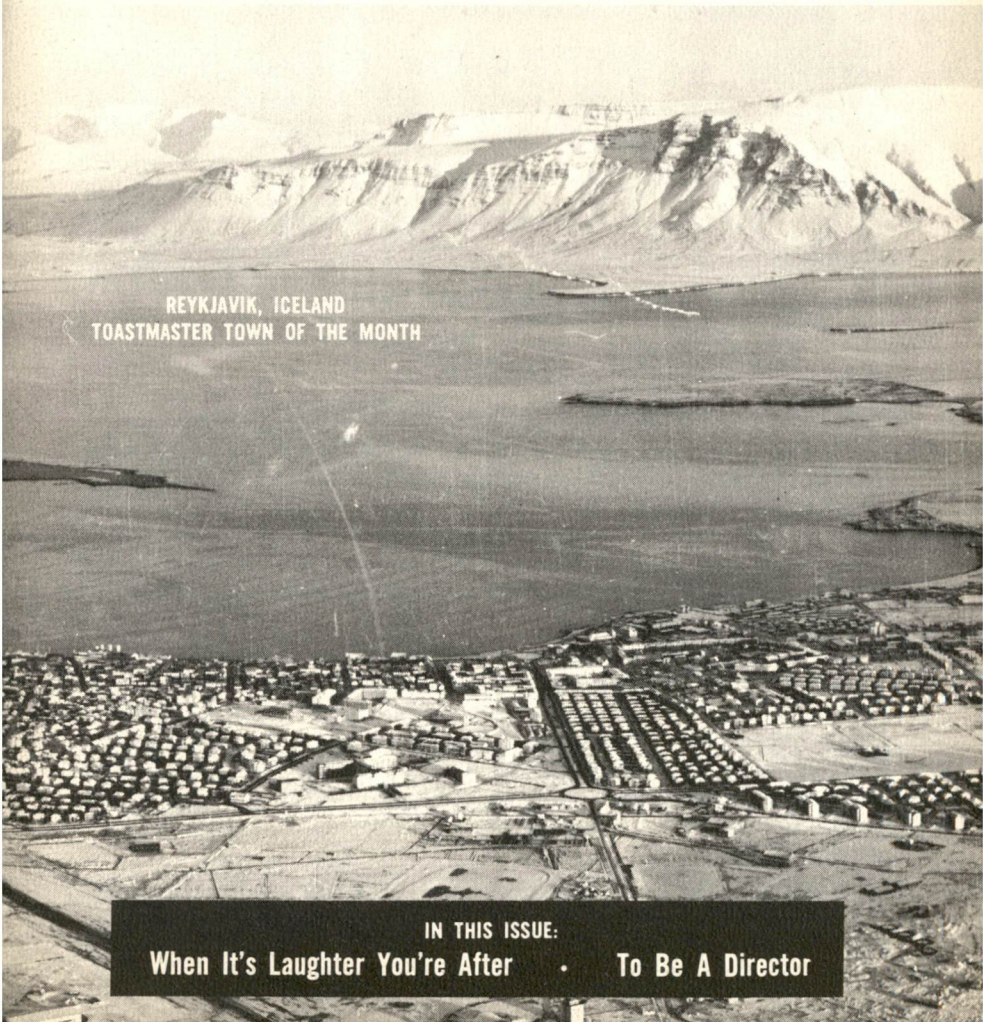




JANUARY, 1963

# THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



REYKJAVIK, ICELAND  
TOASTMASTER TOWN OF THE MONTH

IN THIS ISSUE:  
When It's Laughter You're After • To Be A Director

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. . . a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than three-quarter million men through its program of self-expression and self-improvement. There are now more than 3,500 clubs in every state of the Union, every province of Canada and in 43 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 executive abilities. In congenial fellowship, ambitious men help each other through 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 World Headquarters.

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For Better Listening—Thinking—Speaking

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# When it's Laughter

By STEWART HARREL  
Professor Journalism,  
University of Oklahoma

ON A ONE-NIGHT STAND in Flint, Michigan, Victor Borge was not daunted by the fact that the house was less than half filled.

Looking at the slim audience, he said, "Flint must be an extremely wealthy town. I see that each of you bought two or three seats."

Everyone chuckled. The noted entertainer had broken the ice. In one brief phrase he had won his audience. With real professional know-how, he had adapted a humorous remark to a local situation.

Borge knew this fact: *get a laugh and you've got an audience.*

How can you gear your humor to a specific audience? What determines audience response? Can you be sure that it will click? Will your humor gain audience acceptance? What can you learn by watching the experts? How can you find a style of presentation which fits your personality?

# You're After

These are puzzling questions — important questions — to every speaker who would like to harness the power of humor to gain audience approval.

You may ask, "Is there a fixed approach?" Not at all. Nor can ten easy "do-it-yourself" lessons in effective humorous speaking be outlined. Too many factors are involved: the emotional climate of the meeting, attitudes, feelings, competence of the speaker, humorous values and other factors.

What have over 3,000 engagements taught me? First of all, your listeners react to humor in terms of their conditioning — how they got that way. This is why you won't use the same joke at a convention of retired rural mail carriers and at the summer picnic of the New York Society of Orthodontists.

Something else: humor comes in many varieties. Groucho Marx, a superb creative funnyman, in emphasizing the many types of

humor, says, "Some are derisive, some sympathetic, some merely whimsical; that is what makes comedy so much harder to create than serious drama, for people laugh in many ways, but they cry in only one."

"In preparing a humorous speech," a veteran of the Chautauqua circuit told me, "you must start with your audience. And this goes beyond knowing the average age of your listeners and a history of the group. You must know group loyalties, group interests — just what it is that cements the group together. When you know that you can be selective and choose humorous material which is geared to that particular audience. But audience analysis always pays off."

Paste this in your speaker's notebook: What will amuse your listeners hinges on the fact that they differ so much in what they will take and will not take playfully. Max Eastman in his "Enjoyment of Laughter" says that



every joke "is composed of unpleasant experiences playfully enjoyed, combined in various orders, degrees, and proportions with pleasant experiences." Your listeners must experience a playfulness as they laugh. They won't laugh at the most amusing joke in the world if they're not "in the mood." In planning your humor always remember this: a joke is a process, not a thing.

If you've analyzed the techniques of famous fun makers you've discovered that each has a unique style. Bob Hope is a master in using topical humor—humor based on today's headlines and events. Sam Levenson can bring chuckles from any audience with his accent on personal experiences—experiences which are intimately understood by his listeners. Groucho Marx relies to a great extent on the humorous insult.

How about your style? Perhaps you parroted some Bob Newhart material and found it fell flat with your audience. Chances are that, as good as it is for the "button down mind" of Newhart, it isn't adapted to your personality and delivery.

How can you develop a style? First of all, experiment with different types of material. Try stand up jokes. Insert a dialect story or two. Watch audience response. Joey Bishop says that the main thing is "to project." As you gradually find the type of

presentation which seems to click with your personality then strengthen it.

Now that you have found a style geared to your personality, the job really begins. You must work to improve it. Above all, you must strive to give your presentation polish and finesse. You'll knock yourself out to improve your timing. You might think that a joke in the hands of any top speaker would stand or fall largely on its own merits, but such is not the case. A split-second delay, a word rushed here or there, can make a joke misfire. Watch Jack Benny and you'll see that he knows what is the best possible moment to speak, and what is the most advantageous time to remain silent. He has no peer as a master of timing in humor.

Next time you see Milton Berle on television notice his tremendous amount of energy. Oh yes, he is a ham. He will do anything for a laugh. But part of his talent is his energy. As Steve Allen says, "Milton is friendly, outgoing and generous." What can we learn from him? Just this: you must be alert, animated, creative and energetic to get your material across.

As a humorous speaker, you must be ready for occasions when you give your best (and your funniest) but the audience simply does not respond. One night after a banquet engage-

ment in Denver a dear old lady came up and gushed, "The jokes are familiar but I can't place the face." So you'll learn to recover from the shock of not getting laughs when laughs were expected.

How can you know what will amuse an audience? Will they chuckle at the preposterous? The surprise? The ludicrous? The absurd? The more you search for the secrets of laughter, the more puzzled you may become. For every rule explaining the psychology of laughter there are countless exceptions. But remember that you have company, for no two humorists have the same ideas on the ingredients of a comic situation.

As you see, humor is delicate, elusive, difficult to pin down. But keep on studying and experimenting with humor. Analyze the different types. Be alert to funny things in life. Then

*Stewart Harral is director of Public Relations Studies and Professor of Journalism at the University of Oklahoma. This article is adapted from his new book, "When It's Laughter You're After — The Art of Humorous Speaking," published by the University of Oklahoma Press, Norman (Price, \$4.95). Professor Harral, who has written 12 books, lectures frequently on "What's Funny and Why" at conventions, workshops, in universities and other associations. Always on the go, he has criss-crossed the U.S. and Canada, bringing merriment to all size groups from national conventions to village civic associations. A former President of the American College Public Relations Association, he has been characterized as "a wizard in the art of combining fun and philosophy."*

you can develop a sense of humor—the ability to see the funny side of things and use them in convulsing audiences.

Now quickly, let's run the reel backwards and take a second look: (1) Remember that your listeners will react in terms of their conditioning, (2) Only through audience analysis can you gear humor to the specific group, (3) Audience reaction is determined by its mood, (4) Experiment with different styles of presentation until you find the one which is most effective, (5) Work hard to give your presentation a professional polish, (6) Keep improving your sense of timing, (7) Give your best in each performance, (8) Learn to recover quickly when your jokes fall flat, and (9) Through study and experimentation strengthen your sense of humor and the waves of laughter from your audience will show it! ✓





*The president of TMI tells what it takes . . .*

# To Be A DIRECTOR

By **FRANK I. SPANGLER**

SO YOU WANT to become a member of the Board of Directors of TMI? Fine. Nothing could be more simple. Easy as falling off a log.

First, of course, you join a Toastmasters club. Oh, you already belong to a club? Then you become interested in your club's welfare. You take on committee assignments; you work hard and do a good job. Your fellow members recognize your work and elect you to office—sergeant-at-arms, secretary, or treasurer.

You continue to apply yourself, to use imagination and initiative, to develop a sense of responsibility. You find yourself elected successively administrative and educational vice president, and eventually president of your club. You've done all this while completing Basic Training and becoming active in outside

affairs—in your community, your church.

