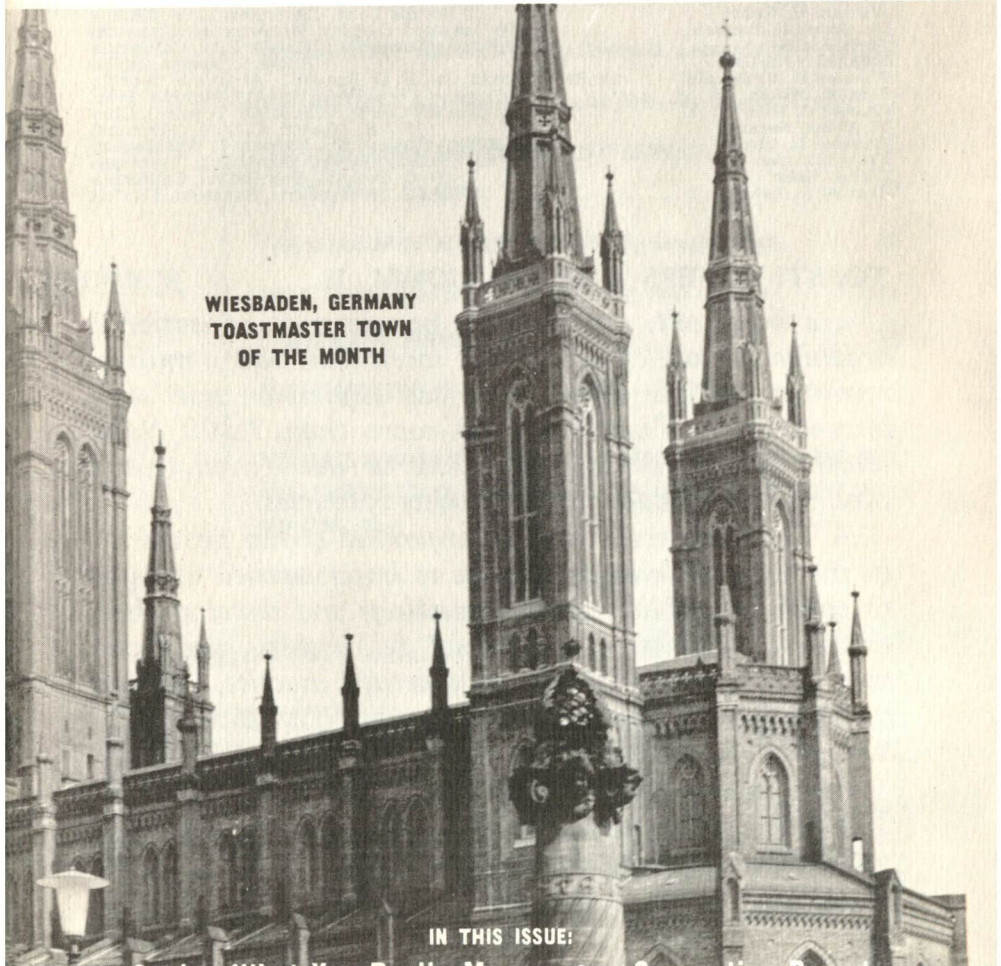


SEPTEMBER, 1961

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



WIESBADEN, GERMANY
TOASTMASTER TOWN
OF THE MONTH

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

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

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

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The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

VOLUME 27 NUMBER 9 SEPTEMBER, 1961

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Saying What You Mean

By GEORGE B. LEONARD, JR.
San Francisco Editor, Look Magazine

THERE'S NOTHING WE in this country fear more than silence.

Nevertheless, I'm going to start off with a vote in favor of silence. The name of this article is "Saying What You Mean," and my first recommendation is this: If you have nothing to say, don't say anything at all.

This is revolutionary. Think what it would mean. Television would be off the air except for about three hours a week (and you know, strangely enough, those hours would be on Sunday afternoon, the most inconvenient time possible.) Newspapers would be printed on one side of 8x10 sheets—in bold-face type. Sociological quarterlies? None. Popular magazines? Well, we won't go into that.

It would be a strange, silent world. We might even have to listen to the eerie sound of ourselves thinking.

As frightening as that might be, I think I'd prefer it to the present situation. If printing presses and TV and radio stations keep multiplying (talk about need for birth control information!) and getting

more efficient all the time, I think we're in great danger. Some of you may be worried that mankind will be destroyed by atomic fallout or some marvelously effective nerve gas or a cloud of man-eating bacteria. I personally think we won't have to wait that long. I fear that any day now we're all going to be buried alive in the tons and tons of verbal garbage being poured out over us every second of every minute of every hour of every day.

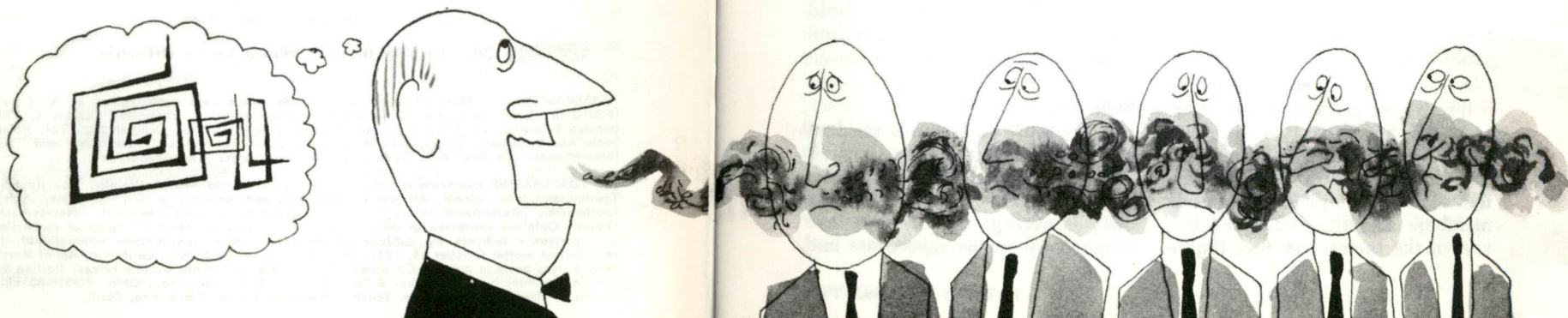
For example: I once attended a White House Conference on Children and Youth. All in all, 7500 fine, well-intentioned people came together. First they had met in state and I think local sessions involving many thousands of other people. And I listened to the 7500 delegates get together and talk, and talk, and talk for three days and then for two more days in forums. And they came up with, I believe, 1600 recommendations.

I expected to get the booklet containing the recommendations about two weeks after the conference ended. I kept writing and getting replies saying: "Well, the editing job is just too huge and monumental." And whoever did the editing

job did a heroic job, because the booklet, when it finally did arrive, is a gem of conciseness. It has only 690 recommendations, with about ten times that many subheads. In this booklet are some good recommendations. But even after the editing down to about one-fiftieth of the original verbiage, it includes some things which amaze me.

For example: They recommend that "the curriculum include emphasis on the causes of human behavior through discussion and participation in appropriate experiences at all age levels." What experiences? What are those experiences? I got worried about that. The booklet also includes this recommendation "that the schools maintain a balance"—now get that—a *balance* between science and technology on the one hand, and creativity in the arts and humanities and a sense of moral and spiritual values on the other hand, as well as a balance in scholastic and extracurricular activities.

Now, what do they mean by *balance*? I think I vaguely know that the recommendation comes from the people who don't want science and technology to take over. They



say a *balance*; but already we have *less* science and technology than the other—creativity and so forth. So maybe they mean to *increase* science and technology . . . You know, it just doesn't mean *anything*.

The word "creativity" appears in the book with frightening frequency. The delegates want everyone to be creative. I don't know if they understand what creative is. I know that I've written one novel, and I'm right in the middle of another. This, I think, is what they call "creative writing." And it's not getting up and dancing and expressing yourself and being "spontaneous," because, being "creative," it seems to me, is being sternly disciplined. It's seeking order out of chaos. It's agonizing work. I don't think that's what they mean.

But please don't put all the blame on those well-meaning delegates. It's next to impossible for any group of 7500 people to say anything meaningful. In fact, committees make the lousiest writers of anybody. Of course, you know the definition of a camel. A camel is a greyhound designed by committee.

So my second recommendation is this: If you can't abolish all committees, and if you really have something to say, at least make sure that *one* person in the committee writes or says it. The other members can edit, discuss or otherwise make themselves feel impor-

tant and needed. But just be sure that one person is responsible for the writing and the saying.

You know, someday we're going to rediscover the human individual, and it's going to be a thrilling experience. I think it will take an archeological expedition, and I would like to be a member. We'll put on our pith helmets and get out shovels and depart for darkest apathy. We'll start digging at one of the giant conferences. We'll dig down past composite forums, through ordinary forums, into super-committees and steering committees. And if we make it that far, we'll dig through regular committees and finally through sub-committees. And there, by gosh, we'll find it: that rare and half-forgotten specimen, a human individual.

He'll be mumbling meaningless phrases in an obscure tongue, phrases such as "community agencies should coordinate" or "emphasis on programs devoted to creativity." But, if we just keep him out in the fresh air by himself for a while, we'll find that he's a pretty wonderful creature. He can think and believe and hold convictions. And if we leave him alone long enough, he may even rear up on his hind legs and *say something*.

But what if you're an individual and you *do* have something to say? Maybe that's all that's needed. Wrong again. Our troubles are only starting. Today we are plagued by vague, inaccurate and



actually distorted writing and talking. This means, in most cases, vague, inaccurate and actually distorted *thinking*. For what is language but thought? Neither can exist without the other. Psychologists have discovered that when we think, even in complete silence, our larynx still moves, just as if we are shaping words. Destroy language and you destroy the ability to think.

The destruction of language in a democracy is especially disastrous. A democracy is built almost entirely on words. Now think about that for a minute. Force rules in a dictatorship; a monarchy justifies itself by divine right; individuals of great past civilizations have been held in sway by priests and their taboos. Only in a democracy is rule based on language. Constitutions, laws, the deliberations of legislatures and courts—all are verbal.

When language loses its force and accuracy, democratic government becomes impossible. Note that the communists strike first at language, seeking to distort and weaken it. Witness the communist world today. The East German puppet state is called of all things, "The German People's Democracy." The communists invent new words which make it impossible for the people who use them to think clearly. The Hungarian revolution was, according to the communists, "counter-revolution." According to them, there is no such thing as "revolution" against a communist government. Thus by a trick of language, they have distorted men's view of reality. They have un-created something that really exists.

In his novel, *1984*, George Orwell foresaw the ultimate destruction of language by the totalitarian state of the future. In the age of doublethink, the Ministry of Truth proclaimed three slogans.

WAR IS PEACE FREEDOM IS SLAVERY IGNORANCE IS STRENGTH

Now the Ministry of Truth actually "proved" these slogans to the people by the use of a language called Newsspeak.

Well, gentlemen and gentlewomen of the jury, I have news for you: Newsspeak is not so far off in the future as 1984, nor so distant as China, nor even so far as 90 miles southeast of Miami, Florida. Newsspeak can be found on Pennsylvania Avenue, on Madison Avenue, on Van Ness Avenue.

