



DECEMBER, 1962

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



DEDICATION ISSUE

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TOASTMASTERS INTERNATIONAL IS:

. . . 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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The TOASTMASTER

For Better Listening—Thinking—Speaking

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December, 1962

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DECEMBER, 1962

Christmas Greetings

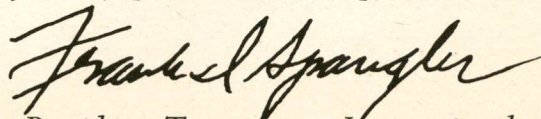


As once again the holiday season of good will approaches, we pause in a busy and strife-torn world to assess our gains and appraise our goals. We have much for which to be thankful: our gains have been great, our goals are secure, our path lies open ahead.

As Toastmasters, we follow our road to the goal of self-improvement and better communication with our fellow men, which alone can bring the knowledge and understanding which is the foundation of peace on earth, good will toward men.

May the coming year bring to us all the satisfaction of personal progress and the joy of self-giving in the fellowship of mutual understanding and communication.

The officers, directors and World Headquarters staff join me in wishing you the happiness of the season and best wishes for a year of personal accomplishment.



President, Toastmasters International

For one Toastmaster
it was a day to remember

On Dedication Day



THE 38-PIECE BAND from the U.S. Naval Training Center at San Diego was playing when the white-haired gentleman took his place on the platform. Cars were still pulling into the parking lot of the church next door which had generously offered its space to handle the overflow. Seated in front of the platform on the north end of the long, low, sweeping steps to the building, were several hundred Toastmasters, their families and friends. Many more were standing on the sidelines.

It was nearing 10 o'clock, the hour for the dedication, as he stood to greet more arriving dignitaries. The sky was overcast, but that was typical for Southern California in October. By noon, the sun would burn through the haze. The band music created a holiday atmosphere as old friends greeted one another and recalled the Toastmasters experiences they had shared. Photographers were recording the scene for the local newspapers while dozens of amateur camera bugs were snapping shutters for their own albums.

The band music stopped and Frank I. Spangler, president of Toastmasters International, asked the audience to stand for the invocation by J. Gustav White.

It didn't seem possible that it was 35 years ago—1927—when J. Gustav White had organized the third Toastmasters club.

White had been educational director of the Los Angeles YMCA when he organized the Los Angeles Toastmasters club. They had served together on a three-man committee which produced The Gavel, the mimeographed forerunner of The Toastmaster magazine. J. Gustav White was one of the pioneers who had given so much to the organization in its infancy. How right it was that he should be a part of this special day.

Now President Spangler was introducing D. H. Tibbals, a member of the World Headquarters staff. Tibbals stepped forward with an American flag, a gift to Toastmasters International from the employees of the World Headquarters.

"D. H." — that's what everyone called him — was more than an employe. He was an old, old friend. D. H. had organized a club in Santa Barbara and was later a member of the No. 1 Club. As employees of the "Y" they had struggled together to keep the "Y" alive and solvent during the dark days of the Depression. When he left the "Y" to devote his full time to Toastmasters, D. H. had joined him some years later. It was right that he, too, should be here on this special day.

It was also right that the World Headquarters employees should be here. He saw them in

The crowd listened attentively as Dr. Smedley spoke at the dedication ceremony.



the crowd with their families and friends. There was a time when he and his secretary were the only paid employees of Toastmasters International. That was in 1941, when he had resigned after 38 years of YMCA work. It had been a difficult decision to make, but as secretary of Toastmasters International and as editor of The Toastmaster magazine, he was no longer able to do justice to his YMCA assignment. He remembered their first office—a 12 by 16 foot room on the fifth floor of a Santa Ana bank building. A second-hand mimeograph served to reproduce the educational materials he wrote. It seemed ridiculous now as he thought of the 27,000 square foot building behind him with its printing presses which turn out more than a million printed items each year. But then, if it had not been for that 12 by 16 foot office and that secondhand mimeograph, would this day ever have come?

There was a round of applause as the color guard came into view and took a position behind the speakers. These were junior high school students and they carried the flags of many nations.

Now the flags were passing by.

The Union Jack of Canada: Back in 1930, when Clark Chamberlain had called a meeting to form a federation of Toastmasters clubs, there was only one club outside the United States — at Victoria, British Columbia. On the strength of that one club, they had optimistically named the federation Toastmasters International.

The British flag: 1935 — that was when the first club was started in Britain at Southport. It had been bombed out during the war. And there were the clubs he had visited several years ago in Scotland. Scotland ranked next to the United States and Canada in number of clubs. The post-war growth of Toast-



An American flag, gift of the World Headquarters staff, was raised by students from Smedley Junior High School. The flagpole was donated by J. Ogden Markel, a charter member of Smedley Club No. 1.

masters in Great Britain had been healthy and now there was a Toastmasters Territorial Council of the British Isles.

The flag of Ethiopia: Members of the royal family of Ethiopia had joined a club in that country.

The flag of Cuba: Only clubs at Guantanamo now, but perhaps it would not be too long before clubs were once again in operation in Havana and other Cuban cities.

He was proud that Toastmasters had spread to so many

lands. Proud, too, that these particular students had been chosen for the color guard. In a sense, they were "his" students, for they came from the junior high school which bore his name. Who would have believed that the little club he started in the basement of the YMCA on that October night in 1924 would be the start of a world-wide organization and that it would mean so much to Santa Ana that a school would be named for him and a plaque placed in his honor at the entrance to the city hall?

The American flag was being raised on the pole near the entrance way. The audience stood at attention, ready to recite the Pledge of Allegiance.

It had been a thoughtful gesture on the part of J. Ogden Markel to present the flagpole to Toastmasters International. Now a successful Santa Ana businessman and a former City Councilman, he had once been a member of that group of men who met so many years ago in the YMCA basement. He had given the flagpole, he said, out of gratitude for the benefits he had received from Toastmasters. The white-haired gentleman on the platform knew there were thousands of men who shared the feelings of J. Ogden Markel. For 38 years they had been telling him of their gratitude, in person and in letters. He was touched by their words of ap-

Past International presidents attending the dedication ceremonies included, left to right, Joseph P. Rinnert, J. Clark Chamberlain, George J. Mucey, Herman E. Hoche, Ted Blanding, Robert M. Switzler, Emil H. Nelson, William A. Dunlap, (Dr. Smedley), George W. Benson, Sheldon M. Hayden, Gordon R. Howard and Olin H. Price.



preciation. How many men had joined Toastmasters clubs since that long-ago night in 1924? The World Headquarters staff had conservatively estimated three-quarters of a million. He couldn't keep track of all of them, but he knew what had happened to some. Several were in the halls of Congress. Others were occupants of governors' mansions in Arizona, Michigan, North Dakota and Oklahoma. One of them, Commander Walter Schirra, was still being feted for his space flight and Toastmasters Lieut. Cmdr. John Young, Lieut. Cmdr. James Lovell and Capt. Edward H. White II had just been added to the astronaut team. Some were generals, others were mayors. Some were millionaires and some were ministers. Some were white, some were yellow, and some were black. He was

sorry he hadn't been able to keep track of more of them.