Now this, you must realize, has taken most of your time and energy for about five years. And during those years, things have undoubtedly happened to you: you've discovered new responsibilities and challenges in your work, and I wouldn't be surprised to learn that your bosses have recognized you as a comer and you've had a promotion or two.

Still want to be a director? There's more to come. As educational vice president and president you have attended area meetings. You've been a member of the district council. You are discovering that there's more to Toastmasters International than just your club. The area and district are doing many things to improve the clubs, working with the club officers, helping club

members to help themselves. You're not consciously seeking a job, but you become interested in this challenge, this feeling of usefulness. Almost subconsciously you become a part of it. And then the job seeks you.

So your next six years in Toastmasters are spent as assistant area governor, area governor, district educational director, lieutenant governor (twice) and finally district governor.

Throughout the years you have been active in your club. You've taken your regular assignments on the program, done committee work, perhaps helped to shore up weak activities. Community affairs have been taking up a lot of your time, too; organizations are looking for men who can communicate. And you've made significant progress in your own work.

Now you've served your apprenticeship; you're ready to become a director of Toastmasters International. During the years you've attended many area meetings and speech contests; you've been a contestant more than once. You've been a part of 15 or more district conferences, a program participant in many, general chairman of one, at least, maybe more. Six or seven zone conferences are behind you; you participated in at least four and headed the planning of one. You've attended at least four International conventions and have

been a program participant. You have contributed to *The Toastmaster* magazine—articles or club and district news items, or both. You're half way through Beyond Basic Training.

At this point you decide to run for director. There is strong competition; you must put on an all-out campaign. You are fortunate; you receive the nomination at your zone conference and at the convention you receive a plurality of votes. You've made it. You're a director. You're *in*.

What's it like to be a director? Well, you wear a white jacket and sit at the head table at the President's Banquet. But that is not all there is to it, as you discover at your first board meeting. This is a job of *work*.

As the first meeting is called to order by the president, and the invocation given by one of the members, suddenly there comes to you a realization of the great responsibilities of this governing body of Toastmasters. You are a member of the policy-making body of an organization of over 3,500 clubs, 80,000 members, with an annual budget in excess of a half million dollars. Suddenly you feel very humble.

The president appoints and the Board approves the members of the standing committees: Educational; Organization, Planning and Administrative; Conferences, Conventions and Meetings; District and Club Operations;

Public Relations; Presidential Travel. You find yourself a member of one or more of these committees, though not of the executive committee, which consists of the officers, the past president and the executive director, or of the nominating committee, composed of past International presidents. As a committee member you're given one or more assignments to work on before the next Board meeting in November. Between August and November you receive—and send—many communications to and from your committee chairman and fellow members. Much constructive thinking has been done by the time the Board meets again.

November finds you at World Headquarters at Santa Ana. It's good to see each other again. The executive committee arrived before you and has been hard at work, late into the night. After you arrive you take a few minutes to visit with members of the World Headquarters staff, many of them old friends from International convention meetings. But you soon get down to work with your committee in a shirt-sleeves session. Problems are thrashed out, compromises accepted, proposals hammered out for Board consideration. No chance to get by with a poorly-thought-out plan—it will be thrown straight back for further study.

The next day brings a full dress meeting of the Board, from 9 a.m. to about 4:30 p.m. A strict agenda is followed; new policies are proposed, old policies revised, rules are formulated for more efficient operation.

There's another Board meeting in the spring, just as work-packed. You prepare for your participation in the zone conferences. And you realize all over again that in Toastmasters, we never stop learning.

Then comes the International convention. You're not running for office this time, for your director term runs for two years; but you are busier than ever with Board activities. There are new faces on the Board; eight new directors have been elected. Perhaps you are selected as a committee chairman—more hard work, inspiring and encouraging your committee toward the greatest possible achievement.

Then comes the regular Fall meeting, and another in Spring, until your second convention rolls around and your term is over. You have worked with a wonderful group of men. It has been a wonderful two years.

By now you've spent 13 or more years in Toastmasters. And whether you aspire to higher office or not, whether you win or lose, you conclude that you have had the most rewarding experience of your life. You will never be quite the same man again. ✓

## Sometimes I'm A Brick Wall

By LENORE WEED

**M**OST OF THE TIME I'm a human being. People speak to me with warmth and sincerity. They use nice everyday words I can understand, and express themselves with definite emotions common to most of the human race.

They treat me as if I, too, were capable of catching cold, losing my gloves, or going on a diet (*... tomorrow, for sure!*), just as they do.

When Mrs. Jones leans over the back fence and moans over her sister's spoiled brats, one can't miss the agony she suffers each time the little darlings approach her new coffee table with a carving knife. The emotion really comes through. Every time.

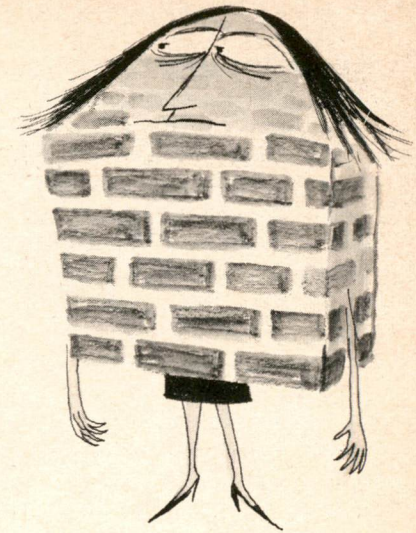
When Mr. Beetlebrow next door hints my dog's been spend-

ing too much time digging in his roses, I understand *that* too. As a matter of fact, I could probably understand it from a distance of three city blocks. Sometimes the adjectives aren't familiar, but the tone is unmistakable.

And I can even understand the grunts that originate behind my husband's morning newspaper and reach me in barely audible fragments.

I feel human. But I sometimes feel considerably less when The Man at the Podium gets through with me.

This speaker addresses us as "Ladies and Gentlemen," then talks to us as if we were knives and forks. His concentrated stare is focused first on the east wall, then on the west wall. If he notices me at all, I'm the south wall



— a concrete partition against which he bounces his stiff, rigid words. He doesn't talk *to* me; he talks *at* me.

Sometimes he's a Mechanical Man — lecturing from the Lofty Heights of Mount Rushmore, dishing out tidbits carefully selected from the depths of the deep freeze.

Often he is Mr. Monotone. "I love-you-darling" and "Run-for-your-lives-the-roof's-caving in" are scooped from the same freezing compartment and served with an alarming lack of enthusiasm. At any minute another voice will break in announcing: "Ladies and Gentlemen ... This is a recording..."

Artificial smiles are frigid and brittle, designed to correspond *exactly* to the script. Gestures are doled out at intervals, but too often they don't seem to be synchronized with the sound track. Nothing is spontaneous or unrehearsed. Though the speaker may later claim his speech was "prepared on the spur of the moment," we don't believe it. We think it was canned and kept in cold storage for the past month.

At first we imagine we're being addressed by a robot whose immaculate appearance hides an iron constitution composed of nuts, bolts, and small intricate parts. His words, certainly, seem

to rise from the depths of a metallic soul and echo lifelessly through a room full of nodding heads.

But wait! This fellow isn't what he seems at all! He *does* have feelings! If the truth were known, he's a quivering mass of anxiety, scared to death he's going to goof. Deep within his very human heart he's bound and determined to get his words out in the right order if it *kills* him!

But in a frantic effort to be "good," he's stumbled on the *exact* formula for being dull and delivering a poor speech.

Hey, Mister! Loosen up and thaw out! You're among *friends*. Quit treating us like enemies preparing to launch our initial attack!

Gee, we didn't get all dressed up in these uncomfortable clothes just to come down here and *destroy* you! We're all *for* you. We'll even *suffer* with you if you get in trouble. But *please*, stop treating us like nails in the woodwork with iron heads all lined up to witness the private recitation of something you've tried committing to memory.

Look at me, Mister. I'm *me*. Alive. Breathing. Lazy on Sundays and worried to death over my income tax. Speak to me as if I were something besides a brick wall.



*Forget* you're being recorded on an evaluation sheet! Get a little enthusiasm in your words and even the judges will overlook your split infinitives and dangling participles. We aren't inhuman monsters expecting perfection. We don't even *want* perfection. It's too dull!

Talk *to* us as if we were real flesh and blood *people*. You didn't have a bit of trouble an hour ago over martinis when you told me about the scholarship your son won. Now you're describing Higher Education like some vague thing not yet introduced in this country.

Why? Is it because you're nervous? Oddly, we're the same people we were an hour ago.

Talk the way you *feel* about your subject. If it fits your mood, *shout!* You're bound to be a lot more popular if your enthusiasm extends to stamping your foot and waving your tie than by remaining calm and well-poised before a peacefully sleeping audience. Enthusiasm's contagious, you know.

If you're Mr. Monotone, you'll put us to sleep no matter *what* you're talking about, but light a fire under that approach and you can get us excited about your Aunt Minnie's latest operation. Look what Hitler accomplished with his hair in his eyes and an objectionable subject.

Our top speakers are the fellows who make us laugh and

make us cry. They tug at our emotions and take us out of the Brick Wall class by putting *themselves* into their speeches.

We're mad about Mr. Blood-and-Thunder who makes the walls vibrate. That's his natural personality. We adore Mr. Soft-Spoken who quiets our souls without putting us to sleep. And we loved Mr. Clown who must surely hold the limelight wherever he goes. But Mr. Wooden Indian? He was very Ho-Hum. We didn't like him at all.

When these Old Pros are whipped with enthusiasm, they speak rapidly. Not because their notes remind them to put on a rush act, but because they feel that way.

They speak slowly to emphasize importance and give clarity to their ideas. They pause for drama. (But, fellahs, a "pause" doesn't mean just hesitating on cue. Don't tell us you're dead... (pause)... certain you'll get that five million dollar account. You may experience some unexpected developments in the audience before you get past that fatal hesitation!)

Sometimes we think our speakers are too "evaluation-sheet minded." Of course, we don't advocate throwing out the stationery because evaluation sheets are fine for maintaining a visual record, but too often evaluators stress "gestures" and "eye contact" to the extent that Mr. Aver-

age Speaker is overly conscious of these details and *acts out* the requirements at the expense of warmth and sincerity.

We don't need notes to know when we're bored to death or why. Yet, our un-tallied opinions nearly always correspond to the scientific decisions of the Judges. (Well, maybe judges just use evaluation sheets to gauge the degree to which Mr. Speaker is alive.)