Yes, in our free country, too, obfuscation has gained approbation, while forthrightness and precise expression seem to be on the wane, if not actually suspect. I fear that unclear talk and writing today are keeping people from getting the information necessary for democratic decision.

Somehow well-meaning people got the idea, among other things, that you can do away with something unpleasant by making up a new word for it. A few examples: There are no "old people" in America any more, only "senior citizens" (a particularly insulting and patronizing phrase, it seems to me). There are no "blind people," only "the visually handicapped." Street cleaners are—you guessed it—sanitary engineers.

Now I know these euphemisms are designed to break down prejudices against certain conditions and make those conditions less painful for the people involved. But wouldn't it be better to strike at the prejudice itself rather than destroy our language and destroy our ability to think clearly? Why don't we quit meddling with the language, and just call things what they are to the best of our ability? And *that* is my next to last recommendation.

Finally, I want to take up generally sloppy, inaccurate writing and speaking, in which impressive-sounding, readymade phrases replace clear and forthright statements. This is not saying absolutely *nothing*; this is saying *something*—maybe something important—in as vague and general a manner as possible. For examples of this, look almost anywhere.

Why does this go on? I think it is mainly a question of reward and punishment. Today there is not enough reward for clear and forthright statement. You may even be punished for actually standing up on your hind legs and saying something. Because you may step on somebody's toes. (But Lord, Lord, how we need clear courageous voices today!)

On the other hand, you will probably not be punished for obscure writing or speaking, just so long as you use the accepted cover-up phrases and don't hurt anyone's feelings.

So here's my last recommendation as to what you can do. In your own organization, set up a system of rewards and punishments in favor of clear, forthright statement. Praise, raise or promote the writer who says something clearly. When a writer brings you a sentence you can't readily understand, ask him, "What do you mean by this?" If he *can* think it out, have him write it accordingly. If he *can't*, have him forget it.

Remember always that the simple, declarative sentence—subject, verb, object—is the noblest creation of man. It forces you to think. In essence, it *is* thought.

Do not tolerate any sin against our language, for this sin is a sin against thought, and therefore a sin against mankind. ♦

George B. Leonard, Jr., has been LOOK'S San Francisco editor since October, 1956. He joined LOOK as a senior editor in 1953. His writing assignments have included essays on the American family, race relations, conformity and youth problems. Three of his education articles won the top Education Writers Association Award and School Bell Award in their category for three successive years.

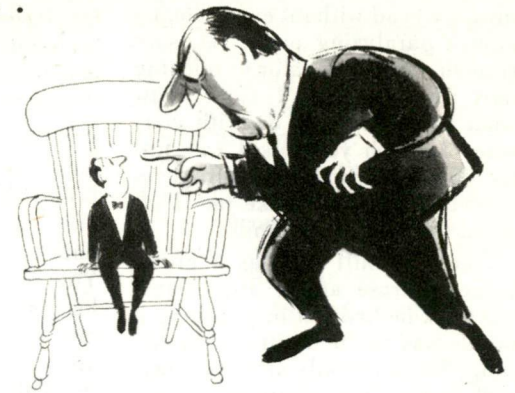
Mr. Leonard is also co-author of a book, "The Decline of the American Male," (1958). His novel, "Shoulder the Sky," was published by McDowell, Obolensky, Inc. in 1959. This article is condensed from a talk given before the National School Public Relations Associate Seminar at San Francisco, July 8, 1960.

The best test of a nation's culture remains what it has always been since the days of Gutenberg: its attitude toward books.

—Allen Nevins

Let's disbar the . . .

"District Attorney" Evaluator



By BARNEY KINGSTON

NO AREA OF TOASTMASTERS causes more controversies, more arguments, more disagreements, more injured feelings and more loss of members than ill-thought-out evaluations.

We all know that no matter how fine the talk, there will always be some listeners who won't like it for some reason or other. Maybe we're prejudiced about an opposite point of view. Maybe we don't like the way the speaker parts his hair, or his mannerisms, his gestures, his voice—so we unconsciously "take it out" by criticizing the speech when we know that our fault-finding with the speaker is not entirely justified.

The big problem is, and always has been, how to give an evaluation that is genuinely helpful, constructive, and given in a friendly manner.

But what happens in the laboratories of actual Toastmasters club

meetings is all too frequently something else.

First we have the clever evaluator, the man who has already worked out his scintillating criticism even before he has heard the speaker. He doesn't know what the speaker said and couldn't care less; all he has in mind is to take the stage and put on a performance. His objective is to be witty and entertaining; the idea of being helpful to the speaker hasn't even crossed his mind.

How many times do you see an evaluator busily writing his critical notes all during the talk—hardly glancing up at the speaker. Yet he rises to present all kinds of suggestions for improving the speaker's gestures!

I remember one such evaluation in my club. My evaluator was a fellow who had several times criticized me for too much head turning. On this particular night I had

a cold in my neck and could barely turn my head without experiencing almost paralyzing pain. Yet, sure enough, my evaluator's opening dart was, "Barney, I don't know what we're going to do with you; when I watch you talk I can feel the breeze from your frequent head-turning. You make me think of an Old Dutch windmill."

The windmill bit was a nicely turned phrase and I appreciated the work he had put in polishing it on his way to the meeting that evening. But since only after two days and several heat treatments was I even able to turn my head at all, his clever remark was a bit out of place, to say the least.

These built-in evaluations are only part of the story. Another evaluator who should be abolished is the "tearer aparter," the fellow who can find nothing good to say.

I recall hearing an evaluation of a really top-flight speaker who had just won his district speech contest. At an inter-club meeting, his evaluator arose and began, "Well, we all know Joe is a champion speaker; I'm sure he doesn't want to hear any soft soap." So he proceeded to cut Joe up into small pieces. Yet Joe had given one of the finest talks I had ever heard.

Apparently a lot of Toastmasters are more concerned with the negative qualities of a talk than with the positive ones—the things that make up a good talk. Perhaps it is human nature to accent the negative;

the bad news makes the headlines, the problem child gets the attention, and it is easier to put our fingers on things we don't like than on things we do.

But of all the negative evaluators poised with spear in hand, the one I find the most objectionable, the one who really makes my blood boil, is the "district attorney" type. You can always spot him by the legalistic language he uses. "I submit, we have here a man so far off his purpose as to tax our credibility. This man is guilty of the greatest sin a Toastmaster could commit

—he did not establish a purpose for his talk."

Granted that the evaluator was right; I agree with him—the speaker did give a purposeless talk. But making a speaker feel as if he were on trial is hardly a way to help him.

I recall a "district attorney" evaluator who used to make me shudder every time he got up to evaluate a speaker. One night, I remember, he

roasted a man who was easily one of the best speakers in the district. The speaker had just returned to the club after a very serious throat operation, and obviously had difficulty in talking. Our "district attorney" held him up to scorn, took him to task for not doing more preparation, and especially ridiculed him for his poor voice. He wound up with, "Joe, for a fellow who's supposed to be a top speaker, you sure let us down tonight." I couldn't help wondering who let whom down.



I remember another time one of these would-be barristers pointed an accusing finger at a speaker and thundered, "You gave that talk a few years ago, didn't you?" The chief evaluator, fortunately, chided him for his ill-chosen remark and pointed out that whether the speaker had given that talk three years ago or not was entirely irrelevant; it was no crime, for many times speakers repeat a talk because they want to do a better job on it.

About this time I imagine some of our more rugged readers are saying, "What's he so wrought up about? If a fellow can't take it, he doesn't belong in a Toastmasters club." Or, as Harry Truman once put it, speaking of potshots at political figures: "If he can't stand the heat, he shouldn't go into the kitchen." But consider this: if you publicly embarrass or humiliate a man, do you really think he is getting any good out of your evaluation? The hallmark of a good executive is the ability to get things done without stepping on a lot of toes. Blasting a man "for his own good" rarely does him any good at all. How can you expect a man to take your criticisms, even valid criticisms, even if well intended, if in the process you alienate him to such an extent that he hears only your insults and feels only your pride-wounding shafts?

Is there a simple, clear-cut solution to the problem? I doubt it. Human nature being what it is, I fear it will always be difficult to strike the right balance of evaluation—constructive criticism given in a helpful manner.

The real necessity, I believe, is to set up some sort of automatic thought process that will compel an evaluator to say something helpful in a kindly manner.

Perhaps you may want to give this partial solution a trial: (1) Make part of your evaluation "What did I like about Joe's talk—and why." Obviously one of the best ways to be assured of a receptive attitude on the part of the speaker is to tell him something he did well.

(2) "How can we help Joe do even better in the future?" This should be part two of your evaluation. If you adopt this method it should be almost impossible to get off onto the reprehensible "district attorney" tangent.

In other words, even when offering criticism, let's accent it in a positive way! ♦

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

A powerful agent is the right word. Whenever we come upon one of those intensely right words in a book or a newspaper, the resulting effect is physical as well as spiritual, and electrically prompt.

—Mark Twain

Toastmasters and Community Service

By ARLEY L. HOWSDEN

EVERY TOASTMASTERS club performs a real, concrete service for its community by helping to develop the community's most important resource—its people. Everyone who has ever attended a Toastmasters meeting, or who understands the purpose and operation of Toastmasters clubs agrees with this.

However, Toastmasters clubs can render another kind of service which is often overlooked. This consists of helping to focus public attention on the needs and problems of the community. Why should we not schedule meetings in which the theme would be a current issue in the community? Not occasionally, as many clubs do, but regularly? Say, four or five a year?

We have in our clubs an atmosphere for discussion of controversial issues which is probably better than that of any other organization to be found in the community. In most cases, it represents a cross section of the people who consequently will look at problems with different perspectives. Although our clubs perform a real service by directly improving communication among club members, we need to help spread this communication to other community groups. Why not

send special invitations to official groups to attend the meetings when the theme is one with which they are directly concerned?

If public education or some issue concerning education is to be the theme, invite the local Board of Education, the school principals or other school officials. If you are going to discuss law enforcement or juvenile delinquency, then the city council, the police departments and other civic officials should be invited to attend.

The invitation of these special guests has a triple value. It gives Toastmasters the opportunity to speak before a larger and unfamiliar audience, and provides a greater challenge to those acting as chairman for the different parts of the meeting. It enables the people in the community to see a Toastmasters club in action. Public officials have an opportunity to hear opinions on issues which they might not otherwise hear—and especially not hear in the friendly atmosphere prevailing at a meeting of Toastmasters.

The Willows Toastmasters Club 3317-39 at Willows, California, is a new club, but already it has served its community by sponsoring a program in recognition of

National Library Week. The Library Board and all library employees, leading city officials, and interested community members were invited to a public meeting of the club. The theme was "The Role of the Library in Community Development." Table topics and all speeches were directly related to this theme. The meeting was very successful in promoting the public library.

Would it not be possible and feasible for clubs to move from this type of community-wide promotional meetings to meetings dealing with issues of vital concern to the community, about which more information and thought are needed?