President Spangler was introducing guests in the audience. There were a number of past International presidents. There were many members of Toastmistress clubs, including Mrs. Grace Hall, president of the International Toastmistress Clubs.

It was in 1937 that a handful of Toastmistress clubs started talking about a federation. Mrs. Ernestine White headed a committee to work out the details. She was the wife of George B. White, a San Francisco Toastmaster who had helped in the incorporation of Toastmasters International. Mrs. White had served as the first president of International Toastmistress Clubs. He had helped them get started and he was pleased that this was a special day for them,



International President Frank I. Spangler of Milwaukee presided at dedication ceremonies. Audience included employees, Toastmasters, members of International Toastmistress Clubs, Community leaders and friends.



At the Community Salute to Toastmasters Luncheon held the day before the dedication, A. Allen Hall (right) former Toastmaster and mayor of Santa Ana, presented President Spangler with a plaque of appreciation from the City of Santa Ana to Toastmasters International. Luncheon was sponsored by the Chamber of Commerce.



Participants in the Dedication Day luncheon included, left to right: J. Ogden Markel, charter member of first Toastmasters club; International President Frank I. Spangler; John M. Kennedy, past president, Burnt Toastmasters Club 914-52 (Van Nuys, Calif.); Dr. Smedley and J. Clark Chamberlain, first president of Toastmasters International.

too, for it marked the beginning of their Silver Jubilee Year.

The three International presidents who had served during the building program were introduced. Emil H. Nelson of St. Paul, George J. Mucey of Washington, Pa., and Herman E. Hoche of Minneapolis, recited the progress of the building during their administrations.

There had been many International presidents since Clark Chamberlain had first filled the position from 1930 to 1932. All had left their mark. He thought, too, of the officers and directors who had been meeting on the two previous days. They had considered many things, for they were responsible to more than 80,000 Toastmasters for the management of a \$700,000 a year corporation. They had deliberated carefully and progress had been made. It would always be a source of amazement to him

how such busy men could give so unselfishly of their time and talent.

The brief remarks of the past presidents were ended and Royal E. Hubbard, vice mayor of Santa Ana, was speaking. He told of the city's pride in Toastmasters International and paid tribute to the architects, Julius Oblatt and Parks & Davis, and to the builder, the Ruane Corporation Constructors, for creating and adding to Santa Ana a magnificent structure of such dignity and beauty.

C. M. Featherly, Orange County supervisor, followed the vice-mayor. He spoke of his early days as a Toastmaster, congratulated the Founder, and pointed out that Toastmasters International is the only organization to have its World Headquarters in Orange County.

Now it was his turn. He hadn't heard much of the introduction

made by President Spangler. Funny, he wasn't even thinking about the speech he was about to make. Suddenly he felt very much alone. There were only two people among the hundreds who surrounded him who could possibly come close to understanding how he felt at this moment. His wife had been through it with him from the very beginning. And his daughter had been raised on a diet of Toastmasters. Sitting unobtrusively at the rear of the platform, perhaps they better than anyone else would know why right now he felt so alone. For this building, the 35 people who worked in it, and the several hundred people in the audience were all here because years before he had had an idea. It was such a simple idea — men meeting together to help each other learn the art of public speaking. And now it had

spread to the far corners of the earth. In every branch of the U.S. military, in hundreds of business and industrial organizations, in great metropolitan centers and in tiny villages, thousands of men were meeting every week to put his idea into practice. There had been many who had helped in the growth of Toastmasters. Many who had made great contributions. Without their help, this fine building and the expansion of Toastmasters would not have been possible. But still, it had been his idea. Suddenly he realized the vast influence his simple plan had exerted on the world. He had been given an idea to nurture and pass on to others. This had been his mission in life. This was his responsibility and his gift to his fellow men. It was this knowledge which could not be shared that made him, for a



Visitors lined up to inspect the new building during the Open House in the afternoon.

brief moment, feel so alone.

There was a standing ovation when he approached the lectern. He spoke in a clear, strong voice, crediting the success of the organization to those who had joined him in insisting that it remain faithful to its original purpose and that it grow with sound financial policies. He thanked those who had helped give this day its special meaning. Then he returned to his place on the platform. He stood with the others while Reverend O. Wilbur Fix, another pioneer Toastmaster, offered the benediction.

There were pictures following the dedication ceremony. And then it was time for the luncheon at the Elks Club. There had been a luncheon at the Elks Club the previous day when the Santa Ana Chamber

of Commerce sponsored a community salute to Toastmasters International. Today, the luncheon was for Toastmasters, their families and friends.

It was difficult to make his way to the head table. So many people to meet, so many hands to shake. It was good to have John M. Kennedy as the toastmaster. He had performed a similar function at the groundbreaking. It was not until the groundbreaking that he realized that Kennedy, past president of the Burnt Toastmasters Club of Van Nuys, Calif., was the TV announcer he had seen so often on the Loretta Young Show. He wondered if people knew how many radio and television announcers had found Toastmasters training helpful.

Kennedy was introducing Chester Hawk for the invoca-



Visitors to Open House signed guest register, received souvenir brochure of new World Headquarters building.

tion. He knew Chester Hawk well. Back in 1927 he had installed him as president of the No. 1 Club. He had been a good Toastmaster and a good friend.

He listened as Kennedy read some of the many letters and wires of congratulations. There was one from the governor of California, others from past officers and directors, from district governors and from dozens of clubs and individuals around the world. He would read them all next week.

J. Ogden Markel was the first luncheon speaker. He recalled the early days in Santa Ana. Clark Chamberlain followed, explaining how the International organization was created. Then President Spangler spoke of the activities added to the Toastmasters program in recent years. Finally the founder described plans for the future.

The luncheon was over and he returned to the World Headquarters building for the Open House. More flowers and plants had arrived and already the building was filled with Toastmasters and visitors. It was getting a little tiresome shaking hands and posing for pictures, but these were his friends and many of them had come a long way to share this day with him.

And now, at last, the day was over. It had been a good day. One of the finest he could remember — and he could remember many in the past 84 years.

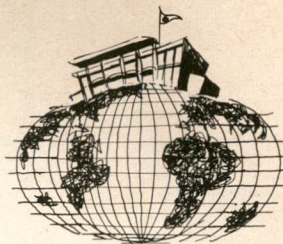
The white-haired gentleman headed his car out on the highway, through the orange groves, past the city and over the rolling hills to Corona del Mar.

It was October 27, 1962, and Dr. Ralph C. Smedley, the founder of Toastmasters International, was on his way home. Ω

*Toastmasters who seek personal benefit
from club participation often ask...*

Why A World Headquarters?

By MAURICE FORLEY
Executive Director, Toastmasters international



“WHY DO WE HAVE Toastmasters International? Why should we support the World Headquarters?”

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

We emphasize that the club is the keystone of our organization and its chief reason for being. Why, then, should club members give time and effort and contribute money for dues to the international organization? What do we do for you, to justify your support?

The question is not novel, or

peculiar to Toastmasters. From the day the first cave man was asked to join a tribe, to the present when the organization man is asked to become a part of the modern corporation, wives have asked: “Why do we need to get mixed up with those people?” From Pericles to Alfred North Whitehead, philosophers and students of government have been concerned with preserving the maximum freedom for the individual, consistent with the maximum benefits of social living.