Our favorites seem to be the men who couldn't care less. Often they pull grammatical boo-boos, mispronounce words, forget names, wander off on side tangents and make every imaginable "mistake." Yet they win contests.

Why? Because they sound good. They're smooth and relaxed and relatively unconcerned over "scores." They just seem to enjoy talking and they like people listening to them.

Maybe Mr. Top Speaker has perfect phrasing and maybe not. We never notice. Not really. We're too wrapped up in his ideas to worry about minor details.

So, Mister, get some expression and life into your delivery.

Be natural. Stop trying to act out "the rules" of a good speaker. The average business man isn't noted for his acting ability, anyway. What makes you imagine you can *pretend* something you don't really feel?

The best speakers don't sound much different at the lectern than they do in the cocktail lounge.

Quit knocking yourself out with a letter-perfect recitation of cold facts, Mr. Speaker. Never mind the "Sunday-go-to-meetin'" vocabulary or showing us how smart you are with ten cylinder words we don't even understand. Stick to simple language and get a little warmth into your subject.

Okay, so you goof. So what? That doesn't prove you're a poor speaker; it proves you're a human being, a guy who misses trains, trembles over dental appointments, and quarrels with his in-laws. The way we do!

Because, you see, whether you realize it or not, we aren't brick walls at all! We're *people*. ✓

*Lenore Weed is the wife of Harold A. Weed, past governor of Area D, District 2, and past president of Federal Toastmasters 832-2 of Seattle, Washington.*

*The aim of a true philosophy must lie, not in futile efforts towards the complete accommodation of man to the circumstances in which he chances to find himself, but in the maintenance of a kind of candid discontent, in the face of the very highest achievement.*

— WALTER PATER



## Preparing the Speech

By CLIFFORD G. MASSOTH

**T**HE BEST ADVICE on the preparation and delivery of a speech ever given to me was by the man who founded Toastmasters. Fifteen years ago it was my good fortune to appear in the finals of the International speech contest at the Annual Convention. Those of you who have gone far in speech competition know the moments leading up to the contest are tense ones. That evening I was nervously walking up and down the sidewalk outside the auditorium when I felt a hand on my elbow.

It was Dr. Smedley. He fell into step beside me.

"You're worried that you may not win in there, aren't you?" he said.

I admitted it.

"Clifford," he said, "if you will tell them what is in your heart, you can't lose. Even if the judges pick someone else for first place, you still will be the winner, because you will have told a group of people something you sincerely believe."

Dr. Smedley's words had a comforting effect. My tension



left me. I went inside and made the best talk I could. The perfect ending to this story would be that I won the contest. I didn't, but at least I went down swinging, and I was not unhappy.

That is the heart of my advice on how to prepare a talk—*try to say what you really believe*. Be sincere. But being sincere doesn't mean just sincerely wanting to win. Sincerity does not mean pounding the table, shouting or waving the arms, making ferocious statements. Sincerity means speaking the truth, as you see it, saying something meaningful, something significant.

Now we all know that good people can sometimes be dull people, and unfortunately sincere speeches may sometimes be dull speeches. To be effective a speech must be interesting. As an industrial editor I often have been told an article ought to be run in the company magazine because the subject was important. On occasion, my answer has been—the subject may be important, but it happens the article is dry as dust, and it would be a waste of good space to run it. The same goes for many a sincere speech.

The first place to start creating interest is in the gathering of facts. That is the very least a speaker can do—be sure of his facts. There is simply no excuse for lack of facts. The library,

trade journals, daily papers, the weekly and monthly magazines, the encyclopedia, technical journals, government pamphlets—the sources of information are almost endless. A very helpful practice is that of filing clippings on some subject of particular interest. To be able to reach into a drawer and bring out a file on a specific subject containing articles that impressed you at the time you read them—that is a wonderful way to start your preparation. For a man who has to give a speech, it is a blessed help to have such a file.

Facts are the necessary foundation for an interesting talk, but they may not be sufficient by themselves. They must be delivered by a man who speaks with a clear mind and from a full heart. As nearly as possible, those facts should be illustrated by stories or incidents from personal experience. Interest in what a man says is enhanced when he uses language full of vigor, language that sparkles with definite, exact words, expressive metaphors. A good speech will usually contain a memorable phrase or two that the listener will remember and carry away—the kind of phrase that will help him to remember your main point. The president of our railroad made headlines in Memphis recently when he said in a speech, "This city is the belt buckle of our system."

Easier said than done, you may say. Be sincere—collect good information—wrap up your speech in lively language and speak from a full heart. You're asking a lot.

You bet I am. I believe a speaker has an obligation to his audience. If I am the listener, I want to be sure I am not wasting my time. All up and down the country audiences are being trapped into listening to some important man making an unimportant speech. We Toastmasters must not be guilty of that crime.

One of Ralph Smedley's great ideas was to teach men to make good short speeches. The heart of good speaking is the ability to say something significant in a few words. But there are times when we all have to make a talk somewhat longer than five to seven minutes. That is the time to remember that a 20-minute speech is not merely a five minute talk, dragged out.

If a man cannot make a good five to seven minute talk, think how much poorer his 20 minute

talk will be. What one must do for a longer talk is more of the same of what he must do for a shorter talk—gather even more facts, prepare even more carefully.

I confess I really have not told you how to prepare a good talk. The fact of the matter is, you have to start a long time before you need that talk. You have to read books and fall in love with bits of poetry and noble thoughts. You have to meet people and listen to them, really listen. You have to believe deeply in something—a principle, an institution, an idea. To make an interesting talk, you have to be an interesting person.

Frankly, I have never been too impressed with formulas for preparing or giving a good speech. However, if you have succeeded in preparing a good one, I have a bit of advice on how to give it. As John Leitchild said years ago, "*Begin low; speak slow; take fire, rise higher; When most impressed, be self-possessed; At the end, wax warm, then sit down in a storm!*"



Clifford G. Massoth is public relations officer, Illinois Central Railroad, Chicago, Ill. He started his career with the ICR in 1936, and has been editor of the Illinois Central Magazine. A Toastmaster since 1943, he was a founding member of Central Toastmasters 96-30. Parts of this article were originally given as a speech before one of the educational sessions of TMI convention at the Twin Cities of Minneapolis and St. Paul, 1962.

# PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

## Get More Members

That is always the cry, at least in most Toastmasters clubs.

But why? Why do we need or wish to get more members?

The answer is simple. You know it without being told, but I shall tell you anyway. We need more members, unless our club is filled to the limit, because we need the interest and variety and inspiration of dealing with an adequate group, both as audience and evaluators, as entertainers or informers. The Toastmasters club is truly a club, and a club cannot exist without members.

But beyond that, we need or want more members because so many men need the advantage of our training. Perhaps they do not fully realize their need, but we realize it for them, and we want to share the benefits with them.

## How Shall We Get Them?

There are various methods of bringing in new members.

The best, really fundamental method, is to make your club so good, so interesting, so effectively carried on, that the members will be inspired to tell others about it and bring them as guests. If the club meeting is good, full of information, in-

spiration, friendship; handled in an efficient manner, with opportunities on every hand for self-improvement, the visitor will wish to become a member, and you will not have to "sell" him on it.

Then there is the "Speechcraft" method, and right now is the time of year for your club to put on the Speechcraft course. With judicious advertising, personal invitations and general publicity, almost any Toastmasters club can attract a full house of students to learn as much as possible from the Speechcraft studies, and many of these will wish to come in as members. Frequently it is necessary to organize a new club to take care of the Speechcraft recruits.

Of course there is always the membership campaign, which some groups like to use. This may be useful, but in my opinion, the same amount of energy put into a steady effort to build the club's effectiveness as an educational agency should produce far greater results.

But good publicity, constantly carried on, is a necessity in every case. Newspaper reports of meetings in which timely issues were discussed usually attract the attention of editors.

Many clubs are using the "Display Counter Card," placing it in banks, barbershops, libraries and other places where it will be seen. Turn to the back cover of this magazine and read about it in detail. Experience has shown that it is a true membership-getter. If your club is good enough to repay visitors for the time spent in attendance, try this excellent plan of advertising it.

## The Five Member Challenge

I am glad to report that many of our clubs have taken up the challenge to build their membership by at least five, and to do it soon. A number of them have already told me, "We have done it!" I am proud of them, and am glad to tell you that my own club was one of the early achievers in this project. I am sure that hundreds of clubs are working on it, and I hope they will not fail to let me know of their success.

Getting and holding members is an old story, often told but always to be repeated. I find myself constantly repeating what I have been saying for years. It reminds me of an old story I have frequently used, and which fits our case exactly.

There was a new preacher assigned to the village church. The congregation listened intently as he preached his first sermon. It was good! Next Sunday they listened with eagerness for his next sermon, but he took the

same text and preached the same sermon they had heard the first day.

The members of the congregation talked about it, but excused him on the grounds that he must be absent-minded. But when he repeated it the third Sunday, they were stirred up. A committee of deacons went to talk with the dominie. "Parson," they said, "that's a good sermon, but it gets monotonous. Don't you have any other besides that one?"

"Sure, I have lots of them," said the preacher, "but you folks haven't begun to use this one yet. When you start using it, I'll give you the next one."

That is my trouble. I have been telling you for years that the way to build a strong club and keep it strong is to present planned, purposeful programs, so worth while and full of interest that men will be unwilling to miss a meeting. You admit the truth of this, yet a vast number of you fail to put the advice into use.

For that reason, you will have to expect me to keep harping on the same old string—giving the same advice, until you get down to business and demonstrate, in your own clubs, either that I am wrong or that I am right. Then I shall count myself at liberty to go on to the next sermon.

*Note: I advise my readers to pick up the November issue of The Toastmaster and re-read the article by Erwin Hertz, on page 12.*

## REYKJAVIK, ICELAND—

# Toastmaster Town of the Month



ICELAND HAS BEEN CALLED “the land of frost and fire.” Its most northerly point touches the rim of the Arctic Circle, yet the climate of its habitable areas is similar to that of the American Midwest. The island is about the size of Kentucky, has a population of 180,000 people and a history dating from A.D. 874.

Reykjavik (pronounced *Raykyaveek*) is the capital of Iceland, and the northernmost capital city in the world. Thoroughly modern, it is the center of the country's important cod-fishing industry. The city is almost entirely heated by hot water springs, which abound throughout Iceland. It has its own legitimate theater, symphony orchestra, and a museum whose founding dates from the dark ages.