At this point, I imagine that many of my readers are beginning to protest. They are opposed to the idea because "we should not become involved in politics." I disagree. It is true that Toastmasters clubs are expressly forbidden, through the International by-laws, from taking a stand or endorsing a cause, proposition or candidate *as a club*. Neither individual clubs nor the organization, Toastmasters International, sponsor or endorse any cause, no matter how worthy.

But the sort of meetings I am talking about do not involve taking a stand *as a club* on any issue whatsoever. That point should always

be made clear. What these meetings are doing is allowing individual members of the club to express personal opinions in the presence of those in a position to make decisions implementing or rejecting such ideas. Too many people today are afraid to take a stand or be heard except in the presence of those with whom they agree or those in no position to utilize the ideas presented. Improved communication is of no value unless it takes place between people in a position to make use of that which is communicated!

Toastmasters International serves local communities by helping individual members, who are a part of the community. Perhaps we can serve our communities more directly by communicating with community groups. In serving such a community function, we would also be promoting our clubs by enabling others to see the clubs in action and thereby better understand our purpose and potential.

Here is a real opportunity and challenge for our clubs to broaden their roles in community service. ♦



Dr. Arley L. Howsden, a member of the faculty of Chico State College, Chico, Calif., is governor of District 39. He is a member of Chico Club 558-39.

He is the greatest artist who has embodied, in the sum of his works, the greatest number of the greatest ideas.

—John Ruskin

The Makeup of a Good Speech

By DOUGLAS CLYDE

WHAT MAKES THE really good speech—that outstanding one you remember for years and years? Is it possible to define it, or reduce it to any formula, simple or complex?

Granting that the perfect speech is often a happy accident or combination of many factors, we can state that the good speech has a number of definable elements. For practical purposes they may be grouped under three general headings: *knowledge, confidence, and delivery.*

Let's examine these three groupings and analyze them a bit.

First, there is *knowledge.* Knowledge of the mechanics of speech, the use of good English, authority in the fields of gestures, posture, physical appearance: these are essentials. Beyond these, however, the speaker must not only know his subject well, he must be an authority. The best use of the mechanics of speech, the most fluent gestures, will fall flat if the audience detects uncertainty in the speaker's statements. We may say, then, the first important point to remember is to pick a subject on which you are already an authority, or to choose one in which you have a sincere

interest and are confident that enough material is available so that with adequate research you can make yourself an authority. Then prepare yourself thoroughly.

Another important factor to bear in mind is your audience. Of whom will they be composed? Will they be teen-agers, PTA members, a community club, a church group—or your own Toastmasters club? Evaluate this information carefully and slant your speech accordingly. If you are to deliver an outstanding speech, you must talk *with* and *to* them, not *at* them.

The next point is *confidence.* If you have all the qualities of knowledge we have just listed, it can be pretty well taken for granted that your confidence is well—and justifiably—established. However, let's take nothing for granted. Sometimes there is a very fine line between confidence and smugness and arrogance. Your audience will be very quick to detect your slipping over from one to the other.

Confidence is hard to define, in its absolute sense. But for our purpose here let me suggest that it is composed of equal parts of humility, serenity, and steadfastness of purpose. One touch of arrogance

can spoil a whole speech, for that is the touch the audience will remember. One ill-timed over-explosive sentence will detract attention from the message of your talks, so try for a balance of rhythm and volume of voice in your speaking. Wandering around in your subject also displays a lack of knowledge and exposes a lack of confidence. The best speeches are those in which each point logically follows from its predecessor, and which have a beginning, middle and end.

In another sense, we might say that confidence is an inner fire of enthusiasm which transmits from speaker to audience. And a speaker best exhibits this confidence by a poised, relaxed manner.

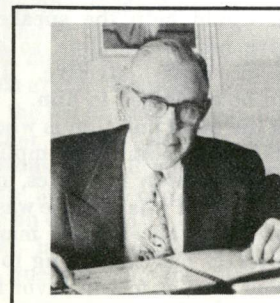
This brings us to our third basic requirement for a good speech—*delivery.* Assuming that you have knowledge and confidence, your talk may still fall flat if your delivery is poor. A superb delivery may even redeem to a certain extent a relatively weak speech.

Voice, diaphragm, proper breathing, controlled rhythm and volume all enter into good physical delivery.

Picture a conductor as he stands

before a great symphony orchestra. He must transmit emotions, feelings, ideas written into a musical score by the composer, to his audience. With his baton he calls on the string section for the introduction. The woodwinds come in with the theme. He calls on the brass for strength and on the tympani for emphasis. The whole must be precisely blended, to deliver the clear, concise effect the composer wishes the audience to hear. Inept action, fumbling, insecurity in direction will cause the conductor to finish with a confused audience and an enraged composer. Like the conductor, the outstanding speaker will make proper use of all the elements in his own personal orchestra—the vocal facilities with which nature has endowed him. These faculties must be developed and perfected by long training and practice, but perfected they must be if we are to achieve our goal of becoming good speakers.

These, then, are the factors built into the good speech: knowledge, confidence, delivery. They are best taught and can be best learned through the training and practice provided by Toastmasters International. ❖



Douglas Clyde is a methods analyst at the Boeing Airplane Co. of Seattle, and a member of Renton Transport Toastmasters Club 2227-2. Toastmaster Clyde's discourses are flavored by a Seattle background in insurance, show business, physical therapy, sea life, university courses and a degree from the Cornish School of Dramatics.

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

Better evaluation

According to the Toastmasters calendar, September is the month in which especial attention is given to the work of evaluation in our clubs. It is also the month for election of new officers, who are to assume the leadership with the first of October.

This makes it an appropriate time for emphasis on evaluation. Newly elected officers can profitably devote much attention to the evaluation of the club with those whose terms expire. They can learn from past experience how to improve the work in all respects, by eliminating weaknesses and strengthening and developing those practices which have been found helpful.

By all means, evaluate your own club with frankness and with care, and help the officers-elect to make plans for improvement in the service of the members.

But do not stop with this. The Toastmasters club is distinctive in its use of speech evaluation. We have found that this technique is a potent factor in speech improvement. "We learn by doing—by practice; we improve through constructive criticism—by the comments of our fellow members." This statement has been made so often that every Toastmaster should have it in mind. But it is a

fact which is too easily overlooked, neglected, even forgotten.

Why do we evaluate? We do this in order to improve. Speech practice without criticism, or audience reaction, loses at least half of its value. We cannot afford to deprive our members of this benefit.

How do we evaluate? Ah, there's the rub!

Much of our so-called evaluation is a waste of time, because we do not prepare for it, do not realize what is needed to make evaluation worth while.

What does a speaker need to know about his speech, after it has been delivered? Primarily, he needs to know whether he made his purpose clear (always assuming that he had a purpose) and whether he won the assent of his audience to the proposition he was offering.

Perhaps he had some minor mannerisms which interfered with the accomplishment of his purpose. In that case, he should be informed. Perhaps the listener has ideas which would help the speaker to improve his presentation so as to make it more effective. These should be explained to him.

But the main question is whether he made his point, accomplished his purpose, won the votes, made the sale, or did whatever he was trying to do, in an effective manner. If he really had something to say, and said it so as to win favor from

his hearers, then we can overlook the fact that he put a hand into his pocket, or stood on one foot, or looked at the ceiling.

How shall we have better evaluation?

One of the primary responsibilities of the Educational Committee of your club is to give instruction in this essential art. This month, as we swing into the serious work of the fall and winter, is the time to start this instruction.

During this month, have several talks on evaluation, by more experienced members. And what shall they talk about?

Refer them to the book, *Speech Evaluation*, which every Toastmaster receives when he comes into membership. Ask each member to bring his copy of the book to a meeting early in the month, and have someone explain how to use it. Look on page 2, where you will find, instead of a "table of contents" a series of 20 questions, covering essentials of evaluation.

Have one of your educational talkers speak on the ideas presented in "The Philosophy of Criticism" which begins on page 6. Tell him to use his own imagination and experience to build a good speech around one or more of the ideas he will find in this section.

Ask another speaker to build his speech around questions 1, 2, 3, and 4, of the list of questions on page 2. Another speaker may be assigned questions 6, 7, 8 and 9. Then the fourth speaker can turn himself loose on question 10. Still one more speech is needed. This one deals with question 19. You may assign

the speech subject: "Point Your Speech," and let special emphasis be given to the importance of having every speech aimed or pointed at some specific target or goal of accomplishment.

If your educational vice president will present to the club a series of speeches on evaluation based on these ideas, every member should benefit. If there is not time enough for all these to be presented in one month, then let the program be carried over into another month.

New members need to be given instruction in the art of criticism and older members need to be reminded. Every session of evaluation should be planned and prepared for just as seriously as the formal speech program is planned.

There are many methods of evaluation. Turn to page 21 of your *Speech Evaluation* book, where you will find the start of four pages of suggestions of "Method of Evaluation." At the top of page 21 you will find the line: "Plan the Criticism." Heed the admonition. Plan your evaluation systematically and thoughtfully, and instead of confessing that "evaluation is the weak point in our club," you can proudly proclaim, "our club is strong in constructive criticism."

And evaluate your club

Let the members, as well as the officers, have a chance to evaluate the club and its work, and to offer helpful suggestions for improvement. Such helpful, constructive criticism can make a world of difference in the good which will be accomplished during the next six months. ♦

*Special problems arise
when you're making a . . .*

Talk, Illustrated By

By JEAN A. BRAY

PICK UP ANY newspaper which lists the coming programs of various clubs and organizations and you're sure to find two or three mentions of a "talk, illustrated by slides." Such talks may range from the purely-for-entertainment travelogue ("and here we are in Paris, with the Eiffel Tower on the right") to serious educational and technical talks delivered by experts to specialized groups.

Slide talks pose some special problems and demand some special attention. There are several points which can make your slide talk easier to give and more interesting to your audience.

First, be sure your slides are organized and the projector and screen ready to go *before* you are introduced. A rambling account of difficulties in setting up ("seems to be a little trouble here in getting in focus; we'll have it in a minute, heh, heh") is not a forceful, interesting opening. You cannot afford to lose your audience in those important first minutes. Check the light coming out of the side of the projector to see if it is going to shine in someone's eyes; if it is, block it off or screen it. Check the air circulation in the room. If the room is small and the ventilation poor, it's a good idea to suggest no smoking. Smoke obscures the screen and in a close, darkened

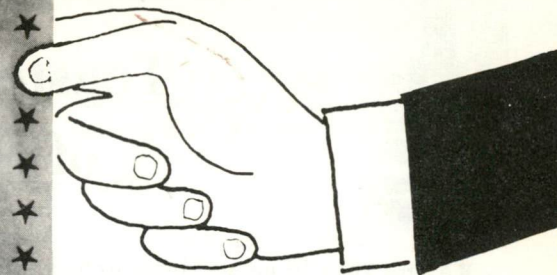
room may be extremely irritating to the eyes.

Be choosy about the slides you show. Just because you have a hundred or so, don't try to show them all. Choose your best ones, and have them in order, right side up. Be sure no extraneous ones have slipped in by mistake ("oh, sorry, that's one we took of the children at the beach last summer").

Slides organized, projector ready, screen ready, light and air circulation checked—now you're ready for your talk.