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

The World Headquarters is the operational base, the nerve and circulation center of our far-reaching organization. It occupies a new 27,000 square foot, two-story building at 2200 N.

Grand Ave., Santa Ana, California, where 36 employees perform services and prepare supplies for use throughout our organization. We operate on an annual budget of approximately \$700,000.

The Headquarters has six functional departments: Administrative Services, Membership Services, Educational Research, Public Relations, Finance, and Production.

I would like to emphasize that all these activities are undertaken and have been initiated at the request of clubs and members in response to their express needs. Everything we do is in response to your call for assistance.

Let me reiterate: Toastmasters clubs created Toastmasters International. But let us consider for a moment a condition lawyers might call the “but for” rule. Bluntly, where would your club be, but for our help? Would it have been possible for clubs to increase from 19 in 1932 to over 3,500 in 1962 through the unaided efforts of the members of those early clubs? Could our rate of growth continue if the World Headquarters were to close tomorrow? We have grown because of the interrelationship between the individual, the club and the World Headquarters. Together we are creating an entity in which we can all have pride.

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

The significance and meaning of the name “Toastmasters” is growing rapidly, so that each of us may take increasing pride in our membership pin—in proclaiming that we are members of an organization which is earning acclaim from heads of state, from business, civic and military leaders all over the free world. Officials of the United Nations, commanding officers of the various branches of the United States Armed Forces, as well as of NATO and the Armed Services of Great Britain — organizations such as the American Red Cross, The National Foundation, Boy Scouts of America, the National Association of Postmasters of the United States, the People-to-People Program and many others, are turning to us for the leadership and personnel with which to render their own programs more effective. We have a growing impact and significance on the social scene in several countries.

It is a part of the job of the World Headquarters, with the

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

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

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

to all men of good will.

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

In an address delivered recently at Johns Hopkins University, Yale President A. Whitney Griswold said: "Along with the individual freedom we guarantee to our citizens goes the expectation that they will use that freedom to better themselves and thus better society. We look to their individual self-improvement as the only certain means of ensuring the security and welfare of the state. The purpose of liberal education

is to expand to the limit the individual's capacity—and desire—for self-improvement, for seeking and finding enjoyment and meaning in everything he does. Thus does liberal education serve the purpose of a democratic community."

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

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

When the questions arise: "Why do we have Toastmasters International?" or "Why should we support the World Headquarters?" the answer is clear—you asked for it. Your continued financial support makes it possible for us to provide the material and services which make it possible for our clubs and members to realize their full potential. Ω



Executive Director Maurice Forley joined the World Headquarters staff in 1956 and was appointed executive director in 1958. Born in Indianapolis, Ind., he is a graduate of Yale University (Ph.B. 1931) and of Northwestern University School of Law (J.D. 1934). For a time he practiced law in Illinois and Indiana, and is licensed to practice before the Supreme Court of the United States. Prior to World War II he held several government positions in Washington, D.C., and during the war was an officer in the Judge Advocate General's Department of the Army. Following the war, he was executive assistant to the mayor of Los Angeles, consultant on personnel relations and corporate organization for a West Coast investment banking firm and Director of Human Relations for Hunt Foods, Inc.

Forley is a member of the American Society of Association Executives, the Association Executive Council and the American Management Association. A contributor to many national magazines on topics of communications, leadership training and management, he is the author of a forthcoming book on speech, to be published by David McKay Company, Inc., of New York. He is an associate professor in the Department of Speech, Orange State College, where he conducts evening classes in communications.

Presenting . . .

Your New World Headquarters

THE NEW WORLD HEADQUARTERS of Toastmasters International is an attractive, modern, two-story building located at 2200 N. Grand Ave., Santa Ana, Calif. Designed by architects Julius Oblatt and Parks & Davis, a Santa Ana firm, and built by Ruane Construction Corporation of San Gabriel, the \$650,000, 27,000 square foot building contains office and production space for the 36 employees who provide supplies and services for over 3,500 clubs and more than 80,000 Toastmasters throughout the free world.

Toastmasters who have followed the progress of the new building as reported in the pages of *The Toastmaster* magazine are familiar with the architects'

drawings of the new structure, with the wide steps and winged portico resting on five cruciform concrete supports, with the impressive entrance where two-story high glass walls give a glimpse of the wide curving stairway leading to the second floor. In color a light sandstone, surrounded with wide lawns, the building is a much admired addition to rapidly growing Orange County and a fitting home for equally rapidly growing Toastmasters International.

The urgent need for a new World Headquarters building became apparent in 1961, when the quarters occupied by Toastmasters in the Santa Ana Community Center became too crowded to meet the needs of an

Ground was broken for the new World Headquarters in April, 1961, before a large gathering of Toastmasters and Orange County officials. Executive Director Maurice Forley, center, surveys spot where first earth will be turned.



expanding organization. At that time, during the presidency of Emil H. Nelson of St. Paul, the Board of Directors authorized the construction of the new structure. This was indeed a milestone in Toastmasters history and a long way from the first office, a 12 by 16 foot room in a downtown bank building, which served 139 clubs. In 1961, with over 3,500 clubs, expansion was imperative.

The Grand Avenue site, in the northeastern section of Santa Ana, was chosen after careful consideration of all available property in the area. It is in a neighborhood where the orange groves are rapidly giving way to handsome business and professional structures.

Ground-breaking ceremonies were held in April, 1961, before a gathering of Toastmasters and distinguished community lead-

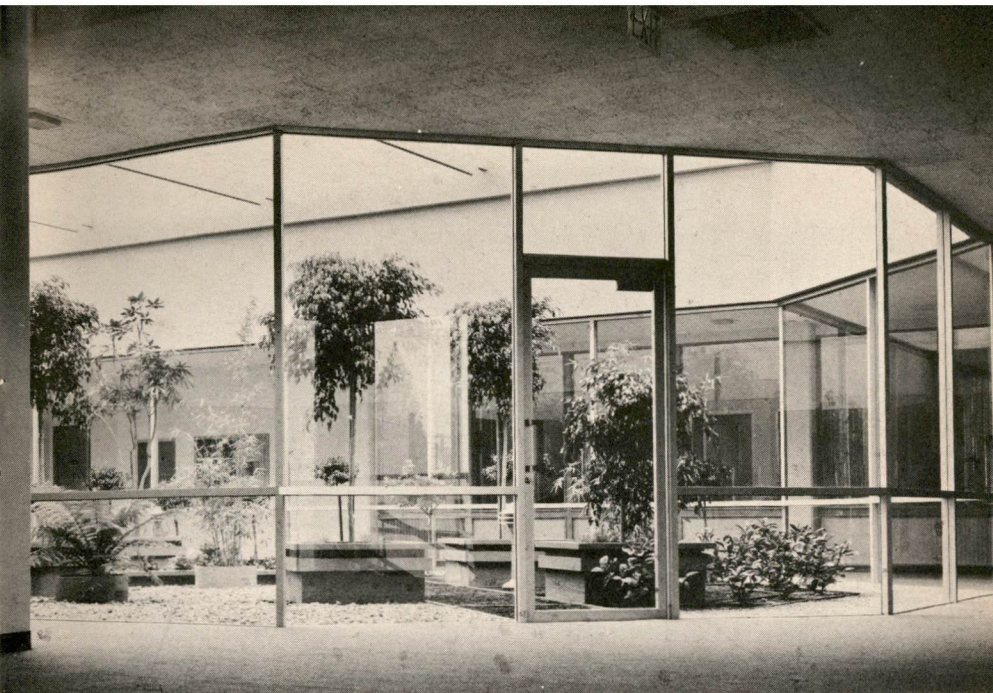
ers. International President George J. Mucey and Founder Dr. Ralph C. Smedley solemnly turned the first spadefuls of earth. A sign announced to all passers-by that here was rising the future home of Toastmasters International.

