea of visual presentations, saying, "I just can't draw." But all of us can draw well enough to make it a medium of personal expression. We all learn to "draw" our names, though we call it handwriting. The step from writing to drawing is a short one.

Corporations sum up their images in a visual symbol. So do religions, political parties, and nations. To gain a better understanding of mathematics or language we diagram the structure of formulas and sentences. Good teachers use symbols, images and sketches to cover word gaps in the classroom.

Virtually every man-made object we see or touch has been first considered from the point of view of

design. Expression by picture is as natural and normal as expression by voice. Together, the two accomplish much more than each separately.

The speed of modern life has made visual communication a necessity. With the increasing technical excellence of motion pictures, television and printing, competition for visual attention is greater than ever. We have become visually sophisticated.



Yet there is almost no knowledge of exactly what happens during visual communication. Too often there is no rationale; whim or personal taste dictates what is to be shown, and basics and universal symbols are not sought out nor remembered.

A little mental digging will bring up something to start on. For example, colors conjure up strong word associations. White signifies purity, coldness, quiet, cleanliness, peace, truth. Black is associated with dirt, darkness, fear, crime, while red means danger, heat, excitement, blood, fire. For almost everyone, green brings mental images of nature, life, growth, youth, just as yellow leads one to think of sunshine, cowardice, decay, age. In the Far East, white is the color asso-

ciated with death, while in the Western world the opposite is true. Among those who race automobiles, red means the prancing Ferraris and Maseratis of Italy. In Great Britain, the racing color is green, but in the United States no racing car is ever painted green—it's considered bad luck. This would indicate that the visual image speaks in terms of the viewer's background—in this case, his learned associations with colors.

Instead of worrying about making our images artistic, different, stimulating, we should ask ourselves, "What does my audience bring to the viewing? What are they used to seeing? How do they see?" Then we should prepare our visuals in terms of the common patterns and preferences of the audience. The stick figure, the diagram, the chart are effective precisely because they are simple, direct, and unencumbered by artifice. They become a kind of visual shorthand which helps us communicate.

The next time you want to improve things at your office, try to rationalize the flow of office activity, the routing of mail, the lines of communication and time schedules by drawing diagrams that link the various activities and phases of your operations. Use the drawings when you explain to someone else. When a problem seems exceedingly tough, draw a picture of its basic

components, diagram the major factors defying solution and list all alternatives in order of rank. You may be pleasantly surprised to find how this will help to identify what the problem really is, what parts of it need most attention, and how, in general, it will become more simple once you have a picture of it. The pay-off will come when, equipped with work-flow charts, diagrammatic time-spans, organizational structures and the display of physical conditions drawn on paper, you are able to communicate your discoveries in seeking help with your problem. People will look at pictures when they haven't time to wade through your only other alternatives—a mountain of written words or several hours of complex verbal description.

Your drawings do not need to be complete or fancy to provide an opening wedge to understanding. Pictures give immediate, or almost immediate knowledge; written or spoken descriptions add dimension.

There is nothing mystic here, nothing that has to do with talent, or that requires the trained skill of an artist. This is a dimension of expression we should use more frequently and effectively—not by accident, but purposefully. Call up your hidden reserves; learn to use visuals effectively; plan them. Your words will score more heavily.



Charles C. Shinn is Director of Graphics and Visual Aids for the Housing and Home Finance Agency, which coordinates the various housing activities of the Federal Government. He is past president of HHFA Club 1795-36, Washington, D. C., and past assistant governor of Area 3, District 36.

CLUBS IN THE NEWS

Chinatown Club on Parade

A project originating in a parliamentary procedure session became a reality when Chinatown Club 2296 of San Francisco entered a float in the annual Chinese New Year's Parade viewed by over 250,000 people.

Club Educational Vice President Don Coon started the whole thing when he assigned members different roles in a parliamentary session debating the motion to assess members five dollars each for the purpose of entering the parade. Through amendments varying from importing a live dragon from China and hanging a TM emblem around its neck the proposition was debated and ultimately defeated, but the idea was later taken up seriously and carried through. The float featured the club lectern with a Toastmaster on either side, and a large hand-painted TM symbol on the back of the car. On either side of the float the picture of a gavel and the words "Chinatown Toastmasters" were displayed. The float was driven by Fred Stockbridge and carried riders Don Coon, Charlie Wong and Al Gee.