Since slides are shown in a darkened room you have a few special advantages—also some problems. The screen, not you as speaker, is the center of interest. You may have all of the nervous mannerisms you wish. You may scratch your head, pull your ear, blink your eyes. You may wear your coat unbuttoned and keep your hands in your pockets. No one will see, notice or criticize.

On the other hand, you're denied the extra force that gestures could give you. You may make the most eloquent gestures since William Jennings Bryan, but they won't help you here. They won't help you to emphasize a point. It does no good to demonstrate "so high" or show "a wee bit" with thumb and forefinger. Nor will eye contact help you. No chance here



to pick out key people in the audience and point your message directly to them. No chance, either, to watch your audience reaction, to detect signs of boredom and inattention. You'll have to depend on your ears to tell you whether you have lost your audience.

The organization of your talk and your voice are the important things here. Speak loudly enough for everyone to hear. This seems an extremely obvious statement to make to Toastmasters, but remember, one is often inclined to speak softly in the dark. For the audience, it is extremely boring to sit for several minutes in front of a picture when the picture is not understood. The old saying about one picture being worth 10,000 words is only true when you have at least 50 words to tell what the picture is about. And if you are watching slides in a darkened room, after a meal, it is very easy to go to sleep.

Speak briskly, varying your tone and volume as much as possible. Keep the slides moving: never hold a slide on the screen too long, especially if the picture contains a human figure in action.

Follow the usual rules for good

speech organization. Be sure your talk has a beginning, middle and end—and a purpose. Be sure that your ending and the last slide coordinate.

Illustrate your talk with little human interest incidents when possible. And don't forget to spice your talk with humor to keep your audience alert and awake.

If you have taken your own slide pictures, don't apologize for them or belittle them. If they're so poor they really need an apology, just don't show them at all. Otherwise, ignore any deficiencies and your audience probably will too.

Last of all, when you get ready to stop—stop! Don't keep rambling on while putting your equipment away, or let yourself be led into a too long, vague question-and-answer period. Save your best pictures until the end, build up to a climax, close with a good punch line and stop—like this. ❖

Jean A. Bray of Bartlesville, Okla., worked at Phillips Petroleum after her graduation from Arkansas University, but left to become a housewife. Husband Lyle is a member of Bartlesville's Osage Club 1585-16, son Pat (16) hopes to join when old enough, while daughters Shelley (12) and Lynley (3) make a good home audience.

Toastmaster Town of the Month

IN THE YEAR 10 B.C., a young Roman soldier campaigning in Germany with the army of General Drusus discovered a spring of hot, bubbling, saline water. Soon a city arose on the site, a popular resort and rest area called Mattiacum. Today it is known as Wiesbaden, a world famous spa.

Only the ruins of a third century Roman wall remain as a reminder of the Roman officers and their ladies who once strolled the walks and sipped the waters. Today the 260,000 citizens of Wiesbaden live in a city of park-like beauty, protected by the rolling hills of the Taunus range, and facing the beautiful Rhine River of song and story. The city is famous for its royal and ducal palaces, townhall, courthouse, art gallery, museum, royal theater and Protestant cathedral (see cover picture). It trades in wines, and manufactures surgical instruments and chocolate.

Wiesbaden is a double capital: the capital city of Germany's newest state, Hesse, and the "capital" of the United States Air Force in Europe. As the center of military government activities for the State of Hesse, Wiesbaden has innovated many post-war democratic reforms in Germany. And as the center of the U.S. Air Forces in Europe, it has been the point of introduction for many Americans to the European scene.

Toastmasters International came to Wiesbaden in June of 1956, when Toastmaster Joe Golden, civilian personnel officer for Headquarters Area, decided a chapter was in order. He was eagerly joined by a group of AF members, military and civilian, and Club 2154-U was launched.

The presence in Wiesbaden of many civilian specialists working with the military forces gives the club a foundation of stability in a military community where fairly rapid rotation of members occurs. Club activities are also open to foreign nationals, and prove a factor in promoting mutual understanding.

Club 2154 is proud of its interesting and lively programs, highlighted by two Ladies' Nights, at Christmas and at officer installation. On Students' Night, local high school students participate. Future plans include a Daughters' Night.

Despite rapid turnover of members because of personnel reassignments and irregular attendance caused by temporary duty assignments and duty travel, Club 2154 maintains an aggressive, enthusiastic membership. Meetings are held on the first and third Tuesdays of each month, and to Toastmasters everywhere, Wiesbaden 2154 extends a hearty "*Herzlich willkommen!*"

Convention Report

"SOLD OUT" were the by-words at the 30th annual convention of Toastmasters International when more than 1,000 Toastmasters gathered at Seattle July 27-29, for one of the most colorful and exciting conventions in Toastmasters' history.

Meal events were sold out hours before the doors opened and educational sessions were packed with note-taking delegates, eagerly gathering ideas to take back to their clubs and districts. From the mayor's friendly greeting at the opening session, to the members of the Hospitality Committee in brilliant green ties and hats, there was an atmosphere of friendly welcome throughout the city. Newspapers and radio and TV stations saluted the visiting Toastmasters. Seventy-nine billboards announced the fact that Toastmasters were meeting in Seattle. In addition, the city was decked out for its annual Seafair celebration and Toastmasters joined in the fun.

It was a fun convention in a gay and gracious city, but the serious business of Toastmasters was not overlooked.

Prior to the opening of the convention on Thursday, July 27, Board meetings were held on Monday and Tuesday. Wednesday afternoon district officers gathered for the District Officers Orientation Session. With Executive Director Maurice Forley as chairman, the session presented the managers of the various Home Office departments in an explanation of their duties and services to the districts. A question and answer period followed.

The second portion of the District Officers Session was a preview showing of the new Toastmasters International film, "Accustomed As I Am . . ." Produced by Emerson Yorke with the cooperation of Oklahoma Toastmasters and the Oklahoma State Educational Television Authority, the 28-minute film of Toastmasters in action features

Officers, directors and wives made an attractive picture at the President's Banquet.





Rex Devenport (R), governor D-16, inspects print of "Accustomed As I Am . . ." which was previewed at the District Officers Training Session. Maurice Forley (L), TMI executive director, presented the print to the Oklahoma Toastmasters in appreciation for their assistance in producing the film. John M. Kennedy (C), past president Burnt Toastmasters Club 914-52 (Van Nuys, Calif.) introduced the picture, which may be purchased from the Home Office.



More than 750 Toastmasters attended the International Night Salmon Bake at Lincoln Park . . .



. . . where one little dancing Indian nearly lost his pants.

popular TV announcer John M. Kennedy, past president, Burnt Toastmasters Club 914-52 (Van Nuys, Calif.), Dr. Ralph C. Smedley, founder, Maurice Forley, executive director, and the Oklahoma Toastmasters. It may be purchased from the Home Office.

The Hospitality Dinner the night before the official opening of the convention was a convivial affair. District 2 Governor Robert Murray served as Toastmaster for the informal affair and presented the picture of a perfect host as he made introductions and presented door prizes. Spontaneous community singing was inspired by the music of the Frank Sugia Trio.

Opening Session

Official greetings were extended to delegates Thursday morning at the opening session by Seattle's Mayor Gordon S. Clinton. The morning session, presided over by International President George J. Mucey, also included reports by President Mucey, Executive Director Maurice Forley and Founder Dr. Ralph C. Smedley. Copies of report by the executive director and the founder and the annual financial statement will be mailed to all clubs.

Club Achievement Award winners were announced by International Director Helge G. Olson, chairman of the District Club Operations Committee. The top ten clubs chosen by the committee were in numerical order:

Sunrise Club 74-3, Phoenix, Ariz.; Lincoln Club 403-24, Lincoln, Neb.; St. Clair Club 496-8, Belleville, Ill.; Huntington Club

519-11, Huntington, Ind.; Big "D" Club 713-25, Dallas, Texas; Lancaster Club 1723-38, Lancaster, Pa.; O.T.C. Yawn Patrol Club 1852-24, Omaha, Neb.; York Club 1865-24, York, Neb.; Las Cruces Club 1938-23, Las Cruces, New Mexico and Naval Gun Factory Club 1979-36, Washington, D.C.

Annual Business Meeting

At the Thursday afternoon session, delegates approved amendments to the bylaws which clarified the educational status of Toastmasters International, provided non-voting representation on the Board of Directors for Territorial Councils made up of clubs outside the United States and Canada, revised the quorum requirements for a District Council meeting to one-third of club representatives or their proxies, and amended the Standard Club Constitution to permit a club to be represented on the District Council by any two of its members.

An amendment requiring that amendments initiated by clubs must first be authorized by the District Council and Zone Conference before being presented at the Annual Business meeting failed to obtain a two-thirds vote. Amendments concerning the nomination and election of International directors submitted by District 11 (Indiana) were tabled and the proposal of Metropolitan Club 1254-36 (Washington, D. C.) was defeated.

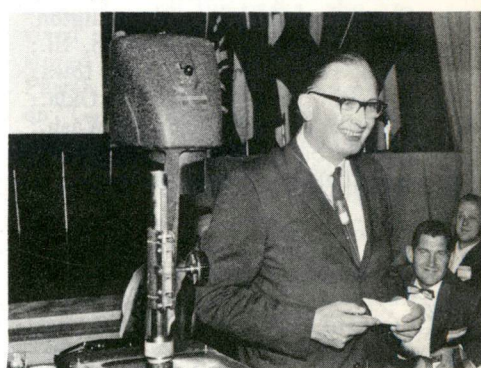
Prior to Thursday afternoon's election, halls and lobbies were filled with campaign literature. There were caucuses in smoke filled rooms and rumors flew back and



Outgoing International President George J. Mucey (L) presented Seattle Mayor Gordon S. Clinton with caricature of the mayor drawn by cartoonist Virgil VIP Partch.



At the fellowship luncheon, Neptune Rex XII bestowed title of "Royal Rajah of Rhetoric" on Dr. Ralph C. Smedley, founder of Toastmasters International.



Highlight of luncheon program was cartoon presentation by Virgil VIP Partch, whose off-beat humor brought laughter and applause from capacity audience.



"Building Better Programs" was discussed at Friday educational session by panel of (L-R): Lt. Col. Van H. Tanner, governor D-36 (Washington, D.C.); John H. Lee, past governor D-2 (Washington); and Robert L. Knotts, governor D-4 (California).

forth as delegates lined up behind their favorite candidates. Many nominations were presented from the floor, and when the ballots were counted, Herman E. Hoche, of Minneapolis, was elected president, Frank I. Spangler of Milwaukee, was elected first vice president, and Alex Smekta, mayor of Rochester, Minn., was elected second vice president.

Elected to the Board of Directors were Stanley Ditchfield, Toronto, Ont.; Joseph Ellis, Bloomington, Ind.; W. B. Gobel, Chicago, Ill.; John B. Miller, Nevada, Iowa; W. B. Norman, Tulsa, Okla.; Maurice L. Olson, Tacoma, Wash.; Lothar Salin, San Rafael, Calif.; and Charles S. Swan, Saratoga, Fla.