By June, 1962, the building was ready for occupancy. The Herculean task of moving equipment and supplies was accomplished with a minimum of confusion and with no interruption in services to Toastmasters.

The visitor to World Headquarters, as he swings up the curving driveway, frequently stops to admire the setting. The flagpole on the semi-circular lawn is the gift of J. Ogden Markel, a Santa Ana businessman and an early member of the first Toastmasters club; the 50-star American flag was a gift of the World Headquarters staff,



The Board of Directors room provides a spacious and dignified spot for the deliberation and formulation of Toastmasters International policies and procedures.



The sunlit atrium is a garden spot of quiet beauty.

while the California State flag was presented by State Senator John A. Murdy, Jr. At the rear of the building, parking space is provided for 75 cars, while a wide dock facilitates unloading of production supplies.

Interior decoration of the World Headquarters building was provided by the Santa Ana decorating firm of Kelly, Harrigan and Meeks, and has been carried out in rich browns, cool greens and soft blue. The first floor contains the lobby, Board of Directors' room and Founder's quarters, the offices and workrooms of the production staff, and the library.

The dignified lobby is panelled in walnut. A small library of books on speech and communications is adjacent to the lobby. To the right is the Board of Directors' room, a handsomely appointed, walnut panelled area looking out on an enclosed patio.

Here, on the glass-fronted shelves lining the walls, will be housed a permanent exhibit of speeches from various world leaders, including President Kennedy, Prime Minister Macmillan of Great Britain, Prime Minister Diefenbaker of Canada, Prime Minister Nehru of India and others.

Behind the Board of Directors' room are the offices of the Founder. Here, surrounded by many historical mementoes of Toastmasters, Dr. Smedley carries on his educational projects for the organization and maintains his extensive correspondence.

To the left of the lobby and extending across the rear of the building are the production areas: the presses, trimming, binding, inserting and mailing machinery and the large stockrooms necessary for storing the mass of materials needed for

Toastmasters services. Here also are more than 250,000 address stencils which must be continually revised and kept up to date.

The visitor to the World Headquarters may reach the second floor either by way of the elevator in the lobby or by way of the curving stairway. Either way will bring him to the blue carpeted upstairs lobby, and to the offices of the executive director and the clerical staff.

An impressive feature of the second floor is the atrium, a glass-enclosed patio covered with an open metal grille, and filled with semi-tropical plants. The planting was done under

the direction of Paul Martin, Landscape, of Santa Ana, and the outdoor-indoor garden is a beautiful and restful spot. Surrounding it are the offices of the Membership Services, Finance, Administrative Services, and Public Relations departments, and the office of the executive director. Here also is the staff lounge, a cheerful place for noon lunches and small staff conferences. Window drapes carry out the prevailing colors of green and blue.

To list the names of individuals and clubs which have given tangible encouragement to the construction of the new home of Toastmasters would exhaust the

In the lower lobby, Receptionist Joan Seay awaits visitors to World Headquarters. Door at left leads to Board of Directors Room.



pages of this magazine. Mention should be made, however, of the contribution of Smedley Club No. 1 of Santa Ana. Enthusiastic over the idea of a new building, the club proposed and set in motion an invitation to all other clubs to join them in voluntary contributions toward the construction. Although the World Headquarters had not asked for assistance, many clubs joined Smedley No. 1 in voluntary gifts. These have been used to help

furnish Dr. Smedley's office and the Board of Directors' room. A bronze plaque expresses the appreciation of Toastmasters International for these contributions.

The new World Headquarters of Toastmasters International is an imposing structure. It is the nerve center of a world-wide network of Toastmasters clubs. It is for the service and at the service of Toastmasters everywhere. Ω



Restful and inviting, the upper lobby welcomes Toastmasters to the second floor of the World Headquarters building, where clerical offices are located.

"We're here to help Toastmasters obtain greater benefits from their club participation" is the motto of the department of . . .

Membership Services

THE ENTIRE WORLD Headquarters consists of membership services. But the Membership Services Department offers specialized help. The healthy growth of Toastmasters could never have evolved from a static organization, with procedures set once and forever. It is the task of the Membership Services Department to keep pace in a space age world.

A large map of the world hangs on one wall of the department. Clusters of pins indicate the regions where Toastmasters clubs are located. It is an impressive sight: hardly any spot in the free world is without the tiny dot which indicates that here free men are gathering to increase their powers of better thinking, listening, speaking.

Perhaps the greatest responsibility of the Membership Services Department is the continual

revision, both in content and format, of Toastmasters educational material. The department works closely with the educational committee of the TMI Board of Directors and with Dr. Smedley in providing new and better training materials. To keep abreast of the needs of the members, frequent surveys are conducted; these aid in pin-pointing the areas where assistance might be required. The department also receives and studies the reports of district and area governors on the status and welfare of all clubs.

Many projects are undertaken and completed by this World Headquarters department. During 1962 it supervised the translation of the Basic Training Manual into Spanish, French and Braille. Translations into other languages are planned for the future. The department also prepared and presented the



Toastmasters Reading Plan, which offers club members the opportunity to extend the range and scope of their speeches. Under this plan, Toastmasters may read a book of their choice in a suggested category of interest and deliver a talk based on this reading; when five speeches are made in any one category, an Award for Informed Speaking is issued from World Headquarters. Thousands of Toastmasters have requested the free brochure describing the plan, and about 30 certificates have been awarded since its inauguration approximately six months ago.



The Membership Building Kit, offered upon request and without charge to all club officers and members, is a compendium of ideas and suggestions on many subjects which trouble clubs: membership building, club programming, table topics, special events, simulated situations. In the field of parliamentary study, a special Parliamentary Kit has been prepared. Clubs have found the large, easy to read master chart and accompanying pocket-size chart, together with the reference handbook, "Parliamentary Procedure at a Glance," extremely helpful in mastering the art of parlia-

mentary procedure. The department has many other projects in the process of development.

Personal correspondence with club members and officers is a major assignment for the Membership Services Department, and each letter receives a personal reply. Questions asked range from "How can we increase our club membership" to "We had an argument last night on a question of parliamentary procedure. Please tell us who is right." The department answers more than 1,000 such appeals each month.