**Chinatown Club 2296-4
San Francisco, Calif.**

Speechcraft to Executives

Twenty executives of Mobil Oil Company were recently instructed in speech techniques through the Speechcraft course given by the Camden County

Toastmasters Club 1189-38 of Haddonfield, N. J. The course was given at the Haddonfield Methodist Church and guests were invited.

Karl Kraner, club public relations chairman, was moderator of the course. At the first meeting, Ken Gieske spoke on "Developing Self-Confidence" and Blaine Purnell discussed "Preparing the Talk."

**Camden County Club 1189-38
Haddonfield, N. J.**

* * *

Trophy Will Travel

The traveling trophy of Copper Basin Club 1751 (Kearny, Arizona), awarded for the best speech of the evening, normally passes from winner to winner each week. Recently, however, it took a much longer and permanent trip, journeying to England with club guest Richard E. G. Webber, M.B.E.

Recently retired as a Lieutenant Colonel in Her Majesty's Forces, Mr. Webber was visiting Kearny as the guest of his daughter and son-in-law. His open-hearted welcome to the town so impressed him that his speech on the subject won him the plaudits of the membership and the trophy for the best speech.

**Copper Basin Club 1751-3
Kearny, Ariz.**

* * *



Samson award, unique trophy of Pope AFB (N. Car.) Club 1804-37 is presented each week to member who gives the "strongest speech." Club President Capt. Oscar L. Sylwester, Chaplain, right, awards the jawbone to Major Robert B. Woolson. Paul Bunyan-sized gavel in foreground was won by Capt. Sylwester in last year's Dist. 37 Speech Contest; is property of club until next contest.

Training value of Toastmasters is fully endorsed at the Oakland (Calif.) Naval Supply Center, where Rear Admiral Leiland P. Kimball Jr. (right), commanding officer, and Captain Sheldon C. St. John (left), executive officer, are honorary members of Club 889-57. They are shown discussing membership benefits with Lieutenant (i.g.) William H. Dittman, club President.



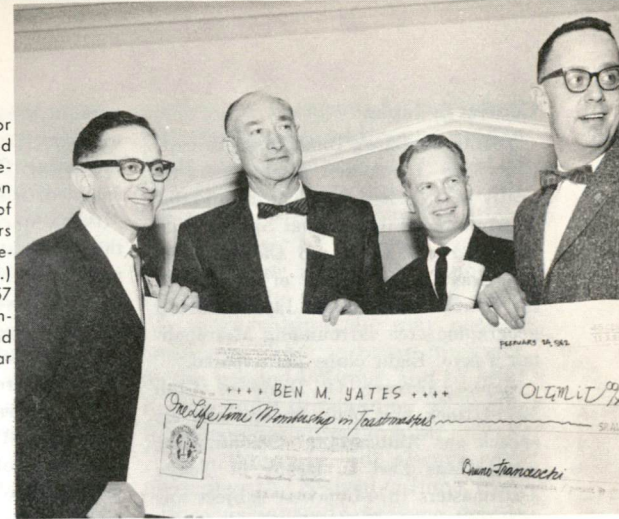
Admin. Vice Pres. Lt. Col. Charles Boardman (left) of Langage Chatie Club 3233-U, Poitiers, France, welcomes Michael Planet into club membership. Planet, a supervisor in the Civilian Personnel Office, Poitiers Post, is first French citizen to join the club.



Int. Pres. Herman E. Hoche (right) receives "Arkansas Traveler" Certificate from District 43 Governor James A. Brewer on official visit to clubs of Little Rock, Ark.



Past District Governor Ben M. Yates and Harold Dill are presented with checks on "Toastmasters Bank of Benefits" at Old Timers Night meeting of Berkeley Club 57 (Calif.) Left to right, Dist. 57 Governor Bruno Franceschi, Yates, Dill, and Int. Director Lothar Salin.



Third annual Valentine Hat contest sponsored by Blue Flame Club 2717-F (Santa Ana, Calif.) was attended by all Area A-1 clubs. Hats were made by wives at a cost of no more than \$1. Husbands then spoke on subject of their wives' hats. Winner was Dr. Lock G. Ding, Club 15.



2nd Vice Pres. Alex P. Smekta (center) presents TMI plaque to Henry E. Niles (left), president, The Baltimore Life Ins. Co., in appreciation for making available the services of Immediate Past Int. Pres. George J. Mucey (right). Mucey is district manager of the Baltimore Life Ins. Co., Washington, Pa.