Salmon Bake

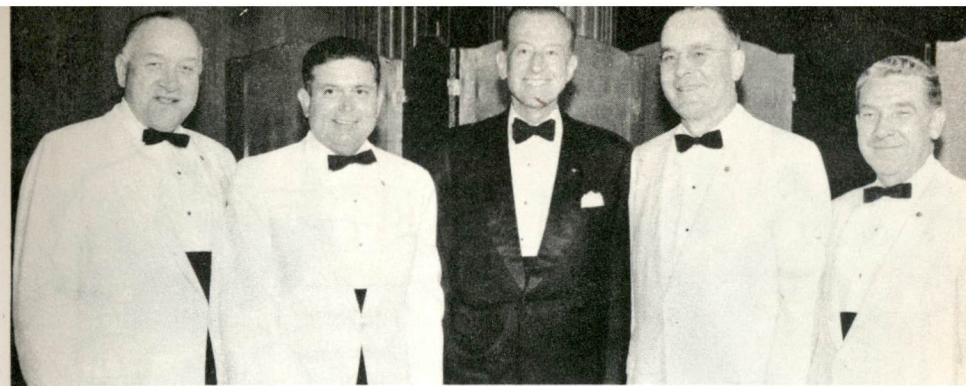
Delegates found it hard to believe they were still within the city limits of Seattle when they stepped off the buses at Lincoln Park for the International Night Salmon Bake.

West Seattle Toastmasters, wearing bright red jackets and bearing large signs of welcome, met the

visiting Toastmasters at the entrance to the park. For those who had never witnessed a salmon bake, it was a unique experience watching the cooks bake the big fish on sticks arranged teepee style around an open fire. The more than 750 Toastmasters and their families who were served remained after the meal to watch Orlyn Haws of West Seattle Central Club 650-2, who served as toastmaster, a Boys' Scottish Pipe Band, and a family of Indian dancers in full costume.

Educational Session

Norman Allen, headquarters director, Management Development, Boeing Airplane Co., presented the keynote address at the Friday morning educational session. He was preceded by Herman E. Hoche, who, as 1st vice president, served as general chairman for the three educational sessions, and by Dr. Ralph C. Smedley, founder, who spoke on the convention theme, "Building Better Toastmasters." Dr. Ralph G. Iverson, International director, was chairman for the ses-



Officers pose with guest speaker Eric Johnston before President's Banquet. (L-R): 2nd Vice President Alex P. Smekta, Immediate Past President George J. Mucey, Mr. Johnston, President Herman E. Hoche, 1st Vice President Frank I. Spangler.

sion which was devoted to "Building Better Clubs." Participants were James W. McEvay, immediate past governor, District 21 (British Columbia); Evans T. Hamilton, past International director, Portland, Ore.; W. B. Gobel, past governor, District 30, (Ill.); John L. Hastings, past governor, District 52 (Calif.); James H. McBain, governor, District 3 (Ariz.); Glen Samuels, past area governor, District 30 (Ill.); A. R. D. Robertson, lieutenant governor, District 21 (British Columbia), and Harry Harvey, manager, Membership Services, Toastmasters International.

Fellowship Luncheon

Trumpeters announced the Seafair court at the Fellowship Luncheon and as the court marched in, resplendent in their royal robes, they were followed by a parade of princesses in bathing suits, selected from cities throughout Washington. Toastmaster Bert Johnson did a masterful job in presenting the luncheon program, despite inter-

ruptions by a phoney waiter who crawled under tables in search for lost articles, spilled water, and was finally ejected by the management when he stumbled and crashed to the floor with a tray of dishes. A trumpet player also wandered in on the proceedings, thinking it was a Seafair rehearsal. Asked to play, he gave a dissertation on the instrument and on the selection he was going to play, but he never blew a note. A Toastmaster from Alaska, complete with fur parka, also arrived on the scene. Order was restored in time for Virgil "VIP" Partch to present his illustrated talk on "Cartoon Communication." The popular syndicated cartoonist proved a subtle humorist as he explained his career and skillfully drew cartoons which were projected on a huge screen. Several of his original drawings were presented as door prizes.

2nd Educational Session

Dr. Arthur E. Dracy, International director, served as chairman for the Friday afternoon educa-

(Continued on page 26)



Registration is always the starting step.



Convention Manager Perkins answers questions. . . .

Interlandi at Large

(Art Director Phil Interlandi pictures people in action at the Seattle convention)



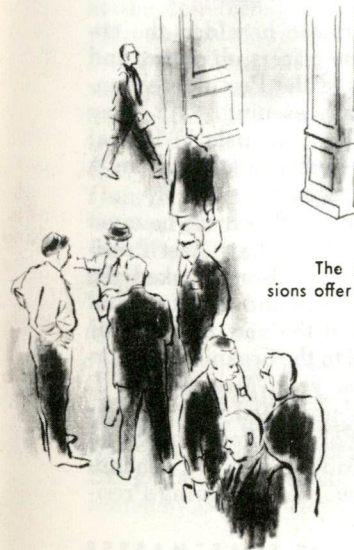
. . . while distinctively hatted hosts steer delegates in right direction . . .



. . . to the real work of the convention, education.



Talking things over is part of the fun.



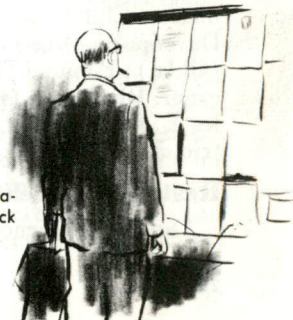
The educational sessions offer new ideas. . . .



Executive Director Forley inspires district officers. . . .



. . . and the Seafair Pirate announcer provides a touch of color.



. . . and plenty of free material for the club back home.

REGIONAL SPEECH CONTEST WINNERS: (L-R) Thomas N. Belew, Spring Branch Club 2067-56 (Houston, Texas); Dale Smith, First Wisconsin Club 228-35 (Eau Claire, Wisc.); Walter Coleman, State Farm Club 2385-47 (Jacksonville, Fla.); and John J. Carver, Chambers Club 540-2 (Seattle).



President Herman E. Hoche (R) presents plaque to John J. Carver, Club 540-2 (Seattle) winner of International Speech Contest.



Founder Ralph C. Smedley (R) presents inscribed gavel to Eric Johnson in appreciation of his many services to better communication.

tional session on "Building Better Programs." Assisting him on the program were Cmdr. John B. Talent, USN (Ret.), governor, Provisional District 66 (Virginia); Gordon H. Willisroft, past governor, District 21 (British Columbia); John H. Lee, past governor, District 2 (Wash.); Robert L. Knotts, governor, District 4 (Calif.); Lieut. Col. Van H. Tanner, governor, District 36 (D. C., Md., and Northern Va.); Robert W. White, area governor, District 2 (Wash.); John D. Puddington, International director (Ohio).

Dr. Henry Jackh, president, First Canadian Club 38-21 (British Columbia); Major F. M. Grove, governor, District 48 (Ala.); Charles C. Mohr, International director (Ohio); Dick Smith, International director (Texas); John M. Kennedy, past president, Burnt Toastmasters Club 914-52 (Calif.); Rex Davenport, governor, District 16 (Okla.); Edmund Thelen, past governor, District 38 (Pa.), and Charles L. Hutson, past governor, District 51 (Calif.).

Regional Speech Contests

Capacity audiences attended the

four Regional Speech contests late Friday afternoon. Winners were:

Regions I and II, John J. Carver, Chambers Club 540-2 (Seattle); Regions III and IV, Thomas N. Belew, Spring Branch Club 2067-56 (Houston, Texas); Regions V and VI, Dale Smith, First Wisconsin Club 228-35 (Eau Claire, Wisc.); Regions VII and VIII, Walter Coleman, State Farm Club 2385-47 (Jacksonville, Fla.).

President's Banquet

Martial music heralded the entrance of the officers, directors and their ladies at the President's Banquet Friday evening. As they marched down the aisle in formal attire, the audience gave them a standing ovation.

Dr. Smedley offered the banquet invocation. Immediate Past President Emil H. Nelson thanked the outgoing officers and directors and then installed the new board. For her services to the organization during the past year, Mrs. George J. Mucey was presented with a silver compact. For his efforts, outgoing President Mucey received a handsome plaque. Both outgoing Presi-

dent Mucey and incoming President Herman E. Hoche presented brief messages.

Eric Johnston, president, Motion Picture Association of America, Inc., delivered the principal address at the President's Banquet. Mr. Johnston's topic was "Space Communications: We Can't Ad Lib It." He received a standing ovation at the conclusion of his remarks. (*Mr. Johnston's speech will appear in the October issue of THE TOASTMASTER magazine—Ed.*) Earlier in the day, the motion picture industry executive and former ambassador, received an inscribed gavel from Dr. Smedley as a personal token of the founder's appreciation for Mr. Johnston's efforts toward improved communication.

Breakfast with the Founder

More than 500 Toastmasters were in the Grand Ballroom at 7:30 a.m., Saturday, for the traditional Breakfast with the Founder. Beyond Basic Training certificates were presented by Dr. Smedley. Responding

to the presentation was Douglas Tilton, Airport Club 1213-4 (South San Francisco, Calif.). Warner S. Moon, (Palm Springs, Calif.) discussed "What Comes after BBT." and Lothar Salin, newly elected International director (Tamalpais Club 1755-57, San Rafael, Calif.), described "Three Levels of Evaluation." The breakfast closed with the audience participating in a group discussion with those who had just received their BBT certificates.

The convention recessed following Dr. Smedley's breakfast program to give delegates and their families an opportunity to witness the colorful Seafair parade. Some watched from their hotel windows, while others joined the throng on the street for the two-hour spectacle.

3rd Educational Session

Robert F. Prins, program operations manager for KING-TV, opened the Saturday afternoon educational session on "Building Better Public Relations." He explained how Toastmasters can use radio and TV to tell the organization's story.

PRESIDENT KENNEDY'S CONVENTION GREETINGS

The White House, Washington, D. C.

George J. Mucey, President Toastmasters International

Please convey my warm greetings to your members and their families attending the 30th Annual Convention of Toastmasters International. Mutual respect between nations requires mutual understanding. There can be no understanding without communication. Truly effective communication depends upon articulate citizens as well as upon their official representatives. Therefore, in encouraging men to develop the ability to speak effectively and improve themselves to their fullest potential, Toastmasters International is contributing to a sound foundation for international relations between men and nations.

The world-wide growth of your organization is assurance that sincere men of every race, creed and color hold in common the hope of a better world made up of better citizens. I commend your purpose: "For better listening, thinking, speaking," and extend my best wishes for the success of your education program and your convention.

—John F. Kennedy

Walter J. Reid, vice president, University Printing Co., Seattle, told the delegates how to make the best use of newspapers. Don Perkins, Public Relations manager, Toastmasters International, offered suggestions for improving and implementing the public relations activities of clubs. International Director Robin Dick was chairman for the session and also moderated the final "Summing Up" session which followed. At the "Summing Up" session, Past International Director Harold J. Carper (Denver) described "What Toastmasters Has Done for Me." "Toastmasters in Community Service" was discussed by Past International Director Emmit L. Holmes (Chicago). L. K.