In addition to its educational activities, the Membership Services Department has two other important functions. The first is the preparing and maintaining of over 250,000 address stencils required for mailing Toastmasters materials. The preparation, adjustment and filing of these stencils requires the full time of four girls. From two to three thousand stencils each month are required for new members, new officers and for address changes.

The second assignment is the planning and supervision of the educational sessions and the educational exhibits at the annual International convention. It is the goal in planning for conven-

tions to obtain the most outstanding programs and educational developments possible. Considered each year are hundreds of presentations from throughout the Toastmasters world.

A basic philosophy of the Membership Services Department is that anything that is presently done in the field of

communications can be improved. It is for this reason that new and novel ideas for improving the many Toastmasters programs and materials are always welcome. Many good minds are at work in Toastmasters. The Membership Services Department welcomes ideas for consideration and possible sharing with others. Ω



Harry Harvey is executive assistant for administration and head of the Membership Services Department of Toastmasters International. Prior to joining the staff in 1960, he was legislative assistant to California State Senator John A. Murdy, Jr. From 1956 to 1958 he was assistant director of the United States Information Agency in Beirut, Lebanon. Earlier, he spent several years as city editor of the Santa Ana Register, and maintained his own Public Relations Agency in Orange County.

During World War II, Harvey flew 42 missions in the European Theater as a Navy Bombardier and was decorated for bravery. A long-time member and past president of Business Men's Toastmasters Club 100-F, Santa Ana, he is in great demand as a speaker for civic and state organizations.

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What we need now are human sciences—to educate people how to live in this new (nuclear) world and how to develop social inventions that will make it possible for us to survive. This isn't a technical problem. All that technical inventions will do is to lead to more and more deterrents, more and more destruction. — MARGARET MEAD.

*Responding to service...
every level of our organization is the function
of the department of...*

Administrative Services

FROM REPLYING TO the countless requests for information about Toastmasters to implementing the policies and directives of the International Board of Directors, through countless services to the numerous districts and areas which comprise Toastmasters, the five people in the department of Administrative Services perform many important duties.

The department keeps a record of all district and area officers, and sends out all material and information necessary in setting up each new administration. It keeps district officers informed of all new policies and procedures adopted by the Board of Directors, assists in planning and scheduling of district, zone and regional conferences, makes arrangements for regional and International speech contests, and prepares and sends out the District Newsletter, a four page, tightly packed bulletin of news, information and suggestions for effective district operation. It keeps the record of the minutes of board meetings and prepares them for publication and distri-

bution. It records, publishes and implements all bylaws changes, and prepares and distributes minutes of the annual business meeting of Toastmasters International, held regularly on the opening day of the International convention. It prepares and sends out all club credentials and proxies for the convention, and keeps districts advised on their registration for attendance. For the International convention, the department offers assistance in preparations for training and orientation sessions of district officers.

An average of 200 to 300 inquiries for information about Toastmasters are received and answered each week. When a request for permission to organize a new Toastmasters club is received the department immediately alerts the governor of the district involved. It then mails information and organization kits and assists throughout the organization period with step-by-step counsel, working closely with the districts. More than 300 new clubs are chartered each year. The department prepares

and engrosses the official charters, mailing them to the governor of the district for official presentation to the new club.

The Administrative Services Department receives the notification of club members who have successfully completed Basic Training and prepares the Certificates of Merit—about 75 to 100 each week. Countless thousands of men have received these certificates throughout the lifetime of Toastmasters. Included with the certificate is the Basic Training Survey, which the Toastmaster is asked to fill out and return to World Headquarters; about 80% find their way back to the department, resulting in over 4,000 individual letters sent each year to employers, notifying them of the Toastmaster's achievement. These letters are sent only on the direct request of the Toastmaster. Throughout the years they have proved an effective force in spreading the story of Toastmasters and its many benefits to the participant and in acquainting leaders of business and industry with the Toastmasters program.

An important function of the department is the maintenance of the club files. These files line the walls of one room in the new World Headquarters building, providing a valuable reference and repository for all club information, including officer and



Mrs. Flora Wiley, manager of the Administrative Services Department, joined the staff of Toastmasters International in 1951, after a business career which included positions as administrative assistant for a business management firm in Los Angeles and as assistant to an Actor's Personal Representative in Hollywood. She is a graduate of Santa Ana High School and Santa Ana College. Mrs. Wiley is a familiar figure to Toastmasters who have attended the last eight International Conventions, who refer to her as "the girl who knows the answers."

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membership lists and copies of all correspondence and invoices. Information is kept for the current year and past year, then transferred to microfilm, and stored where it is available for reference, if necessary. The efficient maintenance of these files is basic to the operation of all departments of World Headquarters.

There are many other specialized services the department stands ready to offer upon request of districts, areas and clubs. For the Administrative Services Department, the accent is on the second word. Ω

Keeping abreast of new developments in communication and guiding the educational policies of Toastmasters is the department of . . .

Educational Research

ON THE FIRST FLOOR of the new World Headquarters building, adjacent to the Board of Directors room, is the office of the department of Educational Research. Here Dr. Ralph C. Smedley, the founder of Toastmasters and head of the department, provides counsel and guidance for the educational work of Toastmasters International, carries on his many writing projects and maintains his extensive correspondence with Toastmasters.

To few men is it given to achieve in one lifetime success and acclaim in two separate careers. Dr. Smedley's life has been devoted to the service of his fellow men, initially as a general secretary of the YMCA, and ultimately as the founder of Toastmasters International. Many honors have been extended to him: the honorary degree of Doctor of Humane Letters from his university, Illinois Wesleyan, a plaque commemorating his founding of the world-wide organization of Toastmasters at the entrance to the Santa Ana City Hall, and the Santa Ana Junior High School which bears his name, to list only a few.

Both honors and years rest

lightly on the shoulders of the 84-years-young founder, who still maintains a work schedule that would prove taxing to a man half his age. In great demand as honored guest and speaker at Toastmasters club meetings, he fulfills as many requests as possible. Although no record of his mileage has been kept throughout the years it is safe to say that his travels in behalf of the organization would circle the globe more than once. He tape records many greetings to clubs on special anniversaries and frequently addresses Toastmaster gatherings over long-distance telephone hook-ups.

Much of the training and educational material used by Toastmasters has been written by Dr. Smedley, including the *Basic and Beyond Basic Training Manuals*, *Speech Evaluation*, *The Amateur Chairman*, *The Voice of the Speaker*, and others. He is the author of a biography of General Henry Martyn Robert, "The Great Peacemaker," the first published study of the famous parliamentarian who produced "Robert's Rules of Order." His latest work is a volume of personal reminiscences, "The Story of Toastmasters." Dr. Smedley's success as a published writer puts him well into the best-selling author class. One book alone—*The Amateur Chairman*—has sold nearly two million copies and is still in great

demand. Dr. Smedley also prepares a monthly feature, "Personally Speaking" for *The Toastmaster* magazine.

The *Beyond Basic Training* program has been for years a special project of the founder. Until recently he personally evaluated the reports of each speech, and although the extent of the program in recent years has made this impossible, he still maintains an extensive correspondence with Toastmasters working on the assignments and offers them thoughtful and considered personal guidance. At the annual International convention, he personally presents the Certificates of Achievement for completion of *Beyond Basic Training*. This is a regular feature of the traditional "Breakfast with the Founder," a popular convention event.