Contest in Japan

Yokota Air Base's Tomodachi (Friend) Club 3035-U took first place honors recently in the First Annual Kanto Plains Toastmasters International Speech Contest held at Yokota AB Officers Club. This was the first event of its type in the Kanto Plains area of Japan, a broad geographic area surrounding Metropolitan Tokyo. Eight clubs participated.

Capt. Lawrence O. Davis of Club 3035-U took first place honors with his speech on "Automation." Second place winner was Earl L. Denny of Tokyo Toastmasters 1674-U, whose subject was "Christmas, Its True Meaning." Third place honors went to Capt. Edward A. Petty of Fuchu AS Torii Club 1373-U, whose topic was "Democratic Socialism in the United States."

Also participating in the event were: Sanno Club 2803-U, the North Camp Drake Golden Sphinx Club 3008-U, Johnson Air Force Base Club 2160-U, Yokota Air Base NCO Club 3253-U, and Tachikawa Air Base's Tachi Club 1333-U.

**Tomodachi Club 3035-U
Yokota Air Base, Japan**

* * *

Meeting Under Difficulties

The worst blizzard of a near-record winter failed to daunt the members of Minneapolis Club 400, the Lake Harriett Toastmasters. Though telephone lines and radio communications were clogged with announcements of cancellations of all kinds of meetings, Club President Joe Thorne declined to cancel the session.

Some five minutes prior to meeting time, exactly three doughty members had pushed and shoved their way through drifting snow, shoveled out a place to

park in the buried lot, and were ready to begin. One by one, the number kept increasing. Promptly at 6 p.m., the gavel sounded, with eight members on hand. Missing were two of the five speakers, the toastmaster, timekeeper, general evaluator and three speech evaluators. Two members volunteered to make impromptu speeches, another agreed to act as toastmaster, and as the crowd gradually grew to 11, a lively table topics session ensued, led by Secretary Art Schramm. A visiting Toastmaster, Myron Fuerke of Rochester, Minn., stranded in Minneapolis by the storm, volunteered to be timekeeper and master evaluator.

Because of the comradeship generated by a common difficulty and the eagerness with which the Toastmasters rose to the needs of the evening, an unusually bright spirit pervaded the meeting and the resolute members who had conquered the elements to be present voted it one of the most worthwhile meetings they had ever attended.

**Lake Harriett Club 400-6
Minneapolis, Minn.**

* * *

Club Debates Crusade

The Christian Anti-Communist Crusade was the subject of a thought-provoking debate by Castro Valley (Calif.) Club 961-57. Arguing on the question: Resolved: The Christian Anti-Communist Crusade is a good thing for America, speakers explored both sides of the controversial organization.

A vote taken of club members following the debate called the session a draw, but all members agreed that this type of program stimulates thought and discussion, and should be encouraged.

**Castro Valley Club 961-57
Castro Valley, Calif.**

MANY BEGINNING Toastmasters have difficulty in expressing themselves satisfactorily. With some, it is the difficulty of composing thoughts in an orderly fashion, or of compressing these thoughts into an acceptably compact package for listener reception.

But I believe that the majority of our difficulties lie in the field of vocal expression. We are unable to get our carefully composed and compressed thoughts projected effectively to our listeners.

These difficulties take a number of forms, but I believe they may all be grouped under the general heading of "getting it off your chest." In this brief article I hope to offer suggestions on speech projection problems amenable to self help—problems of getting what you have to say off your chest and over to your listeners.

First of all we have the problem of *speech volume*, the simple matter of talking loudly enough for your

audience to hear you. An individual unaccustomed to addressing groups quite naturally tends to speak at or near the conversational level. Until the matter is brought to his attention, he may be unaware that his voice volume is not great enough. Even after he is aware of the need for more volume, he may need a conscious effort to bring his voice to the needed volume, and to hold it there until this manner of speaking becomes natural to him.