Wright, past governor, District 36 (Washington, D. C.), outlined the "Prospects for Global Growth." Newly elected International President Herman E. Hoche concluded the session with a summary of the three educational sessions.

International Speech Contest

The Grand Ballroom was filled for the International Speech Contest, final event at the three-day convention. In addition to out-of-town delegates, many local Toastmasters had brought their families with them to hear the four speakers who had battled their way from the club level to the very top in the International competition. The titles had been selected at 8 a.m. that

morning. Now it was 3:45 p.m., and the contest was underway with International Director Bill Hylton as chairman. The wives of the contestants sat tense with crossed fingers. Fellow club members and friends applauded loudly for their favorites. While the judges were out, each man was interviewed. And then the winner was announced. It was Seattle's own John J. Carver, member of Chambers Club 540-2. The local Toastmasters went wild. Carver is a 29-year-old announcer at KVI, Seattle. Dale Smith of Club 228-35 (Eau Claire, Wisc.) was in second place. Thomas H. Belew, Club 2067-56 (Houston, Texas), and Walter Coleman, Club 2385-47 (Jacksonville, Fla.) were the runners-up.

The crowd quickly moved out of the ballroom. Many had their luggage packed, ready to depart as soon as the speech contest was over. About 100 were signed up for the fishing trip that was leaving at 3:30 the next morning. A large group was also leaving the next day for Victoria and Vancouver. Les Bridges and the members of his Host Committee were taking down the decorations in the Hospitality Cen-

ter and closing up their headquarters room. After months of planning, their job was ended, and they needed no one to tell them their efforts had been a huge success.

Up in the exhibit room, members of the Home Office staff were packing the displays for the return trip to Santa Ana. In the convention office, the phone was suddenly silent for the first time in days. In the lobby, a hotel employee was taking down the Toastmasters banner while a dozen groups of people were shaking hands and bidding each other goodbye. Someone had a transistor radio tuned to KVI, which was proudly announcing that John Carver, a member of its staff, had just won the International Speech Contest. Down the street, workmen were putting the finishing touches on the bandstand for the big Seafair street dance that would take place that evening. A few Toastmasters drifted that way. Back in the hotel, a houseman, cleaning up the convention registration area, found a stack of campaign literature and dumped it in a waste basket.

The 1961 convention of Toastmasters International was ended. ♦

FUTURE CONVENTION SITES

At its pre-convention meetings at Seattle, the Board of Directors approved Denver as the site for the 1964 convention of Toastmasters International. The 1962 convention will be held in the twin cities of Minneapolis and St. Paul. The 1963 meeting will be at St. Louis. New York City will be the site of the 1965 convention.

CLUBS IN THE NEWS

Post-Toastmasters Club

Mt. Clemens Club has always made a practice of holding dinner meetings only once a month. The other weeks they meet at the YMCA.

Members soon developed the practice of meeting after the meeting in a restaurant for coffee and discussion. New member Larry Steeh noticed how everyone crowded together—sometimes 10 in a corner booth—and proposed to furnish coffee, cream and sugar for a coffee hour after the meeting. Members could toss a coin into an empty coffee can to keep the pot going.

The coffee hour has become such a success that it has acquired a name—the *Post-Toastmasters Club*. And the coffee can has received so many contributions that it was able to finance one of the club's latest projects for better evaluation.

Another unusual activity of the Mt. Clemens Club is a "Mystery Evaluator," who is appointed secretly at each meeting. He is called on by the master evaluator to report on the behavior of the audience. If members are noisy or inattentive or lacking in suitable decorum, they are the subject of his evaluation. The practice has been very well received and decorum of the meetings has improved tremendously.

Mt. Clemens Club 2887-28
Mt. Clemens, Mich.

* * *

Speech Spans Miles

When Telco Toastmasters 2678 of New Orleans, La., played host to Chalmette Toastmasters 2352 at a joint meeting recently, a novel program was staged. A long distance talk by International Director John Puddington was made via the Southern Bell Telephone Company's direct dialing system. Director Puddington spoke from his home in Canton, Ohio, on the subject of what a club should do in order to maintain its membership and attendance at a high level. His remarks were followed by a question and answer period.

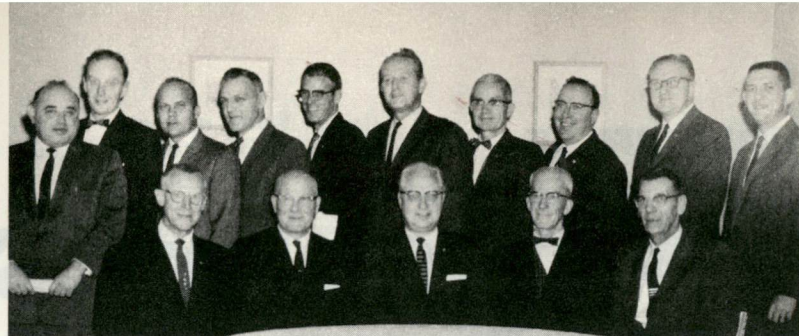
Telco Toastmasters Club is composed of employees of the Southern Bell Telephone Company.

Telco Club 2678-29
New Orleans, La.

* * *

Switch Awards

Following its 13-year custom, Occidental Toastmasters Club 613-51 made plans for its annual Ladies Night. When invitations were out, it was discovered that the West Star Toastmistress Club had been planning a speech contest for the same evening. Both the Occidental and West Star clubs are made up of employees of Occidental Life Insurance Co. of Los Angeles, Calif. The clubs decided to have a joint meeting, and the result was an exciting evening with over 100 people in attendance.



Past presidents participate in meeting of Lincoln-Douglas Club.

Awards were switched, with the Toastmistress Bone award—a pretty pink bone decorated with shining sequins and blue ribbon, was presented to a Toastmaster, while the more stark Toastmasters bone was given to a Toastmistress.

Mr. Claud S. Gillespie, secretary of Occidental Life Insurance Co. of California and a former member of Club 613, presented the winners trophies to Maureen Maseker and Jack Byrne.

Occidental Club 613-51
Los Angeles, Calif.

* * *

Past Presidents Night

Fifteen past presidents attended a special Past Presidents Night of the Lincoln-Douglas Club of Springfield, Ill. As shown in the picture, they are: standing, left to right Louis Keinzler, George Myers, Ted Ebel, Truman Dasher, Jerry Marrin, Jim North, Hershel Cudsworth, Solon Marr, Sam Buddemeier, Jack Glas.

Seated, left to right: Arnold Denkert, John Dial, Harry Hodde Sr., Charles C. McBrian, Robert Bird.

All but four are still active in the club. Two other past presidents active in the club, Edward Heusser and Robert Cory, were unable to be present.

Lincoln Douglas Club 51-8
Springfield, Ill.

* * *

Gavel Club Achieves Publicity

USU Gavel Club No. 20, composed of students at Utah State University, recently put their club on the college map with their exhibit at the University's annual Education Fair. Theme of the Fair was "Progress in the Space Age" and "Plan-at USU." The club's exhibit was a huge wooden gavel, the mallet being a wooden barrel and the handle composed of 2x4's. Rockets and flying saucers completed the exhibit, and the gavel was attached to a rocket so that by pulling a rope the mallet was raised and dropped onto the top of a metal barrel. Posters displayed the theme: "Peace through Speech."

USU Gavel Club 20
Utah State University
Logan, Utah

* * *

New Award

The Torii Toastmasters 2502-U of Kadena Air Base, Okinawa, have recently added a new trophy. A spark plug, mounted on a handsome base, is called the "President's Award," and is given monthly to the member who is considered to have done the most for the club during the preceding month.

Torii Club 2502-U
Kadena Air Base
Okinawa

HOME OFFICE

TOASTscripts



The Home Office is accustomed to receiving letters from members testifying to the value of Toastmasters training. Such letters are always gratifying to receive. But even more encouraging is the increasing number of letters of endorsement from non-members. Agencies of government are particularly high in their praise. Consider these scattered examples:

An official of the Salt River Project in Arizona wrote, "The other day we were preparing a presentation to our Board of Governors and there were eight members participating. After the presentations, I remarked that the three Toastmasters were readily recognized. Not only were their material and delivery to be commended, but their critique was appreciated by the other members."

An executive with the Department of Agriculture wrote, "I heartily applaud the program of Toastmasters International. In our profession, as in most others, the ability to communicate effectively is becoming increasingly important. We encourage our staff to undertake any constructive program that improves their ability to carry on their professional work more effectively."

From an officer in the Depart-

ment of the Interior came these words, "Over the years, we have been able to observe the improvement in public speaking and conference leadership among the men who have trained with Toastmasters. Encouragement for participation in the program is a policy of this office."

"Toastmasters International is doing a splendid job throughout the United States," wrote a Department of Labor official. "We wish to commend you for this and thank you for making it possible for some of our field representatives to improve their ability to speak before a group."

These endorsements only prove what we've been saying all along—"Toastmasters is more than a club. . . It's an education."



As clearly stated on the inside front cover of THE TOASTMASTER magazine, Toastmasters International is a non-partisan organization. Proof of this policy was demonstrated recently when, within a two-week period, the Home Office received applications for charters from a Young Democrats Toastmasters Club at New Orleans and a Republican Toastmasters Club at Denver.

Can you top this? Lorain, Ohio, Toastmasters Club 1791-10 proudly reports that:

James Parobek, the club's first president, won the Democratic nomination for mayor in the city's primary election.

Bernard Jalowiec, club secretary, received Lorain's "Young Man of the Year" award for 1960.

Marvin Davis, club member and area governor, received the "Young Man of the Year" award for 1960 at Amherst, Ohio.

Arthur Engel, sergeant-at-arms, was elected president of the Lorain Junior Chamber of Commerce, and Thomas A. Tubbs, club member, was elected Commissioner of the North Central Ohio Semi-Professional Football League.



We notice some strange speech titles in club bulletins, but the most intriguing this month was found in Burnt Toast, bulletin for Industrial Management Toastmasters Club 1633-25 (Dallas, Texas). Editor Bob Brawley reports that Toastmaster Al Cates spoke on "A Comparison Between Castro and Liberace." Well, they both have brothers. One fiddles with the violin and the other fiddles with Cuba.



The cartoon on this page is from *More Lagunagrins*, the newest collection of cartoons by THE TOASTMASTER'S own art director, Phil Interlandi. Phil is a nomad artist who lives on the sands of Laguna Beach, an art colony just a palette's throw from the Home Office. Because his wife seizes his monthly retainer from Toastmas-



Interlandi

"The beach must be very crowded today . . ."

ters International for food and clothing for herself and the children, Phil is forced to peddle his art elsewhere for spending money. Elsewhere being places like *Look Magazine*, *True*, *Better Homes and Gardens*, *This Week*, *The Saturday Evening Post*, *Playboy*, *Ladies' Home Journal*, *Parade*, *McCall's*, *New York Times Book Section* and *The Laguna Beach Post*. *More Lagunagrins* is a collection of his humorous observations of his fellow Lagunans. The cartoons originally appeared in *The Laguna Beach Post*. Phil's neighbor, cartoonist Virgil "VIP" Partch, has written the introduction to the Interlandi book of cartoons, but Phil has added his comments on the margins. Toastmasters interested in studying the real Phil Interlandi may purchase the book for \$1 from Laguna Beach Books, Box 41, Laguna Beach, Calif.