"All Toastmasters really love Dr. Smedley," writes a Toastmaster from Chicago, "and I am one of his most enthusiastic boosters. When I was taking *Beyond Basic Training* he gave me invaluable help, and I was very impressed at the 'personalized' help he gives Toastmasters, particularly when you know he must have a terrific schedule."

This "personalized" help—the ability always to recognize the individual and his needs, aims and goals, is one of the secrets of the Educational Research Department, which is not really a department—it's a man. Ω



Touching all phases of Toastmasters in their relationship to the public is the work of the department of . . .

Public Relations

THERE ARE MANY fancy definitions for public relations, but the Public Relations Department at World Headquarters prefers a simple one—"Public Relations is doing a good job and telling others about it."

Whether the World Headquarters, the districts, and the clubs are doing a good job is a major concern of the Public Relations Department. The department operates on the theory that there is no use publicizing Toastmasters if the organization is not doing a good job in providing its members with what it has promised them.

At the World Headquarters, the Public Relations Department concerns itself with the relations of all departments, with members and the general public. Working with the other departments, they encourage clubs to improve their programs. In *TM Topics*, the monthly newsletter to all club and district officers, the department offers membership building ideas and program and publicity suggestions. The department reads hundreds of club and district bulletins each

week. Many letters are sent to bulletin editors offering suggestions and frequently commending their efforts.

To publicize Toastmasters, the department works with all types of media. Special material is prepared for national, trade and employee publications. Since the formation of the Public Relations Department, articles and features on Toastmasters have appeared in many publications, including *The Reader's Digest*, *Liberty Magazine* of Canada, *The Farm Journal* and others. Sample press releases are periodically provided for the use of clubs. Radio and TV spot announcements are also made available and public relations counsel is provided each week for dozens of clubs and districts that write for aid.

The Toastmaster magazine is edited and published by the Public Relations Department. In addition to its worth to Toastmasters, it has proved to be a valuable public relations aid. Each month, complimentary copies are sent to a long list of newspaper and magazine writers

and to radio and TV commentators. Articles from *The Toastmaster* magazine are often reprinted by World Headquarters for distribution to trade and professional groups and associations. Clubs in towns chosen for the "Toastmaster Town of the Month" feature are given suggestions for obtaining local publicity.

Coordinating the travel schedule of the International president is also a responsibility of the department. Priority is given to districts which have not received a presidential visit within a five-year period. When districts are notified of a presidential visit, they receive material from the department. In his travels, the International president is the goodwill ambassador for Toastmasters. The Public Relations Department wants his efforts to be recognized.

The management of the International convention is another duty of the department. Recommendation of convention sites, planning with the Host Committee, room assignments, menus, prices, entertainment and publicity are just a few of the details of this assignment.

Because all the activities of the World Headquarters involve public relations, the duties of the Public Relations Department are broad and varied. Since the department was created four years ago, its activities have re-

Don Perkins, manager of the Public Relations Department, started his career in public relations at North American Aviation in 1940. During World War II, he served on Maj. Gen. Curtis E. LeMay's public relations staff on Guam. Following the War, he was a public relations representative for Mayor Fletcher Bowron of Los Angeles, an account executive for a Hollywood public relations agency, and for six years was public relations director for the Greater Los Angeles Safety Council. He joined Toastmasters in 1958.

Perkins is a member of the Public Relations Society of America, the Advertising Club of Los Angeles and the Orange County Press Club. He is listed in the International directory of Who's Who in Public Relations.

Working with him as assistant editor of the *Toastmaster* magazine is Miss Dorothy Garstang who joined Toastmasters in 1954. Miss Garstang has degrees from Occidental College at Los Angeles and from Columbia University and is listed in the forthcoming edition of "Who's Who in American Women."

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ceived help and support from the Public Relations Committee of the International Board of Directors.

If Toastmasters were not making every effort to do a good job, the Public Relations Department at World Headquarters would operate in a vacuum. But with the assurance that they *are* doing a good job, the department feels justified telling others about it. Ω





Essential to the functioning of the entire organization is the department of...

Finance

TOASTMASTERS INTERNATIONAL is a nonprofit organization operating on an annual budget of approximately \$700,000. The receipt, custody, allocation and disbursement of this money for maximum service and efficiency is the responsibility of the Department of Finance.

The Finance Department assists the executive director in the preparation and maintenance of the annual budget. It prepares and processes semi-annual reports and new club officer lists. It issues monthly reports on district and International finances, has custody of all International and district funds, makes all purchases and processes the billing for purchases made by clubs and districts, keeps all financial records. In an average month, the department mails over 2500 statements to club treasurers on the status of the club's account with World Headquarters.

Each year the finances of Toastmasters International are audited by a nationally known Certified Public Accounting firm; the resulting annual financial report is distributed to officers and Board members and published yearly in the November issue of *The Toastmaster*.

Eight employees staff the Finance Department in its varied duties, operating the two National Cash Register bookkeeping machines (these mechanical marvels complete the whole cycle of bookkeeping), receiving and billing orders, banking, and performing all other functions connected with money. Each morning finds a mail sack of orders to be received and processed: the average day brings over 100 orders from clubs and districts for educational materials and supplies. With few exceptions, orders are processed and on their way within 48 hours.

Approximately a thousand items are listed in the official Toastmasters Supply Catalog, ranging from guest badges to speech contest trophies, from Toastmasters educational material to Toastmasters jewelry. These items are available to Toastmasters either without cost or at a nominal fee. Maintaining the stock is one of the major assignments of the department. The Supply Catalog is furnished to each incoming club secretary, and is also available on request to any club member.

During the past year, over \$170,000 worth of pins, trophies, gavels and books were supplied to Toastmasters. Considering that the average order for educational material is \$1.50, it is easy to realize something of the volume of business services emanating from this department.

At the time of the annual International convention—actually starting several months before the convention and continuing for several months thereafter, the Finance Department shifts into overdrive for the efficient handling of convention expenses. Among these are advance registrations, travel allowances for district officers, members of the Board of Directors and International speech contestants, and the multitudes of financial items necessary to an efficiently operated convention. Continuing throughout the year are the re-



Herbert Wellner is manager of the Finance Department. He received his C.P.A. certificate in 1942 and is certified in California, New York and New Jersey. A graduate of St. John's University, Brooklyn, N. Y., he has taken advanced work in accounting at the Columbia Graduate School of Business and Long Island University. He has held positions with certified public accounting firms and in private industry, including Remington Rand's Punch Card Division, and has been president of a textile processing firm.

Wellner is a member of the California Society of Certified Public Accountants and the National Accountants Association. He joined the World Headquarters staff in 1959.

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sponsibilities of payroll, investments, insurance, pension plans, per capita payments, district and club accounts.

Toastmasters International through its World Headquarters has offered many benefits to its members in educational materials, supplies and services. Throughout the years of rising prices, it continues to offer these services at a minimum cost. This is possible only through the efforts of an efficient, smoothly operating Finance Department.Ω

TMI services and materials go all over the world. Keeping this flow steady and uninterrupted is the responsibility of the . . .