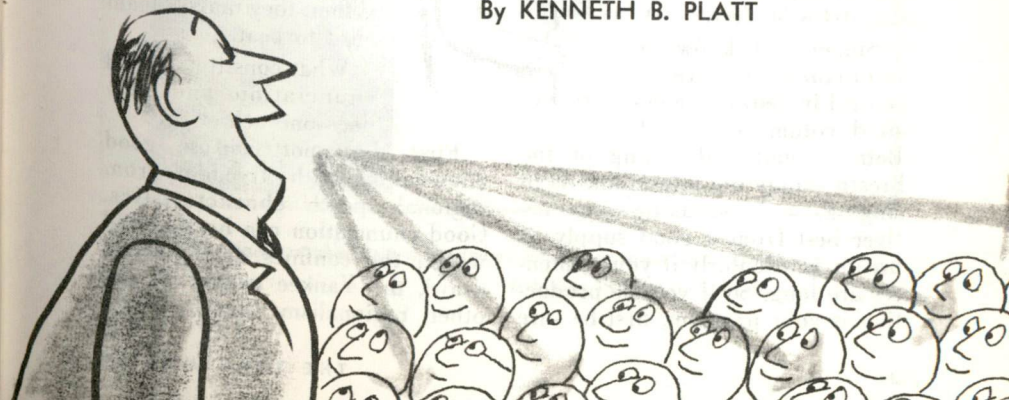
It is, however, not always easy to achieve the desired volume, even with conscious effort. Some people have naturally soft voices. Others find an embarrassing rise in pitch when substantially louder tones are required. Still others, when volume must be stepped up, produce rough or rasping tones unpleasant both to themselves and to the audience.

What can be done about these difficulties?

Fortunately, in almost every instance, they can be reduced or

Getting It Off Your Chest

By KENNETH B. PLATT



overcome by simple means. Let me remind you of certain familiar facts, and suggest some easy ways of putting them to use.

Voice projection—getting your words to carry the distance needed to reach your audience—is basically little different from giving any other projectile enough of a push to get it where you want it to go. When you shoot an air rifle, you pump it up in keeping with the distance you want to shoot. In talking to a group you simply push your voice out to the farthest member of your audience.

The push for your voice comes from your abdomen, not your chest. The belly laugh, the one that really rolls, is aptly named. It comes from the abdomen and rolls through a wide open, perfectly relaxed throat. So if you are having trouble getting your voice to the back of the room, begin your volume increase effort with a push from “the bottom of your heart.” Support that push with a good, deep breath, a breath that will propel your voice out of your mouth just as the extra pump of air in the air rifle propels the BB shot that extra 50 feet.

Singers well know the importance of breath control in getting the desired volume of sound. Both amount and timing of the breath supply are important. As in singing, so in speaking—you deliver best from a good supply of breath, particularly if your sentences are long. So if volume production is your problem, first be sure

your lungs are full when you start to speak.

And here’s an added tip—set your belt a notch tighter. Many an opera basso wears that cummerbund for something to push against when he wants to turn on the power or sustain a long tone.

If your pitch rises too high when you speak loudly, practice by starting at conversational volume with the tone you desire, then push up the volume with abdominal support while holding the same tone. This will call for a relaxed throat, which in turn demands a relaxed lower jaw, with mouth well open. Throat relaxation is an important ingredient, too, in the recipe for curing rasping tones.

Just as important as voice volume in projecting your speech to the far corners of the audience is *enunciation*. Volume alone may get you heard, but it won’t necessarily get you understood. In fact, good enunciation often compensates considerably for low volume delivery. Good volume and good enunciation together are the two principal elements of effective speech projection. Together, they make a team hard to beat.

What constitutes good enunciation and how does one achieve it?

First, let’s not confuse good enunciation with freedom from regional speech characteristics. Good enunciation can be achieved within the confines of the Dixie drawl, the Yankee twang, or any other regionalism that respects



word endings and the basic use of vowels and consonants. Good enunciation is, in short, the speaking of words so that they may be recognized, not merely received as vague impressions.

True, if you are an “impressionist” speaker, you may get your point across with gestures, inflections, bombast, theatrics, emotional trickery or other devices. All these have their time and place. But remember: words are basic tools, your main dependence. To deliver your message by words, you must speak those words so they can be readily recognized.