Toastmasters is Help Yourself

By WALTER HOLLAND

A TOASTMASTER'S CLUB is a good place to learn how to get along with others. But it's also a fine place to develop your initiative in looking out for Number One.

When you hear about self-help in Toastmasters, it means just that—you help yourself.

Say it slowly to that lead-footed other self of yours: You—help—self.

Say it the way the sign I saw on a Chinese automatic laundry says it: Helpie-Selfie.

Say it as many ways as you can, and say it over and over: In a Toastmasters club, *self-help* means *you help yourself*.

If you think I'm over-stressing the point, ask yourself if your club knows that a handy pocket parliamentary guide is readily available from the Home Office to any member for a dime. There's a real self-help tool, but are you using it? Have you even helped yourself to the extent of finding out there *is* such an aid?

Ask yourself if they know, in your club, that they can get "The

Legislator, a parliamentary slide-rule"—for only a dollar. Ask yourself if your club has the new TMI Timer with three lights and a buzzer. A great device for help yourself. Helps the whole club, too.

Do you or your clubmates lean too heavily on written notes? Ever try mental ones? Do you know that a famous memory course is available to you through the Home Office for only \$3.95? Great for help yourself.

Ask yourself if your club knows that the Home Office makes available carefully selected books for members' education.

One more question:

What odds would you give me that every member of your club knows there *is* a Home Office—and that it's at Santa Ana, California?

"Toastmasters is more than a club, it's an education." Right—but most of the education is offered on the American or self-help plan.

All members of your club should know that the Home Office makes available, in many instances at specially discounted prices and al-

ways at very reasonable prices, an abundance of self-help educational and club promotional and administrative materials. For example:

- 22 speech educational books
- 15 educational and "how to" pamphlets
- 4 prospect postcards
- 19 items of publicity and membership promotion materials
- 20 items for club executive guidance
- 16 assorted manuals
- 3 sizes and types of emblems
- 2 sizes of luminous road signs
- 15 educational items not otherwise classified above

In addition, there are club secretary-treasurer supplies, badges, ribbons, trophies, plaques, award certificates and other materials.

Club officers who are on their toes will know about these things. It would seem difficult for them *not* to know, since they are routinely sent so much information from Santa Ana. But—well, let's be charitable and simply say some officers get so busy that they lose or misplace their own Home Office guidance materials and just sort of fly by the seat of their pants.

So, naturally they can't tell anyone else about the bounty of booty which can so easily be had from the Home Office.

When I first joined a club, some five years ago, I kept my big mouth shut for what I felt was a long enough period to meet the demands of decorum. Then I piped up and said to a vice president, "Say, how does a fellow get hold of the by-laws or something? I'd like to find out what the score is?"

"You got any complaints, just

let us know," he said.

The club was pretty short of members (you can imagine)—so it wasn't long until I was elected to office. Being thus in the inner circle, I found out there was a Home Office at Santa Ana, California. I started yelling—by mail. They sent me a complete price list of supplies and materials, answered some questions I had, were interested in some comment of mine, and steered me around quite a bit.

Seek and ye shall find. Seek is an active, not a passive verb.

Nice fellows, those guys in the Home Office. Forley, Perkins, Harvey, Wellner and the nameless heroes and heroines who do the chores. In an organization as large and loose as TMI they undoubtedly feel at times that they have too many bosses, and they are swamped with work all the time, but they're actually eager to be of service when a member comes along and tries 'em out. Never too harried to help.

Not forgetting Dr. Ralph C. Smedley. He's the Founder. Toastmasters who have worked under his personal direction on "Beyond Basic" tell me he's great. He's never too busy to help when needed.

The Home Office is people—and they'll help us if we'll help ourselves.

Members of really good clubs, reading this article, may think I'm off base in suggesting that some clubs and/or club officers are as lax and inept as herein implied. I'm not off base. It may be fine to be always singing our own praises and reading our own plugs, but let's face realities, too, and give our-

selves a kick when—and *where*—we need it.

Some of you who are reading this—yes, you, and you, and you—will know that I am not irresponsibly blowing the whistle . . . that I am earnestly pleading for better club management and leadership which is sorely needed in many clubs.

Officers, get on the ball. Help your club—and help yourself.

You buck privates, rankling in the ranks—how can *you* help?

You can help by following THE TOASTMASTER pretty closely. By keeping posted. By heckling those club officers, if necessary, to get on the ball and use the Santa Ana materials for membership promotion, for educational guidance, for public relations, for practically everything.

And perhaps above all, to get back to the strictly personal angle, you can *help yourself* by really using those educational materials when you get hold of them. If you don't—well, you can slide by pretty easily in a Toastmasters club, not putting much in, not taking much out.

You can acquiescently accept everything your various evaluators say, for example—and they all say something different, and where does that leave you? You need to study, read, listen, learn to select and reject what you choose to believe from all that is said, by any and all parties, in your Toastmasters club.

Apparently there's no getting around it—you've got to decide what *you* think.

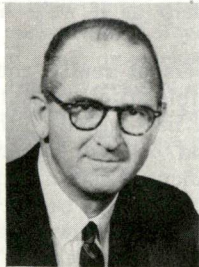
You've got to learn for yourself how to organize and deliver speeches better, how to get along with parliamentary procedure, how to listen, how to evaluate others.

You've got to teach yourself how to improve and use your voice . . . how to tell stories, how to speak without notes.

The Home Office provides educational materials to help with everything mentioned here—and more. Your fellow-members will help you in many ways. But you've got to *help yourself* all along the line.

You're a Toastmaster, and don't forget . . .

"TOASTMASTERS IS HELP YOURSELF!" ♦



Walter Holland is assistant director of information for Southern States Cooperative, and a past president of Richmond Toastmasters 1275-36 of Richmond, Virginia. He organized and wrote The Creative Course in Effective Speaking, which he has taught for the past two years at the Central YMCA in Richmond.



JUST IN JEST

Many a husband and wife get along beautifully despite differences of opinion. She never finds out.



Principal to small boy: "It's very generous of you, Harold, but I really do not believe your resignation would help our crowded school situation."



*Wives on a diet
Seldom seem happy
Until they can try it
Also on pappy.*



The three inevitables of modern life are death, taxes, and hamburgers the night before payday.



The most valuable thing you can learn from experience is not to rely on it.



"Is your husband a handy man around the house?"

"No," snapped the disgruntled housewife. "The only things he ever makes are mistakes and cigarette ashes."



In the old days when the cavalry had horses, a tough sergeant was admonishing a group of recruits. He concluded his tirade with: "And let me remind you Joes about walking up to a horse from behind. Don't do it! First thing you know, you'll get kicked in the head and then we'll have a lame horse on our hands!"



"I've done my good deed for today," remarked the boy scout at the breakfast table.

"So early?" asked his father. "Sure. I saw Mr. Smith running for the 7:45 train and I was sure he'd miss it, so I let our bulldog loose and he made it."



*"Was it a profound speech?"
"It sure was. Both the audience and the speaker were confused."*



Age has nothing to do with learning a new way to be stupid.

—J. C. Salak, "Quote"



A crank is an expert on some subject you're not interested in.



*Sign in the office of a psychiatrist:
"Satisfaction guaranteed or your mania back."*



Service station attendant to driver: "Your oil's okay. I think your engine could stand changing, though."



A man can call himself a success when he can be the sort of man his mother thinks he is and his mother-in-law hopes he'll turn into some day.



An expert is someone who is called in at the last minute to share the blame.

—"Quote"



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)

We sincerely appreciate the permission to use "Six Ways to Win an Argument," which appeared recently in your publication. We are enclosing a copy of our monthly "Newsletter" that is published for our salespeople.

I recently was invited to a special affair in St. Paul, where Emil Nelson was the master-of-ceremonies. I'm sure that one of the reasons he did such a beautiful job was the fact that he is active in Toastmasters.

Lee Doucette
Executive Secretary
Minneapolis Board of Realtors
Minneapolis, Minn.

Walter Trefry of Spokane Valley Club 308-9, mentions in his letter in your July, 1961 issue that he would like to hear of Toastmasters clubs with large past president memberships. We can be topped by a club not too far from us in past presidents—as you know, the first you-know-what never stands a chance—but as far as all around participation goes, we're doing fine. We're delighted to oblige Walter.

Compton 464-51 has eleven past presidents out of its present membership of 27. Of those still active, six are past or present area officers; three are in the district. Since 1952, Club 464 has supplied Area 6-51 with three area governors, plus one area-governor elect (sounds like Gilbert and Sullivan). Not bad for a club which in the summer of 1952 numbered only eight at meetings.

How do we do it? We are continually attempting new and old ways of increasing

language effectiveness, program interest and evaluation procedures. At this moment, we have underway a Parliamentary Procedure month, intermittently assigned speech subjects, a coaching program, a mock city council, joint meetings, debates, and lots more.

Where do we get our ideas? We are shameless. No club, no publication is inviolate. We borrow from *The Toastmaster*. Some we dream up. Other ideas we swipe from any club reckless enough to invite any of our members to participate. In fact, visitors feel at home in our club immediately, because they usually can recognize something familiar about our meetings.

Oh, yes. Compton 464 has just earned the District 51 Permanent Trophy as Club-of-the-Year three years in a row. We have won a few other awards, but modestly and space bid me be reticent at this point.

I am sure that other clubs have done just as well. Let's all brag a little. But please, include in your letter some of the interesting and effective ways of improving your club that we can use, so that you too will feel at home when visiting Club 464-51.

Robert Beacon
Public Relations Rep.
Club 464-51
Compton, Calif.

I am sending copies of the "Operation Patrick Henry" reprint which you so graciously permitted us to make available to the Scout field. Copies have been mailed to each of the 3,600 professional staff members throughout the country.

The service rendered to the youth of America, through the program outlined in this article, is indeed significant. We are very appreciative of your organization's help in Scouting.

C. M. Tribur
National Director
Civic Relationships
Boy Scouts of America

This is just a note to tell you of an extremely interesting meeting we held on June 7. This meeting honored our past presidents and was put on by them as they furnished the toastmasters, speakers, evaluators, etc. Ten of the 12 past presidents invited to attend were able to be present and the speakers' theme was "What Toastmasters has done for me."

All members present thoroughly enjoyed this program and we are certain this will become an annual meeting of past presidents for the future.

Dennis McCarthy
Pres., Club 814-2
Seattle, Wash.

We conduct a school-clinic for physically handicapped children and have approximately 100 full-time and part-time patients.

Knowing that your *Toastmaster* magazine has a great fund of information about effective speech, we are wondering whether it would be possible for you to put us on a complimentary mailing list.

Many of our children have speech difficulties and, I am sure, your magazine would be helpful to our teachers in overcoming their speech problems.

Edward A. Kennedy, Jr.
Executive Director
United Cerebral Palsy Assoc. of
Worcester Co., Inc.
Worcester, Mass.

(We are happy to make THE TOASTMASTER available to the Children of the CP Association of Worcester—Ed.)