Production Department

OVER 40 TONS of paper a year are converted into Toastmasters educational material which eventually finds its way to all parts of the United States and Canada, and to such far-ranging spots as Turkey and Thailand, Bahrain and Tasmania. If this amount seems staggering, consider: each year the Production Department at the World Headquarters produces over 35,000 copies of *The Amateur Chairman*, over 50,000 copies of *Speech Evaluation*,

over 300,000 copies of *Introducing the Toastmasters Club* and each month puts out over 20,000 copies of *TM Topics*, 1500 copies of *The District Newsletter*, plus thousands of other printed items.

The Production Department occupies most of the space on the first floor of the new World Headquarters building. The department has been termed "the mechanical marvel" of Toastmasters International and visitors are frequently amazed at its

Printers Almer Parks (left) and Tom Cecerle prepare some of the thousands of printed items which emanate monthly from the World Headquarters. All educational and other printed material except Basic Training Manual and The Toastmaster magazine are produced here.

The shipping department is a busy spot at World Headquarters. Left to right: Mrs. Virginia Ryan, Mrs. Grace Hume and Mrs. Rena Burks prepare the afternoon mail, which will end up in all parts of the free world.



size and scope, and at the amount of complicated equipment necessary for its operation. With the exception of *The Basic Training Manual* and *The Toastmaster* magazine, all educational and promotional material is printed by the Production Department. Because of the efficiency of this department, Toastmasters International, despite years of rising costs, has been able to provide educational material to its members at a minimum price.

Modern, high-speed equipment is used throughout the Production Department. Equipment includes offset printing presses, binding, stitching, collating, envelope stuffing and addressing machines, and a huge cutter and trimmer. The department also provides a large storage area.

Ten employees keep the wheels turning in the Production Department. In addition to the department manager, two printers operate the presses; other employees are kept busy collating, binding, stitching and trimming the various books, pamphlets and brochures which flow steadily from the presses. The department also receives all stock and issues all supplies. A complete inventory of items offered in the Toastmasters Supply Catalog is kept on the shelves, and the department prepares and mails all orders from

districts, clubs and members.

The mailing division is one of the busiest spots in the entire Headquarters building. Activity rises to its peak about 4 p.m. when the mail bags — about 10 on an average day — are ready to depart on the day's last postal trip. A run-through of Toastmasters mail reads like the index of a world atlas — letters and packages to Addis Ababa, Nigeria, Hong Kong, Taipei and Paramaribo jostle others bound for Hungry Horse, Montana, and Miami Beach, Florida. Every effort is made to send out orders the same day they are received from the Finance Department. Toastmasters International is the largest shipper in Santa Ana.

Keeping up with postal and custom regulations requires constant checking. Some overseas shipments require as many as 12 forms and declarations.

Visitors to the Production Department are frequently impressed with the inserting machine, which deftly folds and tucks into an envelope as many as eight separate pieces of printed material. It would take three people an entire day to accomplish what this machine does in an hour.

High-speed machinery also makes it possible for the department to print approximately a quarter of a million addresses each month for *The Toastmaster*

magazine, *TM Topics*, *The District Newsletter* and other club and district mailings.

How long does it take to establish a new member on the World Headquarters mailing list? Address stencils are prepared within two days of receipt of the new member application. Basic Training materials are mailed each Friday and cover all new members who have been added to the address lists by the preceding day. After that, it's up to the mail.

Mailing tapes for *The Toastmaster* magazine are made up by the 10th of each month. This is necessary so that a count can be given to the printer. The magazines are mailed on or around the 26th of each month. Members who are reported after the 10th of the month do not receive the magazine until the following month.

A delay in reporting a new member means that he will not receive the materials to which he is entitled. On occasion, some club secretaries have waited as long as six months before reporting new members. The Production Department is proud of its service to clubs and members, but it can't provide service if new members and address changes are not reported.

Because it is sent as second class mail, *The Toastmaster* magazine is not forwarded when a member moves. Over a thou-



John Bartlow is in charge of the Production Department. A member of the World Headquarters staff since 1951, Bartlow has had more than 34 years experience as a printer, starting in his father's print shop in Indianapolis, Ind. From 1938 to 1951, he was superintendent of printing for the Indiana Farm Bureau Cooperative Association. On military leave during World War II, he attended the Naval Photo Lithographers School at San Diego and was in charge of printing on the Cruiser Pasadena.

In addition to his responsibilities with the Production Department, Bartlow also superintends the maintenance of the new World Headquarters building.

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sand magazines are returned each month because of incorrect addresses. Toastmasters International is charged 10 cents for each copy returned. Prompt reporting of address changes can reduce this loss.

The efficiency of the Production Department at the World Headquarters is a tribute to the skill and experience of the men and women who operate it. To the familiar "Better Listening, Thinking, Speaking," they have added their own phrase—"and better service." Ω

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

Small Beginnings

Cicero wisely wrote: "The beginnings of all things are small."

The Christmas story reminds us of that small beginning, twenty centuries ago, when a Babe was born in a manger in Bethlehem, because there was no room in the inn; but in spite of the humble surroundings that event marked the beginning of a movement which was to shape the world. Our lives today are profoundly affected by what has come from that very small beginning.

The reason for that growth is that the Life which began in the manger brought something into man's life which was tremendously needed. It met a need which every man felt, but which he could not satisfy. It has not reached its fulfillment yet, but we have gone far on the way, and the ages to come should continue to carry us nearer to the desired end.

We may apply this same thought to the Toastmasters movement.

It began in a very small way, to meet the needs of a group of men who sought improvement in their ability to communicate. It

operated on the simplest, most direct plan. It really helped men; and because the need for better communication was universally recognized, it spread far beyond the idea of those who started it.

The completion of our beautiful new building marks one point of achievement in which every member of a Toastmasters Club may take pleasure. Like everything else about Toastmasters, the building is practical, efficient in operation, simple, but complete for its purposes. It provides room for growth, without extravagance. We may safely say that it exemplifies the principles of Toastmasters.

As we think of the growth of Toastmasters, and the service which it renders to men, let us realize that while we have accomplished much, we have only made a beginning. If we carry on faithfully in the service of men, there is hardly any limit to the possibilities of our growth and development.

In the words of Horace, "What is well begun is half done." On this basis, we may say that our work is half done, because our beginnings have been well done.

Those who have been the leaders and servants of our movement in the past thirty-eight years have laid firm foundations on which we may build. They deserve our thanks for what they have accomplished, and for what they enabled us to do.

Toastmaster Writes a Book

Here is an unusual book. It might even be termed unique, for I know of no other just like it.

This is a book about editorial cartoons, written by a editorial cartoonist, and generously illustrated with editorial cartoons. Of special interest to Toastmasters is that it is written by a veteran Toastmaster.

The book is *Today's Cartoon*, by John C. Chase, and it covers the life and work, in condensed form, of 140 well-known editorial cartoonists, including the author. Published by the Hauser Press, of New Orleans, it is priced at ten dollars, and it will make a very welcome Christmas gift for many a man (or woman) who appreciates and enjoys the clever work of the cartoonist.