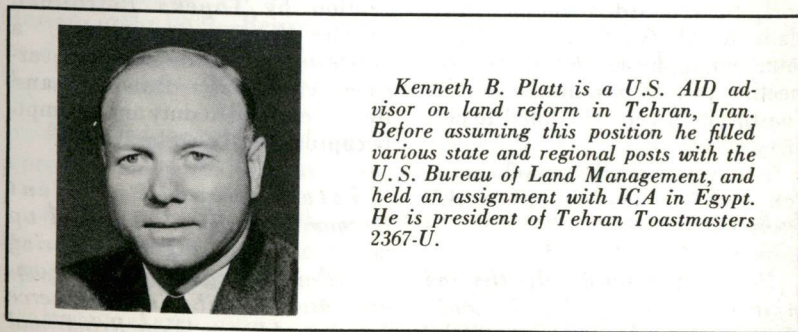
I believe that the most important single element in clear enunciation is *respect for word endings*. Be sure your *d*'s and *g*'s and *t*'s are solidly tacked on to the end of the last word before you start the next.

Who has not praised that exceptional quartet or chorus whose every word could be understood? From many years in choral work I can tell you that it is word ending and word separation by each individual singer that produces this delightful result. And I can recom-

mend no better training in this art than the discipline of small group singing under competent direction.

But what about the fellow who doesn't sing? He can do almost as well for himself by reading aloud. Almost any kind of material will do. Read the newspaper or an article from a magazine to your wife. Or read children's stories to your children. Breathe real life into what you read. For a tougher assignment, read unfamiliar subject matter in more serious writing, something which requires concentrated attention. When you think you have graduated, pick up your Bible and read the 23rd Psalm. Or try some of the familiar and dramatic passages from Shakespeare, such as Macbeth's "Is this a dagger that I see before me?" Get into the act. Get it off your chest.

Finally, keep in mind that to get anything *off* your chest, you must first have something *on*—something of sufficient concern that you really want to get it said. You'll find this alone will offset many small shortcomings in vocal expression. ❖



Kenneth B. Platt is a U.S. AID advisor on land reform in Tehran, Iran. Before assuming this position he filled various state and regional posts with the U. S. Bureau of Land Management, and held an assignment with ICA in Egypt. He is president of Tehran Toastmasters 2367-U.

The mind stretched by a new idea never returns to the same dimension.

—Detroit, Detroit Board of Commerce

TOASTscripts



As part of its recruitment program, Kjøgemester Toastmasters Club 2252-U (Oslo, Norway) has organized a Traveling Toastmasters Troupe. Recently the Troupe was scheduled to speak before an Enlisted Wives Club, but the day before the presentation Toastmaster Stall Munkeberg, a supervisor with Scandinavian Airlines, called Club President Thomas M. Larner to report that he had to go to Stockholm, Sweden, on business and might not be able to make the meeting, although he would do his best. His best was good enough. At 3:15 p.m. Munkeberg rushed from the SAS office at Stockholm to the Stockholm Airport where he caught a plane for Copenhagen, Denmark. (There was no direct flight to Oslo at that time of day.) He called his wife from Copenhagen and asked her to meet him at the Oslo Airport, then boarded another SAS plane for Norway. After a three-country hop, he arrived at the Oslo meeting just 15 minutes before the Toastmasters were scheduled to perform.

Now, what was that good excuse you had for missing last week's meeting?

Pedestrian traffic deaths and injuries have dropped in St. Louis, Mo., and Plus Factor Club 1229-8 (St. Louis) is receiving a share of the credit. Nine members of the club formed a voluntary speakers

bureau for the Mayor's Pedestrian Traffic Safety Campaign and received the grateful thanks of Traffic Commissioner Ellis C. Henry, Jr., who wrote the club, "It may not have appeared to you that yours was a vital part in our campaign for Pedestrian Safety. Let us assure you that such was not the case. The personal contacts which you and your members made were far more valuable than any radio or TV announcements or newspaper articles. The combination of concentration of material and ability of the speaker to answer questions was, I am sure, very effective in educating people as to the need for safe pedestrian habits."

Speaking on "The Canine Corps," Toastmaster John Leonard of Topeka (Kans.) Club 361-22, illustrated his talk with a demonstration by Topeka Patrolman Charles Bowman and "Rebel," a police dog. Following their appearance, Patrolman Bowman and Rebel returned to duty and promptly captured two burglars.

International President Herman E. Hoche has picked up two more imposing titles during his official travels. The Montgomery, Ala., Chamber of Commerce has named him a "True Rebel" and "Chief of Immigrations and Naturalizations for the Confederate States of America."

BOARD MEETING REPORT

THE THREE-DAY MEETING of the International Board of Directors at Miami Beach, Fla., March 15-17, 1962, required study and action on many matters submitted by the various committees of the Board. Among the items adopted by the Board were the following:

Approved the Constitution and Bylaws officially establishing the Territorial Council of the British Isles as Territory No. 1, formerly known as District 18.