There is no illiteracy in Iceland, and over 60 per cent of the people speak English. One of the two state-owned co-educational high schools is in Reykjavik, as is the University of Iceland, founded in 1911. Various research and experimental stations work in cooperation with the university, and the university library is exceeded in size only by the national library of over 186,000 printed books and 10,000 manuscripts.

In summer the southland area of Iceland is unsurpassed in beauty, and several crops of hay are harvested during the intensive growing season. The many rivers and streams provide a water power potential of at least 25 horse-power for every man, woman and child in the country.

Vulcan Toastmasters Club 1768-U, located at Keflavik Air Base, a short distance from Reykjavik, was chartered in October, 1960. Approximately 40 per cent of the members are Icelandic, and these are rated as the finest grammarians in the club, even though English may be their second, third or even fourth language. Icelander Bogi Thorsteinsson was the winner of the 1962 speech contest.

Other members of the club are English-speaking civilians and military personnel of the base. Since the tour of duty for members of the U.S. Defense Force rarely exceeds a year, membership turnover is inevitable. The club meets this situation by holding an eight-week Speechcraft course in August, by strengthening their club programs and by holding novel special meetings which attract many guests. We're happy to report that through such active programming, the club is flourishing.



### Piscatorial Meeting

Tom Paine Toastmasters 1025-38 of Philadelphia, Pa., held a meeting at sea—20 miles out, to be exact—when the club gathered for its annual Toastmasters fishing trip off Wildwood, N.J. The meeting was called to order promptly at 7 a.m., and after an hour and a half of table topics, speeches and evaluations, adjourned because of the insistence of the fish, at 8:30 a.m. Naturally both table topics and speeches were fishy; some of the speeches only a fisherman of good standing would be permitted to tell, according to the reports.

Apparently Toastmasters training works in many areas, for the group talked 50 of the biggest fish right into their boat, while other boats around were coming in empty handed.

**Tom Paine Club 1025-38  
Philadelphia, Pa.**

★ ★ ★

### Club Charters Within Federation

Guest speaker at the recent charter party of Brotherhood Toastmasters Club 2814-50 was Dr. Ralph C. Smedley, founder of Toastmasters.

The new club was organized by the Brotherhood of Temple Israel of Hollywood, with the help of Stuart Hillman and Paul Schwartz, past and present governors of Area 2, District 50. Among the more than 160 people present were officers of the National

Federation of Temple Brotherhoods and visitors from local Temples, who were interested in the formation of clubs within other Temples affiliated with the NFB throughout the nation. Club 2814 is the first Toastmasters club to be formed within the Federation.

Club 2814 has a roster of 30 active members (the maximum) and has a long waiting list. Membership is made up of business and professional men.

**Brotherhood Club 2814-50  
Hollywood, Calif.**

★ ★ ★

### Attention-Getter

The Industrial Management Club 1733-25 of Dallas, Texas, publishes a very fine club bulletin. The name of the bulletin is “Burnt Toast.”

At the recent officer installation of the club, the floral centerpiece at the head table provided a conversation piece unequalled in club history. It consisted of a lovely arrangement of fall flowers, interspersed with ten or 12 slices of burned toast.

The centerpiece was conceived and arranged by Mrs. Gerald Hunt, wife of the club's incoming secretary-treasurer.

**Industrial Management Club  
1733-25  
Dallas, Texas**

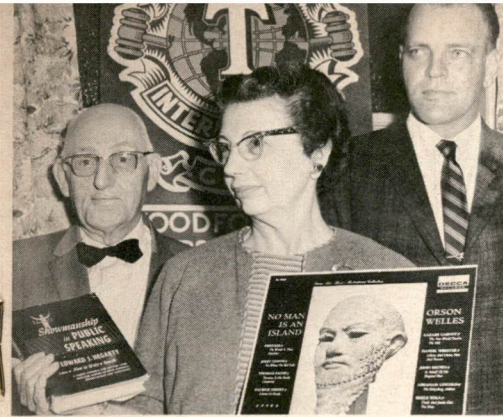


"We were almost speechless," reported members of Foxboro (Mass.) Club 1315-31 when glamorous screen star Zsa Zsa Gabor was guest at a recent meeting. Left to right: Treas. William Winnewisser, Pres. Leo Gallagher, Miss Gabor, and Ass't. Area Gov. James Hennessey.

Waukesha (Wis.) Club 1173-35 told the town all about it when they held "Frank Spangler Night" honoring TMI's president. Illuminated sign on marquee of Avalon Hotel proclaimed the presence of the distinguished guest.



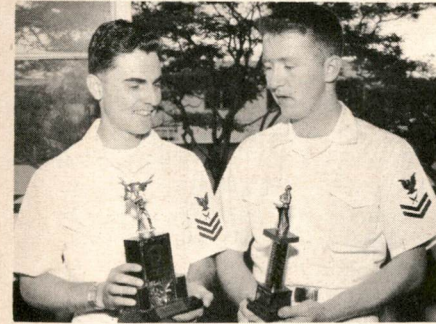
Int. Dir. Dr. Milton C. Adams (far right) poses with newly elected officers of Thursday Night Club 1875-44 (Amarillo, Texas) after performing as featured speaker at the club's officer installation dinner. Left to right: Sergeant-at-Arms David Culver, Treasurer Harry Neel, Secretary Ray Foster, 2nd Vice President Ken Duncan, 1st Vice President Con Meier, President Lloyd Pippin, Dr. Adams.



Burbank Branch of Portland (Me.) Public Library received gift of book on public speaking and recording featuring Orson Wells from Woodford (Me.) Club 816-45. Club President Ernest F. Thompson (left) and Robert C. Pratt presented gifts to Mrs. C. C. Parkard, librarian.



Lt. Gen. Edward J. Timberlake (left), Commander of the Continental Air Command, receives certificate declaring him honorary member of CONAC Club 3431-14, Robins Air Force Base, Georgia. Making the presentation is Lt. Col. Donald Karshner, club president.



Larry Scott (left) and Lewis McDonald compare "Speaker of the Week" trophies won at luncheon held by Pearl Harbor Club 123-49 and Palolo Club 1780-49, Hawaii, commemorating 38th anniversary of Toastmasters International. Scott is president and McDonald treasurer of Marine Corps-Air Force-Navy Club 737-49.

Toastmasters of New York City, District 46, recently conducted Speechcraft course on invitation of Boys' Clubs of America. Fifty-man audience was composed of youth leaders, counsellors and supervisors of boys' clubs from entire U.S. and Canada, visiting New York for annual 4-week training seminar. Leaders of group, left to right: Joe Mahan, Rough Riders 1876; Hugh Johannessen, Esso 3195; Ward Dietrich, New York 1949; Bob Blakeley, Grand Central 3061; Ray Perkins, Club 1220; Bill Bricker, Boys' Clubs of America; Bernie Becker, Knickerbocker 137; Hugh Cruickshank, New York 1949; Frank Longo, Union Carbide 1766, and Allan Morris, Graybar 1436.



### International Guests

Sixteen foreign military guests, representing nine nations, were entertained at an International Night dinner given by Sun Harbor Toastmasters Club 276 of San Diego, Calif. The meeting, held in nearby National City, featured an opening address by Club President H. R. Boelhauf, a welcome from National City Mayor Richard Gautereaux, and a closing speech on behalf of the guests by Maj. Gen. Leonidas T. Riberiro of the Brazilian Marine Corps. Each guest was assigned his individual host.

Guests included, in addition to General Riberiro, Rear Adm. Chen Yuan-jun of the Nationalist Chinese Navy, Brig. Gen. Manuel Rubio Moscoso of the Spanish Army, Col. Wang Shu-tung and Col. Yu Hsien-chun of the Nationalist Chinese Marine Corps, Col. Liu Hsi-che of the Nationalist Chinese Army, Capt. Erich Topp of the West German Navy, Capt. Toshiharu Yakushijin of the Japanese Maritime Self-Defense Force, and Capt. Ilhami Dogruman of the Turkish Navy. Other guests, also enrolled in the senior allied officers training program at the U.S. Naval Amphibious Base, Coronado, Calif., included Cmdr. Kim Hui Nyon and Cmdr. Chong Hae Kang of the South Korean Navy, Cmdr. Fidel T. Vizmanos of the Philippine Navy, Cmdr. Luis Samalea Perez of the Spanish Navy, Lt. Col. Kim Young Sang and Lt. Col. Chun Chung Nam of the South Korean Marine Corps, and Col. Tomas de Liniers y Pidal of the Spanish Army.

Other honored guests at the meeting included Governor Cy Campbell and Public Relations Director Bill De Groot of District 5, TMI, Col. George

T. Fowler, Cmdr. D. F. Burgo and Lt. J. T. O'Brien of the U.S. Navy's Amphibious Training Command Pacific Fleet, Capt. D. K. Ela, Commanding Officer of the U.S. Naval Repair Facility San Diego, and Mayor Richard E. Gautereaux of National City.

**Sun Harbor Club 276-5  
San Diego, Calif.**

★ ★ ★

### Traditional Gavel Ceremony

When District 27 Governor O. R. Rooker installed the new officers of Sierra (Fresno) Club 135, he carried on a tradition of over 20 years. He presented the club's giant gavel to incoming President Edward Griffith. The gavel has a head six inches in diameter with a handle 24 inches long. It has been club property for the past two decades.

Sierra was the second club to be chartered in California's great central valley of the San Joaquin. The club recently celebrated its 25th anniversary at a joint meeting with Reedley Club 93, the first club to be chartered in the valley, a year earlier than the Sierra Club.

**Sierra Club 135-27  
Fresno, Calif.**

### Jaycee Guest Night

Climaxing a membership drive whose theme was "Grow with Golden Gate 56," Golden Gate Club of San Francisco celebrated its first annual Jaycee Guest Night with one of the largest attendances in the history of the club. Invited guests were members of the San Francisco Junior Chamber of Commerce. Other honored guests were Area 7 Governor John Amy of the Visitation Valley Club 2038-4, and Roosevelt Gee, assistant Area 7 governor and a mem-

ber of the Chinatown Club 2296-4.

A highlight of the evening was a talk by Joe Armin, chairman of the Jaycee Public Relations Committee, on the basic purpose and structure of the Jaycee organization.