It starts with Thomas Nast, "the father of the American political cartoon," who was doing a great work in fighting political corruption almost one hundred years ago, when Boss Tweed was a power in New York politics, and Horace Greeley was the great newspaper man.

Two full pages of pictures and printed matter are devoted to

each of the men selected as representative political cartoonists, from 1871 to the present, and by the time you have read and digested the information about any one of the men, you will feel reasonably well acquainted with him.

John Chase has been cartooning with New Orleans newspapers since 1927. First he was with the *Item*, then with the *States*, and since the *Times-Picayune* bought the *States*, he has been with the *States-Item*.

Long ago, he joined the New Orleans Toastmasters Club, where he found that he had ability as a speaker, and presently he was on the lecture platform, popular with many audiences. Then a speech he gave in the club on the history of New Orleans as reflected in its street names grew on him until he developed a full lecture on the subject, and later, he put this, and much more, into a book entitled "Frenchmen, Desire, Good Children." These, as you will understand, are the translations of some New Orleans street names, and around them he has woven the romantic story of that city.

Recently, John Chase has been made president of the National Association of Cartoonists, so it is safe to say that he frequently is too busy to attend the regular meeting of his Toastmasters Club, but he is still an enthusiastic advocate of Toastmasters training. □

WORLD CONGRATULATES NEW TMI WORLD HEADQUARTERS

As dedication day approached, hundreds of congratulatory messages from friends across the world flooded the World Headquarters offices. Among the many messages received by Executive Director Maurice Forley were the following:

"I commend Toastmasters International upon the completion of their World Headquarters building. It is most fitting that this is located in Santa Ana, where Toastmasters originated to spread to many parts of the world..."

— Edmund G. Brown, Governor
State of California

"...I regret I cannot be with you on this important occasion, and have an opportunity to see at first hand your new building... In the occupancy of your new offices, may your organization enjoy continued effective administration and success in all of its activities..."

— George R. Means
General Secretary
Rotary International

"My heartiest congratulations on the opening of your new International Headquarters. Know this will mean even greater service to your members. The more than 650,000 Lions of the world extend their greetings and congratulations as well."

— Curtis D. Lovill, International
President, Lions International

"Sincerest congratulations to you, the membership of Toastmasters International, and your staff upon the occasion of the public opening of your lovely new home. All Kiwanis joins with me in wishing you renewed dedication to and enthusiasm for your pleasant task as you labor in your magnificent new surroundings."

— O. E. Peterson, Secretary
Kiwanis International

"... Congratulations, and very good wishes for your continued success in such plush surroundings."

— Mrs. Robert F. Leyden
Associate Director
Public Education
American Cancer Society, Inc.

"Congratulations, a fitting word, yet inadequate to express our appreciation for the notable achievements made by the Toastmasters of the free world... Sarasota, on the Suncoast of Florida, with its beautiful white sands, wishes all Toastmasters God Speed on their journey to personal development through the medium of better listening, thinking and speaking, to a better understanding..."

— John O. Binns, Mayor
Sarasota, Fla.

"The Boy Scouts of America extends to you and to your great organization our very best wishes on the occasion of the dedication of your new World Headquarters... I know that it will be a source of inspiration to every member. Your fellow officers and staff can be justly proud of this achievement..."

— C. M. Tribur, Director
Civic Relationships
Boy Scouts of America

"Our heartiest congratulations on the dedication of the new world speech laboratory. Best wishes for continued growth and development of this great work."

— Directors, officers and
members, Region VI.
Ohio, Indiana,
Michigan

"We, the Toastmasters of District 60 gathered in Toronto for our fall conference this 27th day of October wish to convey to Dr. Smedley, the officers, directors and staff of Toastmasters International our feeling of kinship on this day of dedication of the new World Headquarters."

— Frank Hurst
Governor, District 60
Ontario

"... District 36 congratulates Founder Ralph C. Smedley, Executive Director Maurice Forley and staff of World Headquarters, Toastmasters International, officers, directors and guests present at dedication of this monument to self-improvement in oral communication. Self expression is one of the highest gifts of God to man. ... May we continue to outgrow our beautiful expanded facilities."

— Quentin R. Verdier,
Governor, District 36,
Washington, D.C.

"Aloha ma i ka apana kanahakumamae iwa aeia i ke kikowaena o ke ao. E hoonui aku i kona kumu i ke kokua ana i ka lahuj i ala kiekie. Ma o ka olelo ame ka hoomaopopo ana."

— G. W. Pali, Governor
District 49,
Honolulu, Hawaii

(Aloha from District 49. May new World Headquarters building be greater source of assisting mankind to greater heights in speech and understanding.)

"Congratulations on the opening of World Headquarters of Toastmasters International. May it long serve the Toastmasters throughout the free world."

— Robert S. Carr, Mayor
Orlando, Fla.

"... We of Tokyo Toastmasters 1674... appreciate the time and effort that goes into the program and each of us feels that someday we will be able to participate first-hand in Toastmasters events in the United States. On this D-Day for Toastmasters International, congratulations!"

— Richard T. Owen, President,
Tokyo Club 1674-U
Tokyo, Japan

"I am delighted... by the long dreamed dedication of our new World Headquarters. Congratulations and best wishes."

— T. Vincent McIntire,
Past President, Toastmasters International
Zanesville, Ohio

"We, the Toastmasters of Western Electric Club 1691 and the 26 students enrolled in Speechcraft wish to convey our felicitations to you and all Toastmasters on the dedication of the new World Headquarters building."

— Jack Jonells, President
Dave Burns, Secretary
Club 1691-11
Indianapolis, Ind.

"District 10 Council extends hearty congratulations to all who have helped make dedication possible. May the impact of Toastmasters compound a thousandfold. Best wishes for health, happiness and success."

— Paul Glass,
Governor, District 10
Northern Ohio

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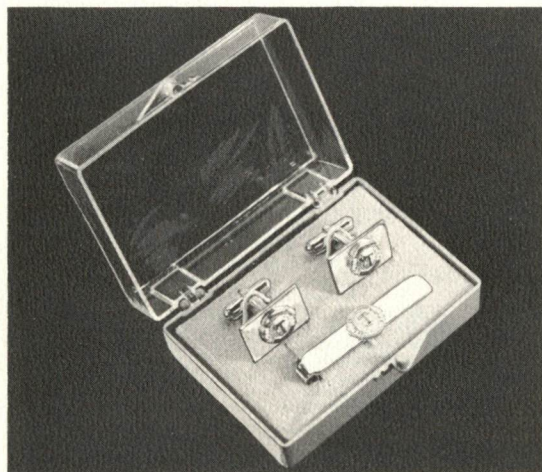
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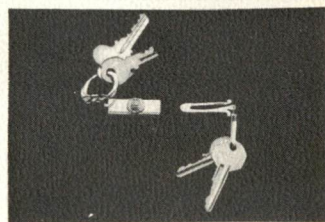
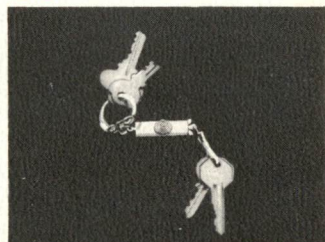
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