Approved the issuance of duplicate credential and proxy forms for the Zone Conference business meeting and the Annual Business Meeting to any club upon the request of the club or at the request of the club's district governor.

Approved one Regional Conference for each Region in place of the two Zone Conferences now held. Change to be effective in 1963. Zone A will serve as host in even numbered years and Zone B in odd numbered years. The two elected directors from each Region, with the assistance of World Headquarters staff, will have complete responsibility for the conduct and program of each Regional Conference.

Approved the following convention locations for the years listed:

1966—Region II; 1967—Region VII, Toronto, Canada; 1968—Region VIII; 1969—Region VI. Specific convention cities and hotels to be designated by the Board at least three years in advance following survey and report by World Headquarters.

Approved the petition of the 20 Toastmasters clubs in Alaska to form a provisional district to be known as District 67-P.

Approved a change in the boundaries of District 48 to include all of the area within the State of Alabama, except Mobile and Baldwin counties which will remain in District 29.

Approved the appointment of Harry Harvey, manager, Membership Services Department, to the newly created position of executive assistant for administration.



JUST IN JEST

A motorist whose engine was knocking badly pulled to the curb in a Vermont village and accosted two pedestrians. "Is there a mechanic in this town?" he inquired.

"A-yup," one of the pedestrians replied.

"Well, what's his name?"

"Ephraim Harkins."

"Ephraim Harkins, eh? Where's his place of business?"

"116 Chestnut Street," his informant stated.

The native doing the talking directed him and the motorist drove off.

"Eph," said the other pedestrian, "why didn't you tell that feller that you're Ephraim Harkins?"

"Well, Cy," drawled Ephraim, "it's like this: he didn't ask me."



Even if you are on the right track, you will get run over if you just sit there.



A man accidentally swallowed a ping pong ball and was rushed into surgery for its removal. The patient insisted on having only a local anesthetic so he could watch the operation. He winced a little when the first incision was made, but he didn't actually feel it; nor did he feel the next cut nor the next. However, he did become a little alarmed at the number of incisions, as the surgeon cut here and there, in what seemed a rather random manner.

"Why do you have to cut in so many places?" he asked. "They don't seem to be consistent."

"Well, replied the surgeon, cutting away, "that's the way the ball bounces!"



Out of the mouths of babes come words we shouldn't have said in the first place.

A farmer was losing his temper trying to drive two mules into a field when the parson came by.

"You are just the man I want to see," said the farmer. "Tell me, how did Noah get these into the ark?"

—Quote



So far as we know, the metered parking space is the only successful application of the pay-now-go-later plan.



Wife to husband: "I'm sick of the whole thing. You won't work and all you do is mope around the house and bellyache all day. I'm getting a divorce."

Husband: "Oh, you don't really mean that. You're just trying to cheer me up."



Hobart: "So you met your wife at a dance. Wasn't that romantic?"

Horatio: "No, it wasn't. I thought she was home taking care of the kids."



Angry wife: "One of the ducks you were out shooting yesterday called and left her number."



Someone asked Mr. Einstein one day what kind of weapons would be used in the third world war. "Well," he answered, "I don't know. I don't know what they are developing, because things are progressing so rapidly, but I can tell you what they'll use in the fourth world war. They'll use rocks."

*J. William Fullbright,
United States Senator
from Arkansas*



Modern technology could have done a lot to ease the course of history. For instance, if Paul Revere had made his famous ride on a power mower, he could have roused the countryside without stopping to knock on doors.

—Changing Times

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 would like to correct a wrong impression received by Dr. Rolf Ehrmann of the Park Ridge TM Club 381-30 as a result of a comment made by Capt. John Pasch of Club 2154 in Wiesbaden, Germany, in the December '61 Letters to the Editor column.

Contrary to Dr. Ehrmann's impression, Club 2154 was an international club. We included in our membership three Germans and two Englishmen. During Capt. Pasch's term as president of the club (I was vice president for education at the time), he worked continuously and ardently to bring more German nationals into our club. Unfortunately, there were not a great many Germans who had the knowledge of English which they felt would be needed in order to be of benefit to or receive benefit from our club.

To ease Dr. Ehrmann, I must say that unfortunately one of Capt. Pasch's few shortcomings is that he is not a linguist.