**Golden Gate Club 56-4  
San Francisco, Calif.**

★ ★ ★

### International

With the election of the 1962-63 slate of officers, the Scarborough (Ontario) Toastmasters Club after three years of operation, can consider itself truly international. President Werner Bache, who came to Canada from Germany in 1953, succeeds Ian Finlay as chief executive of the club. George Mendes, born in British Guinea and coming to Canada in 1949, is the club's educational vice president. Administrative vice presidential duties are handled by Irishman Tom Healy. Vivian Cranna from South Africa is the club's new treasurer. John Holm, who hails from Denmark, was elected sergeant-at-arms.

Does the club have any Canadians? Yes, Club Secretary Jim Harrison is Canadian born.

**Scarborough Club 3090-60  
Scarborough, Ont.**

★ ★ ★

### Club Visitor

Robert Choy of Aloha Toastmasters Club 601-49, Honolulu, Hawaii, carefully packed his Club Directory and carried it with him on a recent business trip to the mainland. During his stay he managed a visit with every Toastmasters club in the towns on his itinerary.

Probably his most memorable visit was with the Esco Night Owls, Club 2477-7, of Portland, Oregon. The



Wissahickon Club President Renze Dallimenti, at lectern, argues controversial school prayer issue before civic association. Seated, left to right: Moderator Thomas J. O'Brien, Toastmasters Michael R. Bailey, David S. Foulke and Carson Mort.

Esco Club is composed of swing shift employees of Electric Steel Foundry Company's Portland plant. They meet at 1 a.m.

**Esco Club 2477-7  
Portland, Ore.**

★ ★ ★

### Debate Controversial Issue

Members of Wissahickon (Ambler, Pa.) Club 1856-38 presented a spirited formal debate at the regular monthly meeting of the Whitpain Village Civic Association. To a large and receptive audience, the Toastmasters argued the subject: Resolved that any law which orders or directs the use of a specified prayer in a public school is contrary to the Constitution of the United States.

Club President Renze Dallimenti and Michael R. Bailey argued for the affirmative, while Toastmasters Carson Mort and David S. Foulke upheld the negative side of the question. The debate was moderated by Thomas J. O'Brien, president of the Whitpain Village Civic Association. A lively, informal discussion from the floor followed announcement of the decision, which was given to the affirmative side.

**Wissahickon Club 1856-38  
Ambler, Pa.**

When trouble struck, area and district in Hawaii formed a . . .

# RESCUE

By RONALD SHER

**N**UHOU KA KAMEHAMEHA — “the voice of Kamehameha” — is the motto of Honolulu’s Kamehameha Club 720-49. King Kamehameha, you remember, was the first of five namesakes to rule over a united Hawaiian Islands, and his voice was mighty. But last summer the voice of “Kam 720,” as it is referred to, was nearly stilled by the threatened loss of its charter.

The trouble started about nine or ten months earlier — no one can really pin-point the date — when the loss of active members through resignation or transfer to the inactive list became evident. At first it was suggested that this was merely the normal turnover experienced by every club. So imperceptible was it that it was not even identified as a trend until the obvious became unescapable — the loss of old members was not being made up by a corresponding gain in new ones.

The recognition came too late.

The other classic symptoms of decline had already set in: low attendance, waning enthusiasm, and a do-nothing attitude on the part of an inert, declining membership. A vigorous club since its founding 12 years ago, Kam 720 now found itself like a caged squirrel on a wheel, less willing than able to break the cycle or ameliorate the viciousness of the circle.

This situation persisted until a new slate of officers was elected. A concerned and aroused group under the leadership of President Howard Creason attempted to inject new life into the club by meeting jointly with another club in the area, YBA (Young Buddhist Association) Club 2076. It was hoped that the recruitment of new members would help to restore some of Kam 720’s old vigor. But the effort was stymied because, as the president put it, “We had good ideas, but too much lip service and too little action. We just

# UNIT



never seemed to get the program into gear.”

By July the club’s active members had dropped to 11; average attendance was below ten. The club could lose only two more active members before it would lose its charter. The issue was now *survival*.

Area officials, under the very able and tireless governor, Tom Takahara, were naturally assisting the faltering club in every possible way. They arranged joint meetings with other clubs, provided exchange speakers, introduced new candidates for membership. Finally, however, Tom was forced to ask District Governor Ed Hudak to intervene.

Dramatically but effectively, Governor Hudak proclaimed the club’s plight a “critical emergency.” To prevent the loss of the charter to the district and to rebuild Kam Club to its former stature, he organized a spe-

cial “task force” of district and area representatives and of remaining Kam Club members, including Past District Governor Joe Blackburn.

At the end of July, the Kam Club president summoned all club members, active, inactive and past, to an emergency fact-finding session to determine which members would remain with the club, to appoint alternate club officers for those unable to continue in their assignments, to plan recruitment of at least three members a month, and to organize an educational program independently of other clubs to run to the end of October. Members who failed to respond to the summons or who neglected to inform the president of their intentions were to be dropped from the club’s membership rolls.

The meeting was attended by a flock of district and area officials and many other interested

Toastmasters. The assemblage was like a swarm of specialists and technicians swooping down upon some underdeveloped nation to give aid and advice. The district governor defined the club president's authority sharply and incisively: "Members get moving or get out." Inactive members were told to become active or resign. District Lieutenant Governor George Pali (now governor) minced no words in telling club members to "fish or cut bait." Obviously, this was no mollycoddling session at which the "specialists" clucked sympathetically over the club's plight, or tried to apply balm to club wounds. District and area could and would help, but only to help the club help itself.

Kam 720 voted to continue operations as a club. It confirmed plans for promoting an intensive membership drive and organizing an educational program. Lt. Gov. Pali prepared a five-week program of assistance, pledging guest speakers, evaluators and observers at the newly scheduled weekly meetings of the club. Area Governor Takehara personally recruited four new members, although he is a

*Ronald Sher works as historian for US Army Pacific (USARPAC) Hq. Assistant Chief of Staff, G3, History Office, at Fort Shafter, Oahu, Hawaii. He is a member of Fort Shafter Club 248-49, has served as educational vice president, treasurer and secretary, and is editor of "The Forty-Niner," District 49's newsletter.*

member of another club—Palolo 1780. Municipal Club 1668 formally pledged its support to Kam 720 in a resolution passed at its regular club meeting. For a period of two months, Municipal members, as available, were committed to attend meetings of Kam Club and to assist in whatever capacity was needed.

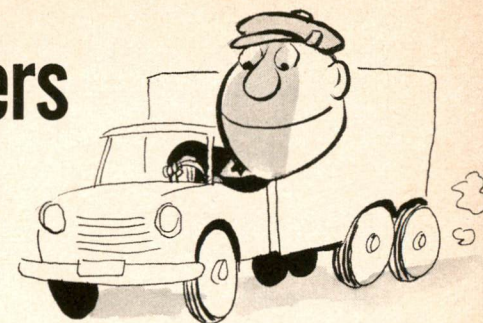
The results of the concerted drive to save the Kam Club from extinction were apparent at the time of the October semi-annual report—21 active members. The club has now set its sights on the TMI maximum goal of 40 active members. Offering further testimony to Kam 720's renewed vitality was the club's election of new officers, who, headed by President Steve Russell, were installed in September.

Everyone concerned with the greatest salvage operation undertaken to date in District 49, from the district governor to the newest member of Kam 720, can say once more with pride and satisfaction—but certainly not with complacency—"Nuhou ka Kamehameha olelo hou!" ("The voice of Kamehameha speaks again!")



THE TOASTMASTER

# Toastmasters Is For Truck Drivers



By THOMAS E. STOTMAN

**T**OASTMASTERS IS FOR truck drivers.

I know.

I was one.

Did you ever drop a stone into a pool and watch the ripples widen outward? That is the effect Toastmasters has had on me since the night I attended my first meeting. Toastmasters has broadened my horizons, enriched my life, given me new perspectives.

The job I had when I joined Toastmasters required little mental exertion. I was geared to a five day, 40 hour week. I had no real hobbies, no particular desires or ambitions; my only outside activity was with the Air Force Reserve.

Remember those widening circles? In Toastmasters I found inspiration, courage, challenge. I believe the first real impact Toastmasters had on me was when I realized that all Toastmasters are not successful men. Many of them are still climbing

toward success. Thus at 44 I found the courage to leave a job which amounted to security, of a sort, and start a new career in the field of life insurance selling. This was completely foreign to anything I had ever done before.

That first step taken, I found a world full of strange and exciting opportunities. Because my time was now more flexible, I was able to accept an invitation to join the West Covina Lions Club. During my first year I was elected third vice president; as chairman, I staged a successful student speakers contest; I was appointed chairman of the Blind, Membership, Program and Publicity committees, and am now heading a project to coordinate the Blind committees of four local Lions Clubs in establishing a clinic for pre-school training of the blind children of our community.

Businessmen I met in the Lions Club urged me to join the

Covina Chamber of Commerce. Soon I found myself on the Membership and the Industrial committees, and this year I was asked to be chairman of the Christmas Activities, a project which involves raising some \$4000, planning the Christmas parade, street decorations and lighting. My committee members include bank presidents, automobile agency owners and a real estate corporation president — yet I was chosen to plan and coordinate the whole undertaking. Remember those circles?

In Toastmasters I found challenge after challenge. They came with preparing, speaking, evaluating and being evaluated. Organization? You learn it in committee work or as a club officer. As a member of Covina Toastmasters 76-F, I plunged deeper and deeper into the engrossing task of rebuilding *me*.

I had my first taste of success the night I was elected club sergeant-at-arms. Steadily I progressed through all offices including the presidency. I have served in all the offices in the area except governor.

I became interested in a speech class at a California minimum security prison at Chino, not far from my home. Later I saw the class chartered as CIM Gavel Club No. 1 — the first

Gavel Club in Toastmasters history. For four years now I have had the honor of acting as coordinator of this club's activities with World Headquarters.

During the summer of 1961 I helped organize Covina Breakfast Club 2387-F and was elected its first president. I have given talks before service clubs, youth groups, and various association meetings — and, more important, have written articles which have been published nationally, have devised incentive programs for sales groups, and have been involved in many activities with the Boy Scouts, church, and other community organizations.

With all this, I have consistently placed high in my seniority group in my company, have found time to read at least one book a week, and still lead a full and active family life.

The things I have done and still hope to do — for there are many goals ahead — have happened only because I was first a Toastmaster.