Like many men who stay in Toastmasters long enough to finish Basic Training, two past presidents of El Monte (Calif.) 352-F found they had developed speaking ability, poise, confidence and leadership qualities that brought them such advancement in their vocations that their time became so limited they were unable to keep up their club membership.

Lowell Arnold and Russ Clothier soon noticed that every time they got together they talked Toastmasters. They realized they missed Toastmasters, missed the challenge of extemporaneous speaking provided by table topics, missed the unique fellowship of an organization where men unabashedly point out each others faults and become better friends because of it. Where a compliment is sincere, not flattery.

They didn't just say "There ought to be an Alumni Club," they formed one! They arranged a dinner meeting at a nearby restaurant and sent invitations to 30 other Toastmasters who had found it necessary to drop out of the El Monte Club because of business reasons. Twenty-five of the 30 showed up, and the El Monte Alumni Club was in business.

Paradoxically, there is no organization as such and the rules and regulations consist of a complete absence of rules and regulations. Group meets once a month, with chairman or "host" selected in alphabetical order. Host presides at the meeting, acts as table topicmaster, selects evening's subject. There are no prepared speeches, but regulation Toastmasters table topics procedure is followed. The evaluator is frequently the evening's guest of honor, frequently an officer of the club or district.

After more than five years the group still meets regularly the second Tuesday of each month, and frequently hold a joint meeting with our club beneficial to both sides.

Elmer Mateas,
Past President, Club 352-F
El Monte, Calif.

New Clubs

(As of July 15)

- 1946-5 ENCINITAS, California, *Poinsettia*, Thurs., 7:30 p.m., San Dieguito Union High School Library.
- 2246-40 COLUMBUS, Ohio, *WE Bell-O*, 2nd & 4th Thurs., 5 p.m., Western Electric Co., Cafeteria Red Room, 6200 E. Broad St.
- 3070-U YOKOHAMA, Japan, *Yokohama*, 2nd & 4th Thurs., 7 p.m., Yokohama Country & Athletic Club.
- 3079-47 ORLANDO AFB, Florida, *Orlando AFB NCO*, 2nd & 4th Wed., 12 noon, NCO Open Mess.
- 3289-42 OLDS, Alberta, Canada, *Mountain View*, Thurs., 8 p.m., Mid-Street Restaurant.
- 3299-23 RUIDOSO, New Mexico, *Ruidoso Hondo-Valley*, Thurs., 12:05 p.m., Navajo Lodge.
- 3327-14 McRAE, Georgia, *Ocomulgee*, 2nd & 4th Thurs., 8 p.m. Plantation Restaurant.
- 3328-47 MELBOURNE, Florida, *South Brevard*, Mon., 6 p.m., Trade Winds Cafeteria.
- 3329-U SAN JUAN, Puerto Rico, *Isla Grande*, Wed., 11:30 a.m., C.P.O. Club.
- 3330-62 DOWAGIAC, Michigan, *Dowagiac*, 2nd & 4th Mon., Champ's Hotel.
- 3333-46 NEW YORK INTERNATIONAL AIRPORT, Jamaica, New York, *Pan Am*, 1st & 3rd Wed., 5:10 p.m., Idlewild International Airport, Hangar 14 (JEOB—Cafeteria).
- 3335-57 GARBERVILLE, California, *Garberville*, Tues., 7:30 p.m., Silver Spur Restaurant.
- 3336-U AVIANO AFB, Italy, *Aviano*, Tues., 12 noon, NCO Club.
- 3337-39 DAVIS, California, *Town and Gown*, Fri., 11 a.m., Rm. 1098 Horticulture Science, University of California.
- 3338-11 KOKOMO, Indiana, *Kokomo*, Tues., 6:30 p.m., Courtland Hotel Coffee Shop.
- 3339-40 DAYTON, Ohio, *Jaycee*, Mon., 6:30 p.m., Kuntz's Cafeteria, 1225 Troy St.
- 3340-U LA CROYA, Peru, "*El Soroche*," Mon., biweekly, 7 p.m., Golf Club.
- 3341-56 HOUSTON, Texas, *Southern Pacific*, alt. Mon., 5:30 p.m., Room 516, Southern Pacific Bldg.
- 3342-28 MONROE, Michigan, *General Custer*, Wed., 6:30 p.m., Jimmy's Rathskeller.
- 3343-14 ROBINS AFB, Georgia, *Personnel and Administration*, Thurs., 12:30 p.m., The Sandman.
- 3344-14 ROBINS AFB, Georgia, *Procurement*, Tues., 11:45 a.m., Base Restaurant.
- 3345-29 NEW ORLEANS, Louisiana, *Young Democrats*, 2nd & 4th Mon., 6:10 p.m., Kolb's Restaurant.
- 3346-29 MOBILE, Alabama, *Azalea City*, Mon., 7:30 p.m., 1151 Texas St.
- 3347-6 HOYT LAKES, Minnesota, *East Range*, Thurs., 6:30 p.m., Ostrand's Bakery.
- 3348-14 ROBINS AFB, Georgia, *Directorate Supply & Transportation*, 12 noon, Robins AFB Cafeteria.
- 3349-36 BOLLING, Andrews AFB, Washington, D. C., *Boland*, Mon., 7:30 p.m., Bolling AFB NCO Club.
- 3350-14 ROBINS AFB, Georgia, *Robins Jesters*, Thurs., 12 noon, "The Hanah Room," Bldg. 273.

DISTRICT GOVERNORS

1961-1962

- F Richard S. Titera 1133 Sunset Drive, Whittier, California
2. Robert Murray 22525 Ninth Avenue, Bothell, Washington
3. James H. McBain 53 W. Suffolk Drive, Tucson, Arizona
4. Robert L. Knotts 1204 Nilda Avenue, Mountain View, California
5. Donald Contois 1361 Rock Springs Road, Escondido, California
6. Edward M. Thielen 1806 Vincent Avenue No., Minneapolis 11, Minnesota
7. Richard Eastman P. O. Box 532, The Dalles, Oregon
8. Earl M. Potter 7009 W. Main Street, Bellevue, Illinois
9. Bliss O. Bignall, Jr. Elder Building, Coeur d'Alene, Idaho
10. H. R. Baumgardner 150 Brouse Drive, Wadsworth, Ohio
11. Russell Carey 1603 Cass Street, Niles, Michigan
12. John Bozoky 631 California Avenue, Bakersfield, California
13. Alexander W. Brown 3115 Iowa Street, Pittsburgh 19, Pennsylvania
14. Richard Piazza P. O. Box 3207, Savannah, Georgia
15. C. S. (Pete) Bosquet 253 No. Main Street, Pocatello, Idaho
16. Rex Davenport 708 Stahl, Midwest City, Oklahoma
17. Dr. Howard E. Hultgren 311 No. 28th Street, Billings, Montana
18. John Blaney 7 Kyle Park Avenue, Uddingston, Scotland
19. Jerry Bertramson 1200 E. Washington Street, Iowa City, Iowa
20. Harry M. Pippin Hedderich Building, Williston, North Dakota
21. Lionel Mercier 3302 Barnard Avenue, Vernon, B. C., Canada
22. Paul E. Kunze 728 West 45th Street, Kansas City 11, Missouri
23. Roger H. Johnson 10121 Toltec Road NE, Albuquerque, New Mexico
24. John Nixon, Jr. 432 South 88th Street, Omaha, Nebraska
25. Fred Beisecker 8643 Chadbourne Road, Dallas, Texas
26. Raymond McGavin 1545 Dellwood, Boulder, Colorado
27. David R. Crow 2318 Fountain Way, Fresno, California
28. Judson Fisher 3164 Merrill, Apt. 205, Royal Oak, Michigan
29. Edgar Pfeiffer 312 South Palafox Street, Pensacola, Florida
30. Kenneth Magnuson 1486 Wicke, Des Plaines, Illinois
31. John P. Gallant Westland Drive, Spencer, Massachusetts
32. Paul C. Webb P. O. Box 115, Buckley, Washington
33. Charles Loveless 73 Willis, Rickard, Washington
34. Raymond G. Castle 333 E. Washington Street, Syracuse 2, New York
35. Gordon Groseth P. O. Box 146, Chippewa Falls, Wisconsin
36. Van Holmgren Tanner 3317 "N" Street, N.W., Washington, 7, D. C.
37. Perry M. Weaver P. O. Box 866, Asheville, North Carolina
38. William M. Musser, Jr. 33 No. Duke Street, Lancaster, Pennsylvania
39. Arley Howsden 6 Carmel Place, Chico, California
40. Otto H. Althoff 3297 Cedarwood Drive, Fairborn, Ohio
41. R. James Brennan 1021 St. Charles, Rapid City, South Dakota
42. Cece Primeau 9111-156th Street, Edmonton, Alberta, Canada
43. James A. Brewer 1543 Crestwood Road North, Little Rock, Arkansas
44. B. R. Griffin 2621 23rd Street, Lubbock, Texas
45. William Steinhardt 20 West Elm Street, Sanford, Maine
46. William J. Costello 714 Wyckoff Avenue, Bellmore, L.I., New York
47. Dean Risher 421 Indian Creek Drive, Cocoa Beach, Florida
48. Major Francis M. Grove Quarters 13-A, Maxwell Air Force Base, Alabama
49. Edward M. Hudak (Lt. Col.) 1329 Uila Street, Honolulu 18, Hawaii
50. Arthur Lester 18627 Yukon Street, Torrance, California
51. George F. Kaufmes 2370 Transit Avenue, Anaheim, California
52. Robert C. Emrey 450 Kenneth Road, Glendale 2, California
53. James E. Thomas 259 Preston Street, Windsor, Connecticut
54. M. J. Roy Wolf 3 East Columbia Street, Danville, Illinois
55. Harold Fallbeck 844 No. Broadway, Riverton, Wyoming
56. R. H. (Bud) Lambert, Jr. 2207 Fannin, Houston 2, Texas
57. Bruno Franceschi 10 El Gavilan, Orinda, California
58. Luther R. Gower 4210 Blossom Street, Columbia, South Carolina
59. Artie Valentine P. O. Box 686, Sparks, Nevada
60. Tom Ryan 86 Earl Street, Kitchener, Ontario, Canada
61. John Korcz 257 St. Paul Street, Cap de la Madeleine, Quebec, Canada
62. Leo Barnes 1109 Cawood, Lansing, Michigan
63. Bob Juster 216 City Hall, Chattanooga, Tennessee
64. S. M. (Sid) McMurray 163 Greendell Avenue, Winnipeg 8, Manitoba, Canada
- 65-P B. Robert Bird 80 St. Amelia Drive, Tonawanda, New York
- 66-P John B. Tallent 5953 Gainor Place, Norfolk 2, Virginia

The Toastmasters Road Sign

Use this good-looking highway marker to advertise your club where it counts the most . . . 22 inches, steel, luminous beads... Toastmasters colors in blue and white . . . a good idea to add your club's time and place of meeting . . . have your local sign painter provide this . . . hang it under your Toastmasters emblem . . . and you're ready to go! . . . Remember, your club starts where your community starts, so tell everybody about it.

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