Capt. Richard L. Verner
Washington, D. C.

I have just finished reading Dr. Ehrmann's letter to the Editor in the March 1962 Toastmaster and feel I should like to correct some misapprehensions he has about Wiesbaden Toastmasters Club 2154. My credentials for my statements are (1) in March 1956, together with two of my friends, I started Club 2154—we received our charter in June, and (2) during my membership from its inception until my departure from Germany in 1960 I served as its first president and later as educational vice president.

First I should like to point out that although the club was during that period primarily an American club, it was open to Germans and members of other nations. As

I recall, we had two German members and one Norwegian member while I was there. . . . Second, I should like to express the opinion that the Germans working for the U.S. forces in Wiesbaden had more than ample opportunity to learn of the Toastmasters club and the fact that they were welcome to membership through publicity in publications issued to both U.S. and German employees. . . . Third, Captain Pasch's spelling does not in any way indicate to me lack of contact between Yank and German. All the contacts in the world won't assure correct spelling. . . .

Joseph D. Golden
HQ Fifth AF, Box 242
APO 925, San Francisco, Calif.

At the time I was president of the Wiesbaden Toastmasters 2154 we had a cosmopolitan club. There were three German nationals in this club: Hans Wuttke, Karl Schaefer and Hank Wiener. Also, there were two Englishmen, one Irishman and one Norwegian, all nationals of these countries. We in 2154 did everything we could to interest English-speaking foreign nationals to join our club. . . .

Capt. John E. Pasch
Kincheloe AF Base, Mich.

During my nine years of Toastmasters, I've gained immeasurable benefit from reading the magazine, and I frequently dig into my magazine file to re-read some past issue for the wealth of material it contains.

Terry L. Clark
Pres., Club 142-39
Sacramento, Calif.

New Clubs

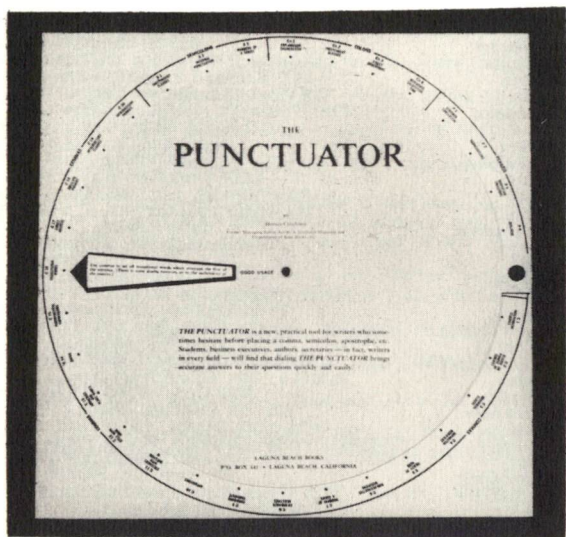
(As of April 15, 1962)