I feel sorry for the man who joins Toastmasters seeking self-improvement, then drops his membership six months later, having given nothing of himself nor taken anything from his club. What I have accomplished in the five years I have been in



Toastmasters has not been due to any unusual talent or effort on my part. It has come about solely because Toastmasters taught and encouraged me to organize my thoughts and time and to utilize them to the best advantage.

When asked to serve on committees outside of Toastmasters, I accepted gladly. They gave me the opportunity to put into practice the lessons I had learned. This projected me into the community, giving me a knowledge of what the community is and what are the various aspects which make up its life.

I am not trying to analyze or define success — I will leave that to people far more highly trained than I. But I can say that on the basis of my personal experience, the easiest way to success in Toastmasters lies in three simple words: *prepare, practice, participate*.

*Prepare* — This was one of the first words I became acutely aware of when I joined Toastmasters. A good talk, clearly stated, concise in delivery and carrying a message which will be remembered, must be carefully prepared.

The word *practice* became implanted in my mind. My first amateurish efforts convinced me there was much room for improvement. Improvement could come only through practice — there was no magic incantation

which could be chanted over me to make me a speaker people would enjoy listening to.

I have seen a few brand-new Toastmasters capable of winning trophies on their first efforts. But the majority of us — and I think this is fortunate — must persist continually to reach the point where we can be called to the lectern to receive the coveted award. So it is important that we *participate* frequently, not only in our own clubs but anywhere we are offered the opportunity to speak.

For the average man, particularly the man with a limited education, I sincerely recommend Toastmasters — *if* he has a burning desire to improve himself. It will improve his grammar, enlarge his vocabulary, give him the equivalent of a college course in English. It will give him poise, confidence, and the ability to evaluate his shortcomings. It will teach him to think clearly, analyze effectively, and be fair and impartial in his judgment of others. It will inspire him, motivate him, and through his own efforts make of him a better man.

Toastmasters is not for the weak spirited, the self centered, the satisfied, the complacent.

Toastmasters is for truck drivers.

I know.

I was one. ✓

Thomas E. Strotman of Covina, Calif., is a salesman for Phoenix Mutual Life Insurance Company. He is a member of Covina Breakfast Club 2387-F.



# TOASTscripts

Commander Walter Schirra is the first Toastmaster to orbit the earth, but he won't be the last. Schirra was a member of Mattapany Toastmasters Club 1778-36 (Patuxent River, Md.) when he was assigned to the National Aeronautics and Space Administration. His successful space flight last fall proves how far you can go beyond Basic Training.

Now the Mattapany Club has contributed two more members to America's astronaut team. They are Lieut. Comdr. John Young and Lieut. Comdr. James Lovell. Commander Lovell is a past president of the club and Commander Young was administrative vice president.

Another new member of the astronaut team is Captain Edward H. White II. Captain White was administrative vice president of Enon Toastmasters Club 2421-40 (Enon, Ohio). About a year ago, he transferred to Kittyhawk Toastmasters Club 1108-40 (Wright-Patterson Air Force Base, Dayton, Ohio). Toastmaster White is the son of Maj. Gen. Edward H. White of St. Petersburg, Fla. Several years ago, his father advised him

that he must be an active Toastmaster if he ever wanted to amount to anything in the service. The general's counsel certainly proved sound.

Out of the 16 astronauts selected to date, four have been Toastmasters. Toastmasters didn't give these men their military skills, but certainly their Toastmasters training sharpened some of the qualities which led to their selection by the N.A.S.A.

*As a footnote to the above item, it should be mentioned that International President Frank I. Spangler sent a wire of congratulations to Commander Schirra on the day he completed his successful space flight.*

*"I would have called him," said President Spangler, "but he was out to launch."*

At a recent meeting of South Denver (Colo.) Club 1588-26, members were told they were on an imaginary showboat and that the theme would be carried throughout the meeting. The topicmaster was introduced as "Mr. Interlocutor," and members were given subjects relating to a showboat. Things were going

fine until smoke started pouring out of an air duct. More acrid smoke poured out of another duct. Not knowing if the "showboat's" boilers were going to blow up or not, the members abandoned ship.

It proved to be a real emergency, not a showman's device to make the meeting more realistic. Two Denver fire trucks arrived at the scene and discovered some chlorine compound had ignited in the furnace room sending smoke throughout the restaurant.

The Toastmasters paid the proprietor on the doorstep and adjourned.

*It's a little late to report on a summer meeting, but we believe the members of West Shore Club 227-38 (New Cumberland, Pa.) deserve recognition for their perservance.*

*To stimulate attendance during the summer, the club decided to hold a meeting outdoors. Dress was casual and the menu was hot dogs, hamburgers and potato salad. Everything was going fine until it came time for the formal speeches. It was only then that the members discovered they had picked a meeting spot sandwiched between a railroad and the municipal airport.*

*It was one of the loudest meetings the club has ever held.*

\* \* \*

**We Point With Pride:** To Capital City Club 2048-56 (Austin, Tex.) which had 17 members and 20 guests at a recent meeting . . . To Charles J. Derr, former District 35 area governor, who was recently elected Kiwanis governor for Wisconsin and Upper Michigan . . . To Lew Selby of Uncle Joe Cannon club 127-54 (Danville, Ill.), who has attended more than 200 consecutive meetings . . .

To Mel Hansen of Lakers Club 388-6 (Minneapolis, Minn.), who has been elected to the Minnesota State Senate . . . To Richard Newson of Oak Park (Ill.) Club 614-30, who has been commended by Illinois Governor Otto Kerner for promoting tourism in Illinois as a member of the Volunteer Speakers Corps . . . To Club 737-49 (Honolulu, Hawaii) for starting a People-to-People program by inviting to club meetings foreign graduate students from the University of Hawaii. First guests were Ian McFarland of Australia and Praphon Jearakul of Thailand. The two guests were so impressed they plan to become involved in Toastmasters when they return to their native lands.



# A Club Bulletin Contest

By JAY O. HENSON

**A**N EFFECTIVE MEANS of promoting club vitality and growth is a club bulletin contest. This is the firm belief of District 25 (Texas), which has completed several such contests.

In a recent competition, 18 clubs participated, five of them publishing their first bulletins in order to enter. The result was a gratifying improvement in the quality of many bulletins in the district.

District planning, after the necessary determination of opening and closing dates and establishment of budgetary considerations, consisted for the most part in the selection of a qualified, forceful and enthusiastic contest chairman. It has been found that procedures are simplified and efficiency promoted when the chairman is charged with the coordination of all the activities and functions relating to the contest. With the advice and assistance of qualified district personnel, the chairman was empowered to select three

judges who possessed interest, enthusiasm, and records of having accomplished other assignments requiring some measure of sustained effort. Parenthetically, let me say that there are a great many Toastmasters with these qualifications who may remain obscure and undiscovered within the district unless opportunities are presented which excite their imagination.

The other tasks of the contest chairman were the preparation of suitable criteria on which the bulletins could be objectively evaluated, and the vigorous promotion of the contest through contacts with key district personnel, club presidents and bulletin editors.

Evaluation criteria must be based on the principle that the purpose of a bulletin is to improve club service to the individual Toastmaster, to motivate him to increase his skills, effectiveness, and contributions to his club. The bulletin should also serve as a public relations tool

for the club. In our recent contest, a point system was evolved.

Twenty points were awarded for masthead items, two points for each of ten items, if present: bulletin title, club name, club number, area number, district number, time and place of club meeting, name, address and phone number of club president, name and phone of bulletin editor, date of the issue and its volume and number.

For the content, points were awarded: excellent—10, good—7, fair—5, for: report of previous meeting, editorial (promotional or inspirational), educational article. Assignments and interest-provoking facts concerning the coming meeting rated slightly higher: excellent—15, good—10, fair—5. Quality of reproduction was judged on a 10-7-5 basis, while readability and effectiveness scored 20, 15 and 10. Any special feature outside the scope of the listed items was awarded five points.

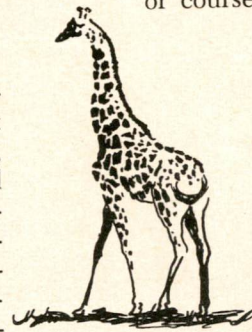
This grading method, we have found, tends to insure objectivity and fairness to all. Although individual judges may disagree on the shadings of merit between *excellent* and *good*, or *good* and *fair*, the outcomes have been remarkably uniform. In the recent contest all three judges agreed on first and second place win-

ners, thereby reflecting credit on the method and on the conscientiousness and objectivity of the judges — Bert Bush of Dallas, E. W. Pietralczyk of Sherman, Ralph Hitt of Waco.

In directing the contest, the chairman should instruct all participating bulletin editors to mail a copy of each bulletin to each of the judges and to the chairman. Bulletins submitted must, of course, fall within the dates set for the competition.

Judging consists of grading each bulletin and adding the total credits in accordance with the number of bulletins submitted for evaluation. At the end of the contest, each judge should have an aggregate number of points for each bulletin. After final tabulation, each judge should then list the bulletins as to their point-credit rating. In the event of a tie, the two top clubs should each be awarded the maximum number of points.

In our contest, each judge mailed to the other judges and to the chairman his ratings of the bulletins. This insured a commitment from the judge before he was aware of the ratings of his comrades. In the event of a tie, the contest chairman would be the deciding factor, using the same evaluation procedures as the judges.



Public presentation of awards and appropriate recognition for all participating clubs is highly desirable, in fact, almost essential. A favorable occasion for this is the district spring conference, usually the best-attended of all district functions. Handsome plaques, available through World Headquarters and listed in the official Jewelry and Presentation Awards Catalog, make excellent first place awards. Certificates of merit, suitably engrossed, make fine acknowledgments for each participating club.

In District 25 we discovered that a number of clubs prefer to publish their bulletins at intervals greater than once a week. These bulletins would have been unable to compete on an equitable basis, inasmuch as the points awarded are cumulative. To encourage entry of these less-frequent bulletins, the district conducted a separate contest, called "Special Classification Contest." This was won by SherDen Club with its excellent and

interesting "Podium-Scoop."

The weekly bulletin contest was won by Industrial Management Club 1633-25 of Dallas, with its handsome and comprehensive "Burnt Toast," edited by Frank Benson. This bulletin has consistently reflected the advice given by Dr. Ralph Smedley to Past District Governor Joseph A. Shirley some years ago: *The greatest value of the bulletin is in the promotion of interest in the forthcoming meeting rather than in the recording of past events.*

What was the cost of this contest to the district? For stationery, postage, plaques and certificates, less than \$60.