- 47-9 OROVILLE, Washington, *Oroville*, Thurs., 6:30 a.m., FAO's Cafe.
 690-32 FORT LEWIS, Washington, *Fort Lewis*, 2nd & 4th Thurs., 12 noon, Fort Lewis Officers' Open Mess.
 1613-U U.S.S. RANDOLPH, *Randolph*, Tues., 1 p.m., Crew's Lounge, U.S.S. Randolph (CVS-15).
 1757-25 DALLAS, Texas, *Meridian*, Mon., 11:45 a.m., Stoneleigh Hotel, 12927 Maple Avenue.
 1868-30 HINES, Illinois, *VA DPC*, 1st Wed., 11:30 a.m., Manager Conference Room, 3rd Wed., 4:45 p.m., B'Nai B'rith Room, Data Processing Center.
 2852-66p NORFOLK NAS Virginia, *Alpha*, 1st & 3rd Wed., 11 a.m., Enlisted Men's Club.
 2854-47 LAKE WALES, Florida, *Toastmasters Club of Greater Lake Wales*, Thurs., 6:30 p.m., Highlander Restaurant.
 2881-36 WASHINGTON, D. C., *NAEC*, 2nd & 4th Tues., 12 noon, Various meeting places.
 2890-U DUNEDIN, New Zealand, *Dunedin*, Thurs., 5:30 p.m., New Zealand Educational Institute Rooms, Moray Place.
 2966-29 LULING, Louisiana, *St. Charles*, alt. Mon., 7 p.m., Captain's Table, Highway 90 between Boutte & Paradis.
 2992-37 HIGH POINT, North Carolina, *Five-Ten*, alt. Tues., 7 p.m., Assembly Room, Duke Power Company.
 3161-11 SOUTH BEND, Indiana, *Cities Service Oil*, 1st & 3rd Mon., 5:30 p.m., Hertel's Dining Room, 1905 Miami.
 3152-20 BOTTINEAU, North Dakota, *Peace Garden*, 1st & 3rd Wed., 6:15 p.m., Stone Hotel, Flame Room, 501 Main.
 3191-67p KENAI-SOLDOTNA, Alaska, *KAKNU*, 2nd & 4th Fri., 7 p.m., Riverside House, Soldotna.
 3423-66p NORFOLK, NAS, Virginia, *Gamma*, 2nd & 4th Tues., 11 a.m., Aerodrome Club.
 3424-66p NORFOLK, Virginia, *NAS Beta*, 2nd & 4th Wed., 11 a.m., Aerodrome Club.
 3437-35 MILWAUKEE, Wisconsin, *Cutler-Hammer*, 2nd & 4th Mon., 6 p.m., Westward Ho Restaurant.
 3439-56 CORPUS CHRISTI, Texas, *ARADMAC*, alt. Thurs., 6 p.m., Chung Mei Restaurant.
 3449-TCBI LIVERPOOL, Lancashire, England, *Liverpool*, 2nd & 4th Thurs., 7:30 p.m., The Mayflower Club, 6-10, Fazakerley St.
 3450-TCBI STOCKPORT, Cheshire, England, *Stockport*, Mon. & Wed., alt., 8 p.m., The White Lion Hotel.
 3451-17 GLASGOW AFB, Montana, *Tumbleweed*, Mon., 6:30 p.m., Bob's Place, North of Glasgow on Highway 247.
 3452-46 NEW BRUNSWICK, New Jersey, *Speakeasy*, 1st & 3rd Tues., 6 p.m., Sally Steak House, Highland Park.
 3453-40 TROY, Ohio, *Troy*, Biweekly Mon., 6:30 p.m., Troy Public Library.
 3455-TCBI IPSWICH, Suffolk, England, *Gippeswyk*, 2nd & 4th Thurs., 8 p.m., Golf Hotel, Foxhall Road.
 3456-40 CINCINNATI, Ohio, *Northside K. of C.*, 2nd & 4th Thurs., 6:30 p.m., Sanker Bowling Lanes, Mt. Healthy.
 3457-TCBI STRABANE, County Tyrone, Northern Ireland, *Strabane*, 2nd & 4th Tues., 8 p.m., Windmill Cafe, Main Street.
 3458-TCBI KELSO, Roxburghshire, Scotland, *TEVIOTMOUTH*, Thurs., 7:30 p.m., Ednam House Hotel.
 3459-65p ROCHESTER, New York, *Midtown*, alt. Tues., 6 p.m., Chalet Restaurant.
 3461-40 CINCINNATI, Ohio, *Bell*, Tues., 7 p.m., Netherland Hilton Hotel.
 3462-40 LOGAN, Ohio, *Logan*, 2nd & 4th Wed., 6:30 p.m., Brandt's Restaurant.
 3463-14 MOODY AFB, Georgia, *Moody*, 1st & 3rd Thurs., 7:30 p.m., Ashley Oaks Restaurant, Valdosta.
 3464-23 ARTESIA, New Mexico, *Artesia*, Tues., 7 p.m., Mac's Artesian Room.
 3465-36 BALTIMORE, Maryland, *Monumental City*, 1st & 3rd Mon., 6 p.m., Sam Lampes Colonial House, 5205 Belair Road.
 3466-23 EL PASO, Texas, *Tri-State*, 2nd & last Wed., 6 p.m., Ramada Inn.
 3468-TCBI BOURNEMOUTH, Hants, England, *Bournemouth*, alt. Tues. & Wed., 7:45 p.m., Cliff Hotel.
 3472-TCBI BRADFORD, Yorkshire, England, *Bradford*, Wed., 7:30 p.m., Queen's Hotel, Bridge Street.
 3474-10 RAVENNA, Ohio, *Portage*, Thurs., 6:15 p.m., Vale Edge, Inc., 247 S. Chestnut.

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