The benefits of a club bulletin contest to member, club, area and district, while largely intangible, are strongly morale-building. These intangible benefits, combined with a gratifying sense of accomplishment, should motivate district officers to consider seriously the promotion of this low-cost and interest-provoking project. ✓

Jay O. Henson writes training programs for the Department of the Air Force, including training elements for the Thor, Titan and Atlas missiles. He is a member of two Toastmasters clubs, Wichita Falls (Texas) 305-25 and Daylighters 1956-25, both of which he attends regularly. He is past president of the Wichita Falls Club, a past area governor, and past District 25 educational chairman.



## BOARD MEETING REPORT



THE FIRST INTERNATIONAL BOARD meeting in the new World Headquarters building at Santa Ana was held Oct. 24-26. For three days, the 23 officers and directors met to discuss the problems and policies of the organization. Following their meeting, Board members participated in the dedication ceremonies at the new building on Saturday, Oct. 27.

Following a brief general session, the Board adjourned for committee meetings. International President Frank I. Spangler had previously made the following committee assignments:

Educational, Paris Jackson, chairman; Stanley Ditchfield, vice chairman; Dr. Ivan J. Shields, Howard E. Flanigan. Organization, Planning and Administrative, Charles C. Mohr, chairman; Lothar Salin, vice chairman; W. Bruce Norman, Earl M. Potter, L. Kenneth Wright. Conference, Convention and Meetings, William B. Gobel, chairman; Charles S. Swan, vice chairman; Otto H. Althoff, Douglas Wheeler. District-Club Operations, Joseph B. Ellis, chairman; John B. Miller, vice chairman; Dr. Milton C. Adams, Charles E. Loveless, Maurice L. Olson. Public Relations, Stanley Ditchfield, chairman; Howard E. Flanigan, Charles E. Loveless, Earl M. Potter, Douglas Wheeler. Presidential Travel, Charles S. Swan, chairman; Dr. Milton C. Adams, Maurice Forley, Herman E. Hoche.

Working into the late night hours, the committees reviewed a series of projects and made recommendations on various other matters. Committee reports were presented at an all-day Board meeting on Friday, interrupted at noon by a "Community Salute to Toastmasters" luncheon presented by the Santa Ana Chamber of Commerce.

Of particular interest to military clubs was the Board's action relative to the minimum age requirement for members. It was recommended that clubs be permitted to amend their bylaws to admit members at the age of 19. While the recommendation will not be officially operative unless it is proposed and approved as an amendment to the bylaws of Toastmasters International at an annual

business meeting of the organization, it is sanctioned by the Board as an expression of policy for those clubs which may have men under 21 applying for membership. In making the recommendation, it was pointed out that it seems unfair to deny these men club membership since their desire to join a Toastmasters club should be an indication of their maturity and ability to benefit from participation in Toastmasters.

The Board also amended the Standard District Constitution and Bylaws so that districts may change the title of the district educational chairman to educational lieutenant governor. If districts adopt this change by amending their district bylaws, the educational lieutenant governor will be considered the senior lieutenant governor in the district. The change would be effective July 1, 1963.

The Board decided that future Regional Speech Contests will be held at the newly established Regional Conferences with the eight winners competing at the International Convention. Regional Speech Contests have previously been a part of the annual convention program.

Other Board discussions covered Regional Conference programs and procedures, educational projects and public relations activities.

Throughout the three-day meeting, the Board emphasized the important role played by district officers in maintaining and building club membership. It was agreed that districts should continue to encourage clubs to make use of the educational and membership building materials from World Headquarters. ✓

PAST INTERNATIONAL PRESIDENT  
GORDON R. HOWARD

Death came to Past International President Gordon R. Howard on Nov. 18, 1962, while he was speaking at the weekly meeting of his club, Progressive Toastmasters 18-51 (Huntington Park, Calif.) Dr. Howard collapsed and died before medical help arrived. Last rites were held Nov. 23 at Rose Hills Cemetery, Whittier, Calif.

Dr. Howard served as president of Toastmasters International in 1938-39. Toastmasters International shares the loss of this dedicated Toastmaster with his family and many friends.



# JUST IN JEST

The moon affects the tide. It can have quite an effect on the untied, too.

A 12-year old who had repeatedly declared his antagonism toward girls was seen by his father casting several long appraising glances at the pretty new neighbor.

"Hm," said the father. "I guess your opinion of girls is changing."

"No, dad," protested the boy. "But I'll tell you this. If I ever decide to stop hating girls, she'll be the one I'll stop hating first."

*Most folks know how to say nothing, but it takes a bright man to know when.*

—Samscripts, L. L. Sams & Sons

*Flattery is the art of telling another person exactly what he thinks of himself.*

The old-time medicine man was selling hair grower. "Yes, gents," he intoned. "One bottle of this unrivaled tonic will raise a rich luxuriant crop of hair on the baldest head in the world. But let me give you a word of warning. The last dose must be taken internally—that is, swallow it."

"Swallow it! What for?" asked a bald headed man in the first row.

"You swallow it, sir," replied the huckster, "to clinch the roots."

*Scientists have invented an earthquake detector that goes off like an alarm clock. What we're looking for is an alarm clock that goes off like an earthquake.*

—Chicago Tribune

*The reason so many wives go hog-wild in a supermarket is simple. No shelf control.*

• • •

Two men were discussing their status in life. "I started out on the theory that the world had an opening for me," said one.

"And did you find it?"

"I certainly did. I'm in the hole now."

• • •

"How does it feel to be your own boss?" we asked a friend who had just gone into business for himself.

"Well," he replied, "The police won't let me park in front of my place of business, tax collectors tell me how to keep books, my banker tells me how much balance I've got to maintain, freight agents tell me how my goods must be packaged, customers tell me how my goods must be made, federal, state, county and local agencies tell me how to keep records, the Union tells me who I can work and on top of that I just got married."

• • •

*Most men are like a casserole. Dig deep enough and there's a layer of ham.*

• • •

*Automation is only man's effort to make work so easy it can all be done by women.*

• • •

"Sure," said the man. "I've got four kids, three meals a day, a roof over my head, two cars, a boat, a power mower and a contented wife. Why shouldn't I be in debt?"

# 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)

Thank you very much for the fine editing you did on my article ("Meeting, Meeting, Where Are You?") which you printed in the October issue of THE TOASTMASTER.

I received a call from one of the Winged Words club members shortly after the October issue came out, and he told me he started to read the article in bed one night after a hard day, and it wasn't until he was half through it that he realized it was about his club. He also told me the reaction to it in the club was varied, some laughing and others taking it in a different manner.

I have been invited to one of their meetings, and possibly to their installation of officers. At the present time I feel that I am like the man who was much sought after, sometimes with rifles...

Leonard H. Ballman  
St. Louis, Mo.

In the September edition of THE TOASTMASTER there was an article entitled "Keep it Non-Political." I regard such a suggestion as absurd.

As Aristotle pointed out long ago, man is a political animal. Henry George warned us against leaving politics to politicians. Is Toastmasters urging us to be obsequious? I prefer, if necessary, to be obnoxious.

The worst thing we as Toastmasters could do is to stop saying things that are important or controversial. When we do, this country is liable to wallow in pluralistic ignorance and believe that no one cares

about what goes on around us.

What I'm saying has been said by others, notably Demosthenes, who 2300 years ago said: "Every investigation that can be made as regards those duties for which an orator should be held responsible, I bid you make. And what are those duties? To discern events in their beginnings, to foresee what is coming, and to forewarn others."

Bill Hawley  
Club 1881-4  
Daly City, Calif.

Re: "Keep It Non-political"—TOASTMASTER, September 1962. It might be possible to keep politics out of Toastmasters, but it's **not** possible to keep Toastmasters out of politics. Ted Spoelstra is running for County Commissioner, and Russell Thomas is his campaign manager. Both are charter members of Forks (Wash.) Toastmasters 1014-32.

Joseph J. Hiley,  
Pres., Club 1014-32  
Forks, Wash.

Replying to your request for suggestions to the letter of Mrs. C. I. Lotshaw of East St. Louis, Ill., in THE TOASTMASTER of September, 1962, I suggest either "branch" or "chapter" as a more appropriate title for the various divisions of the Toastmasters fraternity... Considering the direct contact of these divisions with the Headquarters, the fraternal attitude and cooperation of these divisions... the inter-divisional activities and the annual

convention of the entire organization in a centralized location, the word "club" is not appropriate for the divisions of our society. I visualize the Toastmasters organization as a great tree with many branches protruding out of its great trunk and each branch receiving nourishment from the roots of that trunk...

Leon A. Kovin  
Chicago, Ill.

While sitting here in my office I picked up a copy of THE TOASTMASTER. At first I just flipped through it and then I stopped and read an article or two.

My partner belongs to Toastmasters and he has been trying to get me started in the club. Your magazine is one of the finest works of art I have ever seen. I am now convinced that Toastmasters is a great club and I am looking forward to reading your magazine every month. I am also looking forward to the next Toastmaster meeting, which will be Monday. Keep up the good work.

Lynne Yarbrough  
Plainview, Texas.

A group of 24 women in the Little Rock (Ark.) area are in the process of organizing a Toastmistress club. In fact, only today we sent in our membership and charter fees.

We have been assisted by Past District Governor James A. Brewer, District 43. Toastmaster Brewer was instrumental in stimulating interest in this group by his enthusiasm for the program—in requesting informative materials—in recruiting and actually "selling" the program—and even planned an evening for some of the Toastmasters from the Twin City and Hi-Noon Clubs to come and put on a demonstration meeting for us. He explained that even though the procedure was different, the goal was the same. He further ex-

plained that Dr. Smedley, as founder of Toastmasters, assisted in the organization of the Toastmistress Club. Mr. Ancil Reed, Area Governor of District 43 and a member of the Hi-Noon Toastmasters Club, worked with Mr. Brewer in this program.

I felt that you would certainly be interested in knowing what one of your men was doing in an effort to expand such a beneficial program... I am sure that you have many, many loyal Toastmasters, but I doubt if any are more appreciative of the help they have received than is Mr. Brewer. He never tires of "selling" the program...

Mrs. Morene W. Scherz  
Temporary President, Organizational Unit, Toastmistress  
Little Rock, Ark.

Through one of our salesmen, I discovered your excellent magazine. I would like to subscribe and am enclosing my check for a year's subscription... Keep up the good work.

Earl Nightingale  
Nightingale-Conant Corp.  
Chicago, Ill.

**REMEMBER: To keep your Toastmaster magazine and other WHQ materials coming to you regularly, don't fail to notify World Headquarters of any change of address at the earliest possible moment.**

**Include new address, old address, club and district numbers. If possible, include an old address label from your Toastmaster magazine.**

# New Clubs

(As of November 15, 1962)

- 194-8 ST. LOUIS, Missouri, *Suburban*, 1st & 3rd Tues., 12 noon, U. S. Army Records Center.
- 279-F CITY OF INDUSTRY, California, *Industrial*, Mon., 5 p.m., Clifton's Restaurant, West Covina.
- 513-F DOWNEY, California, *Downey Space*, Wed., 5:30 p.m., Brass Rail, 9133 E. Imperial Highway.
- 700-35 MILWAUKEE, Wisconsin, *Men of Goodwill*, 2nd & 4th Thurs., 6 p.m., & 12 noon, 2102 W. Pierce Street.
- 820-8 ST. LOUIS, Missouri, *Federal Records Center*, 2nd & 4th Wed., 12:45 p.m., Conference Room.
- 1566-16 TULSA, Oklahoma, *Thunderbird*, Thurs., 6 a.m., Bishops Restaurant.
- 1727-U YOKOSUKA, Japan, *Mikasa*, Mon., 11:45 a.m., Commissioned Officers (open) Mess, Navy Base.
- 1897-47 NEW PORT RICHEY, Florida, *Greater New Port Richey*, 1st & 3rd Thurs., 6:45 p.m., Hacienda Hotel.
- 1954-U JOHANNESBURG, South Africa, *Jeppe Quondam*, 1st & 3rd Thurs., 7:15 p.m., Jeppe High School Quondam Clubhouse, Bedfordview, Transvaal.
- 2064-48 DEMOPOLIS, Alabama, *Demopolis*, 1st & 3rd Wed., 7 p.m., Demopolis Inn.
- 2083-30 CHICAGO, Illinois, *Eyemasters*, Wed., 12 noon, Auditorium, Illinois College of Optometry.
- 2098-5 SAN DIEGO, California, *Municipal Court Writ and Minute*, Mon., noon, 2nd floor, Conference Room, County Court House.
- 2132-16 OKMULGEE, Oklahoma, *Okmulgee*, Tues., 6:30 p.m., Butler's Cafeteria.
- 2165-U RAMEY AFB, Puerto Rico, *Ramey Airman's*, alt. Thurs., 7:30 p.m. NCO Club.
- 2361-63 KNOXVILLE, Tennessee, *Early Bird*, 7 a.m., Mon., Dixieland Restaurant.
- 3388-23 CANNON AFB, New Mexico, NCO, Wed., 7 p.m., NCO Open Mess.
- 3501-35 CLINTON, Wisconsin, *Stateline*, 2nd & 4th Thurs., 8 p.m., Clinton Senior High School.
- 3532-U PORT-OF-SPAIN, Trinidad, W.I., *University*, Wed., 8 p.m., Community Education Centre, LaFantasie Road, St. Ann's.
- 3534-4 SAN FRANCISCO, California, F.G.A.A., 1st & 3rd Fri., 11:45 a.m., Clinton's Cafeteria Banquet Room.
- 3535-39 JACKSON, California, *Amador County*, 1st & 3rd Thurs., 7 p.m., National Hotel on 1st Thurs. (various places 3rd)
- 3538-U NAPLES, Italy, *Mediterraneo*, 2nd & 4th Mon., 7 p.m., Flamingo Club.
- 3539-6 MINNEAPOLIS, Minnesota, *Christian*, Tues., 6:30 p.m., YWCA.
- 3541-52 GLENDALE, California, *Chiropractic*, Tues., 7:30 p.m., Frank's Italian Restaurant, 813 S. Central Avenue.
- 3542-U NAHA AIR BASE, Okinawa, *Domei*, Wed., 7 p.m., 51st Air Base Group, "Conference Room."
- 3543-TCA SYDNEY, Australia, *North Shore*, Tues., 6:30 p.m., Crow's Nest Club, Hayberry Street, Crow's Nest.
- 3545-46 NEW YORK, New York, *Red Carpet*, 1st & 3rd Wed., 5 p.m., United Airlines Cafeteria, New York International Airport.
- 3546-23 ALBUQUERQUE, New Mexico, *Speak Easy*, Wed., 11:15 a.m. Kirtland AFB.
- 3547-46 DOVER, New Jersey, *Picatinny*, alt. Wed., 12 noon, Officers Open Mess, Building 121, Picatinny Arsenal.
- 3548-4 SAN FRANCISCO, California, *WIIS San Francisco*, 1st & 3rd Thurs., 12 noon, Transportation Club - Sheraton-Palace Hotel.
- 3550-52 LOS ANGELES, California, *IALA-III*, Mon., 7 a.m., Chapman Park Hotel, 615 S. Alexandria.
- 3551-TCBIHERTFORDSHIRE, England, *Barnet*, Mon. 8 a.m., King George Hotel.
- 3552-TCBI NOTTINGHAMSHIRE, England, *Nottingham*, Wed., 7:30 p.m., The Old Spot Hotel, Mansfield Rd., Daybrook, Notts.
- 3554-TCA SYDNEY, Australia, *Miranda*, alt. Tues., 6:45 p.m., Sylvania Hotel.

## DISTRICT GOVERNORS 1962-1963

- F. John Leo Martin  
2. Paul Barlow  
3. E. C. (Sid) Friar  
4. Mark Rodman  
5. Cy C. Campbell  
6. Bjarne Buan  
7. John A. Mathews  
8. Jerome Marrin  
9. James Sonstelle  
10. Paul W. Glass  
11. Loring D. Dalton  
12. Paul Rush  
13. LeGrand W. Perce  
14. H. G. Chandler  
15. Allen J. Manning  
16. W. Don Buckner  
17. A. G. Simpson (acting)  
19. Melvin Thompson  
20. Gib Bromenschenkel  
21. A. R. D. Robertson  
22. H. J. Ellenberger  
23. Russell Bert  
24. Richard F. Martin  
25. Truman Thomas  
26. J. Donald Wagner  
27. Jack Simpson  
28. William Langdon  
29. A. C. Tricou  
30. James E. Knowles  
31. Forrest O. Rathbun  
32. Everett R. Wolford  
33. Walton H. Lloid  
34. Robert L. Jones, Jr.  
35. Gene Haluschak  
36. Quentin R. Verdier  
37. Dr. Max Samfield  
38. Louis Rubenstein  
39. Albert Burlingame  
40. D. Jack Lang  
41. James E. Kirk  
42. P. Podmaroff  
43. Edward Lott  
44. Wendell Heiny  
45. Albert M. Garrett  
46. Cleve L. Campbell  
47. Larry A. Webb  
48. Sidney E. Donaldson  
49. George W. Pali  
50. Dr. Robert Seaman  
51. Lynn E. Frazier  
52. Richard E. Lucas  
53. Richard A. Smith  
54. Tommy A. Campbell, Sr.  
55. Cyrus Hall  
56. T. N. (Tommy) Belew  
57. Phil Horton  
58. James Hollingsworth  
59. Joseph Cowperthwaite  
60. Frank Hurst  
61. W. Huggins  
62. Harvey Van Kampen  
63. Mark E. Underwood  
64. Dan S. McNeill  
65. Guy S. Beach  
66. V. T. Strickler  
67-P Walter E. Jerde  
TCA Hamish D. Halley  
TCA D. V. Duncan
- 18430 E. Foothill Blvd., Azusa, California  
15614 19th Ave., S. W., Seattle, 66, Washington  
4408 N. Longview, Phoenix, Arizona  
615 West 39th Ave., San Mateo, California  
10800 Trent Way, La Mesa, California  
3225 Celia Street, Duluth 11, Minnesota  
4307 S. E. 102nd, Portland 66, Oregon  
R. R. #6, Bradfordton Road, Springfield, Illinois  
West 311 Barnes Road, Spokane, Washington  
3602 Ridge Road, S. E., Warren, Ohio  
315 N. Kenmore Road, Indianapolis, Indiana  
242 South C Street, Oxnard, California  
232 South Richard St., Bedford, Pennsylvania  
320 Clairmont, Warner Robins, Georgia  
513 No. 12th, Pocatello, Idaho  
1902 Johnstone Place, Bartlesville, Oklahoma  
3616 7th Ave. So., Great Falls, Montana  
2524 57th Street, Des Moines, Iowa  
1801 4th Street, No., Fargo, North Dakota  
3161 Service Street, Victoria, B. C., Canada  
610 Neosho Street, Emporia, Kansas  
902 Gordon, Silver City, New Mexico  
1804 N. 75th Ave., Omaha, Nebraska  
P. O. Box 4266, Shreveport, Louisiana  
935 W. Berry Ave., Littleton, Colorado  
4220 N. Millbrook, Fresno, California  
208 White Street, Blissfield, Michigan  
1100 Maritime Building, New Orleans 12, Louisiana  
300 Chicago, Downers Grove, Illinois  
29 Beechcrest Street, Warwick, Rhode Island  
906 7th Avenue, N. W., Puyallup, Washington  
904 Bonnie Brae Street, Walla Walla, Washington  
329 Onondaga Avenue, Syracuse 4, New York  
7023 W. Hampton Ave., Milwaukee 18, Wisconsin  
P. O. Box 585, Washington 4, D. C.  
915 W. Knox Street, Durham, North Carolina  
1207 Knorr Street, Philadelphia 11, Pennsylvania  
1115 Rodeo Way, Sacramento, California  
50 Gahl Terrace, Apt. A, Cincinnati, Ohio  
618 West 3rd, Mitchell, South Dakota  
2215 Juniper Road, Calgary, Alberta, Canada  
62 Webber Street, Jackson, Tennessee  
1503 Travis, Amarillo, Texas  
10 Lloyd Road, Waterville, Maine  
11 Slayton Drive, Short Hills, New Jersey  
403 Duray Street, Jacksonville 8, Florida  
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165 Lorette, Cap de la Madeleine, Quebec, Canada  
87 Grand, Coldwater, Michigan  
2972 Gaston Ave., Knoxville 17, Tennessee  
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